



California Complete Count – Census 2020 Veterans

California is home to over 1.8 million veterans, which is the largest veteran population of any state in the United States. While veterans are Californians who served in the U.S. armed forces, they are also community members who represent every gender, ethnicity, religion, sexual orientation, political persuasion, income bracket, and other demographic in the state. Older veterans, veterans experiencing housing insecurities or homelessness, and veterans with disabilities are at great risk of going uncounted.

The census will determine California's fair share of federal resources and representation for the next decade. In addition, the census will also impact veteran specific resources, VA funding, health research and the distribution of federal dollars for veteran employment and housing assistance.

The California Complete Count -- Census 2020 Office supports and coordinates efforts at the community level to reach the hardest-to-count Californians. The Office partners with the Administrative Community Based Organizations, California Department of Veterans Affairs (CALVET) and the California Association of County Veterans Service Officers (VSO) to expand Census outreach. These agencies' collaborative partners have a network of veteran-focused and serving organizations such as the Los Angeles Veterans Collaborative, the San Diego Veterans Coalition and the Orange County Veterans and Military Families Collaborative.

Outreach materials that can be readily used across the messaging platforms for veteran-centric trusted messengers include:

- [Veterans Toolkit](#): Collection of veteran-centric messaging, Speaker Bureau talking points, broadcast scripts, social media posts, and digital/print collateral
- Veterans Newsroom: opinion articles, including on [women veterans](#) and [disabled veterans](#)
- [Veterans Video Series](#): Vignettes that showcase the voices of diverse veterans who serve as influencers, advocates, and trusted messengers to HTC veterans
- [Veterans Resources Webpage](#) and e-Blast: Both these platforms provide downloadable veteran-centric Census outreach resources to engage HTC veterans

WEBSITE

<https://census.ca.gov/resource/veterans/>

FUNDING ALLOCATION

\$400,000

CONTACT INFORMATION

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