

2017 ANNUAL REPORT

PEOPLE FOR THE AMERICAN WAY & PEOPLE FOR THE AMERICAN WAY FOUNDATION



LETTER FROM THE PRESIDENT

January 2018

Dear friends of People For,

The past year has been a deeply dangerous time for our country. The Trump administration's ongoing assault on our democracy and our collective values has underscored the urgent need to stand up against this threat—and shined a spotlight on the importance of the work People For does each day.

As President Trump filled his cabinet with extremists, put forward unqualified and unfit judicial nominees, and all but moved the Religious Right into the White House, People For made sure journalists and activists had access to timely, accurate research on the records and activities of these figures. As right-wing voices once considered fringe found that they had direct lines to people at the highest levels of power, People For tracked their rise, sounded the alarm, and equipped others with the resources to speak out, too.

From attacks on immigrants and Muslims, to proposals undermining women's health, to efforts to roll back the civil rights of communities of color, LGBTQ people, and other marginalized groups, this year has seen no shortage of attacks on our fundamental rights.

At the same time, we also saw important signs of progress in 2017, from groundbreaking elections to the outpouring of grassroots energy and activism across the country. PFAW Foundation's leadership networks continue to do extraordinary work to capitalize on this renewed energy and to ensure that we build a strong, sustainable, and inclusive progressive movement. Looking forward to 2018 and beyond, we know that investing now in rising progressive leaders is a key to creating transformational change in our country.

The coming year will bring new threats—sometimes at a breakneck pace—but you can trust that People For will be doing everything we can to fight right-wing extremism and pursue equity and justice for all.

Thank you for your support.

Sincerely,

Michael Keegan, President
People For the American Way
People For the American Way Foundation





PEOPLE FOR THE AMERICAN WAY

ELECTING PROGRESSIVES

People For the American Way works to elect progressive candidates in key states and to hold Republican candidates accountable for records of extremism.

In 2017 Democrats won historic election victories and PFAW was a key player in many of those races, especially in the overwhelming victory of Governor Ralph Northam in Virginia. Through our *Latinos Vote!* campaign, we ran ads, hosted rallies, and worked with the media to make sure that Latino voters in the state understood the grave threat posed by the bigotry of the GOP nominee.

PFAW also launched the Next Up Victory Fund, aimed at electing young progressives to state and local offices and building the bench of progressive candidates. In its inaugural year, Next Up helped elect dozens of inspiring young candidates across the country, including Virginia's new lieutenant governor, Justin Fairfax; the nation's first openly transgender state legislator, Danica Roem; and St. Paul's first African American mayor, Melvin Carter.

We also supported the effort to defeat Roy Moore in the Alabama Senate race, releasing a report on Moore's history of right-wing extremism and highlighting his disturbing record in national press outlets.

RIGHT WING WATCH

People For the American Way's Right Wing Watch blog is the centerpiece of our strategic campaign to expose the rhetoric and agenda of the far Right. Right Wing Watch continues to reach new readers each day, with nearly ten million page views in 2017.

A major theme of Right Wing Watch's work this year was tracking the Religious Right's fealty to Trump, dubbing 2017 "the year the Religious Right moved into the White House." Shortly after the mass shooting in Las Vegas, for example, Pat Robertson blamed the horrific crime on widespread "disrespect" for President Trump; Right Wing Watch caught the moment, and the video we clipped has now been viewed more than 422,000 times.

In addition, we released a report on the trend of U.S. right-wing figures increasingly embracing Russian president Vladimir Putin's regressive policies during the Trump era.

In 2017 Right Wing Watch also deepened its coverage of the racist alt-right. In October we published a report on how white nationalists are using YouTube to spread their message, in particular by leveraging the audiences of less extreme and more famous YouTube stars.

FAIR AND JUST COURTS

People For the American Way works to support fair and just courts where everyone is treated equally before the law.

In 2017 PFAW took a leadership role in opposing Trump's right-wing Supreme Court nominee, Neil Gorsuch, including extensive legal and opposition research; field responses in West Virginia, Montana, Florida, Pennsylvania, Missouri, Michigan, and Washington, D.C.; ads on the air in 14 states; ongoing support to Capitol Hill; and dozens of op-eds, letters to the editor, statements, and reports to help shape the narrative.

We also fought against lower court nominees who displayed extreme and disturbing ideologies—including one nominee (Brett Talley) with a record of online extremism who was rated unanimously as "not qualified" by the American Bar Association and another (Jeff Mateer) who stood alongside right-wing activists who called for gay people to be executed. After an outcry from PFAW and our allies, both of these nominations were withdrawn.

In 2017 we also released an in-depth report on the crucial stakes for all Americans if Justice Anthony Kennedy resigns from the Supreme Court.

PEOPLE FOR THE AMERICAN WAY

EQUITY AND JUSTICE FOR MARGINALIZED COMMUNITIES

PFAW's vision is an America that acknowledges our history, combats hatred and bigotry against marginalized communities, and seeks justice and equity for all.

This year People For pushed back against Trump's anti-Muslim and anti-immigrant actions like the Muslim travel ban, working with Khizr Khan—who joined PFAW's board in 2017—in speaking out against the administration's discriminatory proposals, including through a Washington Post op-ed.

We also raised our voices in the wake of the horrifying events in Charlottesville and spoke out about the devastating continued police violence against communities of color, including by promoting reform principles for safe and accountable policing.

NEW PFAW PODCAST

In October, PFAW launched a weekly podcast called "The Progressive Happy Hour" which helps listeners unpack the news, strategize for progressive change, and raise a glass to the resistance in the Trump era.

PFAW continued to fight back against right-wing attacks on women's equity and health, raising awareness in prominent publications like The Guardian, Cosmopolitan, and Ms. Magazine about the Trump administration's efforts to undermine fundamental women's rights.

PROTECTING DEMOCRACY: MONEY OUT, VOTERS IN

For nearly a decade, PFAW has been helping lead the charge to get big money out of—and voters into—our elections. In 2017, we continued working in coalition with other organizations to educate the public about how the explosion of money in politics is tied to the selection of judges and justices, identifying common threads between the issues of campaign finance reform, voter suppression, and the conservative attack on our courts.

PFAW opposed the nominations of James Ho and Matthew Peterson to federal judgeships, both of whom had made clear that they value giving wealthy special interests even more power in our elections. Following public pressure, Peterson's nomination was withdrawn.

We also joined several partner organizations in delivering over 150,000 comments and signatures—a new record—urging the Federal Election Commission to create new guidelines for disclosure in online political spending.



In addition, PFAW launched a campaign to expose the Trump administration's sham "election integrity" commission, including an explainer video and a report detailing the commission's key figures. Our affiliate PFAW Foundation took out a full-page ad in the New York Times noting the commission's real purpose: voter suppression.

JUSTICE AT THE JUSTICE DEPARTMENT

Our country's Department of Justice was meant to safeguard the rights of all Americans, and People For the American Way has not stood idly by while the Trump administration abandons the Justice Department's legal and moral responsibility to uphold core constitutional principles. In 2017 PFAW strongly opposed the confirmation of civil rights foe Jeff Sessions as attorney general, leading protests, publishing op-eds, and joining with partners to deliver one million petition signatures opposing Sessions' confirmation.

Later in the year, PFAW launched a campaign to hold Sessions and the GOP accountable for their moves to dismantle or undermine key programs at the Justice Department, including in civil rights enforcement, voting rights, immigration policy, anti-hate crimes work, police reform, and mass incarceration. We tracked and publicized each move DOJ made to roll back progress in these areas.

PFAW also joined with American Oversight to file a lawsuit against the Justice Department and the FBI to force the agencies to disclose the instructions that the FBI gave to

Attorney General Jeff Sessions regarding his foreign contacts when he was applying for a security clearance. MSNBC's The Rachel Maddow Show featured our lawsuit in a segment aired the day the suit was filed.

RELIGIOUS LIBERTY

People For the American Way works to defend religious freedom and to counter those who seek to turn this cherished principle from a shield into a sword that individuals and corporations can use to harm others by exempting themselves from laws that promote the common good.

In 2017 PFAW released a guide on "Dos and Don'ts" for respectful and effective public conversation on religious faith and religious liberty. The resource urges progressive advocates to challenge the Right's false portrayal of criticism of the movement's political agenda as an attack on Christianity, while at the same time cautioning advocates not to give political ammunition to right-wing activists by saying things that can be misconstrued as attacks on faith.

PFAW also continued its advocacy around protecting the Johnson Amendment, a provision that blocks houses of worship from spending money to advocate for or oppose political candidates—which Trump pledged to destroy. Board member Reverend Timothy McDonald penned an op-ed speaking out about why undermining the Johnson Amendment helps special interests rather than churches.

2017 PFAW BOARD MEMBERS

Lara Bergthold, *chair*

Greg Frezados, *treasurer*

Diane Laviolette, *secretary*

David Altschul

James Hormel

Jane Lynch

Lois Stainman

Jim Autry

Dolores Huerta

Seth MacFarlane

Marge Tabankin

Alec Baldwin

Barbara Jacobs

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Arthur Bellinzoni

Michael Keegan

Yolanda "Cookie" Parker

Geraldine Day Zurn

Mehrsa Baradaran

Khizr Khan

Deborah Rappaport

Mary Frances Berry

Howard Klein

Josh Sapan

Bertis Downs

Norman Lear

Carole Shields

PFAW FINANCIALS

REVENUES

Contributions and Grants	\$7,205,093
Investment Income	
Other Revenue	\$54,026
Total Revenue	<u>\$7,259,119</u>

EXPENSES

Program Service Expenses	\$4,091,286
Management and General Expenses	\$580,078
Fundraising Expenses	\$2,304,388
Total Expenses	<u>\$6,975,752</u>

ENDING NET ASSETS **\$1,655,922**

Source: IRS Form 990





PEOPLE FOR THE AMERICAN WAY FOUNDATION

YOUTH LEADERSHIP

PFAW Foundation invests in the next generation of progressive leaders through its youth leadership programs: Young People For (YP4) and the Young Elected Officials Network (YEO).

In 2017 we welcomed new leadership for this work, as Ithaca Mayor Svante Myrick—a former member of the Young Elected Officials Network—became PFAW Foundation’s director of youth leadership programs and Christin “Cici” Battle became the first alum to lead YP4, our oldest and largest youth program.

YOUNG PEOPLE FOR

Young People For (YP4) is a national long-term youth leadership development program that aims to identify, engage, and empower young people who are historically left out of the leadership development pipeline to take action in their community now.

Consistent with the program’s commitment to racial and social justice rooted in civic engagement, YP4 selects fellowship classes with significant representation of communities of color, women, LGBTQ people, religious minorities, people living with disabilities, and Indigenous people—and the young leaders selected for the 2017-2018 Fellowship are no exception. Over 70 percent of the young people in this class identify as people of color.

In summer 2017, each of these 105 young leaders attended a YP4 regional training in Los Angeles, Dallas or Philadelphia to help them build the skills they need to lead action projects in their own communities and campuses, called Blueprints for Social Justice.

Over the past several years, YP4 has incorporated a holistic civic engagement core curriculum to ensure folks within the network are not only passionate about issues, but understand the process. YP4 also continues to emphasize the importance of fair and just courts, including by supporting Fellows in educating their peers about the role that courts play in shaping the issues that affect their daily lives.

In October, YP4 launched a “What’s up Wednesday” Facebook Live series to engage and activate its network around critical issues, hosting episodes on topics like gun reform, clean power, DACA, and birth control—and receiving over 50,000 impressions in its first few months alone.

YP4 also teamed up with Generation Progress to release a report in April 2017 detailing the economic disadvantages faced by progressive youth-serving organizations and outlining recommendations to address this funding gap.

YOUNG ELECTED OFFICIALS

PFAW Foundation’s Young Elected Officials (YEO) Network is the first and only national initiative to provide a network of support to the newest generation of progressive leaders at every level of elected office.

In summer 2017, more than 120 members of the YEO Network gathered in San Francisco for its 12th annual convening, which included a policy focus on issues related to criminal justice reform.

The Network also completed a yearlong campaign on combatting Islamophobia. Local and state elected officials passed more than 50 resolutions tackling anti-Muslim hate, and over 500 elected officials across the country signed a joint letter condemning bigotry and pledging to support Muslims and immigrants who have come under attack in their communities.

In 2017 YEO relaunched its national Front Line Leaders Academy training program, which teaches young people how to engage at every level of the electoral process and provides intensive skills training for young leaders on topics including communications, field organizing, finance, and more. We identified 30 extraordinary young leaders from around the country to receive FLLA fellowships, with their training beginning in early 2018.



PEOPLE FOR THE AMERICAN WAY FOUNDATION

AFRICAN AMERICAN MINISTERS LEADERSHIP COUNCIL

Through its African American Ministers Leadership Council (AAMLC), the African American Religious Affairs program at PFAW Foundation works to build a strong ecumenical association of progressive pastors, clergy, theologians, seminarians and ministry lay leaders who will encourage African American churches and communities to become more civically engaged and promote social justice programs and policies. This year marked the 20th anniversary of the African American Religious Affairs program at PFAW Foundation, and we celebrated two decades (and counting) of pursuing social justice through civic engagement.

In 2017, program staff organized Courts Matter trainings in Virginia, Missouri, South Carolina, California, and beyond to support AAMLC members in communicating to their congregations and communities about the critical importance of our federal courts.

AAMLC members also gathered at a Ministers Institute in September where leaders from across the country taught and learned how to work within their communities to make a difference on a wide range of issues, from money in politics to criminal justice reform.

PFAW Foundation's nonpartisan VESSELS Vote! program, the only civic engagement program specifically for African American faith leaders operating year-round, continues to make a tremendous impact in helping engage African American voters in elections at every level of government. As just one example, in 2017 VESSELS Vote! collaborated with 110



churches across the state of Alabama to make sure that local African American communities were prepared to cast votes on Election Day.

AAMLC members have also continued to be engaged in the Flint water crisis long after the cameras and celebrities left the area—bringing donations to Flint residents and working with local groups to empower the community through advocacy, environmental justice, and economic development.

2017 PFAW FOUNDATION BOARD MEMBERS

David Altschul, *chair*

Geraldine Zurn, *treasurer*

Diane Laviolette, *secretary*

Jim Autry

Bertis Downs

Kevin Killer

David Saperstein

Nicole Avant

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Paul Song

Alec Baldwin

Will Halm

Jim Lovelace

Marge Tabankin

Arthur Bellinzoni

Joan Harris

Tim McDonald

Kathleen Turner

Mary Frances Berry

Michael Keegan

Deborah Rappaport

Reg Weaver

Barbara Bluhm-Kaul

Khizr Khan

Josh Sapan

Carrie Mae Weems

PFAWF FINANCIALS

REVENUES

Contributions and Grants	\$7,012,164
Investment Income	\$421,734
Other Revenue	\$5,530
Total Revenue	<u>\$7,439,428</u>

EXPENSES

Program Service Expenses	\$4,201,465
Management and General Expenses	\$437,200
Fundraising Expenses	\$553,968
Total Expenses	<u>\$5,192,633</u>

ENDING NET ASSETS **\$11,160,725**

Source: IRS Form 990





