



NYC
CENSUS 2020

CUNY THE CITY
UNIVERSITY
OF
NEW YORK

Announcing the NYC Complete Count Fund

Dear Community Partners,

It is a sincere privilege to write to you on behalf of New York City Mayor Bill de Blasio, New York City Council Speaker Corey Johnson, and the City University of New York (CUNY) to invite you to participate in **The New York City Complete Count Fund Request for Proposals**. The program is the first of its kind in the city and represents an investment of \$19 million in community-based organizations to mobilize New Yorkers to self-respond to the 2020 census. Having all New Yorkers counted is critically important for the future of our city, particularly for the communities that have gone undercounted and underrepresented for too long. A complete and accurate count will ensure that New York City receives full representation in Congress and its fair share of \$650 billion in federal funds for health care, education, housing, economic development, social services, transportation, and more.

We know that our city's community-based organizations (CBOs) are its most trusted voices, and this effort can only succeed with your leadership. We are launching this program to resource local CBOs in every corner of the city to mobilize the communities they serve to participate in the 2020 census. We anticipate that with these funds, organizations will be able to plan events, invest in technology, produce materials, engage in direct contact via phone-banking and street canvassing, and more, to ensure that all New Yorkers know about the importance of the census and how easy and safe it is to participate.

The application period is now open and the online [application for funding](#) will remain **open through October 15, 2019, at 11:59 PM EST**. We encourage all organizations that have deep connections to historically undercounted communities to apply, and the City's support will range from \$25,000 to \$250,000, depending on organizational size and capacity. Selection criteria and eligibility are fully explained in the [Request for Proposals](#), and will ensure that the New York City Complete Count Fund will resource organizations of different sizes and types that work most closely with the communities most at risk of being undercounted.

We are incredibly thankful for the work that you and all of the city's trusted CBOs do to serve New Yorkers. In many ways a test of our city's resilience, the 2020 census is also a welcome opportunity for the city to forge new partnerships and to strengthen the fabric that weaves together our many diverse communities.

Please apply at www.getcounted2020.nyc. Further resources are available on [CUNY's Census 2020 website](#), and you can direct questions to info@getcounted2020.nyc.

CUNY and NYC Census 2020 look forward to receiving your applications and working with you over the coming months towards a complete and accurate count of all New Yorkers.

In partnership,

Deputy Mayor for Strategic Policy Initiatives Phillip Thompson

NYC Census 2020 Director Julie Menin

CUNY Executive Vice Chancellor and University Provost José Luis Cruz

Councilmember Carlos Menchaca

Councilmember Carlina Rivera



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