

GREAT LAKES BAY REGION Census 2020 Impact Report

Why Counting Matters

When it comes to the decennial Census, disproportionate numbers of racial minorities, immigrants, young children, older adults and those living in poverty – “hard-to-count” populations – are not counted, leading to inequality in political power, government funding and private-sector investment for these communities.

The “Census 2020 Michigan Nonprofits Count Campaign,” spearheaded by the Michigan Nonprofit Association and Council of Michigan Foundations, was an effort to empower nonprofits and state and local government to encourage participation in the 2020 Census.

The Great Lakes Bay Regional Census Hub was established in 2018 by four community foundations serving the region to ensure that Saginaw, Bay, Midland and Isabella counties achieved a fair, complete and accurate count in the Census. The Census Hub was housed at the Great Lakes Bay Regional Alliance in Freeland and sustained by community foundations in each county. Community leaders knew that collaboration was essential when it came to the 2020 Census, so the four community foundations partnered together to provide the region with critical funding and resources to communicate and engage with stakeholders.

Their efforts paid off, and the Great Lakes Bay region had the top area engagement rate in Michigan. This report demonstrates the impact.



The Great Lakes Bay Regional Census Hub had a big goal: a fair, complete, and accurate count in the 2020 Census. More than this, we sought to make sure that populations that are usually undercounted in Census efforts were not only counted but driving the efforts locally.

The Great Lakes Bay Regional Census Hub put a special focus on working with, and giving a voice to, the hardest-to-count and most disenfranchised populations in the region, and the positive impact of our efforts will be felt for the next 10 years. Because of the tireless work of our local grantees and partners, the Great Lakes Bay Region assured funding for vital community programs as well as political voice in both Lansing and Washington, D.C.

I am so proud of the level of collaboration, teamwork and outreach that has been accomplished over the past two years of this project, with such a diverse group of nonprofits, local governments, businesses, schools and individuals not just being involved but leading the charge. My hope is that we set the standard for collaboration and community impact, and that this Census Hub model is replicated and utilized to create impact for many years.

A huge thank you goes out to everyone who contributed time toward our big goals, whether it was making sure their family members were counted, holding contests on Facebook, calling clients and residents to help them fill out the Census, hosting Census events, or running ads encouraging community participation. This work would not be possible without all of our amazing community partners! I am so proud of what we've accomplished together!

Sincerely,

Chloe Updegraff,
Great Lakes Bay Regional
Census Hub Coordinator

When our community foundations were first approached about a nonprofit focus on the 2020 Census, we knew our leadership and involvement would be critical for the wellbeing of our communities. While the Census is a federal government endeavor, this Census had some particular challenges and barriers to success that made involvement from philanthropy all the more important.

For each person not counted, Michigan would lose out on \$1,800 of annual federal funding each year. Without government funding, communities would turn to philanthropy and nonprofits to fill the void, and our local nonprofits do not have the capacity to fill funding gaps for large federal and state programs that community members depend on. While the primary purpose of the campaign was to mobilize nonprofits in support of a complete and accurate 2020 Census, the secondary purpose of the campaign was to build the capacity of nonprofits to address future threats to communities' health and wellbeing. The campaign was very much in line with our efforts to bring positive change and transformation to our communities.

To engage our communities and work toward an accurate Census count, our community foundations worked with a diverse group of stakeholders to conduct outreach in each individual county as well as throughout the region. We awarded Census Hub grants to multiple community partners serving hard-to-count populations, and saw a high level of success in this collaborative effort. The regional approach we took as a Census Hub is something that we hope can be replicated with other endeavors in the Great Lakes Bay region. Working together toward a common goal and for the benefit of our local communities is the right thing to do, and the collaboration that was at the center of our efforts will lead to stronger communities for years to come.

Sincerely,

Renee Johnston
President and CEO,
Saginaw Community
Foundation



Diane Fong
President and CEO,
Bay Area Community
Foundation



Sharon Mortensen
President and CEO,
Midland Area Community
Foundation



Amanda Schafer
President and CEO,
Mt. Pleasant Area
Community Foundation



Our Count

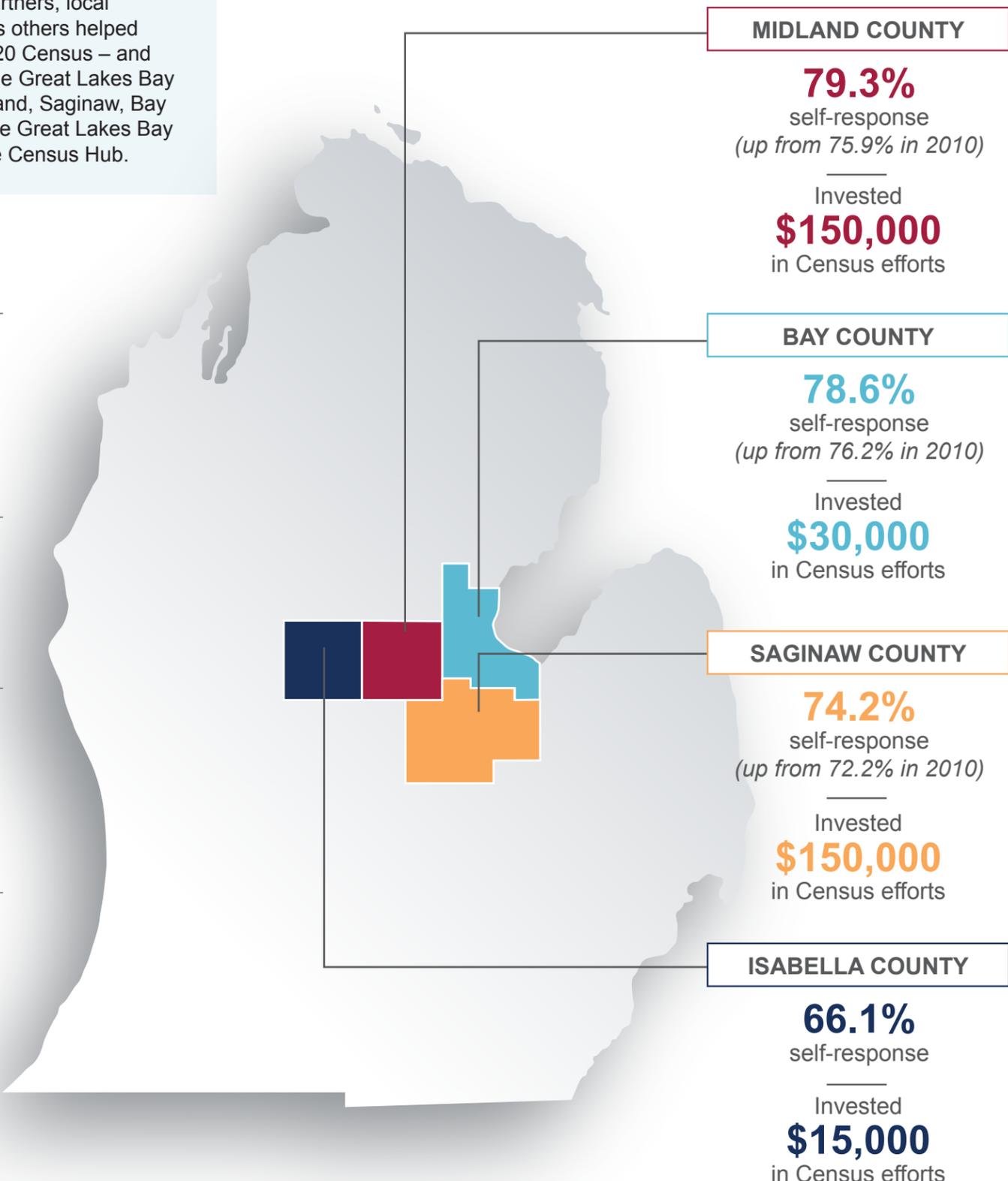
From March 2019 to October 2020, volunteers, partners, local government, nonprofit organizations and countless others helped ensure the region got an accurate count in the 2020 Census – and their efforts paid off. The initiative was driven by the Great Lakes Bay Regional Census Hub, and supported by the Midland, Saginaw, Bay and Mt. Pleasant Area community foundations. The Great Lakes Bay Regional Alliance, located in Freeland, housed the Census Hub.

Great Lakes Bay Region

Great Lakes Bay Region was the top area for engagement in the state	Gained approximately \$1,800 for every counted person per year
430,352 households given collateral materials	Hosted 169 Census events
35,159 people attended Census events	

Michigan

Michigan ranked 8th in the nation for self-response rate	Michigan had a 71.3% self-response rate (compared to 67% national) – This accounted for 3.4 million households (an increase from 67.7% in 2010)
Michigan ranked 3rd best in the nation for largest gain in state-wide response from the 2010 Census (moved from 17th to 8th place)	



Census Hub Initiatives

- Communications Toolkit – key messages, marketing timeline, media relations
- Marketing Resources – advertisements, door hangers, email templates, yard signs, social media posts, posters, flyers
- COVID-19 Toolkit – provided guidance on continuing outreach efforts and pivoting plans amid the pandemic
- College and University Guidelines – information on counting students who live in campus-owned housing and off-campus
- Census Communications and Outreach Summit
- Census Advisory Committees in each county
- Grants for multiple organizations within each county
- Grants for regional grantees that conducted Census outreach in multiple counties in the Great Lakes Bay Region
- Grants management
- Technical assistance for local organizations, schools, businesses and governments on Census outreach, reaching hard-to-count populations, and getting community members counted
- Collaboration with various media outlets including WNEM TV5 and Delta College Broadcasting
- Census town halls, community events, presentations and Census parties
- Regional Census Roundtable with Senator Gary Peters and local Census Hub partners
- Marketing and promotion spotlights on local Census Hub partner events

STARS counted because its riders matter.

Saginaw Transit Authority and Regional Services (STARS) coordinated with the City of Saginaw to host three events in the fall where residents could take the Census, enjoy a live DJ and food from local food trucks and even register to vote. Before the events, 4,000 Saginaw County households hadn't been counted. After, only 500 remained. STARS is a public transportation system that primarily serves people with mobility challenges, older adults and people with disabilities. Many STARS riders benefit from the programs that Census dollars fund, which is why STARS helped Saginaw households get counted.



- 1 | A STARS Census bus was a traveling reminder to passersby to take the Census.
- 2 | The STARS Census events were a team effort. The City of Saginaw provided giveaway items, tables, chairs, tents and voter registration cards. The Complete Count Committee helped people take the Census. The Saginaw Community Foundation promoted the events on social media. Local food and music vendors drew a crowd and made taking the Census fun.
- 3 | City Council members volunteered at the Census events.

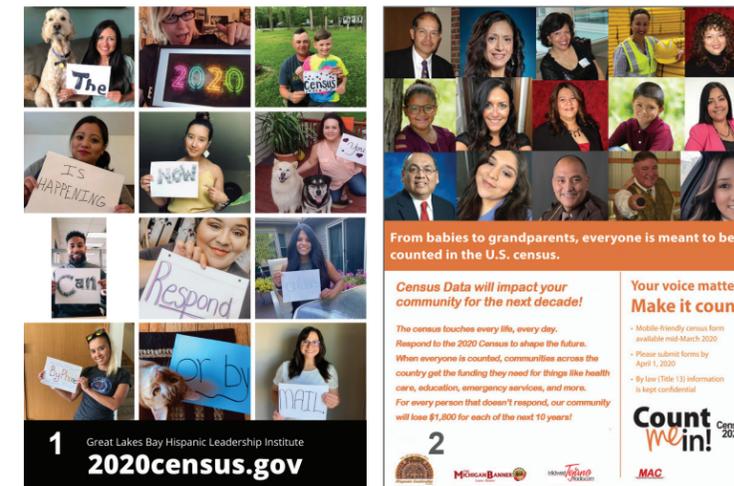
IMPACT

The events motivated **3,500 households to take the Census (45 individuals even took the Census at the events!)** - this equates to **\$10.5 million of investment** in the community over the next 10 years! To top it off, dozens of citizens received absentee voter information, and a few even registered to vote so they could participate in the November elections.

Great Lakes Bay Hispanic Leadership Institute counted because everyone matters.

To say that the Great Lakes Bay Hispanic Leadership Institute in the Great Lakes Bay Region was busy during the Census is an understatement. Understanding the importance of getting the Hispanic population counted, representatives attended church fish fries and food distribution events and stood outside popular Latino stores educating people about the Census and providing iPads for people to take the Census right there. When the pandemic hit, they quickly pivoted to digital promotion with Facebook Live videos and chats, virtual townhalls, videos, an informational webpage, radio ads and online contests.

"Our collaborations with many local organizations made the outreach efforts possible. We are certain that if we hadn't utilized the Census Hub resources, there would be a gap in the Hispanic count in our region," said Monica Reyes, Executive Director, Great Lakes Bay Hispanic Leadership Institute.



- 1 | Through a partnership with local magazines, the Hispanic Leadership Institute published Census ads with local faces to build trust among the community.
- 2 | Census posters and flyers hung at Latino stores and restaurants educating community members about the Census.
- 3 | At virtual townhalls, community members could ask questions about the Census and learn how to participate.

IMPACT

The Hispanic Leadership Institute estimates that its efforts made more than **408,000 connections** through in-person outreach, print publications and virtual content. It was also able to debunk myths surrounding the Census, which encouraged people to participate.

Great Start Collaborative counted because **community** and **economic development** matters.

In the past, children under the age of 5 have been the most undercounted age group in the Census in Michigan. When children aren't counted, it costs their communities. To share the importance of counting children, Bay-Arenac Great Start Collaborative, a coordinated system of community resources and support for families with young children, hosted a *Family Winter Fun Fest/Census 2020 Our Kids Count!* community outreach event. More than 500 families and 2,000 individuals participated in an afternoon of fun, food, entertainment and education thanks to participation from 42 local vendors.



- 1 | The Count from Sesame Street was the star of *Family Winter Fun Fest*, taking pictures with kids and teaching them about the Census.
- 2 | While kids played in the bounce house or interacted with popular characters like Dory and a Minion at *Family Winter Fun Fest*, parents talked to local organizations and Census Hub partners about the importance of completing the Census.

IMPACT

By educating parents about counting their children in the Census, **our communities will receive appropriate funding for programs that impact children's lives** like special education grants, Head Start, State Children's Health Insurance Program, National School Lunch Program and Title 1 funds for local schools.

Bay County Department on Aging counted because **older adults** matter.

The Bay County Department on Aging assisted its 60-year and better residents by utilizing three tablets with internet capabilities to complete the Census either at home, in the Department on Aging office or at its curbside meal pickup. They also reminded residents to take the Census using their website, newsletter and mailings.



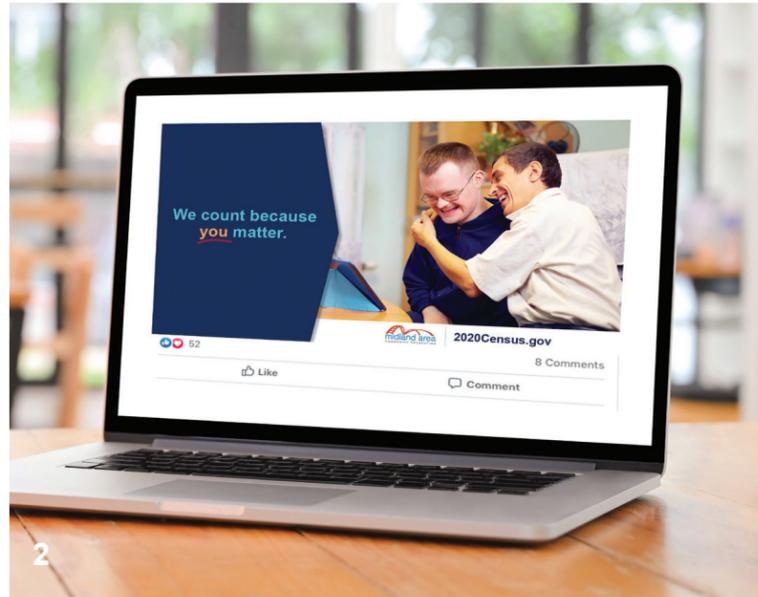
- 1 | Employees at the Bay County Department on Aging reminded every person who called the office about the Census and answered questions.
- 2 | Three times per week, older adults can pick up a hot meal through the Department on Aging Curbside Take Out program. During the Census, food distributors reminded participants to take the Census and handed out educational materials with food.

IMPACT

"The Department on Aging is funded by a senior millage along with state and federal grants. **Every person we were able to assist with completing the Census is a person who counts for us when funding is given out.**" – Beth Eurich, Director, Bay County Department on Aging

The Arc of Midland counted because **people with disabilities** matter.

The Arc of Midland, which promotes the general welfare of people with intellectual and developmental disabilities, helped Midland County households get counted by hosting a variety of pop-up events where they assisted individuals in completing the Census and answered questions.



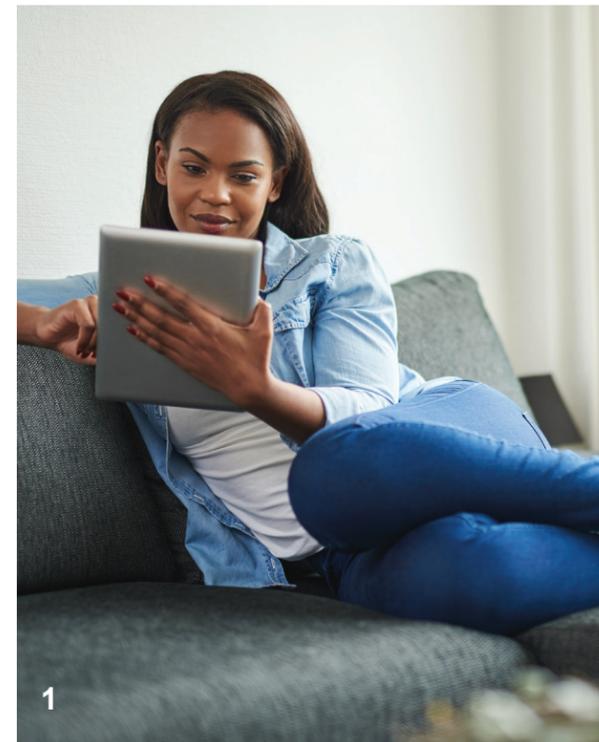
- 1 | It's important that people with disabilities are counted in the Census so they can receive necessary support and services that are funded by the Census like special education grants, Medicaid and the Supplemental Nutrition Assistance Program.
- 2 | The Arc of Midland reached over 3,200 individuals through its email and social media Census campaign efforts.

IMPACT

The Arc of Midland **helped 86 households complete the census. This equates to approximately \$394,000 in governmental funding per year!** The Arc of Midland also worked with local provider agencies to answer questions about the Census.

Midland County Educational Service Agency counted because **education** matters.

Since education is possible because of the Census, Midland County ESA made Census education a top priority. Before the pandemic, ESA delivered promotional Census materials like posters and flyers to schools in the county. Additional virtual Census marketing efforts like website and social media posts extended ESA's reach to make sure all families were counted. They also sent directions on how to take the Census to staff members.



- 1 | When ESA learned that access to technology could impede Census results, it donated 60 Chromebooks to the Regional Census Hub to use. This donation saved the Census Hub approximately \$11,000, which allowed it to grant more funds to additional organizations.
- 2 | The Census count impacts things like classroom size, number of teachers, funding for students with disabilities, Title 1 and resources for classrooms.

IMPACT

"I don't think the magnitude of how much the Census matters would have been apparent to me and ESA without **the diligence of the marketing and messaging provided by the Regional Census Hub.**" – Michelle Bahr, Director of Special Education, Midland County Educational Service Agency

The Care Store counted because **dignity** matters.

The Care Store located in Mt. Pleasant provides personal and household care items not eligible for retail purchase with a Bridge Card. It's only fitting that to promote the Census, The Care Store offered Census t-shirts to individuals who attended donation drive-through events. The t-shirt presented an opportunity to educate people about the Census and remind them of its importance.



“The Census is important because every single person in our community matters. So many people in our county need various support systems which receive funding based on the Census count. The Care Store was happy to be a part of the effort to get everyone counted.”

– Kim McBryde, Executive Director, The Care Store

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1 | The Care Store handed out Census t-shirts to people who attended its donation drive-throughs to remind them to take the Census.

IMPACT

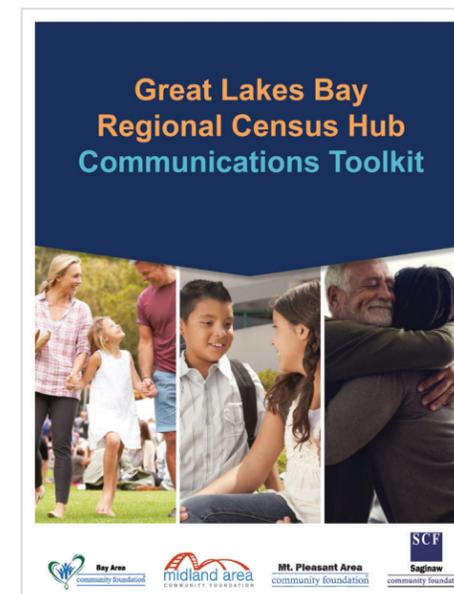
Through the Census t-shirt giveaway, The Care Store reminded many people in Isabella County to take the Census.

Great Lakes Bay Regional Census Communications and Outreach **Summit**

In October 2019, the Great Lakes Bay Regional Census Hub, coordinated by the four community foundations, held a successful summit at The Great Hall in Midland. More than 120 participants from nonprofit organizations, local government and educational institutions participated along with community leaders, which laid the groundwork for a collaborative Census initiative.

Participants received resources to aid them in encouraging their stakeholders to participate in the Census. This ensured that a unified message and communications were spread across the entire region.

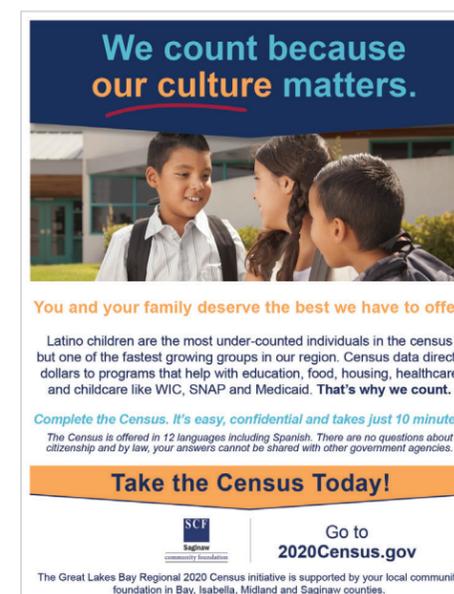
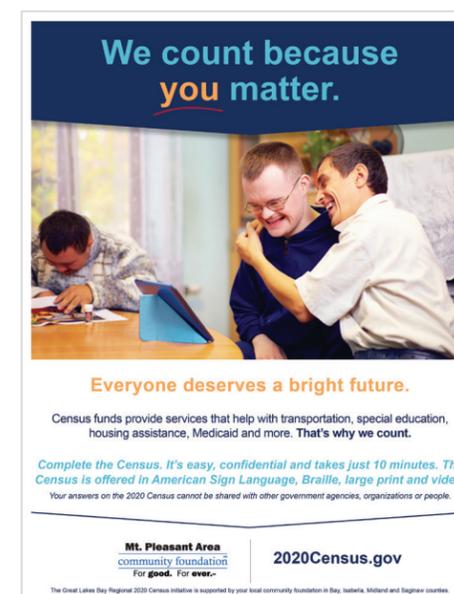
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1 | A Communications Toolkit provided communications and strategic guidance to help people understand the purpose, content and process of the Census. The toolkit materials were customizable so organizations could tailor the messaging for their stakeholders.

2 | Much of the Census Hub efforts focused on hard-to-count populations including young children, racial and ethnic minorities, older adults, rural populations, low-income people, those experiencing homelessness, people with disabilities and immigrants and undocumented individuals.

2



Everyone deserves a bright future. Census funds provide services that help with transportation, special education, housing assistance, Medicaid and more. That's why we count. Complete the Census. It's easy, confidential and takes just 10 minutes. The Census is offered in American Sign Language, Braille, large print and video. Your answers on the 2020 Census cannot be shared with other government agencies, organizations or people.

You and your family deserve the best we have to offer. Latino children are the most under-counted individuals in the census but one of the fastest growing groups in our region. Census data directs dollars to programs that help with education, food, housing, healthcare and childcare like WIC, SNAP and Medicaid. That's why we count. Complete the Census. It's easy, confidential and takes just 10 minutes. The Census is offered in 12 languages including Spanish. There are no questions about citizenship and by law, your answers cannot be shared with other government agencies. Take the Census Today! Go to 2020Census.gov

Funders & Partners

The Great Lakes Bay Regional Census Hub was made possible through funding from the Michigan Nonprofit Association Complete Count Campaign, the State of Michigan and various local and state foundations.

Dozens of community partners, organizations and volunteers contributed to the success of the Census in the Great Lakes Bay Region. Thank you!

BAY COUNTY

Bay Area Community Foundation
 Bay Arenac Behavioral Health
 Bay Arenac ISD
 Bay County Health Department
 Bay County
 Bay County Branch NAACP
 Bay County Department on Aging
 Bay County Library System
 City of Auburn
 City of Bay City
 Disability Network
 Do-All, Inc.
 Great Lakes Bay Health Centers*
 Good Samaritan Rescue Mission
 Mid Michigan Community Action*
 United Way of Bay County

ISABELLA COUNTY

Central Michigan University
 Chippewa River District Library
 City of Mt. Pleasant
 Clothing INC
 Community Compassion Network
 Isabella Citizens for Health
 Isabella Community Soup Kitchen
 Isabella County
 Isabella County Commission on Aging
 Isabella County Restoration House
 Isabella County VA
 League of Women Voters
 MAC TV Network
 Mid Michigan College
 Mt. Pleasant Area Chamber of Commerce
 Mt. Pleasant Area Community Foundation
 Saginaw Chippewa Indian Tribe
 The Care Store
 Union Township

MIDLAND COUNTY

2-1-1 of Northeast Michigan*
 Bullock Creek Schools
 City of Midland
 Coleman Schools
 Community Mental Health for Central Michigan*
 Family & Children's Services of Mid-Michigan
 Grace A. Dow Memorial Library
 Greater Midland Community Centers
 Meridian Public Schools
 Midland Area Community Foundation
 Midland County Council on Aging - Senior Services
 Midland County Emergency Food Pantry Network
 Midland County ESA
 Midland County GIS
 Midland County Health Department
 Midland Department of Health and Human Services
 Mid Michigan Community Action*
 MidMichigan Health
 Northwood University
 Rural Community Health Worker Network
 The Arc of Midland
 The Arnold Center
 The Legacy Center
 United Way of Midland County
 West Midland Family Center

SAGINAW COUNTY

Bridgeport Township
 Buena Vista Charter Township
 Castle Museum of Saginaw County History
 City of Saginaw
 Delta College*
 Eastern Michigan Council of Governments
 Ezekiel Project
 Great Lakes Bay Health Centers*
 Great Lakes Bay Hispanic Leadership Institute*
 Houghton-Jones Neighborhood Association
 I am Community Foundation Inc.
 Isabella Bank
 Michigan House of Representatives
 Partnership Specialist, U.S. Census
 Saginaw Branch NAACP
 Saginaw Community Foundation
 Saginaw County
 Saginaw County Commission on Aging
 Saginaw County Community Action Committee
 Saginaw County Youth Protection Council
 Saginaw Intermediate School District
 Saginaw Transit Authority Regional Services
 Saginaw Valley State University
 Samaritas Community Center
 United Way of Saginaw County
 Victorious Believers Ministries

*Regional organizations did outreach in all four counties.

Thank you to everyone who helped ensure the Great Lakes Bay Region had strong participation in the 2020 Census. Together, we created a bright future for our families and communities.



Bay Area

community foundation

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989-839-9661
info@midlandfoundation.org

Mt. Pleasant Area
community foundation

989-773-7322
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Saginaw

community foundation

989-755-0545
info@saginawfoundation.org