Every Child Counts NYC! is a CCC campaign advocating for a fair and accurate count of all children living in New York City. By educating and mobilizing youth and adults, we will reach our goal to provide the information and tools needed to ensure children are counted and not erased in the 2020 Census.

OUR CAMPAIGN WILL BRING PEOPLE TOGETHER TO:

01 Educate and inform community-based organizations, community leaders, and other advocates on the 2020 Census and the importance of counting Young Children in New York - Enabling trusted messengers to engage with young people and their families in Census advocacy efforts.

02 Mobilize Youth to be ambassadors advocating on the children’s undercount issue and supporting 'Get-Out-the-Count' efforts with their peers, families, and communities.

03 Take a collaborative approach and join a wide array of advocates and partners to ensure that all New Yorkers have an understanding of the importance of the Census for child and family well-being.

Citizens’ Committee for Children of New York (CCC) is a child advocacy organization aimed at ensuring every child is Healthy, Housed, Educated, and Safe.
WHY THE CENSUS MATTERS?

Census data will drive funding resources for the next 10 years - most of their childhood.

IT'S ABOUT REPRESENTATION

New York lost two congressional seats in 2010 and stands to lose two more in 2020. This means fewer people who will advocate for New York's children in Congress.

IT'S ABOUT FUNDING AND QUALITY PROGRAMS

Every 10 years, the Census Bureau counts everyone living in the United States. If we don't count everyone in 2020, especially young children, we risk a decade of underfunding education and health care programs, and other services that rely on Census data to determine needed funding.

For example, New York State received over $70 Billion in 2016 for programs that support children and families, including:

- $4,922,406,430 for Supplemental Nutrition Assistance (SNAP)
- $777,387,531 for Special Education Grants
- $697,620,000 for the National School Lunch Program
- $630,497,247 for Head Start Programs
- $497,580,000 for WIC, a supplemental nutrition program specifically for women and young children

IT'S ABOUT CIVIL RIGHTS

Children and families should not be erased. Young children and other populations that are undercounted, including communities of color, low-income households, and immigrants all deserve and have the right to be counted.

OVER 1 MILLION CHILDREN WERE UNDERCOUNTED IN THE 2010 CENSUS

Children Under Five Have Been Undercounted More Than Any Other Group Since 1980

WANT TO GET INVOLVED? VISIT:
WWW.CCCNEWYORK.ORG/EVERY-CHILD-COUNTS-NYC

To contact CCC and the Every Child Counts NYC! campaign team, email us at advocate@cccnewyork.org or call us at 212-673-1800 ext. 13