LETTER FROM THE PRESIDENT

January 2016

Dear friends of People For,

People For was created more than three decades ago to answer the far-right voices who sought to undermine the rights and liberties we all hold dear, from free religious expression to the right to meaningfully participate in our elections. 2015 has been an exciting year of progress in defending those values. It has also been a year of looking ahead and preparing for 2016, which will have enduring implications for our country for generations to come.

Across the country, we engaged in voter education and mobilization, working with progressive African American faith leaders, college-age activists, and young elected officials toward ensuring that all people can cast a vote that counts.

The Right’s attacks on lesbian, gay, bisexual and transgender people, immigrants, women, and people of color continued unabated in 2015, and People For was on the front lines of the fight to monitor and expose this extremism. From profiling the groups behind new efforts to undermine women’s access to reproductive health to calling out the Right’s ongoing demonization of Latino communities, People For continues to be an essential resource for countering the far-right figures seeking to turn back the clock on our basic rights.

2015 also saw an expansion of our work to educate and mobilize the public on why courts matter, work that could not be more critical and timely. We will continue to help shape the national conversation on the importance of our nation’s courts – especially the Supreme Court.

Next year, People For will be putting all of our efforts into defending the values we care about at the ballot box and across the country. You can be sure that we’ll be working hard to fulfill our mission to promote and defend the American values of liberty and equality for all — and to ensure that the promises enshrined in our founding documents are made real for all members of our society.

Thank you for all you do.

Sincerely,
Michael Keegan, President
People For the American Way
People For the American Way Foundation
PEOPLE FOR THE AMERICAN WAY

LATINOS VOTE!

People For the American Way’s Latinos Vote! campaign builds on our proven record of producing targeted ads, direct mail, and paid communications to hold Republicans accountable for their anti-immigrant, anti-Latino policies and rhetoric. We’re making long-term investments to build turnout among Latino voters, engage progressive communities in key states, and bolster dynamic young candidates.

In 2015, PFAW’s efforts in Virginia included the first progressive ad directly linking Donald Trump to down-ticket candidates and earned Campaigns & Elections magazine’s Reed Award for best Spanish-language radio ad. PFAW also released ads targeting other GOP presidential contenders and hitting the GOP for attempting to block executive action on immigration.

In addition, we released an in-depth report on the Libre Initiative, the Koch brothers’ multi-million-dollar organization dedicated to winning Latino support for far-right GOP candidates.

These efforts were amplified by trips by civil rights legend and board member Dolores Huerta, who visited critical states to engage with allies and mobilize Latino voters, generating tremendous media coverage.

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. In 2015 we broke records in the reach of that work, with nearly 7.5 million unique visitors.

As the 2016 election season approached, PFAW worked to hold candidates to account for associating with right-wing extremists. Right Wing Watch exposed and amplified important stories about GOP candidates’ ties with anti-gay, anti-choice and Christian nationalist extremists, earning significant national media coverage. For example, Right Wing Watch was the first outlet to report the plans of three Republican presidential candidates — Ted Cruz, Mike Huckabee, and Bobby Jindal — to attend a conference in Iowa hosted by a radical right-wing activist who has supported the death penalty for gay people. We attended and recorded the conference, and thanks to our continued coverage, the story began to get traction in the national media, including multiple segments on the Rachel Maddow Show crediting PFAW’s work.

Our focus is not limited to presidential candidates; in January, the Republican National Committee found itself in a public bind over a trip to Israel it had planned for 60 of its members organized by Christian-nation extremist David Lane and funded by the anti-gay, anti-religious-freedom American Family Association. Right Wing Watch had reported extensively on both Lane and the AFA, and was the first to note their alarming collaboration with the RNC. Thanks to the media spotlight PFAW shined on the trip, RNC chairman Reince Priebus was forced to scramble to explain the GOP’s close association with these extremist groups and ultimately decided to cancel his participation.
FAIR COURTS

People For the American Way works tirelessly to support fair and just courts in which every person is treated equally before the law. We support nominees who understand that the Constitution’s promise of liberty and justice applies to all people — not just the most powerful.

Despite continued Republican obstruction of qualified judicial nominees at all levels, 2015 saw some victories for fair courts. In May, after months of needless delays, Pennsylvania Sen. Pat Toomey finally submitted his “blue slip” allowing the Third Circuit nomination of Judge Luis Felipe Restrepo to move forward, and in January Judge Restrepo was confirmed by the Senate. PFAW and our allies had successfully worked to push an often low-profile issue onto the front pages of Pennsylvania’s newspapers, forcing Sen. Toomey to lift his hold on Judge Restrepo, who became only the second Latino ever to serve on the Third Circuit, and the first from Pennsylvania.

Looking forward to what’s at stake in 2016, PFAW released a comprehensive report, "Judgment Day 2016," which details some of the over 165 5-4 decisions that the Supreme Court has issued in the last ten years of the Roberts-Alito Court. The report is an important resource for activists and journalists and will serve as a critical resource as we head into the 2016 elections.

MONEY IN POLITICS

Since the Supreme Court handed down its disastrous decision in Citizens United, PFAW has been helping to lead the charge to get big money out of our elections. In 2015 we partnered with Say No To Big Money in launching the Democracy For All Video Challenge to build support for a constitutional amendment to allow reasonable limits to be set on money in elections. People all across the country and from all walks of life created and submitted short videos. Our high-profile panel of video judges included board members Norman Lear, Dolores Huerta, and Kathleen Turner, as well as filmmaker Michael Moore.

In advance of the fifth anniversary of Citizens United in January, we coordinated the collection of 5 million petition signatures in support of a constitutional amendment. We also engaged more than 150 organizations in signing on to a set of reform principles that solidify our shared commitment to a range of approaches to tackling big money in politics. Spearheaded by PFAW, the unity principles represent the most groups ever aligned behind such a diverse set of money in politics reform measures.

In 2015, PFAW led a campaign to increase the number of cosponsors of the Democracy For All Amendment pending in Congress, which would overturn decisions like Citizens United. For that effort, we coordinated in-district lobby visits in dozens of offices across the country, with activists delivering millions of petitions.

We also partnered with national allies to collect more than 650,000 petition signatures encouraging President Obama to issue an executive order requiring government contractors to disclose political spending and delivered those signatures at a rally in front of the White House.
Amend the Constitution to #GetMoneyOut
2015 marked the tenth anniversary of PFAW Foundation’s youth leadership programs: the Young Elected Officials Network (YEO) and Young People For (YP4). Over a decade, more than 1,600 YP4 Fellows have been given the skills and resources they need to organize around everything from money in politics to reproductive justice, and the YEO Network has grown from a membership of dozens to more than 1,000 elected officials representing all 50 states and the District of Columbia.

Young People For is a powerful network of more than 1,600 Fellows and alumni equipped with the critical organizing skills and hands-on experience they need to create change on issues they care about.

The 2015 fellowship class included 121 Fellows from campuses across 35 states and the District of Columbia. Most were students of color, a quarter identified as LGBTQ, and 10 percent were immigrants. Starting with regional training events in Cleveland, Charlotte, and San Francisco, Fellows worked with trainers to learn the skills they need to put their values into action.

Fellows’ community projects included the creation of a series of “Know Your Rights” workshops for students of color and other marginalized groups on a Wisconsin campus and advocacy for in-state tuition for undocumented students in North Carolina.

During a special two-day Vote Summit held in August, 26 Fellows received extensive training on how to implement voter education, engagement, and mobilization on their local college campuses and communities.
In 2015 the Young Elected Officials Network, an organization of, by, and for young, passionate progressives holding elected office all across the country, celebrated its 1,000th member.

At YEO’s annual National Convening, nearly 200 young elected officials joined speakers including HUD Secretary Julián Castro and U.S. Rep. Joaquin Castro, Van Jones, Deputy Secretary of Labor Christopher Lu and Baltimore City State’s Attorney Marilyn Mosby.

In 2015 the YEO Network also held a first-ever state-based policy summit in Pittsburgh, where more than 20 YEO Network members from across the state and region came together to strategize with state and local partners about economic inequality. The city of Pittsburgh declared the last weekend of January to be “Young Elected Officials Weekend” in honor of the summit.

Building on a successful pilot launched in 2014, PFAW Foundation recruited a class of diverse young Los Angeles County-based leaders to participate in the Front Line Leaders Academy (FLLA), a leadership development initiative offered every year to talented young people seeking greater civic participation. Unlike other training programs that provide instruction over one weekend, FLLA commits to an intensive training over the course of several months, providing intensive skills training for young leaders interested in working on a campaign in any capacity, from finance to communications to field organizing.
AFRICAN AMERICAN MINISTERS LEADERSHIP COUNCIL

In 2015, PFAW Foundation also continued its ongoing effort to engage African American communities around the importance of civic participation and protecting access to the voting booth through its African American Ministers Leadership Council (AAMLC). This unique network of faith leaders to whom we provide training to enhance their visibility and communications as progressive leaders now numbers more than 2,200.

AAMLC held its annual spring and fall Clergy Training Institutes in Columbia, South Carolina and Montgomery, Alabama, each attracting more than a hundred clergy and faith leaders who came together to advance a progressive social justice agenda in their communities. Ministers participated in workshops on religious liberty, immigration reform, civic engagement, money in politics reform, gun violence prevention, LGBT equality, and environmental justice. The Columbia spring training institute included a powerful prayer protest in front of the state capitol where, at the time, the Confederate flag still waved.

In support of AAMLC members on the front lines of the Black Lives Matter movement, ministers in the network held forums and listening sessions across the country on the birthday of Dr. Martin Luther King, Jr. focusing on race and law enforcement relationships.

In preparation for the 2016 elections, AAMLC focused on training clergy, pastors, and other faith leaders to lead voter education and mobilization through the VESSELS program. The VESSELS training emphasizes how to educate eligible voters on the importance of voting, how to build coalitions among community organizations, how to recruit and train volunteers to assist with voter education and mobilization, and how to mobilize eligible voters before and on election days. In turn, the training helped these ministers to recruit and train over 1,200 volunteers in 2015 from their church communities who helped to educate others.

FIGHTING THE RIGHT

Given the Right’s ongoing efforts to cloak anti-gay advocacy in the guise of “religious liberty,” that issue was a key focus of our work in 2015 — including a PFAW Foundation report called “Religious Liberty: Shield or Sword?” highlighting how laws originally designed to shield individuals’ religious freedom have been turned into swords that, in the name of religion, harm other people and undermine measures to promote the common good.

PFAW Foundation also released two reports on the twin strategies the Right has used to attack and undermine reproductive freedom, exposing both the incremental infringements on choice that slowly erode women’s access to abortion as well as the radical “personhood” movement that aims to obliterate Roe v. Wade and eliminate reproductive choice altogether. And in the wake of the release of the misleading smear videos aimed at demonizing abortion providers, PFAW Foundation was one of the leading groups providing background information on the anti-choice activists behind the attacks.
Additionally, PFAW Foundation co-sponsored Banned Books Week, an annual celebration of the freedom to read and an opportunity for continued vigilance against efforts to restrict that freedom. We also exposed the dangerous agenda of National School Choice Week, a campaign designed to distract attention away from the most dangerous aspects of the anti-public-education movement: anti-government ideologues, privatization profiteers, and religious fundamentalists eager to get their hands on public education dollars.

FAIR COURTS

In 2015 PFAW Foundation continued its educational and advocacy work around fair and just courts, producing its annual “Supreme Court Preview” in September to offer a progressive legal analysis of some of the most critical questions before the Court, including cases on voting and democracy, the rights of working people, equal opportunity, reproductive choice, religious liberty and immigration. Challenging the Court’s ongoing pro-corporate tilt, PFAW Foundation also released a report, authored by Senior Fellow Jamie Raskin, on the Supreme Court’s “Citizens United era” in which the interests of corporations and the powerful are put before the rights of ordinary Americans. In support of marriage equality, we joined allies in submitting an amicus brief to the Supreme Court just a few months before the Court made marriage equality the law of the land in June 2015. In addition, PFAW Foundation continues to be vigilant in framing the public debate on our nation’s courts, especially by focusing on how they affect Americans’ daily lives. For the last year, a cohort of young leaders from our youth leadership programs have been trained to increase awareness of the importance of the courts.

MONEY IN POLITICS

Engaging members of our networks on money in politics reform continues to be a priority. In July, a Young People For Fellow joined People For board member Dolores Huerta in demonstrating against the right-wing American Legislative Exchange Council during their annual meeting in San Diego. Members of our Youth Leadership programs were featured in the media speaking out against the Koch brothers’ efforts to buy our democracy, while ministers from our African American Ministers Leadership Council participated in ongoing education to fight back against the power of big money in our politics.
# FINANCIALS

## REVENUES

<table>
<thead>
<tr>
<th></th>
<th>PFAWF</th>
<th>PFAW</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and Grants</td>
<td>$5,096,579</td>
<td>$5,045,001</td>
<td>$10,141,580</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$28,423</td>
<td>$15</td>
<td>$28,438</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$2,571</td>
<td>$53,100</td>
<td>$55,671</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$5,127,573</strong></td>
<td><strong>$5,098,116</strong></td>
<td><strong>$10,225,689</strong></td>
</tr>
</tbody>
</table>

## EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>PFAWF</th>
<th>PFAW</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Service Expenses</td>
<td>$3,567,251</td>
<td>$2,902,544</td>
<td>$6,469,795</td>
</tr>
<tr>
<td>Management and General Expenses</td>
<td>$451,174</td>
<td>$485,487</td>
<td>$936,661</td>
</tr>
<tr>
<td>Fundraising Expenses</td>
<td>$837,290</td>
<td>$2,044,198</td>
<td>$2,881,488</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$4,855,715</strong></td>
<td><strong>$5,432,229</strong></td>
<td><strong>$10,287,944</strong></td>
</tr>
</tbody>
</table>

## ENDING NET ASSETS

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ending Net Assets</strong></td>
<td><strong>$8,329,166</strong></td>
<td><strong>$32,085</strong></td>
<td><strong>$8,361,251</strong></td>
</tr>
</tbody>
</table>

*Source: IRS Form 990*
“There has been no demographic sector more important to progressive victories in the past few election cycles than the Latino electorate, and there have been few organizations more willing to highlight Republican vitriol towards that electorate than People For the American Way.”

— Dolores Huerta, Civil Rights Leader and PFAW Board Member

“PFAW was created to be an important shield against the very right-wing extremism we’re now up against.”

— Sen. Elizabeth Warren

“The right to vote is too precious to be squandered or surrendered to those who would take it away. People For the American Way Foundation empowers people to protect their vote and make their voices heard.”

— Rev. Timothy McDonald, PFAW Foundation Board Member

“Being a young elected official has its own opportunities and challenges. The YEO Network has been the single biggest resource to empower me to continue, to grow, and to fight for the progressive ideals that brought me to the table in the first place.”

— Montana State Rep. Ellie Hill

“God bless the people at People For the American Way…”

— Rachel Maddow, MSNBC