

# THE POWER OF THE YOUTH VOTE





2019-2020

Other tragedies throughout the year, especially the murders of Black Americans and the police violence toward protesters, shook us to our very core, but ultimately reinforced tenfold why what we're doing is so imperative. Our work is rooted in our legacy story: Andrew Goodman, James Earl Chaney, and Michael Schwerner were murdered by the Ku Klux Klan for registering Black Americans to vote and taking a stand against white supremacy in Mississippi. Our cause is still theirs.

Americans know now, and many of us have always known, that our democracy is fragile. Young, and especially young Black, students faced insidious voter suppression tactics, and voters across America braced themselves against lies and misinformation. What certain groups, who were disproportionately targeted by those who sought to silence us, experienced in 2020 was not unlike Jim Crow. Powerful leaders attacked our rights and attempted to undermine our collective vote, even by waging a violent insurrection at the U.S. Capitol. In the end, the will of the people prevailed. It's up to us to make sure that democracy always prevails.

Through this heartbreaking, gut-wrenching turmoil, the American people persevered to elect new leadership in the most secure election in history, and we at The Andrew Goodman Foundation helped to achieve the highest youth voter turnout in decades by expanding to 39 additional campuses and focusing on People of Color Serving Institutions and key states. We couldn't be more proud of the strategies and results that we present to you within the pages of this Annual Report. But there is no time to stop here. So much has to be done to hold those who tried to harm us accountable, to seek racial justice, and to build a just democracy that lasts. Thank you for standing with us this far. We hope you'll join us on the road ahead.

In solidarity,

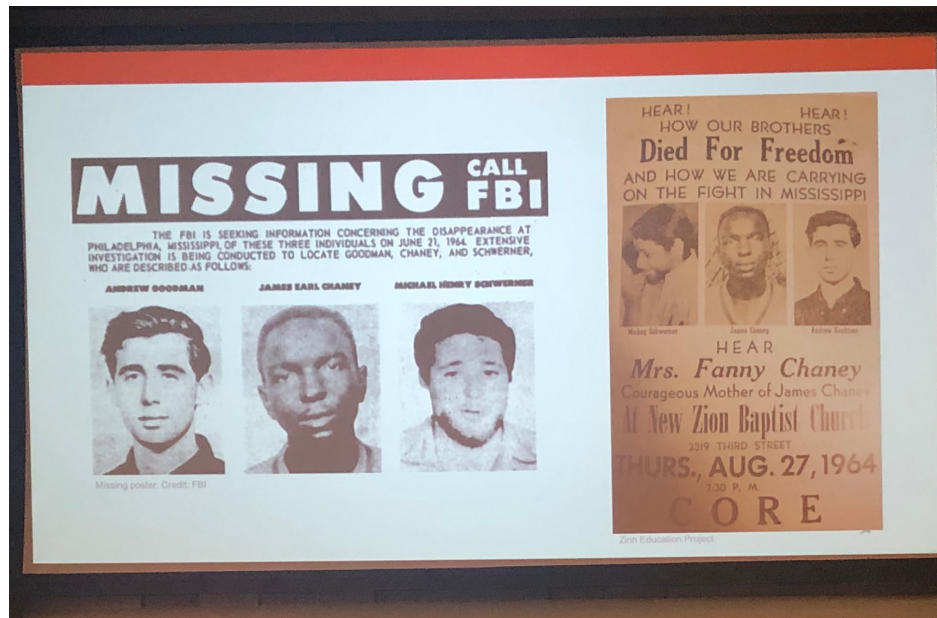
**THE ANDREW GOODMAN  
FOUNDATION**

## Letter From The Andrew Goodman Foundation

Dear Changemakers,

As we reflect on the past year, our initial thoughts are of course that 2020 unfolded much differently than we all hoped and expected. Yet, together with our exemplary Andrew Goodman Network and changemakers like you, we accomplished what we intended to do and then some. It wasn't through a stroke of luck, and it didn't happen overnight. From the get-go, we were committed to increasing the youth vote through advocacy, organizing, and litigation. The COVID-19 pandemic and virtual work environment demanded that we pivot swiftly, but we never lost course.





## Our Power Lies In Our Legacy

At the height of the Civil Rights Movement, 20-year-old Andrew Goodman joined the Freedom Summer Project of 1964 to register Black Americans to vote. On his first day in Mississippi, the Ku Klux Klan murdered Andy and two other civil rights workers, James Earl Chaney and Michael Schwerner.

Their murders struck a public chord throughout the United States and contributed to the eventual passage of the Voting Rights Act of 1965. The story of Goodman, Chaney, and Schwerner has since become one of the most well-known examples of the Black-Jewish coalition.

In 1966, Robert and Carolyn Goodman created The Andrew Goodman Foundation (AGF), a 501(c)(3) nonpartisan nonprofit organization, to carry on the spirit and the purpose of their son Andrew's life. Today, AGF is living the legacy of Goodman, Chaney, and Schwerner.

## What We Do

The Andrew Goodman Foundation **makes young voices and votes a powerful force in democracy** by training the next generation of leaders, engaging young voters—especially young voters of color—and challenging restrictive voter suppression laws.

**Andrew Goodman Vote Everywhere** partners with America's colleges and universities to provide resources, visibility, and mentoring to a national network of student leaders who involve their peers in participatory democracy through long-term voter engagement and public policy initiatives.

**Andrew Goodman HBCU Cohort** is a national platform where HBCU student leaders can thought-partner and develop proactive measures to increase voter registration, participation, and engagement among HBCU students and their surrounding communities.

**Andrew Goodman National Civic Leadership Training Summit** is an annual, multi-day intensive civic leadership training for the Andrew Goodman Network.

**Andrew Goodman Puffin Democracy Fellowship** engages Fellows who undertake high-impact projects on a local and regional level that address civic issues like voter suppression to advance political and social equity among young people in the United States.

Young people are our future, and our programs are their training ground. Our vision is that young people will become active, engaged citizens who ensure a just democracy and sustainable future.



# Powering Through Challenges to Meet Opportunities

We uplift a national network of college students and recent graduates who engage in organizing, advocacy, and litigation to increase youth civic power and voting rates. But major threats in 2020 aimed to upset their power and potential to impact the 2020 Election.

## Challenges

Student Voter Suppression: Student voters—especially students of color—were one of the most targeted groups for voter suppression tactics.

COVID-19 Pandemic: Throughout most of the year, the virus displaced students from their campuses, leading to mass confusion about where to register or cast a ballot. This forced student organizers to adjust their strategies for reaching and engaging their peers.

Police Brutality + Civil Unrest: Amidst an already polarized political climate, violence toward Black Lives Matter protesters deepened divides and weakened trust in elected leaders.

Doubt + Misinformation: Given public safety concerns, absentee voting became a vital voting method. Yet there was a coordinated effort to invalidate this secure and accessible form of voting, demotivate student voters through misinformation, and discredit future election results.

## Opportunities

Share of the Electorate: Millennials and Gen Zers accounted for 37% of the eligible electorate. We knew that if they harnessed their collective power, they could influence the election.

Margin of Victory in Key States: Some states—particularly Georgia, Michigan, and Wisconsin—had the potential for the student vote to play a pivotal role in the 2020 Election.

Youth of Color Engagement: At the intersection of two of the groups most targeted by voter suppression tactics, youth of color are disproportionately affected by obstacles to the ballot.

U.S. Senate Runoff Elections: Young voters made up 20% of Georgia's electorate in the 2020 Election, the highest in the nation. With a repeat turnout in the runoffs, they could decide the future of the U.S. Senate.

For every obstacle, there was an opportunity to battle back and amplify youth power. We combatted challenges and embraced these opportunities so that young voters could achieve the full potential and power of their collective vote in the 2020 Election.

*The my.VoteEverywhere page was immensely helpful during the hectic days before the election! It allowed for my team and I to easily search and answer any questions by our peers and it taught us a lot more about our specific state voter regulations.*

—Andrew Goodman Ambassador Alisson Anguiano Salas



# How We Took Our Power Back

Through key strategies related to expanding our reach, defending student voting rights, recruiting poll workers, and engaging youth voters, we took our power back and generated high-impact results in 2019 and 2020.

## Strategic Expansion

2018	2019	2020
56 campuses	60 campuses	95 campuses
24,595 voter registrations	12,981 voter registrations	24,566 voter registrations
411,361 voter engagements	130,112 voter engagements	2,004,473 voter engagements
1,156 events hosted	941 events hosted	1,761 events hosted

**Geographic:** AGF’s expansion plan targeted the following nine key states or states where the vote of one campus could determine the outcome of an election: Arizona, Florida, Georgia, Michigan, North Carolina, Ohio, Pennsylvania, Texas, and Wisconsin. All of these states had extremely slim margins of victory that the student vote could impact in the 2020 Election. In fact, in Georgia and Wisconsin, election results were determined by only tens of thousands of votes. In total, 26 of 39 newly recruited Andrew Goodman Campuses were in key states.

**Programmatic:** Shaped by a framework of diversity, equity, and inclusion, AGF’s expansion plan also honed in on recruiting People of Color Serving Institutions, especially Historically Black Colleges and Universities (HBCUs). In order to combat the voter suppression felt disproportionately by Black students, we welcomed 19 additional HBCUs to join the six HBCUs already in our network to form an Andrew Goodman HBCU Cohort, which received AGF’s resources and emergency financial support.

**Cultural:** AGF welcomed 14 new staff members, including Executive Director, Alexandria Harris, Esq. With her leadership, AGF staff seamlessly transitioned to remote home offices and an online work environment. As AGF grew, we prioritized our people through cultural competency training, including a focus on diversifying our Board of Directors; a new Culture Committee; an emphasis on professional development; added benefits; and mentoring from our esteemed board members.



## Student Voting Rights

- **Ballot Curing:** 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 to reach young voters in North Carolina, Florida, Georgia, Michigan, and Iowa. In total, we did target outreach to 4,225 students whom we knew needed to cure their ballots and broader outreach to 194,000 more. We also offered a new Cure My Ballot tool through my.VoteEverywhere to student voters in Florida, Georgia, and Michigan.
- **Litigation:** Along with Bard College's President and students, AGF filed a lawsuit against the Dutchess County Board of Elections, arguing that Bard's original polling site was inaccessible to student voters, unsafe for social distancing, and not compliant with the ADA or New York law. As a result of our victory, Bard hosted an on-campus polling location on Election Day. AGF was also involved in litigation in Florida, Tennessee, and Wisconsin—and nationally by submitting an Amicus Brief to the Supreme Court—to defend student voting rights against age discrimination in absentee voting.
- **Resources:** We authored the new and timely Digital Organizing Toolkit, a comprehensive roadmap for the Andrew Goodman Network to transition their in-person democratic engagement to an online environment. We also offered the Andrew Goodman Network virtual advising, financial support, Primary and General Election social media toolkits, virtual events and workshops, digital tools, legal counsel, media opportunities, and more.

**1,729**  
poll workers

We partnered with Power the Polls and, together with our Andrew Goodman Campus Teams, signed up 1,729 new poll workers to help close the national poll worker shortage. AGF is proud to have had over a dozen poll workers within our network, including staff, Puffin Democracy Fellows, and Ambassadors. Evan Malbrough, a Puffin Democracy Fellow, 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.

## Youth Voter Engagement

- **my.VoteEverywhere:** 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. my.VoteEverywhere visits increased by 600% from 2019, and facilitated 8,055 voter registrations, 3,782 voter registration verifications, and 900 absentee ballot requests.
- **Texting:** Andrew Goodman Campus Teams more than doubled their texting lists to nearly 5,700 active contacts and sent over 46,000 text messages about the 2020 Election. 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 get out the vote, 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 to nearly 285,000 students.
- **Virtual Events:** AGF hosted a series of virtual events that engaged both the Andrew Goodman Network and the nation in youth voter activation. Take Your Power Back Weekend, the theme of our sixth annual National Civic Leadership Training Summit, 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 audience to over 10,000 people. We also hosted the first-ever National HBCU Voting Summit and Alabama Voting Summit, as well as couch parties, workshops, and film screenings. Plus, the Andrew Goodman Network participated in national holidays like National Black Voter Day, National Voter Registration Day, National Voter Education Week, and Vote Early Day.

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 Election.



*Student leaders at Bard have been fighting for generations to have a safe and accessible polling place on campus but that fight became even more important in 2020. With the help of AGF's legal support, we were able to argue that the Campus Center at Bard College is the safest option for all voters in our election district.*

—Andrew Goodman Ambassador Kathy Gaweda



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# Powerful Plans for the Future

Youth voter turnout reached a historic high in 2020! CIRCLE, of Tufts University's Tisch College, estimates that 50% of voting-eligible young people (ages 18-29) cast a ballot in the 2020 Election, up from 39% in 2016. In 2021, we will harness this momentum and continue to champion youth civic power.

## 26TH AMENDMENT ANNIVERSARY

The year 2021 marks the 50th anniversary of the 26th Amendment, which lowered the voting age to 18 and protects against age discrimination in voting. Though we will celebrate the power of the youth vote, we will also take a critical look at youth voter suppression and the unfilled promise of the Amendment and lead an advocacy campaign that protects and expands youth voting rights.

## DEMOCRACY REFORM ADVOCACY

Through our Respect My Vote campaign, we will remind Americans that our job as voters didn't end on Election Day. It's up to us to monitor and hold our elected officials accountable to the people. Through sending elected officials letters, meeting with decision makers at the campus level, or hosting lobby days, we will be advocating for and creating a more equitable democracy.

While 2020 was a difficult year for all of us, we couldn't be prouder of how we, young voters, and generous donor activists everywhere rose to the occasion. But we're not stopping there. Our plans for the future are powerful.

## ANDREW GOODMAN HBCU COHORT

We will continue to prioritize our HBCU Cohort and youth of color engagement. The cohort creates a space for fellowship where HBCU student leaders can thought-partner and develop proactive measures to increase voter registration, participation, and engagement among HBCU students and their surrounding communities.

## TRAINING AND PEER-TO-PEER LEARNING

After hosting a successful string of events and workshops in 2020, we will continue our virtual events in 2021. Our four Puffin Democracy Fellows will lead workshops on topics like poll working and redistricting, and we'll put on our seventh annual National Civic Leadership Training Summit.



I'M VOTING BECAUSE  
The future of my  
country depends  
on it



CAUSE

ARKANSAS VOTER REGISTRATION APPLICATION

Rev. 1-24-19

Check all that apply:  
☐ This is a new registration.  
☐ This is a name change.  
☐ This is an address change.  
☐ This is a party change.

1. Last Name  
2. First Name  
3. Address Where You Live (See Section "C" Below)  
4. Date of Birth  
5. Home & Work Phone Numbers (Optional)  
6. Party Affiliation  
7. E-mail Address (Optional)  
8. Signature of elector  
9. ID Number - Check the appropriate box and provide the appropriate number:  
10. Please check box in response to any question marked with an asterisk (\*)

Assigned ID  
Jr. Sr. First Name  
II. III. IV  
Apt. or Lot City/Zip  
County  
State ZIP Code  
County  
State ZIP Code  
Signature of elector - Please print name or put mark  
Yes ☐ No ☐

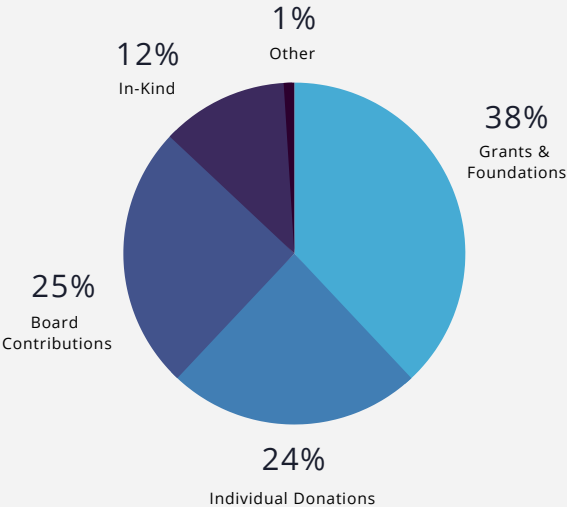
The information I have provided is true to the best of my knowledge and belief.  
If I am not a resident of Arkansas, I am not eligible to vote in this election.  
If I am not a citizen of the United States, I am not eligible to vote in this election.  
If I am not at least 18 years old on or before election day, I am not eligible to vote in this election.  
If I am currently incarcerated in a state or federal prison, I am not eligible to vote in this election.

# 2019-2020 Revenue

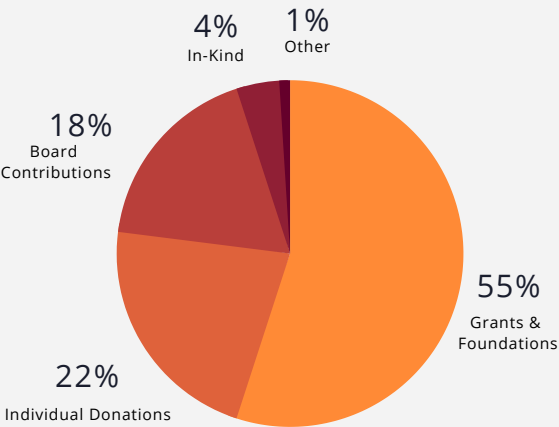
## Source

	2019	2020
Grants & Foundations	\$822,346	\$2,242,475
Individual Donations	\$519,811	\$884,060
Board Contributions	\$549,457	\$748,817
In-Kind	\$260,027	\$195,071
Other	\$16,534	\$15,875
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Total Revenue & Gains	\$2,168,175	\$4,086,298

## 2019



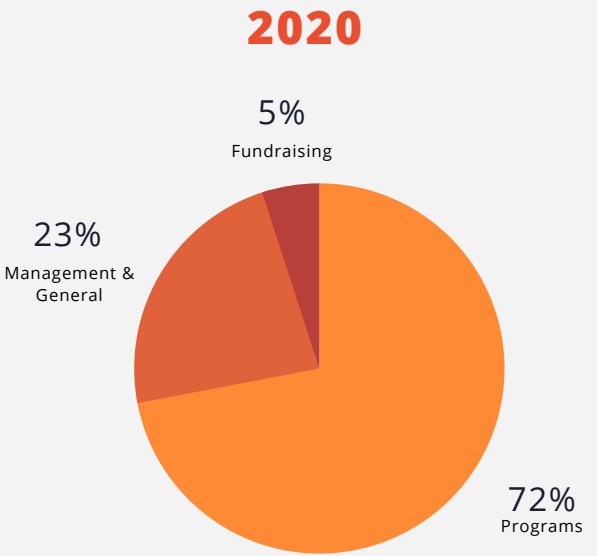
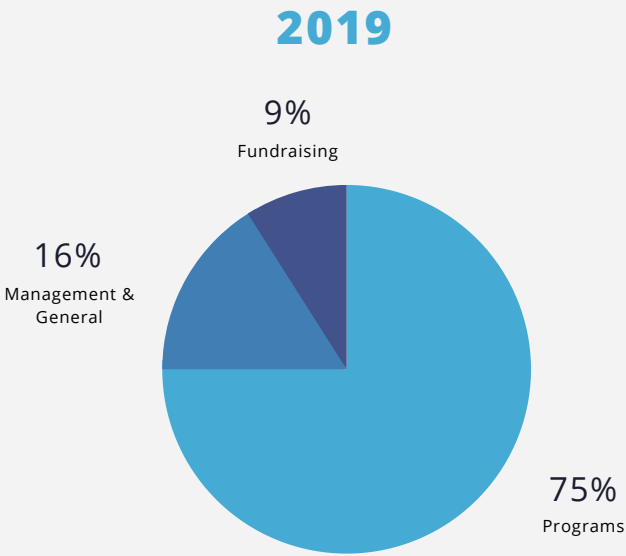
## 2020



# 2019-2020 Expenses

## Source

	2019	2020
Programs	\$1,563,344	\$2,388,067
Management & General	\$333,305	\$744,321
Fundraising	\$181,831	\$206,236
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Total Expenses	\$2,078,480	\$3,338,624





# Assets, Liabilities, and Net Assets

2019		2020
\$991,068	ASSETS	\$2,372,987
\$48,128	LIABILITIES	682,300
\$942,940	NET ASSETS	\$1,690,687

## Net Assets Breakdown

	WITH DONOR RESTRICTIONS	WITHOUT DONOR RESTRICTIONS
2019	115,543	737,707
2020	60,183	882,831



*The texting platform allowed for UW – Madison to connect with over 900 community members at its peak. It allowed us to send out reminders of important deadlines, dates, and events related to the elections at all levels. It has been a unique tool that allows us to send a broad update out or to respond to individual questions folx may have around voting. This has been critical throughout the pandemic as information has been changing and the need to be connected to a source you trust has grown. This is more resource we have to ensure #BadgersVote.*

—Andrew Goodman Campus Champion Zachery Holder



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*The Andrew Goodman Foundation also gratefully acknowledges the tremendous contribution of our Chief Outside Counsel for Voting Rights, Yael Bromberg, Esq.*





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**ALUMNI**

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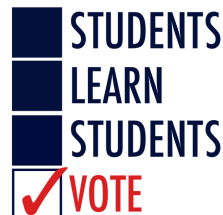


**ROCK  
THE  
OTE**



SCHOLARS  
STRATEGY NETWORK

Student  
**PIRGs**



**VOTE  
EARLY  
DAY  
OCT 24 2020**

Wisconsin  
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At the conclusion of a difficult year that underscored our tireless resiliency, AGF received the prestigious 2020 SLSV Award for Contributing to an Equitable Democracy from the SLSV Coalition.

Our noteworthy leadership also inspired media attention, with our Executive Director Alexandria Harris being invited as a guest speaker on Yahoo! Finance, MSNBC, and Al Jazeera, and AGF being featured in The New York Times, The Chronicle of Higher Education, Rolling Stone, Ms. Magazine, and more.

**Achievements like these cannot be possible without the generous support of changemakers like you! By supporting AGF, you are amplifying young people's power and creating an incredible impact on our nation's democracy and future.**

- \$250,000 → Sponsors the 2021 National Civic Leadership Training Summit
- \$100,000 → Underwrites a statewide strategy in a key state like Wisconsin
- \$75,000 → Funds a digital engagement strategy to reach young people
- \$50,000 → Increases the reach and impact of our text messaging campaigns
- \$25,000 → Funds expansion to one new campus in the HBCU Cohort
- \$10,000 → Supports celebrity and influencer engagement and advertising
- \$5,000 → Funds one two-year Puffin Democracy Fellow's project
- \$1,000 → Provides one Andrew Goodman Campus with an annual budget
- \$500 → Provides one Ambassador with one semester's stipend
- \$100 → Provides one Campus with annual materials and resources

With your continued support, we will keep persistently fighting until our vision of a just democracy and sustainable future is a lasting reality. Thank you for your generous support.



