



For Immediate Release

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New Website a Resource for Kentuckians' 2020 Census Questions

LEXINGTON, Ky. – A new website provides Kentuckians with a state-specific resource for completing the 2020 census. During Governor Andy Beshear's press conference today, Kentucky Nonprofit Network, the state association of nonprofits, announced that Kentuckians can visit www.countmeinky2020.com to learn about the importance of the census, see a sample questionnaire, and learn about the availability of jobs with the U.S. Census Bureau.

The website also addresses some of the myths and misinformation about this census and assures individuals that census responses do not affect receipt of public assistance benefits or immigration status. The website links to various U.S. Census Bureau resources and can also connect Kentuckians with their local library and census representatives near them if they need assistance. A link is also included for Kentuckians to take the census online, a first for the census. Individuals living in the U.S. are required by law to take the census and are urged to do so by April 1, 2020.

The website is part of Kentucky Nonprofit Network's (KNN) Nonprofits Count Initiative, which was launched last spring to ensure the Commonwealth gets its fair share of federal dollars for vital programs like health coverage, nutrition assistance, education, housing, infrastructure for roads and bridges and much more supported by federal funding that use census data. 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 or over \$100,000 for a family of five. Multiply that by the estimated thousands of Kentuckians who are at risk of being missed in the count and the amount of federal funding that Kentucky stands to lose soars into the millions.

In addition, Kentucky's representation in Congress, state and local government districts, and number of electoral college votes are at stake with an inaccurate count. [After the 1990 census, Kentucky lost a Congressional seat.](#)

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Passport Health Plans stepped up to provide funding to KNN to develop the countmeinky2020.com website. “As a community-based health plan with more than 300,000 members statewide, Passport serves many of the same people that benefit from our state’s strong nonprofit community. In order for people to best receive the services they need, they must be counted, said Scott Bowers, CEO, Passport Health Plan. “Passport is proud to support KNN as it works to drive participation in the 2020 census.”

Given the spread of the coronavirus, there is concern that little attention may be paid to the importance of the 2020 census, but it’s a reminder of the critical role census data play in allocating federal resources back to states. “Resources and funding for addressing issues such as COVID-19 rely heavily on getting an accurate count and receiving all funding possible over the next 10 years,” said Dan Munchbach, Kentucky Partnership Specialist, U.S. Census Bureau.

Danielle Clore, CEO of Kentucky Nonprofit Network applauded the nonprofits, government officials and corporate partners like Passport that have played a vital role in securing a complete count in Kentucky. Clore urges others to get engaged. A short video on the www.countmeinky2020.com website is designed to be easily shared on social media. “There is too much at stake for Kentuckians to sit the census out. It’s all hands on deck — we need all Kentuckians to complete the census for their household and we need all nonprofits, all businesses, faith communities, schools, families and individuals to join us in spreading the word to their family and friends via social media that everyone in Kentucky should be counted,” said Clore.

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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.