

WHY DOES THE CENSUS MATTER TO NONPROFITS?

FEDERAL, STATE, AND LOCAL GOVERNMENTS USE CENSUS DATA TO DETERMINE HOW TAX DOLLARS AND OTHER RESOURCES ARE USED.

- Montana State receives more than \$2 billion in federal funds for a variety of human service, community development, and health programs.
- Each missed person in the census count costs Montana State approximately \$1,989 in federal funds. Over the course of a decade, that's nearly \$20,000.
- Local governments use census data to determine where development should take place and how local dollars should be spent.

NONPROFIT ORGANIZATIONS USE CENSUS DATA TO PLAN AND TARGET THEIR SERVICES.

- The data collected shows geographic areas that are underserved, which informs service delivery.
- Data collected and published is also used to inform grant proposals and other projects designed to raise the quality of life in Montana communities.

FAIR REPRESENTATION

- Census data defines legislature districts, school districts assignment areas, and other important functional areas of government in Montana.

CONGRESSIONAL SEAT

- Montana is on the cusp of adding a second representative in Congress.



Montana Nonprofit Association

CENSUS 2020
TOGETHER WE COUNT

Taking part is your civic duty.



Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"

PROUD SUPPORTER

United States[®]
Census
2020

#2020CENSUS

MONTANA
census 2020
Make it count

DID YOU KNOW?

In 2017, Montana received nearly \$3 billion in federal funds because of Census data. That's 40% of Montana's budget.

MONTANA'S NONPROFITS ARE UNIQUELY QUALIFIED TO MAKE SURE ALL MONTANANS ARE COUNTED IN THE 2020 CENSUS BECAUSE NONPROFITS ARE:

- Often located in communities most at risk of being undercounted.
- Maintain everyday contact and have trusting relationships with clients, patrons, families, and residents in their community.
- Experienced advocates for their communities.

This is where you, the trusted nonprofit in your community, comes in.

Those needing to be counted see you when they bring their children to the childcare center, see a doctor at a local clinic, receive job skills training, or open the door to a Meals-on-Wheels volunteer. That existing level of trust means people will listen when nonprofits speak to them about the Census. And, nonprofits are already good at stepping outside our lanes when it comes to emergencies or responding to unexpected needs in the community.

For more information and resources, visit mtnonprofit.org/census-2020. Pledge your organization to support a complete count at mtnonprofit.org/support-the-2020-census.