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NONPROFITS LAUNCH NEW CAMPAIGN TO BOOST ILLINOIS CENSUS RESULTS

Illinois Foundations' Project Represents Nation's Largest Philanthropic Effort to Target Hard-to-Count Populations, Increase State's Share of Federal Funds

(Chicago, Ill.) Aiming to overcome hurdles that could depress Illinois census tallies and cost our state deserved federal funds, an unprecedented alliance of 60 nonprofits and 10 of Illinois' leading foundations are working together to improve participation in the 2010 census among hard-to-count populations. Targeting hard-to-reach communities, this endeavor, known as the *Count Me In* campaign, is the largest effort in the country to promote census participation in a single state by a group of philanthropic funders and nonprofit organizations.

The \$1.2 million campaign will attempt to increase census participation in 37 targeted communities in Chicago and throughout Illinois. The effort will combine innovative public education campaigns, community outreach, new media, trainings, special events and other grassroots activities designed to increase the mail-back rate of census forms from select Illinois communities.

The once-a-decade survey is mandated by the U.S. Constitution. Census data guide government decisions about where to build new roads, schools and hospitals and where to locate job training centers and services for the elderly. Census data are also used for drawing congressional and state legislative districts and monitoring and enforcing civil rights laws in employment, housing, voting, lending and education.

The 2010 census is particularly critical because it will help determine the distribution of roughly \$400 billion a year in federal funds to state and local governments, including more than \$14 billion each year to Illinois. Researchers predict Illinois will lose \$12,000 in federal funds during the next ten years for *each* uncounted person.

Low-income, African American, Asian, Latino, immigrant, children, and non-English speaking communities have historically been undercounted in the census. Focusing on these populations, the nonprofits—rooted and widely trusted in their communities—will tap existing networks to boost participation in the 2010 census.

"Trusted voices in the community are critical when it comes to convincing hard to count populations that the 2010 Census is important, easy and safe to participate in," said Dr. Robert M. Groves, U.S. Census Bureau director. "The Census Bureau looks forward to working alongside the *Count Me In* grantees to help ensure an accurate and complete count of all Illinois residents next year."

"As our state faces a severe budget crisis, funds determined by the 2010 census will be even more essential," said Ellen S. Alberding, president of the Joyce Foundation. "The groups we fund – using tactics ranging from door-knocking and celebrity text messaging to barber shop and church outreach – could persuade thousands of Illinoisans to be counted."

"This is a tremendous opportunity to leverage the strengths of the organizations we are funding to ensure that Chicago and other Illinois communities are on strong economic footing for the next decade," said Nora Moreno Cargie, Director of Global Corporate Citizenship, Boeing Company. "We're pleased to be part of this initiative, and believe it could serve as a model for nonprofit, philanthropic and business partnerships in other cities across the United States."

"A full census count is vital to the communities we serve and foundations can play a role to connect community organizations with this effort to achieve a complete count," said Terry Mazany, president and chief executive officer of The Chicago Community Trust. "We are optimistic that by targeting a select set of locations that had low participation in 2000 and linking them with an army of trusted community partners, we can boost 2010 participation rates by several percentage points."

Count Me In was introduced in April with a call for proposals to reach these hard-to-count populations. More than 75 proposals from Illinois organizations were submitted and carefully reviewed by the foundations; ultimately, 26 organizations will receive grants to fund 60 nonprofit groups to carry out the work.

For information about the grantees, *Count Me In* and a map of the targeted communities, visit www.joycefdn.org/2010census.

To listen to the media conference call held earlier today, dial 800-411-3618 and enter passcode 398457#.

Count Me In is funded by The Boeing Company, The Chicago Bar Foundation, The Chicago Community Trust, the Lloyd A. Fry Foundation, Grand Victoria Foundation, the Joyce Foundation, John D. and Catherine T. MacArthur Foundation, Polk Bros. Foundation, Steans Family Foundation and Woods Fund of Chicago. In addition, LISC/Chicago is supporting five New Community Program lead agencies in this effort. The Joyce Foundation has awarded separate grants to the Leadership Conference on Civil Rights Education Fund, the Illinois League of Women Voters, the Mexican American Legal Defense Fund, and Citizens Advocacy Center for census related work in Illinois.

**[SEE ATTACHED LIST FOR COMPLETE INFORMATION ON
ORGANIZATIONS, TARGETED COMMUNITIES, AND STRATEGIES.]**
(more)

COUNT ME IN GRANTEES

AgeOptions

Target Areas: Aurora, Berwyn, Cicero, Danville, East St. Louis, Harvey, Joliet, Peoria, Romeoville, and Waukegan.

About: Age Options, which connects older adults with a wide range of services and programs, will coordinate, train, and develop materials/toolkits to enable six partner organizations (Central IL Area Agency on Aging (AAA), East Central AAA, Lincolnland AAA, Northeastern IL AAA, Solutions for Care, Southwestern IL AAA) reach older adults and their caregivers with special emphasis on low income, African American, Hispanic, people with disabilities, and limited English speakers.

Grant: \$68,000.

Contact: Executive Director: Jonathan Lavin jon.lavin@ageoptions.org 708/383-0258
<http://www.ageoptions.org/>

Asian American Institute (AAI)

Target areas: Albany Park, Rogers Park, and Uptown, and Aurora and Peoria.

About: AAI works to empower the Asian American community through advocacy, by utilizing research, education and coalition building. To build census participation, AAI, with Chinese Mutual Aid Association, Japanese American Citizens League, and South Asian American Policy and Research Institute, will engage in strategic ethnic media outreach, educational workshops and presentations, and targeted mailings to build awareness about the importance of the Census and increase trust in its privacy in Asian American communities.

Grant: \$45,000.

Contact: Executive Director: Tuyet Le tuyet@aaichicago.org 773/271-0899
<http://www.aaichicago.org/>

Brighton Park Neighborhood Council (BPNC)

Target area: Brighton Park

About: BPNC—a community-based organization that develops strong grassroots leadership by engaging residents to organize and mobilize their own resources—will reach out to families through youth at community schools, use direct mail and door-knocking, and coordinate public meetings and workshops.

Grant: \$35,000.

Contact: Executive Director: Patrick Brosnan pbrosnan@bpnc-chicago.org 773/523-7110
www.bpnc-chicago.org

Center for Economic Progress

Target area: Auburn Gresham, Chicago Lawn, Grand Boulevard, North Lawndale, Rogers Park, and Uptown) and East St. Louis, Elgin, Harvey, and Waukegan

About: Center for Economic Progress, the leading provider of free tax preparation services in Chicago and Illinois, will bring awareness of the Census to the 33,000 low-income residents who access its services each year.

Grant: \$81,000

Contact: Executive Director: David Marzahl dmarzahl@economicprogress.org 312/630-0280
www.economicprogress.org

Chicago Commons

Target areas: Avondale, Belmont Cragin, Humboldt Park, Logan Square, and New City.

About: Chicago Commons along with Humboldt Park Social Services and La Casa Norte—all social service organizations in Chicago—will provide neighborhood-based education and outreach in Spanish and English to community organizations, social clubs, civic organizations, churches, small businesses, and schools to promote understanding of the importance of the census.

Grant: \$50,000

Contact: Executive Director: Dan Valliere valliered@chicagocommons.org 773/826-4645 x 1006 www.chicagocommons.org

Claretian Associates, Inc.

Target area: South Chicago

Claretian Associates works with community leaders, residents, and organizations to provide affordable housing and related community services for low- and moderate-income people, and builds resident leadership. With the census grant, they will educate and allay mistrust and confusion among community members through meetings, mailings, e-newsletters, door-to-door outreach, media and special events.

Grant: \$35,000

Contact: Executive Director: Angela Hurlock angelah@claretianassociates.org 773/734-9181 x 27 www.claretianassociates.org

East Central Illinois Community Action Agency

Target area: Danville, IL

About: The East Central Illinois Community Action Agency, which provides information, training, education, and other services that provide support to disadvantaged people, will work to dismantle major obstacles to full Census participation by families and households that may wish to remain hidden, are in transition, or have limited English-speaking ability, to show that it is safe and in their best interest to complete the 2010 Census short form.

Grant: \$25,000

Contact: CEO: Dwight A. Lucas, CCAP dlucasceo@aol.com 217/443-2705 www.comaction.org

Enlace Chicago

Target area: Little Village

About: Enlace Chicago uses community outreach and mobilization to make a difference in the lives of the residents of Little Village/La Villita, fostering a safe and healthy environment in which to live and championing opportunities for educational advancement and economic development. ¡La Villita Vale! (Little Village Counts!), Enlace's Census campaign, will coordinate door-to-door and education activities to reach 90,000 residents.

Grant: \$35,000

Contact: Executive Director: Jesus Garcia jgarcia@enlacechicago.org 773/542-9233 www.enlacechicago.org

Gail Borden Public Library District

Target area: Elgin

About: Serving as a community leader, innovator, and center for members of all ages and backgrounds of Elgin, the Gail Borden Public Library will enlist elected officials and leaders of community groups to work together to promote Census participation, employ a bilingual liaison, and develop multimedia census messages for library users. The Library will focus primarily on engaging Hispanic community members – Elgin's fastest growing population.

Grant: \$20,000

Contact: Denise Raleigh draleigh@gailborden.info 847/742-2411 www.gailborden.info

Heartland Human Care Services, Inc.

Target areas: Austin, Englewood, Grand Boulevard, Near North Side, Near West Side, and South Lawndale

About: Heartland Human Care Services, a direct service human rights organization, will focus efforts on Chicago Housing Authority residents. Census advocates, themselves current or recent CHA residents, will be hired to visit households to increase awareness and understanding of the importance of returning Census forms and address distrust of government and privacy concerns, thus encouraging residents to act on behalf of their communities. On April 1, 2010, Census Day, HHCS will host two community events.

Grant: \$24,000

Contact: Executive Director: Joseph Antolin jantolin@heartlandalliance.org 312/660-1342
www.heartlandalliance.org

Illinois Action for Children

Target areas: Chicago (Auburn Gresham, Austin, Chicago Lawn, Englewood, Humboldt Park, North Lawndale, South Shore, West Englewood), and Berwyn, Cicero, Harvey

About: Illinois Action for Children, an advocacy and service organization focusing on affordable, accessible childcare, will work to reach to reach the 264,000 low-income families that use its child care resources annually. Their “I promise to return my 2010 Census form” pledge card will help clients define why returning the Census form is important to them. The self-addressed cards will be mailed as reminders, scheduled to coincide with the Census Bureau’s mailing of questionnaires in the third week of March.

Grant: \$81,000

Contact: President & CEO: Maria Whelan whelanm@actforchildren.org 773/769-8011
www.actforchildren.org

Illinois Coalition for Immigrant and Refugee Rights (ICIRR)

Target areas: Chicago (Brighton Park, Chicago Lawn, Humboldt Park, Logan Square, Lower West Side, Rogers Park, South Chicago, South Lawndale, Uptown, and West Town) and Aurora, Berwyn, Cicero, and Waukegan

About: Illinois Coalition for Immigrant and Refugee Rights (ICIRR), which promotes the rights of newcomers to full, equal participation in our diverse society, , will host Census Fellows—all youth, all bilingual— to work an integrated immigrant outreach campaign. Fellows will build large dedicated neighborhood volunteer networks by recruiting and training volunteers, bringing a core of 750 to 1,000 volunteers for door-knocking to encourage completion and mailing of Census forms. Fourteen ICCIR member organizations will be part of the campaign (Arab American Action Network, Centro Romero, Chinese Mutual Aid Association, Erie Neighborhood House, Family Focus, Instituto del Progreso Latino, Interfaith Leadership Project, Latinos of the Southwest, Mujeres Latinas en Accion, Northwest Neighborhood Federation, Southwest Organizing Project, The Resurrection Project, Universidad Popular, and Waukegan Leadership Council.)

Grant: \$150,000

Contact: Executive Director: Joshua Hoyt jhoyt@icirr.org 773/443-0539 (cell) www.icirr.org

Korean American Community Services (KACS)

Target area: Albany Park

About: Korean American Community Services (KACS)—a collaboration with the Albany Park Neighborhood Council, Indo-American Center, Korean American Resource and Cultural Center, Muslim Women’s Resource Center, and South Asian Progressive Action Collective—will use volunteer-led approaches to educate and mobilize Albany Park, which has the largest percentage of foreign-born residents of any Chicago community area and is one of the most ethnically diverse neighborhoods in the U.S.

Grant: \$35,000

Contact: Inchul Choi inchul@kacs.org 773/583-5501 www.kacschicago.org

Latinos Progresando

Target area: South Lawndale

About: Latinos Progresando provides high quality, low-cost legal immigration services, community education, arts and culture programming, youth leadership development, and advocacy and organizing around fair immigration policy. They will work to increase the mail-back rate from first-generation Latino immigrants through that group’s children: second- or “one point five”-generation Latino immigrants. A college-aged coordinator and five youth activists will focus their community education in three South Lawndale schools.

Grant: \$20,000

Contact: Executive Director: Luis Gutierrez luis@latinospro.org 773/542-7077
<http://www.latinospro.org>

Lawndale Christian Development Corporation (LCDC)

Target area: North Lawndale

About: Lawndale Christian Development Corporation (LCDC), working to revitalize the North Lawndale community, will raise media awareness, conduct neighbor-to-neighbor personal outreach, and use incentives and competition to increase North Lawndale residents' completion and return of 2010 Census questionnaires. LCDC also will create a North Lawndale Complete Count Committee to ensure that all groups and individuals in the community are involved in promoting the Census.

Grant: \$35,000

Contact: Executive Director: Kimberlie Jackson kjackson@lcdc.org 773/762-8889
www.lcdc.org

Logan Square Neighborhood Association

Target areas: Avondale and Logan Square

Logan Square Neighborhood Association a community development organization, will inform and motivate residents to participate in the Census through its school and health leadership teams. To increase the census mail-in response rate it will focus its efforts on reaching Census 2000 low-response rate addresses, foreign language speakers, immigrants and undocumented workers, and those affected by foreclosure.

Grant: \$45,000

Contact: Executive Director: Nancy Aardema naardema@lsna.net 773/384-4370 x19
www.lsna.net

Metropolitan Tenants Organization (MTO)

Target areas: Albany Park, Austin, Belmont Cragin, Englewood, Grand Boulevard, Humboldt Park, Kenwood, Logan Square, Lower West Side, Oakland, Near West Side, Rogers Park, South Lawndale, South Shore, Uptown, and West Englewood

About: Metropolitan Tenants Organization (MTO) works with renters across Chicago, educating, organizing, and empowering tenants to have a voice in the decisions that affect the affordability and availability of decent and safe housing. As part of the *Count Me In* initiative, MTO will focus on low-income renters of color, infusing Census information and promotion throughout its activities, including hotline calls, tenant association meetings, and educational workshops. MTO will also use a raffle to encourage participation, by entering renters who complete their Census forms.

Grant: \$20,000

Contact: Executive Director: John Bartlett johnb@tenants-rights.org 773/292-4980 x 226
www.tenants-rights.org

Organization of the NorthEast (ONE)

Target areas: Rogers Park and Uptown

Seeking to significantly increase federal funding directed to its communities, the Organization of the NorthEast (ONE) will work through its 84 member organizations to conduct educational workshops on the Census, door knocking to encourage people to complete the surveys, and Census Day events within institutions. ONE will direct its efforts in Rogers Park and Uptown, two of the most diverse communities in Chicago, toward renters, immigrants (specifically Latinos and Asians), African-Americans, the homeless, and formerly incarcerated people.

Grant: \$45,000

Contact: ED: Jamiko Rose jrose@onechicago.org 773/769-3232 x16 www.onechicago.org

Polish American Association

Target areas: Polish Americans in metropolitan Chicago

About: The Polish American Association, a bilingual, bicultural human service agency serving Chicago's Polish community, will translate and disseminate Census Bureau materials, and will write and record announcements and ads for two local Polish language radio stations – proven to be the most effective way to reach, inform, and motivate community members.

Grant: \$10,000

Contact: Interim Executive Director: Magda Dolas magda@polish.org 773/282-8206 x342
www.polish.org

Southsiders Organized for Unity and Liberation (SOUL)

Target areas: Austin, Grand Boulevard, Kenwood, Oakland, and South Shore.

About: Southsiders Organized for Unity and Liberation (SOUL), a faith-based community organizing group representing approximately 5,500 residents, will increase awareness of the benefits of complete and accurate Census counting via door-to-door campaigns, church meetings and services, its annual Martin Luther King Day event, and a series of house meetings.

Grant: \$30,000

Contact: Executive Director: David Hatch dhatch@soulinchicago.org 773/330-5684
www.soulinchicago.org

Spanish Community Center

Target areas: Joliet, Romeoville

About: The Spanish Community Center, providing social services to the Latino Community in Will County, will work with and through trusted community and faith leaders to raise awareness and, as a designated Census assistance center, will offer help with completion of Census questionnaires. This will be accompanied by programming and ads on local cable television, flyers disseminated via schoolchildren, and close coordination with the Cities of Joliet and Romeoville and Will County as partners who will form a Complete Count Committee.

Grant: \$25,000

Contact: Executive Director: Andrew Mihelich amihelich@spanishcenter.org 815/212-3804
www.spanishcenter.org

Springfield Urban League

Target areas: Danville, East St. Louis, Joliet, Peoria, Romeoville, and Springfield

About: The Springfield Urban League, one of the largest affiliates of the national Urban League, will collaborate with an extensive network of faith-based and community-based organizations, as well as state and local government agencies, and owners of barbershops and beauty salons. The League primarily will target low-income households and high concentrations of multi-family and mobile housing units.

Grant: \$45,000

Contact: President & CEO: Nina M. Harris nharris@springfieldul.org 217/789-0830 x101
www.springfieldul.org

Teamwork Englewood

Target area: Englewood, West Englewood

About: Teamwork Englewood brings together residents, organizations, churches and businesses in the community. Their "Everyone Counts in Englewood" campaign will reach seniors, ex-offenders and students of Kennedy King College by creating a grassroots social marketing and local media campaign to educate residents about the Census in community gathering places, such as block club meetings and churches.

Grant: \$37,000

Contact: Executive Director: Rev. Rodney C. Walker rwalker@teamworkenglewood.org
773/602-4508 www.teamworkenglewood.org

United African Organization (UAO)

Target areas: Chicago (Albany Park, Rogers Park, South Chicago, and Uptown), Joliet and Romeoville

About: The United African Organization (UAO) is a coalition of 23 African community-based associations dedicated to social justice, civic participation, and empowerment of African immigrants and refugees in Illinois. In training and mobilizing community leaders and volunteers, the UAO will tap into a sizeable network to involve those who can help brand the project with an African face.

Grant: \$40,000

Contact: Executive Director: Alie Kaba alie.kaba@uniteafricans.org 312/949-9980
www.uniteafricans.org

United Congress of Community and Religious Organizations (UCCRO)

Target areas: Auburn Gresham, Chicago Lawn, Englewood, Kenwood, Oakland, and West Town

About: Five member/partner organizations of United Congress of Community and Religious Organizations (UCCRO)—Action Now, Inner City Muslim Action Network, Kenwood Oakland Community Organization, TARGET Area Development Corporation, and West Town Leadership United—will use grassroots public education campaigns, strategic communications, door-to-door community outreach, cross-community trainings, special events, and organizing.

Grant: \$145,000

Contact: Executive Director of TARGET Area Development Corporation and Founder, Convener, and Fiscal Sponsor of United Congress: Rev. Patricia Watkins
pwatkins@targetarea.org 773/651-6470 www.unitedcongress.org

Voto Latino, Inc.

Target Areas: Albany Park, Brighton Park, Humboldt Park, Logan Square, Lower West Side, South Chicago, South Lawndale, and Uptown

About: Voto Latino, which works to increase American Latino youth civic participation, will engage Latino youth through social media and celebrity-driven activities, including: distributing a Census-related iTunes card, tapping its Celebrity Coalition—(including Rosario Dawson, Jennifer Lopez, Enrique Iglesias, Pitbull, and Kinto Sol), organizing local parties/concerts in Latino neighborhoods and granting attendance to those who email or text to Voto Latino a photo of them filling out Census forms. With nearly all Latino households having mobile phones with text messaging capability, Voto Latino will also build on its popular Text2Represent campaign, tailoring a specific Census text messaging initiative.

Grant: \$48,000

Contact: Executive Director: Maria-Teresa Kumar mtkumar@votolatino.org 202/271-2463
www.votolatino.org