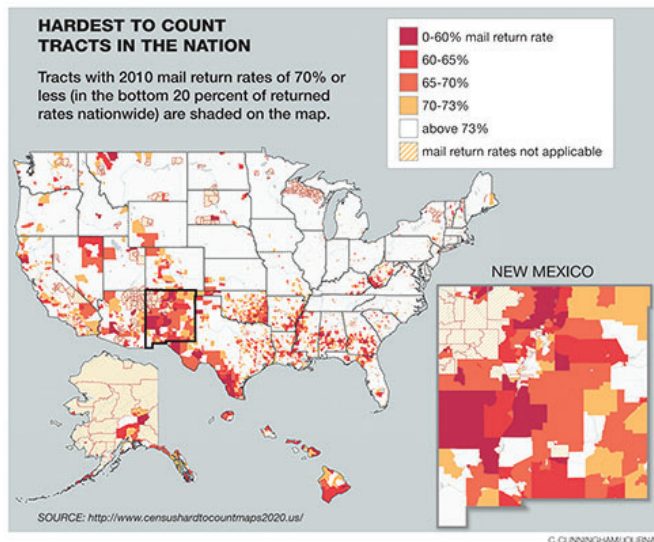


# New Mexico Funders Preparing for the 2020 Census



## New Mexico is the State Most Vulnerable to Undercount

- *New Mexico's unique demographics and geography make it the most difficult state to count.*
- *In 2000, the net undercount for New Mexico was nearly 2% or over 35,000 people.*
- *In 2010, New Mexico had the second lowest response rate in the US.*

Source: Price Waterhouse Coopers, Effect of Census 2000 Undercount on Federal Funding to States and Selected Counties, 2000-2012  
US Census Bureau, 2010 Census Coverage Measurement Results

**Accurate census data have a positive impact on our communities by ensuring everyone gets their fair share of resources and has a political voice.**

## What's at Stake?

- New Mexico received over \$7.8 billion through 55 federal spending programs guided by the 2010 Census. (FY 2016)
- Just a 1% undercount of New Mexicans in 2020 could result in a \$750 million loss of federal assistance over a ten-year period.
- Each New Mexican not counted equates to a loss of approximately \$3,000 every year for the next decade for critical programs below.
- Businesses rely on census data for market planning, new products and determining locations for plants or offices.
- Census data provide the formula basis for transportation, education and workforce development federal funding.

## Why We Need State Census Funds?

The impact of an accurate 2020 Census count on the fair, equitable, distribution of the following federal funds for New Mexico are at risk:

- *Financial Assistance Programs \$7,237,653,972*
- *Transportation \$386,013,375*
- *Housing and New Market Tax Credits \$77,461,712*
- *Small Business Development \$115,337,795*

\$10 million in state funding for community groups and local governments for public education, outreach, and communications will help to ensure that vulnerable populations in New Mexico will be counted and enhance the 2020 Census response rates. Federal census dollars are insufficient.

The most vulnerable for an undercount are children under 5, foreign-born residents, Pueblos, Tribes and Nations, Hispanics and rural populations.

Source: George Washington University Institute of Public Policy, Counting for Dollars 2020 New Mexico



### Health Care

- Medicaid
- Medicare Part B
- CHIP



### Food Assistance

- SNAP
- School Lunch
- WIC



### Public Education

- Education Grants
- Head Start
- Early Childhood
- Foster & Child Care
- Pell Grants



### Community Development

- Housing Assistance
- Community Services
- Business Loans
- Transportation

# About Us

New Mexico Counts 2020 is an outreach campaign supported by 11 funders listed below to help ensure that all New Mexicans are counted in the 2020 Census, especially in the most hard-to-count and reach communities.

- In partnership with the UNM State Demographer, we leveraged \$363,500 for the Local Update of Census Address (LUCA) that added over 100,000 addresses missing from the U.S. Census Bureau's files. This represents a 6666% return in federal assistance on the investment in the LUCA program.
- We raised over \$735,000 for NM Counts 2020 and now actively engaged in a public education campaign and in releasing thousands of dollars in grant support to nonprofit and Tribal partners.
- We signed a letter calling for the withdrawal of a citizenship question on the 2020 census form.
- We aim to leverage trusted voices who can motivate every New Mexican to respond to the census.
- We are working with the New Mexico Civic Engagement Table to support a statewide Complete Count Committee Advocacy Coalition and promoting optimal federal and state census outreach funding.

## New Mexico Census 2020 Funder Group:

### Leadership and Funders

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**Wendy Lewis** | McCune Charitable Foundation  
**Frank R. Lopez** | W.K. Kellogg Foundation  
**Linda Milbourn** | New Mexico Community Foundation  
**Lisa M. O'Brien** | Taos Community Foundation  
**Robert Reid** | JF Maddox Foundation  
**Ed Rivera** | United Way of Central New Mexico  
**Dolores E. Roybal** | Con Alma Health Foundation  
**Terra V. Winter** | Community Foundation of Southern New Mexico



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Please visit [www.nmcounts2020.org](http://www.nmcounts2020.org) to access census resources and connect with others.