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LEAGUE OF WOMEN VOTERS® EDUCATION FUND





2017-18 **ANNUAL REPORT**





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ABOUT THE LEAGUE

The League of Women Voters Education Fund works to register voters and provide voters with election information through voter guides as well as candidate forums and debates.

OUR MISSION

Empowering Voters. Defending Democracy.

OUR VISION

We envision a democracy where every person has the desire, the right, the knowledge and the confidence to participate.

OUR VALUE

We believe in the power of women to create a more perfect democracy.



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Dear Members and Supporters,

The League of Women Voters Education Fund continues to reach more voters with every passing election. In this biennium, our organization collectively registered more than a quarter of a million voters and reached more than 5.3 million people on VOTE411.org, the League's online election information website.

Nationwide, the League has focused on empowering what is commonly referred to as the New American Majority: young people, especially those who do not attend college; people with limited incomes; communities of color; single women; and new citizens. We are proud to say, the League of Women Voters is protecting and engaging members of the New American Majority, across our country, on a near-daily basis.

As this biennium ends, we look back on the impact we had to empower voters and defend democracy.

The continued impact of the League is due to the hard work of the committed League members and volunteers on the ground in states and communities across the country. Some highlights of our efforts are shared in the pages to follow.

We are pleased to present this 2017-2018 Impact Report highlighting the critical work of the League of Women Voters Education Fund.

Thank you,

Chris Carson Chair, League of Women Voters Education Fund Anisa Tootla Interim CEO, League of Women Voters Education Fund

VOTER REGISTRATION

With the ambitious goal to register one million voters from 2016 through 2020, League registration activities continue to ramp up nationwide. The Education Fund continues to register voters online through VOTE411.org, in high schools and community colleges, and at naturalization ceremonies across the country. During this biennium, the League registered more than 270,000 voters organization-wide.

The League has been the largest on-the-ground participant in National Voter Registration Day each year since its inception, with nearly 400 Leagues from 48 states taking part in the day.

To support this work, LWVEF has provided an unprecedented amount of passthrough grant support and hands-on training to Leagues on priority voter registration programs over the past two years—helping build bigger, better, more effective registration drives possible for the long term.





In the wake of increased civic activism nationwide, Leagues have stepped up to the challenge of engaging new voters anywhere and everywhere possible. Dozens of Leagues have provided voter registration opportunities at Women's Marches and other protests and marches over the biennium. Many Leagues have also reported an unprecedented increase in requests to provide voter registration at various community events. Following the tragedy at Stoneman Douglas High School, hundreds of Leagues participated in inspiring student-led efforts to bring about change in gun safety policies and empower the next generation of voters. More than 150 Leagues reported having registered 5,900 students at a wide variety of student walkouts, March for Our Lives rallies, and town hall events.

Across the country, efforts are underway to expand access to voter registration including online and automatic voter registration. The majority of states now offer online and/or automatic registration to most voters. LWVEF has been at the forefront of ensuring that online systems are accessible to all eligible voters and are not limited to those with a driver's license or non-driver's ID.

INFORMING VOTERS

Throughout the biennium, VOTE411.org helped more than 5.3 million voters find the information they needed. Through unprecedented data capabilities provided by LWVEF and a larger-than-ever number of state and local Leagues participating in the VOTE411 voters' guide program, VOTE411 ultimately provided information about nearly 24,000 races across the country, including information about 45,000 candidates in 2016 alone.

Since 2010, LWVEF has licensed e.thePeople software to power the candidate information on VOTE411. Due to LWVEF's long-term success in leveraging and growing the candidate and ballot measure information available on VOTE411, in 2017 LWVEF went through the complex and exciting process of accepting, as a gift, the e.thePeople software. This acquisition enables LWVEF to actively partner with state and local Leagues to solicit media partners across the country. This venture creates the first profit-sharing model between LWVEF and state and local Leagues, provides participating Leagues with increased local visibility, helps educate and engage voters and gets more voters the information Leagues work so hard to compile.

Candidates at every level of government—from city council to state legislature to Congress—participated in more than 500 League-sponsored forums and debates in 2016. Throughout 2017 and through the spring of 2018, Leagues around the country hosted hundreds of opportunities for voters to hear directly from the candidates, with hundreds more planned before Election Day 2018.



PROTECTING VOTERS

During this biennium, which includes the fall 2016 election season, the Education Fund provided support to state Leagues prioritizing voting rights and voter protection.

In the lead-up to Election Day 2016, hundreds of Leagues worked to protect voters and ensure a smooth process through meetings with elections officials to encourage preparedness. They assisted voters by educating them on their rights in multiple languages, building coalitions that include hard to reach communities that are often ignored, encouraging voters to check their registration status and calling voters who may have been affected by purges, assisting voters in securing required ID.

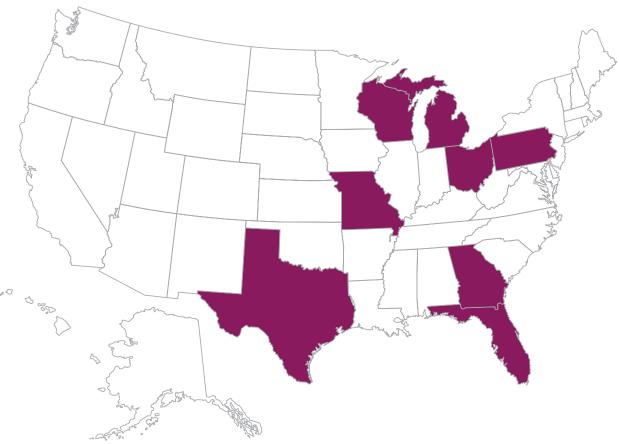
On Election Day, hundreds of League volunteers served as election monitors at polling places around the country. In Washington, DC our League staff contributed to the Election Protection Coalition hotline, which helped more than 117,000 voters find the information they needed, reported the barriers voters faced in the election, and provided voters with much needed assistance in the moment.

The state League activities that earned this funding included:

• expanding election observer programs as one tactic to improve polling place management in Michigan and Wisconsin;



- Michigan;
- surveying local offices to monitor compliance with the National Voter Registration Act (NVRA) in Florida;
- purge in **Ohio**;
- websites in **Texas**;
- high schools to provide voter registration opportunities;
- photo ID in **Missouri**;
- and launching strategic statewide media campaigns in Georgia and Pennsylvania.



• incorporating advocacy campaigns to support pro-voter reforms, such as early voting, same-day registration, and online registration at public events in

• monitoring the implementation of newly passed laws, such as online voter registration to ensure the laws were effectively implemented in **Florida**;

• fighting against last minute barriers to voting, such as the voter registration

• assessing the accuracy and availability of election information on county

• monitoring the implementation of state laws, like that in **Texas** requiring public

• educating voters through a wide variety of mechanisms such as in-person, online, phone banks, and media campaigns about the real challenges of voter



MOBILIZING VOTERS

All the League's efforts to register, protect, and inform voters is ultimately about ensuring people turn out to vote on Election Day and have that vote counted. During this biennium, LWVEF invested in increasing the League's direct voter contact activities to encourage individuals to vote on Election Day 2016. LWVEF alone had nearly 1 million contacts with voters throughout the biennium.

In partnership with the Leagues of Texas, Corpus Christi, and Tarrant County, LWVEF conducted a pilot project in 2016 targeting low propensity voters. Through this pilot, low propensity voters received a series of robo-calls (in English and Spanish languages) and phone bank calls from local League members. Approximately 28,000 contacts were made to the targeted low propensity voters reminding them about the new ID law in the state and encouraging them to take advantage of early voting or go vote on Election Day.

Additionally, hundreds of Leagues had more than 1,000 in-person meetings with local elections officials to discuss election preparedness, often multiple times throughout an election year. The most common topics discussed with local elections offices included:

- voter registration procedures and logistics,
- student voting issues,
- and absentee/mail-in and early voting processes.

These meetings were critical to protecting voters' rights. For example, in Pennsylvania, the League's intervention with an official directly resulted in the word "student" being added to the list of accepted absentee voters in a key state voter education resource. And, in Wisconsin, a local League worked with area clerks to arrange for taxi rides to the DMV for voters to obtain required voter ID and reached an agreement with officials to allow for social workers to assist homeless voters in verifying residency in order to vote.



THE LEAGUE IN THE NEWS

Throughout the biennium the League was featured in tens of thousands of media reports about our election work and VOTE411. League leaders have written letters to the editor in newspapers around the country and placed op-eds in publications reaching millions of voters. We continue to be a go-to source for election information and our place in American politics.

Why this nearly 100-year-old organizat seeing a resurgence thanks to Trump's election

By Colby Itkowitz February 9, 2017

A friend suggested to Marie Gauthier that she check out the League of Women Voters as a way to channel her sudden urge to be more civically engaged after November's election. But Gauthier had to call her friend back with bad news.

It looks wonderful, she recalled telling her friend, but there's not a chapter here in Franklin County in central Massachusetts. To which her friend replied: "So, maybe you should start one then."

Gauthier, a 45-year-old mother of three children, ages 11, 8, and 4, h always modeled herself as being a good citizen through community service, but she'd never been particularly interested in political who were disappointed by the ele time to "reprioritize" where she is

So on Nov. 14, less than a week r alled the learne's Massach



Voting Guide: How, When and Where to Vote



Early voters at San Francisco City Hall filled out long ballots as they cast their votes one week before the election. Jim Wilson/The New York Times



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INSIDESOURCES

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We Must Restore the Voting Rights

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Act to Protect All Voters Posted to Politics November 04, 2016 by Chris Carson



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NEWS HOUR

Leave a comment

This is the first presidential election in 50 years without the full protection of the Voting Rights Act.

In 1965 President Lyndon B. Johnson signed the Voting Rights Act to

stop state and local governments from adopting laws or procedures that deny American citizens the equal right to vote based on their race. In 2013, the Supreme Court rolled back key parts of this law, opening the door for states and localities with a history of voter discrimination to pass voting rules that make it harder for many Americans to vote

In the aftermath of the decision, Alabama, Mississippi, North Carolina and Tezas moved forward with restrictions that previously would have been reviewed under the Voting Rights Act. Many other states have since pushed legislation and taken other actions that right now are making it harder for millions of eligible Americans to vote.

For example, some state governments have created lists of people to remove from the voter rolls and cut back on early voting hours in targeted areas. In other places, governments have strictly limited what qualifies as a "valid" ID documentation voters must produce in order to cast a ballot.

Thousands of eligible voters have been illegally purged.

Removing ineligible voters from the rolls is an important part of protecting the integrity of our election system. But it must be done fairly and accurately. Purging thousands of eligible Americans from the voter lists is plain



FINANCIALS

Consolidated Statements of Activities

Year Ended June 30,	2018	2017
Activities without donor restrictions		
Revenue and support		
Grants and contributions	\$ 6,128,053	\$ 6,982,748
Per-member payments	1,414,075	1,263,331
In-kind contributions	732,142	904,676
Council and convention	407,915	63,372
Mailing list rental income	319,615	200,627
Publication sales and other income	266,565	219,974
Interest and dividends, net	115,201	72,745
Contributions in lieu of per-member payments	88,294	133,431
	9,471,860	9,840,904
Net assets released from restrictions	609,034	520,180
Total revenue and support	10,080,894	10,361,084
Expense		
Program services		
Election services	1,382,402	1,472,281
Communications	1,088,867	1,122,218
Advocacy	633,190	800,705
Council and convention	453,927	114,411
Member services	237,703	292,217
Total program services	3,796,089	3,801,832
Supporting services		
Fund raising	3,145,988	2,843,720
General and administrative	1,877,316	1,331,850
Total supporting services	5,023,304	4,175,570
Total expense	8,819,393	7,977,402
Change in net assets without donor restrictions from operations	1,261,501	2,383,682
Net gain on investments	249,813	243,304
Net assets transferred	-	41,219
Change in net assets without donor restrictions	1,511,314	2,668,205
Activities with donor restrictions		
Grants and contributions	237,498	1,033,781
Investment income	56,859	62,669
Net assets released from restrictions	(609,034)	(520,180)
Change in net assets with donor restrictions	(314,677)	576,270
Change in net assets	1,196,637	3,244,475
Net assets, beginning of year	9,069,174	5,824,699
Net assets, end of the year	\$ 10,265,811	\$ 9,069,174

DONOR LISTINGS

The League's success is made possible by the tens of thousands of supporters and partners who contribute to our programs and help us realize our mission every day. We are grateful for all they do and we wish we had space to list each and every one. Below, it is our privilege to recognize the individuals, foundations, and corporations that have donated \$1000 or more in 2017-2018.

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