

IMPACT REPORT 2021

EMPOWERING VOTERS.
DEFENDING DEMOCRACY.





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BOARD OF DIRECTORS

A MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

With continued threats to our democracy in this volatile hyper-partisan environment, the League of Women Voters of New Jersey is fighting back by building nonpartisan community power, providing the nonpartisan tools necessary to enact change, and combating misinformation to restore trust in our elections.

Your support has made it possible for the League of Women Voters to lead in 2021. We are a powerful, respected, and valued voice of reason in our state in the fight to defend democracy and empower voters.

Because of you, we were able to significantly grow our voter engagement operations. With the support of a team of volunteers and our organizing staff, we contacted over 400,000 voters by text message, postcard, or through door-to-door canvassing with crucial nonpartisan voting information. We carefully targeted our efforts for maximum impact: reaching voters unlikely to turn out to vote without our outreach.

We also launched our Activist Training program which we opened to the general public and designed to equip members and volunteers with the knowledge and skills needed to carry out dynamic organizing strategies that can effectively influence public policy and the state of democracy in New Jersey. Our organizing staff trained over 100 participants during our inaugural semester.

We are particularly proud that the last 5 years of dedication to redistricting reform through our Fair Districts New Jersey project has established the League of Women Voters of New Jersey as a champion for people-powered fair maps. We are currently in the middle of the map-making process, and the League is influencing the outcomes through empowering individuals to testify, draw community of interest districts, and to hold the redistricting commissions accountable.

Your support in 2022 is critical. We are growing in power, visibility, and reach. We have significant momentum and cannot stop now. We are adding more members, more Leagues - including a new League in Paterson - new partners, and most importantly we are building power on the ground. None of this is possible without you.

With you by our side, we will finally win long-fought battles, like same-day voter registration and ethics and campaign finance reform, that strengthen our democracy. We will continue to call for greater transparency and accountability in government and we will never stop working to educate voters and residents on how to make their voices heard.

We hope you feel great pride as you read about your impact in 2021 and you feel energized to tackle 2022! Thank you for your membership, your support, and for your deep dedication to the future of democracy in New Jersey.

With Gratitude,

Jennifer M. Howard, MD, MPH President

League of Women Voters of New Jersey

Jesse Burns
Executive Director
League of Women Voters of
New Jersey





ABOUT US

Mission

Empowering Voters. Defending Democracy.

Vision: We envision a democracy where every person has the desire, the right, the knowledge and the confidence to participate.

Value: We believe in the power of women to create a more perfect democracy.

Nonpartisan

The League is proud to be nonpartisan, neither supporting nor opposing candidates or political parties at any level of government, but always working on vital issues of concern to members and the public.

Commitment to Diversity, Equity, and Inclusion

LWV is an organization fully committed to diversity, equity, and inclusion in principle and in practice. Diversity, equity, and inclusion are central to the organization's current and future success in engaging all individuals, households, communities, and policy makers in creating a more perfect democracy.

There shall be no barriers to full participation in this organization on the basis of gender, gender identity, ethnicity, race, native or indigenous origin, age, generation, sexual orientation, culture, religion, belief system, marital status, parental status, socioeconomic status, language, accent, ability status, mental health, educational level or background, geography, nationality, work style, work experience, job role function, thinking style, personality type, physical appearance, political perspective or affiliation and/or any other characteristic that can be identified as recognizing or illustrating diversity.

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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.

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 35 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.

CONTACT US:

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IMPACT: POWER TO THE POLLS

2021 proved to be another challenging year for voter education, with voter confusion high and misinformation rampant. Because of your support in 2020 and the dedication of our members and volunteers, the League of Women Voters of New Jersey launched our largest "Get out the Vote" effort to date. Given New Jersey's off-cycle elections and corresponding low voter turnout, it was particularly crucial to mobilize our membership this year. Together we reached hundreds of thousands of voters with critical nonpartisan voting information when they needed it most.

GET OUT THE VOTE

COVID related changes to our elections and the addition of in-person early voting made it difficult for voters to know their options for casting a ballot. Our local Leagues, staff, and partner organizations worked together to provide trusted, accurate, and timely information to voters. Our messaging focused on in-person early voting education, new voting machines, Vote411, vote-by-mail education, and important voting deadlines.

Last year, we set a goal to build and strengthen our Get out the Vote capacity for 2021, and we are proud to have accomplished that goal! Thank you to all that participated.

In 2021, we communicated with over 400,000 registered voters. We sent over 140,000 text messages, mailed over 250,000 postcards, and distributed 4,000 door hangers. We also reached countless more voters through Vote411, social media, our voter hotline, and our website.

We organized over 100 volunteers to send texts and handwrite postcards to low propensity voters. A big thank you to LWV Camden County for organizing their own postcard campaign and sending out 4,200 postcards to young voters in Camden! We also mobilized 11 Leagues and 7 volunteers to distribute 4,000 door hangers containing key early voting and Vote411 information throughout their communities. We continued to provide important information to voters after Election Day and worked with partners to text voters that needed to cure their ballot through New Jersey's ballot cure process.

GET OUT THE VOTE

Contacting Voters in 2021:

- Over 140,00 text messages
- Over 250,000 postcards
- 4,000 nonpartisan door hangers
- Over 100 volunteers writing postcards, sending texts, and knocking on doors!

League volunteers throughout the state also worked hard to provide critical election information on Vote411.org - a nonpartisan one-stop-shop for election related needs. Vote411 is uniquely positioned to provide local election coverage. This year, our volunteers and staff were able to cover all statewide races, all county races, and all local races in 15 counties!

Our local Leagues also organized over 70 candidate forums throughout the state. This year brought additional challenges as our Leagues worked to organize both virtual and in-person forums. We are incredibly proud of our members' work to bring this vital service to their communities.

Our "Get out the Vote" campaign is nonpartisan, reaching voters from all political parties. We encourage lifelong voting habits for voters that are unlikely to cast a ballot without our outreach. With your support, we can continue to educate and mobilize voters ahead of the 2022 elections.





IMPACT: POWER TO THE POLLS

Voter Education

Busy lives and a lack of timely information can easily serve as barriers to the ballot for many New Jersey voters. Our strong, dedicated membership drives results and removes these barriers. We are very proud of our Voter Services Coalition and all of our voter services volunteers. In just its second year, the Voter Services Coalition has grown to over 75 members. These members work to improve our voter education efforts across the state, organize candidate forums and train and assist moderators, provide nonpartisan voter education information and trainings, register voters, form new partnerships to reach more communities, and collaborate to share best practices and innovative new ideas.

This year, we once again provided our popular Nonpartisan Voter Engagement Toolkit. Launched last year to combat mis and disinformation during the pandemic, this Toolkit provides trusted and accurate social media graphics, email templates, flyers, and other handouts that can be adapted and used by individuals and organizations around the state. We redesigned the vote page of our website and worked alongside our partners to create educational videos to ensure accurate information reached New Jersey voters. We also joined with partners, including Inspiring South Asian American Women, the National Association of Social Workers, and the American Federation of Government Employees, to host educational webinars.

Finally, another big thank you to Annette Scott and the amazing work she has led to register voters on parole and probation. There's still so much work to do to reach these previously disenfranchised voters, and with your support we can take on this effort in 2022.



Election Protection

The League of Women Voters of New Jersey joined with state and national partners to protect voters in 2021. Through our continued work with the Election Protection coalition, volunteers and staff **spent all 100 hours the polls were open during the General Election** monitoring the League of Women Voters of New Jersey toll-free voter protection hotline, the national Election Protection Hotline, and responding to questions and concerns from voters. We also worked with a field team of poll monitors that were charged with reporting issues in real time from polling locations across the state. This effort proved crucial: polling locations across the state opened late, ran out of ballots, or faced other issues that prevented voters from casting a ballot. In response to these issues at polling locations, we joined with the ACLU-NJ in an attempt to extend voting hours so voters that were turned away would have an opportunity to return and cast a ballot. While our lawsuit was unsuccessful, we stand by our defense of democracy.

IMPACT: DEMOCRACY FOR ALL

In-person Early Voting

As other states attempt to rollback voting rights, New Jersey and the League of Women Voters remains dedicated to expanding access to the ballot rather than restricting it. We advocate for voting reforms that strengthen elections because we know democracy thrives when all voices are heard. We worked with advocates and election officials on historic legislation to expand democracy by introducing inperson early voting to New Jersey. **The League was honored to receive a pen and celebrate with Governor Murphy and Stacey Abrams at the signing of this legislation**. The addition of in-person early voting means that New Jerseyans now have more ways to vote than ever. With 139 early voting locations across the state, more than 200,000 New Jerseyans voted early during the 9-day period leading up to Election Day.



Poll Workers

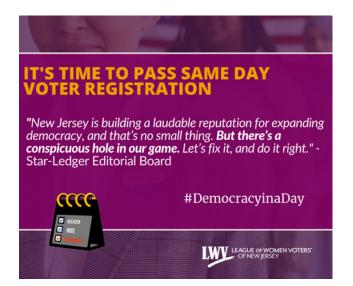
Poll workers play a critical role in democracy by assisting voters across the state and ensuring elections run smoothly. The pandemic and the introduction of in-person early voting highlighted the need for additional poll workers to support New Jersey's elections. We collaborated with the New Jersey Division of Elections to address the poll worker shortage and worked with our local Leagues on a public education campaign to recruit poll workers.

We also testified in support of legislation to increase poll worker pay. A permanent increase in poll worker compensation is necessary to ensure New Jersey has the capacity to meet the needs of New Jersey voters in future elections. We will continue to advocate for passage of this legislation as well as work closely with legislators on companion proposals aimed at encouraging more young people to serve as poll workers.

IMPACT: DEMOCRACY FOR ALL

Same Day Voter Registration

In partnership with a diverse coalition of statewide advocacy groups and youth organizers, the League launched a robust public education and advocacy campaign in support of expanding access to the ballot with same day voter registration. Together we delivered presentations to residents across the state, wrote letters to the editor, and spread the word on social media to raise awareness and build grassroots support for same day voter registration. We organized a series of discussions with legislators and county election officials to garner support for the legislation and our collective advocacy



resulted in 10 additional legislators voicing their support as cosponsors of the bill.

We remain committed to ensuring that our elections are fair and accessible to all. Implementing same day voter registration is the crucial next step in modernizing our election system and strengthening access to the ballot. As other states across the nation pass laws that rollback access and make it harder to cast a ballot, it is more important than ever for New Jersey to stand up as a national leader in protecting the freedom to vote.



Same Day Voter Registration By The Numbers

- 700+ emails sent to legislators
- 300+ volunteers engaged
- 25+ meetings with legislators

This Women's History Month, as we celebrate the vital role that women have played in strengthening our democracy and upholding civil rights, we remain vigilant and committed against the ongoing threats to our most fundamental right to vote. Championing same-day voter registration in New Jersey today is a continuation of the fight of so many women before us.

Women move democracy forward. Here's why we must unite to stop voter oppression | Opinion

— Assatta Mann Melissa Marks

Election Infrastructure

Election Registration Information Center

Governor Murphy signed legislation that authorizes the Secretary of State to join the Election Registration Information Center (ERIC), a multi-state nonprofit organization that helps states improve the accuracy of voter registration information while ensuring eligible voters are not purged from the rolls. 30 other states and Washington D.C. already participate in ERIC. The League was instrumental in the passage of this legislation and we will continue our advocacy to ensure timely and complete implementation of this law.

Secure Ballot Drop Boxes

After successful advocacy to expand and make permanent secure ballot drop boxes throughout the state, the League of Women Voters of New Jersey championed legislation to make distribution of the ballot drop boxes more equitable, particularly in communities of color. We continue our advocacy to improve the accessibility of ballot drop boxes and continue to work to pass legislation to ban the placement of drop boxes at police stations.



Civics Education

The League has long advocated for increased investment into strong civics education. We celebrated the passage and signing of "Laura Wooten's Law," as a first step toward establishing communities where citizens are informed and engaged in the systems of democratic governance. Investing in civics education makes our society stronger by ensuring young people are prepared to meaningfully participate in our democracy.

Better Ballots

We continue to push for a fairer democracy by fighting for better ballots in New Jersey. Along with partner organizations, we filed an amicus curiae brief challenging New Jersey's use of 'the line' and arguing that our state's ballot design subverts the democratic process. New Jersey's unique ballot design is misleading, confusing, and limiting the voices of New Jersey residents. This case is currently pending and our work to abolish the line continues.

"We cannot accept the disproportionate effect that our ballot design has on voters and candidates of color. New Jersey must do away with this overly-complicated ballot layout in favor of one that displays all candidates equally and provides voters with a straightforward ticket." -Jesse Burns, League of Women Voters of New Jersey, Executive Director.



Protecting Reproductive Freedom

The League has long fought to protect women's access to healthcare, including the right to birth control and abortion. As other states restrict access to reproductive health care and mount legal challenges to chip away at the protections of Roe v. Wade, we're proud to stand in coalition with Thrive NJ in the fight to protect access to reproductive care through the Reproductive Freedom Act (RFA). Not only does the RFA codify access to reproductive health care as a fundamental right, it also removes financial barriers and outdated regulations that make accessing care more difficult. We've organized over 400 members and activists to email legislators to urge them to reject attempts to water-down the strongest provisions of the bill and pass this ground-breaking legislation in its entirety. We are grateful to the League's Women and Family Issues committee for their leadership on this issue.



Increasing Police Transparency & Accountability



The League joined the newly-formed New Jersey Communities for Accountable Policing (NJ-CAP), a coalition of advocates and grassroots organizations focused on curbing excessive force by law enforcement and empowering communities by increasing accountability and transparency in police activities.

Through this coalition we have advocated for a package of police reform bills that rein in discriminatory practices and increase civilian oversight of police conduct. In addition, we are also hard at work fostering conversations around this topic. For example, the newly formed League of Women Voters of New Jersey Social Justice Committee hosted a webinar discussion with Attorney General Gurbir Grewal. Over 200 participants gained insight about police reform in New Jersey.

Essex-Hudson Greenway Project

The League's Natural Resources committee stands committed to advocating for investments in open space, protections to our water supply and air quality, and fighting back against the threat of climate change. We joined with the New Jersey Bike & Walk Coalition and other partners to call on Governor Murphy to deliver critically-needed funding for the Essex-Hudson Greenway Project. **Our advocacy resulted in a \$65 million commitment by the Governor to make the greenway a reality.** This once-in-a-lifetime project will create new recreation opportunities for walkers and bikers, and enhance the social, economic, mental and physical welfare of New Jersey residents.

Activist Training Program

Activist Training Program

Develop Skills to Influence Public Policy and Defend Democracy

Activist Training Program Semester 1

- 8 legislative advocacy & grassroots organizing trainings
- Trained 118 participants
- Prepared members to join LWVNJ Lobby Corps

We launched the **League of Women Voters of New Jersey Activist Training Program** in August of 2021 to empower our members, volunteers, and others to make their voice heard on critical policy issues in our state.

The program is designed to equip participants with the knowledge and skills they need to support and lead strategic organizing campaigns. The Activist Training Program focuses on three (3) core skill areas: Legislative Advocacy, Grassroots Organizing, and Voter Outreach. In just the first three months we empowered 118 participants by providing tangible resources, training, and opportunities to engage in advocacy campaigns!

In 2022, with your support, we can expand the Activist Training Program and double our participants. We can offer more in-depth trainings led by respected and experienced policy experts to participants that complete introductory courses.

Congratulations to Our New League!

We are thrilled to announce the reformation of the League of Women Voters of Paterson! Years of outreach and planning culminated in a September 2021 reformation of this League after it had been inactive for more than 30 years. Special thanks to Paterson's leadership team-Inge Spungen, Sarah Anthony, and Lauren Nance - for your dedication and hard work.



Congratulations to Our New Committees!

The League's state policy committees help us identify legislative priorities, work in coalitions with partner organizations, issue urgent action alerts, contribute to campaign plans, and bring new thoughts and ideas to the state board each year. We are excited to announce the formation of our new Social Justice Committee and the reformation of the Government Committee and the Immigration Committee! These committees join our impactful Natural Resources committee, Education committee, and Women and Family Issues Committee. Thank you to our committee members for your dedication and work!

IMPACT: DEMOCRACY FOR ALL

64th Biennial Convention

Empowering Voters. Defending Democracy.

64TH BIENNIAL CONVENTION

May 16, 2021 - May 22, 2021

We did not let the pandemic stop us from conducting the League's 64th Biennial Convention, but it did look very different from years past. We held our **first ever all virtual convention** over the span of one week and took the opportunity to expand the trainings and discussions offered. We mobilized over 250 participants and held 20 workshops, 5 panel discussions, a keynote address from Professor Elise Boddie, and conducted League business for delegates all in 7 days.

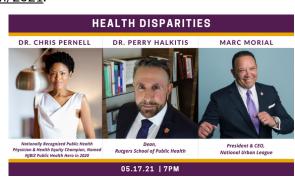
Our members and staff hosted informative workshops to build skills and share knowledge across our local Leagues. We partnered with experts in the field to lead impactful discussions about racial health disparities, environmental justice, redistricting and racial gerrymandering, economic justice and much more. Most importantly, our members came together to reconfirm our commitment to empowering NJ's voters for the next 100 years! You can view the recordings at lwvnj.org/convention/2021.

64th Biennial Convention

- 20 Workshops
- 5 Panel Discussions
- Keynote Address by Elise Boddie
- Over 250 participants











PEOPLE POWERED FAIR MAPS: FAIR DISTRICTS NEW JERSEY



Fair Districts New Jersey empowers New Jerseyans to participate in the redistricting process and fights for people-powered fair maps. We believe redistricting should be impartial, transparent, community-driven, and fair.

This year, Fair Districts New Jersey led a statewide campaign calling for a redistricting process that prioritizes public engagement and follows nonpartisan criteria to guard against gerrymandering. The Fair Districts coalition called on the Redistricting and Apportionment Commissions to hold more hearings than the limited number that are constitutionally required so that the public's voice could be heard in the line-drawing process. Our campaign resulted in an historic victory: The Commissions each committed to hold 10 public hearings, more than either Commission had held in prior cycles.



In line with our commitment to voter participation in the redistricting process, Fair Districts provided tools and trainings to empower voters to be advocates for their communities. In collaboration with DistrictBuilder, we launched a free web-based map-making app, putting the power to draw district lines in the hands of voters. We conducted an in-depth webinar on the use of DistrictBuilder, provided online trainings on testifying at public hearings, worked directly with local Leagues and other organizations to draw community maps, and hosted Community Calls to update our membership and the public on the redistricting process. These tools empowered League members and others to be informed, effective advocates for fair maps.

In the winter of 2021, Fair Districts New Jersey brought together partners to draw a Racial Equity congressional district map that we submitted to the Commission. The work of the coalition shows how a Congressional map can be drawn to achieve fair representation, and not for partisan purposes or for the benefit of incumbents. The map puts the Fair Districts redistricting principles into practice: Its districts are based on input from community organizations and from New Jersey voters, gathered through community mapping sessions. It demonstrates the principles the Fair Districts coalition has advocated for since 2017: promoting racial equity, respecting communities of interest, and preventing partisan gerrymandering. The map gives a voice to communities that have been too often silenced by a partisan map-making process: New Jersey's growing communities of color. The Racial Equity Map creates six majority people of color districts out of 12, reflecting the fact that all of New Jersey's population growth over the past decade has come from New Jersey's Asian, Latino and Black populations.



In 2022, Fair Districts will continue to hold community calls and mapping sessions as we develop a proposal for legislative districts. We will support League members and advocates as they testify on behalf of their communities. And we will continue to fight to reform to the redistricting process so that it empowers voters and achieves fair representation for all New **Jersey** communities.

OUR WORK IN 2022

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Building Community Power

During 2021, the League of Women Voters of New Jersey worked to strengthen our local Leagues, build authentic and powerful relationships with our partner organizations, and provide the communities we serve the tools and resources necessary to mobilize and make their voices heard. As we enter 2022, we are committed to continuing this positive momentum through growing the League and our membership and growing our partnerships around the state. Together, we can educate and organize New Jersey's residents to fight for a more inclusive democracy.

Elections

While we accomplished a number of our 2021 election goals - including fixes to our statewide voter registration database and making in-person early voting a reality - there is still work to be done! We won't stop advocating for same-day voter registration, will continue our work to expand automatic voter registration, and we are committed to continuing our critical Election Protection and voter education work.

Redistricting

2021 has proved what we have been saying for years: New Jersey's redistricting process is deeply flawed. While we successfully advocated for more public hearings, too much of the map-making process still takes place behind closed doors. The first few months of 2022 are crucial in our fight for fair representation, particularly for communities of color, and transparency as our legislative map is redrawn. In addition, we will work hard to educate voters about their new districts ahead of future elections.

Public Policy and Racial Justice

The League of Women Voters of New Jersey has been on the forefront of public policy campaigns since our founding over 100 years ago. We work in a number of key and varied areas including voting rights, immigration, environmental protection, women and family issues, education, and social justice. And we know one thing, whether we are fighting for same-day voter registration, working to redraw our district lines, fighting for reproductive justice, or speaking out to mitigate the negative impacts of climate change - all of these issues are compounded for communities of color. As we enter 2022, the League of Women Voters of New Jersey remains committed to our fight for a more racially equitable state and will champion legislation that makes our democracy and New Jersey fairer, safer, and more inclusive for all.

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CONSOLIDATED AND ABBREVIATED COMBINED STATEMENT OF ACTIVITIES*

July 1, 2020- June 30, 2021

INCOME

General Revenue	\$492,622
Membership	\$46,582
Restricted Revenue	\$115,629
Publications	\$608
Building Revenue	\$28,339
Total Income	\$683,780

EXPENSE

Total Expense	\$383,927
Administrative/Office	\$91,250
Development	\$76,611
Building expense	\$38,599
Member services	\$29,128
Publications	\$4,378
Program/Advocacy Services	\$143,961

^{*}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, 2020 - June 30, 2021

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