The Patterson Foundation, as an endowed charitable entity, does not solicit funds.
While everything collaborators do requires trust, TPF has learned that the alignment of five characteristics - leadership, willingness, readiness, capacity, and culture - is critical to success.

For the last six weeks of #Census2020, Inaugural TPF Fellow, Hannah Saeger Karnei will be creating updates that will feature a specific topic and action target to help our community advocates keep consistent and fresh messaging as we sprint to a complete count.

Each week, TPF will highlight a theme, link to content, offer example messaging and a few simple actions to take. It’s not over yet!

On August 10, SCGLR shared its 100th webisode of THIS BOOK IS COOL! -- a series of 100 webisodes to encourage a love of reading. It premiered on June 1, 2020, and upwards of 4,000 children from the Suncoast region participated -- with 1,000 kids qualifying to receive free books gifted by The Patterson Foundation. While summer is over and school has begun, we can be delighted to know that THIS BOOK IS COOL! webisodes will live on. Since June 1, there have been nearly 26,000 views.

Due to the overwhelmingly positive response from children and their parents, SCGLR is making plans so that families, educators, public libraries, and community
Join TPF and the Herald-Tribune Media Group as we work to get a complete count for Florida by sharing with your networks and asking one simple question: Have you completed the 2020 Census?

Click here to view messaging themes for August 23-30. Check the 2020 Census Education page (on the right side under newsletters) for future themes.

**TOP 5 THINGS YOU NEED TO KNOW**

#1 The deadline is September 30.

#2 The census can be completed by phone 844-330-2020, in person when someone comes to your house, and online at my2020census.gov.

#3 If a census worker comes to your door they will have a badge, will never ask for you SSN, financial information or citizenship status.

#4 On average, the census takes five minutes to complete.

#5 Information is confidential for 72 years.

**5 REASONS TO FILL OUT THE CENSUS**

#1. The census determines federal funding to our local community and the state for the centers can use this tool to promote the joys of literacy. If you are interested, please contact Beth Duda.

Special thanks to each celebrity for helping to create the magic. Click a name below to watch them in action!

**Week 1**
- Kelli Karen Smith
- Tracy Calla
- Amanda Horne
- Carolina Franco
- Ben Tollefson
- Lynn Dorler
- Hannah Saeger Karnei
- John Ferguson
- Adam Ratner
- John Scalzi

**Week 2**
- Laurie Miller
- Ashley Coone
- Heather Young
- Asa Thomas
- Danielle Brown
- EJ Porter
- Declan Sheehy
- Jodie Williams
- Susan Nations
- Amanda McNary
#2 The census impacts school funding.

#3 The census impacts funding for roads and bridges.

#4 The census impacts funding for healthcare.

#5 The census determines congressional representation and local district lines.

**5 THINGS TO KNOW ABOUT CENSUS ENUMERATORS**

#1 "Enumerator" is just another word for official US Census Bureau door knocker.

#2 Official census workers will have a government issued badge, census bag, and paper questionnaires. Watch this quick video for more info.

#3 All U.S. Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to $250,000 and/or up to 5 years in prison.

#4 The census does not ask any questions about financial information, your social security number or citizenship status. You are only obligated to answer the questions on the questionnaire. See a sample here.

**Week 3**
Leah Verier-Dunn  
Angie Matthesien  
Sara Walker  
John Weida  
Leigh Michalokko  
Ben Jewell-Plocher  
Dr. Lisa Merritt, MD  
Karen Bell  
Dr. Laura Kingsley  
Carrie Mills

**Week 4**

Jenifer Johnson  
Melissa Nelson  
Jamie Kattrein  
Xtavia Bailey  
Nate Brown  
Dr. Patti Folino  
Brad Tanner  
Catrese Estes  
Adam Ratner  
Maribeth Mason

**Week 5**

Cindy McDowell  
Dr. Robin Thompson  
Kirsten Russell  
Kuniko Yamamoto  
Kelli Maldonado
#5 An enumerator will only visit your house if you haven't already responded! Take 5 minutes to respond online www.my2020census.gov or by phone 844-330-2020.

MATTERS OF THE HEAD & HEART

John Ferguson, TPF Fellow 2020/21, poses this question: How can we move forward together if we cannot (or will not) face the reality of the concurrent crises of COVID-19, economic turmoil, police brutality, and racism permeating our society?

In his four-part series, "Matters of the Head and the Heart," John guides us through a thoughtful journey that first begins with us.

"Before we can truly address how to move society forward, we must each examine our true feelings and beliefs, make a concerted effort to change or amplify our actions, and fortify our values. Change will not come overnight, but it will start with a single step."

After a period of self reflection he shifts us to the next phase: turning outward.

Week 6
Holly Brody  
Cedric Hameed  
Nicole Rice  
Bronwyn Beightol  
Carolyn Michel

Week 7
Kathryn Shea  
Marshall Jones, III  
Rev. Patrick Wilson  
Jeanie Baik  
Karen Windon  
Karen Arango  
Joel PE King  
Shelley Keeling  
Hilarie King  
Michelle Delp
"When we are turned inward, we are primarily focused on ourselves. That work is incredibly important as we seek to understand what matters to others. While we must start with ourselves, it cannot end with us. At least not in isolation. To rise above our collective circumstances, change must happen at the community level and must happen together."

Finally, we arrive at the last phase of the journey.

"If we seek to discover the different realities we face through our individual research, shared lessons learned, and intentional conversations with those closest to us and beyond, we could emerge from these concurrent crises stronger than ever.

I invite you to join me. To dwell in possibility. To put politics aside. To take the necessary and fulfilling journey to discover who we truly are as individuals and as communities. To be kind to ourselves and each other. To be vulnerable in our sharing and in our growth...

We have a rare opportunity to choose how the next chapter of our American history books will read. My hope is that we find the strength to band together to create, once and for all, a nation that is indivisible, with liberty and justice for all. And that future begins with a single step. Let's take it together."

Week 8
Steve Swanson
Heather Cherry
Sharon Knapp
Beth Mueller
Cedrick Heemed
Joy Mahler
Devin Johns
Shalia Moore-Hayes
Stacy Sternberg
Carrie Seidman

Week 9
Danielle Hudzina
Janet Lane
Sam Rivera
Samantha Cremen
Pedro Leos
Cheif Bernedette Dipino
Paul Hockenbury
Ben Turoff
Dalila Lumpkin
Carolina Franco

Week 10
Lisa Toscano
Marco LaManno
Kim Crow
Katelyn McKelly
Tish Sacks
Read the entire four-part series here:

Part One - How Do We Move Forward Together?

Part Two - Looking Inward

Part Three - Turning Outward

Part Four - The Way Forward

With nearly 26,000 views since June 1, THIS BOOK IS COOL! is proving to be a popular learning tool -- every webisode is entertaining and educational. SCGLR has kept tabs on views each week, and here are the most popular ones to date.

**Week 1**

- Tornado, featuring ABC-7 Meteorologist, John Scalzi

**Week 2**

- Brontorina, featuring Principal Dancer with The Sarasota Ballet, Danielle Brown

**Week 3**

...continue scrolling
The Name Jar, featuring Embracing Our Differences Education Director, Ben Jewell-Plocher

Flora and Ulysses, the Illuminated Adventures, featuring Samoset Elementary School Principal, Maribeth Mason

More-igami, featuring Origami Artist, Kuniko Yamamoto

Why Mosquitos Buzz in People’s Ears, featuring Playwright and former Executive Director of the Hermitage Artist Retreat, Bruce Rogers
Week 7

*Martin's Big Words*, featuring Actor, Playwright, and Director, Joel PE King

Week 8

*Capital! Washington D.C. from A-Z*, featuring Communications Coordinator for The Patterson Foundation, Stacy Sternberg

Week 9

*Click, Clack, Moo: Cows That Type*, featuring Recreation Program Coordinator for the City of North Port, Samantha Cremen

Week 10

*Roxaboxen*, featuring SNN meteorologist, Marco La Manno
To share news or information, contact sssternberg@thepattersonfoundation.org