

Organizing With Purpose

A 2020 Census Recap from Charitable Ventures

December 2020



What is Charitable Ventures?

Charitable Ventures, launched in 2007, supports and empowers community leaders in four critical ways:

- 1). Incubation
- 2). Fiscal sponsorship
- 3). Capacity building
- 4). Collective impact

www.charitableventuresoc.org

In the beginning...

December 2018.

A small team was assembling at Charitable Ventures.

We didn't know what we were doing.



But we just started building.

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The set-up

OC Census Community Table

- Started with 15 members
- Invitations went out to additional CBOs in Dec 2018
- One requirement to join:
Read emails.
- Today, the OC Census Community Table stands at 453 unique members

OC Census Executive Team

- 11 members; mix of nonprofits and funders
- Trusted organizations and messengers
- Oversaw direction of our strategic plan

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Funding for the work

Charitable Ventures applied for and received the Regional ACBO contract from the California Complete Count Office – Census 2020.

We initially received a \$1.4M contract.

We received additional funds for Veterans outreach and NRFU.

Charitable Ventures, the Orange County Community Foundation and OC Grantmakers launched the OC Census Fund in May 2019.

Our fundraising goal was \$600,000. We raised \$1.02M.

13 foundations contributed to the Fund between May and October 2019.

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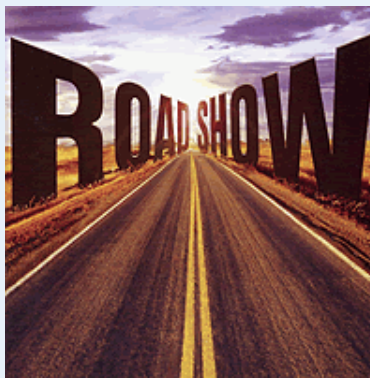


Using our voice to build trust and awareness

Census presentations and meetings

Conversations with influencers

Phone calls, phone calls, phone calls



Website

Social media

Census postcards

Census Expos

Launch of the OC Census Fund

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Communications were paramount

For the OC Census Community Table...

- Regular communications kicked off in January 2019
- At key inflection points in the campaign (for instance, SCOTUS ruling on citizenship question), communications ramped up
- From February through August, bi-weekly communications
- We augmented with Count the Nation content/tools on off weeks

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In the room where it happens



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Partner up!

**We
assembled
a
funded partner
cohort.**



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Alignment with County (and others!)

- Strong, coordinated relationship with the County and its Census Lead
- We also worked closely with the US Census Bureau's Local Partnership Specialist Team, Orange County Department of Education, First 5 Orange County, and many Local Complete Count Committees



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Funded vs. non-funded partners

1. What can we provide?
2. How can we support?
3. Who do we connect?
4. Where do we direct?



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What we're hearing

"It felt powerful to be working so closely with so many incredible organizations on such an important initiative."

"Participating in the Census 2020 community outreach efforts strengthened OCCCO as an organization, encouraging new partnerships and promoting unprecedented strategies."

"I really hope that we can find an issue or a topic that we can rally around once again in order to continue this collaboration and strengthen civic engagement efforts here in Orange County."

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The pivot

We just can't lose this momentum in Orange County.



So we're pivoting.
And we're turning the OC Census Community Table into a civic engagement table.

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Contact

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