



For Immediate Release

September 16, 2019

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Initiative to Mobilize Nonprofits to Ensure a Complete 2020 Census Count Receives a Boost from Kroger

LEXINGTON, Ky. – Kentucky Nonprofit Network (KNN) launched a Nonprofits Count Initiative last spring because, as a state association, the organization was in a unique position to encourage nonprofit organizations across Kentucky in outreach to help secure a complete 2020 Census count. Given that millions of dollars are at stake for Kentucky’s future and that nonprofits maintain contact with many of the at-risk and historically hard-to-count populations, KNN committed to create resources to help nonprofits easily incorporate census outreach into their daily operations. The work has included ongoing development of online resources and forming a partnership of other nonprofits, the Count Me In 2020 KY Nonprofit Coalition. KNN’s efforts were unfunded until a recent commitment of \$10,000 from Kroger.

“The census is vitally important to Kentucky and KNN has been attempting to effectively focus on resources for nonprofits with no dedicated funding – it was difficult to make empowering nonprofits to engage in census outreach the priority it deserves,” said Danielle Clore, CEO. The gift from Kroger will change that for KNN. “The Kroger funding gives KNN much-needed breathing room to cover the staff time required, and given the same issues face our Coalition partners and nonprofits across Kentucky that we hope to engage in census outreach, we hope to leverage Kroger’s commitment to motivate other corporations in Kentucky to recognize the importance of the census and make their own investment,” Clore said. If additional funding is received, those funds could be distributed among the sixteen Coalition partners to help defray their unbudgeted costs and could be used to develop a pool of funds for mini-grants for nonprofits who could benefit from small amounts of funding to implement census outreach. “\$500 might mean the difference in a rural community’s census participation – a mini-grant to a nonprofit conducting home visits could enable the organization to take a tablet with them that allows their clients to complete the online census,” said Clore. “Whether through an investment like Kroger’s in our Nonprofits Count Initiative or funding nonprofits directly, we urge corporations to take this opportunity to invest in Kentucky’s future through a complete Census count – Kentucky cannot afford to leave these dollars on the table,” Clore added.

“At Kroger, our purpose is to feed the human spirit by taking care of each other, our customers and our communities. This month marks the 2-year anniversary of the launch of our Kroger Zero Hunger, Zero Waste initiative. This initiative addresses a fundamental absurdity in our food system where 40% of the food produced in the U.S. is thrown away, yet 1 in 8 Americans experiences hunger. Our goal is to end hunger in our communities by 2025. A complete 2020 Census will be vital to our work and we know that hunger is just too big for any one person, company or nonprofit to tackle alone - hunger exists in every

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county and affects every demographic group in Kentucky,” said Erin Grant, Corporate Affairs Manager. “If Kroger is to succeed in creating a hunger-free America, it will take the combined efforts of a variety of groups – policymakers, nonprofits, individuals and corporations. This is why we are investing in this work to secure a complete 2020 Census and urge others to partner with us, KNN and the Nonprofit Coalition,” Grant added.

Those motivated to invest in this work will need to act fast. The 2020 Census will begin on April 1, 2020 and work is being done now to prepare for a complete count. Interested funders are urged to reach out to Clore directly.

The Nonprofits Count Initiative and the Coalition exist to ensure the Commonwealth gets its fair share of federal dollars for vital programs supported by federal funding that use census data. According to [The George Washington University Counting for Dollars Project](#), for every uncaptured 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 uncaptured 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 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.](#)

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.