TOOLKIT

2020 count...✓
THE region™

YOU COUNT FOR $12,000
WHO WE ARE

At the Community Foundation for Northern Virginia, we care about this place we call home. So many of us have made our homes here, our wealth here. Our families have benefited from the excellent local schools, the world class health systems, and the vibrant local economy. We love this region and want to see it continue to grow and thrive.

**Mission:**

The Community Foundation for Northern Virginia grows philanthropy to respond to need, seed innovation and lead and convene the community. Comprised of donor advised funds, permanent funds, giving circles, and other charitable endowments, the Community Foundation connects donors to community and promotes a more equitable and inclusive prosperity that marries our economic strength with the full breadth of our diverse community.

**Values:**

The Community Foundation for Northern Virginia is committed to building a community that works for everyone. Our community is stronger when all people are respected, welcomed, and invited to share their assets and contributions in community building. We work to bring about a more equitable and inclusive prosperity that marries our economic strength with the full breadth of our diverse community.

We are wholeheartedly devoted to our neediest neighbors and the most vulnerable and marginalized populations and work tirelessly to better meet their needs. Now, more than ever, we see many opportunities for local action.
THE PURPOSE

The purpose of the “Count the Region” initiative at the Community Foundation for Northern Virginia is to help get out the count for the 2020 Census in Northern Virginia, making sure everyone living in Northern Virginia is counted, counted once, and counted in the right place.

What is the 2020 Decennial Census?

Our nation gets just one chance each decade to count its population. The U.S. Census counts every resident in the United States. It is mandated by Article I, Section 2 of the Constitution and takes place every 10 years. The data collected by the Census determines the number of seats each state has in the U.S. House of Representatives. It also determines the allocation of billions in federal funds to local communities for such programs as Highway Planning and Construction, National School Lunches, Head Start, WIC, SNAP, TANF, Foster Care, Title 1 Grants, Federal Student Loans, and so much more.

How important is the Census?

The importance of the 2020 Census can not be overstated. It will require us to count a very diverse and growing population of 2.4 million people in Northern Virginia with 1 million housing units. The data collection starts on April 1, 2020. According to the George Washington University Institute of Public Policy, more than $17.7 billion was distributed to the Commonwealth of Virginia from the 55 largest federal assistance programs during 2016 alone, all based on the decennial census count from 2010. In addition, the US Census Bureau has calculated the cost of an undercount as follows: For every Virginian who is not counted, the state/region loses $1,200 per year for 10 years, or $12,000 total, in federal assistance program allocations. The sheer scope of the potential loss in federal financial support is stunning and imposes an urgency upon these efforts.

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THE CHALLENGE

Join the effort to educate your friends, family, colleagues and community on the importance of filling out the 2020 Census. Many of us do not realize that by simply filling out the Census accurately, your community receives Federal Funding toward local programs based on the number of residents counted. Each of us being counted is equal to $12,000 in funding over 10 years. So if 20,000 people living in Northern Virginia don’t fill it out, we lose $240 Million in Federal Dollars. Now that you have this knowledge, we ask that you spread the word on the importance of this Census, as it will allow our community to fund hundreds of programs such as assisted living grants, free school lunches, arts programs, parks and recreation enhancements and many more. See our list of programs below and let us know where you’d like to see your $12,000 impact our community, and have some fun with it.

STEP 1
Take a solo video or get together with friends or family to add up your impact in pledging to fill out the 2020 Census

STEP 2
Share the video on Social Media and include the hashtag #NOVACOUNTS

STEP 3
Tag friends, family and colleagues to encourage or challenge them to do the same, the more people who know, the faster this important campaign will spread

STEP 4
Share the information with groups you are affiliated with, and send them to www.novacounts.org to learn about the importance of the Census

STEP 5
Know that you have contributed to the betterment of your community by completing the census, and education so many others to do so too.
EVERYONE COUNTS

YOU + YOUR COWORKERS = $660,000

YOU + YOUR CLASSMATES = $360,000

YOU = $12,000

YOU + YOUR FAMILY = $60,000

BETTER ROADS

AFFORDABLE HOUSING

TRANSPORTATION

SCHOOL LUNCHES

MEDICAL RESOURCES

CIVIC DUTY

ASSISTANCE PROGRAMS

AFFORDABLE HOUSING

THE COMMUNITY FOUNDATION FOR NORTHERN VERMONT
LOCAL JURISDICTIONS

Get out the Count in your Home Town

Local jurisdictions in Northern Virginia are working to ensure a complete count for the 2020 Decennial Census. Each section here includes resources and points of contact for residents to get involved in this work.

Alexandria

Arlington

Fairfax

Loudoun

Prince William

Loudoun:
*15,549 Loudoun County students received meals from the National School Nutrition Program based on Census Data.

Fairfax:
*Federal funds helped convert 1,060 Public Housing units to federal Housing Choice Voucher subsidies.

Arlington:
*Public Schools received $4.5 million for the National School Lunch Program which provided free and reduced lunches to over 8,000 students.

Prince William:
*Funding allocated by the Decennial Census provided rental assistance to more than 2,000 families.

Alexandria:
*93 new affordable apartments in the St. James Plaza in the Beauregard neighborhood received federal funds.

*Federal Funding based on the Decennial Census impacts programs like those below. These statistics reflect fiscal year 2018 data.
COLOR PALETTE

RGB: 0.84, 0.130
CMYK: 98.69, 27.9
HEX: 005482

RGB: 0.84, 0.130
CMYK: 98.69, 27.9
HEX: 005482

RGB: 161.255, 255
CMYK: 29.0, 7.0
HEX: a1ffff

RGB: 245.237, 227
CMYK: 3.5, 9.0
HEX: f5ede3

RGB: 252.0, 46
CMYK: 0.100, 85.0
HEX: fc002e

TYPOGRAPHY

HEADLINES
Tracking 150
(in thousandths of an em)

DOSIS EXTRA BOLD
ABCD\text{EFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lato Regular
ABCD\text{EFGHIJKLMNOPQRSTUVWXYZ
1234567890

DOSIS EXTRA BOLD
DOSIS BOLD
DOSIS SEMI BOLD
DOSIS MEDIUM
DOSIS REGULAR
DOSIS LIGHT
DOSIS EXTRA LIGHT

Lato Black
Lato Black Italic
Lato Heavy
Lato Heavy Italic
Lato Bold
Lato Bold Italic
Lato Semi Bold
Lato Semi Bold Italic
Lato Medium
Lato Medium Italic
Lato Regular
Lato Regular Italic
Lato Light
Lato Light Italic
**DESIGN ELEMENTS**

The two main design elements are an image and a color effects box which is to be placed directly over the image. For the photo overlay effects you can use any of the four Count the Region brand colors. Be sure to follow the correct steps regarding the image execution below.

**IMAGE EXECUTION**

**FULL COLOR IMAGE**

**PLACED**

Place color overlay on top of the original image

**EFFECT**

- Multiply
- Opacity 50%

**EFFECT**

- Gradient Feather
- Location 40%
- Opacity 100%
THE NOVA COUNT MATTERS

If Northern Virginia isn’t fully counted in the 2020 Census, you will miss out on money for your children’s classrooms, on jobs and health care centers, parks and transportation infrastructure for the next 10 years.

TRANSPORTATION - SCHOOL LUNCHES - CIVIC DUTY - JOBS
AFFORDABLE HOUSING - MEDICAL RESOURCES - BETTER ROADS
ASSISTANCE PROGRAMS - & SO MUCH MORE

DOWNLOAD LANGUAGE SPECIFIC INFORMATION

ENGLISH - SPANISH - ARABIC
AMHARIC - KOREAN - URBAN

THE CHALLENGE

What does $12,000 mean to you? Tell us! And Challenge your friends and family to do the same!

#NOVACOUNTS

responding to critical need
seeding innovation
Join the effort to educate your friends, family, colleagues and community on the importance of filling out the 2020 Census. Many of us do not realize that by simply filling out the Census accurately, your community receives Federal Funding toward local programs based on the number of residents counted.
SOCIAL MEDIA