

What's at Stake?

Every person counted—or not counted—in a community impacts **ten years** of federal funds, political representation, public infrastructure and private investment.

Federal Funds

For 100 people not counted, a community risks losing an estimated \$1.2 million over the next decade for federally funded programs including:

- Medicaid and maternal and child health programs
- Transit programs
- Public housing assistance
- Community Development Block Grants
- Head Start
- Title I Education funds and grants for special and vocational education

Political Representation

States use census numbers to redraw all political boundaries and determine which states gain or lose representation, including:

- 435 Congressional Districts
- 1,971 State Senate districts
- 5,411 State House districts
- Districts for City Councils, School Committees, County Boards

Public Infrastructure

Governments use census numbers to locate vital public works such as:

- Schools
- Health Centers
- Public Transportation and Highways
- Affordable Housing

Private Investment

Businesses large and small use census numbers to:

- Identify new markets
- Select sites for operations
- Make investment decisions
- Determine the goods and services offered

Sources: Brookings Institute, US Census, National Conference of State Legislatures

The Census is a snapshot of your community that defines the challenges and opportunities ahead for your nonprofits and the people you serve and engage.

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