Preparing Kentucky for the 2020 Census
Request for Proposals (RFP)

Proposal due date: **Open now, closes Jun. 30, 2020**

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**RFP Timeline**
Feb. 27, 2020 RFP released.
Ongoing Grantees notified and grant agreements distributed.
Purpose of Grant Funding
The Foundation for a Healthy Kentucky invites Kentucky-based nonprofit organizations and government agencies to submit proposals that will improve 2020 Census participation by engaging Kentucky’s hard-to-count populations, undercounted groups, or geographies and communities with historically low response rate characteristics. Activities and projects may include, but are not limited to, outreach, education, communications, special events, and community mobilization specifically aimed at increasing the self-response rate to the census in communities across Kentucky. Activities and projects will likely be completed by Jul. 2020 in accordance with the 2020 Census timeline.

The U.S. Constitution requires that all residents be counted every ten years through a nationwide census. The census is an essential element to ensuring representative democracy and determining distribution of federal resources. Census data is used to design and draw legislative districts. Census data also helps to plan for schools, understand health inequities, calculate social, health, and infrastructure needs, as well as many other uses. For example, it is estimated that for every Kentuckian not counted in the 2020 Census the Commonwealth will miss out on $2,021 per year in federal funding relating to education, highways, health care, and more. A complete and accurate count of Kentucky’s population across its varied geographies is critical for the Commonwealth.

Information about the 2020 Census is online at https://2020census.gov/. Also, please review the Important Resources section of this RFP for additional readings and materials.

The Foundation for a Healthy Kentucky’s mission is to address the unmet health needs of Kentuckians by developing and influencing policy, improving access to care, reducing health risks and disparities, and promoting health equity. In support of its mission, the Foundation’s Board of Directors approved a total of $30,000 for the Preparing Kentucky for the 2020 Census grant in calendar year 2020.

Grants will be awarded in amounts up to $5,000 and the amount requested should directly correlate to the performance of Census-related activities in Kentucky. Funds requested may not supplant funds already allocated for the proposed purpose from other sources. Organizations may submit more than one proposal, but only one grant will be awarded per organization. Collaboration between organizations is encouraged as is coordination with local Census Complete Count Committees.

Eligibility
Consideration will be given only to those proposals that meet the following requirements:
- Are submitted by organizations whose efforts benefit persons who reside in Kentucky.
- Are submitted for Kentucky-based, project-specific purposes.
- Are submitted by Kentucky-based community organizations, non-profit organizations or governmental agencies. Among private non-profits, preference will be given to organizations that have tax-exempt status under section 501(c)3 of the Internal Revenue Service Code and are not private foundations as defined by section 509 of that Code.
- Commit to documenting their work as described in the proposal.
- Share the Foundation’s mission.

The Foundation will NOT fund:
- Organizations that discriminate on the basis of race, gender, age, religion, national origin, sexual orientation, disability, military or marital status in hiring.
- Retroactive expenses, bridge funds, deficit reduction, or forgiveness.
- Overhead expenses greater than 10% of direct costs.
- Expenses related to registered legislative agents for the purpose of lobbying.
- Capital campaigns or requests for facility construction (although project related equipment may be included in requests).
- Endowment funds, individuals, or private, for-profit entities.
- Political campaigns or political causes.
- Religious organizations for religious purposes.

How to Apply: Proposal Elements
Please be sure the proposal includes each of the five Proposal Sections, clearly labeled, and with sufficient detail so that the grant review committee can understand your community, the strengths and challenges of your proposed project, and the planned activities that will contribute to 2020 Census participation in Kentucky. Remember to include the two Proposal Attachments.

Upon review of proposals, applicants may also be asked for references.

Proposal Sections
- **Project contact information** Please include name, title, organization, organization address, email, website, and phone number for key project contacts. Indicate which organization will serve as the project’s fiscal agent. If the applicant organization is different from the fiscal agent, please include the name of the fiscal agent organization, organization address, website, and the name and contact information for the fiscal agent’s authorized representative.
- **Project description** Provide an overview of the project. Include a clear, brief description of your organization, the purpose of the project, what hard-to-count, undercounted, and/or Kentucky geography you intend to reach with your 2020 Census efforts. Describe other efforts in the community (if any) that are working on the 2020 Census. Please include your organization’s history of involvement with the populations the project plans to reach.
- **Project plan** What does your organization plan to do in support of the 2020 Census in Kentucky? Clearly explain how you will work with specific groups such as hard-to-count populations, undercounted groups, or geographies and communities with historically low response rate characteristics to support their participation in the 2020 Census. Discuss how your project connects to the local Complete Count Committees. Describe project collaborations, if any, and each organization’s role on the project. Please include a timeline that clearly describes key activities and/or milestones needed to achieve the project outcomes.
- **Project outcomes** List and describe the anticipated project outcomes and how they will be measured. How will the project success and challenges be documented? Identify who on your project team will be responsible for collecting information about the project results and documenting how the grant funds were used.
- **Project budget** How will the grant funds be spent? Write a narrative (one or two paragraphs) describing how Foundation grant funds will be used. The project budget should be consistent with the project description and reasonable for carrying out the project plan. Describe any other resources provided by the applying organization and/or by outside organizations or project collaborators (cash or in-kind). Name the outside organizations/collaborators. Foundation grant funds cannot be used for existing staff salaries but can be used to contract for services or augment existing staff time. Please include a budget table showing cost estimates and the total amount requested.
Proposal Attachments

- **(Required)** A copy of the organization’s or fiscal agent’s proof of federal tax exempt status
  This is usually an Internal Revenue Service exemption letter. It may also be proof that the organization operates under the auspices of a recognized church or is a governmental entity.

- **(Optional)** Letters of Support from organizations and individuals who you will engage on this project. A support letter from the local Census Complete Count Committee chair and/or Judge Executive is encouraged.

Please keep your proposal (proposal sections and budget) to 4 single-sided pages maximum, excluding attachments. Proposals submitted by ineligible organizations or without the required proposal elements will not be reviewed. Please email your proposal and attachments to rseger@healthy-ky.org with the subject line: 2020 Census. Receipt of proposals will be acknowledged via email to the person listed as the primary contact.

Successful applicants will be asked to sign a grant agreement to carry out the proposed project and submit a final report documenting their project outcomes and finances. The Foundation reserves the right to decline to fund any proposals received in this grant cycle.

For Questions Regarding this RFP

Please review the *Frequently Asked Questions: 2020 Census* document. If you have additional questions, please contact Rachelle Seger, Community Health Research Officer, at rseger@healthy-ky.org or direct line 502-238-2139, or call toll free 1-877-326-2583.

Important Resources

Information from the following websites may be useful resources for you in developing your proposal. Please review and cite them where appropriate.


- Census Counts Collaborative Campaign [https://censuscounts.org/about/](https://censuscounts.org/about/)

- Census 2010 Response Rates & Response Outreach Area Mapper [https://www.census.gov/](https://www.census.gov/)

- Get Out the Count Toolkit [https://censuscounts.org/gotc-toolkit/](https://censuscounts.org/gotc-toolkit/)


- Kentucky Materials [https://www.kynonprofits.org/census2020](https://www.kynonprofits.org/census2020)

- KIPDA Complete Count Committees [http://kipda.maps.arcgis.com/apps/PublicInformation/index.html?appid=bf8f2b70184d426fbdb593b3c578d1f2](http://kipda.maps.arcgis.com/apps/PublicInformation/index.html?appid=bf8f2b70184d426fbdb593b3c578d1f2)


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