LETTER FROM THE DIRECTOR

Dear friends and supporters,

2016 was a tumultuous year, like none we have ever seen before. But while the headlines swung from one story to the other, Nonprofit VOTE continued its important work – steadfastly sowing the seeds of a more robust and inclusive democracy by leveraging the vast reach of America’s nonprofit sector.

Since its founding in 2005, Nonprofit VOTE has grown to become the nation’s leading resource for human service and community-based nonprofits to integrate nonpartisan voter engagement into their ongoing activities. Our reach in the nonprofit sector now extends to 80 national nonprofits and networks like United Way, Independent Sector, National Council of Nonprofits, and over 50 state-based nonprofits and nonprofit associations.

Why the focus on nonprofits? Because they are trusted messengers who reach the very audience that historically has been sidelined in our democratic process: such as young people, those with lower income status, and new citizens. Debates on issues of equity and justice, the role of government, and equal opportunity for citizens and non-citizens alike are diminished without the inclusion of voices of the broader citizenry.

Throughout 2016, Nonprofit VOTE worked with nonprofit service providers and community based organizations to more effectively engage the communities they serve in voting and elections. Our webinars and trainings reached thousands of nonprofit staff and leaders. We worked though our national partners and key networks to help bring this work to scale. We also played a key role in the most successful National Voter Registration Day to date. Furthermore, our field programs generated a wealth of voter contact and other data that we will use to assess the effectiveness of nonprofit-led voter engagement work.

The following pages highlight some of that good work. While we are proud of what we accomplished in 2016, we know the job is far from done. We invite you to join us as we continue this important work into 2017 and beyond.

Regards,

Brian Miller
Executive Director
TRAININGS AND SUPPORT

Nonprofit VOTE is the largest source of nonpartisan resources that help 501(c)(3)s integrate voter engagement into their ongoing activities and services. Our resource materials include legal dos and don’ts, how-to guides, best practices, and a robust webinar series that covers topics from getting started on your voter engagement plan, to how to best engage constituents in a community health center setting.

In total, our webinars in 2016 drew 2,250 attendees, representing nearly 1,000 unique nonprofit organizations. Another 2,200 who registered but did not attend were sent the video links and webinar content after the fact.

We completely overhauled our online “Voter Engagement Resource Library” in early 2016, updating all our materials on tactics, best practices, and how-to guides, while adding a new navigation menu to ensure people can find the resources they need. All materials are available in both Spanish and English.

In the months leading up to the election, we released our revised online 501(c)(3) guide to voter engagement (Previously called “Nonprofits, Voting and Elections”). The guide focuses on how to remain nonpartisan when doing voter engagement, with links to additional materials, like how-to guides.
NATIONAL PARTNERSHIPS

An important part of our effort to get to scale and ensure that nonpartisan voter engagement is embraced broadly across the nonprofit sector is our work with national partners. We place special emphasis on leveraging “validators” – major nonprofit networks whose public support and leadership can send ripples across the sector to help bring this important work to scale.

We worked with United Way Worldwide to develop a co-branded voter engagement toolkit that was distributed in spring to United Way agencies across the nation. By carrying the prominent United Way branding, it gave strong nonpartisan legitimacy to voter engagement work by nonprofits. We also encouraged and assisted groups in their branded-campaigns that tied voter engagement to the group’s mission, such as Alliance Votes at the Alliance for Strong Families and Communities, and the collaborative campaigns Vote to End Hunger and Rev Up.

We also did extensive work with the Coulter Foundation, which aims to engage Asian American Pacific Islander communities. Particularly, we supported their cohort of 14 health centers in their voter registration and voter pledge efforts. We also supported Native Vote in California, which aims to engage Native American constituents within community health centers.

Nonprofit VOTE led workshops, plenaries, and webinars for a wide range of organizations across the country including Habitat for Humanity, National Low Income Housing Coalition, YWCA, and others.

We are also increasingly working with funder networks as validators, including the Forum of Regional Associations of Grantmakers, PACE, Southeast Council on Foundations, Southwest Funders Network, and others on how they can promote greater voter engagement among grantees in the nonprofit sector.

See full list of national partners on pages 10 and 11.
Nonprofit VOTE is one of the key founders of National Voter Registration Day. We continue to play a lead role in mobilizing nonprofits and service providers around the nation to participate in NVRD.


We also helped bring to the partnership important groups like the National Association of Secretaries of State (NASS), National Association of State Election Directors (NASED) and the Bipartisan Policy Center, adding strong nonpartisan legitimacy to NVRD.

Nonprofit VOTE used its field programs, partners and communications to recruit 740 nonprofits to sign up for NVRD 2016.

Nonprofit VOTE and our many NVRD partners – including Google and Facebook – collectively registered over 771,321 voters on and leading up to NVRD.
Through our Nonprofit VOTE States Program, we worked with key civic engagement anchors to recruit, train, manage, and support a cohort of local nonprofit service providers in each of nine states. Through this nonpartisan voter engagement effort, these service providers helped their constituents to either register to vote or pledge to vote in the general election, while carefully retaining contact information needed to follow up with those voters before the election.

Key civic engagement anchors across the nine states (see map) recruited between 8 and 24 local nonprofit agencies in their respective communities to run voter engagement drives with the communities they serve. With training and support from these civic engagement anchors, a total of 130 participating agencies engaged over 40,000 voters in 2016.

With special funding, we were able to follow-up on those contacts with a nonpartisan get-out-the-vote (GOTV) campaign. We mailed post cards to 22,000 recently-engaged voters. We made 55,000 live phone calls with the help of our many partners who set up phone banks in their communities. Additionally, 17,000 voters received a text message on the day before Election Day reminding them to vote.

We are glad to have been able to model the kind of nonpartisan voter engagement work we promote – from voter registration to GOTV – in such a diverse mix of states in 2016.
EVALUATION AND IMPACT ASSESSMENT

Nonprofit VOTE is committed to being a learning organization that continually assesses the impact, strengths, and challenges of the nonprofit service provider and CBO model of nonpartisan voter engagement. Our research to date has documented both the demographic reach of nonprofits, and substantial gains in voter turnout among low-propensity voters often ignored by partisan campaigns and others. We also gather qualitative data on best practices – what works and what doesn’t.

In December 2015, we released the “Engaging New Voters” report that documented the positive impact on turnout that our program partners made in 2014. The report was produced with the help of our research partner CIRCLE at Tufts and documents the ability of nonprofits to reach communities often overlooked by others, and importantly, a strong positive impact on turnout. We rolled-out the report at a DC event at Pew with leaders from over 60 major nonprofits and nonprofit networks. This was followed by a well-attended webinar and a strong online publicity effort. The report was even covered in the Nonprofit Times, Chronicle of Philanthropy, and the New York Times.

In spring of 2016, we completed the analysis of our randomized controlled experiment on net voter registration rates that we designed, conducted, and analyzed in partnership with the Analyst Institute. That analysis concluded that 51% of those registered through nonprofits were net new registrants who would not have registered through other means absent our action, a rate that compares favorably to other site-based programs.

With special funding, we brought on embedded canvassers in fall 2016 who rigorously tracked voter engagement activities done at community health centers and other nonprofit human service providers. We are partnering with Grassroots Solutions for the analysis work that aims to assess the voter contacts collected per hour, and by extension the cost per voter registration that can be realized with a focused effort. Results are expected in the coming weeks.

<table>
<thead>
<tr>
<th>Nonprofit VOTE Financials</th>
<th>FY16*</th>
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<tbody>
<tr>
<td><strong>Income</strong></td>
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<td>Foundation Grants**</td>
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<td><strong>Net Income</strong></td>
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*Unaudited

**Grants and shares of grants allocated for the fiscal year in question.

***In addition to the partner grants shown, we facilitated an additional $125,000 to state and local partners in 2016 through the Nonprofit VOTE Partners Fund housed at MassVOTE. Income for the Nonprofit VOTE Partners Fund are raised separately.
ORGANIZATION SNAP SHOT

2016 Staff

Brian Miller
Executive Director

Helena Berbano
Special Projects and Field Manager

Lindsey Hodel
National Field Director

Julian Johannesen
Director of Research and Training

George Pillsbury
Senior Consultant

2016 Leadership Council and Board

Erin Skene-Pratt*
Principal, Skene-Pratt Consulting, LLC

Michael Weekes*
Nonprofit VOTE Board Chair, President & CEO, Massachusetts Council of Human Service Providers

Catherine Beane
Vice President of Advocacy and Public Policy, YWCA

Martina Bouey*
Deputy Director, South Africa Partners

Kyle Caldwell
Executive Director, Dorothy A. Johnson Center for Philanthropy

Cheryl Clyburn-Crawford
Executive Director, MassVOTE

Tim Delaney
President and CEO, National Council of Nonprofits

Rachid Elabed
Advocacy & Civic Engagement Specialist, ACCESS

Jatrice Martel Gaiter
Executive Vice President of External Affairs, Volunteers of America

David Heinen*
Director of Public Policy and Advocacy, N.C. Center for Nonprofits

Dr. Kei Kawashima-Ginsberg
Director, CIRCLE

Amanda Pears Kelly
Director of National Advocacy & Civic Engagement, National Association of Community Health Centers

Albert Morales
Project Coordinator, Advocacy Alliance Center of Texas

Jeff Narabrook*
Voter Outreach Director, Office of Minnesota Secretary of State

Jessica Reeves
Marketing & Partnerships Director, Voto Latino

Laura Walling
Director of Advocacy and Legislative Affairs, Goodwill Industries International

*Denotes member of governing board
List of Advisors

Harriet Barlow
Executive Director, Blue Mountain Center

Gary Bass
Executive Director, Bauman Family Foundation

Jeffrey Berry
John Richard Skuse, Professor of Political Science, Tufts University

Kafi Blumenfield
Executive Director, Discover Cube Los Angeles

Elizabeth Boris
Founding Director, Center for Nonprofits and Philanthropy – Urban Institute

John Bridgeland
President and CEO, Civic Enterprises, LLC

Kari Dunn Saratovsky
Principal, Third Plateau Social Impact Strategies

Pablo Eisenberg
Senior Fellow, Georgetown Public Policy Institute

Kathay Feng
Executive Director, California Common Cause

Seth Flaxman
Executive Director and Founder, Democracy Works

Cynthia M. Gibson
Founder and Principal, Cynthesis Consulting

Hon. Joan Growe
Retired, Secretary of State of Minnesota

Hon. Amo Houghton
Retired, Member of Congress

Alexander Keyssar
Matthew Stirling, Professor of History and Social Policy, Malcolm Wiener Center for Social Policy

Kim Klein
Principal, Klein & Roth Consulting

Maria Teresa Kumar
President and CEO, Voto Latino

Kelly LeRoux
Associate Professor, College of Urban Planning and Public Affairs, University of Illinois Chicago

Abby Levine
Director of the Bolder Advocacy initiative, Alliance for Justice

Daniella Levine Cava
Miami-Dade County Commissioner and Founder, Catalyst Miami

Peter Levine
Dean for Research and Lincoln Filene Professor of Citizenship & Public Affairs, Tufts University’s Jonathan Tisch College of Civic Life

Michael McDonald
Associate Professor of Political Science, University of Florida

Michael McGrath
Director of Research and Publications and Chief Information Officer, National Civic League

Norman Ornstein
Senior Scholar, The American Enterprise Institute

Jon Pratt
Executive Director, Minnesota Council of Nonprofits

Miles Rapoport
Senior Fellow, Harvard Ash Center

Hon. Mark Ritchie
Former Secretary of State, Office of the Secretary of State – MN

Gibran Rivera
Affiliate Consultant/Trainer, Interaction Institute for Social Change

Mark Rosenman
Professor Emeritus, The Union Institute

Heather Smith
Founding Partner, Seven Strategies

Steven S. Taylor
Senior Vice President and Counsel for Public Policy, United Way Worldwide

Tracy Westen
Founder, Center for Governmental Studies
National Partners

AAPD Disability Vote Project
ACCESS
Alliance for Strong Families and Communities
American Alliance of Museums
American Association of University Women
Americans for the Arts Action Fund
APALA Education Fund
APIA Vote
Arab American Institute
Association for Career and Technical Education
Autism Speaks
Beta Sigma Boulé
Big Brothers Big Sisters
Bourbon Steak
Boys & Girls Clubs of America
Center for Community Change
Center on Nonprofits and Philanthropy
Child Welfare League of America
Children’s Mental Health Network
CIRCLE – Civic Youth
Coalition on Human Needs
Collaborative for Communication Access via Captioning
Community Action Partnership
Community Health Vote
Dominicanos USA
Feeding America
Generations United
Girls Inc.
Goodwill Industries International, Inc.
iCivics
Independent Sector
Inspire USA
Kids Voting USA
League of Women Voters
Livestrong
Long Distance Voter
Lutheran Services Disability Network
Lutheran Services in America
Military Voter Protection Project – HeroesVote
Mobilize.org
NALEO Educational Fund
National Alliance on Mental Illness
National Association of Community Health Centers (NACHC)
National Association of Secretaries of State (NASS)
National Civic League
National Coalition on Black Civic Participation
National Community Tax Coalition
National Congress of American Indians
National Council of La Raza
National Council of Nonprofits
National Council on the Aging, Inc
National Disabilities Rights Network
National Head Start Association
National Human Services Assembly
National Low Income Housing Coalition
National MS Society
National Network for Arab American Communities
National Physicians Alliance
National PTA
National Urban League
National Voter Registration Day
National Women’s Coalition Against Violence and Exploitation
Nonprofit Technology Network
NPower
OCA – Asian Pacific American Advocates
Overseas Vote Foundation
Parkinson’s Action Network
Points of Light
Rock the Vote
ServiceNation
The Arc USA
State Partners

Alabama Association of Nonprofits
Alliance for Nonprofit Excellence
Alliance of Arizona Nonprofits
California Association of Nonprofits
Center for Disability Rights
Center for Nonprofit Advancement
Center for Nonprofit Excellence
Center for Nonprofits – New Jersey
Coalition on Homelessness and Housing in Ohio
Colorado Nonprofit Association
Colorado Participation Project
Connecticut Association of Nonprofits
Delaware Association of Nonprofit Agencies
Democracy North Carolina
Disability Rights Arkansas
Forefront
The Foraker Group
Forbes Fund – Greater Pittsburgh Nonprofit Partnership
Hawaii Alliance of Nonprofit Organizations
Human Services Coalition of Oregon
Idaho Nonprofit Center
Kansas Association of Community Action Programs
Kentucky Nonprofit Network
Long Island Civic Engagement Table
Louisiana Association of Nonprofit Organizations
Louisiana Budget Project
Maine Association of Nonprofits
Make the Road
Maryland Nonprofits
MassVOTE
Michigan Nonprofit Association
Minnesota Council of Nonprofits
Mississippi Center for Nonprofits
Montana Nonprofit Association
New Hampshire Center for Nonprofits
New York Council of Nonprofits
Nonprofit Association of Oregon
Nonprofit Association of the Midlands
Nonprofit Center of Northeast Florida
Nonprofit Center of Milwaukee
Nonprofit Network of Southwest Washington
Nonprofit Roundtable of Greater Washington
North Carolina Center for Nonprofits
North Dakota Association of Nonprofit Organizations
Ohio Association of Nonprofit Organizations
Oklahoma Center for Nonprofits
Pennsylvania Association of Nonprofit Organizations
Protecting Arizona’s Family Coalition
Providers’ Council
Silicon Valley Council of Nonprofits
Texas Association of Nonprofit Organizations
United Way of Greater Cleveland
Washington Nonprofits
Wisconsin Nonprofits Association