



WE COUNT!



A 2020 Census Counting Book

For young children and the grownups who love them

For seed funding that helped this book and program blossom, we counted on (and thank)
The Henry and Marilyn Taub Foundation, The Nicholson Foundation, The Turrell Foundation,
The Burke Foundation and The Geraldine R. Dodge Foundation. Thank you also to The Flom Family Foundation and
The Carnegie Corporation of NY who then helped us take WE COUNT! nationwide.



**Special thanks to Melissa Litwin, who conceived of this project
and shares our vision of a world where every child, family,
and culture, counts, and every book launches a new journey.**



The beautiful illustrations in this book
were each created by an artist who
shares a cultural heritage with the children
and families they've drawn.

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Maria: Elisa Chavarri

Sami: Julia Shahin Collard

Frida: Soud

Shanti: Tajul Imam

Patience: Chase Walker



WE COUNT! is available in many languages
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Dongfang Zhao: Traditional Chinese

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Celina Vega-Wong: Translation Designer



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FIRST 5 and Simply Put want to thank all the trusted messengers, caregivers,
and teachers who every day ensure that every child, every parent, every one of us counts.

thank you

For helping us understand the census, and why it is critical to our democracy:
The women of the US Census Bureau who inspired us to count on them and William O'Hare, Edward Kissam, Cindy Quezada

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Karen Dilleat, Sandhya Nankani, Ambika Kapur, Gerry Manion, Shannon Riley-Ayers, Susan Baer, Elise Berkman,
Blanche Brann, Lori Nowicki, Claire Easton, Benita Somerfield, Carren Shulman, Joel Bernstein, Minhaz Ahmed

Thank you to the many early childhood programs of Passaic County, and to the cities of Paterson and Passaic.
We hope this book inspires each and every family in the county to proudly stand up and be counted. You have inspired us!

For supporting us in multiple ways as we counted: Daniel Dubno, Eric Briner, Joel Fram

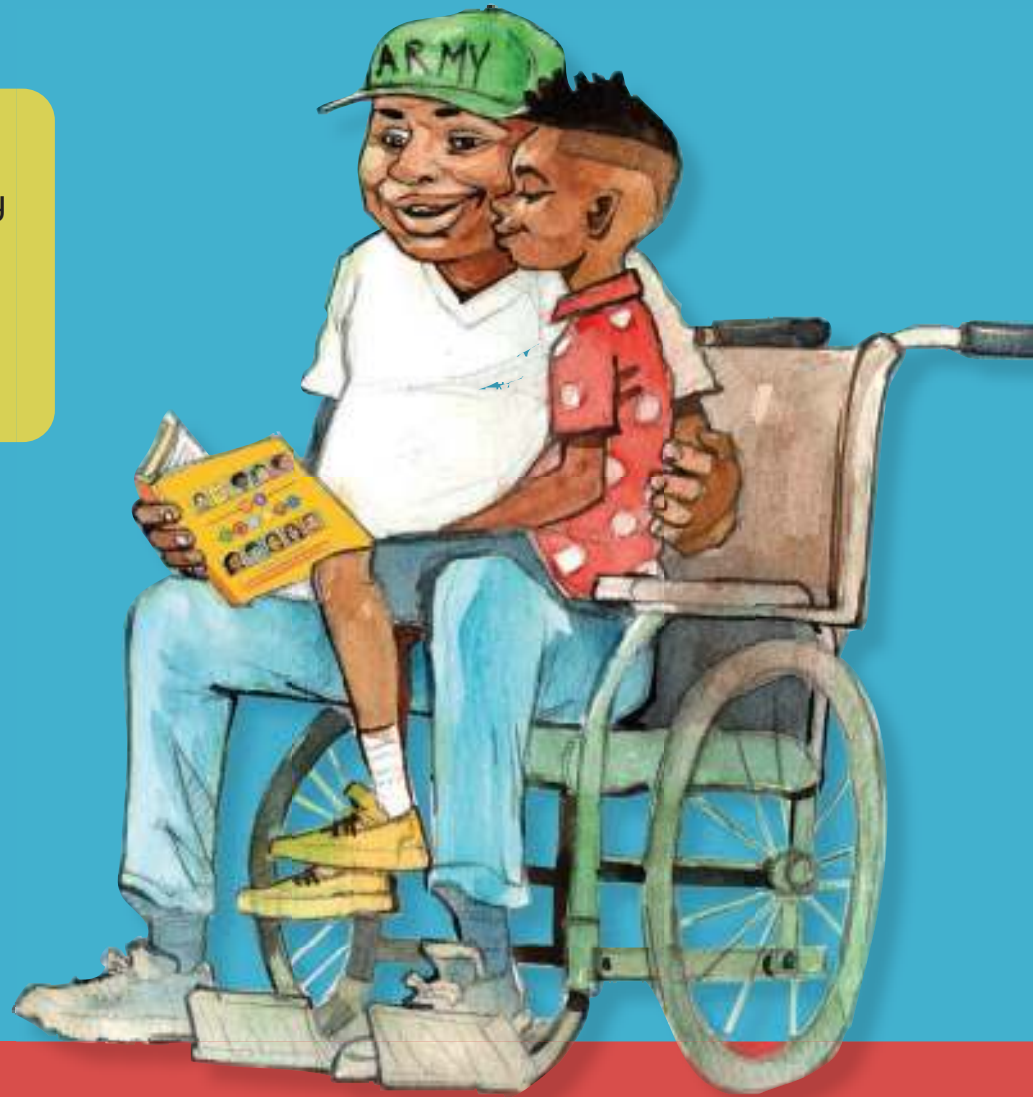


Who Counts in America?

Every 10 years we answer that question by counting each and every person who lives in this country. It is called the census and the next one starts in March 2020.

In the last census, many families forgot to count their babies and young children!

So, here's a book to help everyone learn to count.



Young and old, we **ALL** count!

I am Miss Faith.

I am **1** where I live

Young and old, we ALL count!

How many people live with you?

In this book, my friends and I will
help everyone – young and old –
learn to count in the 2020 Census.

Here's how this book can help all of us count:

Kids can learn to count using the beads as you read aloud.



Together you can search the page for answers to these counting, color, and culture questions.

Grownups will learn how and why to count for the 2020 Census.

Who should count in the 2020 Census?

This book has answers to “who counts” for all kinds of families. No two families are the same. But everyone must count each and every person – young and old – that lives in his or her “household” on April 1, 2020.

What is a household?



To the census a household is the people that live at the same address. There are many different kinds of households. In this book you will meet families who live in a house, an apartment, or a mobile home.

Some people live in households with only their relatives. Some people live in households with many different people. Let's learn together how to count all of these households!



My name is Katya



We are   where I live.



Young and old, we ALL count!

What color is Katya's dress?
What color is her mother's shirt?
What colors are you wearing?



Katya lives with her mother most of the time. But, when her mom works late, Katya stays overnight with her Grandma, or with an aunt.

**Who should count
Katya on the Census?**

Her mother puts Katya on the census, because Katya stays most nights with her.

Children should be counted where they sleep most of the time. Some kids sleep at different places, so it may not be clear where they spend most nights.




In that case, count that child where they slept on April 1st, 2020.





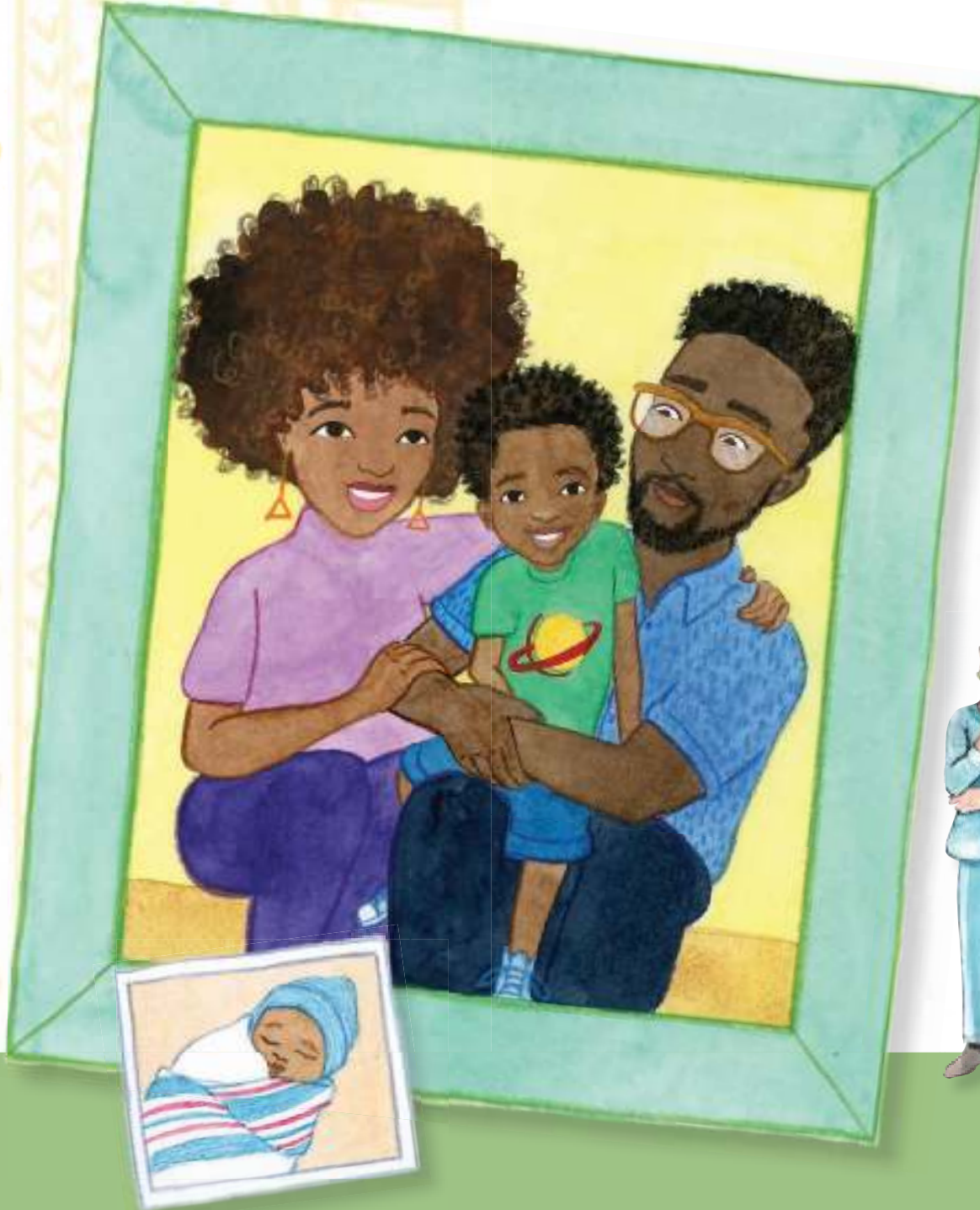
My name is James...



We are    where I live.

Young and old, we ALL count!

James' new baby brother is still in the hospital. Let's think of a good name for James' brother!



This is tricky. There are 3 people where James lives. But now there are 4 people in his family! His mother just had a new baby! But the baby is still in the hospital.

Who should be counted?

This is a tricky census count! New babies that are still in the hospital are counted with their family. There are 3 people where James lives. But, on the census there are 4 in the household. James, his parents, and his new baby brother are all counted on the same census.

Don't forget! Even tiny babies still in the hospital need to be counted on the census. The census is done every 10 years. If James or his baby brother are not counted, then how will his community know what they will need for the next 10 years? If James is not counted there may not be a seat ready when he starts kindergarten. Childcare programs may not have a spot for his baby brother.







There are **1** **2** **3** **4** counted on this census form.



My name is Sophea...



We are     where I live.

Young and old, we ALL count!



I see a green bead. Can you find it?
Here's a hint, I'm pointing to orange, I'm
pointing to purple and now I'm pointing to...

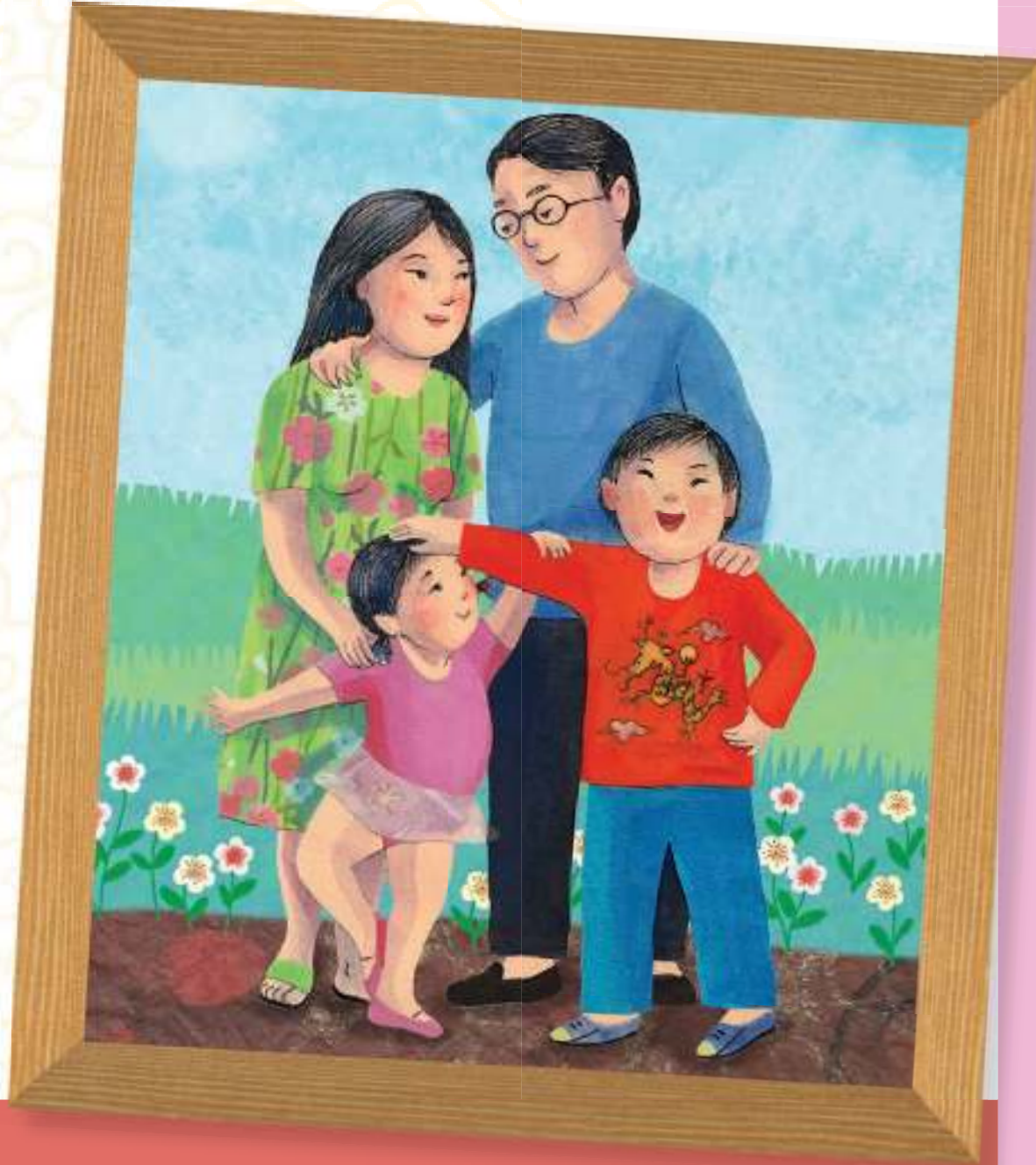
Sophea, her brother Kadir, her mother, and her father all live together at the same address.

Who should be counted?

They are all counted as one household.

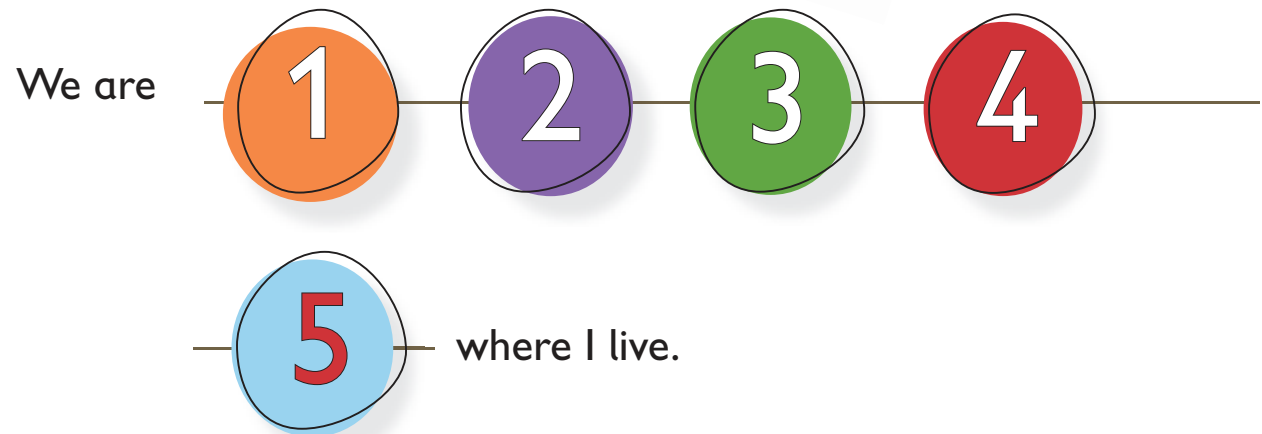
In the last census, many families forgot to count their young children! So, the government did not know about these children. States get money for childcare, schools, and healthcare based on the number of children counted in the census.

Our community sure could use this money!



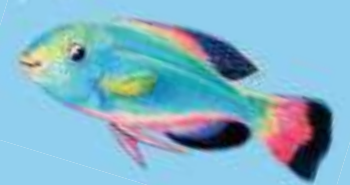


My name is Frankie...



Young and old, we ALL count!

**Who do you think is older?
Frankie or his brother?
Why do you think that?**





Frankie, his brother Tomas, and his sister, Nina, live with their grandparents, Nonno and Nonna. But, their grandparents live in a building that is only for senior citizens. So, if anyone asks, they all pretend that Frankie, Tomas, and Nina are just visiting.

Who should be counted?

Frankie, Tomas, Nina, and their grandparents all count on the census. True answers to the census will help their community. They will not be in trouble for those answers.

Why? By law, the census is private and answers are not shared with anyone – not landlords or police. The information is only used to answer big questions about communities – like how many people live in this city? What are their ages and ethnicities? Questions like these help everyone understand what people and communities need.

For example, if the census shows that a neighborhood has many young children, the local government can plan to open another school, change laws, or build new housing so children, like Frankie, Tomas, and Nina can live without worry in their grandparents' senior housing.





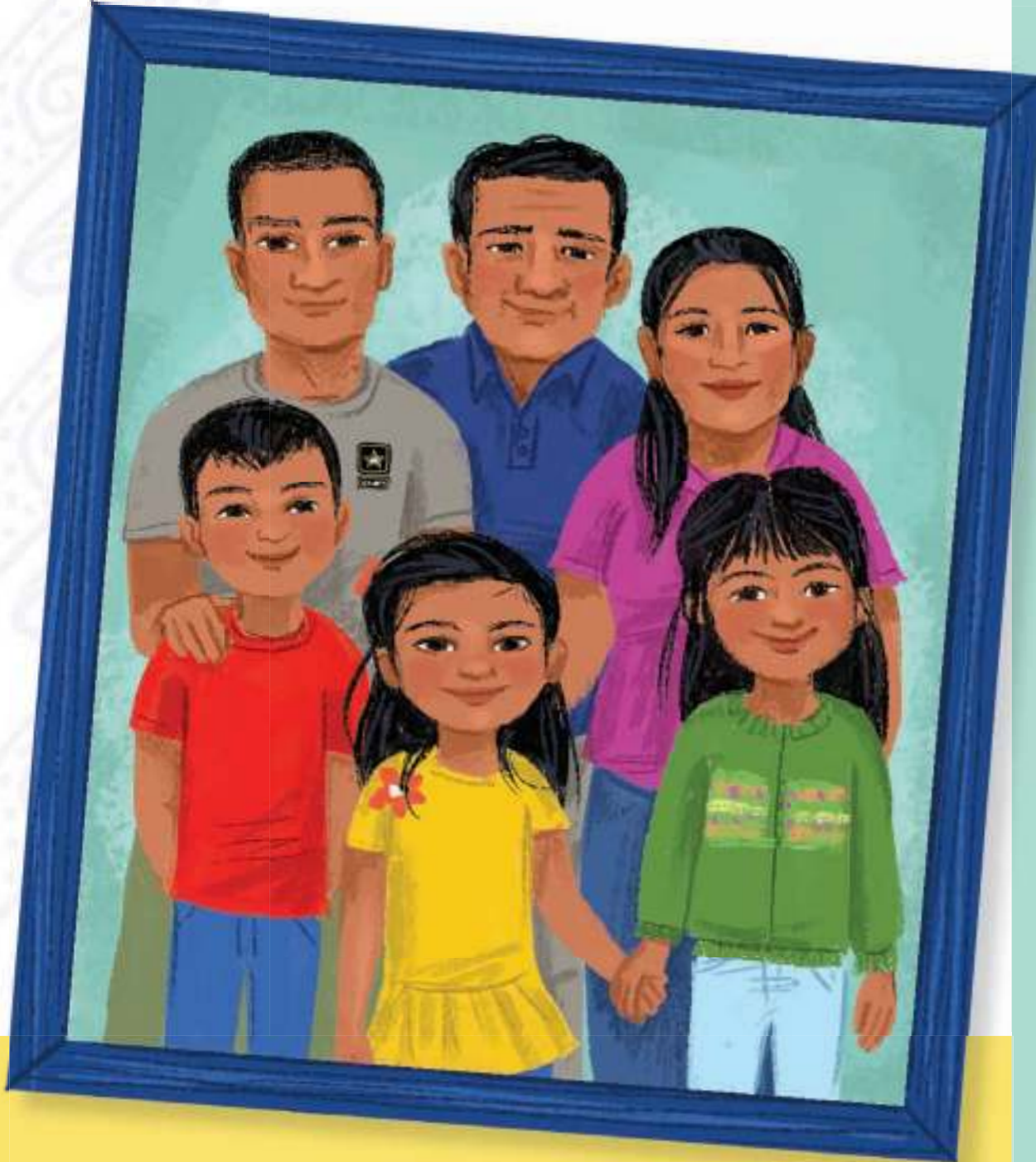
My name is Maria...



Young and old, we ALL count!



**Which bead is the same color
as the hot peppers? What color is that?
Can you find anything else
that color on the page?**



Filling out this census form will be a bit tricky! Sometimes there are as many as 6 people where Maria lives. But Maria's brothers are not living at home right now. Juan lives with his aunt. Carlos is in the Army. Rosa is Maria's foster sister, and lives in the household now.

Who should be counted?

Only 4 people—Maria, Rosa, her mother and father, are counted on this census.

Children in foster care are counted where they live. So, Rosa is counted with Maria's family.

Juan is living with his aunt. So, he should be counted on his aunt's census form.

Family members in the army, like Carlos, will be counted by the military. Anyone living away from home – at college, a prison, in a homeless shelter, an elder care facility, or any other such place will be counted there.



So there are **1** **2** **3** **4** counted on this census form.



My name is Sami...



Young and old, we ALL count!



**Sami is six years old.
Can you find the number 6 bead?
What color is that bead?**



Sami and his sister Aisha live with their parents and grandmother. Many relatives stay at Sami's house when they first come to live in the United States. Uncle Omar is living with them right now. So is Cousin Joe.

Who should be counted?

Anyone staying at Sami's house on April 1st, 2020 with no other fixed address should be counted.

This includes Sami, his mother, father, grandmother, his sister Aisha, and Cousin Joe who is here to study. Don't forget Uncle Omar! Even though he is sleeping on the couch until he finds a new place, he is counted with Sami's family.





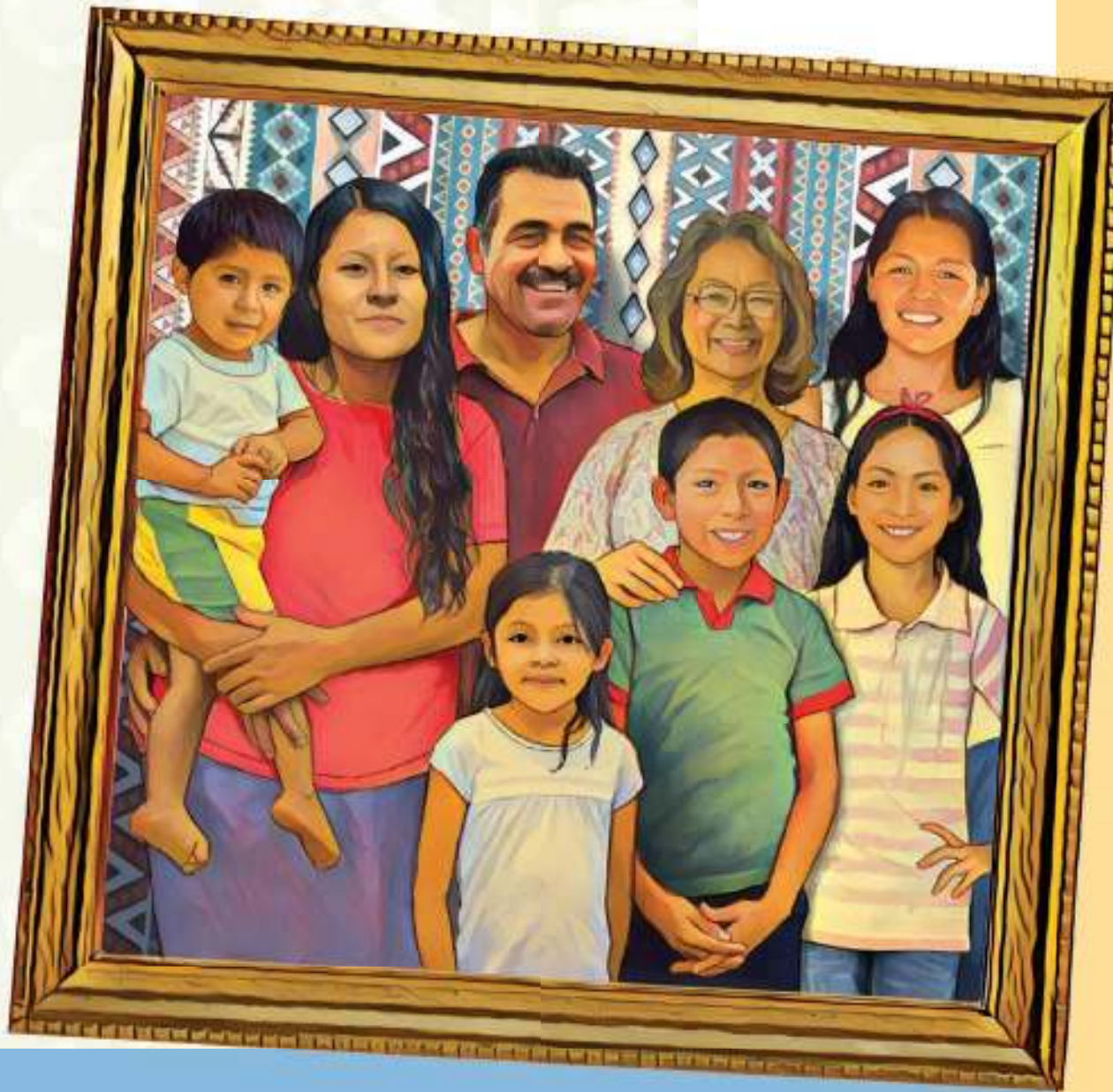
My name is Frida...



Young and old, we ALL count!



Can you find Frida and her mother in this picture?
Here's a hint. Frida's mother is wearing a shirt
that is the same color as bead number 4.



Frida lives with her parents, her brother, her grandma, her Aunt Elena, and 2 cousins. They move every spring so Frida's parents and aunt can work.

Who should be counted?

All of Frida's family should be counted where they live on April 1st, 2020.

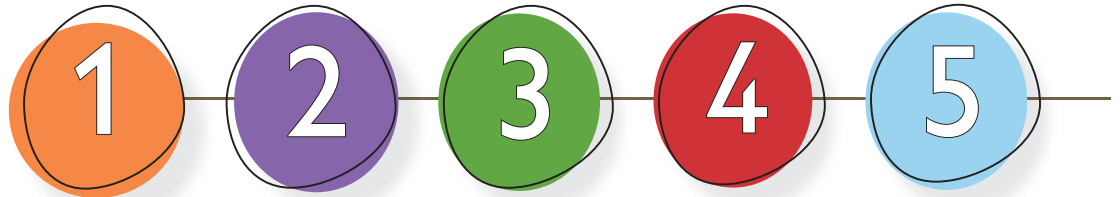
If Frida's family does not get a census invitation with a Census ID Number, it may have been lost during the move. Frida's family can call the Census Help Line to find out. The phone number is on the last page of this book. Or, they can take the census online without their Census ID number.



My name is Shanti...



We are



Young and old, we ALL count!



There are 9 people who live with Shanti.
Let's count together to 9 on your fingers.



Shanti just came with her mother, father, and favorite doll to live in the United States. Luckily, another family from their village has turned their garage into a home where Shanti and her parents can live.

Who should be counted?

Shanti and her family live at their own private place. But they share an address with another family. So, they will not receive a letter or invitation in the mail from the census Bureau with their census ID number. But, Shanti's family needs to be counted! Shanti's father can call (or go online) to complete their census on a "Non-ID questionnaire" form. He will give the "Location Description" as "a separate unit located at the shared address."





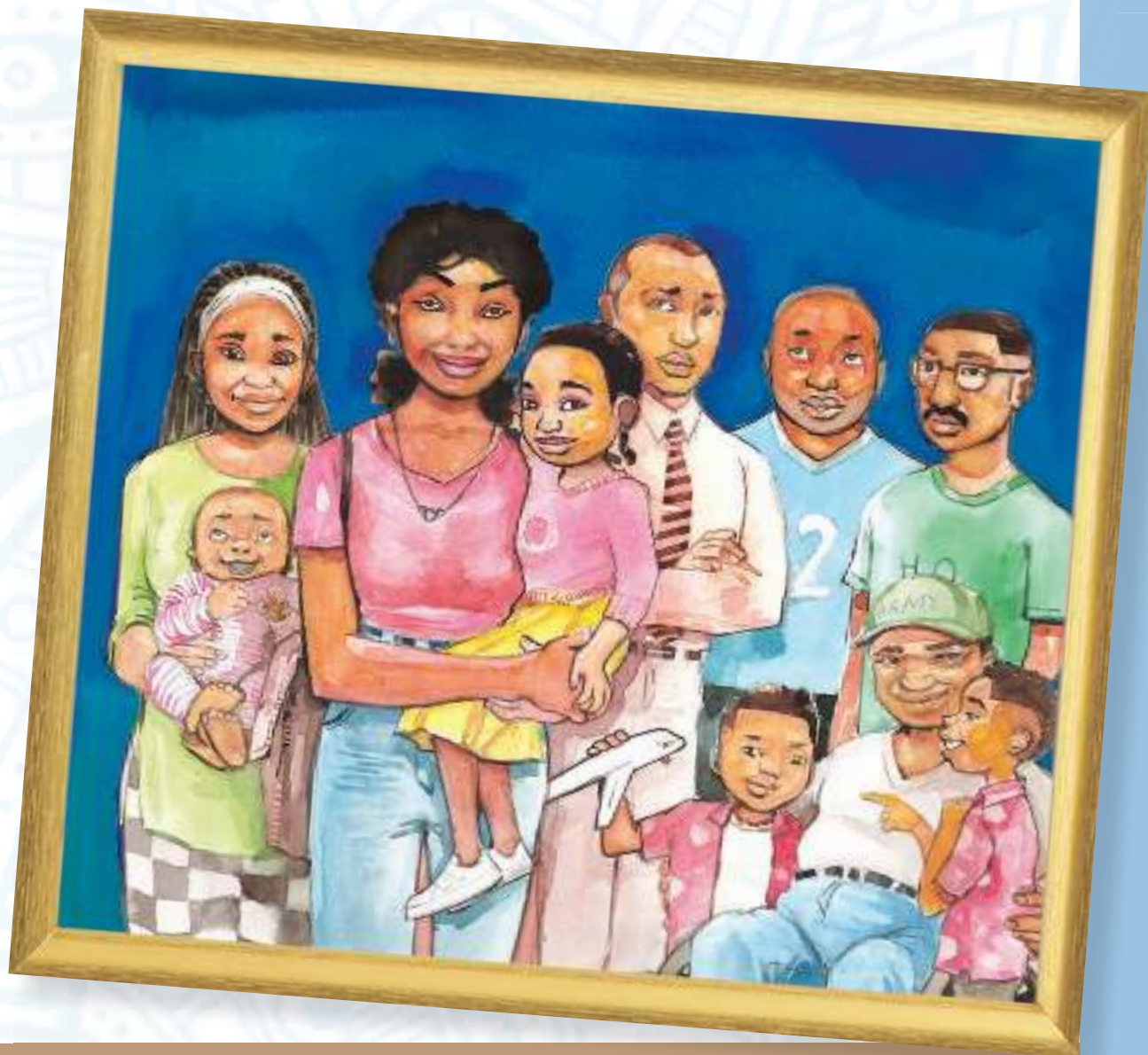
My name is Patience...



Young and old, we ALL count!



Let's name the colors of all the beads together.
How many beads do you see?



Patience and her mother live in Apartment 5G. They do not know some of the people who share 5G with them. Many people come and go. Some are friendly, while others are quiet.

Who should be counted?

Every person living in 5G – young and old – must be counted together on the same census form.

Any adult living in 5G can fill out the form and should be sure to include everyone who lives there. Even if this is an illegal sublet, it is safe to give the census this information.

Only census workers will see this information. They will not and cannot by law share it with the landlord or with housing, immigration, or law enforcement officials. If the form is not filled out, a census worker will come to the apartment to help fill out the form. If you don't want this visit, then the form needs to be completed by the end of March.



Some Grownup Talk About the Census



If you were going to throw a wedding or invite all your neighbors to a party your first question would be –
How many people are coming – and how much food do we need?

That counting of guests is a census!

How does the census work?

In March every household will get a letter from the United States Census Bureau. This letter is an invitation to take the census. Each letter has a census ID Number. You will use that number to fill out the census form. You can fill out the form right away if you call on the phone, or go online using a computer or smartphone. You may also get a form in the mail to fill out in writing, or call to ask for a written census form.

If you don't fill out the form or don't answer all of the questions:

A census worker may knock on your door in May. Check their ID and talk to them. They are likely to speak your language!

I don't care how many people live in my community. What does this census thing have to do with me?

We all pay taxes, right? Sometimes it feels like that is all we do! A tax on your paycheck; a tax on things you buy; taxes on things you sell. Some tax money goes to your state, some to your county or city, and some (called federal or national taxes) go straight to Washington DC. All that tax money adds up to about \$900 billion dollars.

Think you have no say about where the government spends that money? **You do!**

The government uses the census numbers so they know:

- How many people live in your community.
- The ages of people in your community.
- What services your community is likely to need.
- How much money to send back to your community to pay for those services.

So, if you take the census and are counted... then the share of the money you paid in taxes comes back to your community.

That money pays for the services all our families need and use.



Don't want a census worker to knock on your door?

Then, fill out the form right away – online, by phone or by mail, or call the number at the end of this book for help.

***I'm taking the census to support
my family and community.***

Frida's dad knows that in 2010 many young children were not counted in the census.

So, for the past 10 years many children did not get their share of \$675 billion dollars a year that funds their health, education, and housing they needed.

Your children, family and
our entire community **need**
you to fill out the Census
and bring the money home!



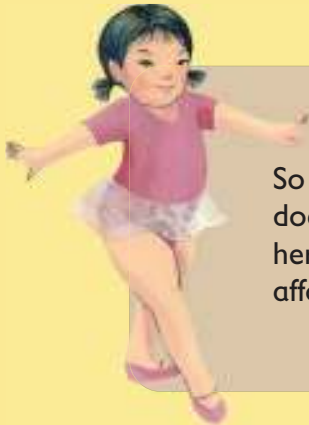
Census numbers make sure funds are sent to communities across the US...



So **James** can get the best childcare when his parents go to work.



So **Frida** can go to a school right down the street and get lunch for not too much money.



So **Sopheia** has doctor visits her parents can afford.

So **Maria's** foster care sister has a home with a family who is there for her.



So **Katya, Frankie, Sami, Shanti, and Patience**, and their families, and all of our families get the services our government promises to us for paying our taxes: like the fire department, highways, and even garbage collecting. Government services all of us use and need are based on our response to the census.

The amount of money a community gets for programs that keep children healthy and strong is **only decided by the census numbers**. No politics, no deals – just the answer to one question – how many children live in this community?



If your family is not counted in the Census, then the government doesn't know you are there. Your share of the money could go to another community.



The census is about more than money. The census is about democracy.

If you and your family are not counted in the census – then your community will have less power, voice, and representation in your national, state, and local government.

**The US Congress has 535 voting members:
100 senators.**

- Every state – no matter how many people live there – sends 2 senators to Congress.

435 representatives.

- But every 10 years, after the census, the number of representatives each state can elect is re-divided.
More people = more representatives...

Some states and other government bodies, like city councils, also use the census to divide the number of seats in their state, county, or city legislature.

The number of people living in a state even determines how many “votes” (in the electoral college) that state has to elect a **PRESIDENT.**



Did you know?

The millions of Americans who live in Washington, DC and the US Island territories of Puerto Rico, the US Virgin Islands, American Samoa, Guam, and the Northern Mariana Islands are each represented by 1 non-voting Representative to Congress.

The 4 million or so residents of the U.S Territories cannot vote for President.

You deserve to have representatives who come from your community and can make sure your community’s voice is heard.

Taking the Census is a very direct way to make sure you have a voice.

What I hear about the Census and immigration is confusing.

People are confused about the questions you will be asked on the census.

The census counts how many people there are in the country, no matter their age, race, ethnicity or immigration status.

It does not ask about your citizenship or legal status.

It does not ask when or if you came here from another country.

There is talk in the US right now that suggests that only some families and some voices count.

But the United States is stronger when each of us counts.

Most of the families in this country came here as immigrants. Some that came 100 years ago were also told they did not count.

Your family and your community matter and deserve to be counted.



Of course, if your family has been here in America much longer than many of us – be sure you count too!

The census counts Native Americans, Pacific Islanders, Alaska Natives, and other First Nation peoples. When you and your children are counted, tribal governments receive the right amount of funding for so many of the programs that your family depends on.

Fill out the Census form so each and every one of us counts in the story of America.

How do I know or trust that my answers will be private?

Privacy is important!

Getting the right count is also important!

Here is how the people who run the census protect your privacy:

- Your census answers are separated from your name and address.
- The information that connects you to your census answers are locked away.
- By law your private information cannot be shared with any person or government agency. It is not shared with the IRS, not DHS, not the FBI, or CIA, or ICE, or even your landlord.
- Census workers take an oath to keep your answers private. They can go to jail for up to 5 years and pay a \$250,000 fine if they break that promise!

Your census answers – without your name or address – are added to everyone's answers – and used to explain the “big picture” of your community, city, county, or state.

The answers from millions and millions of Americans can then guide decisions for government and business planning.

Census data is used to answer questions like:

How many High School Students should our town expect in 2025?

Where is there new housing that needs a supermarket that sells fresh fruit and vegetables?



We read that the census will be online; how will that work?

In March, you will get an invitation in the mail to take the census. This invitation will give you a Census ID # and tell you how to take the census online at **my2020census.gov**

The safest way to take the census online and make sure you are at the right place, is to type in the address yourself instead of following a link.

Don't fall for a fraud.

The Census Bureau will never ask for:

- Social Security numbers.
- Bank or credit card account numbers.
- Money or donations.
- Or anything on behalf of a political party – or ask what party you belong to.

Not an internet person?

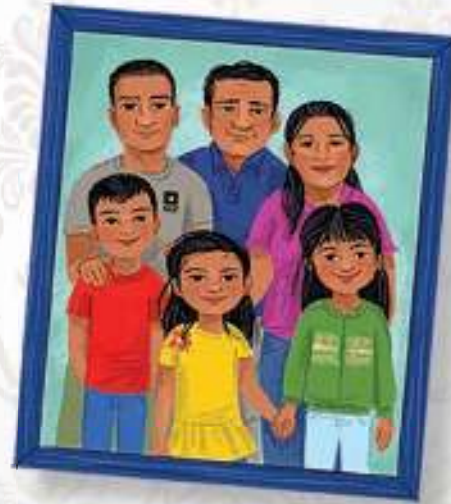
The phone number to call and take the Census and ask questions is listed in the back of this book.

***Taking the census won't take too much time.
Just 10 minutes.***





Young and Old



We ALL Count!

Remember!

You will get an invitation from the Census Bureau in March.

You can take the census on the phone, online, or by mail. If you call, a real person, who speaks your language, will help you.

It will only take you 10 minutes to take the census – but it will help bring millions of dollars to your community to pay for schools, childcare, health services, and other programs we all depend on.

Everyone should be counted – no matter age, race, ethnicity or immigration status.

Count everyone where they live on April 1st.

**Count all kids!
If your baby is still in the hospital but born on or before April 1st - then count him or her too!**

Your answers are private. Your name and address are separated from your form to give a big picture of your community.





To take the census online go my2020census.gov



**Here are the toll-free numbers
for each language.**

English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020
Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020
English (Puerto Rico residents)	844-418-2020
Spanish (Puerto Rico residents)	844-426-2020
Telephone Display Device (TDD)	844-467-2020

Who Counts?

We Count!



simply put is a social impact publishing, media, and programming non-profit that reaches non-traditional audiences with critical information and innovative learning opportunities. We envision a world where all our stories are heard, every child and family counts, and every book launches a new journey.

simply put

PUBLISHING & PROGRAMMING FOR CHANGE

Lisa Bernstein, Executive Director and Publisher

Dr. Faith Lamb-Parker, Director of Research and Culture

Susan Panetta, Creative Director

For activities and materials to support your campaign go to:
www.wecountkids.org