

**U.S. PROGRAMS
Democracy Fund
Summary of Recommended Grants
Early Docket - March 1, 2012**

U.S. Programs, Democracy Fund

Organization	Grant Code	Recommended	Term	2012
Idea Generation				
Tax Revenue Project (New Venture Fund)	T1: 21114	\$500,000	11 months	\$500,000
Jewish Funds for Justice	T1: 21114	\$250,000	1 year	\$250,000
Voter Participation				
League of Young Voters Education Fund	T1: 21113	\$350,000	1 year	\$350,000
Mi Familia Vota Education Fund	T1: 21113	\$200,000	1 year	\$200,000
National Asian American and Pacific Islander Civic Engagement Table (Asian Pacific American Labor Alliance Education Fund)	T1: 21113	\$100,000	1 year	\$100,000
National Association for the Advancement of Colored People	T1: 21113	\$300,000	1 year	\$300,000
National Association of Latino Elected and Appointed Officials Education Fund	T1: 21113	\$400,000	1 year	\$400,000
Rock the Vote ¹	T1: 21113	\$250,000	1 year	\$250,000
	T1: 21109	\$150,000	1 year	\$150,000
Voto Latino	T1: 21113	\$300,000	1 year	\$300,000
Voter Participation Center	T1: 21113	\$200,000	1 year	\$200,000
Wellstone Action Fund	T1: 21113	\$100,000	1 year	\$100,000
Total Recommended:		\$3,100,000		\$3,100,000
GRANTMAKING TOTAL THIS DOCKET:		\$ 3,100,000		

Amel Naei
Approval Signature

3/1/12
Date

¹ This grant of \$400,000 to Rock the Vote is co-funded by the Democracy Fund, T1: 21113 (\$250,000), and the Transparency Fund, T1: 21109 (\$150,000).

MEMORANDUM

To: Aryeh Neier
Cc: Diana Morris
From: Bill Vandenberg, for the Democracy Fund
Date: February 23, 2012
Re: Democracy Fund, March 1, 2012 Docket Meeting

We look forward to discussing with you the first Democracy Fund docket of 2012 on Thursday, March 1. The grant recommendations and a docket sheet are attached here.

As you know, the Democracy Fund expands on U.S. Programs' long-time support of efforts that inspire idea generation, voter participation, and the engagement of people of color, immigrants, young people, and low-income people in open society advocacy. Via grantmaking, thought partnerships with grantees, and strategic engagement in campaigns and funder collaboratives, the Fund invests in advocacy at the local, state, and federal levels to expand and defend open society.

We are pleased to introduce you to Nora Ranney, a new program officer with the Democracy Fund. Nora joins USP following 20 years of advocacy experience, including work at the ACLU's national office and at Progressive States Network, a grantee that seeks to fill a similar role for liberal interests that the American Legislative Exchange Council does for conservatives. Nora has also worked on economic and social policy advocacy in Massachusetts, Minnesota, and Washington State.

In this docket, we bring 11 recommendations to you totaling \$3.05 million. Among the recommendations are four renewals, four new organizations, and one for a prior grantee. One is a co-funding recommendation with the Transparency Fund. Nine of the recommendations are to support non-partisan voter participation – including registration, education, protection, and mobilization – within Asian American, Black, Latino, and youth constituencies. Two recommendations are for projects for which Democracy Fund staff have collaborated closely with leading practitioners and funding peers in the conception and design. These recommendations include:

Idea Generation

Tax Revenue Project

\$500,000/ 11 months

To support a new campaign to spotlight the need for idea generation and public engagement in raising new revenue at the federal and state levels. This campaign, led by several grantee partners, including the Center for American Progress and Center on Budget and Policy Priorities, seeks to seize on the opportunities presented by the disconnect between policy inaction and rising public sentiment for raising taxes on the wealthy and closing corporate loopholes. The campaign will focus on research, strategic communications, and field-based public education. An OSF grant would match a grant from the Baumann Foundation and help to leverage support from other funders.

Jewish Funds for Justice

\$250,000/ 1 year

To support a project, co-initiated by the Democracy Fund, to identify best practices for the open society engagement of the white working class, estimated to be 23% of the nation's population and a frequent right-wing target. The Fund has partnered with Jewish Funds for Justice and the Nathan Cummings Foundation to build a project to research the roots of ongoing white working class conservatism and identify ways to better understand this sizable constituency at a time of rising economic inequality, shifting demography, and the decline of the labor movement. Since July, 2011, the project has: (1) built a 60 person learning community of academic, faith-based, labor, public opinion research, and rural leaders; (2) conducted 50 in-depth interviews with leading thinkers and practitioners to discuss the nature of this challenge; (3) hosted four invite-only convenings to discuss the white working class as it relates to the role of government and shifting American demography; and (4) identified pilot projects that will use field-based and scientific research to more effectively engage the white working class in open society advocacy.

Voter Participation

League of Young Voters Education Fund

\$350,000/ 1 year

To support the League of Young Voters Education Fund, a national network that builds the political power of Black, Latino, and low-income young people through year-round civic engagement. The League conducts programs that include outreach, leadership development, trainings, arts-based organizing, alliance building, and voter protection and engagement, with the goal of building the power and leadership skills of low-income youth and youth of color. The League fills an important niche as one of the only national voter engagement organizations that focuses on young people of color who are not in college.

Mi Familia Vota Education Fund

\$200,000/ 1 year

To support Mi Familia Vota, a leading national non-partisan voter engagement organization working to build power within Latino, immigrant, and allied communities, and to achieve social and economic justice through increased civic engagement. Mi Familia Vota works nationally, is one of five anchor groups of the new Latino Civic Engagement Table, and has regional offices in Arizona, Colorado, Nevada, and Texas. Initially launched by the Service Employees International Union, Mi Familia Vota expands the electorate through non-partisan voter registration, census education, get out the vote work, issue organizing in key states, and increasing public support for the full civic participation of new Americans.

National Asian American and Pacific Islander Civic Engagement Table

\$100,000/ 1 year

To support the new Asian Pacific Islander American Civic Engagement Table to enable greater communication and strategic coordination between 501(c)(3) APIA community-

based groups. The table includes leading national organizations that work in the East, South, and Southeast Asian communities, as well as local partner organizations, and will prioritize non-partisan voter registration, education, protection, and mobilization in APIA communities across the nation. The 2010 U.S. Census revealed that the APIA community was the fastest growing major racial group in the nation, with a 43% increase from 2000 to 2010 and a population now approaching 15 million.

NAACP

\$300,000/ 1 year

To support the NAACP's national, non-partisan civic engagement campaign. In recent years, the NAACP has typically conducted its voter participation work via its 501(c)(4) and through volunteers, including many activists who have done voting related work for decades. In 2012, reflecting the modernization of its leadership and professional staff, the NAACP seeks to complement its historically powerful volunteer base with a large scale, strategic, and professionally staffed c3 program. The program will be the largest in the nation to focus on the voter engagement and voter protection of Black and African American communities, with the NAACP projecting to register more than 600,000 new voters and conduct voter education and mobilization work to hundreds of thousands of new and infrequent voters in 12 states.

National Association of Latino Elected and Appointed Officials Education Fund

\$400,000/1 year

To support the National Association of Latino Elected and Appointed Officials Education Fund (NALEO), a network of over 6,000 Latina/o elected and appointed officials. NALEO facilitates full Latina/o participation in the American political process, from citizenship to public service, through integrated strategies that include increasing the effectiveness of Latina/o policymakers, mobilizing the Latina/o community to engage in civic life, and promoting policies that advance Latina/o voter registration, education, protection, and mobilization.

Rock the Vote

\$400,000/ 1 year

To support Rock the Vote, a non-partisan voter participation organization that uses music, popular culture, and new technologies to mobilize young people to participate in elections. Since its founding, Rock the Vote has registered more than five million young people to vote and, through its online voter registration tools, is the largest voter registration platform in the nation. OSF funding would support two projects, including Democracy Class, a new project that will work in 3,000 high schools nationwide to introduce students to civic engagement via interactive, academically sound, and culturally savvy civics lessons that connect history to the present day and inspire eligible students to register to vote. OSF funding would also support Rock the Vote's work with the student Public Interest Research Groups to protect the youth vote through engagement in voting rights education, Election Day problem solving, and modernization of election systems.

Voto Latino

\$300,000 / 1 year

To support Voto Latino's work to inform and motivate Latino youth to engage in civic participation, including voter registration, education, protection, and mobilization. Every month, 50,000 Latinos in the U.S. turn 18 and most are eligible to register to vote. Despite the size, rapid growth, and potential power that could come from this constituency, many traditional non-partisan voter engagement efforts do not understand and do not reach this fast-growing population. Voto Latino, known for having launched the nation's first-ever national text message voter registration campaign, is at the cutting edge of engaging young Latinos by employing innovative new technologies, popular culture, celebrities, and the arts in voter engagement and issue advocacy campaigns.

Voter Participation Center

\$200,000/ 1 year

To support the Voter Participation Center, a non-partisan voter registration organization that registers large numbers of new, lapsed, or recently moved voters at a low cost and a high rate of accuracy. The Voter Participation Center, formerly known as Women's Voices, Women Vote, and a Democracy Fund grantee in 2008, spotlights the importance of voter registration and engagement of what it has labeled the "Rising American Electorate," the emerging, potentially progressive U.S. majority that is comprised of people of color, unmarried women, and young people. The Rising American Electorate already comprises a majority of the nation's population, at 53%, but it lags as a share of those who vote, typically in the mid to high-40s as a percentage of overall voter turnout. The Voter Participation Center utilizes scientific and demographic research, data analysis, and engagement to reach the often highly mobile "RAE" population and the Center projects to register one million new or recently moved voters in 2012.

Wellstone Action Fund

\$100,000/ 1 year

To support Wellstone Action Fund, a national center for training and leadership development for progressive community-based organizations. Wellstone Action trains thousands of community activists each year so that they may be better equipped to organize advocacy campaigns, become community leaders, or run for public office. OSF funding for Wellstone Action would support technical assistance provision for hundreds of organizations that are part of State Voices civic engagement tables across the nation, enabling them to be better able to maximize their non-partisan voter engagement impact.

Recommendations follow this memo. We look forward to discussing them with you when we meet next week. Please let me know if there is further information that we may provide in advance of the docket meeting.

Democracy Fund Grant Recommendations
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Early Docket, March 1, 2012

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Grant ID: 20035349

Legal Name of Organization: Jewish Funds for Justice, Inc.

Tax Status: 501(c)(3) public charity

Name of Fiscal Sponsor: n/a

Purpose of Grant: to identify effective ways to engage white working class people in advocacy for progressive social and economic goals

Grant Description: To provide project support to Jewish Funds for Justice, a national public foundation guided by Jewish history and values, to identify opportunities to engage white working class people more effectively in advocacy for progressive social and economic goals. The organization is undertaking this effort in collaboration with the Open Society Foundations, Nathan Cummings Foundation, and New World Foundation and is serving as the project’s administrative sponsor. The recommended grant would support overall project management along with pilot projects that advance understanding of engaging white working class people for open society advocacy and broad dissemination of findings through traditional and social media outlets. This grant would advance the Democracy Fund’s strategy to engage key constituencies in advancing social and economic priorities of US Programs.

Previous OSI Support: \$405,000
\$30,000 from USJ Racial Justice and Immigrants’ Rights (2008)
\$325,000 from Equality and Opportunity Fund (for Caring Across Generations, 2011)
\$50,000 from Democracy and Power Fund (2011)

Organization Budget: \$6,300,000

Project Budget: \$582,500

Major Sources of Support: Nathan Cummings Foundation \$250,000
New World Foundation \$ 50,000

Amount Requested: \$250,000

<u>Is this a contingent grant?</u>	No
<u>Amount Recommended:</u>	\$250,000 (T1: 21114)
<u>Term:</u>	1 year, beginning January 1, 2012
<u>Matching Requirements:</u>	n/a

Description of Organization

Jewish Funds for Justice is a New York-based national public foundation guided by Jewish values and inspired by Jewish tradition. Since the 1980s, the organization has worked to strengthen low-income communities and create change. In 2006, The Shefa Fund and Jewish Funds for Justice merged, establishing an organization to affirm the commitment of Jewish people to work for social and economic justice in the U.S.

Jewish Funds for Justice’s grantmaking is primarily national in scope with targeted investments in areas where the organization has relevant programmatic engagement, including its regional hubs in Southern California and the Bay Area. In addition to its grantmaking programs, the foundation advances its mission through:

- Investing in low- and moderate-income communities across the country to create new jobs, affordable housing, and small businesses through its lending programs
- Providing leadership development opportunities to community organizers, non-profit practitioners and other emerging leaders
- Engaging Jewish youth in service-learning and campaigning opportunities
- Organizing Jewish communities to support local and national advocacy campaigns

In June 2011, Jewish Funds for Justice agreed to a new merger with the California-based Progressive Jewish Alliance. As the Alliance has been building a base of progressive-minded Jews in California for a decade, the merger will bring increased expertise and capacity for local organizing nationwide. Over the next three years, Jewish Funds for Justice plans to build out regional affiliates in major Jewish communities all over the country and launch coordinated policy campaigns with creative communications strategies while continuing its other programmatic work.

Description of Program for Which Funding Is Sought

In 2010, staff at Jewish Funds for Justice, the Open Society Foundations and the New World Foundation initiated conversations to explore opportunities to engage white working class Americans more effectively in progressive and open society work. The project was provoked by a sense of frustration that the Tea Party had more effectively stated its case to white working class people than progressive groups had, and the result was political gridlock at a time when another way could have been possible. The project

began in March 2011 with a focus on understanding the complexity of white working class Americans as a constituency throughout the US.

In the first six months, the project compiled research on this topic based on detailed and thoughtful interviews with 48 experts from faith, labor, organizing, advocacy, academic, rural, and philanthropic communities, in addition to materials gathered from academic, news, and public opinion resources. The next phase brought together a community of 35 practitioners, academics, policy experts, and funders over four small convenings held between July 2011 and January 2012. The first meeting focused on developing an analysis of and surfacing key questions around the opportunities and challenges involved in engaging white working class Americans in progressive change efforts. The second and third meetings focused thematically on the role of government and on the impact of shifting demography and the resulting feelings of displacement and resistance from white working class communities. The fourth meeting brought together a national steering committee to finalize actionable pilot projects based on findings to date and included a briefing for funders.

The project's next stage will largely focus on implementing field-based research projects that were developed through the convenings and conversations to date. The group placed priority on these demonstration projects because of their potential to seize opportunities and address challenges as well as provide insight into working more effectively with the white working class. The array of projects include efforts in rural and suburban grassroots advocacy, public opinion research, communications, and popular education. Jewish Funds for Justice, in concert with the other lead funders of this project, plans to initiate and sustain the pilot projects by:

- providing grants and other necessary support,
- securing the support of other funding institutions in this effort, and
- engaging the “learning community” that has been involved in this project to date to support and assess pilot projects in an advisory role. Additional group convenings and possible site-based or focus group conversations will aid in this learning process.

Furthermore, Jewish Funds for Justice and the other funders will broadly disseminate the project's findings to advance dialogue among relevant parties in organizing, advocacy, policy, academic, and philanthropic circles. This will include the publication of articles and opinion pieces in traditional and social media outlets and a report that combines the original qualitative research with existing and new research.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund, recommends a project grant of \$250,000 over one year to Jewish Funds for Justice to identify opportunities to engage white working class people more effectively in advocacy for progressive social and economic goals. We make this recommendation in recognition of this project's timely work to stimulate

innovative thinking and research with the goal of activating a critical constituency that is increasingly disengaged from, or hostile to, open society goals.

Since 2009, the United States has seen the rise of the Tea Party as a populist movement, despite its reactionary agenda. The Tea Party's ascent to prominence would not have been possible without its effective exploitation of discontent and fear among white working class Americans during a time of economic hardship and growing populations of people of color and immigrants. These dramatic shifts in the nation's demography and economy have led to real or perceived economic and cultural displacement among white working class people which, in turn, have led to increased conservatism and growing distrust of government as a positive force in society. Indeed, recent public opinion research reveals this population to be the most pessimistic of all in its perceptions of the direction of the nation and future opportunities for its children.

This economic, political, and demographic moment could have offered the opportunity for increased collaboration across races and communities to advance economic solutions for struggling Americans, regardless of race or ethnicity. However, conservative forces, smartly funded by donors such as the Kochs, seized the moment and shifted much of the national political conversation rightward, hijacking debates on health care, tax policy, the national debt, and immigration. Progressive advocates and strategists missed key opportunities to capture popular anger and concerns during the financial collapse of 2008 and to integrate them into progressive campaigns. Compounding this challenge is the reality that the primary vehicle for the economic and political empowerment of white working class people in the 20th Century, the labor movement, is under attack and fighting for its life.

Though the Tea Party is increasingly unpopular among American voters, as revealed in recent polling, it clearly continues to have disproportionate power in the U.S. Congress. Therefore, the need to engage white working class people, estimated to be 23% of the nation's total population, in progressive and open society advocacy remains a priority. Furthermore, the current political context holds compelling new possibilities for progressive-minded people and organizations to bring more white working class people into their efforts. This is due to the increased attention that is now being paid to rising economic inequality, thanks largely to the "Occupy Wall Street" populist phenomenon that emerged in the latter half of 2011. With economic inequality concerns elevated in the national conversation and electoral politics, it may now be more possible than in prior years to engage white working class people. If, that is, advocates can effectively seize this moment. Until this project was launched, there was no venue where funders and advocates could jointly discuss this challenge and begin to identify constructive approaches to making change happen.

Jewish Funds for Justice is working in collaboration with OSF's Democracy Fund, the Nathan Cummings Foundation, and the New World Foundation to dissect this challenge. It has led efforts to research the problem's origins and manifestations and to develop tools and opportunities for advocates to successfully engage white working class Americans. OSF staff anticipates that lessons learned from the project will make an

important contribution to advocacy efforts on a variety of issues, from identifying ways to advance tax increase policies to learning how to more effectively engage suburban people of faith, veterans, rural people, or trailer park residents in progressive advocacy efforts. Indeed, the pilot projects are focused on addressing two key subjects, the role of government and America's shifting demography. At present, demonstration projects under consideration include efforts in Midwestern and Northwestern states.

The project was launched by funders but has broadened out and deepened its expertise with a learning community that now includes 60 leading advocates, academicians, strategists, and philanthropists who have been carefully chosen to reflect experiential, sectoral, strategic, and regional diversity. In addition, an advisory group of individuals from academic, faith, funding, labor, and rural advocacy worlds now guides the project.

This recommendation advances the Democracy Fund's strategy to support projects that engage key constituencies in open society advocacy and that help advance the foundation's ability to create a policymaking climate that is more open society friendly. We believe that without investment in efforts to engage white working class people, the United States will continue to see the advancement of policies detrimental to open society.

Staff know of no other philanthropic or progressive efforts that are currently working to target innovation, action, and funding toward this difficult challenge. Unfortunately, the contrary seems to be occurring, where the white working class is being written off by election year strategists and paternalistic liberal elites. Staff feel that is a premature analysis and are pleased to offer this recommendation to support the white working class research project's ongoing work.

Grant ID: 20035482

Legal Name of Organization: Tax Revenue Project

Tax Status: n/a

Name of Fiscal Sponsor: New Venture Fund

Purpose of Grant: to support the Tax Revenue Project

Grant Description: To provide project support for a new advocacy effort to spotlight the need for, and engage the public in, increasing revenue at the state and federal levels. The effort seeks to seize on the opportunities presented by the nation’s fiscal crisis and rising public sentiment for raising taxes, for some, and closing corporate loopholes in order to better provide essential public services. The campaign will conduct research, analysis, strategic communications, and public education. Its long term focus will seek to elevate the need for a fairer tax structure, with everyone paying their “fair share” to cover important public priorities. This grant would advance the Democracy Fund’s goal to generate ideas and advocacy related to social and economic policies.

Previous OSI Support: None

Organization Budget: \$20,000,000

Project Budget: \$1,226,150

Major Sources of Support:

Bauman Foundation	\$500,000
Mott Philanthropic	\$200,000

Amount Requested: \$500,000

Is this a contingent grant? No

Amount Recommended: \$500,000 (T1: 21114)

Term: 11 months, beginning February 1, 2012

Matching Requirements: n/a

Description of Organization

The New Venture Fund is a Washington, DC based public charity that helps social entrepreneurs and funders launch projects to make the world a better place. New Venture Fund minimizes startup obstacles and facilitates quick ramp-up of innovative nonprofit projects.

Description of Program for Which Funding Is Sought

The Tax Revenue Project is a newly formed national advocacy effort that seeks to generate ideas on and public support for increasing public revenue. The effort includes a number of prominent OSF grantees, including the Center for American Progress, Center on Budget and Policy Priorities, Economic Policy Institute, Leadership Conference on Civil and Human Rights, National People's Action, OMB Watch, and the PICO National Network, as well as the AFL-CIO, AFSCME, National Education Association, and other groups.¹ The Tax Revenue Project is a comprehensive education and advocacy effort that seeks to increase revenue at the federal and state levels and shift the public debate regarding the need for and role of taxes and, by extension, government.

Inadequate revenue is a threat to financial security in the United States, including secure retirement, workforce training, access to quality health care, core safety net programs, safe and efficient infrastructure, adequate public education, and the development of new technologies. The latter will create good-paying jobs in the public and private sectors. The long-term goal of this effort is to change the national conversation regarding raising taxes, fairly, in order to adequately and sustainably invest in the nation's future at a time of profound shifts in the global economy.

The Tax Revenue Project seeks to strengthen the capacity of national and state groups working on tax issues, developing a viable narrative and strong messaging points to shift public sentiment and creating a nationally-coordinated effort to build support for fair tax reform. The growing public consciousness on the benefits of current tax policies, for people and corporations, the upcoming election, and the expiration of the Bush taxes at the end of 2012 all present opportunities for turning the tide on the anti-tax, anti-government agenda that has dominated national politics for many years.

The project's recently established steering committee has approved its mission and vision statements, advocacy priorities, and formal structure. Since December 15, 2011, the Tax Revenue Project has: hired a consultant who has drafted a strategic advocacy plan, interviewed potential coalition members and funders about the strategy, and conducted research on messaging on taxes and related issues. The effort has also secured interest

¹ Steering Committee Members: AFL-CIO; AFSCME; Alliance for a Just Society; Business for a Shared Prosperity; Bauman Foundation; Brandon and Associates; Center for American Progress; Center on Budget & Policy Priorities; Citizens for Tax Justice; Economic Policy Institute; Financial Accountability and Corporate Transparency; Leadership Conference on Civil Rights; National Education Association; National People's Action; National Women's Law Center; OMB Watch; Open Society Foundations; PICO Network; and US Action.

from several foundations for up to two million dollars (including this recommendation) and held an organizing meeting with 23 organizations, where all but two organizations agreed to serve on the project's steering committee. Project leadership has gathered information from national public opinion firms to assess what research will be needed for the advocacy effort and has commissioned Project New West, a well-regarded Denver-based strategic communications organization (and USP grantee), to provide a synthesis of current messaging work on tax issues.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund, recommends a grant of \$500,000, over eleven months, to support the Tax Revenue Project and enable it to generate ideas, conduct advocacy to advance progressive solutions related to the nation's fiscal crisis, and shift public will to support increased tax revenue.

The United States is experiencing its worst economic crisis since the 1930s, yet the framework for public debate and the paradigms that dominate policy discussions about how to address the crisis are principally created and advanced by those that contributed the most to the current crisis. Such policies and perspectives regarding the role of government, and how it is funded at the local, state, and federal levels, have been promoted by conservatives over the past 40 years. These policies have led to the deregulation of financial markets and permitted nearly unfettered profits, for a few, and lowered taxes for many.

There is likely no issue in the U.S. that would benefit more from new thinking than its economic future. Today, one in five Americans is unemployed, underemployed, or no longer looking for work. One in nine families cannot make the minimum payment on its credit cards. One in eight mortgages is in default or foreclosure and one in eight Americans is on food stamps. More than 120,000 families file for bankruptcy every month and the economic crisis has wiped out more than \$5 trillion from pensions and savings, turning family balance sheets upside down and threatening to put ten million more homeowners out on the street. With this economic turmoil, we have seen the rise of the Occupy (Wall Street) movement and the initial success of its framing of the 99% vs. the 1%. Raising taxes on the wealthy and closing corporate tax loopholes are supported by about two-thirds of voters, including significant numbers of self-identified conservatives.

The U.S. Programs Board has recommended that USP programs engage more in supporting and, where appropriate, launching advocacy campaigns. OSF was invited early to the discussion of this effort, in recognition of our long-time support for efforts that seek fair tax and budget policies, our staff expertise, and our grantee partners' leadership on these issues. USP is also seen as a rare funder that connects inside the Beltway elite strategies with the grassroots advocacy networks that can build real public support on the ground in communities across the nation. Democracy Fund staff see this campaign as an especially promising effort. Staff also knows that enacting tax reform federally and at the state level is not easy, nor is it a one-year campaign. This tax reform

project seeks solutions that consider both the near-term and longer-term. In 2012, the debate over federal spending, the deficit, and the expiration of the Bush tax cuts is likely to be a central debate in the election. This will provide an opportunity to push a strong tax fairness message and perhaps, if done well, reset the terms of the debate.

Specifically, the Tax Revenue Project seeks to make “fair taxes” a nonpartisan, central issue; create a narrative and messaging about tax reform that counters the dominant frame that tax increases are a “job killer”; educate the public on the benefits of reforms and the current inequality in the tax system; and coordinate state and national actors to work in concert on tax revenue policies.

Among other strategies, the Tax Revenue Project will be involved in advocacy for much needed change in tax structures but OSF funding will not support such lobbying. In the short-term, even more urgent than policy change is the need to mount strategic communication and public education on these issues. The public mindset on taxes and the provision of public services and benefits has to change and there is no quick fix to this problem. The dominant ideology for the past 30 years, particularly since the Reagan years, is that taxes should be as low as possible and government should be as small as possible. Actors such as Grover Norquist have perfected this mantra and, some would say, have held the U.S. Congress hostage on responsible fiscal policies, a reality that was particularly evident during the debt ceiling debate. Nevertheless, the strong and sustained public support for Social Security, Medicare, and Medicaid are reasons for optimism as are the public’s support for raising taxes on the highest earners and for making sure corporations are accountable and pay their fair share.

OSF has been asked by advocates and funder peers involved in this project to participate in the steering committee. In this capacity, OSF staff will be able to assist in decision making that relates to the re-granting of funds to support strategic communications, policy research, and field-based public education on revenue issues. We are pleased to offer this recommendation.

Grant ID: 20035283

Legal Name of Organization: League of Young Voters Education Fund

Tax Status: 501(c) (3) public charity

Name of Fiscal Sponsor: n/a

Purpose of Grant: to provide general support

Grant Description: To provide general support to the League of Young Voters Education Fund, a non-partisan voter engagement and multi-issue advocacy network that builds the power of young people of color and low-income young people. The League of Young Voters operates nationally and via its local affiliate groups in six states, developing large scale voter engagement drives and mobilizing local members and community allies to participate in ongoing advocacy on youth violence, criminal justice reform, jobs, and access to education. This grant would advance Democracy Fund goals to catalyze youth engagement in open society advocacy and expand the voter participation of Black, Latino, low-income, and youth constituencies.

Previous OSI Support: \$2,300,000
\$150,000 from Campaign for Black Male Achievement (2010-2012)
\$800,000 from Progressive Infrastructure (2005-2008)
\$1,350,000 from Democracy and Power (2008-2011)

Organization Budget: \$1,910,912

Project Budget: n/a

Major Sources of Support:

Ford Foundation	\$300,000
State Capacity and Innovation Fund	\$280,000
Rockefeller Brothers Fund	\$ 75,000
Nathan Cummings Foundation	\$ 75,000
Akonadi Foundation	\$ 75,000

Amount Requested: \$350,000

Is this a contingent grant? No

Amount Recommended: \$350,000 (T1: 21113)

Term: 1 year, beginning January 1, 2012

Matching Requirements: n/a

Description of Organization

The Brooklyn-based League of Young Voters Education Fund (“the League”) empowers young people nationwide to participate in the democratic process and create social change on the local, state, and national levels. The organization focuses on non-college youth, including youth from low-income communities and communities of color. The League seeks to make political engagement relevant by meeting young people where they are, working on issues that affect their lives, and providing them with tools, training, and support to become catalysts for change in their communities. Founded in 2003, the League maintains state affiliates in Maine and Wisconsin and local chapters in Tallahassee, Houston, Columbus, and San Francisco. The League is also reestablishing its local chapter in Pittsburgh, Pennsylvania.

The League’s long term strategy is to build an inspired, engaged, and effective community to support youth participation. To do so, the League employs an integrated youth civic engagement model that combines best practices from community, campus, and cultural organizing with sophisticated voter engagement techniques. During election cycles, it runs targeted data-driven, neighborhood-based voter contact and turnout programs by engaging young people through “on the ground” community organizing efforts and online organizing.

Beyond election season and throughout the year, the League organizes its members and coalitional allies around issues that make sense to young people. By focusing on relevant local issues such as inner city violence, the rising cost of college tuition, youth un- and under-employment, and public transportation, the League engages and mobilizes new and “drop off” voters, those who voted in the last presidential election but are the most likely to sit out off-year and municipal elections.

Key objectives of the League’s “on the ground” community organizing strategy are:

- Expanding its reach to young people who are not currently in college.
- Strengthening the leadership pipeline for non-college youth and improving the leadership skills of volunteers and leaders.
- Increasing 2012 voter turnout in its target precincts in the six states by 5%.

The League hopes to reach its objectives through a number of strategies such as its State Based Apprentice Program, launched in 2010 in Atlanta, Columbus, Houston, Las Vegas,

Pittsburgh, and Tallahassee. This program trains a team of young leaders in census outreach, voter registration, and get out the vote work. In 2011, a number of these leaders received stipends to continue to support the growth of the League's presence in the states listed above. In 2012, the League may add North Carolina and Mississippi. In each training institute, the League trains 25 young people, with the goal of finding those most invested in effecting change in their neighborhoods. The identified candidates then take part in a national institute which selects young people for a full-time role in the State Based Apprentice Program. This system was implemented successfully at the local level in Milwaukee through a program that is supported by a Campaign for Black Male Achievement grantee, Beyond the Bricks.

In addition to its on the ground voter engagement work, the League was an early adopter of social media organizing and has gained traction through online engagement efforts. These include:

- Working with several hip hop and political publications and organizations to present “#BarackTalk: State of the Union 2012,” an event that streamed live online and reached an audience of over 29,000 people.
- Launching youngvoterlive.com, a site that plays host to interactive conversations with bloggers, rappers, and celebrities about issues that affect youth.
- Launching www.theballot.org, a site that allows users to quickly look up their city and find a discussion about issues and candidates. In 2010, with a last minute push starting in late October, the League reached 150,000 voters on Election Day alone.

As recent voter ID legislation has had an adverse and disproportionate impact on young, low-income communities of color, voter protection has become a cornerstone of the League's field work in states where voter ID laws have passed, including Wisconsin. The League is currently working aggressively with municipal governments, local motor vehicle offices, and community allies to overcome obstacles and educate constituents on the new laws. Key efforts of this initiative include:

- Integrating technology into field work to track people who need IDs.
- Leading local coalitions to develop large scale field canvassing efforts.
- Partnering with local election commissions to tailor voter ID messages for various audiences.
- Starting a national text message campaign to communicate with constituents about changes to polling places, ID requirements, and other election protection issues.
- Partnering with local governments to subsidize free birth certificates in order to offset costs for affected constituencies.

Description of Program for Which Funding Is Sought

The proposal seeks general support.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund, recommends a renewal grant of \$350,000 over one year for general support to the League of Young Voters Education Fund in recognition of its work to catalyze youth engagement in open society advocacy and expand voter participation from Black, Latino, low-income, and youth constituencies.

The League fills an important niche as one of the only national, non-partisan voter engagement organizations that focuses on young people of color who are not on college campuses (despite gains in college enrollment, only about a third of young people between 18-24 are enrolled in college full-time). It has capably engaged tens of thousands of young people in elections and in advocacy for federal funding for summer youth jobs, to stop youth violence, and reduce barriers to college access.

In 2012, the League's work will be especially important as the enthusiasm shown by young people during the 2008 election has waned. The League will play a key role in articulating the importance of the upcoming election for its young constituents and connecting their lives with the important choices that the ballot provides. Additionally, the League is an important early warning system on the impact of the new state voting laws, which could inhibit youth participation. In 2011, when Wisconsin faced recall elections, the League tracked how new voter identification laws were affecting its constituency, providing vitally important information that could support future voting rights litigation.

Democracy Fund staff believe that the League's multi-year and locally-driven strategic model is an important factor in building the trust, skills, and power necessary not only to increase young voter turnout in the short term but also to leverage long-term change from a new generation of engaged young leaders. The League works across silos and social networks and is committed to collaboration, working with allied organizations (and current grantees) such as the United States Student Association and Black Youth Vote to build greater youth advocacy impact.

The League's issue-driven work overlaps with many priorities of U.S. Programs, including work that addresses juvenile incarceration and education access. In Wisconsin, the local League worked to reduce violence amongst youth of color. In Maine, the League won state legislation to keep young people in state by reducing their student loans if they stay in state after graduating from college. In Portland, Maine, the League led a 2010 campaign to allow non-citizens with school aged children to vote in school board elections. The campaign was narrowly defeated.

The League is led by Robert "Biko" Baker. Well respected in the youth engagement field, Baker began his career with the League as an organizer in his hometown of Milwaukee. From the perspective of Democracy Fund staff, Baker embodies the spirit and energy of the League's work and has the experience and background to understand the perspectives of its constituents. Baker is, however, stretched thin. Following a series of organizational cutbacks that began following the departure of the League's founding

executive director in 2008, the organization has placed a heavier emphasis on improving internal operations. We have noticed good progress to this end in recent months. Baker regularly participates in Campaign for Black Male Achievement convenings and calls, and both CBMA and Democracy Fund staff often check-in to assess how the organization is handling its operations, achieving stability, and performing at a level that these challenging times – and its constituents – demand. We are pleased to offer this recommendation.

Grant ID: 20035308

Legal Name of Organization: Mi Familia Vota Education Fund

Tax Status: 501(c)(3) public charity

Name of Fiscal Sponsor: n/a

Purpose of Grant: to provide general support

Grant Description: To provide general support to Mi Familia Vota Education Fund, a national, non-partisan organization that unites Latino, immigrant, and allied communities to promote social and economic justice through increased civic participation. Mi Familia Vota Educational Fund develops, coordinates, and implements sophisticated field programs and strategies targeting the diverse Latino electorate, including promoting citizenship and increasing voter registration and participation. This grant recommendation advances a Democracy Fund priority to support voter engagement, education, and protection of the most marginalized constituencies, in this case Latino and new citizen communities.

Previous OSI Support: n/a

Organization Budget: \$6,250,000

Project Budget: n/a

Major Sources of Support:

Service Employees International Union	\$1,500,000
State Capacity and Innovation Fund	\$ 700,000
United Auto Workers	\$ 250,000
Wal-Mart, Inc.	\$ 250,000
Four Freedoms Fund	\$ 50,000

Amount Requested: \$200,000

Is this a contingent grant? No

Amount Recommended: \$200,000 (T1: 21113)

Term: 1 year, beginning January 1, 2012

Matching Requirements: n/a

Description of Organization

Mi Familia Vota Education Fund is a multi-state organization that unites Latino, immigrant, and allied communities to promote social and economic justice through increased non-partisan civic participation. Mi Familia Vota (“my family votes”) has offices in Arizona, Colorado, Texas, California, Florida, and Nevada and develops, coordinates, and implements sophisticated field programs targeting the diverse Latino population. These strategies include the promotion of citizenship, conducting voter registration, and increasing voter participation.

Mi Familia Vota’s grassroots organizing approach leverages existing community resources by establishing long-term strategic partnerships with Spanish language media, community based organizations, schools, Latino youth organizations, faith-based institutions, small businesses, and labor organizations to build lasting capacity and enhance the impact of its reach. Mi Familia Vota is currently building active communities in Arizona, California, Colorado, Florida, Nevada and Texas and is considering an expansion of operations into New Mexico and North Carolina.

Last year was a foundational year for Mi Familia Vota, in which it built partnerships, expanded into new states, and led a new civic engagement collaborative table within the Latino community. It developed a coordinated, multi-organization civic engagement plan with the Center for Community Change, National Association of Latino Elected Officials, National Council of La Raza, and Voto Latino (all Democracy Fund grantees). Concurrently, Mi Familia Vota conducted more than a dozen citizenship fairs and executed get out the vote campaigns in Arizona, Colorado, Nevada, and Texas in order to test community organizing capacity and canvass operations in preparation for 2012. Recent highlights include:

- In Arizona, Mi Familia Vota increased the number of its citizen workshops and forums and expanded its presence in Tucson. Nearly 1,000 legal permanent residents were assisted in these workshops, drawing upon over 200 Mi Familia Vota -trained volunteers.
- In Colorado, Mi Familia Vota held four workshops and helped over 320 people become citizens. It also operated a successful citizenship class and bilingual hotline to help with citizenship resources, including voter registration.
- In Nevada, Mi Familia Vota ran a canvass program aimed at increased participation among low propensity Latino voters, resulting in a 21.1 percent turnout, higher than expected in a low turnout election.
- In Texas, Mi Familia Vota led a field campaign to get out the vote in a newly formed Latino-majority district. Analysis showed that the targeted voters turned out to vote at a rate 40% higher than those not targeted.

In 2012, Mi Familia Vota intends to draw upon these pilot programs to increase voter registration, education, and participation. Specifically, it will increase Latino voter registration through working with local and national partners. Mi Familia Vota will conduct voter registration at new citizen swearing-in ceremonies, to tie into its work to promote citizenship. A mix of volunteers and paid staff will conduct door-to-door registration activities in densely populated Latino communities in targeted counties. It will incorporate voter registration into any new partnerships and field efforts it conducts 2012, with an emphasis on youth voter outreach.

In addition to its focus on new registrations, Mi Familia Vota realizes that an integral part of increasing Latino electoral participation is re-activating the thousands of inactive Latino voters. It will conduct a mail program that focuses on reactivating Latino voters and on ensuring that voters provide updated addresses to county clerks. Mailings will provide information on how to maintain an active voter registration status and will promote “Permanent Vote by Mail,” an effective strategy to make voting more convenient for people (where it is permitted by law).

Mi Familia Vota is currently establishing partnerships to develop content for a bilingual 2012 Latino voter guide to assist in its education efforts. The guide will provide information about the electoral process, including new requirements that may come from recent legislation, and non-partisan, plain language descriptions of candidates and propositions on the ballot. The guide will be available in hard copy and online.

Last, but not least, Mi Familia Vota will track all voter registration, education, and mobilization efforts through the Voter Activation Network, a voter-file database that combines consumer data, voting history, and all voter contacts with an individual voter. Use of this system will allow Mi Familia Vota to operate more efficiently and to evaluate its work following the 2012 election.

Description for which Funding is Sought

This organization seeks general support.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund, recommends a grant of \$200,000 over one year to Mi Familia Vota Education Fund in recognition of its work to increase voter registration, conduct non-partisan voter education and mobilization, facilitate voter research and analysis, and promote citizenship.

Mi Familia Vota's voter registration efforts capitalize on event-based registration, naturalization ceremonies, and key community centers, such as churches. It also conducts its door-to-door registration in densely populated Latino communities such as housing developments. These strategies help Mi Familia Vota make a big impact on targeted communities despite the limitations of staff time.

Mi Familia Vota will also conduct research, including non-partisan polling and focus groups. This will help it create a better understanding of attitudes and beliefs that affect the behavior of Latinos who are eligible to vote, but remain unregistered or are infrequent voters. This will help Mi Familia Vota to develop strategies to increase participation.

Mi Familia Vota is a streamlined and targeted organization, digging deep into communities and leveraging its strong ties with labor. Ben Monterroso, its national executive director, also serves as a long-time special advisor to Eliseo Medina, the Secretary-Treasurer for the Service Employees International Union and a Mi Familia Vota founder. Monterroso has a lot of energy and juggles significant amounts of information between Mi Familia Vota state offices and between his organization and SEIU. This, combined with his very frequent travel, can make him appear disorganized, but during due diligence, staff learned that he clearly knew his facts and contacts. Medina leads SEIU's efforts to achieve comprehensive immigration reform, to secure equal labor and civil rights protections for workers to improve their wages and work conditions, and to provide a path to citizenship.

The organization has a talented staff, but could use more communications support to advance its social media goals, promote its work among the Spanish media, and build rapid response capacity. The organization could also benefit from assistance in creating a five year plan. Democracy Fund staff will closely monitor this grant and talk with other Mi Familia Vota funders to help the organization to increase its impact.

Mi Familia Vota Education Fund is an organization with growing potential, reaching tens of thousands of Latinos in several diverse states where voter registration and mobilization can be extremely effective. Its work in underrepresented neighborhoods, focusing on low- moderate-income Latinos, young people, and immigrants meets with Democracy Fund priorities to expand access to democracy. The organization's grassroots approach, working to build systemic change in communities, leverages the Democracy Fund's investment beyond the election year. We are pleased to offer this recommendation.

Grant ID: 20035311

Legal Name of Organization: National Asian American and Pacific Islander Civic Engagement Table

Tax Status: n/a

Name of Fiscal Sponsor: Asian Pacific American Labor Alliance Education Fund

Purpose of Grant: to support the National Asian American and Pacific Islander Civic Engagement Table

Grant Description: To provide project support to the National Asian American & Pacific Islander Civic Engagement Table, a coordinated group of five Asian American and Pacific Islander organizations serving institutions that are committed to the year round civic engagement of the Asian American community. This community is the nation's fastest growing population, by percentage, in the 2010 Census. The civic engagement table leverages resources through national coordination, enhancing the impact of community based organizations in raising the power and profile of Asian American and Pacific Islander communities. In 2012, the group will provide a comprehensive civic engagement program that includes voter registration, education, mobilization, and protection. This recommendation advances the Democracy Fund's goals to enhance civic engagement from the most marginalized constituencies.

Previous OSI Support: n/a

Organization Budget: \$278,180

Project Budget: \$661,525

Major Sources of Support: Requests are pending with the Ford Foundation, Haas, Jr. Fund, and Unbound Philanthropy

Amount Requested: \$100,000

Is this a contingent grant? No

Amount Recommended: \$100,000 (T1: 21113)

Term: 1 year, beginning January 1, 2012

Matching Requirements: n/a

Description of Organization

Founded in 1992, the Asian Pacific American Labor Alliance (APALA) is the first and only national organization of Asian Pacific American union members. Focused on advancing worker, immigrant, and civil rights, APALA has 13 chapters in eight states and since its founding has addressed the workplace issues of the 660,000 Asian American union members nationwide. It is serving as the fiscal sponsor for the National Asian American and Pacific Islander Civic Engagement Table (the Table).

Description of Program for Which Funding is Sought

The National Asian American and Pacific Islander Civic Engagement Table, based in Washington, D.C, is led by five Asian American and Pacific Islander (AAPI) serving institutions, all of which are committed to yearlong civic engagement. The Table has chapters and partner organizations in 20 states, representing the breadth of the Asian American and Pacific Islander voting population, including the:

1. **Asian Pacific American Labor Alliance Education Fund:** The Table’s fiscal sponsor, the Labor Alliance has 13 chapters, with an additional three in development, in ten states and the District of Columbia. The Labor Alliance has a history of organizing across the country, with a focus on bridging community, labor, and youth populations.
2. **National Coalition for Asian Pacific American Community Development:** The Coalition has over 100 partner groups in 20 states and has held forums on financial education and consumer protection, the federal budget, and the foreclosure crisis.
3. **National Korean American Service & Education Consortium:** The Consortium has worked with affiliates to register and mobilize voters in municipal, state, and federal elections since 1996, increasing the civic participation of the Korean American community by linking advocacy with grassroots organizing and civic engagement.
4. **South Asian Americans Leading Together:** This South Asian rooted organization coordinates a network of organizations that are located in twelve areas nationally and is known for culturally-sensitive civic engagement.

5. **Southeast Asia Resource Action Center:** The Center advances the interests of Cambodian, Laotian, and Vietnamese Americans through advocacy on education, immigration reform, health care and aging, leadership development, and capacity building.

As an umbrella organization, The National Asian American and Pacific Islander Civic Engagement Table provides technical assistance, strategic advice, grassroots mobilization training, and message development to member groups that agree to share common goals and strategies.

The Table's goals include:

- Uplifting the Asian American and Pacific Islander voice in the 2012 elections through a comprehensive civic engagement program, including voter registration, education, mobilization, and protection.
- Elevating key issues affecting the Asian American community and educating the broader community, elected officials, policy makers and other key stakeholders about them.
- Building the capacity of, and strengthening ongoing civic engagement from, local groups that represent the diversity of the AAPI community.

For the 2012 field outreach effort, the Table will create culturally and linguistically appropriate materials and events to educate community members on the voting process. The Table will use ethnic media outlets to disseminate information and will develop a strategy to engage limited English proficient, low-propensity and new voters. Table partners will build capacity for local organizations by creating and translating materials into Chinese, Hmong, Khmer, Korean, Laotian, Tagalog, and Vietnamese, and will train 20 local spokespeople for public speaking at community events and with local media.

The Table's work will be undertaken at community centers and high-density housing areas, and through events that draw potential voters based on issues of concern to the community. Its focus on issues, such as education, immigration, healthcare, jobs and the economy, and housing/foreclosure relief, builds the base for voter mobilization efforts.

The Table will fight against voter ID laws and other barriers to voting by partnering with the Center for Advancing Justice, Asian American Legal Defense and Education Fund, and the Lawyers' Committee for Civil Rights Under the Law to ensure fair access to the polls.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund, recommends a grant of \$100,000 over one year to the Asian Pacific American Labor Alliance Education Fund to enable it to sponsor the National Asian American and Pacific Islander Civic Engagement Table, an effort to expand voter engagement and protection within the Asian American community.

In the 2010 U.S. Census, the nation's Asian American and Pacific Islander population grew by 46%, making it the fastest growing population in the country. The Asian American voting age population has increased by more than 100,000 residents over the last ten years in each of over ten states across the country. It now ranks as among the most under-registered voting constituencies in the country. Additionally, over the decade preceding the decennial census, the nation's Asian population broadened outward beyond its traditional centers and into communities such as Atlanta, Houston, and Raleigh.

Organizing and educating Asian American and Pacific Islander populations often presents unique challenges. More than four million AAPI naturalized citizens speak a language other than English at home and require culturally competent, translated materials. As minority voters, they may face discrimination at polling sites, particularly at a time when more stringent voter identification requirements are imposed. Also, given that more than 60 percent of the population is foreign-born, the American electoral process and the ability to negotiate government institutions requires public education and outreach from members within their own community, where trust is more likely to exist. The National Asian American & Pacific Islander Civic Engagement Table is structured to meet several of these needs.

The Table is ably led by Gregory Cendana, the Labor Alliance's executive director. First introduced to USP when he served as the national president of the United States Student Association, Cendana comes from a grassroots advocacy background and has helped the Labor Alliance to build chapters across the country and establish strong community partnerships. He is energetic, engaged, and appears to know how to reach out to others so as not to duplicate efforts. For example, he reached out to leaders of the Latino civic engagement table to learn from them about undertaking the building a table for the Asian American and Pacific Islander population. He has also swiftly negotiated a memorandum of understanding for the groups in the Table, underscoring the need for partnership and accountability.

The National Asian American and Pacific Islander Civic Engagement Table fills a unique need in the Asian American and Pacific Islander community, bringing together trusted national organizations that have deeply rooted relationships at the state and local levels. Working in collaboration with organizations invested in communities, and with trust built among community leaders, the Table is in a very strong position to meet Democracy Fund priorities by conducting voter engagement work.

Grant ID: 20035297

Legal Name of Organization: National Association for the Advancement of Colored People (NAACP)

Tax Status: 501(c) (3) public charity

Name of Fiscal Sponsor: n/a

Purpose of Grant: to provide project support to NAACP to implement the This is My Vote project

Grant Description: To support the NAACP in implementing its large scale, non-partisan civic engagement efforts across the nation, including in several states where African American voters face the greatest barriers to full participation. The NAACP has launched a plan for the largest push in the organization’s history to protect, enlarge, and bring out the vote, directly inspiring the participation of more than 600,000 new or infrequent voters. This recommendation advances the priorities of the Democracy Fund to inspire large scale, non-partisan voter participation from the most marginalized communities, in this instance from the African American community, including African American youth.

Previous OSI Support: \$2,166,000
\$500,000 from US Programs Anchor Grant (2011)
\$466,000 from Democracy Fund (2010-2012)
\$500,000 from the Seize the Day Fund (2009)
\$250,000 from the Strategic Opportunities Fund (2008)
\$150,000 from the Campaign for Black Male Achievement (2009)
\$150,000 from the Equality & Opportunity Fund (2009)
\$125,000 from the Criminal Justice Fund (2009)
\$25,000 from the Campaign for a New Drug Policy (2011)

Organization Budget: \$36,980,000

Project Budget: \$9,616,500

Major Sources of Support: Service Employees International Union \$1,000,000
Ford Foundation \$1,000,000
University of Phoenix \$ 400,000
Bank of America \$ 325,000
AARP \$ 100,000

Amount Requested: \$300,000

Is this a contingent grant? No

Amount Recommended: \$300,000 (T1: 21113)

Term: 1 year, beginning January 1, 2012

Matching Requirements: n/a

Description of Organization

Founded in 1909, the National Association for the Advancement of Colored People (NAACP) is the nation's oldest and largest civil rights organization. Its mission is to ensure the political, educational, social and economic equality of all persons and to eliminate racial discrimination. For over one hundred years, the NAACP has remained a visionary grassroots and national organization dedicated to ensuring freedom and social justice for all Americans.

The NAACP has a rich legacy of equality and civil rights that has influenced strategies for innumerable advocacy groups across the globe. Currently, its multi-generational and multi-racial membership includes more than a half-million individuals who are committed to advancing civil rights and protecting basic human rights in their communities. Today, with over 1,200 active NAACP branches across the nation and over 300 youth and college groups, the NAACP remains one of the largest civil rights organizations.

Description of Program for Which Funding is Sought

The NAACP is requesting support for its 2012 civic engagement program, the largest push in the organization's history to protect, enlarge, and bring out the vote. This effort will be called *This Is My Vote* and will consist of the following three elements:

Civic Participation

The NAACP's civic engagement program seeks to promote and protect the political representation of all members of society in order to build a vibrant and inclusive democracy and achieve long-term social justice. To these ends, the NAACP is preparing to engage in a massive, 50 state voter engagement, education, and get out the vote campaign, combined with a more aggressive "deep dive" program in as many as 12 states

(North Carolina, Florida, Georgia, Mississippi, Michigan, Ohio, Missouri, Texas, Virginia, California, Pennsylvania, and New York). Making use of the NAACP's 1,200 local branches, voter contact technology, grassroots volunteer mobilization and strong relationships with media, churches, fraternal organizations and other allies, the NAACP seeks to register and mobilize 600,000 new or infrequent voters.

The Civic Engagement Program will focus on:

1. Increasing the civic participation and voices of individuals to hold institutions and elected officials accountable for policies that govern their lives and communities;
2. Addressing re-districting and voting rights that impact communities;
3. Increasing voter outreach and voter engagement in the upcoming 2012 elections; and
4. Co-convening a coalition, with the Service Employees International Union (SEIU), to increase African American participation in voter engagement.

More intensive work, targeted in 12 key states, will:

- Hire field directors, to be housed at state NAACP offices;
- Develop plans for targeted voter engagement work in high African American districts;
- Hire a team of paid organizers to work within target communities, with existing NAACP units, on college campuses, and with allied organizations;
- Supplement volunteer voter contacts with direct mail and phone contact; and
- Utilize a weekly, metrics driven evaluation process to hold the state field directors and organizers accountable for meeting volunteer recruitment and voter registration goals.

Get Out The Vote

The NAACP will kick off its Get Out the Vote (GOTV) effort at its July 2012 national convention in Houston, Texas. The get out the vote effort will build on the volunteer base established through the registration program. For the first time, the NAACP will make the Voter Activation Network, a database software enabling voter contact, volunteer management, and organizing tools, available for free to NAACP local or campus units across the nation. Use of the voter database at this scale will mean that all NAACP volunteers will, for the first time, be using the same database system to identify voters, get them to the polls, and record interactions with them. This will allow the NAACP to track the impact of national voter efforts accurately. The NAACP will provide a significant amount of training and technical resources to its local units.

Voter Education & Protection

The NAACP sees voter education as a core element of its work. This includes:

- Providing easily accessible voter identification rules and ballot access requirements on its website, as well as assisting state conferences and local units to do the same;
- Including voter identification and ballot access requirements in all of its get out the vote trainings;
- Providing information on voter ID and ballot access requirements to the NAACP's partners for dissemination to their memberships;
- Publicizing voter ID and early voting requirements through earned media and public service announcements;
- Promoting a national hotline, 1-866-MY-VOTE, and an online counterpart to provide quickly accessible answers on where, when, and how to vote; and
- Ensuring that all voter efforts use state specific materials describing voter ID laws and ballot access requirements.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund, recommends a \$300,000 grant over one year to the NAACP for its work to increase civic participation, get out the vote, and provide voter education and protection.

The NAACP is well poised to execute its civic engagement campaign, speaking to the hard working, un- and under-employed families and individuals who are stuck in less than optimal social and economic situations. The recent Great Recession clearly illustrates the disparate employment and educational opportunities available to low-income communities and communities of color. Unemployment has reached economic depression levels in many black communities and households, exacerbating many structural barriers that already undercut their stability. According to the most recent figures, the unemployment rate for blacks was 13.6% in January 2012 – well above the national unemployment rate of 8.3%. Unemployment was 7.4% among whites and 10.5% among Latinos. Unemployment and underemployment among young Black men is significantly higher.

The NAACP is poised through *This Is My Vote* not only to register and move large numbers of voters to the polls, but to reinvigorate civic participation among African Americans. To meet the Association's ambitious but achievable goals, it will need to train a large cadre of existing volunteers to recruit, instruct and mobilize an even larger

number of new volunteers committed to the protection and exercise of the franchise. While this will benefit citizens throughout the whole country, it will also have a positive, long-term impact on the NAACP and its ability to move its social justice agenda. The proposed voter engagement activities could build a much stronger NAACP, with tens of thousands of new activists and members, whose first experience with the NAACP is one where they are trained, exposed to cutting edge technology and, most importantly, feel part of an important statewide and national campaign.

The “deep dive” states identified by NAACP include both battle ground states and those where little national attention is focused. The latter includes Mississippi, a state where national resources can go a long way and where the state has especially strong NAACP leadership.

Marvin Randolph, a 26-year veteran of political campaigns and a nationally recognized expert in civic engagement and voter contact strategy is the architect behind the design and development of the NAACP’s overall campaign strategy and will serve as the chief advisor on the initiative. Roger Vann, the NAACP’s Chief Operating Officer and a lifelong champion of civil rights and civil liberties, will also play a key role. Vann recently served as director of the African American Hiring Initiative for the UNITE HERE union, where he worked to increase the number of African Americans in the hospitality industry with union jobs.

Democracy Fund staff are pleased to recommend a grant of \$300,000 over one year to the NAACP for its significant and large-scale efforts to register, engage, protect, and mobilize voters in 2012. As part of the Democracy Fund’s strategy to civically engage underrepresented groups, especially people of color and youth, the NAACP is well-qualified to reach African Americans through non-partisan voter engagement. In addition to the potential for significantly increasing voter turnout, this project is likely to galvanize year-round civic engagement, consistent with core Democracy Fund objectives.

Grant ID: 20035285

Legal Name of Organization: National Association of Latino Elected and Appointed Officials Education Fund (NALEO)

Tax Status: 501(c) (3) public charity

Name of Fiscal Sponsor: n/a

Purpose of Grant: to provide general support

Grant Description: To support NALEO, a Los Angeles-based network of over 6,000 Latino elected and appointed officials. NALEO facilitates full Latino participation in the American political process, from citizenship to public service, through integrated strategies that increase the effectiveness of Latino policymakers, mobilize the Latino community to engage in civic life, and promote policies that advance Latino civic engagement. This grant recommendation would advance a Democracy Fund strategy to increase non-partisan civic engagement, including voter education and mobilization within the Latino community.

Previous OSI Support: \$1,950,000
\$750,000 from Emma Lazarus Fund Direct Services (1997)
\$150,000 from Emma Lazarus Fund Advocacy & Policy (1997-2000)
\$450,000 from Emma Lazarus Fund Los Angeles Office (1999)
\$50,000 from U.S. Programs General (2001)
\$550,000 from Democracy and Power Fund (2010-2013)

Organization Budget: \$8,250,273

Project Budget: n/a

Major Sources of Support:

Bill and Melinda Gates Foundation	\$	720,000
Ford Foundation	\$	605,208
Carnegie/Knight Foundation	\$	491,044
State Farm Insurance	\$	300,000
The James Irvine Foundation	\$	105,882

Amount Requested: \$400,000
No

Is this a contingent grant?

Amount Recommended: \$400,000 (T1: 21113)

Term: 1 year, beginning January 1, 2012

Matching Requirements: n/a

Description of Organization

The National Association of Latino Elected and Appointed Officials Education Fund (NALEO) is a Los Angeles-based national network of over 6,000 Latina/o elected and appointed leaders. NALEO facilitates full Latino participation in the American political process, from citizenship to public service, through integrated strategies that include increasing the effectiveness of Latino policymakers, mobilizing the Latino community to engage in civic life, and promoting policies that advance Latino civic engagement.

More specifically, NALEO promotes public policies that help ensure full Latino political participation and representation. It provides the public and policymakers with analyses on some of the most pressing issues impacting democracy in the United States. For example, it focuses its research and advocacy efforts on naturalization and immigration, census policy, redistricting, presidential appointments, election and governance issues, and civic research.

In response to the historic immigrant rights mobilizations of 2006, NALEO spearheaded the three-pronged “*Ya Es Hora*” campaign, linking naturalization to voter participation under a single message: “It’s Time.” In 2009, NALEO pivoted the campaign from naturalization to the census and led a large scale effort to increase mail response rates among Latino households through an aggressive community education initiative.

In 2010, NALEO pivoted to the third stage of its civic engagement continuum; during the general election, its non-partisan voter engagement work sought to increase the generally low voter participation of the Latino community through mobilization, education, and protection. This work was supported by research and strong partnerships with Spanish-language media partners.

NALEO surpassed its 2008 voter efforts by targeting 250,000 low-propensity Latino registered voters in 16 cities across the country. In 11 of the communities, NALEO partnered with community based organizations, providing them with capacity building, funding, training and technical assistance before, during, and after the election.

In addition to its historic GOTV effort, NALEO mounted a national public engagement campaign in 2010, using a variety of media and vehicles. It developed and widely disseminated new materials for the public, in addition to tools for local leaders and

community based organizations. NALEO's voter hotline fielded almost 10,000 callers, high for a low turnout mid-term election, and thousands registered to vote using an online registration tool. Its Spanish-language media partners promoted these resources nationwide via public service announcements, news story tie-ins, and printed ads.

Building on its successes and strong reputation in the Latino community, in 2012 NALEO will conduct a strategic research and planning process to develop best practices for the engagement of the lowest turnout Latino voters. This large swath of the Latino electorate includes those with little to no familiarity with Spanish, those from a wide variety of national origins, including Central and South America and the Caribbean, and young people. Despite some successful efforts to engage Latinos, these populations remain the least researched, least responsive (to traditional voter participation efforts), and most demographically diverse segments of the electorate. With an increasing majority of Latino population growth coming from children born in the United States, this segment also represents the future of the Latino electorate.

There are six components of the NALEO Education Fund's 2012 Voter Engagement Program:

1. Indirect Voter Mobilization, including developing a comprehensive, bilingual voter engagement smart-phone application that will include instant personalized voting and election information, such as polling place locations and guidance on voter protection issues. NALEO will also launch a mass-media campaign that includes public service announcements, integration of social media, radio promotions, and online advertisements. NALEO will share resources with other table members, including U.S. Program grantees, Voto Latino and Mi Familia Vota.
2. Direct Voter Mobilization, including employing a phone canvassing operation, and the provision of technical assistance to non-profits promoting civic engagement and voter registration. NALEO will provide support to local groups so that they can develop staffing and technology capacity for civic engagement canvassing.
3. Voter Protection, including technical assistance to local non-partisan campaigns on how to integrate voting rights education into existing programming. This will be coordinated with a new Latino Civic Engagement Table. NALEO will run the voter protection hotline for a coalition of over 100 local, regional, and national organizations and will document election administration irregularities, attempts to intimidate voters, and other barriers to voting.
4. Expansion of the Potential Electorate: With over 25 years promoting U.S. citizenship and providing naturalization assistance, NALEO is poised to continue increasing the number of new Latinos entering the electorate.

5. Non-Profit Support, including advanced training and assistance, including: an overview of legal rules governing non-profit voter engagement campaigns; leadership programs; and research and analysis support
6. Evaluation and Research, including using the 2012 elections as an opportunity to statistically assess the effectiveness of voter contact, messaging, and targeting methodologies.

Description of Program for Which Funding is Sought

The proposal seeks general support.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund, recommends a grant of \$400,000 over one year to the National Association of Latino Elected and Appointed Officials Educational Fund for its work to conduct large scale, non-partisan voter engagement, education, and mobilization within the Latino community.

On the heels of an historic midterm election in 2010 and with the 2012 presidential election approaching, a robust discussion on the potential of the Latino electorate is taking place. With a population of more than 50 million, the Latino community continues to grow faster than most other groups, and Latino voters have demonstrated their ability to have an impact on the democratic process. However, despite consistent incremental increases, Latinos continue to comprise a disproportionately small share of those who vote and ultimately decide the future of issues such as the economy, access to education, affordable healthcare, and much more.

Democracy Fund staff are impressed by NALEO's efforts to engage and mobilize the Latino community in order to fully integrate it into the American political process. The Democracy Fund strongly supports NALEO's work to remove the social, political, and institutional barriers that have impaired the advancement of Latino civic participation as well as to build the collective power of the Latino community in order to enable them to access the naturalization process. An additional overlap between NALEO's work and Democracy Fund priorities is the focus on historically overlooked segments of the Latino community, particularly young people. Catalyst² results indicate that NALEO was the most successful non-partisan voter engagement organization at reaching Latino youth.

Leading NALEO's work is its executive director, Arturo Vargas, a nationally recognized expert in Latino demographic trends, electoral participation, voting rights, the census, and redistricting. Vargas served on the 2010 Census Advisory Committee, appointed by the U.S. Secretary of Commerce, and chairs the Los Angeles County redistricting committee.

² Catalyst is a widely used voter data service.

Prior to becoming NALEO's executive director, Vargas served as vice-president of MALDEF.

NALEO's goals for voter participation are consistent with the Democracy Fund. Working with a very important constituency, NALEO's concentration on registering and mobilizing Latinos, with an emphasis on young people, will expand democracy. It is our pleasure to recommend this grant.

Grant ID: 20035301

Legal Name of Organization: Rock the Vote

Tax Status: 501(c) (3) public charity

Name of Fiscal Sponsor: n/a

Purpose of Grant: to support Democracy Class and the Voter Protection Project

Grant Description: To provide new project support to Rock the Vote, a non-partisan voter participation organization that uses popular culture and new technologies to mobilize young people to participate in democracy. Since its founding, Rock the Vote has registered more than five million young people to vote and, through its online voter registration tools, is the nation’s largest voter registration platform. Democracy Class, a new project, works with high school students in over 1,200 schools across the nation, introducing them to civic engagement via interactive, academically sound, and culturally savvy civics classes that inspire eligible high school students to register to vote. A grant to support Democracy Class would advance Democracy Fund goals to expand non-partisan voter participation from underrepresented constituencies, in this instance from young voters. This recommendation would also provide new project support to Rock the Vote to work with the Student Public Interest Research Groups (PIRGs) to protect the youth vote. The groups will engage in voting rights education, Election Day problem solving and resources, and modernizing election systems. This project would advance the Transparency Fund’s goal of mitigating the impact of new voting restrictions on impacted constituencies.

Previous OSI Support: \$65,000
\$65,000 from Strategic Opportunity Fund (2005)

Organization Budget: \$8,512,107

Project Budget: \$654,992 *Democracy Class*
\$2,382,400 *Voter Protection Project*

Major Sources of Support: Café Press \$120,000

National Education Association \$ 45,000

Amount Requested: \$350,000

Is this a contingent grant? No

Amount Recommended: Total amount recommended is \$400,000 (\$250,000 from the Democracy Fund, T1: 21113; \$150,000 from the Transparency Fund, T1: 21109)

Term: 1 year, beginning January 1, 2012

Matching Requirements: n/a

Description of Organization

Rock the Vote, based in Washington-D.C., is a non-partisan youth voter participation organization that was founded 21 years ago at the intersection of popular culture and politics. Rock the Vote's mission is to engage and build political power for young people in the United States. It has registered more than five million young people to vote and, in the process, become a trusted source of information for young people about registering to vote and casting a ballot. Rock the Vote uses music, popular culture, new technologies, and grassroots outreach to mobilize young people in the US to participate in every election, with the goal of seizing the power of the youth vote to create political and social change.

Description of Program for Which Funding Is Sought

Democracy Class

Democracy Class is a new interactive learning project that seeks to foster civic engagement among young people and register them to vote. Rock the Vote developed Democracy Class to address the need for civics education in high schools. The program is national, reaching 16-18 year olds in high school, teaching them about the importance of voting and registering eligible students to vote. Democracy Class happens once a year and in 2011 reached 1,200 high schools via a one class-period program that uses video, classroom discussion, and a mock election to guide young people in navigating the voting process and engaging as active citizens.

The lesson plan is geared for high school juniors and seniors – the newly eligible voters – and is meant to bring them into the political process and encourage their continued engagement and activism. Its curriculum is designed to be taught by Rock the Vote staff, celebrity ambassadors, teachers, school administrators, volunteers, or partner organizations.

The Democracy Class lesson begins with a video covering the history of voting rights, followed by a discussion of issues identified by the students, showing how the leaders elected to office affect most of their daily concerns. Then, eligible students are registered to vote, and all students “pledge to vote.” The lesson ends with an in-class mock election where students run for office based on a platform of issues they support.

The program is further supplemented by an online hub (www.democracyclass.com) that allows students to learn more about elections and civic engagement. It includes videos, music, and personal appearances from Rock the Vote artists, who share their thoughts on issues most important to them and encourage students to take action by participating in politics. The online hub provides links to an online voter registration tool. For example, a student can find interviews with popular musicians and athletes, information on volunteer opportunities to register other voters, and download free music from more than 20 different bands.

In 2010, Rock the Vote developed and piloted the Democracy Class program in 41 schools in 10 states. In 2011, it integrated Democracy Class into the high school curriculum of more than 1,200 classrooms in all fifty states, reaching tens of thousands of students directly and nearly a million through marketing and outreach campaigns. The registration rate of students was 45%, which includes many classes taught to not-yet eligible students. Additionally, 44% of the students that participated registered as part of the program, 83% of the eligible students signed up to get updates from Rock the Vote, and 30% of the students signed up to volunteer with Rock the Vote.

In 2011, Rock the Vote successfully launched and declared Democracy Day to be on March 23, the 40th anniversary of the 26th Amendment, which granted 18 year olds the right to vote. Rock the Vote successfully partnered with groups such as Upward Bound and YouthBuild to bring Democracy Class to their programs and presented at various conferences, such as the National Council for the Social Studies’ annual meeting. In 2011, there were 28 artists, such as actor Darren Criss, from the hit television series Glee, involved in the program launch. Artist involvement helped to generate media coverage, resulting in highlights in outlets such as MTV, CBS Radio, Fox’s Good Day LA, and The Huffington Post, and resulted in over 100 million media impressions.

In 2012, Rock the Vote plans to build on the momentum of 2012 and achieve the following goals:

- Teach Democracy Class in all 50 states and 3,000 schools.
- Reach more than 1.5 million high school-aged young people with a civic engagement message through marketing efforts, distribution, and 100 million+ media impressions.
- Bring Democracy Class to a more concentrated number of schools in five to eight key cities in order to achieve greater participation from low-income and people of color communities.

- Celebrate Democracy Day with an event that generates 50 million media impressions.

Rock the Vote also seeks to engage students beyond the 45-minute classroom experience by building a database of 50,000 “student supporters” and activating them within the organization’s volunteer programs. This will help to ensure that all students are integrated into ongoing communications for electoral information, especially important in a year that has featured attacks on voting, with young people being among the most affected constituencies. Rock the Vote will conduct a program evaluation that determines appropriate metrics and measures teacher satisfaction and student engagement.

Voter Protection

This project is a collaboration between Rock the Vote and the Student Public Interest Research Groups (PIRGs), which includes 300 campus-based field programs and outreach capable of engaging millions of young people. Each program has long complemented the other, and this year they have joined together to protect youth voters. The project will focus on two groups of states: states in which new policies rolling back voting rights will affect large numbers of youth, especially low-income and minority youth; and states with large youth populations and an opportunity to modernize voting systems, such as California, Massachusetts, Oregon, and Washington.

The project will cover three categories of work: 1) educating young voters about the new policies; 2) problem solving for young voters on Election Day, in coordination with the Lawyers’ Committee for Civil Rights under Law; and 3) modernizing election systems. Rock the Vote and the Student PIRGs will alert young voters about complying with the new requirements and practices, using research from USP-grantees, Common Cause and the Lawyers’ Committee. Rock the Vote and the Student PIRGs will educate more than one million young students on campuses through text messages and outreach by college administrators, faculty, and staff. The groups will also create an online election hub and use video, email, and social networking to extend the education outreach to at least two million additional young voters. Rock the Vote will also engage its volunteer street teams and its ‘Don’t Block the Vote’ action network, and its celebrity and media partners to create broad visibility for the campaign. Rock the Vote will frame its outreach and communications to inspire youth to vote despite the new restrictions by, for example, highlighting students’ positive experiences in states with progressive approaches to registration.

To address Election Day problems, the project will connect campuses and students with resources such as the Election Protection Coalition’s 866-OUR-VOTE hotline and the Lawyers’ Committee’s Smartphone application, which will disseminate vital voting information and allow users to access the Election Protection Coalition’s resources on their phones.³ Rock the Vote and the Student PIRGs will also launch a “Poll Rocker” program, with organizations such as the National Black Student Law Association, to identify 2,000 young people to serve as poll watchers. Additionally, the groups will train youth coordinators on over 300 campuses to work with over 150 Secretaries of State,

³ Research has demonstrated the prevalence of smartphone use among young minorities.

local registrars, and election officials, to ensure that well prepared monitors and trained staff are available on Election Day and to prepare election officials so that all voters can vote. Poll Rockers will serve as the first line of defense for the Election Protection Coalition. If there are problems at the polls, they will report these to Rock the Vote and the Election Protection Coalition so that they can coordinate a rapid response. Rock the Vote and the Student PIRGs will highlight and publicize registration and voting problems as they emerge.

Rock the Vote and the Student PIRGs will also work on modernizing election systems. The two groups will collaborate with USP anchor grantee the Brennan Center to release and disseminate an updated report detailing the savings counties would realize by modernizing their systems. Using the Brennan Center's state-specific reports, the groups will create a "scorecard," naming the best and worst states for young voters and highlighting states' implementation of policies that increase access to the political process. Rock the Vote will help Secretaries of State to locate a starting point to reform registration systems by encouraging them to use its online tool to standardize online registration systems. Rock the Vote's partners will then promote this tool to other state elections officials to increase registration and to develop case studies that document the accuracy, cost, and efficiency benefits of more modernized registration policies and systems, including online registration.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund and Transparency Fund, recommends a new grant of \$350,000 over one year for project support to Rock the Vote for its Democracy Class and Voter Protection projects. This grant will enable Rock the Vote to mobilize youth engagement in open society advocacy, foster greater awareness of democratic rights and responsibilities, expand youth voter participation and mitigate the impact of new voting restrictions.

Democracy Class

Rock the Vote developed Democracy Class in 2010 to address the civic education void in public schools. Over the past 30 years, civic education has been systematically cut from public schools and opportunities to learn about how politics and elections work have become increasingly rare, especially for youth who will not attend college or do not have parents who are regular voters. As millions of young people turn 18 each year, programs to register newly eligible high school students are not widespread. Democracy Class is a collaborative program that includes educators, artists, elected officials, and students. It is designed to reinvigorate the country's democracy by reaching and exciting potential voters as they turn 18, with a focus on those least likely to get registered on their own.

In order to fuel a more just and representative democracy in the U.S., Rock the Vote will leverage the high-profile 2012 presidential election cycle to engage young people in elections and provide an entree into greater civic participation. More broadly, Democracy Class ensures that young people have the opportunity to learn about the importance of

voting and how to navigate the systems of democracy, while also having the opportunity to register to vote so that they can exercise their rights as they turn 18.

It is proven that education, or the lack thereof, is the greatest barrier to voter registration and, ultimately, participation. When young people are informed about the process and asked to register, they do. As a leader and innovator in engaging young people, Rock the Vote is well suited to lead and run the Democracy Class program. For the past two decades, it has worked to simplify and demystify voter registration and elections for young adults by using the latest technology and popular culture to energize young Americans to participate in the political process. Rock the Vote has done an efficient job through the Democracy Class project to systematically find a way to reach the 11,500 young people who turn 18 each day.

Voter Protection

Since the 2010 mid-term elections, a mass of disenfranchising legislation has made its way through state legislatures across the country, including strict photo-ID requirements and restrictions on early voting, pre-registration, and same day registration. Furthermore, some Secretaries of State and local clerks are implementing additional voter suppression measures, creating a patchwork of local interpretations of registration laws. Students are especially affected by these laws, as some states, such as Texas and Tennessee, do not accept student IDs as an appropriate form of identification. Additionally, young voters in urban and low-income communities are least likely to have drivers' licenses. A recent Milwaukee study reported that 78% of African American males age 18-24 and 66% of African American women age 18-24 do not have valid photo IDs.

Rock the Vote and the Student PIRG's joint *Voter Protection* project works to address voter suppression problems in the short and long term. To protect young voters in the long term, the two groups will advocate for the modernization of voting systems. In the short term, the two groups will work to mitigate the effects of the barriers young people will face on Election Day and build public demand for policies to expand the franchise and facilitate voting, such as registration modernization. Modernized registration would provide for state universities and government agencies to automatically forward information to add citizens to the rolls, unless a person opts out. Additionally, Rock the Vote's Democracy Class will not only help to fill a civic education void but also help create a long-term positive narrative about participation.

Both Rock the Vote and the Student PIRGs are experienced at youth voter protection work. Rock the Vote has become a trusted source of information for young people on voting issues. The Student PIRGs have built one of the nation's most effective youth programs of student-directed and funded organizations on over 100 college campuses in more than twenty states. (The two groups will divide the Transparency Fund grant of \$150,000 roughly equally, in proportion to their efforts.)

Rock the Vote is led by Heather Smith, an experienced political strategist. Under her leadership, during the past two election cycles Rock the Vote built new tools and refined

best practices for the continued engagement of young voters, setting the highest voter registration records in both midterm and presidential elections in the organization's 21-year history. In 2010, Smith led Rock the Vote in its largest midterm election effort, generating more than 300,000 voter registration applications, engaging thousands of volunteers, and increasing youth turnout in targeted precincts. This work built on the successful efforts of 2008, when Rock the Vote registered a record-shattering 2.25 million people. The Democracy Class program is supported by an impressive and diverse advisory board of public officials, education leaders, and artists, and a program manager will soon be hired. We look forward to monitoring the project's forward progress.

Grant ID: 20035293

Legal Name of Organization: Voto Latino

Tax Status: 501(c) (3) public charity

Name of Fiscal Sponsor: n/a

Purpose of Grant: to provide general support

Grant Description: To provide general support funding to Voto Latino, a Washington, D.C.-based organization working to inform and motivate Latino youth to become civically engaged. With 50,000 U.S. Latinos turning 18 years old each month, many traditional non-partisan voter participation efforts do not understand or are unable to reach this fast-growing population. Voto Latino is at the leading edge of engaging young Latinos, by integrating new technologies, popular culture, voter registration, get out the vote work, and campaigns on immigrant rights and educational access. This grant would advance the Democracy Fund’s strategy to increase non-partisan voter participation from key constituencies.

Previous OSI Support: \$500,000
\$75,000 from Seize the Day Fund (2009-2011)
\$100,000 from Strategic Opportunities Fund (2009-2013)
\$325,000 from Democracy and Power Fund (2009-2013)

Organization Budget: \$7,000,000

Project Budget: n/a

Major Sources of Support:

Ford Foundation	\$ 575,000
PG&E	\$ 250,000
Haas Jr. Fund	\$ 100,000
National Education Association & American Federation of Teachers	\$ 100,000
PepsiCo	\$ 20,000

Amount Requested: \$300,000

Is this a contingent grant? No

Amount Recommended: \$300,000 (T1: 21113)

Term: 1 year, beginning January 1, 2012

Matching Requirements: n/a

Description of Organization

Voto Latino, based in Washington, D.C., works to inform and motivate Latino youth to engage in civic participation by leveraging the latest technologies, celebrities, and youth themselves to promote positive change. Known for having launched the nation's first national text message voter registration campaign, Voto Latino is at the leading edge of employing new technologies and the arts in advocacy campaigns and non-partisan voter registration and Get Out the Vote efforts.

Voto Latino fills a void in the civic participation arena. Latinos are the fastest growing segment of the American voting public. Many Latinos are new to civic engagement in the U.S. and need an extra hand in registering to vote and connecting to news and culturally-relevant information that encourages civic participation. Much of the engagement activities targeted to Latino youth by other organizations is done in Spanish, which does not speak to the 60 percent of U.S. Latinos that were born here and are bilingual. This population - Voto Latino's audience - is the fastest growing group among the Latino community. Ten thousand Latino youth turn 18 every month, and this group is bicultural, with 80 percent preferring to speak English. Voto Latino fills the gap among civic participation groups by addressing its audience in bicultural formats that appeal to them, validating that they are both American and Latino.

Voto Latino uses innovative technologies and arts and culture to motivate Latino youth, often the greatest "influencers" in their families, to take part in the democratic process. It targets Latino youth between 15 and 35 years of age, a demographic that spends a great deal of time online and almost universally uses mobile phones. To reach this audience, Voto Latino launched the first-ever national voter registration campaign via text messaging, an innovative approach that allowed young people to text the word "VOTE" to a designated number and receive information about registering and voting. Voto Latino continues to use the tactic to capture information and have ongoing messaging with its audience.

During the 2010 Census, Voto Latino's "Be Counted" campaign trended "Top 8" globally on Twitter and became a "Top 4" non-profit channel on YouTube, generating 15,000 pledges to fill out the census form. This helped to combat a projected undercounting of the Latino population and to return \$150 million in federal funding, over ten years, to neighborhoods where Voto Latino's census outreach was conducted. Voto Latino's census campaign was also iTunes' number one campaign, with tens of thousands of young people participating in census related public education.

With a relatively modest budget, Voto Latino has been able to reach this vast and largely untapped audience through the strategic use of innovative technologies and by leveraging more than \$7 million in free air time on radio and television for its voting related public service announcements. It maintains partnerships with major networks such as Comcast, Time Warner Cable, Univision Radio, Entravision, SBS, and MTV Tr3s (MTV's new network aimed at Latinos). As a result, in 2008 Voto Latino was able to share its public service announcements with a media market of more than 275 million television viewers, reach a market of 100 million radio listeners, 80 million consumers of print media, and 75 million internet users. By flooding the airwaves and social networking sites in English and Spanish and by employing text messaging, Voto Latino was able to register thousands of new voters, reaching them multiple times in get out the vote efforts and helping to turn out historic numbers of Latino voters.

Voto Latino's artist coalition worked to motivate Latino youth to participate in the 2010 midterm elections. The organization launched, for the first time, an integrated ground campaign, hiring field organizers for voter registration and outreach in Arizona, California, Colorado, Florida, and Texas. The field organizers, along with volunteers, registered 10,500 new youth voters in just three weeks. Its GOTV program communicated by mass social media with 44,361 potential voters, and was responsible for 9,241 calls, resulting in a connection with 5,554 voters who committed to vote.

Over the next year, Voto Latino will continue to mobilize young Latinos through non-partisan voter engagement activities and through advocacy campaigns around immigration and education access issues, including the DREAM Act and higher education affordability. Its priority states will continue to be Arizona, California, Colorado, Florida, and Texas. Contingent on funding, Voto Latino may also expand to Illinois, New York, and North Carolina.

More specifically, in the 2012 election cycle, Voto Latino aims to:

- Register 100,000 young Latinos through voter registration drives at community and four-year colleges, high schools, sporting events, and other locales;
- Use new technology to create social media programming and conduct voting systems advocacy to enable voter registration on mobile phones;
- Bring young Latinos to its web site and mobile platforms to register to vote through the distribution of more than 100,000 flyers as well as through an extensive earned and paid advertising campaign on English- and Spanish-language radio stations, public transportation vehicles, and billboards in cities with large Latino populations; and
- Expand its text messaging initiative, which allows its constituents to receive information about registering to vote by texting the word "VOTE" to a designated number.

Description of Program for Which Funding is Sought

The proposal seeks general support.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund, recommends a grant of \$300,000 over one year for general support to Voto Latino. We make this recommendation in recognition of Voto Latino's innovative and high impact work to utilize leading edge technology to increase non-partisan voter participation from within OSF priority constituencies.

Voto Latino is successful - and it has the data to prove it. In addition to launching the first-ever national voter registration campaign via text messaging in 2004, Voto Latino registered 35,000 first-time Latino voters in the 2008 elections and over 10,500 in a 2010 three-week blitz in Arizona, California, Colorado, Florida and Texas. Using social media, Voto Latino was able to conduct voter registration efforts in an efficient and economical manner.

Voto Latino's innovative civic engagement initiatives have not gone unnoticed. They have won numerous awards, including a recent Prime Mover grant, a White House EPIC Award, a MySpace Impact Award for Online Organizing, a *Newsweek* "Women in Leadership" Award, and the Hispanic Heritage Award for Vision. Voto Latino was also recently honored with two "Webby" Awards for particularly effective online advocacy and engagement efforts, joining such influential company as Amazon, Google, iTunes, *The New York Times*, and CNN.

Voto Latino's membership includes a coalition of 100 bloggers and online publishers, 80 radio DJs, 30 active celebrities, 15 television network partners, and a database of more than 30,000 politically active young Latinos. Through partnerships with organizations such as the Mexican American Legal Defense and Education Fund, the National Association of Latino Elected Officials, Rock the Vote, mobilize.org, National Day Laborer Organizing Network, League of United Latin American Citizens, and the National Latino Policy Institute, Voto Latino has an expansive network of over 50,000 leaders and activists.

Voto Latino has an impressive team, led by executive director Maria Teresa Kumar - named by *Hispanic Magazine* as one of the top Latinas in government and politics. Kumar has produced award winning PSAs, created the Artist Coalition of celebrities who are engaged in social justice, and built a media coalition that includes MySpace, YouTube, iTunes Latino, and MTV. She was named by *PODER* magazine as one of the 20 most notable U.S. Latinos under 40 years old.

Democracy Fund staff believes that Voto Latino meets a unique and important need to educate, inform, and empower Latino youth to be a part of the electoral process and year-round empowerment of their communities. The organization's use of innovative outreach tactics, peer-to-peer outreach, partnerships with non-profit organizations and with businesses, including Apple and Google, make it a good model for other civic engagement programs. The Democracy Fund is pleased to make this recommendation.

Grant ID: 20035300

Legal Name of Organization: The Voter Participation Center

Tax Status: 501(c) (3) public charity

Name of Fiscal Sponsor: n/a

Purpose of Grant: to provide general support

Grant Description: To support The Voter Participation Center, a non-partisan research organization dedicated to increasing voter participation, with an emphasis on under-represented demographic groups. The Voter Participation Center implements voter registration, education and turnout programs, and establishes partnerships with state and national groups to increase the efficiency of voter engagement efforts nationwide. The Center’s core focus for 2012 is on constituencies that are underrepresented in voter turnout performance, including Black, Latino, and young voters. This grant recommendation would advance a Democracy Fund strategy to increase non-partisan civic engagement, including through voter education and mobilization, among the most marginalized communities.

Previous OSI Support: \$400,000
\$400,000 from Progressive Infrastructure (2007-2009)

Organization Budget: \$9,000,000

Project Budget: n/a

Major Sources of Support:

Anonymous Donor	\$2,500,000
Mott Philanthropic	\$ 250,000
Bauman Family Foundation	\$ 250,000
Marcy Carsey Foundation	\$ 100,000
JPB Foundation	\$ 100,000

Amount Requested: \$200,000

Is this a contingent grant? No

Amount Recommended: \$200,000 (T1: 21113)

Term: 1 year, beginning January 1, 2012

Matching Requirements: n/a

Description of Organization

The Voter Participation Center, based in Washington, DC, is a research-driven, non-partisan organization that is dedicated to increasing voter participation. It has a special emphasis on amplifying the voices of historically underrepresented groups in our democracy, including African Americans, Latinos, young people (18-29 year olds), and unmarried women. These four demographic groups constitute what is increasingly called the “Rising American Electorate.”

The Voter Participation Center has developed and continues to hone models, scalable programs, and tools that make it more cost-efficient to reach out to underrepresented constituencies. The Center has also helped to introduce scientific approaches and metrics to the civic engagement community, thereby enhancing the measurement of impact of the voter engagement field. The Center regularly conducts evaluations to refine its models, programs, and messages in order to improve the impact and cost effectiveness of its programs and tactics.

The Voter Participation Center’s plans for 2012 include making 30 million contacts, largely by mail, to generate one million returned voter registration applications from new voters or those who have recently moved. The Center will also seek to generate applications from 250,000 people nationwide who seek to vote by mail, where permitted by law. Such voter registration and vote by mail programs are two ways for 501(c)(3) organizations to have the greatest impact in a big money presidential election as they are proven strategies to generate cost effective new votes.

Formerly known as Women’s Voices, Women Vote, the Voter Participation Center was the first voter engagement organization to identify unmarried women as a crucial constituency, singling out marital status as a major determinant of political participation. The Center increased the attention that was paid to the "marriage gap," a fundamental dynamic in the American electorate where married women are much more likely than unmarried women to register to vote and actually vote. The organization’s name was formally changed in 2011 to reflect the expanded focus of the organization to include the entire “rising American electorate.” This change recognized that the same outreach approaches that had been used effectively for unmarried women could also work with other constituencies.

The Voter Participation Center collaborates with national and state-based groups to help them to more effectively engage in large scale and cost effective voter registration and empowerment campaigns. According to the New Organizing Institute, a USP grantee that conducts in-depth evaluations of voter registration efforts, the Center has successfully registered more voters than any other progressive leaning group in several disparate states, including Kentucky, Maryland, Missouri, Texas and Washington. The New

Organizing Institute's assessment also indicated that more than seven out of every eight successful voter registrations that were gathered by mail were generated by the Voter Participation Center, including registering 20,000 new people of color in a single voter registration drive.

Description of Program for Which Funding is Sought

The proposal seeks general support.

Rationale for Recommendation

U.S. Programs, via the Democracy Fund, recommends a grant of \$200,000 over one year to enable the Voter Participation Center to continue its work to expand the electorate via large scale, cost efficient and highly effective voter participation campaigns.

The 2012 presidential election year offers another opportunity to change the U.S. electorate and to make it a more accurate reflection of our nation's population. The "Rising American Electorate" constituencies – Black, Latino, young and unmarried women voters – make up 53 percent of the voting-eligible population and are responsible for almost all of the U.S. population growth in recent years. They were, however, only 42 percent of the voters in the 2010 elections and only 47 percent in 2008, a year with a sizable uptick in turnout among Black, Latino, and youth communities.

The Voter Participation Center is committed to registering and mobilizing underrepresented voters at levels that reflect their growing demographic strength. Its focus on these key constituencies is necessary in order to grow the electorate, consistent with open society values. The rising American electorate is the fastest growing demographic group in America, accounting for 81 percent of the nation's population growth between 2000 and 2010, and 95 percent between 2008 and 2010, but its electoral and advocacy involvement has not kept pace.

Currently, 47 million people, about 40 percent, of the rising American electorate are not registered to vote, with especially significant gaps among the Latino and youth populations. The Voter Participation Center is uniquely qualified to increase voter participation among these constituencies. For example, its voter registration applicants from African American, Latino, youth, and unmarried women communities voted at a higher rate than other newly registered voters. Importantly, because it relies on a now old-fashioned vehicle for garnering voter registration applications – the U.S. mail – most contacts that the Center initiated did not overlap with any other independent organizations. Significantly, 81 percent of its newly registered voters would not have been reached out to at all if not for its efforts.

The Voter Participation Center also effectively leverages U.S. Programs investments beyond the election cycle for it is committed to year-round civic engagement that builds a cadre of citizens who take an active role in their communities. The Center has demonstrated that its civic engagement programs have significant "downstream" effects,

not only producing additional votes in an election but also significantly increasing participation in the next election to follow, even without further contact. This helps to create a new class of repeat voters, essentially creating a new civic engagement “habit” of voting. This election year, the center will continue to analyze results, undertaking a robust post-election evaluation into early 2013. The results will be made publicly available, benefiting the civic engagement field.

The Center’s research-driven registration programs in 2012 will focus on: experiments to discern the most effective tactics for reaching constituencies that move at a high frequency, particularly important in a time of high foreclosure rates. It will also evaluate methods to inspire voting from young people of color who are turning 18. An earlier study, for example, revealed that reaching out to register election-year eligible young people just as they turn 18 yielded significant positive results. Seventeen year-olds returned registration forms at 1.6 times the rate of 18 year-olds and at more than double the rate of 19 year-olds. Voter Participation Center research demonstrated that through a quarterly mailing cycle, sending registration information to those about to turn 18 results in lowering the cost of registering a young person of color by 31 percent and cuts in half the cost of generating a net additional vote from a young person of color.

On February 28, the Voter Participation Center will mail one million voter registration applications to unregistered and underrepresented Americans in 27 states. The Center is mindful of registration deadlines and the dates of upcoming elections, including primaries, and works meticulously with state officials, providing them with advance notice of the mailing, a copy of the forms to be sent out, and the opportunity to give feedback. This attention to detail is more important than ever in a time of new voting requirements and attacks on voting. Consequently, the Center stays abreast of all voter related laws in order to ensure that its registration drives comply with relevant state laws, even if those laws are misguided and anti-democratic.

A prior critique that staff had of the Voter Participation Center, which last received a USP grant in the 2008 election cycle, was that it did not build effective and reciprocal partnerships with other voter engagement organizations, especially those that are rooted in people of color communities. We are pleased to note that, for the 2012 election cycle, the Center has developed partnerships with the NAACP and State Voices, among others, to share its expertise, data and analysis. This will help other organizations to register newly eligible voters in a cost-effective manner. Economies of scale are particularly important in a year when there are fewer funds flowing to nonprofit groups that seek to register new voters.

The Voter Participation’s partnership with key groups, including Democracy Fund grantees, is consistent with U.S. Program’s priorities to build the capacity of state-based groups to have the power to advance open society at local, state, and national levels. The organization’s work to target underrepresented communities expands democracy and complements the work of our voter engagement grantees. We are pleased to offer this recommendation.

Grant ID: 20035294

Legal Name of Organization: Wellstone Action Fund

Tax Status: 501(c) (3) public charity

Name of Fiscal Sponsor: n/a

Purpose of Grant: to provide general support

Grant Description: To provide general support to Wellstone Action Fund to further technical and strategic assistance and trainings to city and state-based grassroots advocacy organizations that conduct non-partisan voter engagement. This grant recommendation would advance a Democracy Fund strategy to provide high level technical assistance to voter engagement and protection organizations so that they may work at a large scale and at high levels of rigor.

Previous OSI Support: \$825,000
\$275,000 from Progressive Infrastructure (2006-2009)
\$550,000 from Democracy and Power (2009-2013)

Organization Budget: \$1,153,579

Project Budget: n/a

Major Sources of Support:

Ford Foundation	\$200,000
Public Interest Projects	\$200,000
Wellspring Advisors	\$100,000
Brico Fund	\$ 62,500
HKH Foundation	\$ 50,000

Amount Requested: \$100,000

Is this a contingent grant? No

Amount Recommended: \$100,000 (T1: 21113)

Term: 1 year, beginning January 1, 2012

Matching Requirements: n/a

Description of Organization:

Wellstone Action Fund is Minnesota-based 501(c)(3) national nonprofit serving as a capacity-building center for progressive organizations and leaders, forming one of the country's largest training centers for leadership development, non-partisan voter engagement, citizen activism, and community organizing. Founded in 2003 by family, friends and colleagues of the late progressive champion Minnesota U.S. Senator Paul Wellstone, the organization honors and continues the legacy of Senator Wellstone through training a large network of young people and developing leaders within communities of color and Native American populations.

Wellstone Action Fund's five training programs range from basic introductory programs to advanced training in organizing campaigns. These programs include: Voter Engagement Schools, created in 2005 to teach voter mobilization skills to Native American and Latino community leaders and members of community-based organizations; Wellstone Organizing Fellows, a program that identifies, trains, and supports young leaders of color in Minnesota and around the country; Campus Camp Wellstone, a current U.S. Programs grantee and a well-regarded leader in the youth leadership development field; and, the Movement Building Project which provides technical assistance to organizations that are part of State Voices' non-partisan voter engagement tables across the nation.

Wellstone Action has a strong partnership with State Voices' civic engagement collaborative coalitions. Through this partnership, thousands of community-based leaders have gained the skills and knowledge to work on voter engagement and protection, economic equity, energy and climate change, immigrants' rights, and other issues. Underscoring the success of these training programs, key national and state-based organizations, such as the Center for Community Change, call upon Wellstone Action for support. These coalition-focused trainings are an effective way to reach a wide range of communities to build capacity and power. Wellstone Action's programing complements and strengthens the work of voter engagement groups, thus leveraging U.S. Programs' investment across a range of issues.

Part of the technical support offered by Wellstone includes training on key outreach tools, including the Voter Activation Network (VAN) and Catalist. The VAN is a voter contact database that manages voter file data as well as provides volunteer management tools for tracking work and scheduling events. Catalist is a database management tool that includes analytics helpful for targeting potential voters. Both tools have been made available to Wellstone Action through prior funding from the Democracy Fund, helping those organizations and individuals trained by Wellstone Action to build capacity and leverage outreach tools they may not otherwise have had access to in order to run voter outreach and education programs.

Another aspect of Wellstone Action's work is its commitment to providing culturally-sensitive, customized training that targets youth, people of color, and Native American populations. Organizations calling upon Wellstone Action include: the League of Young

Voters (trainings for non-college urban youth); the Native American Leadership Program (trainings at tribal colleges in New Mexico and North Dakota); the Movement Building Program (training for youth within Minnesota's Hmong community); and providing trainings for veterans of the Iraq and Afghanistan wars.

Over the last few years, Wellstone Action has played a supporting role in several significant victories for the progressive movement. Two key accomplishments in 2010-11 include:

Energy Action Coalition. A partner since 2008, Wellstone Action has provided four large-scale trainings to the coalition's leaders and members as well as helped design its program for voter engagement. With training sessions focused on messaging, strategic planning, effective targeting, and integration of the Wellstone "triangle" (community organizing, public policy, and electoral politics), Energy Action Coalition leveraged these sharpened skills to play a significant role in one of the most significant environmental victories of the last four years – the stoppage of the Keystone XL pipeline. The coalition's members and leaders are quick to credit Wellstone Action with moving them from a place of impassioned energy to a place of bold and strategic action in achieving this victory.

Maine's People's Alliance. Wellstone Action worked with a set of organizational partners in Maine to restore voting rights on the ballot this past fall. Wellstone Action partners at Maine People's Alliance collected more than 71,000 signatures through Maine's "People's Veto Ballot Initiative Process", moving a very tight margin into a 20-point victory for voter enfranchisement. Wellstone Action's work in this effort began last spring, when it teamed up with Maine State Employees Association (a member-run organization of SEIU), working intensively with organizational leaders to develop member engagement and mobilization strategies that would engage voters around a number of anti-union and anti-public employee initiatives.

Wellstone Action has also partnered with Democracy Fund grantees including: National People's Action, PICO National Network, the Center for Community Change, and numerous frontline organizations to dramatically increase the number and capacity of traditional organizing groups doing civic engagement work.

In 2012, Wellstone Action's target states for nonpartisan civic engagement capacity-building include: California, Colorado, Florida, Illinois, Iowa, Maine, Michigan, Minnesota, Missouri, Montana, Nevada, New Mexico, New York, North Carolina, Ohio, Oregon, Pennsylvania, Texas, Virginia, Washington and Wisconsin. Target states are determined by: policymaking context and need, the existence of anchor organizations, demographic opportunities for underrepresented constituencies to expand their voice, and an assessment of where capacity-building work may have state or federal significance in the future.

Description of Program for Which Funding Is Sought

This is a proposal for general support.

Rationale for Recommendation:

U.S. Programs, via the Democracy Fund, recommends \$100,000 over one year to Wellstone Action for its work to offer customized trainings and assistance to expand the capacity and effectiveness of community-based organizations that conduct voter education and mobilization.

Wellstone Action Fund's customized trainings and programs are creating a diverse core of well-trained leaders and organizations that understand how change happens. Wellstone Action Fund has particular expertise in the intersection of elections, organizing, and advocacy, with a proven track record of dramatically expanding the capacity and effectiveness of frontline organizations. Wellstone action boasts over 50,000 alumni and nearly 300 partner organizations.

Many community-based groups have made advances with voter engagement work over the last decade, employing higher-quality voter registration, education, and mobilization efforts. However, such efforts are often only focused on short-term funding and Election Day goal setting, rather than harnessing the full power of electoral organizing to build long-term power and advance a community's agenda. Wellstone's goal is to develop organizations' capacity to run voter engagement programs that are a means rather than an end.

Through training in core competencies and ongoing technical assistance on larger questions of program design and strategy, Wellstone Action ensures that more than 100 frontline civic engagement organizations can achieve necessary scale and impact in 2012.

A recent leadership transition, from founding director Jeff Blodgett to Ben Goldfarb, has been smooth. Goldfarb brings a fresh vision, along with years of campaign management and training experience, to the job. Specifically, he has directed large scale grassroots operations that played a central role in Minnesota's national leadership in voter turnout.

Wellstone Action's work with grassroots advocacy organizations strengthens voter registration and mobilization campaigns. With trainings targeting underrepresented populations, including Native Americans, Wellstone Action is filling a void and expanding democracy. The Democracy Fund is pleased to present this recommendation for a grant of \$100,000 for general support.