From the Executive Director

Dear Friends,

As you will see, our Census 2010 Community Engagement Campaign is fully underway at the Federation. Since last December, we have been actively working with an ethnically diverse network of community organizations to conduct community outreach and education on Census 2010. We have provided unprecedented level of funding as well as Census training to our partner agencies. We have coordinated outreach activities and reporting of problems concerning Census Bureau’s field operations in the community. The first phase of the campaign activities have been organized to motivate community residents to mail in the census form by April 1. According to the Census Bureau, the latest mail in response rate for New York City is 48% which is below the national average of 62%. Our partner agencies have intensified outreach efforts and are prepared to move into the next phase of activities when the Census Bureau begins to implement door to door enumeration from May through July.

Cao K. O

Federation Grants $543,000 to Community Organizations for Census 2010

The Asian American Federation’s Census 2010 Community Engagement Campaign got off to strong start at a press conference held at the Federation’s office on February 12, 2010. The campaign brings together a diverse network of community organizations to ensure a complete count of all Asian Americans in the region. The Federation provides funding support totaling $543,000 to 34 community organizations in New York, New Jersey, and Philadelphia. This great allocation marks an unprecedented level of funding support to grassroots organizations in the Asian community for census outreach and promotion in the New York region.

Grantees were:

(Continued on page 2)
Highlights of partner agencies’ Census 2010 activities supported by the Federation’s Census 2010 Community Engagement Campaign include:

- **Citywide Student Poster Contest for Census 2010**

Asian Professional Extension (APEX) is organizing a citywide student poster contest. The contest is encouraging students in grades K through 12 to educate themselves, their families, and their communities about the importance of the 2010 U.S. Census.

Students from approximately 2,000 New York City public and parochial schools have been invited to enter and the contest is divided into four grade categories - K-2, 3-5, 6-8, and 9-12. A panel of judges will review the submissions and winners will be announced the week of April 29. Winners will be selected from each borough and grade category.

First and second prize winning schools, teachers, and students will each receive $500 and $250 respectively. Winning designs can be seen at [www.apex-ny.org/census2010](http://www.apex-ny.org/census2010) at the end of the month.
• **In-language Hotlines in Over a Dozen Languages**

A main component of the Federation’s census campaign is local in-language hotlines for individuals to call if they have any questions or concerns about filling out the census form. The importance of participation in the decennial census cannot be stressed enough. But, at the same time, we want individuals and households to feel safe and confident when filling out and mailing back the form.

The hotlines are operated by our partners—community-based organizations that know and understand the needs and concerns of their community the best. Partners operating the hotlines include Adhikaar, Chhaya, Chinese Christian Herald Crusades, Council of People’s Organization, Indochina Sino-American Community Center, Japanese American Social Services, MinKwon Center for Community Action, SEVA, South Asian Council for Social Services, and South Asian Youth Action. They are trained and knowledgeable, and will help to ensure that the members of our community get counted.

Hotline numbers and their languages are:

<table>
<thead>
<tr>
<th>LANGUAGE(S)</th>
<th>PHONE #</th>
<th>LANGUAGE(S)</th>
<th>PHONE #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cantonese</td>
<td>(718) 359-2397</td>
<td>Bangla</td>
<td>(718) 478-2781</td>
</tr>
<tr>
<td>Mandarin</td>
<td>(718) 359-2175</td>
<td>Tamil or Sinhalese</td>
<td>(718) 478-2785</td>
</tr>
<tr>
<td>Nepali</td>
<td>(718) 478-2150</td>
<td>Urdu/Punjabi</td>
<td>(718) 434-3266 x127</td>
</tr>
<tr>
<td>Gujarati</td>
<td>(718) 445-2430</td>
<td>Korean</td>
<td>(718) 460-5600</td>
</tr>
<tr>
<td>Hindi/Urdu</td>
<td>(718) 478-2720</td>
<td>Vietnamese, Khmer, Burmese</td>
<td>(212) 226-0317</td>
</tr>
<tr>
<td>Punjabi</td>
<td>(718) 323-2060</td>
<td>Japanese</td>
<td>(212) 442-1540</td>
</tr>
</tbody>
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• **Phone Banking and Neighborhood Canvassing**

Phone banking and neighborhood canvassing are central pieces of the community outreach campaign. The Federation’s partner agencies have extensive knowledge of their neighborhoods and community residents—an ideal set of expertise for going door-to-door to convince their community members to fill out their census forms.

Many factors can deter households or individuals from filling out and returning their census form. Language barriers, multiple household living arrangements, distrust of the government, or simply confusion about the census itself are reasons why extensive outreach like phone banking and/or neighborhood canvassing becomes necessary. Our partners recruit and train volunteers of all ages and backgrounds to help in this effort. Door-to-door efforts made by MinKwon Center for Community Action and its volunteers were even featured in the March 31 New York Times article, “Trying to Break Down Resistance to the Census.” The MinKwon volunteers called 2,000 residents and knocked on 700 doors in Flushing.

Census 2010 Community Engagement Campaign at Subway Stations and on New York City, Albany and Syracuse Public Buses

Another major component of the Federation’s Census 2010 Community Engagement Campaign is a major ad campaign in public transportation systems in New York City, Albany, and Syracuse. The transit ad campaign kicked off on March 8th and will run for four weeks. The campaign can be seen:

- At nearly a dozen subway stations in Manhattan, Brooklyn, Queens, and the Bronx
- On more than 850 MTA buses in Queens and Brooklyn
- On almost 300 public buses in Albany
- On about 135 public buses in Syracuse
- Inter-city bus lines going to & from New York City
- Inter-borough vans going to & from Manhattan

These subway and bus ads are in nearly a dozen different Asian languages; Bengali, Cambodian, Chinese, Hindi, Japanese, Korean, Tagalog, Thai, Urdu, and Vietnamese.
Fill In Our Future, a National Partnership

The Federation, alongside four other organizations, has formed a national partnership to ensure a complete count of all Asian Americans in the United States. This is particularly important, because historically, Asian Americans are undercounted. The national partnership consists of the Asian American Federation, the Asian American Institute based in Illinois, the Asian American Justice Center based in Washington D.C., the Asian Pacific American Legal Center of Southern California and the Asian Pacific Fund, both based in California. The national partnership has been working hard since 2009 to bring together resources and create a national network of community based organizations to effectively reach our diverse communities and get counted.

A central part of the partnership was the creation of an online national census resource center (www.fillinourfuture.org), a clearing house for Asian materials developed for census outreach. The website provides information translated into 25 languages, public service announcements, videos, brochures and educational materials to help with community outreach. The site brings all the information to a central location so that communities across the country can readily access, download and use the information for census outreach without duplicating efforts thereby saving valuable time and resources.

The partnership is effective on multiple layers. It consists of the five partners, but beneath that is another web of community based organizations working closely with each partner. Nearly 100 agencies across the country, coast to coast, are working to get Asian Americans counted.

Save the Date! Spirit of Asian America Gala 2010- Celebrating 20 Years of Service!
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Website(s) www.aafederation.org www.asianamericanphilanthropy.org Phone (212) 334-5878 E-Mail info@aafederation.org

Make a Difference

You can make a difference in the well being of Asian Americans by contributing to the Asian American Federation. Your gift may be for general purposes or be designated to specific causes such as the Census 2010 campaign or suicide prevention of Asian elders. Please inquire with your employer to see if the company has a matching gift program.

Yes, I want to help Asian American communities.
- Donation enclosed
- Please send me info on the Asian American Community Fund
- Register me as a volunteer
- Please send me info on how my association / affinity group can partner with the Federation

Name: ____________________________________________________________

Address: ____________________________________________________________________________

Telephone: __________________________________________________________________________

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