



FY2020 AND FY2021 ANNUAL REPORT



**WOMEN
POWER
THE VOTE**



MISSION

Empowering voters. Defending democracy.

VISION

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

VALUE

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

About this Report:

This biennium report covers initiatives and activities of the League of Women Voters of the United States — a c(4) organization — and the League of Women Voters Education Fund, which operates as a c(3) entity, between July 2019 and June 2021. The League of Women Voters of the US encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy. The League of Women Voters Education Fund works to register voters and provide them with election information through voter guides, candidate forums, and debates.



Dear Friends,

Over the past biennium, the League of Women Voters of the US has continued to fulfill our mission of empowering voters and defending democracy.

Even in the middle of a global pandemic, the League has been at the forefront of ensuring voter access and participation. At the national, state, and local levels, throughout more than 750 communities around the country, the League played a critical role in protecting voter access, organizing voters, and “getting out the vote” during the election with the largest voter participation ever recorded.

When the League commemorated 100 years in 2020, the organization prepared to enter our second century strong and well-positioned for the challenges ahead. But no one could have anticipated the COVID-19 pandemic, nor its impact on one of the most important elections in American history.

Among campaigns promoting mis- and disinformation and the in-person challenges of voting during a pandemic, the League was there to answer questions and solve problems. We found new and creative ways to inform voters and overcome obstacles, all while continuing to take action on issues that have long been important to the League and our members: redistricting, voting rights, immigration, health care, climate change, the Equal Rights Amendment, DC statehood, and democracy extending beyond our shores through the work at the United Nations.

Throughout this biennium, League staff — as well as grassroots members, supporters, and activists — worked tirelessly to ensure that our democracy functioned and that it was available to all Americans. We placed a special emphasis on engaging the New American Majority, which comprises people of color; unmarried women; and young, voting-eligible Americans. Our collective investment paid off, and we are proud to present this biennium report showcasing our work, our resilience in the face of tremendous adversity, and most importantly — our impact.

With gratitude,

Dr. Deborah Ann Turner
President

Virginia Kase Solomón
CEO



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Empowering Voters: The 2020 Election



VOTE411: Election Information You Need

VOTE411.org, the League's nonpartisan election information website, is the cornerstone of our voter empowerment work. Answering questions like **"How do I register to vote?"** **"Where is my polling place?"** and **"Who is on my ballot?"**, VOTE411 has the tools and information voters need to cast their ballot in every election.

What sets VOTE411 apart is its depth of ballot information. In keeping with the ideal that every election is an important election, the League provides detailed candidate information so that voters can make informed choices. This includes candidate responses to the League's nonpartisan questions through the VOTE411 online voter guide.

“It is important that citizens get unfiltered information on candidates and targeted questions answered by them in many formats. This reaches more citizens than anything else we have done in the past.”

VOTE 411 USER



In anticipation of the 2020 election, the League of Women Voters Education Fund (LWVEF) invested in a complete redesign of the election website to improve user experience. In partnership with the National Association of Latino Elected and Appointed Officials, for the first time ever we were able to make the entire site available in Spanish. The redesign led to improved engagement across VOTE411.org: The average session duration **increased by 28%**, pages per session **increased by 48%**, and the bounce rate **decreased by 94%**. The site also won the 2020 People's Voice Webby Award.

While VOTE411 supports all voters across the country, for the 2020 election LWVEF focused on connecting its resources to low-propensity voters, as well as women, LGBTQIA+, low-income, and Spanish-speaking voters. Powered by our army of dedicated volunteers embedded in every state and **more than 750 communities across the country**, we worked year-round to make sure VOTE411 had the most updated information for every election. This proved to be essential as voters navigated constantly changing laws during the primary season due to the COVID-19 pandemic. VOTE411 stayed up to date with state-specific COVID-19 alerts and changes for voters.

Large brand partners, including Target, Sweetgreen, Lyft, Nando's, Warby Parker, and Seventh Generation, helped make VOTE411 tools available to new audiences, while nonprofit partners, including the National Partnership for New Americans, HBCU Alumni Alliance, and the National Association of Broadcasters, helped us reach our target voters through outreach and promotion.

For the 2020 election cycle, VOTE411 served more voters than ever before with **more than 6.1 million users** visiting the site. VOTE411 included nonpartisan information on **more than 40,000 candidates** and specific ballot questions.

“We have used it for many years now and get good feedback from candidates and voters. It is the best guide out there!”

VOTE 411 USER



Get Out the Vote 2020

Supporting and training women leaders at every level of the League has always been a priority for our organization. By strengthening our grassroots organizing, we are developing long-term capacity for our incredible network of women activists to be even more impactful in the future. Throughout the biennium, **LWVEF mobilized our nationwide organizing infrastructure and network of grassroots volunteers** with one clear objective in mind: get out the vote.

Through monthly community calls, bi-weekly trainings, and new online tools, LWVEF built the capacity of our state and local Leagues to execute grassroots voter engagement and mobilization efforts and to use a variety of digital tools to support their work. As a result, 2020 saw the League's largest-ever Get Out the Vote campaign: LWVEF worked in coordination with state Leagues to make **more than 4.7 million contacts with voters**, with a special emphasis on women in **18 states under age 45** who are part of the New American Majority. This focus ensured LWVEF helped underrepresented communities of voters learn about and navigate the ever-evolving election process, specifically their early and mail-in voting opportunities.

The Get Out the Vote messages were tailored around specific key dates and deadlines, and **in three states information was provided in both English and Spanish**.

Post-election analysis shows that in many of the states, voters who received a touchpoint from the League were more likely to vote. Complementing these efforts, LWVEF and a large network of state and local League advocates participated in multiple text-a-thon and phone bank efforts, resulting in **nearly 600,000 voters contacted** before Election Day.

State and local Leagues across the country worked to contact **an additional 90,200 voters nationwide** through phone calls, text messages, and social media campaigns focused on reminding voters about the importance of Election Day.



Voter Registration

Millions of Americans miss the opportunity to vote every year because they don't know how to register or they miss their state's deadline. Voter registration has long been a signature service of the League in communities nationwide, and 2020 was no exception.

LWVEF's largest-ever Youth Voter Registration and New Citizen Voter Registration Projects kicked off in early 2020, just prior to the COVID-19 outbreak. With nearly all in-person registration events being canceled or postponed as a result and concerns looming that voter registration was falling behind, Leagues worked creatively to keep the lines of communication open with schools, citizenship ceremony leaders, National Voter Registration Day (NVRD) partners, and community organizations like food banks. They worked diligently to reach voters at home through virtual learning, Zoom parties, online community portals, and all-out social media blitzes.

Where possible, Leagues also worked to engage voters safely in person through drive-through registration offered at citizenship ceremonies, huge voter registration QR codes positioned at school graduations, and much more. These above-and-beyond efforts also were crucial opportunities to educate voters about the many changes taking place with voting rules in their states.

“

“Naturalization ceremonies are a perfect opportunity to empower new citizens to immediately engage in the political process through voting, and to educate them by providing information about their candidates through the League's voter guide.”

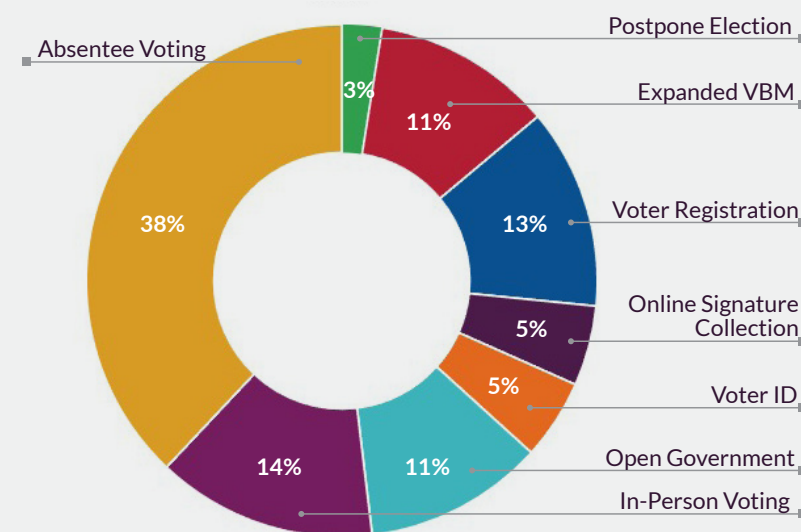
ANNIE BENIFIELD
President, LWV-Houston

Ultimately, **nearly 22,000 young people** were registered at **more than 700 high schools, vocational schools, and community colleges**, and **more than 50,000 new citizens** were registered at **more than 350 naturalization ceremonies**. **Nearly 197,000 additional voters** registered to vote using the tools available on VOTE411. And the League continued as the largest on-the-ground partner for NVRD since its founding in 2012, hosting **more than 600 League registration events** on NVRD in 2020.

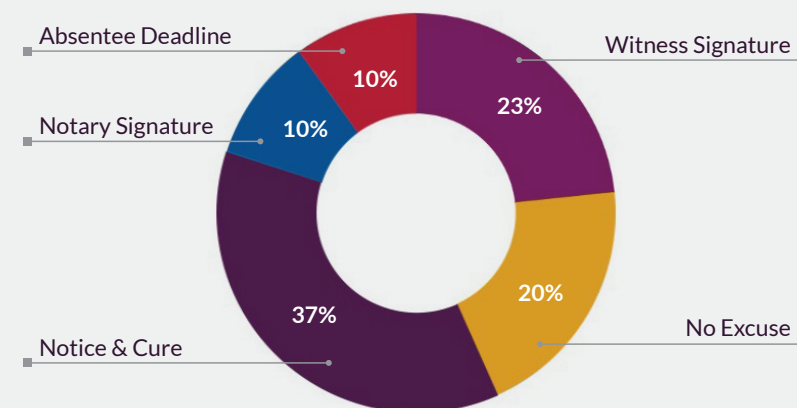
422,222+

Number of voters across the country the League registered from July 2019 – June 2021

NEW LEGAL CASES RELATED TO COVID-19



BREAKDOWN OF THE ABSENTEE VOTING CASES



Election Litigation

As our nation navigated the fear and anxiety of the COVID-19 pandemic, conditions were ripe for new threats to stifle access and participation in the democratic process. Last-minute changes to primary elections, inconsistent voting rules, and large uncertainties about the funding and operating status of the US Postal Service caused mass confusion for voters leading up to Election Day.

Through litigation, LWVUS secured and protected options for early and mail-in voting across the country, ensured voters had the ability to cure their ballots, and expanded options for voters to exercise their right to vote safely both at home or in person. The League **brought 77 federal lawsuits** related to the election in 2020 alone with the support from **more than 250 legal partners**. Our legal victories ensured that **more than 25 million voters** had expanded options to make their voices heard on and before Election Day.

Advocating for Voting Rights

LWVUS continued our core work to expand voting rights and fight voter suppression during this biennium by advocating for proactive reforms that give more Americans access to the ballot. These include permanent and portable statewide voter registration, expanded early voting, vote-by-mail, online voter registration, improved polling place management, and adherence to existing pro-voter laws.

Across the biennium, LWVUS **initiated 56 action** alerts that yielded **nearly 450,000 letters** to members of Congress on priorities including the Equal Rights Amendment, the *For the People Act*, COVID-19, the *John Lewis Voting Rights Advancement Act*, DC statehood, the census, gun safety, the anniversary of the *Voting Rights Act*, and the US Postal Service.

In the 116th Congress, LWVUS mounted a major lobbying campaign in support of HR 1, the *For the People Act*. This legislation addressed many of the pillars of the campaign for Making Democracy Work[®] League priorities, including key provisions to break down barriers that prevent Americans from registering to vote. LWVUS worked closely with congressional sponsors and coalition allies to help shape the bill's language, while League engagers and LWVUS Lobby Corps contacted their representatives and senators in support of the legislation, and state Leagues testified in district hearings. The *For the People Act* passed the House of Representatives in March 2019 but never advanced in the US Senate.

In conjunction with the 2020 LWVUS Convention, LWVUS hosted a virtual Lobby Day on June 25. League members reached out to Senate offices in support of the *Voting Rights Advancement Act*. The League had a two-hour lobby rush that resulted in **nearly 3,000 letters** to the Hill in that period.

Building on the inaugural Making Democracy Work[®] project launched in 2018 to advocate for voters' rights, **we focused our efforts in 2020 on 12 states** (Colorado, Florida, Maine, Michigan, Minnesota, Missouri, New Jersey, New York, Ohio, Tennessee, Texas, and Wisconsin). Leagues created high-impact campaigns aimed at building public awareness and advocating for redistricting reform, voting rights, enhanced voter education regarding key voting changes in their states, and more.

What Our Efforts Yielded

3,130

Number of volunteers who participated in project activities

907

Number of new volunteers that were gained through project activities

588

Number of educational events that were held

90,811

Number of members of the public that were reached in person

640,379

Number of individuals that were reached online

1,031

Number of instances of press coverage of project activities

2

Defending Democracy: The Campaign for Making Democracy Work[®]



Building Power for Fair Maps

In the fall of 2019, LWVUS launched **People Powered Fair Maps™** (PPFM), a national redistricting program focused on creating fair political maps nationwide in all **50 states and DC**. The program emerged in the aftermath of the US Supreme Court ruling in *Rucho v. League of Women Voters of North Carolina* that no fair test exists for courts to determine when partisan gerrymandering has gone too far.

LWVUS built PPFM to create fair and transparent people-powered redistricting processes that eliminate partisan and racial gerrymandering nationwide. Throughout the biennium, the League held hundreds of convenings across the country demanding transparency in the redistricting process and a fair opportunity for citizens to be heard. In this biennium, the League was part of lawsuits in six states (Arkansas, Michigan, Minnesota, North Dakota, Nevada, and Oklahoma) related to protecting existing independent redistricting commissions and establishing redistricting commissions through ballot initiatives.

NOTABLE VICTORY IN VIRGINIA

In the 2020 general election, **Virginians voted “yes” on Amendment 1**, which established a bipartisan redistricting commission in the state. The League supported the ballot initiative with a **“Vote Yes” digital marketing campaign, reaching more than 1.9 million English- and Spanish-speaking voters** through Facebook and programmatic ads.

PEOPLE POWERED FAIR MAPS™

What We Accomplished in Just 2 Years

~10,000

Number of redistricting
voters engaged

2,500+

Number of redistricting
events held

~1,200

Number of partners engaged

3,000

Number of stakeholder
meetings attended

23

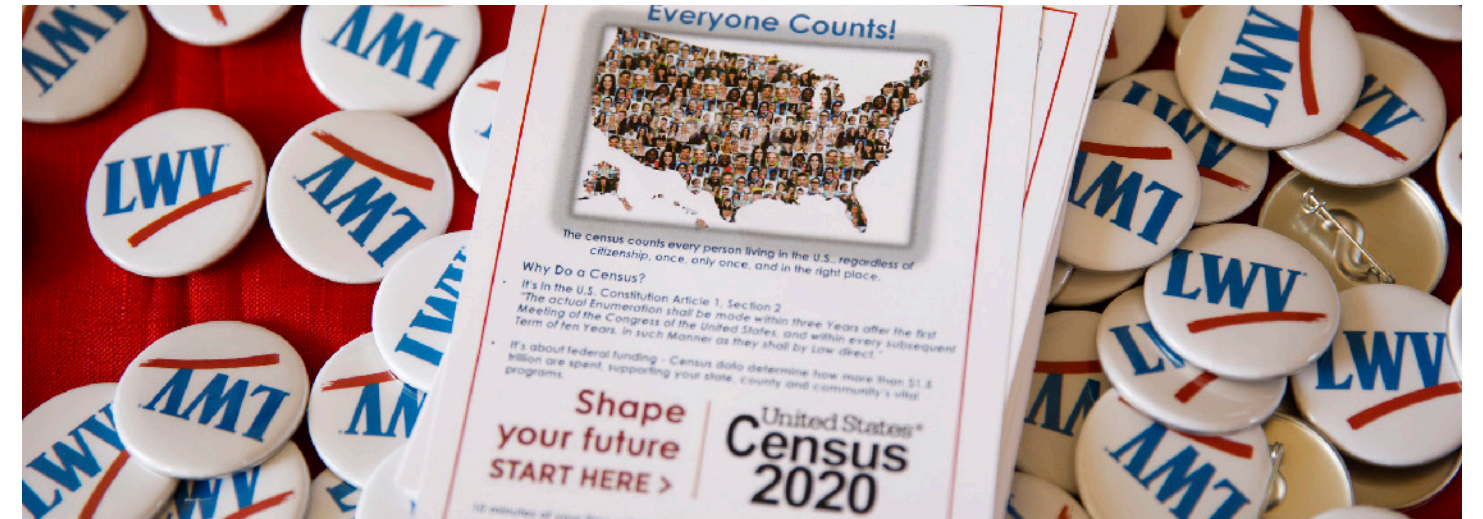
Number of new legislative
initiatives supported

160,208

Number of individuals educated

6

Number of redistricting lawsuits



2020 Census

This biennium also spanned the once-in-a-decade process of counting every resident in the country: the census. The data collected for the census is used for critical decisions that impact every community; the population changes in each state can impact the number of districts and representatives for each state. With population shifts — some states gaining residents and others losing them — getting an accurate and complete count of every person living within the US is crucial to ensuring that each state receives sufficient funding to support its number of residents.

During the pandemic, however, census counting activities were severely affected. Census field offices were closed for the first quarter of 2020, hampering the organization’s ability to count residents in certain scenarios (e.g., those living in remote Alaska or living in group quarters) and conduct follow-ups with non-respondents. Door-to-door follow-up was precarious, as Americans were reluctant to interact with anyone they didn’t know for fear of exposure to COVID-19 coupled with lingering fears from the threat of a citizenship question. And finally, an evolving timeline for counting had a domino effect of squeezing timelines for essential activities like map-drawing and establishing new districts.

The 2020 census kicked off in April 2020, and LWVUS was an official partner of the Census Counts Campaign, **encouraging communities to participate in Get Out the Count activities.** Leagues engaged in a three-phased plan to educate (emphasizing the importance of participating in the census), Get Out the Count (encouraging participation and census completion), and conduct watchdog activities (ensuring count integrity).

In 15 states, Leagues joined Complete Count Committees locally, with volunteers on the ground sharing information about low-reporting areas where additional census counting support was needed. Notably, **the League participated in a census lawsuit to secure an additional 16 days to count residents** in response to the pandemic and the US Census Bureau’s request for extended time to count. In 2022, the US Census estimated that **nearly 18.8 million people were not counted**. It is unclear how many residents were counted in the 16-day extension, but it is clear that more people would have been left out of the count had the additional days not been available.

League members from nearly a dozen states were appointed to independent redistricting commissions in states that use independent commissions for creating fair maps. League members involved in the commissions leveraged more influence to ensure fairness and equity in the map-drawing process.

United Nations Observer Corps

LWVUS actively participates in the campaign for Making Democracy Work® globally through the United Nations Observer Corps “Think globally, act locally” initiative. LWVUS enjoys UN Special Consultative Status through the UN’s Economic and Social Council. Our UN Observer Corps leverages partnerships with UN agencies, member states, and other affiliated non-governmental organizations to promote women’s leadership and participation in democratic political processes and gender equality for all women and girls.

Through the biennium, LWVUS UN Observers carried out the following programs, which involved Parliamentarians from around the world and influenced policy at national levels:

- **Critical Mass to Gender Parity — Women in Decision-Making DO Make a Difference!** At the Commission on the Status of Women (CSW63), LWVUS hosted a side event in conjunction with the Inter-Parliamentary Union, UN Women, Trinidad & Tobago, Canada, Albania, and other non-governmental organizations.
- **Multisectoral Solutions to Prevent Forced Labour and Trafficking of Children.** The UN Observer Corps hosted a panel discussion that was organized in conjunction with the UN Special Representative of the Secretary-General on Violence Against Children (SRSG-VAC) and Canada at the UN.
- **Violence Against Women Politicians.** LWVUS convened a program at the US House of Representatives organized in conjunction with the Inter-Parliamentary Union.
- **“We Have Your Back” — Ending the Cycle of Online Violence Against Women and Girl Leaders.** At the Commission on the Status of Women (CSW64), LWVUS organized a side event in conjunction with the Inter-Parliamentary Union, UN Women, Trinidad & Tobago, Canada, Albania, and other non-governmental organizations.



ABOVE: LWVUS CEO Virginia Kase Solomón delivers remarks at the LWVUS Panel Discussion on Violence Against Women Politicians, September 2019

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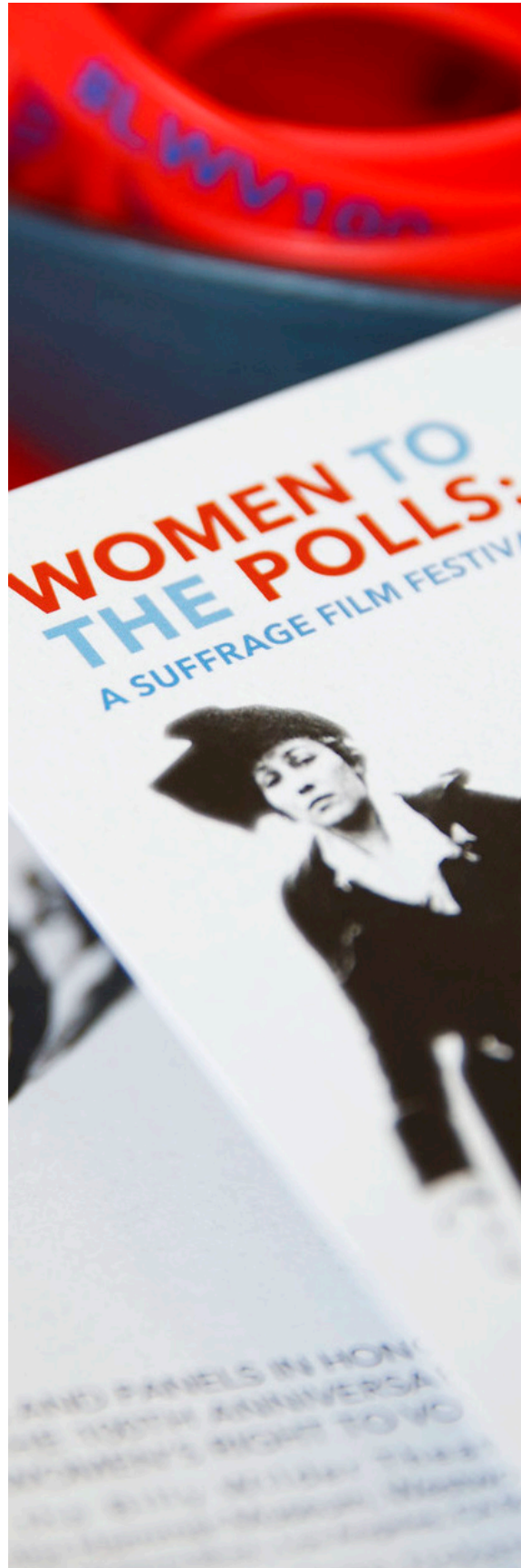
“Harassment leads to threats and then to violence, if gone unchecked. When harassment is done by those in power, it gives a green light for violence to ensue.”

ROSALEE KEECH

LWVUS Chief Observer to the United Nations

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Reflections



LWV 100th Anniversary: Celebrating a Century of Empowering Voters

February 14, 2020, marked 100 years since the League of Women Voters was founded in Chicago. The League celebrated a century of empowering voters and defending democracy with a “**Women Power the Vote Day of Action.**” **More than 300 Leagues** around the country **hosted 396 events** to acknowledge our historic achievements while demonstrating the power we bring to the voting rights movement.

For many Leagues, participating in the day of action was an opportunity to connect with voters ahead of primary elections. Leagues hosted voter registration events, educational forums, leadership development trainings, and commemorative events at their statehouses and city councils, **reaching 103,223 people.** Leagues across the country published multiple op-eds celebrating the power of women and **contributed to 2,389 media mentions** of the day of action, **reaching more than 15.6 million news consumers.** We equipped our partners with key assets — from social media messages to branded graphics — to promote the League’s anniversary, **resulting in 968,566 impressions and 15,239 engagements** on the day of action alone.



She Is Me

In advance of turning 100 in 2020, the League launched the **She Is Me digital campaign** in August 2019. As a 100-year-old organization, we wanted to celebrate the power and longevity of our work and our members while introducing the League to potential future leaders in order to grow our power and expand our visibility to a new generation of activists and allies.

The campaign targeted **civic-minded women ages 18 – 55 with an emphasis on Latina and Black women** through storytelling focusing on individual League members. Through social media and digital advertising, the She Is Me campaign **reached nearly 9 million people**, adding thousands of new engagers to the League network.

The Fight Ahead



As the League enters our second century, we are well-positioned to take on the continued challenges to voting through our national grassroots network, from advocating in the halls of power to litigating in the courtrooms. As we saw with Women Power the Vote in the 2020 elections, **our organization will continue to build upon our century-strong values of empowering voters and defending democracy.**

Financial Statements

Revenue and Support		
	2021	2020
Contributions	\$11,489,613	\$8,609,441
In-kind contributions	\$8,185,846	\$699,901
Per-member payments	\$1,719,340	\$1,732,418
Mailing list rental income	\$267,913	\$488,545
Sublease income	\$250,672	\$131,290
Publication sales and other income	\$249,441	\$161,000
Interest and dividends, net of fees	\$197,470	\$253,913
Contributions in lieu of per-member payments	\$91,467	\$66,925
Council and convention	\$20,730	\$57,615
Net assets released from restrictions	\$1,571,071	\$1,142,738
Total revenue and support	\$24,043,563	\$13,343,786

Expenses		
Program Services	2021	2020
Advocacy	\$8,346,221	\$1,501,707
Mission impact	\$3,381,169	\$1,982,219
Communications	\$2,134,188	\$1,070,919
Outcome and evaluation	\$1,198,620	\$191,912
Member services	\$619,874	\$618,237
Council and convention	\$21,800	\$79,358
Total program services	\$15,701,872	\$5,444,352

Financial Statements

Expenses		
Supporting Services	2021	2020
Fundraising	\$3,159,540	\$4,489,201
General and administrative	\$1,727,342	\$1,757,314
Total supporting services	\$4,886,882	\$6,246,515
Total expenses	\$20,588,754	\$11,690,867
Change in net assets without donor restrictions before other items	\$3,454,809	\$1,652,919
Net realized and unrealized gain on investments	\$1,223,841	\$132,319
Loss on sublease	(\$646,968)	-
Change in net assets without donor restrictions	\$4,031,682	\$ 1,785,238

Activities with Donor Restrictions		
	2021	2020
Contributions	\$611,417	\$2,358,587
Net investment return	\$437,380	\$49,956
Net assets released from restrictions	(\$1,571,071)	(\$1,142,738)
Change in net assets with donor restrictions	(\$522,274)	\$1,265,805
Change in net assets	\$3,509,408	\$3,051,043

Net Assets		
	2021	2020
Beginning	\$14,792,899	\$11,741,856
Ending	\$18,302,307	\$14,792,899

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Thank You to Donors

As we continue to work to empower voters and defend democracy, we acknowledge our friends and champions who have given their time, talent, and treasure to help us along the way. Particularly in the past biennium, we have seen challenges unlike any other time in our history; thanks to all of you for investing in the work of the League. We share every success with you!

\$100,000+

- Nancy Butler Beeuwkes

\$5,000+

- Farzaneh Abhari
- Amy R. Alpine
- Laura E. Back
- Mary & Ethan Ball
- Brigid S. Barton
- Richard L. Bayles
- Maureen Beal
- Thomas Beal
- Mary Bergan
- Kim Berman
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- Don Bird
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- Judith Buechner
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- Joseph Burgatti

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- Todd Aigner Laurence
- Kathy Lenzmeier
- Daniel Levine
- Hunter Lovins
- Elizabeth Lutz
- Rosamond E. Mack
- David L. Mack
- Elisabeth MacNamara

- Royceann Mather
- Deborah H. McManus
- Diana Meyer
- Patricia Meyers
- Lucile S. Miller
- Katherine Mitchell
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- Edith Neimark
- Geri M. Nelson
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- Hemant Patel
- Janice B. Patterson
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- Anne Pope
- Joseph Renfield

- Eleanor Revelle
- Brenda Hyde Rogers
- Barbara Rogoff
- Andrew Rohr
- Philip Ross
- Andrea Ross
- Kevin Rowe
- Philip Rubin
- Barbara A. Russell
- Deborah Salkind
- Ingrid Scheib-Rothbart
- Steve Schreiber
- Ziba Scott
- Dhwani Shah
- Yolanda Shashaty
- Ruth Sigal
- Elizabeth C. Sluder

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- Gerald T. Walker
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- David Welsh
- Sara E. Werder
- Peter Wiringa
- Wayne L. Zimmerman

Corporations and Foundations

- AT&T Foundation
- Carnegie Corporation of New York
- DC Government
- Democracy Fund
- Fair Representation in Redistricting Initiative
- Henrietta Aigner and Joy Baldwin Family Foundation
- Herb Block Foundation
- Howard and Geraldine Polinger Family Foundation
- Laura and Gary Lauder Family Venture Philanthropy Fund
- Lois & Richard England Family Foundation
- NEO Philanthropy
- New World Foundation
- Public Citizen Inc
- The Sixteen Thirty Fund
- FJC – A Foundation of Philanthropic Funds
- Share our Strength
- Shared Ascent Fund
- The Bernard and Anne Spitzer Charitable Trust
- The Jonathan Logan Family Foundation
- Lisa and Douglas Goldman Fund
- You Have Our Trust Fund
- Zegar Family Fund



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