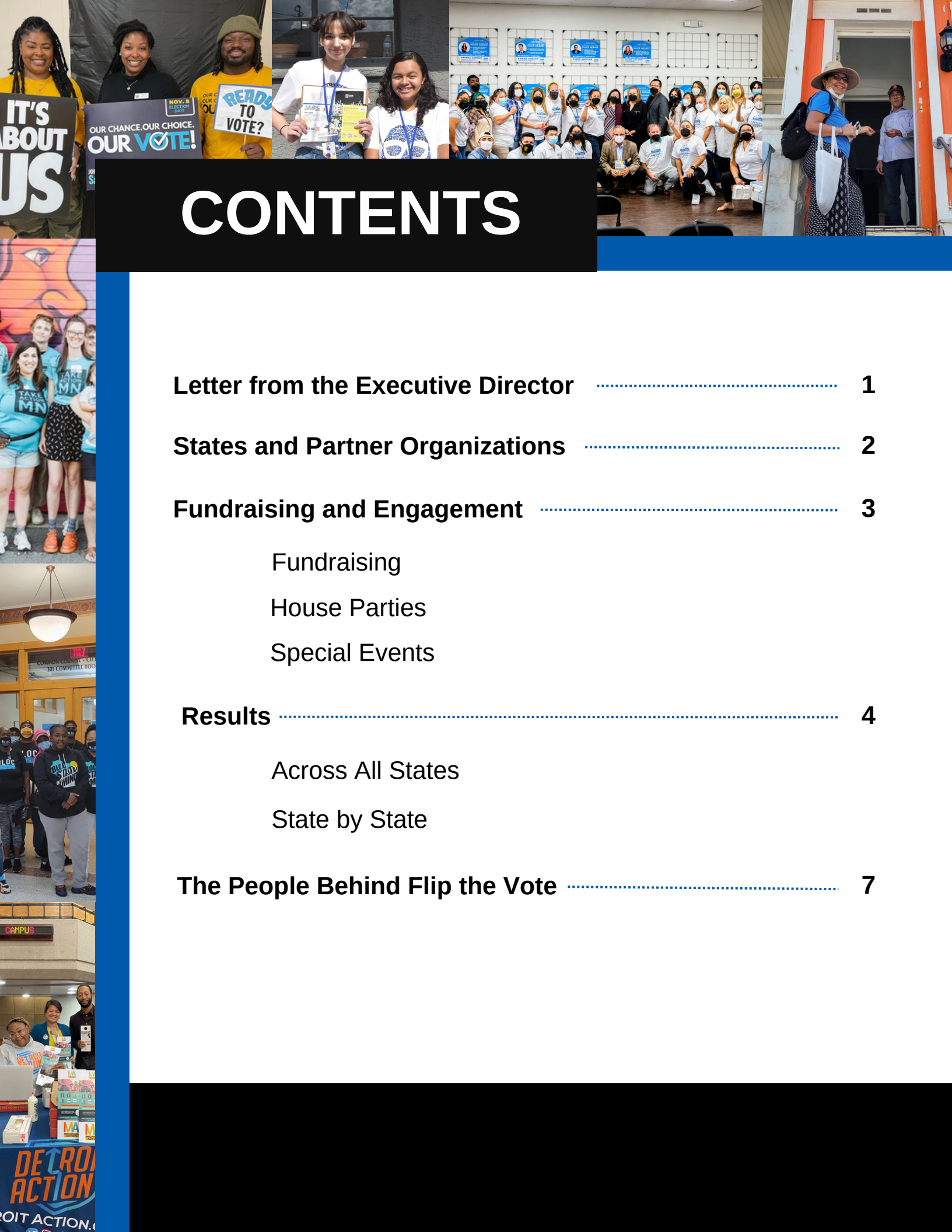


2022 IMPACT REPORT

FLIP WITH
VOTE

Flip the Vote is fiscally sponsored by Tides Advocacy, a 501(c)(4) nonprofit organization



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LETTER FROM THE EXECUTIVE DIRECTOR

IN THIS REPORT

You'll learn what we accomplished together in 2022. We raised essential funds for seasoned grassroots groups in key swing states working toward three goals: fighting for Democratic majorities in the US House and Senate; winning important state-level races; and using the midterms to lay the groundwork for the 2024 Presidential election.

Flip the Vote invested in the most critical, must-win states and identified groups effectively organizing to deliver Democratic victories within these states. This report showcases the community power each group established during this midterm year, how Flip the Vote helped make that work possible, and how each of you, our Flip the Vote family, contributed to the most successful midterm for an incumbent party in decades.

The message voters sent to Big-Lie-touting, MAGA extremist candidates in November was clear: you do not represent our values. With reproductive freedom and democracy on the ballot, our eight grassroots partners organized BIPOC (Black, Indigenous, and people of color) voters in the most crucial states to show up and vote for Democratic candidates up and down the ballot.

The results speak for themselves. In Minnesota and Michigan, we achieved Democratic trifectas, opening the door for passing meaningful legislation such as paid family and medical leave. In Arizona and Georgia, we re-elected Democratic senators who will protect our democracy and confirm federal judges. In North Carolina and Wisconsin, we held enough state legislative seats to preserve the veto power of both Democratic governors. In Nevada, a member of our grassroots partner group defeated a Stop the Steal candidate to oversee the state's elections. In Pennsylvania, we held two toss up House seats and made gains in the state House.

While the electoral victories are plenty to celebrate, we know an equally important victory is the investment we made in building long-term power in often overlooked communities. Across our eight target states, our partners knocked over 1.3 million doors, showing their neighbors that their voices and votes matter. No one candidate is able to build trust like our partners can.

2022 was not only a landmark year for our democracy; it also marked a significant moment for Flip the Vote. This cycle we reaffirmed our lasting commitment to making a more just and equitable world by transitioning from an all-volunteer organization to a formal 501(c)(4) nonprofit. My personal transition from volunteer Advisory Board member to our first (and only!) full-time paid employee is the honor of a lifetime.

We have always promised donors that every penny invested in our grassroots partners goes directly to funding grassroots organizing and this year was no different. To uphold that promise, we raised our internal budget separately from a small group of generous angel donors. I am deeply grateful for their support and proud to share that our overhead ended up amounting to the equivalent of 3% of our total fundraising in 2022.

All of our work is driven by our mission: To educate and engage concerned people to collectively maximize the impact of our political investments and activate our networks in furtherance of a more inclusive, equitable, and just American democracy. Our 2022 core strategies served these goals:

- **Evidence-Based Recommendations:** We invested in the right states and successfully identified impactful organizations in these states.
- **Giving as an Investment:** Together we raised over \$3M for our partners, a 300% increase relative to our fundraising in the previous midterm.
- **Relational Fundraising:** Over 7,000 individuals joined a house party and left inspired to make an impact and with a new way of thinking about political giving.

Before you dive into the report, I want to remind you that Flip the Vote is an organization powered by individuals. Every canvassing conversation, every voter registered, and every seat flipped is because you generously gave your time, energy, and financial resources. I am deeply grateful to be a part of this network of democracy-saving heroes and humbled to be entrusted to take Flip the Vote into the future. There is so much to come and I hope you will stay in the fight with us.

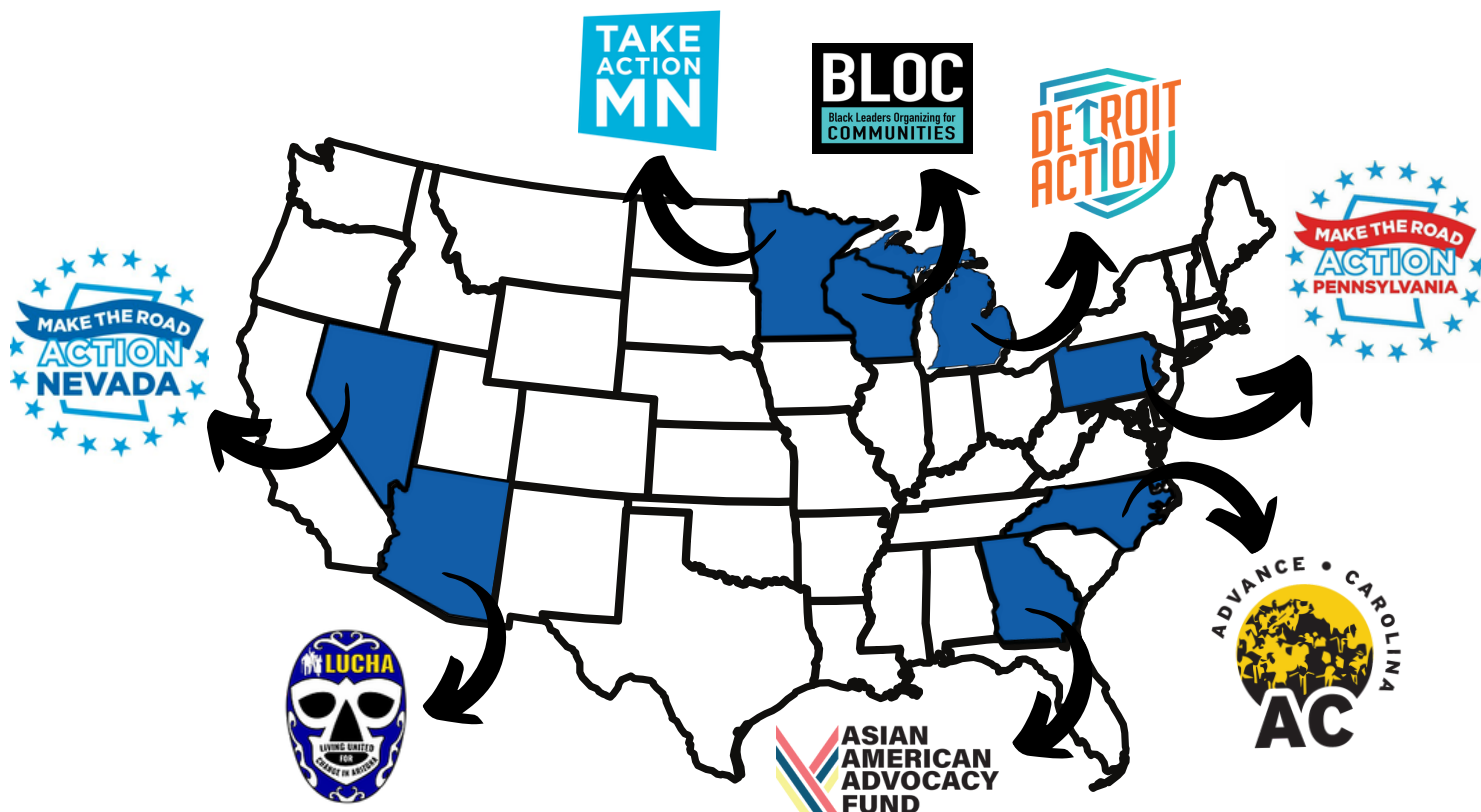
Onward!



Laura Pearl
Executive Director



STATES AND PARTNERS



GRASSROOTS PARTNERS

Supporting efforts that build lasting community power is integral to Flip the Vote's mission. All of our grassroots partners engage in partisan, targeted electoral work, are led and staffed by people of color, and work year round during election and non-election years. Their advocacy and commitment to their communities take many forms. From voter information guides to coat drives to holding elected officials accountable, our partners meet the needs of their members.

AZ

Living United for Change in Arizona (LUCHA) organizes Latinx communities across Arizona to fight for social, racial, and economic equality. LUCHA programs include DACA clinics, ballot guides, and People First Economy campaign.

Make the Road Action Nevada builds power in Latinx and working class communities to achieve dignity and justice for all. MRNV is responsive to its members' issues which include a pathway to citizenship, mutual aid projects, and fair housing.

NV

GA

Asian American Advocacy Fund (AAAF) is dedicated to building a politically-conscious, engaged, and progressive Asian American base in Georgia. AAAF provides voter materials in 8 Asian languages, collaborates with local AAPI artists, and holds socials for members.

Advance Carolina educates and mobilizes Black and progressive voters to take charge of their communities via community-based solutions. In 2022, Advance Carolina mobilized voters through events like Barbers 4 Ballots and held rallies fighting for fair, independent courts in NC.

NC

MI

Detroit Action is dedicated to Black and brown working class Detroiters. Their year-round work transforms Michigan through issue and electoral organizing, legislative advocacy, and grassroots get out the vote efforts.

Make the Road Action PA empowers community members to be the leaders in challenging and dismantling all forms of systemic oppression. They have organized to raise the minimum wage and protect workers.

PA

MN

TakeAction Minnesota's multi-racial, member-led work focuses on building a government and economy that works for all. Current priorities for TakeAction include passing paid family and medical leave and climate action.

Black Leaders Organizing for Communities (BLOC) works to lift up Black citizens, leaders, and businesses. BLOC's deep canvassing method is replicated in organizing across the country.

WI

FUNDRAISING AND ENGAGEMENT

FUNDRAISING

Our greatest source of pride is the financial support our community provides to our partner organizations. While billionaires pour dark money into candidates and PACs, our dedicated and powerful donor base pushes back by pooling our financial resources to fund the work being done on the ground to elect candidates who represent the values of the communities they represent.

**2022 Fundraising Total:
\$3 Million+**

Additional \$140k in
the GA Senate runoff
election

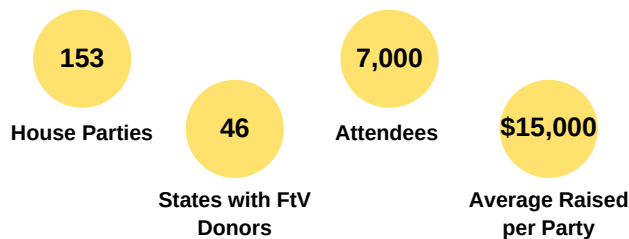
300% increase in
fundraising relative
to 2018 midterm

Amounts to a total of
\$10.5M raised since
2018

In 2022, **Flip the Vote** transitioned from a fully volunteer-led effort to a 501(c)(4) nonprofit with one paid employee, Executive Director Laura Pearl. To ensure we can make the promise to all house party donors that **Flip the Vote does not take any portion of their investment**, our operating budget was funded separately and entirely by a handful of angel donors.

HOUSE PARTIES

At the heart of our organizing are **Flip the Vote house parties**. Each house party host invites people in their personal network, asking them to attend a one-hour Zoom event and learn about Flip the Vote's strategy for delivering Democratic victories. Our sincerest **thank you** to each of our 2022 hosts. Our work is only possible because of YOU!



Each Flip the Vote house party produces 2-4 additional parties, multiplying our message's reach. House parties are fun, personal, and educational. Every attendee, whether or not they donate, logs off the call better educated about our country's electoral process and with a new perspective on political giving.



*"This is the first time I am engaging in anything political (besides voting, of course). I was so inspired by a virtual party I attended two days ago - I felt I had to co-host my own. **Anny G.**"*

SPECIAL EVENTS

In addition to our 153 personalized house parties we held **seven special speaker events**, open to all members of the Flip the Vote community. Each event focused on pertinent topics including messaging and young voter turnout with experts in the field in conversation with our grassroots leaders.

Jan 27	Building Diverse Voter Coalitions
May 24	Effective Messaging with Dan Pfeiffer
Jul 28	SCOTUS Is Broken I with Lawrence Goldstone
Aug 24	SCOTUS Is Broken II with Dahlia Lithwick
Sept 22	Gen-Z: The Future of Democracy
Oct 20	Persuading Non-Voters to Turn Out
Nov 16	Georgia Runoff Landscape Explained

Many **special guests appeared** alongside the leaders of our partner groups, sharing their wisdom as well as their excitement about Flip the Vote's mission.

Heather Booth, Abortion and civil rights activist

Jessica Craven, Writer and activist

Sammy Kanter, Co-host of Girl and the Gov podcast

Maddie Medved, Co-host of Girl and the Gov podcast

Bill McKibben, Author and environmentalist

Lara Putnam, Author and historian

Amy Siskind, Activist and writer

Rebecca Solnit, Author

RESULTS

RESULTS ACROSS ALL STATES

Your investment helped our partners make millions of contacts and resulted in the best midterm year for the incumbent party in decades. Each individual win described below culminates into something bigger. Democrats **expanded their Senate majority**, allowing President Biden to **appoint more federal judges** who will protect abortion and voting rights. **The GOP majority in the House is slimmer** than anyone predicted. **No election deniers won their races** for secretary of state or governor in any of our partner states. **All because of you!**

**1.3
MILLION**
Doors
Knocked

**2.9
MILLION**
Calls to
Voters

**2.2
MILLION**
Texts to
Voters

**4.0
MILLION**
Pieces of Mail
Sent

**49.1
MILLION**
Social Media
Impressions

**36.0
THOUSAND**
Voters
Registered

STATE BY STATE RESULTS

ARIZONA



The GOP slate in Arizona was possibly the most extreme in the country with election deniers and an Oath Keeper at the top of the ticket. Voters rejected these ideologies, with Democrats sweeping the top three statewide offices. The work in Arizona does not stop here. Governor Hobbs won by only 0.7% and Republicans hold a two seat majority in both chambers of the state legislature. LUCHA's efforts registering and organizing Latinx voters and co-governing with officials they helped elect resulted in major progress in 2022 and set the stage for more electoral victories in the years to come.

Flipped governorship, the first time a Democrat holds the office in 14 years

Held Senator Mark Kelly's seat

Held secretary of state's office, defeating an insurrectionist

Flipped attorney general's office by just 280 votes

Elected the most diverse state legislature in Arizona history

Passed in-state college tuition for DACA recipients by 0.4% due to LUCHA's bipartisan efforts

Latinx Voters favored Democrats 63 to 36 over Republicans

“
Relational organizing takes longer to build and requires purposeful calculations and relationships. But, in the end, organizing builds lasting impacts and countless lives are changed.
”

Alex Gomez, ED LUCHA

GEORGIA

“
We received consistent support from Flip the Vote that was key in scaling up our programming. The support early within the runoff was invaluable in allowing us to quickly mobilize and organize around the Georgia Senate runoff.
Aisha Yaqoob Mahmood, ED AAAF
”

Though we were all disheartened by Stacey Abrams' loss in the gubernatorial race, we know that movements are not built overnight. Abrams' presence at the top of the ticket brought attention to several down-ballot races, helping deliver wins for progressive candidates. These victories are a testament to the power of grassroots organizing and emphasized the importance of the AAPI vote. AAAF helped voters navigate attempts to suppress their vote and an estimated 78% of AAPI voters supported Senator Warnock in the runoff.

Held Raphael Warnock's senate seat in a closely watched runoff

Held two US House seats

Doubled AAPI representation in the state general assembly with 10 AAPI members serving

Elected the first two Muslim women to ever serve in the state assembly, both of whom were endorsed by AAAF

Elected 15 of AAAF's endorsed candidates, from US Senate to Roswell City Council

AAPI Voters increased turnout by 2.5%, the largest increase of any ethnic group in the state



MICHIGAN

Held governor's office, re-electing Gretchen Whitmer to a second term

Held secretary of state and attorney general, defeating election deniers for both offices

Flipped both chambers of the state legislature resulting in a Democratic trifecta

Passed Proposal 3 which enshrines the right to abortion in the Michigan state Constitution and invalidates an almost century-old total ban

Passed Proposal 8 expanding voting access

Through relationships, we are able to develop new leaders and create a base that will last longer than any election. Relational organizing gives the advantage of being trusted sources for all things policy and politics because we are rooted in community and driven by the experiences of our people.

Branden Snyder, ED Detroit Action



Fair maps enabled voters to elect a Democratic legislative majority in Michigan. The resulting trifecta can repeal right to work laws and deliver on racial and economic justice. Abortion was on the ballot and voters approved a state constitutional amendment that ensures the right to abortion. This victory is due in part to Detroit Action's efforts to educate voters about the initiative. Detroit Action made voting a celebratory act in 2022, hosting 12 Parties to the Polls to register voters and drop off absentee ballots together.

MINNESOTA

Minnesota is the second Democratic trifecta we are celebrating this year after voters flipped the State Senate. Years of organizing and investment led to this monumental victory and we look to Minnesota as an example of what battleground states can become with long term financial commitment. TakeAction plans to take advantage of the trifecta, activating members and the many non-members who opted to take more action with them to fight for paid leave, renewable energy investments, affordable prescription drugs, and further healthcare expansion. We look forward to watching TakeAction co-govern with new progressive leaders.



Our takeaway this election season is that getting to momentous wins is a long-term organizing project. As people committed to justice, we must commit to long-term organizing strategies and stick with them.

Elianne Farhat, ED TakeAction MN

Held Democratic governorship and secretary of state

Held attorney general's office, re-electing progressive Keith Ellison by less than 1%

Elected Mary Moriarty, a former public defender, as Hennepin County Attorney

Flipped the State Senate creating a pro-choice majority in both chambers for the first time

Increased likelihood of voter turnout by 29% after two contacts from TakeAction

NEVADA

Only by putting impacted people at the forefront of the movement can we succeed. Continuous investment allows us to build transformational rather than transactional relationships with our community members.

Leo Murrieta, Co-State Director MRNV

Held Senator Cortez Masto's seat by less than 1%

Elected MRNV member Cisco Aguilar as secretary of state making him the first Latino to hold the office

Held all three highly contested US House seats

Passed ballot measures raising the minimum wage and implementing ranked-choice voting

Latinx Voters favored Democrats 63 to 35 over Republicans

Nevada, a traditional Democratic stronghold, looked too close for comfort late in the midterm cycle, leading Flip the Vote to add it to our list of priority states mid-summer. MRNV was able to expand their field teams and have in-depth conversations at the doors and on the phones. Their targeted expansion paid off, holding almost every key office. MRNV prioritized conversations around issues faced by many working class Nevada families like rising costs, stagnant wages, and humane immigration policy.



NORTH CAROLINA

Protected Democratic governor's veto power by preventing a GOP supermajority by just 629 votes in one State House seat

Elected 28 of Advance Carolina's endorsed candidates from state legislators to sheriffs

Doubled the number of get out the vote hubs from 4 to 8 due to FtV's investment

Black Voters favored Democrats 93 to 5 over Republicans



We are committed to building out and expanding our local presence in the community by keeping our GOTV Hubs open through the next two years to help retain the local organizing infrastructure and talent built during the 2022 midterms.

Marcus Bass, ED Advance Carolina

North Carolina represents a state that requires long view investing and organizing. Democrats hoped to pick up a senate seat but were disappointed after Cheri Beasley lost to her GOP opponent. A major victory despite gerrymandered maps was fending off a GOP legislative supermajority, which protected the governor's veto power. Advance Carolina built lasting strength through events like Barbers 4 Ballots and Unlock Our Vote which registered formerly incarcerated North Carolinians to vote after their voting rights were restored by a 2022 court case.

PENNSYLVANIA



“Flip the Vote gave us the opportunity to share the work we do and reach people we might not have the opportunity to engage to learn about and support our work. We grew our canvass team and kept on 5 new canvassers to work with us year round.”
Maegan Llerena, State Director MRPA

MAGA candidates ran against strong Democrats and the voters of Pennsylvania made clear their preference for leaders who will protect their freedoms and our democracy. A meaningful 2022 victory was the addition of Whole-Home Repairs to the state budget. The fund helps cover the costs of home repairs for low-income residents. Work like this directly benefits MRPA members' lives and shows voters the importance of their involvement. Pennsylvania will be a must-win state for Democrats in 2024 and MRPA's organizing has laid the foundation to turn out Latinx voters across the state.

Flipped Senate seat, electing John Fetterman to represent PA

Held governorship, with Shapiro defeating MAGA nominee Mastriano by almost 15%

Held two toss up US House seats

Flipped State House by winning PA 129, now represented by Johanny Cepeda-Freytiz, the first Democrat and Latina to hold the seat

Latinx Voters favored Democrats 70 to 26 over Republicans

WISCONSIN

Wisconsin is a state with immense potential and razor thin margins. While the country was hopeful Mandela Barnes could unseat the incumbent, voter suppression and racist attacks prevented his victory. Barnes lost by just 1%, the closest Democrats have come in three elections to defeating Johnson. In a state where statewide offices are neck and neck, gerrymandered maps forced BLOC to fight and successfully prevent a legislative supermajority. We have a chance to protect abortion and fight for fair maps in the 2023 state Supreme Court election.

Held governorship, re-electing Tony Evers

Held secretary of state's office by just over 7,000 votes

Held attorney general's office, defeating a candidate who would have enforced WI's 1849 total abortion ban

Protected Governor Ever's veto power by preventing a GOP state legislative supermajority

Black Voters favored Democrats 89 to 11 over Republicans

“We want to turn a non voter into a voter, then want that voter to understand the roles and responsibilities of the office they are voting for, and then we talk about our candidate. By structuring conversations in this way, it allows us to not come into the conversation with an agenda and to be there to listen.”
Angela Lang, ED BLOC



While the midterm outcome was more positive than most polls predicted, we were still dealt disappointing losses in many key races. Despair is tempting, but Flip the Vote community members remember we must remain clear-eyed and continue to stay the course, supporting organizing efforts in communities of color and empowering voters to elect officials who uphold their values. Each of our partner groups will glean every insight possible out of both their victories and losses and, after some hard-earned rest, return to their communities to organize for 2023, 2024 and beyond.



“Flip the Vote changed my feeling of hopelessness to one of hope if not now, certainly in the future.”
Anita O.

“Flip the Vote helped me focus my giving and feel okay ignoring all the email and text asks I got. I feel like my money went to the right place and was most effective.”
Flip the Vote Host and Donor

THE PEOPLE BEHIND FLIP THE VOTE

HOSTS



368
House Party Hosts

Flip the Vote would not exist without each and every host. You all so graciously let us into your space and shared your network and resources. The impact each host had was enormous, introducing us to new community members and inspiring 2-4 additional house parties on average. We had a blast working with all 368 of you and hope you'll join us as hosts in the future.

ADVISORY BOARD

The Flip the Vote Advisory Board provides **leadership, oversight, and guidance** for all of Flip the Vote's activities. All Advisory Board members serve as volunteers and participate in determining and executing Flip the Vote's mission, vision, and activities. Working groups within the Advisory Board take on specific roles such as Donor Engagement, Infrastructure, and Investment Strategy.

EXECUTIVE COMMITTEE
John Ifcher, Chair
Elissa Gershon, Vice Chair
Jacque Anderson, Treasurer
Patricia Cruse, Secretary

ADVISORY BOARD
Maria Giudice
Samantha Graff
Kim Haveson
Daniela Matejkova



CULTIVATORS

A Flip the Vote Cultivator is a **super volunteer** who helps fill a variety of roles. Cultivators presented at house parties, provided tech support, and aided in the day to day tasks of Flip the Vote. A very special thank you to the following individuals who were generous with their talents and time:

Avery Bluey
Saira Malhotra
Jill McTaggart

Audrey Guo
Liam McBride
Avi Rose

Sarah Ifcher
Frances McConnell
Kathy Simon

INTERNAL FUNDERS

Flip the Vote hired a full-time Executive Director to continue our work and a small group of angel donors from across the country stepped up to fund our small operating budget. These individuals' belief in both our mission and the work of our grassroots partners is priceless. We are pleased to report that relative to our 2022 fundraising efforts, our operational budget is 3% the size. Tiny but mighty, we poured our effort into being a good investment for this integral group of donors. Thank you deeply for allowing us to do this work.

FLIP THE VOTE



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