

HELEN M. MARSHALL
PRESIDENT



(718) 286-3000
web site: www.queensbp.org
e-mail: info@queensbp.org

CITY OF NEW YORK
OFFICE OF THE
PRESIDENT OF THE BOROUGH OF QUEENS
120-55 QUEENS BOULEVARD
KEW GARDENS, NEW YORK 11424-1015

December 13, 2009

Esteemed Faith Leader:

Allow me to wish you, your family, and your community a joyous holiday season! May this time of year be filled with warmth and light for all of you. I would also like to take this opportunity to ask for your assistance on the **2010 United States Census**. Every ten years, our nation is required by law to conduct a nationwide Census. The Census is so important to New York – it determines how much federal money comes to our City for such vital services such as education and health care. It also has an impact on how many public officials will represent us in the United States Congress over the next decade. And it affects funding levels for our borough, including support for faith-based communities like yours.

Queens is the most multi-ethnic county in the United States, and we are all very proud of this. At the same time, our cultural diversity makes it uniquely challenging to conduct a Census. Some of our local residents are afraid to fill out the one-page Census form, even though it is **short, safe, and confidential**. Others may not realize that their participation makes a huge difference. In the year 2000, only 54% of Queens residents completed the mail-in Census survey, and in some of our neighborhoods, the response rate was less than 40%.

As a trusted faith leader, you can play an essential role in encouraging your members to respond to the Census, *whether they are recent immigrants or long-time residents*. According to the U.S. Census Bureau, **the week of December 22nd is the “100 Day Countdown”** – 100 days before the one-page Census form will arrive in everyone’s mailbox (in March 2010). **Please incorporate the 2010 U.S. Census into your holiday sermons and messages.** I am enclosing relevant information and themes that might be useful to you.

I have also launched a Queens Complete Count Committee, which is strategizing to promote Census outreach throughout our diverse Borough. If you are interested in participating in my Queens CCC’s faith-based subcommittee, please contact Susie Tanenbaum on my staff at stanenbaum@queensbp.org or at (718) 286-2741. Thank you, and again, Happy Holidays!

Sincerely,

HELEN M. MARSHALL
President
Borough of Queens