State of California – Government Operations Agency
California Complete Count-Census 2020
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FINAL REPORT TEMPLATE

General Information

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Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau’s operational adjustments?

Strategies and Tactics listed in Implementation Plan

- **Strategy**: Raise 2020 Census Awareness Among Middle East and North Africa (MENA) Populations to Promote Census Questionnaire Completion
  - **Tactic**: Share information through media/communications
    - Activity – Promote Census 2020 through integrated communications and media.

- **Strategy**: Direct Education to MENA Populations to Encourage Census Questionnaire Completion
  - **Tactic**: Direct education presented by trusted messengers through trainings and workshops to share Census 2020 information
    - Activity - Engage trusted messengers.
    - Activity - Leverage existing community engagements.
    - Activity – Canvass.

- **Strategy**: Create a Statewide Working Group of Key Organizations Across the State Who Serve MENA Populations and Have Coordinated Outreach Efforts on Census 2020
  - **Tactic** – Build statewide MENA Partnership Network
    - Activity – The MENA partners will meet monthly to discuss census outreach and education.

Revisions of objectives

- **Strategy**: Raise 2020 Census Awareness Among MENA Populations to Promote Census Questionnaire Completion

Due Date: November 16, 2020
Due to being grounded by the COVID-19 pandemic to virtual activities, CAIR CA amped up its communications and media activities in order to reach as many hard to count (HTC) communities as possible, with a focus on MENA communities.

This includes using both traditional and non-traditional channels to reach our Limited-English-Proficient (LEP) MENA populations, including but not limited to:

- mainstream and ethnic news outlets (e.g. print, TV/cable, and radio)
- digital media outreach on language-specific streaming radio and social media sites
- Facebook groups
- key community leaders and youth (e.g. faith-based, cultural, civic/service engagement, social affinity, and professional organizations)
- email newsletters
- text messaging and Whatsapp communications.

**Strategy: Direct Education to MENA Populations to Encourage Census Questionnaire Completion**

- Direct education to MENA populations continued using trusted messengers and existing community engagements, but it had to be changed to all virtual methods instead of using in-person canvassing.
- We started the year with in-person events, which included being present at local faith centers for informational workshops and announcements at religious services and prayers, as well as setting up tables with census resources to help dispel myths and educate the community about the importance of the census! Across the state, we held over 100 in-person events!
- CAIR CA and partners conducted webinars to educate and coach HTC MENA populations about Census 2020 and ways to remove barriers for the MENA population to achieve a complete count. CAIR CA worked closely with statewide partners, trusted and credible messengers, community leaders and faith institutions to motivate, educate and activate our HTC communities.
- After transition to virtual outreach due to the pandemic, our focus shifted to large-scale statewide phone calls and texts to contact our community in different languages including English, Spanish, Arabic, Somali, Farsi, Dari, Pashto and Armenian. With Cali Calls’ partnership, we were able to create a statewide MENA universe through PDI. Then, we trained nearly 90 phone bankers, and between CAIR CA and statewide partners, worked to send 430,000 text messages via CallHub, make 344,000 calls and have 75,000 conversations, to confirm that 67,000 families completed the census!
- CAIR CA launched our virtual census Questionnaire Assistance Center (QAC) with in-language support from partner organizations to provide support in MENA languages (i.e. Arabic, Farsi, Dari, Pashto and Armenian), which received over 24,000 calls between April through October.
- CAIR CA’s MENA strategy during the pandemic to reach the community included utilizing all social media platforms through nearly hundreds of social media posts across our partners.
- Because we recognize that there is a digital divide in our state and some communities have less access to the internet, we provided posters and flyers to nearly 100 ethnic grocery stores and markets and at numerous food distribution events across the state!
- CAIR CA online webinar programming for direct education regularly engaged a large audience across a variety of topics related to the census, including the importance of Muslims being counted, how to fill out the census, strategies to reach HTC populations, the importance of the Islamic values of charity and supporting the community, ensuring all immigrants and youth are counted,
learning why the census promotes racial equity, sharing the significance of building Muslim political power, and engaging the community through games and prizes! The nine webinar events about the census garnered 14,400 views!

- Strategy: Create a Statewide Working Group of Key Organizations Across the State Who Serve MENA Populations and Have Coordinated Outreach Efforts on Census 2020
  - The statewide working group was more important than ever before to ensure we reached various HTC communities. CAIR CA led weekly statewide partner zoom calls to check in with partners, share progress, learnings and best practices, and to support efforts for census engagement. This included sharing and strategizing based on changes coming from the federal government and census operations.

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

**Contracted partner’s operations**

**What worked well operationally?**

- It was very helpful to have statewide partners who were already established in the community and had a strong connection with faith institutions, community leaders and a significant base of clients or volunteers. Nonprofit organizations who catered to specific MENA communities and service agencies were very effective in disseminating information through virtual communications and in-person events such as immigration clinics, food distributions, etc. This was found to be most effective during the education and outreach period.

**What hindered the operations?**

- Across the state, many communities and organizations struggled due to the transition of working remotely and facing various limitations due to shelter-in-place restrictions. This impacted CAIR CA’s strategic plans to reach different communities. With virtual outreach, organizations also faced the difficult reality of the digital divide, which means that many communities across the state have limited access to information digitally due to lack of internet accessibility or other issues. We worked to develop methods to reach communities to overcome this, but we know it impacted operations.

**Contracted partner’s outreach**

**What outreach tactics worked well?**

- As the statewide MENA CBO, CAIR CA contracted a data consultant to work with our partners to develop a statewide phone bank with a call universe to target MENA populations. The funded partners then came together to hire nearly 90 phone bankers between CAIR CA and statewide partners, who worked to make 344,000 calls and have 75,000 conversations, to confirm that 67,000 families completed the census! We also launched our virtual census QAC to provide support in MENA languages, which received over 24,000 calls
between April through October. The NRFU outreach consisted of sending 430,000 text messages across the state as well.

What hindered the outreach?
- Virtual outreach to the MENA community using phone banking was difficult because voter database software, such as PDI, does not have a clear definition or algorithm to identify and target MENA communities. We utilized different identifiers such as languages spoken, country of origin and an extensive surname matching process, which pulled contacts based on hundreds of commonly used Muslim surnames. This helped us narrow our reach to MENA communities, but was still an imperfect process.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.
- Changes within CAIR CA included shifting staff priorities to ensure we had capacity to reach HTC communities. CAIR CA prioritized this work as it is rooted in our values as an organization, focused on racial justice, support for marginalized communities and equity for all. This included ensuring that outreach staff, communications staff, and some policy and civil rights staff had the ability to prioritize census outreach work and devote a significant amount of time to ensure campaigns and strategies were executed. This was all a beneficial investment since CAIR CA and partners helped reach thousands of families across the state including people of color, immigrants, elderly and young folks, and more!

4) For county and ACBO partners, what was the county (or region’s) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.
- Since CAIR CA was not a regional or county ACBO, we did not have a respective response rate to compare the current rate.

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.
- CAIR CA identified a broad list of potential partners across the state by focusing on organizations, which served MENA communities and connected with our affiliated chapters in each region (e.g. Bay Area, Los Angeles, San Diego, Sacramento Valley/Central California) to recommend faith institutions, nonprofit agencies and other organizations that serve these HTC populations.
- After reaching out directly to potential partners, some of them shared that they did not have capacity to take on a larger effort. We worked to help identify what type of outreach they were willing to do to help meet their needs and connect to their community.
- The final list of community partners below did a great job engaging MENA HTC communities through various methods such as phone banking, text
banking, newsletters, distribution of census education material, announcements at events and creation of multilingual content to meet the needs of LEP communities as well. These materials are included in the google drive folder.

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

**Afghan Coalition** – Outreach to Afghani community with in-language support in Farsi, Dari and Pashto, including phone banking and text banking.

**AMCF American Muslim Community Foundation** – Virtual outreach to MENA and Muslim community.

**Armenian National Committee WR** – Outreach to Armenian community with in-language support in Armenian, including phone banking and text banking.

**AROC Arab Resource and Organizing Center** – Outreach to MENA community with in-language support in Arabic, including phone banking and text banking.

**Ar-Razzaq Food Bank** – Outreach at food distribution events.

**CAIR LA** – Outreach to MENA and Muslim community with in-language support in Arabic, including phone banking and text banking.

**CAIR SD** – Outreach to MENA and Muslim community with in-language support in Arabic, including phone banking and text banking.

**CAIR SFBA** – Outreach to MENA and Muslim community with in-language support in Arabic, including phone banking and text banking.

**CAIR SV CC** – Outreach to MENA and Muslim community with in-language support in Arabic, including phone banking and text banking.

**Cali Calls** – Great support to create statewide phone bank using PDI and target universe of MENA population. External contracted data analysts helped with data management and tech support.

**ICNA Relief** – Outreach at food distribution events.

**Iranian Complete Count Committee** – Outreach to Iranian community through social media and PSA videos in-language.

**Islamic Shura Council of Southern California** – Outreach through large network of faith institutions.

**Islamic Society of Corona Norco** – Outreach to members of faith community through newsletter, social media and announcements at events.

**MAS Greater LA** – Outreach to members of faith community through newsletter, social media and announcements at events.

**MAS PACE SD** – Outreach to MENA and Muslim community with in-language support in Arabic and Somali, including phone banking and text banking.

**MSA West** – Outreach to the MENA and Muslim community, with a focus on college students.

**PANA** – Outreach to MENA and Muslim community with in-language support in Arabic and Somali, including phone banking and text banking.

**Pars Equality LA** – Outreach to Iranian community with in-language support in Farsi, Dari and Pashto, including phone banking and text banking.

**PICO California** – Provided support in shared outreach materials and tech support in video editing for outreach videos of faith leaders.
Support Life – Outreach to MENA and Muslim community with in-language support in Arabic, including phone banking and text banking.

Neighborhood Market Group – Outreach to members of Chaldean faith community through newsletter, social media and announcements at events.

Madera Islamic Center – Outreach to members of faith community through newsletter, social media, announcements at events and phone banking.

Masjid Fresno - Outreach to members of faith community through newsletter, social media, announcements at events and in-person material distribution.

My Deen – Outreach to members of faith community through newsletter, social media, announcements at events and in-person materials distribution.

Masjid Annur Islamic Center – Outreach to members of faith community through newsletter, social media and announcements at events.

Arab American Civil Council - Outreach to members of MENA community through newsletter and social media.

Tarbiya Institute Roseville – Outreach to members of faith community through newsletter, social media and announcements at events.

Tarbiya Institute Natomas – Outreach to members of faith community through newsletter, social media and announcements at events.

Assyrian American Association of San Jose – Outreach to members of Assyrian faith community through newsletter, social media and announcements at events.

COSVIO - Outreach through large network of faith institutions.

ICNA Sacramento - Outreach through large network of faith institutions.

Islamic Center of Temecula Valley – Outreach to members of faith community through newsletter, social media and announcements at events.

Kurdish Refugee Relief Foundation – Outreach to members of Kurdish community through newsletter, social media and announcements at events.

Masjid Al Tawheed – Outreach to members of faith community through newsletter, social media and announcements at events.

MAS-SSF – Outreach to members of faith community through newsletter, social media and announcements at events.

Sahaba Initiative - Outreach at clinics and food distribution events.

Shia Muslim Council - Outreach through large network of faith institutions.

Islamic Cultural Center of Fresno – Outreach to members of faith community through newsletter, social media and announcements at events.

MAS Community and Youth Center – Outreach to members of faith community through newsletter, social media and announcements at events.

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

- As the MENA CBO, CAIR CA included partners who were able to support outreach in the following languages: English, Arabic, Farsi, Dari, Pashto and Armenian. The statewide virtual QAC included services by partner organizations to provide call back support in all of these languages. Also, during statewide phone banking efforts, if any resident requested support in these languages, that contact info was flagged and shared with the designated partner organization to call back and provide direct education and support in completing the census in-language.
• Social media and newsletter outreach was also done in these languages through the use of graphics, videos, etc.

8) Please share a story[s] of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

• One of the best outcomes of working on the census has been the ability to connect with young leaders across the community who have felt personal connection and investment in ensuring their families and communities are counted! Our phone bankers across the state worked together for a few months, which helped them to create strong bonds with organizations and staff who serve their communities and with each other as regional teams. Our partner organizations have shared how much they appreciated having funding to hire these teams and help build leaders for future outreach work beyond the census. At CAIR CA, many of our phone bankers also joined us for civic engagement and did phone banking and voter engagement to help ensure the voices of our communities were heard at the ballot box. We have included in the file “phone banker graphics,” quotes that were shared by some of our phone bankers on why the census is important to them. One of the phone bankers featured, Laila from Fresno, has shared with us how she felt empowered through this effort to take on more initiatives and has started an advocacy campaign at her local university through partnering with student organizations! We are so proud of our teams and know the work for justice and equity for our communities will continue!

9) Please add any suggestions for the 2030 Census efforts, including timelines.

• It was helpful to have as much time as possible for census outreach efforts, particularly to educate HTC communities. We would recommend starting the education timeline six months prior to the start of the calendar year of the census and ensure ACBOs are onboarded as early as possible.

• This is a federal census request, but it is necessary to include MENA communities as an ethnic identifier on the census. An accurate count of our community is difficult to measure when they are classified as “white” under census definitions. We did extensive education to encourage MENA community members to identify as “other” or be specific in their country of origin, but data would have been more accurate if there was a MENA identifier.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

a) SwORD uploads of completed activities – Attached as an Excel document.

b) Updated list of subcontractors - Attached as an Excel document.
c) Evaluations or analytical reports, if any – not applicable.

Sample products* - Attached as google drive folder (CAIR CA MENA CBO Materials). Please note that organizations are labeled with their materials. For the unspecified materials, they were created by CAIR CA.

**Submission**

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.
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<td>2111 E Shaw Ave Fresno, CA 93710</td>
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<tr>
<td>PO Box 5662 Fresno, CA 93755</td>
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<td>6990 65th St. Sacramento, CA 95823</td>
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<td>631 S Brookhurst St #202 Anaheim, CA 92801</td>
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<td>1836 Sierra Gardens Drive, #100 Roseville, CA 95661</td>
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<td>1164 National Drive, #30 Sacramento, CA 95834</td>
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<td>1352 Lincoln Ave, San Jose, CA 95125</td>
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<td>10031 Foothills Blvd, STE #6, Roseville, CA 95747</td>
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<td>P.O.Box 1353, Orangevale, CA 95662</td>
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<td>31061 Nicolas Rd, Temecula,CA 92591</td>
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<td>3019 Amber Drive Corona, CA, 92882</td>
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<td>9011 Elk Grove Florin Road Elk Grove, CA 95624</td>
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<td>3820 Auburn Blvd Suite 83 Sacramento, CA 95821</td>
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<td>1887 Business Center Dr S #3a, San Bernardino, CA 92408</td>
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<td>4481 Paloma Lane, Yorba Linda, CA 92886</td>
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<td>2111 E Nees Ave Fresno, CA 93720</td>
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<td>3155 Dwight Rd, Elk Grove, CA 95758</td>
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<tr>
<td>10277 Iron Rock Way, Elk Grove, CA 95624</td>
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Afghan Coalition
- In Pashto -
  https://www.facebook.com/100000849913461/videos/3140330819338551/

CAIR CA Videos
- Muslim Census Day -
  https://www.youtube.com/watch?v=7vBhxS-fw2o
- Why Fill Out the Census? -
  https://www.youtube.com/watch?v=inMe2QwzGPl
- Are you Counted? (Multilingual) -
  https://www.youtube.com/watch?v=ZVUg10W-420&t=3s
- Fill Out the Census - You Count! -
  https://www.youtube.com/watch?v=8Nn3WL3Oyll
- How Does the Census Benefit Me? (Arabic) -
  https://www.youtube.com/watch?v=5dEOEEWBoqmv
- How Does the Census Benefit Me? (English) -
  https://www.youtube.com/watch?v=gR6fRyJ-07o
- How Does the Census Benefit Me? (Farsi) -
  https://www.youtube.com/watch?v=0UCmX36Zw7g
Join us on CAIR Central California’s Facebook page on Friday, April 3rd at 5:30pm to get answers to your questions about the Census!

To learn more, visit: facebook.com/caircentralcal
Complete your Census here: 2020becounted.com
Census 101

Every 10 years, the U.S. government counts every person living in the U.S., through the census. The census is a short questionnaire that asks basic information about your household and the people who live in it. Your personal responses are confidential.

The next census will start in March 2020. Make sure that you are counted to get your fair share of resources and representation!

Being counted in the census helps you and your family.
- Data from the census are used to divide over $1.5 trillion dollars of government funding for important services, like schools, libraries, food stamps, and health care.
- Data from the census are also used to divide up political representation in Congress, in your state capitol, and in cities and towns across the country; a complete count means fair representation for your community.

Your census responses are confidential.

The census will NOT ask about citizenship or immigration status. The Census Bureau is not allowed to share your individual information with other government agencies, immigration officials, or the public. Strong laws protect your response from being shared! Census responses can only be used for statistical purposes.

Responding to the census is quick and simple.
- You can respond online. The Census Bureau will send you instructions in mid-March 2020. Go to the official census website, enter your household ID, and then answer the questions.
- You can respond by phone. Call the Census Bureau to answer the census by phone and ask questions about the census.
- If you do not respond to the census online or by phone, the Census Bureau will mail you a paper questionnaire.

If you do not respond, starting in May 2020, a census employee might come to your home to ask for the information in person. You can still respond online or respond by phone through June 2020.

Language assistance is available for some languages.
The online questionnaire and telephone assistance are available in Spanish, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese. The Census Bureau is producing language glossaries, language identification cards, and language guides in 59 non-English languages which will be housed at www.2020census.gov.

You can find more information about the census at www.countusin2020.org/resources.
Census Live Chat: All Immigrants Count

May 15 at 5:30 p.m. PT | RSVP at bit.ly/0515censusalive

Featuring Special Guests

Mariana Lopez
Center for Community Action and Environmental Justice
Census Coordinator

Jeremy Barousse
Services, Immigrant Rights & Education Network (SIREN)
Director of Civic Engagement

And CAIR-CA Statewide Staff

Aliza Kazmi
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CAIR-SD Operations & Development Manager

Zena Chafi
CAIR-CC
Community Organizer

Shaheen Nassar
CAIR-LA Policy & Advocacy Coordinator

CAIR
CALIFORNIA
2020BeCounted.com

COUNT US IN

CENSUS CALIFORNIA ALL 2020
I was excited to work with Census in mid-July and we all got together as a big group and we had two ladies and one man to help us if we needed anything.

In the beginning, we talked with the group 15 min then he said go to the zoom and log in. Now I was by my own and started calling 1000-1500 people in 3 hours and each person we talked to should be put our message box.

I spoke with many Afghans that spoke Farsi or Pashto and lots of our people filled the Census but some didn’t know they put the postcard in the trash because they thought it was scam, I worked with them to understand. I provided them the phone # and e-mail as well. I had nice experience.

One day when phone rang the person picked up the phone I know someone on the line but they won’t talk, I introduced myself that I am helping and calling from Afghan Coalition. I explained that I am trying to help you. “I know you’re on the line ...can u talk please”. Then a lady talked to me and she was so happy and said to me wow!!! I love it that you sound kind and innocent and that’s why I picked up the phone. Then she introduced herself and said my name is Naz Mahika Khan. I am running for city of Fremont and I want to hire you for my campaign because your great with the people and I like your patience.

Then I called another person he was working as Democrats he was nice person and appreciated my job as an Afghan in this country and he likes our Afghan Coalition and wanted to let us know we are doing a great job.

On the last 3 days we didn’t do text banking. Instead, this time we texted and reminded those who didn’t complete the Census to do so. It was very successful too because in 3 hours we each person texted 3000-4000 people it’s was another great experience for me.

I am thankful to our community Afghan Coalition, our boss Rona Popal, to give us this opportunity to help Census and it was a great experience.
I would like to thank and give a big appreciation to our Afghan Coalition, Cairs, Ossama, Aliza, Mina, Salina all Our great group for the kindness and great help they gave to all of us.

Nariman Nevin Khattak
The Census is important to me because in order to get an accurate count so when voting, our voice matters and the weight of the people in my community.

It is also important to me because the funds allocated to my community will then help my community make huge decisions that help fund youth programs and resources for students to succeed in attaining their goals.

AMRAN MOHAMED

COMPLETE THE CENSUS NOW!
888-396-5070
2020BECOUNTED.COM
WE ARE COUNTED IN THE CENSUS!

“
Tirakoobku waa ii muhiim aniga maxaa yeelay si loo helo tiro sax ah marka la codeynayo, codkeennu wa muhiim iyo miisaanka dadka ku nool beeshayda.

Sidoo kale aniga ayey muhiim ii tahay maxaa yeelay lacagaha loo qoondeeyay beeshayda ayaa markaa ka caawin doonta bulshadeyda inay gaarto go'aanno waa weyn kuu caawiya maalgelinta barnaamijyada dhalinyarada iyo ardayda si ay ugu guuleystaan inaay gaaraan himilooyinkooda.

”

AMRAN MOHAMED

COMPLETE THE CENSUS NOW!

888-396-5070
2020BECOUNTED.COM
The census is important to me because it allows me to support my community and provide my community the resources/funds they need; schools, community events, etc.

The Census is important to me because it determines how many representatives each state will have in Congress for the next 10 years and how much federal funding communities will receive for roads, schools, housing and social programs. It is also really important for me because in order for the right representation and funding to go towards the youth and communities we need to fill out our 2020 census!

ANISA MOHAMED

COMPLETE THE CENSUS NOW!

888-396-5070
2020BECOUNTED.COM
"بالنظر إلى الفرصة، أود أن أشارك معرفتي وثقافة العديد من الناخبين المسلمين المسجلين.

إن العالم الذي نعيش فيه اليوم يعتمد بشكل كبير على ناخبته، والقدرة على مساعدة غير المدركون، وإحداث تغيير في مجتمعه. التعداد السكاني لعام 2020 هو عمل صغير يمكننا القيام به. فعندما يتم ضرمه بملايين الأشخاص، هناك المزيد من القوة للتغيير. أتحدث أن تكمل التعداد السكاني لعام 2020.

إيمان حسين"

COMPLETE THE CENSUS NOW!
888-396-5070  2020BECOUNTED.COM
“Given the opportunity, I would like to share my knowledge and educate many Muslim registered voters.

The world we live in today heavily depends on its voters, being able to help those unaware, and make a difference in my community. Being counted in the 2020 Census is a small act we can do. When multiplied by millions of people, there is more power for change. I challenge you to complete the 2020 Census!

EMAN HUSSEIN

COMPLETE THE CENSUS NOW!
888-396-5070  2020BECOUNTED.COM
From funds to congressional representation, Census data is used to make sure Americans are heard and counted.

Making sure my community is counted is very important to me because I want to see my community thrive despite life’s inevitable speed bumps. It is a small but powerful tool, that, when multiplied by millions, has the power to make a difference now and for generations to come.

FAWZIYAH KHATRI

COMPLETE THE CENSUS NOW!
888-396-5070
2020BECOUNTED.COM
WE ARE COUNTED IN THE CENSUS!

“
I wanted to help my friends and family understand how the Census is important to our individual civic duty.

The Census only asks a few questions and doesn’t require personal information. The main goal is to gather data on home occupancy, ages, and race so that necessary public services like Medicare, education, and transportation all get the correct funding. The Census is a fundamental part of our democracy!

— GABRIELLA PRUITT DE SANTOS

COMPLETE THE CENSUS NOW!

888-396-5070
2020BECOUNTED.COM
Quería ayudar a mis amigos y familiares a entender cómo el Censo es importante para nuestras obligaciones cívicas.

El Censo solo hace algunas preguntas y no requiere información personal. El objetivo principal es recoger datos sobre cuantos personas hay en las viviendas, las edades y las razas para que los servicios públicos necesarios como Medicare, las escuelas, y el transporte reciban la financiación adecuada. ¡El Censo es parte fundamental de nuestra democracia!

GABRIELLA PRUITT DE SANTOS

COMPLETE THE CENSUS NOW!

888-396-5070
2020BECOUNTED.COM
أنا أهتم بالتعداد!

"بصفتي عرينيًّا أمريكيًّا، فإن التأكد من أنني لست منسيًّا أو لا يتم احترامي بعد أمرًا كبيرًا بالنسبة لي، كما يحدث كثيرًا مع مجموعات الأقليات.

بصفتي مدرسًّة في المستقبل، أهتم أن أكون قادرًّا على تزويد طلابي بجودة تجربة الفصول الدراسية. مع استمرار أجدادي في النمو في العمر، أُمنى أن يتم تزويدهم برامج مساعدة كبيرة السن. هذه هي الأسباب التي دفعتني إلى التأكد من إكمال التعداد السكاني لعام 2020. نظرًا لإكمال كل أسرة للتعداد، فإنها تجذب المزيد من التمويل إلى المجتمع للمدارس والمستشفيات والبرامج المختلفة.

LAILA ELREEDI

أكمل القائمة الآن
888-396-5070 2020BECOUNTED.COM
As an Arab-American, making sure I am not for forgotten about or not counted for is a big deal to me, as that frequently happens with minority groups.

As a future teacher, I care to be able to provide my students a quality classroom experience and my grandparents provided with helpful senior citizen programs. As each household completes the census, it attracts more funding to our community for schools, hospitals, and various programs.

LAILA ELREEDI

COMPLETE THE CENSUS NOW!
888-396-5070  2020BECOUNTED.COM
OPEN
United States Census 2020
COUNT US IN
CAIR CALIFORNIA

WE ARE PEOPLE BUILDING A CALIFORNIA WHERE EVERYONE BELONGS AND EVERYONE COUNTS

WHAT IS THE CENSUS?
Every 10 years, the Census counts every person living in the United States, regardless of citizenship or immigration status.

WHY SHOULD ALL CALIFORNIANS COMPLETE THE CENSUS?
By completing 10 simple questions, you help your community get funding for:

- Building Better Roads and Schools
- Community Programs for Seniors, Children & Families
- Improving Housing
- Creating Jobs

3 WAYS TO COMPLETE THE CENSUS
In mid-March, each household will get a letter in the mail. It will explain how to complete the Census in your preferred language:

MAIL: Receive a letter in the mail. Follow the instructions.
PHONE: Call the number provided on the letter.
ONLINE: Visit the website provided on the letter.

If you don’t receive a letter, you can still go online or call to complete the Census.

#BeSeen #BeHeard #BeCounted

CAIR CALIFORNIA

California All 2020

المشاركة في التعداد السكاني

لم يتم إصدار يمكن التحمل بشكل جيد

3 طرق لاستكمال التعداد

على الإنترنت: سيقوم فورم التعداد بإستلام
على البريد: ستتلقى رسالة
على الهاتف: سيقوم فورم التعداد بإستلام

موږهېرې جمیل لپاره معلومات
بېلابېلهونه بلېتونه

#BeSeen #BeHeard #BeCounted

CaliforniaCensus.org @CACensus

United States Census Bureau

Last Updated: January 2020
WE ARE PEOPLE BUILDING A CALIFORNIA WHERE EVERYONE BELONGS AND EVERYONE COUNTS.

WHAT IS THE CENSUS?

Every 10 years, the Census counts everyone living in the United States, regardless of citizenship or immigration status. People count, and you count.

WHY SHOULD ALL CALIFORNIANS COMPLETE THE CENSUS?

Complete the Census by March 2020. Your responses to the 2020 Census are safe, secure, and protected. Your community depends on you to complete the Census.

Community programs for home, work, or play?

Your Census data will help fund community services, programs, and resources for your neighborhood. We need your participation to receive your fair share.

BUILDING BETTER ROADS AND SCHOOLS

Creating jobs, improving housing, and building better roads and schools, are just a few of the benefits of Census data.

COMMUNITY PROGRAMS FOR SENIORS, CHILDREN & FAMILIES

3 WAYS TO COMPLETE THE CENSUS

MAIL

In mid-March, each household will get a letter in the mail. It will explain how to complete the Census in your preferred language.

PHONE

If you don’t receive a letter, you can call 1-844-406-2020 (English) or 1-888-330-2020 (Spanish) to complete the Census.

ONLINE

If you don’t receive a letter and phone, you can go to 2020CENSUS.GOV/AR to complete the Census online.
United States Census 2020
Fill out Your Census Survey at www.2020BeCounted.org

BE SEEN. BE HEARD. BE COUNTED.

CENSUS INFLUENCES $800 BILLION
IN FEDERAL FUNDING FOR HOUSING, EDUCATION, HEALTH CARE, PUBLIC POLICY, AND MORE!

#BeSeen #BeHeard #BeCounted
2020 MUSLIM CENSUS DAY
Our Voice, Our Community
FRIDAY, APRIL 3
Join American Muslims nationwide as we come together - virtually - to learn about how the census helps our communities and to fill out our forms!

Follow along with the hashtag #MuslimsCount2020 on social media and join the conversations!
Today Is National Census Day!

Why is it so important for every single one of us to be counted?

The census determines the amount of more than $675 billion in federal funding that goes to our communities for the next 10 years, including for:

- Schools and education
- Roads and transportation
- Creating jobs
- Community programs for seniors, children and families
- Building new clinics and hospitals
- Improving housing

CAIR California
2020becounted.com
CENSUS 2020
COUNT US IN
Census Live Chat: Hard-to-Count Populations
April 17 at 5:30 p.m. PST | RSVP: bit.ly/0417livecensuschat

Featuring Special Guests

Hafsa Kaka
City of Riverside’s Homeless Solutions Officer

Jesus Martinez
CVIIC Executive Director

Julia Marks
AAAJ-ALC Voting Rights and Census Staff Attorney

Elizabeth Jonasson
Fresno EOC Strategy & Communications Officer

Hosted by CAIR-CA staff

COUNT US IN
2020 Be Counted.com
Census Live Chat: All Immigrants Count

May 15 at 5:30 p.m. PT | RSVP at bit.ly/0515censuslive

Featuring Special Guests

Mariana Lopez
Center for Community Action and Environmental Justice
Census Coordinator

Jeremy Barousse
Services, Immigrant Rights & Education Network (SIREN)
Director of Civic Engagement

And CAIR-CA Statewide Staff

Aliza Kazmi
CAIR-SFBA
Advocacy Manager

Zohra Mir
CAIR-SV
Civil Rights Advocate

Omair Khan
CAIR-SD Operations & Development Manager

Zena Chafi
CAIR-CC
Community Organizer

Shaheen Nassar
CAIR-LA Policy & Advocacy Coordinator
WE ARE PEOPLE BUILDING A CALIFORNIA WHERE EVERYONE BELONGS AND EVERYONE COUNTS!

WHAT IS THE CENSUS?

WHY SHOULD ALL CALIFORNIANS COMPLETE THE CENSUS?

BUILDING BETTER ROADS AND SCHOOLS
COMMUNITY PROGRAMS FOR SENIORS, CHILDREN & FAMILIES
CREATING JOBS
IMPROVING HOUSING

3 WAYS TO COMPLETE THE CENSUS

MAIL
PHONE
ONLINE

In mid-March, each household will get a letter in the mail. It will explain how to complete the Census in your preferred language by:

#BeSeen #BeHeard #BeCounted

2020CENSUS.GOV/ar
CAIR CALIFORNIA

United States Census 2020
Fill out Your Census Survey at
www.2020BeCounted.org

BE SEEN. BE HEARD. BE COUNTED.

CENSUS INFLUENCES $800 BILLION IN FEDERAL FUNDING FOR HOUSING, EDUCATION, HEALTH CARE, PUBLIC POLICY, AND MORE!

#BeSeen #BeHeard #BeCounted
CAIR California

United States Census 2020
Fill out Your Census Survey at www.2020BeCounted.org

BE SEEN. BE HEARD. BE COUNTED.

CENSUS INFLUENCES $800 BILLION IN FEDERAL FUNDING FOR HOUSING, EDUCATION, HEALTH CARE, PUBLIC POLICY, AND MORE!

#BeSeen #BeHeard #BeCounted
United States Census 2020
Fill out Your Census Survey at www.2020BeCounted.org

BE SEEN. BE HEARD. BE COUNTED.

CENSUS INFLUENCES $800 BILLION IN FEDERAL FUNDING FOR HOUSING, EDUCATION, HEALTH CARE, PUBLIC POLICY, AND MORE!

#BeSeen #BeHeard #BeCounted
Facebook Live Chat: #MuslimsCount2020

Muslim Census Day, April 3, at 5:30 p.m. PST

Have questions about the 2020 census? Join CAIR-CA staff as we have a conversation about this once-in-a-decade chance for us to be counted!

Fayaz Nawabi
CAIR-LA
Policy & Advocacy Manager

Aliza Kazmi
CAIR-SFBA
Advocacy Manager

Sukaina Hussain
CAIR-CC
Outreach Director

Zohra Mir
CAIR-SV
Civil Rights Advocate

Omair Khan
CAIR-SD
Operations & Development Manager

CAIR California
Census California All
COUNT US IN
2020 Be Counted.com
United States Census 2020

COUNT US IN

CAIR CALIFORNIA

WE ARE PEOPLE BUILDING A CALIFORNIA WHERE EVERYONE BELONGS AND EVERYONE COUNTS

WHAT IS THE CENSUS?
Every 10 years, the Census counts every person living in the United States, regardless of citizenship or immigration status.

WHY SHOULD ALL CALIFORNIANS COMPLETE THE CENSUS?
By completing 10 simple questions, you help your community get funding for:

- Building better roads and schools
- Community programs for seniors, children & families
- Improving housing
- Creating jobs

Your responses to the 2020 Census are safe, secure, and protected. Your community is counting on you to complete the Census so we all have the resources we need and deserve.

3 WAYS TO COMPLETE THE CENSUS
In mid-March, each household will get a letter in the mail. It will explain how to complete the Census in your preferred language by:

- Mail
- Phone
- Online

If you don’t receive a letter, you can still go online or call to complete the Census.

#BeSeen #BeHeard #BeCounted
WE COUNT LA
CENSUS CAR CARAVAN

Tuesday, July 14, 2020

Starting at Vermont Square Park, 1248 W. 47th St., LA, CA 90037, before heading to Gilbert Lindsay Recreation Center, 429 E 42nd Pl, LA, CA 90011

RSVP AT bit.ly/CDTechCaravan2
United States Census 2020

BE SEEN. BE HEARD. BE COUNTED.

CENSUS INFLUENCES $800 BILLION IN FEDERAL FUNDING FOR HOUSING, EDUCATION, HEALTH CARE, PUBLIC POLICY, AND MORE!

Fill out Your Census Survey at www.2020BeCounted.org
#BeSeen #BeHeard #BeCounted

@cairgla californiacom 714.776.1847 info@ca.cair.com
Learn about how being counted/not impacts 0-5s and other young people as part of our broader community! Register at bit.ly/0529censuslive
DON'T LET THEM COUNT YOU OUT.

Complete the Census TODAY!

Did you know the Census provides resources for your family and community?
Get the resources you deserve.

Complete the Census NOW
Visit my2020census.gov
Or call 844-330-2020
The Census provides:

- Dollars
- Decision Makers
- Data

for OUR community!
Need in-language support filling out your #2020Census? CAIR-CA has launched a Middle East North African languages hotline to help you in completing your questionnaire and making sure our communities have the resources we need to grow and thrive in the decades to come!

MENA VIRTUAL QAC
Middle East North African Questionnaire Assistance Center (QAC)

Do you need help filling out the Census?

هل تحتاج إلى مساعدة في ملء التعداد؟
آيا شما نياز به کمک به پر کردن سرشماری؟
آیا تاسو د سرشمیرنی په دکولو کې مرسټی ته ارتیا لری؟

Call: 888-396-5070

United States Census 2020

CAIR CALIFORNIA
Join us to talk about the importance of ensuring all children are counted in the 2020 Census!
Census Live Chat: Racial Equity
July 10 at 5:30 p.m. PT | RSVP at bit.ly/0710censuslive

Featuring Special Guests

Kaya Herron
Fresno Metro Black Chamber of Commerce Director of Community Engagement and Advocacy

Jesus “Jesse” Fraire
Statewide Census Manager and SoCal Outreach Manager with California Native Vote Project

And CAIR-CA Statewide Staff

Ossama Kamel
CAIR-SFBA Outreach Coordinator

Zohra Mir
CAIR-SV Civil Rights Advocate

Omair Khan
CAIR-SD Operations & Development Manager

Sukaina Hussain
CAIR-CC Outreach Director

Shaheen Nassar
CAIR-LA Policy & Advocacy Coordinator

COUNT US IN
2020 Be Counted.com
CENSUS 2020
ALL CALIFORNIA
Census Live Chat
May 8 at 5:30 p.m. PST
RSVP at bit.ly/0508censuslive

Featuring Prizes from
Five Pillars

Aliza Kazmi
CAIR-SFBA
Advocacy Manager

Zohra Mir
CAIR-SV
Civil Rights Advocate

Omair Khan
CAIR-SD Operations & Development Manager

Sukaina Hussain
CAIR-CC
Outreach Director

Shaheen Nassar
CAIR-LA
Policy & Advocacy Coordinator

CAIR California
2020BeCounted.com
COUNT US IN

CENSUS CALIFORNIA 2020
CENSUS 2020

Why Muslim Political Power Is Important

August 14 at 5:30 p.m. PT | RSVP at bit.ly/aug14censuslive

Featuring Special Guests

Aksa Asgher
Media Director
Poligon Education Fund

Ishraq Ali
Organizing Director
MPower Change

And CAIR-CA Staff

Aliza Kazmi
CAIR-SFBA
Advocacy Manager

Zohra Mir
CAIR-SV
Civil Rights Advocate

Omair Khan
CAIR-SD Operations & Development Manager

Zena Chafi
CAIR-CC
Community Organizer

Shaheen Nassar
CAIR-LA Policy & Advocacy Coordinator

CAIR CALIFORNIA
2020BeCounted.com

COUNT US IN
Census Live Chat: All Youth Count
May 29 at 5:30 p.m. PT | RSVP at bit.ly/0529censuslive
Featuring Special Guests
Kendra Devejian
Census Project Director at
First 5 Association of California
Araiye Thomas-Haysbert
Lead Youth Ambassador for
Building Healthy Communities
Kim Williams
Hub Manager for
Building Healthy Communities
And CAIR-CA Statewide Staff
Alice Kazmi
CAIR-SFBA
Advocacy Manager
Zohra Mir
CAIR-SF
Civil Rights Advocate
Omair Khan
CAIR-SD Operations &
Development Manager
Zena Chafi
CAIR-CC
Community Organizer
Shaheen Nassar
CAIR-4 Policy &
Advocacy Coordinator

Liked by zenachafi and 17 others
cairssacramento Coming this Friday: Our next Census Live Chat on why youth need to be counted, featuring @sacbhc and @first5association!
Youth are our future, and yet many are born into circumstances of racial and social inequity, which limit their opportunities to develop and thrive.
CAIR-CA staff will join expert partners in a discussion to highlight how and why the census counts and impacts all of our children and youth!! ➡️RSVP here: bit.ly/0529censuslive
➡️
#BeSeen #BeHeard #BeCounted #2020Census
We are people building a California where everyone belongs and everyone counts.

WHAT IS THE CENSUS?
By completing the 2020 Census, you will help ensure that everyone in our community is counted. This information helps the United States government allocate funds and resources.

WHY SHOULD ALL CALIFORNIANS COMPLETE THE CENSUS?
Your responses to the 2020 Census will be kept strictly confidential by the United States government. The information collected will not be shared with any other government agency.

3 WAYS TO COMPLETE THE CENSUS
- Mail: Fill out and return your census form via mail.
- Phone: Call a toll-free number to complete your census.
- Online: Go to the Census website to complete your census online.

Census 2020
COUNT US IN
Caire
GOT CENSUS MAIL?
For the first time, you have 3 options to take the census from home!

It only takes a few minutes to help ensure your community gets more federal funding for critical services over the next 10 years.

2020becounted.com
Census 2020
Our Communities Count

CENSUS DATA IS CRITICAL TO OUR FAMILIES’ FUTURE AND THE NEXT GENERATION.

IT HELPS US GET THE:
• HEALTHCARE,
• TRANSPORTATION,
• SCHOOLS,
• AFFORDABLE HOUSING,
• HIGHER EDUCATION

THAT OUR FAMILIES NEED TO GET A GOOD START AND BE SUCCESSFUL.

#CountMeIn

Complete the Census Today

Need help filling it out? Email info@maspace.org
2020

IT DOESN'T JUST COUNT.

IT MAKES A DIFFERENCE.

☑️ Count ME In!

#CENSUS
2020 CENSUS

Our Count Matters

This administration is unpredictable. Complete it today before the 15th of October!

Contact us for questions or help filling out the Census: info@maspace.org
MY VOICE COUNTS

FILL OUT THE CENSUS TODAY!

WE COUNT

WE MATTER

Contact us for questions or help filling out the Census: info@maspace.org
CENSUS 2020
GET STARTED !!!
PANASD.ORG/COUNT
HOW TO GET INVOLVED IN SAN DIEGO COUNTY BEFORE SEPTEMBER 30TH

7 DAYS LEFT TO COMPLETE THE 2020 CENSUS

https://my2020census.gov/

1. Fill out the census today, it's not too late
2. Post about the census and upcoming census events on social media
3. Send your family & friends the MY2020CENSUS.GOV/ to remind them to take the census before September 30th!

I'm challenging you to complete the 2020 Census today.
Time is running out to secure the federal funding and political power that our community deserves.

CENSUS COUNTS 2020
2020census.gov
(844) 330-2020
Mail back your census form
There's power in numbers and we need all the strength we can get behind the #2020Census. Our voices are stronger together and when folx are counted, our demands for real change will be heard. Start the census here: 2020BeCounted.com! #OurPowerOurCensus

CIVIL RIGHT ACT.
VOTING RIGHTS ACT.
EQUALITY ACT.
DON'T JUST WIN RIGHTS, PROTECT THEM.
MENA VIRTUAL QAC
Middle East North African Questionnaire Assistance Center (QAC)

Do you need help filling out the Census?

هل تحتاج إلى مساعدة في ملء التعداد؟
آيا شما نياز به كمك به پر کردن سرشماری؟
ايا تاسو د سرشمیرنی په دکولو کي مرستی ته ارتفا لري؟

United States Census 2020

Call: 888-396-5070

CAIR California