



Ramon Peguero  
President & CEO  
Committee for Hispanic Children & Families  
75 Broad Street, Suite 620  
Manhattan, NY 10004

October 23, 2020

Dear Ramon Peguero:

This letter recognizes the Committee for Hispanic Children & Families (CHCF) for its participation in New York City's Complete Count Fund. Founded as a partnership between the New York City Mayor's Office, the City Council, and the City University of New York (CUNY), the Complete Count Fund (CCF) was a first-of-its-kind community awards program focused on localized census education and organizing. Thank you for your work and dedication to assist historically undercounted communities to self-respond to the 2020 census.

Despite the COVID-19 pandemic of 2020, and the associated challenges that New Yorkers experienced, CHCF served the city of New York by adapting its census outreach to match the circumstances of this time. We are writing to highlight a few examples of your efforts here:

- In total, CHCF engaged thousands of its constituents about the importance of completing the census and confirmed that 8750+ of those constituents followed through on completing the census survey.
- CHCF designed creative outreach strategies for its target communities, such as the distribution of census flyers and materials along with the free meals they provided to their clientele, and the utilization of newsletters, email blasts, and social media to increase census awareness and participation. CHCF seamlessly integrated their census outreach efforts into their social services, incorporating census messaging into their wellness check-ins, and were quick to use phone banking and text banking tools to reach their target communities. CHCF not only met their stated deliverables, but surpassed expectations in the amount of time and effort spent on census engagement.

We thank CHCF for the dedication it has exhibited towards our shared mission of achieving a complete count of all people in New York City.

Thank you,

A handwritten signature in black ink that reads "Julie Menin".

Julie Menin  
Director

A handwritten signature in black ink that reads "Alyson Tarek".

Alyson Grant Tarek  
Grant Program Director

A handwritten signature in black ink that reads "Alisha Zou".

Alisha Zou  
Grant Manager