

democracy ADVOCATE



DEMOCRACY NORTH CAROLINA

ANNUAL REPORT FOR 2012

Bringing More Voters In

For 100 years, until 2008, North Carolina consistently ranked among the 15 worst states for voter turnout, thanks to the legacy of the poll tax, literacy tests and Jim Crow laws. The message sank in: voting is not for *you*, leave it to the boss man. (See a video of this history at democracy-nc.org.)

In 2012, NC finally climbed into the top 15 states for turnout! The hot presidential contest, along with voter-friendly features like Early Voting, Same-Day Registration and Sunday voting, made voting easy and important. Every vote really matters.

Democracy NC played a proud part in achieving the record 2012 turnout. With your help, we defended and even expanded our state's voter-friendly features; and we hired extra staff and trained hundreds of volunteers to educate and mobilize voters across NC.

[During 2012, Democracy NC:](#)

- Organized citizens in 32 counties to successfully convince election boards to expand Early Voting opportunities by adding more locations (on campuses, etc.) and weekend hours; 21 counties opened polls on a Sunday, up from 12 in 2008.
- Trained 1,335 voter engagement leaders in 57 counties who conducted voter registration and other campaigns. Our efforts added 25,600 new voters in 2012.
- Produced over 100,000 voter guides with our allies for Guilford, Cumberland, Mecklenburg and Buncombe counties.
- Involved 1,000 churches in some aspect of voter education, mobilization and protection for a massive "Souls to the

Polls" project. Over 61,000 voters used Sunday voting, up from 37,000 in 2008.

- Continued to build multi-racial coalitions in Charlotte, Greenville, Greensboro, Winston-Salem, Fayetteville, Wilmington, Rocky Mount, etc.; they're the foundation of all our grassroots educational work.



Rally at the NC General Assembly: Respect Our Vote

- Provided materials to over 400 service agencies to help them involve low-income clients in the election process; also worked intensely with 7 agencies to register 1,000 voters in a Nonprofit Votes pilot project.
- Held our 13th *Democracy Summer* to expose college youth to organizing and a life-changing experience. They held poetry slams on voting, led the successful effort to pass a resolution against *Citizens United* in Greenville, trained other youth, and more.
- Staffed Election Protection hotlines during Early Voting for the primary and general election, and helped UNC Law School operate them on Election Days.
- Devoted major resources to defeat the anti-gay amendment on May's ballot, with trainings, press events, and literature

aimed at black voters. It lost in precincts with 80% or more black voters but won by 3-to-1 margins in heavy white precincts.

- Distributed 1,000,000 handouts on voting rights, Early Voting, etc., made 27,000 get-out-the-vote calls, gave hundreds of rides to the polls, and received more than 200,000 hits on our special website NCElectionConnection.com.

- Produced a report on the Latino vote in NC, with more accurate estimates of registered and unregistered voters than found elsewhere. It was used widely by Latino groups and the press.
- Exposed cases of pay-to-play politics in the General Assembly and record levels of fundraising from special interests.
- Helped groups push local governments to adopt resolutions calling for a Constitutional amendment to reverse

the *Citizens United* decision; we're continuing this in 2013, along with defending NC's public financing programs.

- Mobilized Democratic and Republican county election officials and citizens to push the legislature to release \$4 million from the Help American Vote Act (HAVA) to pay for poll-worker training, more Early Voting sites, voting machine licenses, etc.
- Found election officials who testified about the harm of split precincts to help our court case against the redistricting plans; did significant research for the case.
- Challenged the photo ID bill and other proposals that restrict voter participation. This advocacy continues, plus a push to increase disclosure of all money in elections, including spending by outside groups.

Thanks for your great support in 2012!

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Jana Albritton
Jan Allen
Alliance of NC Black Elected
Officials

2012 Income by Source

Individuals & Donor-Advised Funds: \$291,406
Foundations, Nonprofits: \$839,000
Honorarium, Interest, Other: \$36,231

2012 Expenses by Program Area

General Organizing: \$662,907
Youth and Adult Leadership Training: \$183,620
Research: \$118,542
Administration: \$90,761
Fundraising: \$72,445

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 Susan Anderson
 Jerry Anthony
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 Pete MacDowell
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 Stan Meyer
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help advance voting rights and electoral reform in NC by responding to our requests to take action and/or by making a financial donation.

As a Democracy Advocate, you will receive:

- Regular updates and action alerts (if you list your email address).
- Notices of research reports.
- Invitations to our workshops and other events.
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