



**A well-run, transparent Census Bureau is vital to a healthy democracy and the fair allocation of political power and public resources.**

Data generated by the decennial Census, the ongoing American Community Survey (ACS), and the many other Census data programs provide fundamental knowledge about the American people and impact:



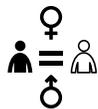
**More than \$1.5 trillion in federal funding – including where roads, schools, and hospitals are built**



**Fair political representation for our communities**



**Policy and economic decisions, including investments that impact families, health and wellness, housing, and work**



**Philanthropies and NGO work to address complex issues from civil rights to poverty to access and equality**

Underfunding and delays in planning for or disseminating the Census data products puts communities and people across our country at risk of not receiving equitable economic opportunities and political representation.

## The Risk

Without proper funding and resources to ensure and inclusive and accurate Census and ACS count we will continue to see issues in data access and quality that will impact a generation of Americans

- Delays to 2020 Census and ACS data products have impacted a decade of business, government, and philanthropic decisions, limiting the reach and impact of philanthropic and government investments
- Lack of investment in ACS will lead to data quality and collection deficiencies and under representation of vulnerable populations in critical policies and funding programs
- An accurate count is needed to ensure government and philanthropic dollars are allocated fairly and tracked responsibly in communities across the country
- 2030 Census requires immediate and right-sized funding to sustain critical capabilities and reduce risk of underfunding the design and testing of the 2030 survey and products

## The Census Project

The Census Project built and deploys a robust infrastructure of more than 1,500 advocates representing a wide array of business, civil rights, state and local government, labor, scientific, housing, child advocacy and professional interests that share our mission. This unparalleled network of voices with widely divergent political priorities has a common goal of keeping census stakeholders, policymakers, and journalists informed on how Census budget and operational policies impact the availability and accessibility of high quality data for stakeholders.

### KEY ASSETS:



**High-impact meetings between diverse stakeholder including practitioners and policy makers**



**Webinars, white papers, and blog posts that inform general public, educate political staff and elevate media-worthy insights**



**Seat at the table at public and private industry, government, and academic meetings and forums**



**Unparalleled non-partisan network of decision makers and experts across sectors**



**Census Project Advisory Committee includes non-partisan group of experts including six former Census directors.**



**Seen as the "go-to" source on the Census by members of congress and key committee leaders on both sides of the aisle**

## Recent Actions that Count:

Actively engaging **1685 core stakeholders**

Published **70+ informational blogposts** with analysis of relevant and curated a daily media newsfeed on issues relevant to Census operations, products and funding

- Developed FY 2023 funding recommendation for the Census Bureau on behalf of the census stakeholder community for **\$2B+ budget**
- Published special white paper America's Essential Data at Risk, A Vision to Preserve and Enhance the American Community Survey and supported with **high visibility social media campaign** (433k impressions), webinars and microsite (45k views)
- Drafted and promoted **Sign On and Dear Colleague Letters** in advance of FY 2023 Appropriations
- **Hosted annual meeting of key stakeholders** at the White House Office of Management and Budget and Chief Statistician's office to discuss interests in Census Bureau funding and operations
- The Census Project responds to more than **two dozen detailed requests** for information annually from stakeholders, media, and policymakers about Census budget and operational issues

## Ensure a Fair and Accurate Count – Now and for the Future

On-going support for the Census in this hyper-partisan environment requires the tact and expertise of The Census Project to bring together a powerful, nonpartisan coalition includes policymakers, advocates, businesses, government, data experts and philanthropy. And the partnership of leading organizations like you that understand and share a passion for ensuring a fair count and accurate, reliable, and broadly disseminated data.

### WITH YOUR HELP, THE CENSUS PROJECT CAN RE-DOUBLE OUR CURRENT EFFORTS TO SUPPORT THE CENSUS BUREAU AND EXPAND OUR IMPACT INCLUDING:

- ✓ Expanding the network of census stakeholders to broaden interest in high quality ACS data across the political spectrum,
- ✓ Broadening engagement with foundations and NGOs about how ACS impacts philanthropic investment through research and on-going network building activities,
- ✓ Developing an educational program targeted to new congressional staff on the issues facing the decennial census and the ACS, and
- ✓ Enhancing the capacity of our network of experts and The Census Project's communication channels to facilitate more stakeholder feedback and interaction on Census-related issues

Connect with us to learn more: [thecensusproject.org](https://thecensusproject.org)



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