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Nonprofits Launch Statewide Coalition to Ensure an Accurate 2020 Census Count in Kentucky

Kentucky Nonprofit Network convenes Count Me In 2020 KY Nonprofit Coalition to mobilize nonprofits

LEXINGTON, Ky. – To ensure the Commonwealth gets its fair share of federal dollars for vital programs supported by federal funding that use census data, a statewide coalition is sharing resources to encourage nonprofits to engage in securing an accurate 2020 census count. As part of Kentucky Nonprofit Network’s Nonprofits Count Campaign, the state association of nonprofits has launched a Count Me In 2020 KY Nonprofit Coalition to help mobilize nonprofits and foundations to encourage all Kentuckians to ensure they are counted in the upcoming 2020 census.

The decennial U.S. census is required by the Constitution and despite significant outreach, has historically undercounted communities of color, rural communities, young children, immigrants and those living in poverty (see [Hard-To-Count Populations](#) map). The undercount results in inequitable government funding and representation. According to [The George Washington University Counting for Dollars Project](#), for every uncounted person, **Kentucky stands to lose at least \$2021 per person per year of federal funding**. Over a 10-year period, that amounts to more than \$20,210 per uncounted person. Multiply that by the estimated thousands of Kentuckians who are at risk of being missed in the count due to changes in the census and the amount of federal funding Kentucky stands to lose soars into the millions.

Statewide programs supported by federal funding that use census-derived data include health coverage (Medicare Part B, CHIP and Medicaid); nutrition assistance (SNAP/WIC and school meals); education (Head Start, Title I and student loans and grants); housing (Section 8 and housing loans); critical programs for children (foster care, adoption assistance and child care); infrastructure funding for roads and bridges and much more.

In addition, Kentucky’s representation in Congress and number of electoral college votes are at stake with an inaccurate count. Census data determines the number of seats each state has in the U.S. House of Representatives, as well as districts for state and local government. [After the 1990 census, Kentucky lost a Congressional seat.](#)

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Kentucky Nonprofit Network mobilized the Coalition to provide information and resources that encourage nonprofit engagement in local census outreach. Nonprofits maintain regular contact with many of the at-risk and hard-to-count populations.

“Each of our Coalition partners brings on-the-ground connections to nonprofit organizations in local communities across Kentucky and are specially focused on one or more of the populations who are traditionally hard-to-count,” said Danielle Clore, Kentucky Nonprofit Network CEO. “Nonprofits are uniquely qualified to help overcome potential barriers to a complete and accurate count. They are also keenly aware of the negative impact an incomplete count would have on their community and that many individuals will rely more heavily on nonprofits for services they typically receive through federally-funded programs. Given the downturns in charitable giving and other factors, nonprofits know that Kentuckians simply cannot afford for the Commonwealth to leave money on the table,” Clore added.

Members of the Count Me In 2020 KY Nonprofit Coalition include:

- [Advocacy Action Network](#)
- [Association of Kentucky Independent Colleges and Universities](#)
- [Catholic Charities of Louisville, Kentucky Office for Refugees](#)
- [Child Care Council of Kentucky](#)
- [Feeding Kentucky](#)
- [Foundation for a Healthy Kentucky](#)
- [Kentucky Association of Counties](#)
- [Kentucky Head Start Association](#)
- Kentucky Health Resources Alliance
- [Kentucky League of Cities](#)
- [Kentucky Nonprofit Network](#)
- [Kentucky Public Library Association](#)
- [Kentucky Voices for Health](#)
- [Kentucky Youth Advocates](#)
- [Prevent Child Abuse Kentucky](#)
- [Prichard Committee for Academic Excellence](#)
- [United Way of Kentucky](#)

“The results of the 2020 census will impact the quality of life in Kentucky for the next decade, and we are thrilled that this coalition of statewide community organizations has come together to provide resources for nonprofits to encourage Kentuckians to be counted,” said Michelle Elison, Partnership Specialist with the U.S. Census Bureau. “Nonprofits across the state can ensure every county in Kentucky has a local committee focused on preparing for a complete and accurate count in 2020,” she added.

Nonprofits interested in more information and resources on how they can incorporate 2020 census outreach into their daily operations and connect with or launch a local complete count committee are encouraged to visit www.kynonprofits.org/census2020. Nonprofits with questions can email countmeinky2020@kynonprofits.org.

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About Kentucky Nonprofit Network:

Kentucky Nonprofit Network is the state association of nonprofits, existing to strengthen and advance Kentucky's nonprofit community. The association serves as a resource for nonprofit leaders, board members and other volunteers; an information center on effective nonprofit organizational practices; and an advocate for the nonprofit sector. For more information about Kentucky Nonprofit Network, visit www.kynonprofits.org.