

# Massachusetts Census Equity Fund List of Organizations who Received Grants



The Massachusetts Census Equity Fund 2020 is a statewide funding initiative with the mission to increase participation in the 2020 census in communities that are at significant risk of being undercounted. Through our statewide grant program, we have allocated over \$500,000 to support community based organizations who are educating, organizing and empowering residents in hard-to-count communities to respond to the 2020 Census.

## **BayPath Elder Services, Inc., Marlborough**

Launching community outreach to Meals on Wheels recipients; providing education at congregate dining site and to those who receive case management services. One to one outreach and visits to elders who are not otherwise engaged with the senior centers or social service agencies within their communities.

## **Boston Senior Home Care, Boston**

Utilizing targeted outreach tactics to communicate information about the census and the importance of filling out the census form. Including participation in a wide variety of community-based public education fairs and events with collateral materials and video in multiple languages. Launching a social media campaign, advertising and revision of website to incorporate interactive information about the Census.

## **Brazilian American Center, Framingham**

Outreach, promotion and recruiting, using social networks of the center including the website and facebook. Building off collaborative relationships and partners in the community to ensure dissemination, including regional networks such as faith communities, civil society organizations, and local broadcasting. Hosting informative talks and provide assistance to complete census forms.

## **Brazilian Women's Group, Brighton**

Launching a massive multilingual media and social media campaign. Working with Brazilian managed media, both print and radio, both locally and nationally. Will also host in-person events with community leaders and members to inform the target community about the Census, discuss why it is important that Brazilians participate in the Census, and address concerns Brazilians have.

### **Cambodian Mutual Assistance Association of Greater Lowell, Inc., Boston**

Undertaking an outreach plan that includes neighborhood canvassing, phone banking and social media postings educating their community about the census and the importance to respond to the Census. Will also coordinate with other local program partners to exchange information and resources in the greater Lowell area.

### **Cape Verdean Association of Brockton /Immigrant Assistance Center, Brockton**

Hiring a community advocate to serve as the Census liaison with religious and civic organizations in Brockton. Informing these community partners about the Census, how to respond and its importance. Engaging with Brockton Public Schools to reach students and families, advertising on local radio and TV stations including two linguistically and culturally adapted cable television programs, educating and providing support to all their clients and youth program participants.

### **Castle Square Tenants Organization, Boston**

Launching a comprehensive education and outreach plan involving teens from their community. Teens will be trained on the importance of the Census and will host community workshops that focus on the history and importance of the census, and provide one on one support to complete and submit. Will also engage college students who are bilingual as "Census Organizers" to focus on community outreach, promotion of workshops, and distribution of the educational videos and posters.

### **Chelsea Collaborative, Chelsea**

Continue their work advocating against the citizenship question and educating the Chelsea community on how to respond if the question ends up on the census. Implementing a widespread community education campaign using door knocking, community forums, social events, phone banking, media, and community collaboration. Spearheading a Spanish-language media campaign including radio and TV commercials featuring faces and voices from the Chelsea Collaborative spreading messages in support of census participation and information on how to be counted.

### **Chinese Progressive Association, Boston**

Hosting targeted conversations alerting community members of the upcoming Census and the importance of participating for a complete and accurate count of our community as people come in for direct services. Hosting workshops specifically on the importance of the Census and how to seek help on filling out the form online. Training community members, many of whom are not literate in English, on how to recognize Census mailings, recruiting and training bilingual staff and volunteers to serve as translators and interpreters in completing the Census online on new computers in their office. Expanding relationships

with Boston-area college students in Chinese and Asian American student organizations to increase their awareness and involvement with the Census both in our community and on their campuses.

### **City Life/Vida Urbana, Boston**

Building on existing door-to-door canvassing, will flyer over 4,000 doors with census information including opportunities to for support to fill out the Census, in several parts of the city. Will distribute 2,000 additional flyers at public spaces in East Boston and conduct email outreach to list of over 5,000 in Boston. Utilize ongoing social media outreach to inform and promote participation. Hold political discussions in historically under-counted communities in early 2020.

### **Coalition for a Better Acre, Lowell**

Building on existing relationships with local partners to inform about the Census. Will host meetings with community leaders, attend church meetings, canvass door-to-door, utilize social media and ethnic and local media, and host special events. Launch a Census kickoff with multilingual volunteers with tablets to show attendees how to access the Census online. Will establish Census drop-in sites in target neighborhoods, host phone-banking and door-knocking once the Census is live.

### **Community Economic Development Center of Southeastern Mass, New Bedford**

Integrating Census outreach and education into all programs including ESOL classes, free tax preparation program, financial coaching and first-time homebuyer classes. Staff will assist walk-in clients and provide access to computers to respond online. While collecting survey data from 200 neighborhood households during the Summer 2019 will also inform and educate about Census 2020 and host 3 Census 2020 outreach days.

### **Council on American-Islamic Relations, Massachusetts, Boston**

Building on existing relationships with mosque leadership in hard-to-count areas to educate congregations on the purpose of the census and encourage participation. Will host sessions for congregants to fill out the census and use train the trainer model to make sure factual and helpful information about the census gets to the communities that need it the most.

### **Dorchester Bay Economic Development Corporation, Dorchester**

Using a variety of methods to reach out, educate and engage members from different groups in the community about the Census. As a trusted voice will distribute informational materials to tenant mailboxes, at civic association and neighborhood watch meetings, summer block parties, annual meeting at Thanksgiving, and computer classes. Youth Force

members incorporating census education into door knocking and other broader voter registration efforts. Incorporating census education materials into small business marketing activities to engage the 2,000 businesses in their community.

### **Dudley Street Neighborhood Initiative, Roxbury**

Engaging in door-knocking and on the ground outreach in order to reach as many residents as possible within their neighborhood. Hiring and training two residents to support these efforts. Leveraging current partnerships with local universities to engage student volunteers in phone-banking and literature drops. Informing and educating residents and stakeholders through three main annual events. Utilizing large social media presence on Facebook, Twitter and through monthly e-newsletter to spread awareness and information.

### **East Boston Ecumenical Community Council, Boston**

Recruiting and training volunteers and staff on the census process, how to access it and complete it online. Hosting monthly workshops, attending public meetings and community events, setting up tables at churches, Shaws and other high visibility places with education and information on the importance of the census. Launching a media blitz with Spanish papers and radio, churches and other community agencies. Offering open times at their computer lab for residents to complete the process with translation services and other assistance residents may need. Volunteers will go door to door and phone bank to follow up on census completion for the elderly, student and other groups that will receive a mail-in census form.

### **Edwards Church, United Church of Christ, Framingham**

Working with the Interfaith Clergy Association, is recruiting Census 2020 Coordinators, trusted members of the community who are bilingual or trilingual. Coordinators will be presenting information about the Census across the 50 faith-based groups within Framingham's borders, during and after worship services. Through presentations and conversations, will be answering questions, informing on response process and your rights as a resident.

### **Elder Services of the Merrimack Valley, Lawrence**

Building upon their trusted voices and positions already in the community they have a capacity to connect with individuals and disprove many of the fears and myths outlines as barriers above. Deploying community outreach workers to do awareness, education and information sharing throughout the community including informational fairs and by serving as a "drop in" center for assistance in filling out forms. Training all case managers,

as well as home delivered meals drivers, on how to identify those who may not complete the census and disprove misconceptions and fears during home visits.

### **Fenway Community Health Center, Boston**

Launching a public education campaign tailored to reach LGBTQ populations across the state. Strategies include a social media campaign, including shareable memes and videos, infographics, Twitter conversations, and email newsletters. Implementing strategic ad placement to reach the target populations including dating apps, local and regional LGBTQ media, and will also utilize Google Ads to maximize reach on the internet. Authoring educational pieces for media across the state, on websites and blogs. Organizing community events across the Commonwealth to discuss the importance of the Census, and how LGBTQ may benefit from participation.

### **Franklin Regional Council of Governments, Greenfield**

Coordinating informational campaigns for the general public as well as hard-to-count populations in their community, through established relationships with municipal governments, community organizations, business associations, chambers of commerce, and local media outlets. Facilitating the establishment of supportive locations for people to submit responses online, such as at senior centers, town halls and libraries. Targeting information to HTC communities in Spanish, Moldovan, Russian and other prominent languages spoken in the region. Offering training to directors of libraries, senior centers and towns halls so they can create supportive locations for residents to respond to the survey.

### **Friendly House, Inc., Worcester**

Bilingual staff working one on one with community members from Albanian, Spanish speaking countries and West African nations to inform them about the Census. Community education campaign publicizing the Census at multiple local events, which will also be televised. Distributing literature to families in their shelters, After School and Teen Programs. Offering a series of Census seminars and workshops for staff so they can educate neighborhood residents.

### **Groundwork Lawrence, Lawrence**

Working with partner organizations and the city on identifying collaborative and coordinated steps to increase participation, including a city-wide "Complete Your Census" day. Promoting the Census at well attended community events like Farmers Markets across the city and multiple citywide events, each drawing over 2,000 community members. Making computers available for all in-house programming where participants will be encouraged and supported to complete the census. Training staff to integrate promotion,

demystification, and support into all our community activities. Utilizing their social media channels including the community-based “We Are Lawrence.”

### **Immigrants' Assistance Center, New Bedford**

Utilizing its relationship of trust with the immigrant communities, will be educating immigrants on the importance of participation. Quelling fears about personal information being shared to government agencies and assuring clients of the confidential nature of the census. Focusing education and outreach efforts through one on one conversations and parents and families through their programs and existing relationships with the elementary, middle and secondary schools of New Bedford Public Schools. Also employing the use of laptops and tablets in their newly established computer classroom to assist in online completion. Creating a messaging campaign that will include regular media appearances on radio and TV and in print

### **Jamaica Plain Neighborhood Development Corporation, Jamaica Plain**

Integrating promotion of the census into all their work with community members. Including sharing of census information in English and Spanish at large kick off event in winter 2020, ongoing community events, creating swag, information sheets, door to door outreach, postcard follow up, tabling and developing a social media campaign throughout 2019 and in 2020. Recruiting and training 15 resident leaders and 25-30 community volunteers to assist in outreach and Census response process including both online and paper form assistance.

### **Lawrence CommunityWorks, Inc., Lawrence**

Incorporating outreach efforts for the 2020 Census into their ongoing organizing strategies to reach those whose voices need to be uplifted in their community. Conducting engagement and community-building efforts through their NeighborCircles in neighborhoods and Community Education Circles in partnership with educators and administrators at the Lawrence Public Schools. Making Census information and resources available to ALL program participants as well as offering on-site computer access to complete the Census.

### **Lawyers for Civil Rights, Boston**

Disseminating culturally competent and linguistically appropriate materials conveying critical legally accurate messages in connection with Census participation. Launching a multilingual Census Hotline, creating and disseminating educational outreach materials, expanding Census community outreach and engagement with grassroots groups in key gateway cities, advocating against the “citizenship” question on Census 2020, and

implementing strategic communications to raise awareness of the importance of an accurate and full Census count. Producing op-eds in traditional and social media outlets.

### **LEO, Inc., Lynn**

Accessing nearly 4,000 households through their services they will be coordinating with the Census Bureau, Mayor's office, and local Complete Count Committee to provide consistent, accurate messaging. They provide space for Census-taker training, recruiting multi-lingual Census workers, distributing informative flyers, canvassing neighborhoods, coordinating with communities of worship to accommodate census takers at their sites, and hosting two census taking days at 4 locations. Will also be utilizing their social media presence on FaceBook and Twitter to post real-time updates about where Census takers are working on particular days.

### **Madison Park Development Corporation, Roxbury**

Designing easy to access, accurate and truly informative educational Census materials and signage: palm cards, brochures, posters, lapel pins, and banners for events throughout the year. Utilizing their social media presence in a regularly scheduled way to communicate with constituency about the 2020 Census. Purchasing bi-annual ads in the local print media, the Bay State Banner and having resident leaders appear on BNN quarterly. Designing three presentation modules; 5 minutes, 10 minutes, and 30 minutes to be used throughout the year at community events and meetings. 1000 residents will receive at least three contacts: in person, participation in an event, and a telephone call about the Census. Working with a core group of registered voters, establishing the project with them and reaching out to and contacting households where there are not registered voters who are more likely to need census information in order to participate.

### **Massachusetts Immigrant & Refugee Advocacy Coalition, Boston**

Working with more than a dozen organizations gathering research on the potential impact of an incomplete census count on Massachusetts, tailoring messaging to different communities, and how to prepare those groups to support and participate in the 2020 Census. Organizing with members in Everett, Lowell, Worcester, and other gateway cities to optimize outreach and other means of engagement. Providing extensive training on civic engagement in the form of "Democracy School," which emphasizes the importance of immigrant communities participating in local government by gaining citizenship, registering to vote, voting, and communicating with their legislators. These trainings assist members to answer census questions among their communities and also help set up census centers.

### **Metropolitan Area Planning Council, Boston**

Making certain that the leadership of fourteen communities identified as hard to count understand the 2020 Census to be an urgent matter requiring attention. Conducting outreach to municipal staff and executive officials, in the form of phone calls and mailings. Will continue working with municipal staff, and, where possible, staff of local advocacy organizations, to understand what resources are needed to support their complete count efforts. MAPC will assist in the preparation of HTC maps of tracts in these communities, develop outreach materials, customized to a specific municipality or population within the municipality, including graphic design and language translations, consultations with municipal staff on how to develop effective complete count outreach programs, and on best practices for reaching a complete count.

### **MetroWest Legal Services, Framingham**

Building on trusted relationship with clients encourage people to attend Census education and outreach events held in safe places at convenient times, with interpretation and child care. We will travel to groups of interested community members to provide education and information if they do not feel comfortable coming to scheduled events. Creating educational materials in multiple languages which can be mailed out to residents if requested and made available in public places such as libraries, medical buildings, places of worship and any other places suggested by the immigrant community. Offering support in completing the Census in clinics or group events.

### **Neighbor to Neighbor, Boston**

Focusing on speaking, listening to, learning from and engaging with the community directly. Seeking to amplify the voices of members and of the New Majority in our communities at large. Canvassing door to door in June 2019 to learn directly from people about their questions, fears and concerns. In collaboration with Massachusetts Voter Table, crafting messaging and an outreach strategy for Census 2020. Refine and expand tactics based on what we learnings. Once the Census is launched, will go back to the field, primarily canvassing, community outreach and tabling events. Employing tactics with a more tailored message developed from ongoing conversations with community members.

### **New England United 4 Justice, Dorchester**

Developing and launching a public education campaign including: working with allies to create a Myths and Truths Factsheets about Census 2020 Factsheet, engaging 5,000 residents in a public education campaign through door-to-door outreach; integrating Census educational materials and workshops into ongoing housing justice campaigns with the goal of reaching 10,000 households, and convening service providers and civic action groups in Mattapan to develop collaborative strategies. Participating in city wide coalitions and events to educate, engage with community partners and to train volunteers on all



aspects of the Census. Strengthening their work through the Census Equity Coalition in Dorchester.

**New North Citizens' Council, Inc. Springfield**

Utilizing multi-media and traditional approaches to increase participation in 2020 census that complements the work of the Census Bureau, local government, and Massachusetts Complete Count Committee. Devising strategies for reaching the Springfield Hispanic and African-American communities online with vital information about how the census is safe and valuable form of civic participation for all people. Through their programs providing hundreds of residents with verbal and written information about the need for census participation, while dispelling myths and misconceptions.

**Pioneer Valley Regional Ventures Center, Springfield**

Guiding Census Bureau staff in their hiring decisions to ensure they are representative of the people in the communities where they will be working. Acting as a clearing house and distribution point for information relevant to other local CCC's and groups coordinating efforts in the region. Developing Pioneer Valley specific promotional and outreach materials that is translated into languages appropriate for our target demographics. Identifying and engaging strategic points of intervention (meetings, events, existing groups, etc.) throughout the region and with local service organizations to implement grassroots outreach.

**Project Citizenship, Boston**

Utilizing a variety of communication methods to education and inform over 3,000 clients through social media, text messaging, email, telephone, and in-person communication, about the 2020 Census. Distributing information in their newsletter to over 5,000 recipients. Setting up a Census station in house and training volunteers to assist clients, friends and family to complete the online and paper forms. Employing multilingual volunteers and staff to support their clients, both with language needs and those with disabilities.

**Quincy Asian Resources Inc., Quincy**

Working in collaboration QARI and the Asian Community Development Corporation providing Census informative workshop to residents. Conducting outreach throughout Quincy to reach precincts which have high concentrations of Asian immigrant families, through door-knocking, phone banking, mailings, and workshops. Designing at least 4 bi-lingual (Chinese/English) workshops, flyers and materials specifically for census outreach.

**Quincy Community Action Programs, Inc., Quincy**

Hiring a coordinator to lead and organize a public education and outreach campaign about the Census in Quincy. Campaign will include grassroots outreach/organizing, media/communications strategy, training, hosting special events and a mobilization effort in collaboration with local government, businesses, non profit organizations, housing providers, faith based groups and educational institutions. Informational materials will be translated into Chinese, Spanish, Arabic, Vietnamese and Portuguese. Reaching participants in workshops, during case management sessions, parent pick ups, adult education classes and other points of staff/client contact.

**South Middlesex Opportunity Council, Inc., Framingham**

Participating in Framingham's Complete Count Committee along with members of local government, community based organizations, faith-based groups, schools, businesses, media, and community members. Mounting an education and awareness campaign through print and online publications, in multiple languages. Hosting on-site Census completion and submission events at housing units and programs as well as at their computer equipped drop-in and career centers.

**Southeast Asian Coalition of Massachusetts, Worcester**

Leveraging their trusted reputation in the Asian community, multilingual and culturally knowledgeable staff will educate and engage community members about the census via personal outreach via door-to-door visits, phone calls, and during client visits. Presenting information at large annual events, disseminating information at local elder-care facilities, community celebrations and through local temples and churches. Recruiting elders and youth to reach out to their families.

**Valley Opportunity Council, Holyoke and Chicopee**

Deploying strategic and comprehensive outreach about the Census to their service population and specifically hardest to count populations in Chicopee and Holyoke. Activities including; one on one conversations, canvassing door to door, attending community events, collaborating with nonprofits and contacts in these cities. Providing technical assistance for residents in responding to the Census. Utilizing their social media platforms to share information and coordinating with the Pioneer Valley Planning Commission, their regional planning commission, for coordination of all efforts and information.

**Vietnamese American Initiative for Development, Inc., Dorchester**

Working in partnership with the Asian American Resources Workshop, deploying a plan to increase participation for the 2020 Census, including a language communications strategy,

door knocking and workshops, providing direct service for residents and convening a network of Vietnamese leaders and organizations. Disseminating information through social media and ads; a direct mailing and engaging with Vietnamese language media (newspaper, local bloggers, radio and local television) as well as convening civic and religious leaders and cultural organizations and working with student and young adult leaders and Vietnamese student groups.

### **Women Encouraging Empowerment, Revere**

Establishing a Census resource center in their office, located in a large, elderly, public housing development and in the middle of a Census tract. Displaying census signs, training staff, making computers available and opening the office to census workers. Including Census outreach in ongoing organizing campaigns and at community events. Training staff and volunteers so they can conduct trainings and outreach to community, faith and nonprofit partners. Collaborating with locally owned immigrant and ethnic businesses, offering incentives, to promote the census by displaying signs, and if interested receiving basic training on frequently asked questions.

### **Worcester Interfaith, Worcester**

Partnering with the city, holding a kick-off event to raise awareness about the census and why it's important. Distributing educational materials in the most frequently spoken languages in the city to be distributed to community partners and included with all water & sewer, property tax and excise tax bills sent out by the City in 2020. Conducting door-knocking, holding several community forums, marching in the St. Patrick's Day Parade, Tabling at annual arts festival attended by over 10,000, and conducting outreach at Earth Day Clean-ups, which are focused on lower-income neighborhoods. Leveraging local media and social media to help spread the word.