



# IMPACT REPORT 2020

EMPOWERING VOTERS.  
DEFENDING DEMOCRACY.





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& EXECUTIVE DIRECTOR**

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## A MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

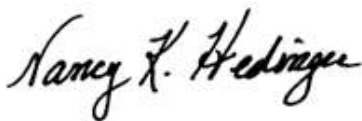
Imagine a century from now, in the year 2120, members of the League of Women Voters will celebrate our triumph defending democracy amid the incredible challenges of 2020.

Your support made it possible for us to empower thousands of New Jersey voters during a period that witnessed a devastating pandemic, social unrest as a result of systemic racism, and an aggressive campaign to suppress voter participation and undermine the legitimacy of our elections. Together, we did everything in our power to ensure our democracy was not another victim of COVID-19. Despite these challenges and much like our founders who, despite strong opposition, achieved suffrage during the Spanish Flu pandemic and World War I, the League of Women Voters pushed forward, without hesitation, to advance our mission of empowering voters and defending democracy.

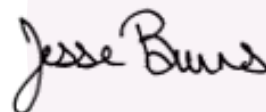
As thousands of voters risked disenfranchisement because of the pandemic, it was League leaders, volunteers, and our staff who stepped up to ensure the votes of ALL New Jerseyans were counted this election. With you as our champion, we removed barriers to voting this year. The League launched a massive voter education campaign working with hundreds of partners from community food pantries to the Department of State. We also worked to ensure New Jersey's elections would be inclusive, robust, accessible, and would protect both voting rights and public health. When we had to, we headed to court to protect voters - and we won.

With your continued support, the League will thoroughly assess the lessons learned from this crisis to create a strong, revamped blueprint for democracy - one that will address the appalling inequities exposed by COVID-19. Our work ahead will help us build a strong foundation for the next generation of League leaders and voting rights activists. The League of Women Voters will continue to serve as a testament to the power of women to create a more perfect democracy. We hope you will join us in celebrating a mighty start to our second century of empowering voters and defending democracy! Thank you for your membership and for your deep dedication to the future of democracy in New Jersey.

With Gratitude,

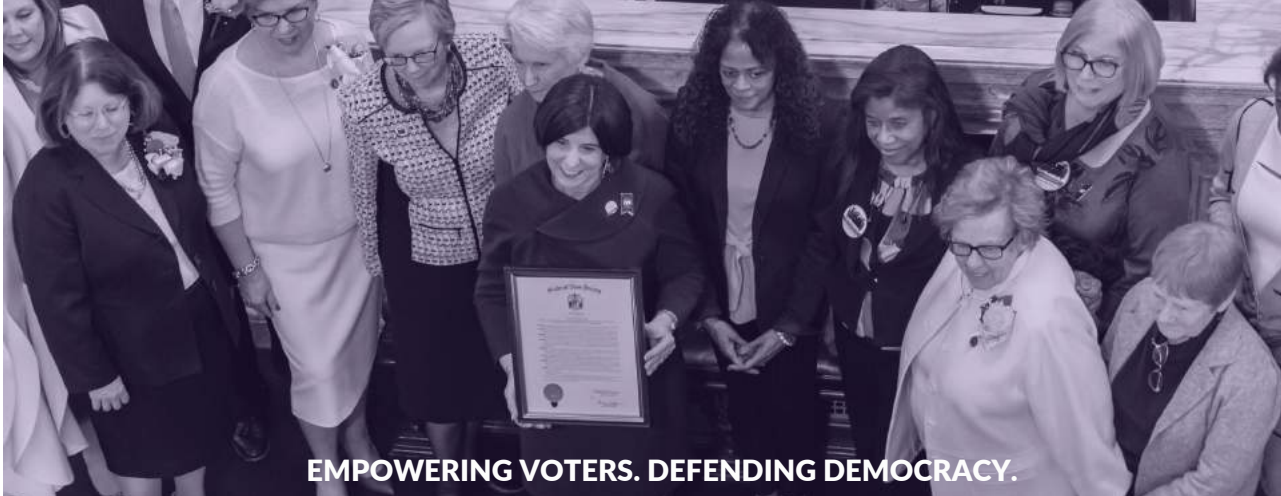


Nancy Hedinger  
President  
League of Women Voters of  
New Jersey



Jesse Burns  
Executive Director  
League of Women Voters of  
New Jersey





EMPOWERING VOTERS. DEFENDING DEMOCRACY.

## ABOUT US

### Preparing for the Next 100 Years of Empowering Voters and Defending Democracy

2020 underscored the importance of the League of Women Voters. It was a difficult and incredibly important year for democracy and amid a global pandemic, social unrest, and challenges to the decennial Census, the League was here to ensure our democracy was protected and voters were empowered. For 100 years, the League has been committed to making democracy work. And while our mission doesn't change, our methods do.

As we enter our second century, the League will rely more heavily on all levels of technology and virtual communications. In 2020, the League at all levels had to quickly pivot from in-person events to virtual ones. Local Leagues throughout the state held voter registration drives, candidate forums, and fun and engaging educational programs virtually, resulting in a far greater reach than ever before.

The League is much more diverse, equitable, and inclusive than it was in 1920 and we plan to continue expanding our membership and training new voices to represent us as we move through our second century. Just as our government should be reflective of our rich diversity, so should the League's membership.

We can't possibly know what challenges the next 100 years will bring. But, as we've done for over 100 years, we will, no doubt rise to meet them.



The League of Women Voters of New Jersey Education Fund seeks to educate and empower New Jersey voters to 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).

**WHO WE ARE**  
The League of Women Voters envisions a democracy where every person has the desire, the right, the knowledge and the 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.



# IMPACT: CENSUS AND VOTER ENGAGEMENT

The COVID-19 pandemic could not deter us from reaching voters with vital election information. The League of Women Voters of New Jersey joined with hundreds of partners leading up to the Primary and General Elections. Knowing that the League's trusted voice and nonpartisan voter education materials were needed more than ever, we targeted these collaborations to reach underserved voters. For example, our partnership with Project 555, a student-led nonpartisan organization, focused on reaching high school seniors virtually. Our partnership with LUPE Fund enabled us to present virtual voter education events in both English and Spanish. And our partnership with the New Jersey Department of State helped reach millions of voters. Over the course of a couple of months, we connected with business groups and corporations, libraries, immigrant rights organizations, colleges, bar associations, the AARP, social workers, faith-based groups, and hundreds of others to empower voters and defend our democracy.

**With your support, we can grow our Get out the Vote efforts in 2021 and beyond with a focus on underserved voters**

## Get Out the Count: Census

- 28 volunteers from 20 local Leagues mobilized
- 4,000 materials distributed in communities across the state
- 22 in-person census events
- 6,000 postcards mailed in Mercer and Camden counties
- Over 40 grassroots partners

Local League leaders mobilized volunteers to participate in our Census task force, ensuring the League was equipped to Get out the Count. A complete count in 2020 was crucial in ensuring that all communities, especially the ones that are hard to count, were included in our democratic process. We blazed through the first three months of the year with interactive, educational programs such as poster design contests, hot topic forums, and train the trainer presentations. We partnered with libraries, food distribution centers, farmers' markets, and community officials. When the pandemic hit in March, we quickly and successfully adapted our in-person strategies to build a virtual outreach.

## Get Out The Vote

- 18,000 English and Spanish materials distributed
- 28 Leagues and 61 volunteers mobilized
- Vote411 reached almost 100,000 NJ voters



# IMPACT: DEFENDING DEMOCRACY DURING A PANDEMIC

The League of Women Voters of New Jersey is committed to fighting for a fair, safe, secure, and accessible democracy for all. This work championing democracy was essential during the COVID-19 pandemic to ensure that everyone could vote and that every vote counted. We were guided by a single sentiment: NO ONE should have to choose between their health and their right to vote. We faced an enormous task, but with your support, we were ready to protect the sacred right to vote. Now, New Jersey is readying itself for the 2021 elections while still grappling with the devastation of the pandemic. Rest assured, the League of Women Voters of New Jersey will continue to be a strong advocate for voters.



## Robust and Accessible Elections

The League of Women Voters of New Jersey joined with partners to provide recommendations to the Governor and the Secretary of State ahead of both the Primary and General elections. We worked closely with the administration and election officials throughout the crisis to protect voting rights. Our recommendations prioritized the health and safety of voters, while also ensuring a thriving participatory democracy. We were particularly concerned with communities of color and the disability community, communities that historically faced obstacles to the ballot. These concerns led us to successfully argue that both expanded mail-in ballot options and in-person voting were essential.

## Voter Education

Facing an unusual election format, we launched our largest voter education campaign ever. We partnered with the Department of State and the Center for Non-Profits to reach and collaborate with hundreds of New Jersey organizations serving diverse audiences and clients. Through this partnership, we were able to combat misinformation and disinformation. We held over 200 voter education events, published over 50 social media graphics, and created a nonpartisan voter engagement toolkit to amplify accurate and trusted voting information across the state.



## Election Protection

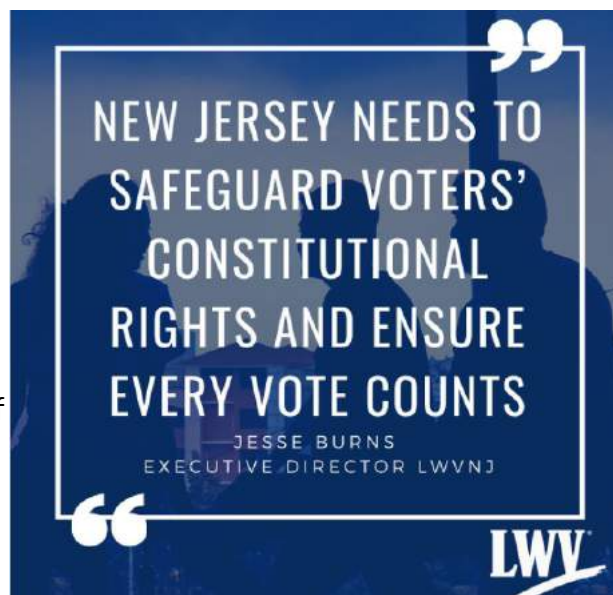
The League of Women Voters of New Jersey is a member of a crucial network of voting rights advocates who join forces in the months leading up to and on Election Day. We work with the Election Protection coalition to identify problems and develop rapid response solutions. This team collaborates with the Department of State, the Office of the Attorney General, a network of lawyers and poll watchers, and each other to protect New Jersey voters. In 2020, this partnership proved absolutely critical, enabling us to identify and correct substantial issues, such as late openings, poll workers providing misinformation, and unacceptable barriers to the ballot for voters with disabilities. Our partnership with the Election Protection team ensures that we are fighting for all New Jersey voters, with a focus on those who are most likely to be disenfranchised.

## Standing up for Voters in Court

Nationally, the League participated in over 60 voting rights lawsuits with three filed here in New Jersey. The first challenged New Jersey's practice of rejecting thousands of mail-in ballots each election due to signature issues. We reached an agreement that ensured voters were given notice if their ballots were rejected for signature reasons and an opportunity to "cure" the issue in time to have their votes counted during the July primary election. As a result of that lawsuit as well as the advocacy and hard work of many others, our agreement was codified into law. **New Jersey now has a permanent notification and cure process in place. This is a huge win for voters.**

The League and our partners worked for months to ensure our election processes safeguarded against voter disenfranchisement without posing undue threats to public health and safety. When our election format was challenged, the League of Women Voters of New Jersey joined with the NAACP New Jersey State Conference to intervene. We argued that changing the voting plan mid-course would confuse voters of all affiliations who already had their voting plans in place. The court agreed with us and New Jersey's elections proceeded as planned.

We returned to court one last time to argue that the state needed a remedy for voters displaced by the pandemic who applied for but did not receive their mail-in ballots through no fault of their own. While we did not prevail in court, when an out-of-state college student with no way home reached out to the League to tell us she had not yet received her requested mail-in ballot, we were prepared. We connected her with our partner in the displaced voters litigation (ACLU-NJ) and they successfully represented her in court.





## PEOPLE POWERED FAIR MAPS: FAIR DISTRICTS NEW JERSEY

Fair Districts New Jersey, launched in 2017, empowers New Jersey voters to participate in the redistricting process and fights for people-powered redistricting reforms. We believe redistricting should be impartial, transparent, community-driven, and fair. By maximizing public input in the process and improving independence, we can put power where it belongs - in the hands of voters!

In 2020, we continued to guard against changes that would be detrimental to voters' representation and their ability to select representatives of their choosing. When a Constitutional Amendment was introduced that would have harmful consequences, we again attempted to negotiate democracy friendly reforms. When it became clear that there was no appetite in the Legislature to improve the redistricting process, we opposed the Constitutional Amendment and launched a "Vote No" campaign. Ultimately, the ballot question passed and as a consequence, it is likely that New Jersey will delay certifying New Jersey's legislative districts for two years. In addition, when new lines are drawn, the map-making will be left to political insiders who did not represent our diverse communities. There are only two women, no women of color, and no Latinx members on the committee.



Robust and informed community engagement can improve accountability and transparency. Fair Districts New Jersey is launching map-making software and a far-reaching education campaign to empower New Jersey voters and diverse communities of interest to make their voices heard. **Redistricting is a foundational building block of our democracy and voters deserve a seat at the table.**

# 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 Montclair registering voters ahead of the 2020 General Election in key areas all over Essex County.



LWV of Lawrence and Camden writing over 6,000 postcards to reach the hardest to count communities and empower them to be counted.



LWV of Lawrence gathering to commemorate the Passing of the Suffrage Torch in 1915, five years before the eventual passage of the 19th Amendment.



LWV of Southern Monmouth County working to demystify the vote-by-mail process ahead of Vote Early Day.



# IMPACT: ON THE GROUND SPOTLIGHT ON LOCAL LEAGUES

## Voter Girl

This collaborative program between the LWV and the Girl Scouts provided a one-day class for Girl Scouts of all levels to earn citizenship badges through learning about civic engagement and advocacy. Over 100 League members from 23 different local Leagues, 400 Girl Scouts, and 50 elected officials came together at 4 different locations around the state to empower Girl Scouts to participate in democracy.



## Returning Citizens

In March 2020, because of the League's longtime advocacy, people on parole or probation in our state had their voting rights restored. Led by League member Annette Scott and the League of Women Voters of Southern Monmouth, several local Leagues worked together to register returning citizens and empower them to participate in our democracy. LWV Southern Monmouth received the "Building Equitable Partnerships" LWVUS award for this vital program.



## RBG Rally

Over a dozen local Leagues joined with the League of Women Voters of New Jersey and several organizations to host a "RBG Legacy Rally" honoring the late U.S. Supreme Court Justice Ruth Bader Ginsburg. More than 300 were in attendance to hear rousing speeches calling for racial, gender, and economic justice.



# IMPACT: A POWERFUL NATIONAL NETWORK

## 1 Protecting Millions of Voters in Court

Throughout 2020, LWVUS was part of over 60 state and federal lawsuits across more than 35 states to ensure voters had safe access to the ballot in this election. In all, we protected approximately 20 million voters through our election-related litigation. This election cycle, we advocated for important issues such as establishing or enhancing notice and cure processes for ballots flagged for rejection, waiving double witness requirements for mailed ballots, and expanding the absentee excuse to cover more voters. We did this to ensure that voters did not have to choose between exercising their constitutional right to vote and risking their health and safety during the pandemic.

## 2 Informing More than 6 Million Voters on VOTE411

More than six million visited VOTE411.org for election information in 2020, and for the first time ever, the site was also available in Spanish! VOTE411 even won the People's Voice Webby Award for Best Government & Civil Innovation Website.

## 3 Expanding People Powered Fair Maps™

Through People Powered Fair Maps™, Leagues partnered with more than 1,000 organizations, coalitions, and groups and held more than 1,300 virtual and in-person events and forums this year to help build power for fair redistricting processes nationwide.

## 4 Getting Out the Count for the 2020 Census

As COVID-19 changed the landscape of voting in 2020, registration became more important than ever. The wide array of changes to voting rules in response to the coronavirus outbreak made it critical for voters to register or update their registration ahead of Election Day. From coast to coast on September 22, National Voter Registration Day, League volunteers were out in their communities—and at their computers—for more than 850 events and virtual actions! Their historic efforts paid off, with the use of our VOTE411 online registration tool at an all-time high this year.

## 5 Going Digital for National Voter Registration Day

The League partnered with the Census Counts Campaign, which issued digital guidance for how to turn in-person Get Out the Count events into digital activities. The League also filed a lawsuit to extend the timeline for the count. As a result of this litigation, the Census Bureau achieved 16 additional days to count. As the deadline to complete the census closed in October, the data processing continued. The League continues to urge Congress to extend the data delivery timeline and protect the 2020 Census in the next version of the stimulus bill.

*From "20 Ways LWV Empowered Voters and Protected Democracy in 2020."*



# LOOKING AHEAD TO 2021

## Trust. Transparency. Accountability



New Jersey's legislative process is flawed. We have witnessed massive bills passed with little time for public and expert input. There needs to be more transparency in the halls of Trenton. We will work to establish and pass legislation that requires greater public participation in the policies that impact us all - before they are rushed through for a vote.

## Elections



The COVID-19 pandemic has proven that too many voters are still being disenfranchised. New Jersey's election infrastructure needs improvements to better support necessary reforms. In 2021 we will have deeper discussions about technology (machines, electronic poll books, and the statewide voter registration database), work to pass a robust early voting bill, advocate for same-day voter registration, finish the work of expanding automatic voter registration to additional agencies, and work to improve New Jersey's mail-in ballot process.

## Redistricting



As New Jersey begins the process of redrawing both our congressional and legislative districts, the League of Women Voters of New Jersey will be a fierce public advocate. We will work to educate and empower New Jersey voters to understand communities of interest and to identify their own communities, submit their own maps and testimony, and to hold commissioners accountable. Fair Districts New Jersey will also continue to push for reforms that will begin to fix New Jersey's flawed redistricting process.

## Public Policy



The League of Women Voters of New Jersey will provide additional staff support to our knowledgeable public policy committees to advocate on a wide range of important topics as our state continues to grapple with the pandemic and the aftermath. We will face tough choices in the months and years ahead, but the League will be a strong advocate for social justice, voting rights, environmental protection, public education, immigrants, women and families.

# CELEBRATING 100 YEARS



We joined 600 Leagues across the country to participate in a coordinated Day of Action on February 14th to celebrate our 100th birthday. Over 350 events took place nationally to build the next generation of diverse women leaders and voting rights activists. We came together to demonstrate our power, relevance, and voice. The League of Women Voters of New Jersey welcomed our members to our state headquarters for an open house celebration culminating in the receipt of a Senate Proclamation in honor of our 100th anniversary. This Day of Action inspired thousands of women to champion democracy through action and ready themselves for the next 100 years of empowering voters.

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The “She Is Me” digital campaign highlights League member stories to celebrate our history and future. LWVNJ shared several League member stories, including that of board member, Iveth Mosquera (pictured above). Iveth is the daughter of immigrant parents who worked hard so she and her siblings could have a successful future. But she observed that nobody in a position of power looked like her. Iveth's efforts to increase Latina civic engagement led her to join the boards of Latinas United for Political Empowerment (LUPE) and the League. Thank you Iveth, for breaking barriers, empowering Latina leaders, and moving our organization forward!

# 100TH ANNIVERSARY GALA

***The League of Women Voter's 100th Anniversary Gala was more than just another virtual event - it was an outstanding celebration of democracy.***

At the Gala, our distinguished honorees and beloved League members shared the ways in which the League empowered New Jersey voters and advocated for transparency in our political system. We have made a remastered version of the full event [here](#). We hope this program inspires the next generation of League leaders to participate, lead, and continue our legacy of defending democracy.

*"When I first ran for the legislature...we'd all look forward to the debate because the League of Women Voters was fair. They were fair, they were solid...and that was the trusted source."*

Former Governor  
Tom Kean

*"Whether it was fighting for suffrage or advocating for a new state constitution, the League of Women Voters has been in the trenches for women and traditionally marginalized people."*

Secretary of State  
Tahesha Way

*"The name 'League of Women Voters' has credibility and opens doors...in the century ahead, the League will be there for voters - safeguarding their rights, registering, educating, and ensuring their voices are heard."*  
League member  
Annette Scott

A century after its founding, the League remains a powerful nonpartisan, grassroots, volunteer-driven organization fighting for voting rights. For the past 100 years, we have served as a training ground for women, a trusted resource for voter education, and a watchdog against corruption and gerrymandering. We are best positioned to excel in this work because our members are skillful leaders with a vision to create a more perfect democracy. We are proud to celebrate this legacy.

# CENTENNIAL CAMPAIGN DEFENDING DEMOCRACY & EMPOWERING VOTERS FOR THE NEXT 100 YEARS

2020 - 2120

**LWV**  
#LWVNJ100MORE

With our eyes set on remaining one of the most powerful nonpartisan voting rights organizations in New Jersey, we launched our Centennial Campaign – a mighty \$1,000,000 fundraiser.

If you are proud of the work we have done this year, please consider investing in the League of Women Voters. Your support will help us continue serving New Jersey voters into our second century. Your investment in our growing outreach, moderator training programs, and important advocacy campaigns will help educate and empower every New Jersey voter. The milestones we reach today ensures a stronger and more robust foundation for the next generation of women leaders and voting rights activists. Your support makes a difference.

## HOW TO MAKE YOUR GIFT TODAY

### Online



Make a secure donation at  
[LWVNJ.Org/100MORE](https://LWVNJ.Org/100MORE)

### Check



Make a check payable to  
LWVNJ-EF (tax-deductible)  
or LWVNJ (not tax-  
deductible) to be mailed to  
204 West State Street,  
Trenton, NJ 08608

### Pledge



Pledge your gift to be  
fulfilled over a period of  
time

### Ask Us



Consider leaving a lasting  
legacy with a planned gift to  
keep the League strong for  
years to come

**Can we inspire you to join our Centennial Leadership Circle with a donation of \$1,000 or more?** This is a community of passionate supporters committed to defending democracy, empowering voters, and ensuring the League of Women Voters remains a strong, nonpartisan voice in New Jersey for the next 100 years. Learn more about the Centennial Leadership Circle at [LWVNJ.org/100more](https://LWVNJ.org/100more).

Reach out to our Development Associate, Fatima Munshi at [fmunshi@lwnj.org](mailto:fmunshi@lwnj.org) to learn more about giving to LWVNJ



# CENTENNIAL LEADERSHIP CIRCLE

It is our honor to acknowledge the generosity of our Centennial Leadership Circle. Their trust in the League's power to advocate for a more inclusive and equitable political system helped raised \$640,000 – over half of our goal! Thank You!

## Second Century Suffragist - \$100,000+

Anonymous

## Democracy Defender - \$25,000+

Anonymous

Nancy Hedinger

## Fair Elections Champion - \$15,000+

Anonymous

Kathy and Ken Abbott

## 19th Amendment Ambassador - \$5,000+

Andrew M. Gralla

Ellen Kemp

Susan and Peter Lederman

Deborah MacMillan

Louise Murray and Thomas Hoffman

Timothy Priano and Timothy O'Connor

## Equal Rights Activist - \$2,500+

Lori Becker (Abbvie Employee Engagement Fund)

Ann and Jay Armstrong

Jess and Derek Backofen

Jason DeAlessi

Jennifer M. Howard, MD and Willard A. Stanback, Esq

Susan Sferas

Grace Sinden

Ingrid and Marvin Reed Family Fund

## Centennial Civic Leader- \$1,000+

Jean Aires

Earlene Baumunk-Cancilla

Jesse Burns

Kristy Tran Burns and Michael Burns

Ruthi Byrne

Dawn and Gregory Clarke

Lenore Danielson

Dan Fatton, Ideal Image Consulting

Ellie and Marty Gruber

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## 100th Anniversary Gala Sponsors



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Deborah E. Nelson, Esq

NJM Insurance Group

Saiber, LLC

Centennial Leadership gifts can be one-time donations, pledged to be fulfilled over multiple years, or legacy gifts given as bequests. Please [visit www.lwvnj.org/100more](http://www.lwvnj.org/100more) for information on how to make a gift today.

# CONSOLIDATED AND ABBREVIATED COMBINED STATEMENT OF ACTIVITIES\*

July 1, 2019– June 30, 2020

## INCOME

General Revenue	\$308,210
Membership	\$42,852
Restricted Revenue	\$116,572
Publications	\$2,796
Building Revenue	\$29,704
<b>Total Income</b>	<b>\$500,134</b>

## EXPENSE

Program/Advocacy Services	\$72,229
Publications/Communications	\$9,757
Member services	\$9,435
Building expense	\$26,812
Development	\$144,287
Administrative/Office	\$44,550
Program Staff	\$172,012
<b>Total Expense</b>	<b>\$349,222</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, 2019– June 30, 2020

## **\$75,000+**

Anonymous  
The Fund for New Jersey

## **\$20,000+**

Kathy and Ken Abbott

## **\$5,000+**

Anonymous  
Nancy Hedinger  
Edith Neimark  
NJ Women Vote

## **\$1,000 - \$4,999**

Ravi Annamaneni  
Anna Benitz  
Anne Danzey Burnham  
Dawn and Gregory Clarke  
Ellen Kemp  
Kurtz Family Foundation  
Susan Lederman  
Jill and David Lewis-Spector  
Anne and Mario Maiese  
Sandra Matsen  
Deborah McComber  
Timothy Priano and Timothy O'Connor  
Grace Sinden  
Kathi and John Thonet

## **\$500-\$999**

Jean Aires  
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Jennifer Howard, MD and Willard Stanback, Esq  
Caroline Huber  
Barbara Kelly  
Pfizer Foundation Matching Gifts  
Vicki and James Ray  
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Renee Schifffrin  
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## **\$500-\$999 (cont)**

Terry Thompson  
Alice Weinstein  
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## **250-\$499**

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Irwin Sharpe  
Ruth and Peter Simmons  
Harriet Snyder  
Marion Steininger  
Peggy and Caesar Sweitzer

We have made every effort to ensure this gift information is accurate. The gifts reflect donations made between July 1, 2019 and June 30, 2020. If you believe we have made an error, please contact us at [fmunshi@lwvnj.org](mailto:fmunshi@lwvnj.org).

## **LEAGUE OF WOMEN VOTERS OF NEW JERSEY BOARD OF DIRECTORS**

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Katharine Schumacher, Director  
Mike Ward, Director  
Patricia Williamson, Director

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Michele Tuck-Ponder  
Joan Verplanck

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Fatima Munshi, Development Associate  
Pat Thompson, Office Manager