Dear Catalyst for Equitable Change,

I hope that this letter finds you safe and healthy during a very uncertain time for our country. The January 6, 2021 terrorist attack on our Capitol shone a bright spotlight on the racial inequity in the United States of America and demonstrated just how fragile our democracy can be.

As an organization, we are not surprised by these actions rooted in white supremacy and anti-Semitism. The Andrew Goodman Foundation was established after the horrific murders of Andrew Goodman, James Chaney, and Michael Schwerner, three young men—two Jewish and one Black—brutally murdered by the Ku Klux Klan for their attempts to ensure that our democracy could be equitably accessed by Black Americans in the deep South. What we saw on January 6th is the evolution of that hatred from the 1960s into its full maturity and entitlement, turning its venom against the U.S. government and the will of the people.

We know that the results of the 2020 Presidential Election and the subsequent Georgia Runoffs were the worst nightmares of white supremacists in America: young people—particularly young people of color—turning out in mass numbers to overwhelmingly elect new leadership. The terrorist temper tantrum that we saw was a direct response to the victory of young people whose voices and votes rose up and would not be denied.

At The Andrew Goodman Foundation, we worked tirelessly to make sure that young people were organized, registered, and mobilized in order to vote in a powerful manner across the country. **And they did!** We are particularly proud of our innovative interventions that drove results while young people were battling displacement and other issues as a result of the COVID-19 pandemic. In this report, you will find just a part of our efforts that culminated in young people’s record-breaking turnout in 2020.

Make no mistake. We will use every ounce of that ground organizing, mobilizing, and strategizing to make sure that our democracy remains intact and to begin to heal our fractured country. Young people will lead us out of this turmoil, just as young people have driven change throughout our history.

Thank you for all of your support. We look forward to partnering with you in 2021 to bring about the change that our young people deserve.

In solidarity,

Alexandria Harris, Esq.
Executive Director
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THE 2020 STUDENT VOTING LANDSCAPE

At The Andrew Goodman Foundation (AGF), we make young voices and votes a powerful force in democracy because we believe that young people will ensure a just democracy and a sustainable future for us all. By the 2020 General Election, Millennials and Gen Zers accounted for 37 percent of the eligible electorate, and we knew that if they harnessed their collective power, young people could influence election-determinative outcomes. But major threats aimed to upset their potential to impact our democracy and future.

COVID-19 PANDEMIC

As we documented in our COVID-19 Pivot Plan, the COVID-19 pandemic displaced students from their campuses during the Spring 2020 semester and continued that pattern into the fall. This transience caused mass confusion about where to register to vote, receive an absentee ballot, and cast a ballot, as well as how to do so safely.

STUDENT VOTER SUPPRESSION

Student voters—along with Black people, the elderly, and people with disabilities—are one of the most targeted groups for voter suppression tactics. The idea that students are not active is a myth. Our report on Florida’s 2018 General Election shows that students take advantage of key election reforms that expand access to the ballot.

POLICE BRUTALITY & CIVIL UNREST

After the deaths of George Floyd, Breonna Taylor, and other Black Americans, demonstrations against police brutality and for racial justice spread across the nation. Amidst an already polarized political climate, backlash and violence toward protestors, young and old, deepened divides and weakened trust in elected leaders.

DOUBT & MISINFORMATION

Given the ongoing COVID-19 pandemic and public safety concerns, absentee voting became a vital voting method, disproportionately used by young people. Despite the method having a proven track record stemming as far back as the Civil War, certain naysayers attempted to invalidate it and discredit the future election results.

Through an ambitious Campaign to the Polls, AGF deployed key interventions and combated these obstacles so that young voters could achieve the full potential and power of their collective vote in the 2020 General Election.
AGF CAMPAIGN TO THE POLLS
VIRTUAL EVENTS

A key component of our Campaign to the Polls was our series of virtual events that engaged both the Andrew Goodman Network and the nation in youth voter activation.

CIVIC HOLIDAYS
AGF and the Andrew Goodman Network participated in four national civic holidays—National Black Voter Day, National Voter Registration Day, National Voter Education Week, and Vote Early Day—to promote the civic activities of voter registration and early voting and celebrate our democracy.

NATIONAL & WISCONSIN COUCH PARTIES
To get out the vote among young voters, AGF hosted Couch Parties for the Andrew Goodman Network and Andrew Goodman Campuses in Wisconsin. At the Couch Parties, Andrew Goodman Ambassadors used the app Outvote to send scripted GOTV texts to their contacts. Through these digital events, Ambassadors mobilized more than 600 student voters!

DOCUMENTARY SCREENINGS
In partnership with the filmmakers and others, AGF screened three documentary films—Capturing the Flag, Let the People Decide, and Rigged—about the election season’s most pressing issue: voter suppression and fighting for a more just democracy. Honored guests, like Dave Dennis and Clarence Jones, joined the panel discussions that followed.

PUFFIN DEMOCRACY FELLOWS WORKSHOPS
Andrew Goodman Puffin Democracy Fellows hosted four workshops on digital organizing, redistricting, getting out the vote, and poll working. They shared their expertise with Ambassadors to help them strengthen their democratic organizing skills ahead of the historic election.

TAKE YOUR POWER BACK WEEKEND
“Take Your Power Back Weekend,” the timely theme of the sixth annual National Civic Leadership Training Summit, inspired and mobilized young voters with educational sessions and celebrity star power, like that of its host, actress Amber Riley. Making it virtual and open to the public allowed AGF to grow the Summit’s reach exponentially from 152 participants in 2019 to over 10,000 in 2020. Take Your Power Back Weekend content has been experienced by 50,000+ people, strengthened partnerships with over 20 organizations, and garnered financial support from The Puffin Foundation, Zumiez, and Manageroo.

NATIONAL HBCU VOTING SUMMIT
Alongside Campus Vote Project and the Students Learn Students Vote (SLSV) Coalition, AGF proudly co-convened the first-ever National HBCU Voting Summit. Hosted by Andrew Goodman Campus Alabama A&M University, the virtual conference engaged over 30 Historically Black Colleges and Universities (HBCUs) and 150 participants to prepare students to vote in 2020. The Summit was an extension of AGF’s commitment to students of color and People of Color Serving Institutions.

ALABAMA VOTING SUMMIT
Hosted by Andrew Goodman Campus The University of Alabama and convened in partnership with AGF and the SLSV Coalition, the Alabama Voting Summit was a virtual conference focused on student voting that brought together six institutions and 54 participants from across the state.
AGF CAMPAIGN TO THE POLLS
STRATEGIC EXPANSION

Our Campaign to the Polls also included a strategic expansion plan, driven by key targets, to recruit additional Andrew Goodman Campuses and boost our reach and impact among students of color and in key states, where the outcome of an election could be determined by a single campus. In 2020, we welcomed 39 new campuses to AGF’s network.

HBCU COHORT

Shaped by a framework of diversity, equity, and inclusion, AGF’s expansion plan honed in on recruiting People of Color Serving Institutions, especially HBCUs. In order to combat the voter suppression felt disproportionately by Black students, we welcomed 21 additional HBCUs to join the six HBCUs already in our network to form an HBCU Cohort, which received AGF’s resources and emergency financial support.

KEY STATES

AGF’s expansion plan also targeted nine key states: Arizona, Florida, Georgia, Michigan, North Carolina, Ohio, Pennsylvania, Texas, and Wisconsin. Some of these states had historically faced disenfranchisement and needed additional support, and all of them had the potential for the student vote to play a pivotal role in the 2020 General Election. In total, 26 of the new Andrew Goodman Campuses are in key states.

WISCONSIN

AGF’s decision to expand further in Wisconsin was informed by the 22,748 votes that determined the outcome of the 2016 election. That’s less than the number of vote-by-mail ballots that were rejected during the 2020 Wisconsin primaries. Therefore we recruited six additional campuses for a total reach of nearly 125,000 students, as well as an on-the-ground part-time Wisconsin organizer and a partially-funded administrator at the University of Wisconsin-Madison. Because Wisconsin is a state with intense voter suppression, the strictest student voter ID law in the country, as well as COVID-19 limitations, our recruitment, engagement, and organizing were imperative to ensure that student voters could confidently and successfully cast their ballots.

Tamia Fowlkes, University of Wisconsin - Madison
AGF CAMPAIGN TO THE POLLS

DIGITAL ORGANIZING

Through cutting-edge digital organizing interventions, AGF’s Campaign to the Polls enabled us to engage a broadened and deepened audience of young voters.

MY.VOTEEVERYWHERE RELAUNCH

AGF relaunched my.VoteEverywhere with a fresh design and added functionality in 2020. With new tools like Pledge to Vote, Track My Ballot, Cure My Ballot, and more, students were able to take essential actions to increase the likelihood that they voted and that their votes counted. To demonstrate how to use the upgraded my.VoteEverywhere, we sent six emails to nearly 7,500 users. my.VoteEverywhere was visited 100,000 times in 2020, a 600% increase from 2019, and facilitated 8,055 voter registrations, 3,782 voter registration verifications, and 900 absentee ballot requests.

DIGITAL ORGANIZING TOOLKIT

A comprehensive guide to digital organizing, AGF’s new Digital Organizing Toolkit offers four strategies for transitioning in-person democratic engagement to an online environment. Complete with case studies about our very own Ambassadors’ activities, the toolkit provides a roadmap of how to leverage AGF’s digital tools, host virtual events, use social media platforms, and advocate for change online.

INSTAGRAM TAKEOVERS

Beginning in September, AGF invited more than a dozen speakers—including AGF staff and Andrew Goodman Campus Teams—to take over our Instagram account to educate and engage student voters. Eight teams gave our audience a look into their National Voter Registration Day and Vote Early Day celebrations, the Presidential and Vice Presidential Debates, Election Day, and more!

TEXT MESSAGING

Andrew Goodman Campus Teams more than doubled their texting lists to nearly 5,700 active contacts and leveraged AGF’s SimpleTexting account to send over 46,000 text messages about the 2020 elections. A key newcomer to the program was the University of Wisconsin-Madison who grew their list to nearly 1,000 contacts in just 6 months.

In addition, to broaden our impact in key states, AGF acquired contact lists for 12 Andrew Goodman Campuses totaling nearly 200,000 and texted students to alert them about election dates and deadlines, encourage them to make a voting plan, vote early, sign up to be poll workers, as well as offer my.VoteEverywhere as a free resource. We later acquired an additional 130,000 student contacts in Florida and Georgia, which were key to our broad ballot curing outreach. In total, we sent over 1 million text messages in key states like Florida (236,000), Georgia (263,000), Michigan (136,000), North Carolina (91,000), Texas (39,000), and Wisconsin (285,000) to nearly 285,000 students.

CELEBRITY & CAMPUS INFLUENCERS

After Take Your Power Back Weekend, AGF continued to partner with celebrities like Yara Shahidi and Deja Riley! In celebration of National Voter Education Week, Yara Shahidi participated in a roundtable discussion with student organizers, including two Andrew Goodman Ambassadors. The conversation was posted on Yara’s Instagram account and viewed over 28,000 times.

To amplify the organizing efforts of our Campus Teams, AGF collaborated with over 70 campus influencers (students with sizable social media followings) who attend Andrew Goodman Campuses in key states like Wisconsin to get out the vote via posts on their Instagram and TikTok pages.
AGF CAMPAIGN TO THE POLLS
STUDENT VOTING RIGHTS ADVOCACY

Through the advocacy arm of our Campaign to the Polls, AGF put forth numerous policy recommendations and intervened with litigation as a last resort in cases where student voting rights were under attack.

Policy

In three published resources this year, AGF demanded equal treatment with respect to age and no-excuse absentee voting and advocated for increased voter accessibility. By offering language assistance at the polls and encouraging higher education leaders to facilitate student voting, we could increase access to the ballot and, in turn, voter turnout.

- Age Discrimination in Voting at Home Report
- Expanding the Ballot Guide
- Memorandum to Higher Education Leaders

BALLOT CURING

Young voters’ absentee ballots are rejected at higher rates than other groups. That’s why AGF launched a ballot curing effort to help students in key states fix issues with their absentee ballots. We leveraged phone banking, email, and texting, and recruited 50 lawyers and law students from a range of schools including Rutgers, Georgetown, and Yale who facilitated outreach to young voters in North Carolina, Florida, Georgia, Michigan, and Iowa. In total, we did targeted outreach to 4,225 students who we knew needed to cure their ballots and broader outreach to 194,000 more.

In addition, we debuted the Cure My Ballot tool on my.VoteEverywhere that offered a ballot curing method for student voters in Florida, Georgia, and Michigan. During the one week period when the tool was available on our website, it received 69 successful applications to cure a signature issue on a ballot.

Litigation

AGF won a voting rights victory that brought a polling location to campus at Bard College, an Andrew Goodman Campus, for Election Day. Along with Bard College President and Bard College students, AGF filed a lawsuit against the Dutchess County Board of Elections in September, arguing that the original polling site was inaccessible to student voters, unsafe during a time of social distancing, and not compliant with the ADA or NY state law. As a result of the lawsuit, Bard College hosted an on-campus location on Election Day.

In 2020, AGF was also involved in litigation in other states, and even at the national level, to protect and defend student voting rights.

DIGITAL VOTER IDS AT THE UNIVERSITY OF ALABAMA (UA)

Though UA’s student ID was an accepted form of voter ID in Alabama, our Andrew Goodman Campus Team became concerned when the university announced that student IDs would be issued digitally due to COVID-19. With support from AGF, the Campus Team contacted the university’s office responsible for issuing student IDs to ensure that the digital student IDs would be recognized as valid voter IDs. When their questions went unanswered, AGF provided legal support to ensure compliance and that clear guidance would be issued by the Alabama Secretary of State. Thanks to our advocacy, now all digital student IDs, from the UA and beyond, are accepted for absentee or in-person voting.

Sam Reece, University of Alabama

SCOTUS Amicus Brief
(Click here)
Florida
(Click here)
Tennessee
(Click here)
Wisconsin
(Click here)
AGF CAMPAIGN TO THE POLLS

POWER THE POLLS

Recruiting young, healthy poll workers became a priority for ensuring the effectiveness and safety of the election. That’s why we partnered with Power the Polls and, together with our Andrew Goodman Campus Teams, recruited 1,729 new poll workers!

AGF CAMPAIGN TO THE POLLS

POLL WORKER RECRUITMENT

Due to the ongoing COVID-19 pandemic, the nation faced a national poll worker shortage ahead of the 2020 General Election. Our Campaign to the Polls aimed to fill the gap.

POWER THE POLLS

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POLL WORKERS IN OUR NETWORK

AGF is proud to have had over a dozen poll workers within our network, including our own Senior Program Manager Nicole Taylor and Board Member Dale Berger. Evan Malbrough, a current Puffin Democracy Fellow and former Ambassador, served as a poll worker himself and also recruited 1,000 more through the Georgia Youth Poll Worker Project, an organization he founded after graduating from college this year. Plus, eleven Ambassadors took their civic engagement activities to the next level by serving as poll workers at posts across the nation.

Pictured from the top left to right: Tamia Fowlkes (University of Wisconsin - Madison), Lauren Harvey (University of Utah), Cory Dubin (University of Michigan - Ann Arbor), Ari Jones (Georgia State University - Atlanta), Zack Johnson (Iowa State University), Shreya Bandyopadhyay (University of Wisconsin - Madison), Shae Erica Horne (University of Florida), Abrelle Negrete (University of La Verne)

Evan Malbrough, Andrew Goodman Puffin Democracy Fellow
Though the challenges in the student voting rights landscape were formidable, AGF carved a strategic path forward with key interventions and our multi-pronged Campaign to the Polls. Thanks to the ingenuity and resiliency of AGF and our Andrew Goodman Network, we persevered to achieve remarkable network-wide results, as well as contribute to historic youth voter turnout in the 2020 General Election.

### Accomplishments of AGF & Our Campus Network

Over the course of the Spring, Summer, and Fall 2020 semesters—with support from AGF’s team, digital tools, and generous funding from our donor activists—Ambassadors organized tirelessly to register and educate voters, increase access to the ballot, and get out the youth vote during the global pandemic. Young voters took their power back at the polls, and we have our Andrew Goodman Network and donors to thank for their enormous efforts this election season.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>EVENTS</th>
<th>VOTER REGISTRATION</th>
<th>STUDENT ENGAGEMENT</th>
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<td>2016</td>
<td>331</td>
<td>21,768</td>
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<td>467</td>
<td>12,053</td>
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<td>2018</td>
<td>1,156</td>
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<tr>
<td>2019</td>
<td>941</td>
<td>12,981</td>
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<tr>
<td>2020</td>
<td>1,761</td>
<td>24,566</td>
<td>2,004,473*</td>
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*This is a total number of engagements conducted by AGF and our network through events and digital organizing efforts

### 2020 SLSV Award Winner

For our commitment to student voting, AGF received the 2020 SLSV Award for Contributing to an Equitable Democracy from the SLSV Coalition. Additionally, four campuses in the Andrew Goodman Network—Alabama A&M University, Bowling Green State University, Cornell University, and the University of Wisconsin-Madison—also received SLSV Awards for their embodiment of SLSV’s guiding principles.
HISTORIC YOUTH VOTER TURNOUT

According to CIRCLE, of Tufts University’s Tisch College, youth voter turnout reached a historic high! As of the latest count on November 18, CIRCLE calculates that 52-55 percent of voting-eligible young people (ages 18-29) cast a ballot in the 2020 General Election, up from 42-44 percent in 2016. What’s more, CIRCLE projects that the total youth vote may rise even higher once all votes are counted.

RESPECT MY VOTE CAMPAIGN

Americans, young and old, have spoken! The results of the 2020 Election are clear, decisive, and must be respected. That’s why AGF launched a new campaign, Respect My Vote, to hold elected officials accountable to the will of the people. Through our campaign, Americans can send messages to their elected officials and tell them to respect the vote and ensure a peaceful transition of power. So far, over 300 messages have been sent through our campaign.

SENATE RUNOFF ELECTIONS IN GEORGIA

In Georgia, there was more to be done, and young voters had another chance to make their voices heard in the Senate Runoff Elections on January 5, 2021. Available early data showed that young voters in Georgia turned out at the highest rate of young voters in any state and made up 20% of the total electorate. Their turnout directly contributed to the 13,000 votes that determined the outcome of the 2020 General Election. If they made a repeat performance in January, they would play an equally-significant role in determining the future of the U.S. Senate.

AGF quickly pivoted and set out to support and empower students in Georgia to vote and get out the vote among their peers. Over a 7 week period, we ran a multi-layered campaign that led to the creation of the Georgia Andrew Goodman Campus Coalition and produced over 500,000 voter contacts through a mix of emails, influencer posts, mailed voter guides, phone calls, rides to the polls, social media, text messages, and virtual events targeting more than 100,000 young voters at People of Color Serving Institutions and other key colleges and universities in Georgia. Our student voting portal, my.VoteEverywhere, continued to serve as a trusted resource and facilitated 600 successful actions, including 384 voter registration verifications and 190 new voter registrations.

Our efforts contributed to the highest runoff turnout in Georgia’s history. More importantly, young Georgians—especially Black youth—made their voices heard in the runoffs and had a major influence on the outcome of the elections.