



2020 CENSUS OUTREACH TOOLKIT

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INTRODUCTION: Greetings from the Greater Chicago Food Depository

The Census takes place every 10 years and is used to allocate important federal resources supporting Illinois neighbors. Every year, billions of dollars in federal funding goes to hospitals, fire departments, schools, roads and other resources based on Census data. Historically, some neighborhoods and populations have been hard to count, leaving important resources on the table and making it harder to meet the needs of underserved communities.

To help ensure that everyone is represented in the 2020 Census, the Greater Chicago Food Depository is providing outreach and education support to our community partners. We are promoting participation in Hard to Count (HTC) geographies and to historically undercounted populations: Archer Heights, Brighton Park, New City (Back of the Yards), East and West Garfield Park, North and South Lawndale and West Town (Humboldt Park).

To assist with your Census outreach, the Food Depository is providing outreach materials, hosting educational sessions and holding Census completion events at partner sites in target communities. We hope this toolkit will help with outreach in your community.

If you have any questions or would like additional information on Census outreach opportunities, please contact slozada@gcfd.org or 773-843-5492.

Thank you for your partnership,

Sonianne Lozada

*Associate Manager of Public Policy and Advocacy
Greater Chicago Food Depository*



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FREQUENTLY ASKED QUESTIONS

What is the Census?

- The Census is a short questionnaire about who you are and where you live. It must be taken by every person living in the country and is counted every 10 years.
- The Census shows how communities have changed over time and determines congressional seats and federal funding, which is why an accurate count is so important.
- The Census is mandated by our nation's constitution.

Why is the Census important?

- The Census takes place every 10 years and is used to allocate important federal resources supporting Illinois residents.
- In past Census years, some neighborhoods and populations have been hard to count, leaving important resources on the table and making it harder to meet the needs of underserved communities.
- The Census is much more than a head count. It provides a picture of our nation that helps determine where to build new schools, hospitals and businesses; how federal funding is distributed; and how congressional seats are assigned.

How will the Census work in 2020?

- By April 1, 2020, every home will receive an invitation to participate in the 2020 Census.
- You will have three options for responding: online, by phone or by mail.
- The 2020 Census marks the first-time individuals will have the option to respond online. The Census can also be filled out on a mobile device.

What questions will be asked on the 2020 Census?

- The Census will ask a few short questions about who you are and where you live.
- You can see all the questions on the questionnaire and see how the information will be used [here](#).

Is there a citizenship question on the Census?

- There is not a citizenship question on the Census.
- **Responses cannot be shared with law enforcement, U.S. Immigration and Customs Enforcement (ICE) or any other agency/court.** It is against the law for Census responses to be used against you by any government agency or court in any way.



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FREQUENTLY ASKED QUESTIONS (continued)

What is the Greater Chicago Food Depository doing to promote the 2020 Census?

- The Greater Chicago Food Depository is working with community partners to provide outreach and education to help promote participation in the 2020 Census.
- The Food Depository is focusing on eight undercounted communities in the city of Chicago: Archer Heights, Brighton Park, New City (Back of the Yards), East and West Garfield Park, West Town (Humboldt Park) and North and South Lawndale.
- The Food Depository has convened a council that will work as ambassadors in its targeted undercounted areas. We are empowering our council members to host Census 101 educational sessions in their communities and host "Get Counted" Census completion days.
- The Food Depository is also targeting undercounted populations citywide:
 - Young children
 - Highly mobile people
 - Racial and ethnic minorities
 - Non-English speakers
 - Low-income people
 - Undocumented immigrants
 - People who distrust the government
 - LGBTQ+ people
 - People with mental or physical disabilities
 - People who do not live in traditional housing or who experience homelessness

Is the 2020 Census secure and confidential?

- The Census has a robust cybersecurity system that makes it secure and confidential. Strict federal law protects Census responses. It is against the law for any Census Bureau employee to disclose or publish any Census information that identifies an individual or business.
- The law states that the information collected may only be used for statistical purposes and no other purpose.
- The Census Bureau will never ask for your Social Security number, bank or credit card account numbers, money or donations, or anything on behalf of a political party.
- Once your data is received, it is no longer online.
- By law, your Census responses cannot be used against you by any government agency or court in any way – not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS) and not by U.S. Immigration and Customs Enforcement (ICE).



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CENSUS MATERIALS FOR OUTREACH

The following outreach materials have been created by the 2020 Census for partner outreach. All 2020 Census outreach materials are available in multiple languages [here](#).

2020 Census Overview Materials

- [Community Outreach Toolkit](#)
- [Sample Questionnaire](#)
- [Video Library](#)
- **Fact Sheets**
 - [Census 2020 – What You Need to Know](#)
 - [General FAQ](#)
 - [Fact Sheet on Accessibility](#)
- **Posters**
 - [Confidentiality Poster 1](#)
 - [Confidentiality Poster 2](#)
- **Handouts**
 - [Handout – Why We Ask What We Ask](#)
 - [Half-page Handout – Ways to Respond](#)

“Why the Census is Important” Materials

- **Posters**
 - [Census Benefit Poster](#)
 - [Healthcare Poster](#)
 - [Healthcare Poster 2](#)
 - [Education Poster](#)
 - [Education Poster 2](#)



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CENSUS MATERIALS FOR OUTREACH – BY POPULATION

The following outreach materials have been created by the 2020 Census for partner outreach to specific populations/groups of people. All 2020 Census outreach materials are available in multiple languages [here](#).

African American Population

- [Fact Sheet for African American Audiences](#)
- [Half-page Handout for African American Audiences](#)

Asian American Population

- [Fact Sheet for Asian American Audiences](#)

College Students

- [Fact Sheet for College Student Audiences](#)
- [Half-page Handout for College Students](#)
- [Half-page Handout for College Students 2](#)

Hispanic/Latino Population

- [Fact Sheet for Hispanic Audiences](#)
- [Fact Sheet for Hispanic Partners](#)
- [Half-page Handout for Hispanic Audiences \(Spanish\)](#)
- [Poster for Hispanic Audiences \(Spanish\)](#)

Homeless Population

- [Fact Sheet for Homeless Audiences](#)

Immigrant/Foreign-born Population

- [Fact Sheet for Immigrant/Foreign-born Audiences](#)
- [Half-page Handout for Migrant Workers](#)



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CENSUS MATERIALS FOR OUTREACH – BY POPULATION (continued)

LGBTQ+ Population

- [Fact Sheet for LGBTQ+ Population](#)
- [Poster for LGBTQ+ Population](#)
- [Poster for LGBTQ+ Population 2](#)
- [Half-page Handout for LGBTQ+ Population](#)
- [Half-page Handout for LGBTQ+ Population 2](#)

Middle Eastern/North African Population

- [Fact Sheet for Middle Eastern and North African Audiences](#)

Older Adults

- [Fact Sheet for Older Adults](#)
- [Fact Sheet for Group Housing](#)
- [Fact Sheet for Multi-generational Households](#)

Renters

- [Fact Sheet for Renters](#)
- [Fact Sheet for Renters 2](#)

Veterans/Military

- [Fact Sheet for Military](#)

Young Children

- [Young Children FAQ](#)
- [Fact Sheet for Young Children](#)
- [Fact Sheet for Young Children 2](#)
- [Young Children Poster](#)
- [Young Children Poster 2](#)



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CONTACT INFORMATION

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