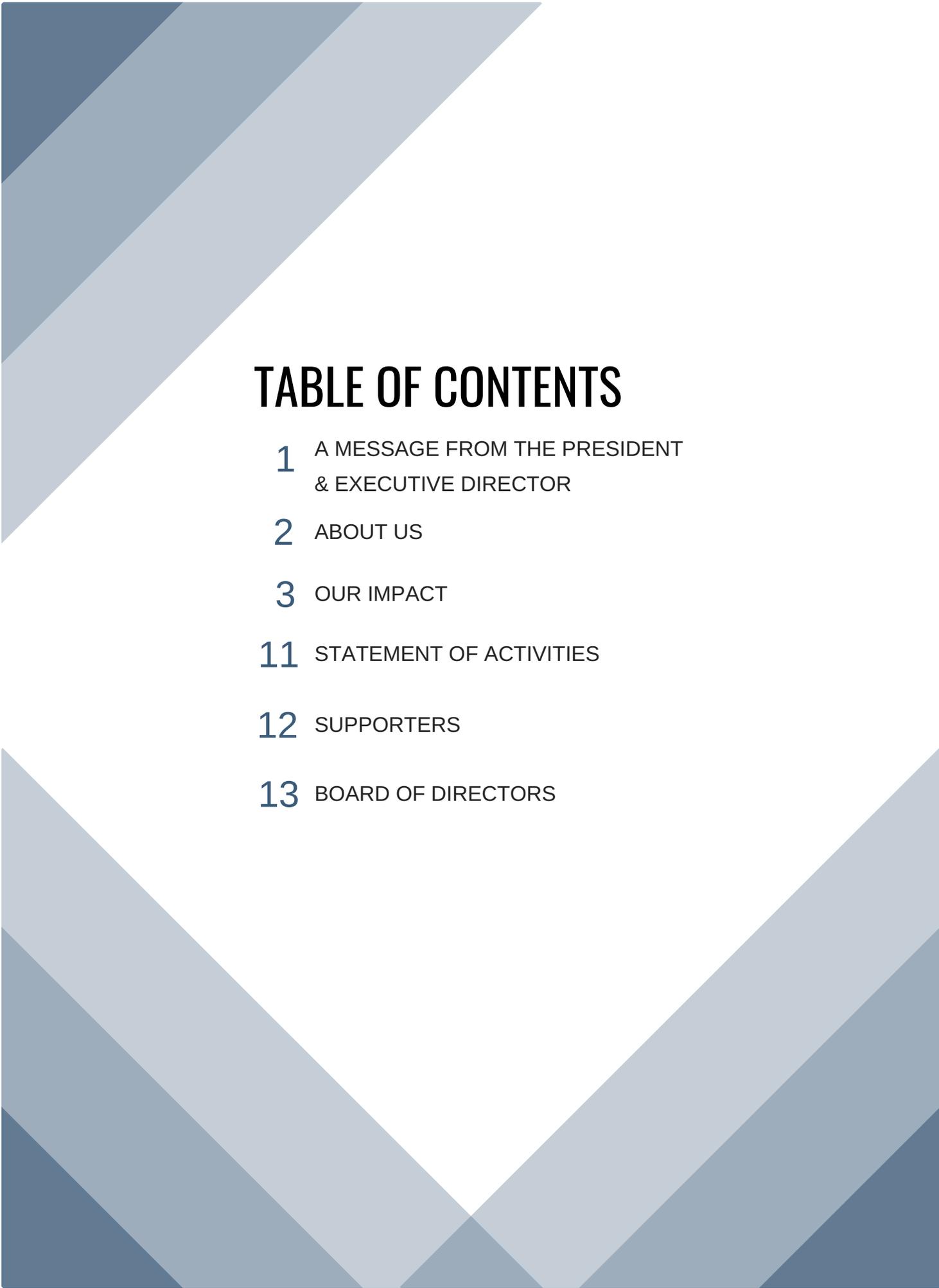


EMPOWERING VOTERS. DEFENDING DEMOCRACY.

# 2019 IMPACT REPORT





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& EXECUTIVE DIRECTOR
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# A MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

The suffragists who founded the League of Women Voters could not have predicted the exact threats facing our democracy today, just as the current members of this great organization cannot predict what challenges our democracy will face 100 years from now. However, one fact always holds true – whether the year is 1920, 2020, or 2120 – **the best defense to any attack on democracy is an informed and engaged electorate.**

The people of our country must always have the tools and resources necessary to keep government accountable, transparent, and responsive. The League of Women Voters has provided those tools for the last 100 years and, with your support, will continue to be a valued and trusted resource for the next 100 years.

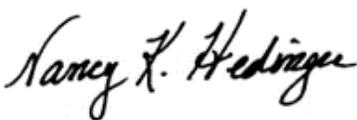
Your support of the League of Women Voters of New Jersey enabled us to win some monumental voting rights battles this past year. After over a decade of advocacy and hard work, the League and our partners restored voting rights to over 80,000 previously disenfranchised New Jersey citizens on parole and probation, passed online voter registration, ended prison-based gerrymandering, and more. We hope you are filled with pride knowing that, as a League member and supporter, you are responsible for New Jersey establishing ourselves as a national leader in advancing voting rights.

Your investment in our growing staff, coupled with our growing membership numbers and strong local Leagues provides the capacity we need to accomplish these wins. We have always been one of the most respected nonpartisan organizations in the state – and now we are establishing ourselves as one of the most powerful. Thank you!

The work doesn't stop here. With you in our corner, our centennial year promises to be even more impactful and exciting. We will continue to fight for expanded voting rights, people powered fair maps, and a complete census count. We will also train our growing membership with a goal of tripling our number of nonpartisan moderators and League sponsored debates in advance of the 2020 election.

With your support, we will continue to work towards a democracy where every person has the desire, the right, the knowledge and the confidence to participate. And we hope you will join us as we celebrate our historic milestone – 100 years of empowering voters and defending democracy! Thank you for your membership and for your deep dedication to democracy.

With Gratitude,



Nancy Hedinger  
President  
League of Women Voters  
of New Jersey



Jesse Burns  
Executive Director  
League of Women Voters  
of New Jersey



## WHO WE ARE

The League of Women Voters envisions a democracy where every person has the desire, the right, the knowledge and confidence to participate.

## WHAT WE DO

The League empowers voters and defends our democracy by educating the public about the power of civic engagement and advocating for public policy that serves New Jersey voters.

With over 30 chapters throughout New Jersey and over 750 state and local chapters throughout the nation, we are a strong network empowering people to become a powerful force in government.



**EMPOWERING VOTERS.**

**DEFENDING DEMOCRACY.**

## About Us

### Celebrating 100 Years of Making Democracy Work for All

This is an exciting time for all of us! The League of Women Voters was founded 100 years ago with the intention of empowering newly enfranchised women – at the ballot box, in elected office, and in their local communities. 100 years later we are still a vital force ensuring that all voters have a powerful and meaningful voice in our democracy.

**We've always fought for the rights of voters, but we haven't always done it perfectly.**

The suffrage movement was not inclusive of all women, and neither was the League. The women who achieved power through the passage of the 19th Amendment were unfortunately reluctant to expand that power to other women who didn't look like them.

The League of Women Voters has made mistakes. And as we move into our second century, we are striving to do better. The League today is more diverse, more inclusive, and more equitable. We know our work is stronger when all women's voices are heard. As we look to our next 100 years, we aim to build power for the next generation of women leaders and voting rights activists.

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The League of Women Voters of New Jersey Education Fund seeks to educate and empower New Jersey voters to better participate in politics. The League of Women Voters of New Jersey advocates for certain legislation after careful study and consensus of our membership. We influence legislation and educate the public on the pros and cons of pressing public policy matters.

The League of Women Voters of New Jersey Education Fund is a 501(c)3 organization and contributions to the Education Fund are tax deductible. The League of Women Voters of New Jersey is a 501(c)4 organization and contributions are not tax deductible. Learn more about the League's work at [www.lwvnj.org](http://www.lwvnj.org).

# IMPACT: EMPOWERING VOTERS

## Getting out the Vote (GOTV)

**Door-to-Door Canvassing:** The League is dedicated to empowering people to vote. As one of the only nonpartisan civic organizations in the state, we are uniquely positioned to get people to the polls, regardless of their party affiliation! This year, we piloted our first door-to-door canvassing program in low turnout areas to reach people who are losing trust in our democracy and get the word out about Vote411.org.

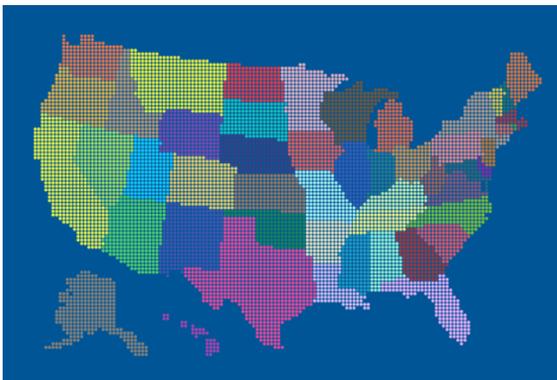
**Phone Banking:** After successfully piloting phone banking during the June 2019 Primary Election, we expanded our efforts for the November General Election. Phone banking provides an easy and efficient way for League volunteers to directly reach out to voters to ensure they have all the information they need to cast an informed ballot.

**With your support, we can grow our Get out the Vote efforts in 2020 and beyond with a focus on underserved voters!**



### GOTV by the numbers:

- 4 Days Targeting Low Turnout Areas
- 3 Legislative Districts
- 27 Trained Volunteers
- 1,295 Nonpartisan Materials Distributed
- 696 Conversations with Voters!



### GOTC by the numbers:

- 23 League Members in our Statewide Census Coalition
- 17 Local Leagues dedicated to an accurate Census
- 15 – 20 Education Forums Planned for Early 2020
- 50 Social Media Posts Scheduled for Early 2020

## Getting out the Count (GOTC)

The League is committed to achieving a complete and accurate count for Census 2020. The Census count affects nearly \$23 billion federal funding annually, supporting hospitals, schools, childcare, infrastructure, and so much more. The Census also plays a role in determining New Jersey's number of seats in the House of Representatives, our number of votes in the Electoral College, and redistricting.

**We only have one chance to get the Census right! Your past and future support ensures an accurate count.**

# IMPACT: EMPOWERING VOTERS

## Vote411.org



Vote411.org, our online voters guide is a one-stop online resource that provides nonpartisan voting information you cannot find anywhere else. It is one of our most valued resources. A voter visits the website, enters his or her address, and can see his or her ballot, including candidates' responses to policy questions. Because of your support we have achieved our goal of covering every state and county race in New Jersey! **In 2020 we are committed to doubling our hyper-local coverage of town and school board elections.**

## Returning Citizens

Through a statewide partnership with the New Jersey Reentry Corporation, the League of Women Voters of New Jersey's local Leagues work in several different counties to help educate and register citizens post-incarceration. Led by League of Women Voters of Southern Monmouth member Annette Scott, our volunteers visit with returning citizens to hold classes about civic engagement, teach them their voting rights, and register them to vote. The League of Women Voters is committed to increasing voter registration and turnout, particularly among marginalized communities that face additional obstacles to the ballot. **In 2020, with your support, we will expand our efforts to reach returning citizens now that people who are on parole or probation are eligible to vote as well.**

## Civic Engagement & the Centennial



Along with dozens of partner organizations, the League of Women Voters of New Jersey is working with NJ Women Vote 100: The 19th Amendment at 100 to mark the centennial of women's suffrage. At the same time, we are acknowledging its inequities and the challenges New Jersey women of all backgrounds have faced and continue to confront from 1920 to the present day. Our organizations are working on programs across the state to educate voters about the importance of their voices and votes. **2020 plans include voter registration drives, a Suffragist March, and speaking engagements.**

## EYE ON 2020: IN THE COMING YEAR, WITH YOUR SUPPORT, WE CAN:

- Get out the Vote in Low Turnout Areas
- Expand Vote411 Coverage
- Celebrate the Centennial by Empowering Voters
- Educate Communities about the Census
- Ensure Marginalized Populations Know their Voting Rights
- Support our Local Leagues Voter Education Efforts
- Grow the Number of Candidate Forums and Trained Moderators

# IMPACT: DEFENDING DEMOCRACY

The League of Women Voters of New Jersey is a prominent presence in the halls of the State House. This legislative session, your support helped accomplish historic victories including defeating a flawed redistricting proposal, restoring the right to vote to over 80,000 New Jerseyans on parole and probation, ending prison-based gerrymandering, and the passage of online voter registration.



## People Powered Fair Maps

People Powered Fair Maps™ is a national redistricting program of the League of Women Voters focused on creating fair political maps. The program includes actions in all 50 states + D.C. The goals of this large, powerful, coordinated League effort are to:

- Create fair and transparent, people-powered redistricting processes to eliminate partisan and racial gerrymandering in states nationwide.
- Ensure our political maps are created by the people – not those in power.
- Provide people with direct avenues for influencing the drawing of districts in their communities, ensuring voters choose their representatives instead of representatives choosing their voters.

We do not have to rely on the Supreme Court to solve partisan gerrymandering. There are other paths to creating Fair Maps nationwide – and the League of Women Voters is the best organization positioned to accomplish this.

As we approach our 100th anniversary and the centennial of women's suffrage, we know that 100 years ago, women didn't have a voice in government, and frankly some women were left out altogether. **Today, we are working to ensure that, as voters, we choose our representatives, so that everyone is counted, heard, and represented in government.**

The League has been instrumental in most major redistricting reform efforts – from fighting for some of the first major reforms in states like Arizona, California, Florida, and Iowa, by creating independent commissions or binding redistricting criteria – to the recent passage of ballot initiatives in Colorado, Michigan, Missouri, and Utah, and implementing and defending these reforms once passed.

This work around redistricting is grounded in social justice and racial equity. We are committed to ensuring underrepresented populations have a real chance to elect their candidate of choice.

# FAIR DISTRICTS NEW JERSEY

The League of Women Voters of New Jersey is a lead state in this national redistricting effort. Our Fair Districts New Jersey campaign is advocating for community-centric redistricting reforms to improve our line-drawing process and put more power into the hands of the people.

## RALLYING FOR FAIR DISTRICTS

Late in 2018, over the Thanksgiving and winter holidays, legislators introduced flawed redistricting proposals that would have laid the foundation for partisan gerrymandering and voter suppression. Because of your support, the League of Women Voters of New Jersey was there to defeat these proposals. It was a great moment for democracy.

The League had once again shown that the power of the people is greater than the people in power. Over 50 organizations mobilized alongside us and joined us for a press conference to sound the alarm, and nearly 100 advocates came together in Trenton to testify in opposition. Thousands of our supporters called their legislators, wrote letters to the editor, tweeted, emailed, and spoke out against these harmful redistricting proposals. We were there to shine a light, to mobilize the opposition, and to ensure voters were educated and their voices were heard. Our legislators know that the nonpartisan League is vigilant and powerful, and will quickly mobilize against any anti-democratic legislation, regardless of the party proposing it. None of this would be possible without your support. Thank you!



**COMING IN 2020 TO FAIRDISTRICTSNJ.ORG**  
The Fair Districts New Jersey website will include map-drawing tools and resources to help the public easily identify communities of interest and testify during the public hearings!

## VICTORY FOR VOTERS

At the end of 2018, the League of Women Voters of New Jersey, through our Fair Districts New Jersey campaign, mobilized a large and powerful coalition of organizations and grassroots advocates to defeat a flawed redistricting proposal from advancing.

## REDISTRICTING REFORM: BEST PRACTICES FOR A FAIRER NEW JERSEY

The League of Women Voters of New Jersey organized a series of educational forums across the state in early 2019 – “Redistricting Reform Best Practices for a Fairer New Jersey.” Since informed public input – not special interests – should influence policy making, it was important to understand which redistricting principles and criteria resonated most with New Jersey voters and how those values could be incorporated into future redistricting reform proposals. At the end of each presentation, participants submitted a survey response to share feedback on various redistricting principles and guidelines. A taped recording of the presentation available online expanded the opportunity for public participation and allowed viewers to submit a response electronically. In all, nearly 400 responses were collected over a 7-week period. From these responses, the League compiled a report, [“Redistricting Reform: Best Practices for a Fairer New Jersey”](#) that we circulated widely with legislators, stakeholders, activists, and the press in order to ensure that voter's voices were a large part of any redistricting conversations.



## ENDING GERRYMANDERING WITH PEOPLE-POWERED REFORMS: CONVERSATIONS WITH THE CALIFORNIA REDISTRICTING COMMISSION

Fair Districts New Jersey hosted members of the California Independent Redistricting Commission for a series of events highlighting how we can improve our democracy through community-centric redistricting reforms. The Commissioners shared their experiences as ordinary voters selected among over 30,000 applicants to draw California’s new district maps. In just over 2 days, we held 3 public town halls, a Facebook Live conversation, a business community meeting, lobbied at the State House, talked to the media, and reached hundreds of people with information about redistricting reform.



## FAIR DISTRICTS HIGHLIGHTS

Total Educational Events Held Fall 2018 – 2019: 32

Total Fair Districts New Jersey Coalition Partners: 35

[Controversial Redistricting Plan Meets Chorus of Critics](#)

[We need an Independent Commission and Fair Maps](#)

[A call for legislative redistricting in New Jersey to be taken out of political hands](#)

[Why the Legislature Needs Greater Diversity](#)

[Push for Fairer Redrawing of Legislative Districts](#)

[Video: Redistricting Reform – Best Practices for a Fairer New Jersey](#)

[Report: Redistricting Reform – Best Practices for a Fairer New Jersey](#)

## VOTING RIGHTS CHAMPIONS

Fighting for a transparent and accessible democracy is at the core of everything we do. We challenge all efforts and tactics that threaten our democracy and limit the ability of voters to exercise their right to vote. We are at the forefront of the most important federal and state voting rights battles around the country and our efforts have resulted in the protection of voting rights and ballot access for millions of Americans.

## AN END TO PRISON-BASED GERRYMANDERING

After over a decade of League advocacy, New Jersey passed legislation to end prison-based gerrymandering. Ending prison-based gerrymandering means that incarcerated individuals will no longer be used to inflate the political power of areas that house correctional facilities. Counting people in correctional facilities for redistricting purposes has undermined the Constitutional principle of “one person, one vote.” Also, due to the extreme racial disparities in New Jersey’s incarceration rates, prison-based gerrymandering has severely denied Black and Latinx communities a full voice in our democratic processes. We now become the seventh state to correct this defect in our democracy. Thank you to everyone who took action to pass this bill – your advocacy and donations made all the difference!



## VICTORY FOR VOTERS

Legislation to end Prison-based gerrymandering signed into law!



## ONLINE VOTER REGISTRATION

New Jersey was one of only a handful of states that did not offer the opportunity to register to vote online. After a decade of advocacy and with you by our side, we were able to get online voter registration over the finish line. Governor Murphy signed online voter registration legislation in January 2020!

## VICTORY FOR VOTERS

Because of your support, the League was able to pass online voter registration in New Jersey! Thank you!

## RESTORING THE RIGHT TO VOTE FOR PEOPLE ON PAROLE AND PROBATION

New Jersey was falling behind – no other state in the Northeast denied voting rights to as many people living in the community as New Jersey did. For over a decade, working with our partners we lobbied to correct this grave injustice. We met with the public and legislators to talk about the transformative power of voting. Because of your support and advocacy, Governor Murphy signed legislation restoring voting rights to people on parole and probation. Because of you, over 80,000 New Jerseyans can now fully participate in their democracy.



## VICTORY FOR VOTERS

Your support restored voting rights to over 80,000 people on parole and probation in our state! Thank you!

### EYE ON 2020: IN THE COMING YEAR, WITH YOUR SUPPORT, WE CAN:

- Empower Voters to Fight Back Against Gerrymandering
- Increase Public Engagement in Redistricting
- Advocate for Same Day Voter Registration
- Expand Automatic Voter Registration to Additional Agencies
- Ensure Proper Implementation of Online Voter Registration
- Call for Stronger Transparency Laws in Trenton
- Fight Back Against Dark Money and Special Interests
- Work for Expansion of In-Person Early Voting

# IMPACT: ON THE GROUND

## SPOTLIGHT ON LOCAL LEAGUES

With over 30 local Leagues around the state, we're working in your community to encourage robust civic engagement. Our local League members are the heart of the League of Women Voters. They are the friendly faces you see hosting candidate forums, running voter registration drives, and holding town halls on pressing local issues.



LWV of Lawrence Twp registering voters at the Trenton Puerto Rican Day Parade



LWV of Southern Monmouth registering new citizens at the Naturalization Ceremony at the Long Branch Library. LWV-member-in-training, 12-year-old Georgia Watt, was there to help.



LWV Camden County gets a visit from Governor Murphy while registering new citizens on the Battleship New Jersey



LWV of Atlantic County (and LWV Camden County) at Hammonton High School, registering students to vote, and teaching about the importance of participating in the upcoming census and why everyone's voice is crucial in a democracy

# CONSOLIDATED AND ABBREVIATED COMBINED STATEMENT OF ACTIVITIES\*

July 1, 2018– June 30, 2019

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## INCOME

General Revenue	\$208,436
Membership	\$54,725
Restricted Revenue	\$18,160
Publications	\$5,980
Building Revenue	\$18,972
<b>Total Income</b>	<b>\$306,273</b>

## EXPENSE

Program/Advocacy Services	\$18,341
Publications/Communications	\$8,778
Member services	\$20,901
Building expense	\$13,055
<b>Total Program Expense</b>	<b>\$61,075</b>
Support Services	
Development	\$31,580
General /Program Staff	\$214,307
<b>Total Support Expense</b>	<b>\$245,887</b>
<b>Total Expense</b>	<b>\$306,962</b>

\*This financial activity includes most, but not all, of the combined income and expenses for both the League of Women Voters of New Jersey and the League of Women Voters of New Jersey Education Fund. For complete financial statements please view the organizations' 990s or contact us at 609-393-3303 for more information.

# THANK YOU LEAGUE OF WOMEN VOTERS OF NEW JERSEY DONORS

July 1, 2018– June 30, 2019

<b>\$75,000+</b> Anonymous	<b>\$500-\$999</b> ACLU-NJ Jean Aires Borden Perlman Drug Policy Alliance (NJ) Fuerza Strategy Group Ed Gracely Caroline Huber Helen Kehayes LWV BHNPS LWV Morristown LWV Mountain Lakes Deborah Macmillan Anne and Mario Maiese Deborah Nelson, Esq. NJ Citizen Action NJ Institute for Social Justice Nutley Park Shoprite Casey Olesko Vicki and James Ray Lois Riskin Katharine Schumacher Smith Group Shapiro Family Foundation Jim and Linda Wooldridge Sharon Worosilo	<b>\$250-\$499 (cont)</b> IWF-NJ Bernadette and Matthew Jusinski Andrea and Dennis Kahn Stuart Lederman Kate Liebhold Corrine O'Hara and Joel Schwartz LWV Monmouth County ILO LWV Monroe Twp LWV Princeton Area LWV Southern Monmouth County NJ Business & Industry Association Pfizer Foundation Matching Gifts Program Planned Parenthood Action Fund of NJ Pamela Renee Glorianne Robbi Marilyn Rye Ann Saunders Sara and Bruce Schundler Susan Sferas Irwin Sharpe Grace Sinden Margaret and Glen Skar Janice Vittes Doris Weisberg Louise and Charles Weschler Jennifer Woodward	<b>\$150-\$249 (cont)</b> Laura Castelblanco Engelhardt Naomi and Alan Epstein Zulima Farber Stephen Figlewski and Carol Lipsitch Janet Fisher-Hughes Marie Fornaro Peg Goertz Barbara Greer Donna Guariglia Nancy and William Griffeth Carol Harvey Lucy Heller Cynthia Hendrickson Judy and Tom Honohan Elizabeth and Richard Howe Mila Jasey Elizabeth Keat Barbara Kelly Stephen Lax Eleanor Lubin Terry Lyons Janice McGowan Nancy MacNeil Karin and David Mitchell Mary E. Murphy Mary and John Murrin Marc Pfeiffer Elizabeth Phillips Sandra Potaski Ingrid Reed Linda Stamato Beth Stevens Peggy and Caesar Sweitzer Carol Talbot Barbara Vitarius Judy and Torry Watkins
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We have made every effort to ensure this gift information is accurate. The gifts reflect donations made between July 1, 2017 and June 30, 2019. If you believe we have made an error, please contact us at [contact@lwnj.org](mailto:contact@lwnj.org).

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