



Press Release

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Contact: Charee Gillins

cgillins@thecommunityfoundation.net

951.241.7777

Twitter: @tcf1941

**CA Census Office Partners with The Community Foundation to Mobilize
Inland Empire Nonprofits in Hard-to-Count Communities**

Today Kicks off the 2020 Census Call to Action – Be Counted, California! Campaign in Sacramento

Riverside, CA – The Community Foundation (TCF) serving Riverside and San Bernardino Counties is one of 10 organizations the State Census Office is partnering with to encourage participation of all Inland Empire residents in the Census count. Today in Sacramento the Census Office is officially kicking off the Census 2020 Call to Action Campaign, a week-long effort from April 1-7 to promote the state's efforts to ensure a complete count in California – one year out from Census Day.

Designated by the Census Office as an Administrative Community-Based Organization (ACBO), TCF will fund and mobilize local organizations in hard-to-count communities for their on-the-ground outreach efforts. TCF is playing a groundbreaking role to draw down \$2.4 million in state funds to empower community-based organizations (CBOs) from the Inland Empire, and demonstrating that local organizations have capacity and are best equipped with the deepest roots and greatest trust among hard-to-count populations.

In partnership with the CBOs, seven regions were identified in order to create manageable goals and promote local coordination and learning among the groups. Participating CBOs will also receive training and support through seven Regional Coordinators and three Technical Assistance Providers to ensure complete coverage of both geography and communities of interest.

“The Community Foundation and our Regional Coordinators are proud to spread the message that every Californian counts, particularly in the Inland Empire where we have large populations that are historically hard to count,” said Michelle Decker, President and CEO of The Community Foundation. “The local organizations that each Regional Coordinator will support are trustworthy messengers and will be critical to our success.”

The Regional Coordinators are:

- Riverside Central and Riverside Southwest: Family Services Association
- Riverside Metro: Center for Community Action and Environmental Justice
- Riverside Eastern: Alianza Coachella Valley
- High Desert: El Sol Neighborhood Educational Center
- San Bernardino Metro & Mountain Communities: Warehouse Workers Resource Center
- Morongo Basin: TBD

All seven of these organizations bring local knowledge, distinct expertise, and proven strategies for reaching hard to count communities. The Technical Assistance Providers are UCR Center for Social Innovation, Inland Empowerment and NALEO Education Fund. Together, they will provide CBOs with training, data management and innovative mapping support to empower organizations in their outreach work.

For more information, visit www.censusie.org. Follow the campaign on Facebook and Twitter @censusie.

The Community Foundation is the oldest and largest community foundation in Inland Southern California (Riverside and San Bernardino Counties). Established in 1941, at 78 years old The Community Foundation stewards more than \$100 million in assets and provides college scholarships and grants to nonprofit organizations across the two-county region and beyond. Since its founding, the Foundation has awarded more than \$100 million to support programs that strengthen the community. For more information visit The Community Foundation's website at www.thecommunityfoundation.net. Be a part of our conversation on Facebook, Twitter and LinkedIn.