

**LWV**  
**VOTING IS**  
 people power

**LWV**

**VOTE 411**  
ELECTION INFORMATION YOU DESERVE

# ANNUAL REPORT

JULY 1, 2021 – JUNE 30, 2022

## Introduction

Throughout the last fiscal year, our democracy faced a stream of anti-voter attacks. Suppressive legislation, rampant mis- and disinformation, and gerrymandered maps threatened to disempower — and disenfranchise — millions of voters.

At any time, a situation like this is dangerous. In the months before the critical 2022 midterms, it threatened to be catastrophic.

Luckily, we at the League of Women Voters (LWV) have more than a century's experience defending democracy. From July 2021 to June 2022, that experience was on direct display.

In response to the above threats, we launched a new programmatic focus: Women Power Democracy (WPD). WPD's four-pronged approach was designed to tackle systemic challenges to voting rights through education, advocacy, organizing, and litigation.

Through WPD, hundreds of thousands of LWV employees, volunteers, partners, and supporters mobilized to register voters, share resources through [VOTE411.org](https://www.vote411.org), organize pro-voter actions, draw representative district maps, and defend voters in courts across the nation.

The following pages offer a high-level look at how this work made a difference in democracy. We hope you find it as invigorating as we do.

Yours in League,

Virginia Kase Solomón and Dr. Deborah Ann Turner  
LWV CEO and LWV President



## League of Women Voters Education Fund

The League of Women Voters Education Fund (LWVEF) registers voters and provides them with election information, all while hosting candidate forums and debates, with the goal of informing voters and increasing voter participation in every election. Through these efforts, LWVEF reached more than 14.9 million voters nationwide in FY22.

### REGISTERING VOTERS (EXPAND THE FRANCHISE)

During this fiscal year, LWVEF registered more than 90,000 voters across the country.

LWVEF achieved this in part through its Youth Voter Registration Project, which accounts for more than 22,000 young people who were registered at 971 League-led registration events at schools nationwide.

LWVEF also registered tens of thousands of voters through its new and returning citizen programs, which empower people who have recently gained US citizenship and individuals who were previously incarcerated, respectively.

## The League Reaches Out



**1,200,000**

Approximate number of voters contacted via canvas, email, mail, phone, and text



**10,280,000**

Number of people reached through VOTE411-specific social media posts



**1,000,000+**

Number of voters reached using three advertising campaigns



**90,000+**

Number of people reached via People Powered Fair Maps™ (PPFM) ads

**31,000+**

Number of people who learned more about the League's work via PPFM ads.

### INFORMING VOTERS

Powered by LWVEF, [VOTE411.org](https://VOTE411.org) is a nonpartisan election website that provides voters with customized information and tools about Election Day, including their polling place location and hours of operation, early or absentee voting rules, registration deadlines, ID requirements, and more. In FY22, LWVEF provided this information in both English and Spanish languages to voters in all 50 states and the District of Columbia.

Throughout the fiscal year, **more than 2.1 million people accessed VOTE411 for voter education and information purposes.** LWVEF registered over 41,000 voters through this online platform.

LWVEF also showcases ballot information for every election cycle on VOTE411. For the 2021 general election, the national, state, and local chapters of the League reached out to more than 27,000 candidates requesting that they answer the League's nonpartisan questions for VOTE411's online voter guide. With the support of LWVEF, state and local Leagues hosted approximately 350 candidate debates and forums from July 2021 to June 2022 to further assist voters in learning about the candidates running for office in their communities.

### CONTACTING VOTERS

**LWVEF contacted nearly 1.2 million voters via canvas, email, mail, phone, and text** during this timeframe to provide them with critical election information, including how to make a voting plan, find their polling place, learn about early and absentee voting options, and encourage them to exercise their right to vote. Additionally, **LWVEF reached 10.28 million people through VOTE411-specific social media posts.** LWVEF ran three VOTE411 marketing campaigns during FY22 to inform voters ahead of the fall 2021 general election, Texas 2022 primary election, and spring 2022 primary elections in select states. These three advertising campaigns **reached over 1 million voters.**

In July 2021, LWVEF launched a Facebook and Instagram campaign to inform people on how to engage in the 2021 redistricting process through the League's redistricting reform program, [People Powered Fair Maps™](#) (PPFM), (see page 7). These ads **reached more than 90,000 people**



## Election Day is coming!

**and resulted in more than 31,000 people learning more about the League's work.** In September 2021, LWVEF held three redistricting educational events, including a Twitter Townhall, a Reddit Ask Me Anything (AMA), and a Facebook Live panel. The digital events earned more than 800,000 impressions across social media platforms.

In response to our Reddit AMA, one user wrote, "Thanks for making civic engagement so easy for me & countless others ... it really helps me when I get stressed about the place we're headed. You folks do fine & critical work, like this super informative thread."

**"Thank you for this! We all deserve a redistricting process that structures our democracy to actually represent the interests of the people."**

— Rock the Vote social media post

Speaking to the importance of redistricting, Celina Stewart, League of Women Voters of the United States (LWVUS) Chief Counsel, commented on an educational PPFM post saying, "I participate so my communities and those generations born during the next decade have adequate resources. WE have to do our part in building our community and keeping them prosperous."

### DIGITAL ORGANIZING

LWVEF continued to expand its advocacy and activism efforts to engage people around voting at all levels through [OutreachCircle](#), a digital platform that supports relational organizing and peer-to-peer texting to create change at the local, state, and national levels. In the second year since implementing OutreachCircle, over 60 Leagues actively used the tool, with more than 5,000 supporters completing more than 4,000 digital activities sharing information about voting, reminding friends and people in their networks about election dates, and rallying voters to the polls.

Successful actions included using OutreachCircle to mobilize supporters across the country during our No More Excuses campaign, where LWVUS, along with state and local Leagues, drove users to take action by contacting President Joseph Biden and Vice President Kamala Harris, asking them to support voting rights legislation. As a result, **206 people emailed** and **52 people called** the White House through OutreachCircle alone (see page 6).

LWVEF is strongly recognized for its work in communities across the country, providing trusted election information and resources that inform and empower millions of voters every year.



# League of Women Voters of the US

LWVUS encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.

## ADVOCACY

To advance the League’s legislative priorities from July 2021 through June 2022, LWVUS initiated 13 action alerts covering issues including reproductive choice, the Equal Rights Amendment, and the DISCLOSE Act. All centered around a major tenet of the League’s work: that equality, be it bodily, political, or financial, is a right and a necessity in a healthy democracy.

Collectively, these alerts yielded **57,447 actions from individuals** resulting in **92,329 letters to members of Congress**. The League also engaged more than 32,000 new activists in making their voices heard and demanding elected officials hear the priorities of the voters.

In FY22, LWVUS supported voting rights legislation like the *John Lewis Voting Rights Advancement Act*, the *Freedom to Vote Act* (formerly known as the *For the People Act*), and the *Washington, DC Admission Act*. While these bills failed to pass both chambers of Congress, the League will never stop pushing for federal legislation to protect voters and expand voter access.

## Action Alerts by Topic

No More Excuses	13,302
Freedom to Vote Act	11,793
Equal Rights Amendment	9,305
John Lewis Voting Rights Advancement Act	5,042
Voting Rights Advancement Act	15,796
Reproductive Rights	2,209



## NO MORE EXCUSES: VOTING RIGHTS NOW

As momentum built for comprehensive voting rights legislation at the federal level, the League led [a compelling effort pushing the Senate](#) to pass a voting rights bill.

Throughout the summer and fall of 2021, the League worked with partners to organize a series of protests and acts of civil disobedience at the White House. What started as an August protest led by two groups grew into a coalition of 50+ partners, several celebrities, and dozens of League leaders and board members traveling to Washington to participate in these peaceful acts of civil disobedience.

The series of demonstrations at the White House resulted in national news coverage for weeks, with images from the League-led actions serving as cover photos for voting rights stories in the press even months after the demonstrations.

## REDISTRICTING

In the fall of 2021, LWVUS continued to monitor the 2021 redistricting cycle through its work under People Powered Fair Maps™ (PPFM), the League’s national redistricting program focused on creating fair political maps nationwide. The League continued engagement with a national coalition of redistricting experts to track progress of fair maps implementation and to prepare LWVUS for the challenges

ahead of the next Census count and redistricting cycle of 2030.

In August 2021, the League held a Twitter storm advocating for a fair and transparent redistricting cycle, reaching more than **5.6 million Twitter users**. The League also ran a paid advertising campaign encouraging community members to engage in their state and local redistricting hearings from September through December 2021. These ads reached 543,316 users on Facebook and Instagram in 10 states, and 102,198 people went to the League’s website to learn more about redistricting hearings in their state.

Throughout the year, LWVUS worked with 55 redistricting champions nationwide to build education and engagement events and held a three-day intensive virtual training for Leagues to gear up for the release of Census data and public input, all while safely navigating COVID-19. The League reached every goal for the second year of the program, including engaging 5,763 redistricting volunteers, attending 1,485 stakeholder meetings, holding 1,077 redistricting events for the public, engaging 738 partners to support redistricting education and engagement planning, working on and supporting 19 legislative initiatives that were introduced, and filing redistricting-relevant lawsuits addressing deadlines and transparency.

# LWVUS Litigation

The League engaged in [litigation around the country](#) – including in **59 cases in 28 states** – between July 2021 and June 2022 and **protected nearly 38 million voters** across the country. The topics of litigation centered around the issues within the League’s Campaign for Making Democracy Work®, including voting rights, improving elections, redistricting, and protecting against voter purges, while expanding our litigation work around reproductive justice and LGBTQIA+ rights.

We’re thankful for our legal partners, who include:

[Asian American Legal Defense and Education Fund](#)

[The American Civil Liberties Union \(ACLU\)](#)

[ACLU Maryland](#)

[ACLU Ohio](#)

[ACLU Texas](#)

[ACLU Virginia](#)

[Campaign Legal Center](#)

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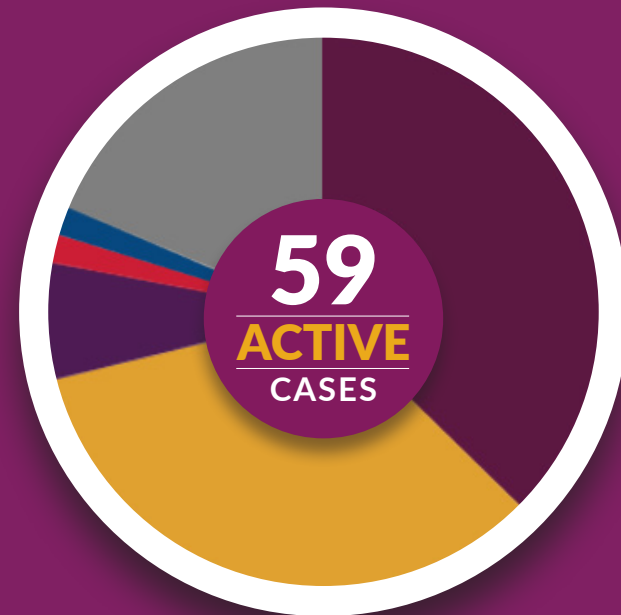
[National Women’s Law Center](#)

[Protect Democracy](#)

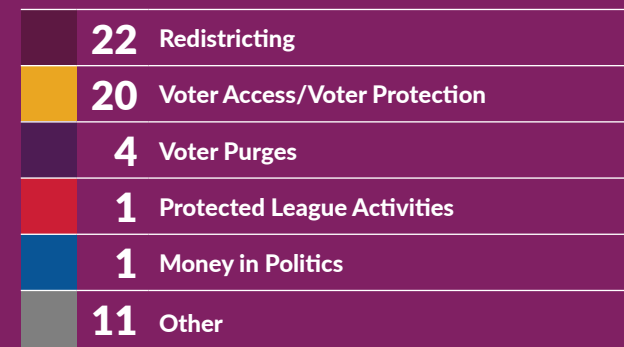
[Southern Coalition for Social Justice](#)

[Southern Poverty Law Center](#)

[Texas Civil Rights Project](#)



## Active Cases FY2022



# Thank You, Donors (c3 & c4)

## Individual Donors – \$5,000+

- |  |                               |                         |
|--|-------------------------------|-------------------------|
| ▪ Farzaneh Abhari                      | ▪ Lucille Gruber              | ▪ Amelia Preece         |
| ▪ Edward Ames                          | ▪ Maryellen Hains             | ▪ Garrett Quinn         |
| ▪ Patricia Anderson                    | ▪ Carol Hall                  | ▪ Joan Quinzani         |
| ▪ Laura E. Back                        | ▪ Kathryn Haller              | ▪ Marjorie Rayburn      |
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|  | ▪ Michael O’Conner            |                         |

## Corporations and Foundations

- |   |  |
|---|--|
| ▪ Fair Representation in Redistricting Initiative | ▪ NEO Philanthropy   |
| ▪ Fite Family Foundation                          | ▪ Roy A. Hunt Foundation–In Memory of Priscilla Stevenson Hunt |
| ▪ George & Louise Hauser Charitable Trust         | ▪ Sandstone Foundation   |
| ▪ Howard and Geraldine Polinger Family Foundation | ▪ Theodore Cross Family Foundation                             |
| ▪ The Jerome L. Greene Foundation                 | ▪ The Whiteman Family Foundation Trust                         |
| ▪ The Lisa and Douglas Goldman Fund               | ▪ Zegar Family Foundation                                      |
| ▪ The Lois & Richard England Family Foundation    |  |
| ▪ Meeus–Stevens Charitable Fund                   |  |

# Financials (c3 & c4)

## Revenue and Support

Contributions	\$11,616,098
Contributions of nonfinancial assets	\$6,244,215
Per-member payments	\$1,929,790
Mailing list rental income	\$367,522
Sublease income	\$330,531
Publication sales and other income	\$232,830
Interest and dividends, net of fees	\$75,947
Contributions in lieu of per-member payments	\$90,291
Council and convention	\$372,482
Net assets released from restrictions	\$656,229
<b>Total revenue and support</b>	<b>\$21,915,935</b>

## Expenses

### Program Services

Advocacy	\$7,001,098
Mission impact	\$3,415,149
Communications	\$2,414,087
Outcome and evaluation	\$1,793,742
Member services	\$1,031,435
Council and convention	\$882,550
<b>Total program services</b>	<b>\$16,538,061</b>

## Expenses

### Supporting Services

Fundraising	\$3,940,823
General and administrative	1,838,338
<b>Total supporting services</b>	<b>\$5,779,161</b>
<b>Total expenses</b>	<b>\$22,317,222</b>
<b>Change in net assets without donor restrictions before other items</b>	<b>(\$401,287)</b>
Net realized and unrealized loss on investments	(\$1,424,978)
<b>Change in net assets without donor restrictions</b>	<b>(\$1,826,265)</b>

## Activities with Donor Restrictions

Contributions	\$1,124,372
Net investment loss	(\$627,148)
Net assets released from restrictions	(\$656,229)
<b>Change in net assets with donor restrictions</b>	<b>(\$159,005)</b>
<b>Change in net assets</b>	<b>(\$1,985,270)</b>

## Net Assets

<b>Beginning</b>	<b>\$18,302,307</b>
<b>Ending</b>	<b>\$16,317,037</b>



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[lww.org](http://lww.org)

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