

The time is now -
commit to be counted!



Census 2020 is live
from March - July 2020!

Why the Census Matters for Social Service Agencies

The Census is more than just a form that you fill out every 10 years. It brings **MONEY** and **POWER** to your social service agencies and the people you serve.

- Illinois received over \$35B in federal funding tied to the census in FY2016.
- An undercount of just 1% would mean a loss of \$1.2B in Medicaid Funding alone
- Each individual who is not counted means a loss of \$12K in Health and Human Services funding over the next decade.

We cannot afford to lose these funds. **Our clients and communities need us.** And don't forget – census data is critical to social service providers to better understand the people living in our communities and the issues that they face. Data on unemployment rates, educational attainment, poverty rates and household income – all of this comes from the census!

Agencies Improve Census Participation

Social service agencies are **CRITICAL** partners in Census 2020 outreach. Here's why:

- **Location:** You are **IN** the community. You know the people that live there. You are a part of the neighborhood.
- **Trust:** You have built invaluable relationships with residents and other organizations.
- **Visibility:** You are a presence in the community, at events and in the lives of your clients.
- **Vested Interest:** As advocates for people and communities, you have a role in fighting for the resources and representation they need and deserve.

What Can Your Agency Do?

- **Educate your staff:** Your agency's leaders and employees need to know about the importance of the census so that they can encourage participation among clients.
- **Educate your clients:** Dispel myths and alleviate concerns about privacy, length of time to complete survey, etc. Answer their questions and address their worries.
- **Share content:** Place information on your website and social media, create email signatures, and e-newsletters to awareness, put out flyers and postcards.
- **Become a Census Center:** Provide space and computers so that your participants can fill out the Census at your agency.

Three ways to complete the Census 2020 form:



Online



Phone



Mail

For additional **RESOURCES** visit www.chiul.org