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 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 education 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.

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**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.
INFOGRAPHIC

EVERYONE COUNTS

YOU + YOUR CO-WORKERS = $660,000

YOU + YOUR CLASSMATES = $360,000

TRANSPORTATION

MEDICAL RESOURCES

CIVIC DUTY

AFFORDABLE HOUSING

SCHOOL LUNCHES

CIVIC DUTY

ASSISTANCE PROGRAMS

YOU = $12,000

YOU = $60,000

YOU = $360,000

YOU = $660,000
**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**
*93 new affordable apartments in the St. James Plaza in the Beauregard neighborhood received federal funds.*

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

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

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

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

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

RGB: 0.84.130  
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

ABCDEFGHJKLMNOPQRSTUVWXYZ

1234567890

DOSIS EXTRA BOLD

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

Body Copy  

Lato Regular

ABCDEFGHJKLMNOPQRSTUVWXYZ

1234567890

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

PLACE
Place color overlay on top of the original image

EFFECT
- Multiply
- Opacity 50%

EFFECT
- Gradient Feather
- Location 40%
- Opacity 100%
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.

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**Melissa, 34**

“I helped contribute to the national school lunch program!”

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**Ana, 45**

“We helped contribute to the national school lunch program”

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

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Help Improve Our neighborhoods schools roads

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YOU COUNT FOR $12,000

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BILLIONS OF DOLLARS ARE ALLOCATED EACH YEAR TO OUR REGION FROM FEDERAL ASSISTANCE PROGRAMS.

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THE REGION LOSES $1,200 PER YEAR FOR 10 YEARS, OR $12,000 TOTAL, IN FEDERAL ASSISTANCE PROGRAM ALLOCATIONS.

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#NOVACOUNTS

#NOVACOUNTS
SOCIAL MEDIA