



Contact: Marcus Wilson
703-347-7427
marcus.wilson@cfnova.org

FOR IMMEDIATE RELEASE

Community Foundation for Northern Virginia Launches 2020 Census Count the Region Initiative

*With one year to go, Community Foundation works to ensure accurate census
count for Northern Virginia*

(Oakton, VA) – Today, April 1, 2019, marks one year out from Census Day 2020, and the Community Foundation for Northern Virginia is launching its’ [Count the Region Initiative](#) to help ensure a complete and fair 2020 census count in the Northern Virginia region.

The Community Foundation has invited key civic, government, social and private sector leaders across the region to join the [Northern Virginia Complete Count Committee](#), chaired by Bernard Mustafa of PVBS and Richard Pineda of CALIBRE. Its members will help develop an action plan for community engagement in the 2020 Census. Members are listed below.

The Community Foundation is also supporting the local complete count committees in Alexandria, Arlington, Fairfax, Loudoun and Prince William Counties to help coordinate efforts and share messaging.

“The importance of the 2020 Census cannot be overstated. For every Virginian who is not counted, the state/region loses \$2,000 per year for 10 years, or \$20,000 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,” said Community Foundation President and CEO Eileen Ellsworth.

Mandated by the U.S. Constitution, the decennial census count takes place every 10 years for the purposes of reapportioning seats in Congress. The Census data will also be used to determine how more than \$880 billion in federal funds are distributed back to states and local communities every year for spending on items like Medicare, schools, infrastructure, and other public services through 2030.

Historically, the Census has missed disproportionate numbers of racial minorities, immigrants, young children and those living in poverty (hard-to-count populations) leading to inequality in political power and government funding.

“We’re encouraging members of traditionally hard-to-count populations to participate in the upcoming 2020 Census count,” said Ellsworth.” We are keenly aware of the negative impact an undercount for the 2020 Census will have on communities in Northern Virginia.”

If you’re interested in partnering in this effort or joining the **Northern Virginia Complete Count Committee** we have developed a portal on the Community Foundation's Web site that will serve as a hub of information and resources to support all Census efforts in our region:

www.cfnova.org/count-the-region.

Northern Virginia Complete Count Committee Members:

Nicole Acosta, Community Foundation for Loudoun and Northern Fauquier Counties

Cozy Bailey, Sr., Prince William County Branch, NAACP

Lucy Beadnell, The Arc of Northern Virginia

Ronald Brown, US Census Bureau

Victoria Clark, Northern Virginia Urban League Young Professionals Network

Kevin DeSanto, KippsDeSanto & Co.

Ellen Dyke, NOVA Educational Foundation

Eileen Ellsworth, Community Foundation for Northern Virginia

Jorge Figueredo, Edu-Futuro

Elizabeth Guzman, Virginia House of Delegates

Mark Ingrao, Greater Reston Chamber of Commerce

Cheryl Janey, Morewood Partners

Joan Kasprovicz, Interested Citizen

Diana Katz, Second Wave Learning

Mark Keam, Virginia House of Delegates

Stanley Koussis, Mount Vernon-Lee Chamber of Commerce/Andrews Federal Credit Union

Alvenia McQueen, US Census Bureau

Sookyung Oh, NAKASEC

Linda Patterson, Lorton Community Action Center

Ken Plum, Virginia House of Delegates

David Reid, Virginia House of Delegates

Catherine F. Schott Murray, Odin, Feldman & Pittleman, P.C.

Cindy Shao, Asian American Chamber of Commerce, Inc

Don Strehle, Sterling Capital

Lisa Whetzel, Britepaths

Kerrie Wilson, Cornerstones

###

About the Community Foundation for Northern Virginia

The Community Foundation for Northern Virginia grows philanthropy to respond to critical need and seed innovation in the region. Comprised of donor advised funds, permanent funds, giving circles, and other charitable endowments, the Community Foundation connects donors to community, and helps meet community needs with community resources. It is committed to building a community that works for everyone.

For more information please visit us at www.cfnova.org , on Facebook <https://www.facebook.com/CommunityFoundationforNOVA/>, Twitter <https://twitter.com/CFNova>, and Instagram <https://www.instagram.com/communityfoundationfornova/>.