



New Hampshire Complete Count 2020 Minigrant Program

Overview

The New Hampshire Complete Count 2020 Minigrant program was created by the New Hampshire Funders Forum and is managed by Granite United Way. The short term program is designed to assist non-profit organizations across the state in their outreach and organizing efforts to attain the highest 2020 Census count possible. High-priority groups at greatest risk of an undercount in NH include:

- Low-income communities in targeted geographic areas (e.g., Manchester, Nashua, Concord, North Country, Claremont)
- Rural areas with limited broadband or cell phone access
- College students
- Immigrants and refugees
- Young children
- Older adults

Strategies will focus on efforts to reach these groups by coordinating with the New Hampshire Complete Count Committee (CCC), local CCCs, and existing organizations and initiatives that reach individuals and families in these communities (e.g. local United Ways, Community Action Agencies (CAAs), faith-based organizations, libraries, community-based organizations and associations, local/nonprofit campaigns, etc.). Funding priorities are areas with high rates of hard to count populations, areas with inadequate internet access, and cities or towns without a functioning Complete Count Committee.

Eligible activities

- Digital engagement campaign content creation and promotion
- Technology to increase access for Hard To Count Populations (HTC Populations) (renting laptop computers, modems/routers needed for census completion site you will offer)
- Increasing access using authentic language of origin and inclusive outreach efforts (including printing of flyers, posters or banners, stickers etc., translation services).
Note: this link <https://www.nh.gov/osi/data-center/2020-census/htc-resources.htm> has resources for outreach to HTC populations and many other census related materials including flyers, logos and other tools.
- Hosting of training and education events for community leaders about Complete Count 2020 and other community engagement events (including meeting expenses, childcare costs, refreshments for meetings, room/hall rental, travel)

Ineligible Activities

- ✗ Salary or benefits for employees
- ✗ Gift cards or cash incentives for participation

Minimum funding award is \$500 and maximum funding award is \$1,500. You must be a 501(c)(3) organization or have a 501(c)(3) tax exempt sponsor or fiscal agent.

Timeframe

- Applications will be accepted on a rolling basis until March 6th, 2020
- Awards will be announced on a rolling basis through March 13, 2020
- Disbursements will be on a rolling basis within ten to fourteen business days after award notice.
- A final report is due by May 30.

Application Process

A successful application will clearly outline:

- Current participation in a Local Complete Count Committee or other community-based census participation collaboration
- Established reputation for community engagement
- How efforts will increase the self-response rate, specifically of hard to count populations
- Capacity to successfully execute the proposed project

Applications are limited to a two page (maximum) proposal in the form of a letter with the following information:

1. Organization applying for funding and Organization Website
2. Organization Tax ID (this should be the tax id for the organization that will receive the grant award)
3. Name of Executive Director and Email
4. Project Contact Name and Email
5. Which local Complete Count Committee is this organization participating in (if any)?
6. Brief project description (no more than 250 words)
7. Estimated budget projections
8. Project timeline
9. Explain why you are uniquely positioned to succeed if you were to receive funding to engage hard to count populations (250 words)
10. Describe the barriers you expect to encounter and how you will overcome them (250 words)
11. Which hard to count populations will your project target?

For more information or to submit applications:

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