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## **Nonprofit Network teams up with Census** Local organization awarded grant for outreach efforts

**JACKSON, Mich.** – The Nonprofit Network in Jackson received a \$15,000 grant to support their efforts to increase participation in hard-to-count communities during the 2010 census.

The grant, awarded by the Nonprofits Count! in Michigan campaign, will support public education efforts to reach members of undercounted communities about the importance of a complete census count.

“Public education is essential for a complete count,” said Sam Singh, census consultant for Michigan Nonprofit Association (MNA). “Nonprofits are in a unique position to communicate with the people who go in and out of their doors everyday – historically undercounted residents. These grantees were selected as critical advocates to advance our community outreach activities for the 2010 census.”

Nonprofit Network provides training, counsel, technical assistance and support to nonprofits in the Jackson area that serve hard-to-count populations. Jackson Nonprofit Network’s primary goals include ensuring all local organizations have access to educational materials supporting the census and that the people they serve realize the importance of being counted.

“Typically, the people that live in these census tracks will be living within food deserts, high unemployment rates, low literacy levels and may be suspicious of the government and how they will use the information,” said Regina Funkhouser, executive director at Nonprofit Network.

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*Increasing the capacity of Michigan’s nonprofits to serve, strengthen and transform communities.*

*Michigan Nonprofit Association is affiliated with Michigan Campus Compact and Volunteer Centers of Michigan*

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“It is crucial that the Jackson population realize that the census is happening and the importance and benefits of participating, and it only makes sense to start with public education.”

In addition to supplying local organizations with census heavy materials and supporting local peer-to-peer efforts for filling out the census forms, Nonprofit Network is coordinating a “Day of Counting” in March.

“Volunteers will canvas hard-to-count census tracks in the Jackson area and post census 2010 educational material on every door, in mini marts, churches, laundromats and food pantries,” Funkhouser said. “We cannot afford to miss anyone. A complete count is essential to receive funding that keeps essential services and provides access to funds, programs and services for Michigan residents.”

The results of the 2010 Census will affect the dispersion of federal funds, political representation, public infrastructure and private investment. For every 100 people not counted, a community risks losing an estimated \$1.2 million over the next decade for federally funded programs alone.

### **About the Nonprofit Network**

Nonprofit Network is a nonprofit agency with a mission dedicated to strengthening nonprofit organizations, their boards and their staffs. Nonprofit Network’s mission is to strengthen nonprofit governance and management. Nonprofit Network does this by providing training, consulting and advice to all nonprofit organizations. Nonprofit Network will use this grant to collaborate the efforts of nonprofit organizations who serve the undercounted population.

### **About Michigan Nonprofit Complete Count Committee**

Nonprofits Count! Is a campaign to mobilize nonprofits to get involved in making sure that every person is counted, with a special emphasis on hard-to-count communities. In Michigan, MNA has organized a statewide Nonprofit Complete Count Committee to guide its work with the 2010 Census initiative. For more information and to view a list of committee members, visit [www.MNAonline.org/census.asp](http://www.MNAonline.org/census.asp) .

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**About Michigan Nonprofit Association**

Michigan Nonprofit Association (MNA) increases the capacity of Michigan’s nonprofits to serve, strengthen and transform communities. With nearly 1,200 members, MNA serves as a statewide network for the sector, a resource center on effective management practices, and as an advocate for the nonprofit community. For more information, visit [www.MNAonline.org](http://www.MNAonline.org).

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