



HOUSE of REPRESENTATIVES

STATE OF MICHIGAN

Appropriations Requests for Legislatively Directed Spending Items

1. The sponsoring representative's first name:
Kristian
2. The sponsoring representative's last name:
Grant
3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.
Steve Frisbie
4. Name of the entity that the spending item is intended for:
Michigan Nonprofit Association
5. Physical address of the entity that the spending item is intended for:
330 Marshall Street, #200 Lansing, MI 48912
6. If there is not a specific recipient, the intended location of the project or activity:
na
7. Name of the representative and the district number where the legislatively directed spending item is located:
Emily Dievendorf, 77th district
8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution. The Michigan Nonprofit Association (MNA) is requesting a FY26 state appropriation in the amount of \$10 million to support the nonprofit campaign to help Michigan get a complete and accurate count in the 2030 Census.

While the request may seem early, decisions that could impact the accuracy of our census counts are being made now across the country and MNA is heavily involved in the process. Census data help determine how billions of dollars in funding will be spent on

critical federal programs, such as food assistance, housing vouchers, Head Start, healthcare and much more.

Michigan receives billions in federal funds to support such critical programs; without an accurate count our state would receive less federal funding. These data also help shape economic development projects as businesses use the information to help determine where they should locate or expand.

Unfortunately, not everyone gets counted and often our most vulnerable communities get overlooked, including people of color, low-income communities, children, renters and the homeless. Most nonprofits are small organizations that maintain everyday contact and have trusting relationships in their communities. Because of this direct and trusting relationship, nonprofits can play a key role in helping people understand the how and why of filling out their census survey.

Census data is used to reapportion the 435 U.S. House of Representatives seats among the states. Without an accurate count in 2030, Michigan could lose a congressional seat, resulting in a decrease in the number of seats Michigan has in the Electoral College.

Elements of the campaign include forming a statewide coalition; implementing a statewide communications strategy; developing tools and conducting trainings; targeting fieldwork and engagement; partnering with policymakers; and collaborating with foundation leaders.

State (\$6M) and Private philanthropy funds (\$4) were received for the 2020 Nonprofit Census Counts campaign. MNA is currently raising private foundation dollars to support the 2030 campaign.

9. Attach documents here if needed:

Attachments added to the end of this file.

10. The amount of state funding requested for the legislatively directed spending item.

10000000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.

["State","Private"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:

Non-profit organization

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?

Yes

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?

Yes

15. For a non-profit organization, does the organization have a board of directors?

Yes

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'

Carolyn Bloodworth At-Large Director Consumers Energy Foundation (Retired) Kyle Caldwell Secretary President Council of Michigan Foundations Bridget Clark Whitney At-Large Director Founding CEO Kids' Food Basket Dr. Crystallee Crain At-Large Director Dir. of Nonprofit Impact Consulting Nonprofit Network Todd Culver Immediate Past Chair President & CEO Incompass MI Shelley Danner At-Large Director Program Director Challenge Detroit Rhonda Fields At-Large Director Senior Manager, Corporate Giving: STEAM Education General Motors Luke Forrest At-Large Director Director of Engagement Community & Worker Economic Transition Office Virginia (Ginna) Holmes Legacy Partner Director Executive Director Michigan Community Service Commission Rich Homberg At-Large Director President & CEO Detroit Public TV Kimberly R Houston Chair Principal KHP Consultants, LLC George Jacobsen Treasurer Program Director, Southeast MI Economic & Cultural Viability William Davidson Foundation Paul Long At-Large Director President & CEO Michigan Catholic Conference Jameca Patrick-Singleton At-Large Director VP Community Health – YMCA Kalamazoo Executive Director – Cradle Kalamazoo Amy Quinn At-Large Director CEO Grow & Lead Jarell Skinner-Roy At-Large Director Ph.D. Candidate University of Michigan Jeremiah Steen At-Large Director Executive Director The Steen Foundation Scott Stewart At-Large Director CEO Wisconsin Primary Health Care Assoc. Ruthanne Sudderth Vice Chair Senior Vice President, Public Affairs & Communication Michigan Health & Hospital Association Kate White At-Large Director Communication Coordinator MSU - Office of the Provost Heather Zak At-Large Director CFO Frederik Meijer Gardens & Sculpture Park

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."

Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:

January 2026 – December 2030

19. "I hereby certify that all information provided in this request is true and accurate."

Yes

Background

In 2017, the Michigan Nonprofit Association (MNA) with the support of the Council of Michigan Foundations (CMF) and more than 40 foundations in Michigan developed the Michigan Nonprofits Count Campaign. This unique, nonpartisan comprehensive campaign of more than 260 partner organizations built upon important learning from the activities of the 2010 U.S. Census. MNA developed a statewide initiative aimed at getting a complete and accurate count by mobilizing local nonprofits as trusted organizations to reach out to historically undercounted populations to increase awareness of the 2020 U.S. Census and understand how it impacts their communities and families.

Key Findings and Campaign Successes

- Michigan surpassed its 2010 self-response rate of 67.7% by 3.6 percentage points (71.3%).
- Once census tracts were statistically matched by key demographic characteristics, the campaign demonstrated great success: campaign-active tracts had a higher average self-response rate (76.1%) than campaign-inactive tracts (69%) — a seven-percentage point difference.
- A high level of engagement from nonprofits who accomplished the groundwork, the vast array of shared census resources and materials, large-scale convening of individuals and organizations, and locating the trusted voices in communities on both the nonprofit and ethnic media side to participate in the campaign.
- Hub sites awarded 197 grants to nonprofits who helped raise awareness of the 2020 Census in historically undercounted communities. Over a third of grantees had not been previously funded, suggesting equity in grantmaking.
- MNA developed new channels of internal communication in response to the COVID-19 pandemic response restrictions on in-person events. Large-scale external communications strategies included [BeCountedMI2020.com](https://www.beCountedMI2020.com), [MIVoiceCounts.org](https://www.MIVoiceCounts.org) and an increased emphasis on leveraging the pandemic's attention to racial disparities to coalesce traditionally underserved populations with targeting messages delivered via ethnic and non-traditional media outlets.
- The campaign laid the groundwork for a greater network of connections for stakeholders to use in future civic engagement endeavors. New relationships were built among funders, nonprofits, government, media, residents, and volunteers.
- Nonprofits expressed excitement for future civic engagement campaigns that focus on increasing equity and diminishing the trust gap between resourced and under-resourced communities.

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Census 2030 Appropriation Budget

2026 - 2030 (4 year)

Sub-Grants	\$	5,000,000	<i>Nonprofit Sub-Grants - Regional Hubs & Community Nonprofits</i>
Contractual Services	\$	3,000,000	<i>Communications/Marketing, Training & Technical Assistance</i>
Personnel	\$	1,100,000	<i>\$250,000 per year (Project Manager & Support Staff)</i>
Evaluation	\$	350,000	<i>Activity based, annual & total project completion</i>
Meetings & Events	\$	250,000	<i>Statewide Complete Count Committee, Annual Convening, Coordination with US Census Bureau and State Demographer</i>
Travel	\$	150,000	<i>Travel Stipends</i>
Technology	\$	100,000	<i>CRM Systems, Events Management System</i>
Project Supplies	\$	50,000	
TOTAL:	\$	10,000,000	