WE BELIEVE EVERY VOICE IS WORTH FIGHTING FOR
OUR PARTNERS

• 9to5
• ACLU Wisconsin
• Black and Brown Womyn Power Coalition
• Alliance for Climate Education
• Alliance for Youth Organizing (LIT)
• Cia Siab
• Citizen Action of Wisconsin Education Fund
• Common Cause Wisconsin Education Fund
• Common Ground
• Coalition for Wisconsin Health
• Clean Slate WI
• Clean Wisconsin
• CUSH-WISDOM Affiliate
• End Domestic Abuse
• Enduring Truth
• ESTHER-WISDOM Affiliate
• Ex-Prisoners Organizing (EXPO)
• Fair Wisconsin Education Fund
• Forward Institute
• Freedom Inc
• Fresh Start Learning, Inc.
• Grassroots North Shore
• Institute for Wisconsin’s Future
• High Ground Institute
• Hmong American Women’s Association (HAWA)
• Human Rights Campaign
• JOB-WISDOM Affiliate
• JONAH-WISDOM Affiliate
• JOSHUA-WISDOM Affiliate
• Kids Forward
• League of Women Voters
• Metcalfe Park Community Bridges, Inc.
• MICAH
• Midwest Environmental Advocates
• Milwaukee RiverKeeper
• MOSES-WISDOM Affiliate
• NAOMI-WISDOM Affiliate
• OneWisconsin Institute
• Our Wisconsin Education Fund
• Planned Parenthood
• Progress North
• Racine Interfaith Coalition-WISDOM Affiliate
• River Alliance of Wisconsin
• Rid Racism Milwaukee
• SOPHIA-WISDOM Affiliate
• Souls to the Polls
• Southside Organizing Center
• Spread the Vote
• State Voices
• The Progressive, Inc.
• Urban Underground
• Voces De La Frontera
• Vote Riders
• Wisconsin Alliance for Excellent Schools, Inc.
• Wisconsin Anti-Violence Effort (WAVE)
• Wisconsin African-American Civic Engagement Roundtable
• Wisconsin Alliance for Women’s Health
• Wisconsin Democracy Campaign
• Wisconsin Conservation Voters
• Wisconsin Common Cause
• Wisconsin Farmers Union
• WISDOM
• Wisconsin Network for Peace and Justice
• WISPIRG Foundation
• Youth Empowered In The Struggle
• YWCA Southeast Wisconsin
Dear partners, donors, and supporters:

In 2019, we started to think bigger and better. Last year helped us set ourselves up for success in 2020. This required thinking, but it also required doing the hard work with our partners.

Because of our work...

- More people will be able to cast a vote in 2020
- More people are educated on the 2020 Census (at least 500,000)
- More Latinx people are educated on the 2020 Census
- More partners have early resources to hire staff and be successful
- People who aren’t normally included in democracy conversations will be included

Our partners began conversations about 2020 in 2019 with people who are not in the voter file. This means that they probably haven’t been engaged in upcoming elections. We also had intentional conversations about their voter experience. We’ve completely retooled our voter registration app to focus more intentionally on new and potential voters. These two things working together could mean an electorate that looks different in 2020 because of our unique and powerful contributions. Take a look at the pages that follow to learn more about what we accomplished in 2019.

This transformational work is only possible because of you.

With gratitude,

Dana
## 2019 HIGHLIGHTS

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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<tbody>
<tr>
<td>4,500</td>
<td>Knocked on 4500 doors for the 2020 Census and stirred up awareness with Captain Census Sitings.</td>
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<tr>
<td>75+</td>
<td>Over 75 people attended convenings and trained to be Census ambassadors.</td>
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<tr>
<td>&gt;500k</td>
<td>More than 500,000 people saw educational Facebook ads about the 2020 Census.</td>
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<tr>
<td>6/40</td>
<td>In six months, the African American Roundtable created a coalition of more than 40 partners for LiberateMKE campaign.</td>
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<tr>
<td>40,000</td>
<td>Sent 40,000 texts encouraging people to vote in the April 2019 election.</td>
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<tr>
<td>$900k</td>
<td>The Liberate MKE campaign divested more than $14 million from the City of Milwaukee budget earmarked for the Milwaukee Police Department, rerouted $900,000 to community needs, and eliminated 60 police officer positions.</td>
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Wisconsin Voices began working on 2020 in 2019 using unique technology, retooling its Voter App, and piloting digital pledge cards — no one has tech like that in our local or national network. Wisconsin Voices is talking to people not in the voter file meaning people no one else is talking to.

VOTER APP: 2019 MAKEOVER

Registering Wisconsinites to vote without anyone having to leave home and removing barriers to registration in one app.

There are ambitious goals surrounding the Voter App: we plan to register 80,000 voters in 2020, 75% of them people of color. Wisconsin Voices debriefed with partners who used the app in 2018 to troubleshoot issues and brainstorm ways to make it more user friendly.

BUILDING CAPACITY

2019 was a big year for the data team: we expanded our trainings for partner organizations. Our data department held more than 10 trainings on c3 management and compliance: Data 101s, Relational Organizing Training, Empower Tool Training. These trainings helped leverage the power of data for partner organizations and their supporters. The data team helped innovate the use of technology further by using digital pledge cards for the 2020 Census and in total created 13 digital pledge cards for our partners — a complicated feat that will yield incredible results.

The data team’s work on relational organizing and their use integrated technology, the data team was invited by the Bauman Foundation to present at the Census Funders Initiative in Washington, DC on the relationship between Wisconsin Voices’ Census work and its connection to relational organizing.
CENSUS 2020:
HITTING DOORS, OPENING MORE

2020 Census work at Wisconsin Voices began in 2019. In September, we hosted a Census convening attended by 60 organizations. In November, Wisconsin Voices and our partners launched a 2020 Census Speakers Bureau where we trained members of partner organizations to go out into their communities to get the word out about the importance of the Census.

Door campaigns for Census were also big and Wisconsin Voices’ partners won big: hitting 4,500 doors to inform people about the Census and encouraging them to take the pledge to count.

Census Director Matt Dannenberg helped raise visibility in the community taking on several different roles: chairing the Milwaukee Complete Count Committee, helping lead the creation of a statewide Complete Count Committee and developing resource packets, and doubling as Captain Census!

Wisconsin Voices’ Census work was featured prominently on Bridge The City, a local podcast, as well as the Spanish-language television station Telemundo, at more than 40 events in the state, at State Voices Midwest Regional Census training in Chicago, and at the U.S. Census Bureaus Chicago Regional Briefing.

FAIR MAPS

Wisconsin Voices hired Carlene Bechen as Fair Maps organizer in 2019. She has been a wonderful asset to the team and travels throughout the state to present and organize with rural and urban districts on how to curb gerrymandering and ensure fair maps. She established 8-10 Fair Maps teams and shifted the groups’ focus on things that were accomplishable.
DIGITAL

Digital organizing is an extension of on-the-ground organizing. For marginalized communities, access to news and what’s happening is via social media making it a sweet spot for news on Census, voter registration, and fair maps.

Wisconsin Voices jumpstarted its year-long digital organizing for advocacy campaigns reaching more than 500,000 people with its digital ads series on Census 2020. We were the statewide digital hub for all things Census 2020 and were recognized nationally for that work. It was a huge undertaking and we are really proud of it.

Wisconsin Voices’ partners also had the opportunity to reach people digitally. Several partners participated in a comprehensive Digital Skills Series where they learned how to edit video, coordinate email campaigns, run Facebook and Google advertisements, and more. Wisconsin Voices’ partners leveraged their digital power and sent more than 40,000 text messages to add new voters to the electorate in preparation for the April 2019 election.

AFRICAN AMERICAN ROUND TABLE

BUILDING CAPACITY

The African American Roundtable (AART) increased its capacity by attending such relevant trainings as: Black Organizing Leaders in Dignity (director level training) and Wisconsin Leadership Development (leadership development). AART welcomed a new organizer in 2019: Devin Anderson, who was a big asset to the LiberateMKE campaign and who will take on managing civic engagement canvassers in 2020. AART also established an Advisory Board with eight Milwaukee leaders.

MAKING HISTORY: LIBERATE MKE

LiberateMKE, a coalition of 40 partners led by AART, is a police divestment campaign that sought a $25 million reduction of allocated funds to the Milwaukee Police Department in the 2020 Milwaukee City Budget. AART Lead Organizer Devin Anderson co-led with partner organization Metcalfe Community Bridges on the development of a survey of Milwaukee residents on where they’d like to see city funds invested.

Wins so far include a $14 million divestment in funds for the Milwaukee Police Department from the Milwaukee City Budget, $900,000 to community priorities, and a reduction of 60 police officer positions. Due to the level of engagement and excitement about the campaign, Milwaukee saw a 3000 percent increase in attendance at City Budget meetings.

These wins are historic and nationally recognized!
DEVELOPMENT & OPERATIONS

2019 was a landmark year — we raised $2.6 million making it Wisconsin Voices’ biggest fundraising year ever. It was also a big year for regrants to partners — we committed over $750,000 to regrants for civic engagement.

BY THE NUMBERS:

- **$2.6M** raised
- **218** donors
- **17** foundations
- **201** individual donors

Lead team was established. The Lead team works with the Wisconsin Voices Executive Director on the management and direction of the organization. It is made up of senior and director-level staff and helps ensure that all departments are accounted for in strategic decision-making.

*The WI Voices team reenergizing together at a retreat in December 2019*
ENGAGE WI: ALL ABOUT RELATIONAL ORGANIZING

Wisconsin Voices regranted 17 of its partners over $1 million in funding for their relational organizing programs. Below are some highlights from a few groups about what they accomplished.

ALLIANCE FOR CLIMATE EDUCATION (ACE)

ACE trained young leaders in Relational Organizing to secure major climate advocacy wins in 2019. Building upon the success of Relational Organizing in the 2018 midterms, ACE empowered young climate leaders to use these tactics in organizing and advocating for a 100% carbon free future. As a result, ACE Action Fellows, additional Relational Organizing leaders, and ACE’s Youth Action Network members in Wisconsin successfully:

- Encouraged the Milwaukee Common Council to adopt a local Green New Deal resolution in support of federal-level climate policy,
- Inspired the Milwaukee Youth Council to pass a Green New Deal resolution,
- Secured a letter of support for a local level Green New Deal from State Senator Tim Carpenter and State Representative Marisabel Cabrera,
- Presented on their advocacy campaigns using Relational Organizing at the Milwaukee Youth Green Jobs Summit,
- Participated in Governor Evers’ signing of an Executive Order to commit Wisconsin to 100% renewable energy by 2050.

ACE Action Fellows meet with Lieutenant Governor Mandela Barnes to discuss a Green New Deal.
WISCONSIN ANTI-VIOLENCE EFFORT (WAVE)

WAVE mobilized relational organizing leaders, citizen activists, and coalition partner organizations with their efforts to achieve our gun violence prevention policy priorities, including extreme risk protection orders (ERPO) and universal background checks.

In February 2019, a group of volunteers and staff gathered to deliver thousands of petitions supporting our policy priorities to all of the Wisconsin legislators in Madison.

WAVE organized events throughout the year, including eight advocacy training sessions, our Day of Action at the Wisconsin Capitol, and a quickly-organized rally in response to Governor Evers’s call for a special legislative session on gun violence prevention.

They also coordinated a coalition of organizations that worked together to advocate for bipartisan support for Extreme Risk Protective Orders (ERPO), a public health solution to the suicide crisis in Wisconsin.

Our supporters, including our relational organizing leaders and their activists, voiced their support for our priority gun violence prevention policies, generating hundreds of calls and emails to legislators, every step of the way.

Ultimately, lawmakers drafted and introduced our policy priorities, and, for the first time, every Democratic legislator co-sponsored the universal background check bill.
VOCES DE LA FRONTERA (VOCES)

Voces de La Frontera restarted its Vocero por el Voto program in August 2019. Their work in 2019 focused on the 2020 Census and voter registration; Voces made the program a part of all of its issue campaigns.

This is a little on how it worked: 1) All organizers start their monthly membership meetings with the Vocero program, and each month hosted dozens of members at monthly meetings all over the state where they have chapters. 2) The members who attended these meetings soon became the leads for the organizers to follow up on. So, the organizers had new, fresh leads every week to have one-on-ones to work with on the Vocero program to build their networks. 3) Organizers had these one-on-ones to build relationships with members, walk folks through the process of list building, and ask them to connect Voces to other folks in their networks, allowing them to recruit more Voceros by organizing meetings or house parties. The goal is to have the people who participate initially get more involved, become members if they aren’t already and build their leadership capacity.
2019 DONORS

2019 was the best year in fundraising at Wisconsin Voices ever! We are so grateful to our funders and supporters who made our work possible. Our victories are yours also. Thank you!

- 2020 Vision Ventures Fund
- Arca Foundation
- Borealis Philanthropy
- The Brico Fund
- The Brookby Foundation
- Greater Milwaukee Foundation
- Greater Washington Community Foundation
- Hmong American Women’s Association
- Herb Kohl Philanthropies
- Joyce Foundation
- Katz Family Foundation
- Link Friendship House Ltd
- Magic Pebble
- Mott Philanthropy LLC
- Movement Voter Fund
- New Venture Fund
- Northwestern Mutual Foundation
- Proteus Fund
- Schwab Charitable
- State Infrastructure Fund
- Social Justice Fund
- State Voices
- TIDES Foundation
- Together Wisconsin
- WI Farmers Union
- Zilber Foundation