

Nonprofits Need Population Data

Key Takeaways

1. Complete Census data help nonprofits determine the needs of their area and secure support for vulnerable populations through additional federal funding.
2. The populations that nonprofits often serve are the same populations that are frequently considered hard-to-count, meaning an undercount could be especially damaging to the data points used by nonprofits.
3. Census data are needed for operational decisions, such as deciding where to provide services and how to expand impact.

Want to Learn More?

For an **overview of how the Census affects nonprofits**, read: “[United States Census 2020](#),” *(5 minutes)*

For a **deeper understanding** of how the Census affects nonprofits, read: “[Statement of Tim Delany on behalf of the National Council of Nonprofits for Hearing on Progress Report on the 2020 Census](#),” *(35 minutes)*

To learn **how nonprofits can use the American Community Survey (ACS)**, watch: “[American Community Survey Data for Nonprofits](#)” *(37 minutes)*
