



REQUEST FOR PROPOSALS CENSUS 2020 OUTREACH ACROSS LOS ANGELES COUNTY

The California Community Foundation (CCF) seeks to support community-based education, outreach and assistance efforts focused on hard-to-count (HTC) communities across Los Angeles County for Census 2020.

Motivating the millions of HTC residents in the LA region to participate in the 2020 Census will require a robust and coordinated outreach by community-based organizations (CBOs). Given their deep relationships with and knowledge of HTC populations, CBOs are trusted messengers and will be critical to success in ensuring these groups are counted.

Census outreach by CBOs includes but is not limited to the following services and activities:

- Direct Outreach
 - Door-to-Door Canvassing
 - Phone Banking
 - Coalition Building
- Training
- Assistance Centers
- Community Education

This Request for Proposals (RFP) is open to all community-based organizations that meet the following eligibility requirements:

- Has not received funding as part of Cohort I for the census outreach.
- Has 501(c)(3) status (i.e. IRS confirmation letter or fiscal sponsorship letter).
- Has the ability to complete key activities within a 10-month timeline.
- Has the organizational capacity to implement and report on the outcomes of project.
- Applicants must include a detailed budget along with a brief budget narrative that makes clear the breakdown of line items. Please note that the grant will be issued in two payment installments.
- Applicants must provide a copy of the organization's most recent Form 990.

Grant proposals will be evaluated using the following criteria:

- Outreach work is conducted in and/or across Los Angeles County with a target focus on hard-to-count (HTC) communities and geographies. You will have to identify the HTC census tracts you will be serving later in this application.
- Focus on conducting direct, on the ground outreach to HTC communities in identified census tracts.
- Experience working with HTC audiences and issues that impact these communities.
- Experience in community engagement, social impact campaigns, and/or robust and coordinated activities.

- Track record in community organizing, movement building and/or working as part of a coalition.
- Clarity of project plan description and assessment of outreach activities.
- Completed forms and clarity of responses to application questions.
- Strong motivation to get a large number of people to fill out the Census 2020 form.

Budget:

- Proposal budgets should be for up to a 10-month grant and should not exceed a \$300,000 request.
- Please note that during the review and active period, organizations may be contacted to provide or discuss additional information. Final grant amounts and scope of project may differ from the amount requested.

If this is your first time applying through the CCF application portal, you must register on [Nonprofit Connect \(NPC\)](#) at least 72 hours in advance before the deadline of October 4. Applications can only be submitted online via portal, please do not email your application.

If you have any questions regarding this RFP, please email census2020@calfund.org. NO DIRECT CALLS OR EMAILS TO STAFF.

ORGANIZATION INFORMATION

Organization Name
Project Lead Contact Name
Project Lead Contact Title
Project Lead Contact Email

Will this person be conducting the evaluation and submitting reporting requirements? YES/NO

If not, please add the contact information of the evaluation and report lead:

Evaluation Lead Contact Name
Evaluation Lead Contact Title
Evaluation Lead Contact Email

Authorized Signer Contact Name
Authorized Signer Contact Title
Authorized Signer Contact Email

Do you have a fiscal sponsor?
Fiscal Sponsor Name
Fiscal Sponsor EIN

Address
City
State
Zip

Amount Requested

Duration of Project (in months)

Project Budget

This grant will be issued in two payment installments. Using the linked template below, enter key expense line items and what they will support.

Note that overhead costs must be capped at 10%. [Use this linked template to complete and upload your Project Budget.](#)

Do you anticipate other sources of funding?

List all whom you have received funding from, even if pending.

Did you apply for Round I funding? YES/NO

Organization Mission Statement

Upload your most recently completed Tax Form 990

If you have a fiscal sponsor, please attach your fiscal sponsor's Tax Form 990.

PROPOSAL NARRATIVE

(Word count for all questions is 2000 characters or less unless otherwise noted.)

In one to two sentences, state the purpose of this project.

Summarize in two to three brief sentences your strategy and activities to increase Census 2020 participation.

Are you an active member of the Los Angeles Regional Census Table? Yes / No

How many meetings have you attended?

What coalitions and/or other organizations are you coordinating with around Census outreach?

Briefly describe your proposed plan for Census 2020 outreach, including your activities and strategy, in the following chart. Based on your plan, outline your grant activities, how you will measure grant activities (instruments for tracking activities) and measurable outcomes you will use to evaluate the success of your plan (e.g. # of doors knocked, # of workshops, etc.) (No character limit)

Instructions:

- Please limit grant activities to 6 or less. Grant activities must fall within one of these categories:
 - Direct Outreach
 - Door-to-Door Canvassing
 - Phone Banking
 - Coalition Building
 - Training
 - Assistance Centers
 - Community Education
- How you will measure grant activities should explain methods you will use to assess the effectiveness of your activities and progress of your efforts.
- Expected outcomes should be measurable, with clear benchmarks demonstrating a result of your activity.

Grant Activities <i>Example: 1) Community workshops in tracts X, Y and Z (community education)</i>	How Will You Measure Grant Activities? <i>Example: 1. Sign in sheet in every workshop, 2. Registration online to track participants as well as keep in touch with them, 3. Surveys before and at the end of the workshop</i>	Expected Outcomes <i>Example: 1. A minimum # workshops in tracts X, Y and Z, 2. Increased understanding of the census, shown by changes in survey responses</i>	Time Period for Activity <i>Example: September 2019 to April 2020</i>
1)			
2)			
3)			
4)			
5)			
6)			

Describe how this project aligns with your existing work and/or organizational goals. If your organization is engaged in civic engagement and movement building, describe how your Census 2020 outreach plan advances those strategies.

Indicate the specific activities for which you are requesting funding. Check all that apply:

- Door-to-Door Canvassing
- Phone Banking
- Coalition Building
- Training
- Assistance Centers
- Community Education
- Other (please describe)

Describe your organizational capacity to implement the project and/or how this project may further build your organization's capacity. Include staffing for the proposed project and experience with Census outreach (or similar outreach) efforts if applicable. (No character limit.)

We need as much detail as possible in identifying census tracts that will be targeted. Please use this [link](#) and the guide [here](#) to indicate the service areas (by census tracts) that will be served by the proposed plan.

- a. Once you select the tracts you will be targeting, download this information as a CSV file and upload.
- b. Please submit the service area spreadsheet to us with the following file name format:
 - [ORGNAME-DATE] Census 2020 Outreach Service Area
 - *Example: [California Community Foundation-08012019] Census 2020*

Indicate which primary HTC populations you plan to outreach. Check all that apply.

- Latino
- African American
- Pacific Islander
- Native American and Tribal
- Middle Eastern
- Immigrant and Refugee
- People with Disabilities
- LGBTQ Individuals and Families
- Homeless Individuals and Families/Nonconventional Housing
- Seniors/Older Adults
- Children 0-8
- Households with Limited English Proficiency
- Other (please specify)
- N/A - Outreach is geography-based, not specific HTC groups