

The Honorable Andrew M. Cuomo
Governor of New York State
NYS State Capitol Building
Albany, NY 12224

Friday, February 8, 2019

Dear Governor Cuomo,

We greatly appreciate your acknowledgement in your State of the State address that an accurate Census count is critical to all New Yorkers.

We could not agree more. As a crucial next step, sufficient resources must be allocated for outreach and education efforts by trusted messengers in hard-to-count communities. Without such an investment, New York cannot hope to achieve an accurate count.

An undercount in New York would mean the loss of billions of dollars each year over the next decade in federal aid provided through programs that are apportioned and distributed to states and localities. New York's congressional representation could also shrink from 27 to 25 seats.

The unprecedented array of threats we face make state investment in this effort even more vital. Quite simply, we cannot trust the federal government to get this right - so New Yorkers must take on the issue ourselves.

Coordinated work by government, philanthropy, nonprofits, and the business community is imperative. Targeted investments can ensure that every resident in every county in New York is counted.

Some of the signatories below are members of the New York State Census Equity Fund, which was created in 2018 and aims to:

- Raise and direct more than \$3 million from foundation and individual donors to trusted nonprofits to ensure New York's hardest to count populations are properly represented.
- Coordinate philanthropic Census-related activities with appropriate government entities.
- Promote broader civic engagement around redistricting after the Census is complete.

Private investment can only go so far, and government support is essential. A number of other states are already putting financial resources behind efforts to ensure an accurate count.

Our experience during the 2010 Census shows that concentrated outreach efforts can make a big impact in Census results, especially in communities that are typically undercounted. In 2010, for instance, the Long Island 2010 Census Initiative invested \$340,000 in Census outreach efforts. In turn, 19 of the 23 Census tracts on Long Island showed increased response rates, including a dramatic 21 percent increase in Central Islip.

There is so much at stake. We urge you to help ensure that each and every New Yorker is properly counted in 2020.

Sincerely,

Altman Foundation	Ford Foundation	NoVo Foundation
Andrus Family Fund	Health Foundation for Western and Central New York	The Peter and Elizabeth C. Tower Foundation
Bernard F. and Alva B. Gimbel Foundation	Jerome L. Greene Foundation	Pinkerton Foundation
Central New York Community Foundation	Jessie Smith Noyes Foundation	The Prospect Hill Foundation
The Community Foundation of Herkimer & Oneida Counties	J.M. Kaplan Fund	Richard S. Shineman Foundation
Community Foundation of Tompkins County	Korean American Community Foundation	Rockefeller Brothers Fund
Charles H. Revson Foundation	The Laurie M. Tisch Illumination Foundation	The Scherman Foundation
David Rockefeller Fund	The Lucius N. Littauer Foundation	The William C. Bullitt Foundation
Doris Duke Charitable Foundation	The Lawrence Foundation	William G. McGowan Charitable Fund
The Educational Foundation of America (EFA)	Mertz Gilmore Foundation New York Foundation	The Zegar Family Foundation