LETTER FROM THE PRESIDENT

January 2017

Dear Friends of People For,

This year our country was hit by a political tsunami. As we prepare to head into a Trump presidency, we know we are facing the fight of our lives. The central question going forward will be: what are we doing to fight back?

We are already laying the groundwork to engage in the epic fights that we know are coming, and where we know PFAW’s activists and expertise can have the maximum impact. First among those fights is the battle for the future of our courts, especially around the Supreme Court seat Senate Republicans stole from President Obama.

People For’s experience and deep expertise in fighting the Right will be more critical than ever. We plan to step up our efforts in all areas of the organization to expose and push back against damaging policies, radical nominees, and threats to our liberties.

Even as Trump’s team prepares to take over the White House, we know that real reform is still possible across the country. Working from the bottom up with engaged members of local communities—including progressive African American ministers, young elected officials, and college-age activists—we can make progress on the task of building, brick by brick, communities and governments more reflective of our country’s diversity and more focused on the needs of those most marginalized among us. Over the coming year, we are committed to redoubling our efforts to invest in the next generation of progressive champions.

There is no sugar-coating the fact that deeply trying times are ahead for our country. But our vision remains the same: that of a vibrantly diverse democratic society in which everyone is treated equally, given the freedom and opportunity to pursue their dreams, and encouraged to participate in our nation’s civic and political life. We have to hold on to this vision—especially as it increasingly comes under attack.

A society that reflects the fundamental principles of liberty and equality is worth fighting for. You can be sure that we will be in that fight.

Sincerely,

Michael Keegan, President
People For the American Way
People For the American Way Foundation
**LATINOS VOTE! AND POLITICAL PROGRAMS**

People For the American Way’s Latinos Vote! campaign builds on our proven record of producing targeted ads, direct mail, and paid communications to hold Republicans accountable for their anti-immigrant, anti-Latino policies and rhetoric. We’re making long-term investments to build turnout among Latino voters, engage progressive communities in key states, and bolster dynamic young candidates.

This work was in full swing in 2016. To mark the anniversary of the day Trump declared his presidential candidacy, PFAW launched an eight-state TV and digital ad buy to highlight Trump’s Year of Hate. The campaign kicked off with a press conference that featured board member Dolores Huerta and former Miss Universe Alicia Machado, whom Donald Trump called “Miss Piggy” and “Miss Housekeeping.”

A key part of our work included engaging celebrities well-known among Latino communities. Early in the year, PFAW released a letter from celebrity advocates—including Carlos Santana, America Ferrera, and Zoe Saldana—speaking out against the anti-immigrant fear mongering from the Republican presidential candidates. Rita Moreno, Isabel Allende, Lalo Alcaraz, and Los Tigres del Norte worked with us to record Get Out the Vote messages targeted at new Latino voters. A digital video we produced that garnered over one million views featured 11-year-old star Sarai Gonzalez encouraging her family and neighbors to get out to vote against Trump. And board member and civil rights legend Dolores Huerta joined us for events all over the country.

We hired on-the-ground teams in Arizona and New Hampshire to help carry out our Latinos Vote! work and other political efforts. PFAW was the only national outside group that focused on the Latino vote in Arizona, with our work ranging from bilingual ads to earned media events. PFAW was also hard at work in New Hampshire. Leading up to the election, PFAW worked to hold Republican Senator Kelly Ayotte accountable for standing with Trump, opposing money in politics reforms, and blocking President Obama’s Supreme Court nominee. These efforts paid off: in a big win for Democrats, Democrat Maggie Hassan unseated Sen. Ayotte. In addition, our targeted canvassing effort in the state resulted in the defeat of two Republican New Hampshire House members who had voted to scuttle a resolution calling for a constitutional amendment to overturn decisions like Citizens United.

**RIGHT WING WATCH**

People For the American Way’s Right Wing Watch blog is the centerpiece of our strategic campaign to expose the rhetoric and agenda of the Right. In 2016 this work continued to reach a large audience, with 6.5 million unique visitors to the site and tens of thousands of new social media followers.

Throughout 2016, our research team’s daily tracking of and expertise on the far Right was enormously valuable in the work to call out presidential candidates for pandering to extremists. For example, in early 2016 Rachel Maddow ran a segment calling out Sen. Ted Cruz for associating with the most extreme fringe of the Right, and each example she showed was originally reported by Right Wing Watch.

The landscape on the Right shifted dramatically with the rise of Donald Trump as the Republican Party’s standard-bearer, and PFAW worked hard to hold him accountable, as well as those who support his dangerous and bigoted politics. Right Wing Watch was the first to report on Trump’s embrace of the conspiracy theories about Justice Scalia’s death that had emerged from the far-right internet. We released a report on some of these fringe extremists—whose profiles Trump helped to elevate in his campaign—including conspiracy theorist Alex Jones and radical preacher Carl Gallups. A Right Wing Watch list of 58 conspiracy theories that Trump has embraced also received significant media attention, including being the subject of a syndicated Washington Post column.

At the end of 2016, Right Wing Watch served as a go-to source for information on members of Trump’s transition team and potential administration picks, digging into our deep archives to get information to activists and journalists on nominees including Sen. Jeff Sessions, Rep. Tom Price, Michael Flynn, Betsy DeVos, and others.
FAIR AND JUST COURTS
People For the American Way works tirelessly to support fair and just courts in which every person is treated equally before the law. We support nominees who understand that the Constitution’s promise of liberty and justice applies to all people—and oppose extreme, ideological nominees who would turn back the clock on our fundamental rights.

In 2016, much of this work centered on the Supreme Court. When Senate Majority Leader Mitch McConnell announced that his caucus would refuse to consider any Supreme Court nominee from President Obama just hours after the news of Justice Scalia’s death was confirmed, PFAW was ready to fight back. We quickly organized a rally in front of the Supreme Court, attracting national news coverage. We also worked to put pressure on vulnerable Republican senators. In Wisconsin, our members got a robocall voiced by Martin Sheen urging them to contact Sen. Ron Johnson and tell him to allow a vote on a Supreme Court nominee. PFAW also released Spanish-language radio ads in Arizona asking why Sens. McCain and Flake were holding open the vacant Supreme Court seat to be filled by Donald Trump, who had called Mexican immigrants rapists and drug dealers.

Throughout the campaign season PFAW worked hard to elevate the courts as an electoral issue. We held a well-attended event in Philadelphia during the Democratic National Convention with pollster Geoff Garin, ran a “Judgment Day” digital ad in target states on the importance of the election to the future of the Court, and hosted a telebriefing on the issue featuring Sen. Elizabeth Warren.

PFAW also conducted ongoing reporting on the groups behind the effort to obstruct the Supreme Court nomination, including producing an in-depth report on the “Obstruction Lobby” and weekly “Courting Extremism” updates on the Right’s activities around the courts. Our legal team released reports on the impact of having only eight Justices on the Court and on the money-in-politics record of President Obama’s Supreme Court nominee Merrick Garland.

FIGHTING BIG MONEY IN POLITICS
Since the Supreme Court handed down its disastrous decision in Citizens United, PFAW has been helping to lead the charge to get big money out of our elections. In early 2016, PFAW wrapped up the Democracy For All Video Challenge, a national video contest to build support for a constitutional amendment overturning Citizens United and related decisions. We announced the winners in an awards ceremony at the National Press Club featuring Senator Tom Udall, Representative Ted Deutch and board member Kathleen Turner. In all, we received video submissions from more than 150 people. The grand prize winning video—an animated film skewering secret money in politics—was shared on television, and we delivered DVD copies of the winning videos to all 535 members of Congress.

In April, PFAW worked with core partners to plan and produce the Democracy Awakening mobilization, which drew thousands of activists to Washington to speak out about the outsized influence of big money in politics, the need to protect voting rights, and the need to fill the Supreme Court vacancy. PFAW assembled a coalition of more than 300 organizations to endorse and promote the event, and we organized and participated in tele-town halls, petition swaps, Twitter storms and phone banking that reached tens of thousands of PFAW and allied members. On the Democracy Awakening weekend, we helped organize teach-ins, a large public rally at the Capitol which one
of our affiliate YP4 staff members co-moderated, a lobby day, and direct action protests at the Capitol.

We also worked with allies during the presidential primaries to create and promote the Fighting Big Money Agenda—a “Cadillac” money-in-politics reform agenda that we pressed all presidential candidates to support, securing the support of all of the Democratic candidates.

Our call for action to undo decisions like Citizens United continued in the states and city governments, with New York becoming the 17th state to formally call for overturning Citizens United and related decisions. In addition, we mobilized support for eight state and local ballot initiatives advancing small donor public financing, increased disclosure and constitutional amendment initiatives.

COUNTERING ATTACKS ON WOMEN’S EQUALITY
Throughout 2016 PFAW continued to place a special focus on tracking and pushing back on the right-wing War on Women.

In the spring, PFAW led a campaign calling on Sen. Ted Cruz, then a GOP presidential candidate, to remove extreme anti-choice activist Troy Newman from his presidential campaign. The Cruz campaign made Newman a national co-chair of its “pro-life” coalition even though Newman has written that the government should execute abortion providers. We joined with the leaders of NARAL Pro-Choice America and Planned Parenthood Action Fund to release an open letter to Cruz and launched an online campaign—including a petition, multiple opinion pieces, and a series of share graphics—drawing attention to Cruz’s connection to Newman shortly before Cruz dropped out of the presidential race.

PFAW also released a report about the 2016 election and the economic war on women, detailing Republicans’ opposition to measures essential to women’s economic livelihood, including paid family leave, equal pay, affordable childcare, and protections from workplace discrimination.

In the months leading up to the general election, PFAW loudly pushed back against Trump’s many degrading comments about women through press interviews, social media, and the creation of a video compiling some of his worst headlines. We documented Trump’s Religious Right allies sticking with him in the wake of the tape of Trump bragging about sexual assault. PFAW also helped make clear how much was at stake for Latinas in the election through op-eds in Latina Magazine and Univision, and through interviews with Dolores Huerta in outlets like USA Today. Minister Leslie Watson Malachi spoke out about the Republican leaders who dismiss the gender pay gap in an NBC op-ed on Black Women’s Equal Pay Day.

Outside of the context of the 2016 election, we also released an in-depth report on the extreme anti-choice movement’s return to Wichita, Kansas, 25 years after the infamous “Summer of Mercy.” The report was based on extensive, first-hand reporting, and provided reporters and activists with analysis and historical context for understanding the trends within the extreme fringes of the anti-choice movement. Looking ahead to 2017, at the end of the year we published a preview of right-wing attacks on reproductive choice that may be coming down the pike in future months.

2016 PFAW BOARD MEMBERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lara Bergthold</td>
<td>chair</td>
</tr>
<tr>
<td>David Altschul</td>
<td>Greg Frezados, treasurer</td>
</tr>
<tr>
<td>Jim Autry</td>
<td>Dolores Huerta</td>
</tr>
<tr>
<td>Alec Baldwin</td>
<td>Barbara Jacobs</td>
</tr>
<tr>
<td>Arthur Bellinzoni</td>
<td>Michael Keegan</td>
</tr>
<tr>
<td>Mary Frances Berry</td>
<td>Khizr Khan</td>
</tr>
<tr>
<td>Bertis Downs</td>
<td>Howard Klein</td>
</tr>
<tr>
<td>James Hormel</td>
<td>Norman Lear</td>
</tr>
<tr>
<td></td>
<td>Jane Lynch</td>
</tr>
<tr>
<td></td>
<td>Dominic Ucci, secretary</td>
</tr>
<tr>
<td></td>
<td>Seth MacFarlane</td>
</tr>
<tr>
<td></td>
<td>Tim McDonald</td>
</tr>
<tr>
<td></td>
<td>Yolanda “Cookie” Parker</td>
</tr>
<tr>
<td></td>
<td>Deborah Rappaport</td>
</tr>
<tr>
<td></td>
<td>Josh Sapan</td>
</tr>
<tr>
<td></td>
<td>Carole Shields</td>
</tr>
<tr>
<td></td>
<td>Lois Stainman</td>
</tr>
<tr>
<td></td>
<td>Marge Tabankin</td>
</tr>
<tr>
<td></td>
<td>Dennis Van Roekel</td>
</tr>
<tr>
<td></td>
<td>Reg Weaver</td>
</tr>
<tr>
<td></td>
<td>Geraldine Day Zurn</td>
</tr>
</tbody>
</table>
PFAW FINANCIALS

REVENUES
Contributions and Grants $7,456,336
Investment Income $19
Other Revenue $46,029
Total Revenue $7,502,384

EXPENSES
Program Service Expenses $3,453,288
Management and General Expenses $530,723
Fundraising Expenses $2,178,083
Total Expenses $6,162,094

ENDING NET ASSETS $1,372,555

Source: IRS Form 990
PEOPLE FOR THE AMERICAN WAY FOUNDATION

YOUTH LEADERSHIP
For more than a decade, PFAW Foundation has been investing in the next generation of progressive leaders through its youth leadership programs: Young People For (YP4) and the Young Elected Officials Network (YEO). In this time, more than 1,700 YP4 Fellows have been trained to organize projects and create change in their own communities, and the YEO Network has grown to include more than 1,000 elected officials nationwide in offices ranging from school boards to the U.S. Congress.

YOUNG PEOPLE FOR
Young People For is a powerful network of more than 1,700 Fellows and alumni equipped with the critical organizing skills and hands-on experience they need to create change on issues they care about.

Hailing from 91 campuses and communities in 30 states, the 131 young people selected for the 2016-2017 Fellowship represented the most diverse class in the program’s history. Among these young leaders, 88 percent identify as people of color; 52 percent are first-generation college students; 61 percent identify outside of a Judeo-Christian religion; 13 percent identify as genderqueer or trans; and 18 percent are immigrants.

Starting with regional training events in Phoenix, St. Louis, and Raleigh, Fellows worked with trainers to learn the skills they need to put their values into action. Workshops at these trainings provided Fellows with guidance for telling their personal stories and strategies for cross-community solidarity-building, among other topics. Fellows’ community-based action projects—called Blueprints for Social Justice—focused on issues like environmental justice, racial justice, and education.

Also in 2016, YP4’s Vote Program trained nearly 60 young people in 22 states. After attending an initial training in June, Fellows returned to their communities to develop a campaign plan for their nonpartisan civic engagement work. In the months before Election Day, YP4 Fellows collectively organized or assisted with more than 60 civic engagement events across the country and trained more than 200 additional organizers to do civic engagement work like voter registration drives.

This fall YP4 also continued to hone its expertise as a youth-led organization vocal about the importance of fair courts. YP4 convened its third annual Courts Matter cohort, consisting of 27 Fellows from 16 states. Members of this cohort joined monthly webinars over the fall to discuss topics relevant to the judiciary, including the process by which federal judges are nominated and confirmed, the current Supreme Court vacancy, and the election of state and local judges. The Courts Matter cohort also played a pivotal role in People For’s organizing around the Supreme Court vacancy. YP4 drafted a sign-on letter joined by over a dozen youth-led and youth-serving organizations making the case that young people are directly impacted by extremists’ fixation on Supreme Court obstructionism. YP4 led partner organizations in promoting this letter by visiting Capitol Hill offices, convening a roundtable with a member of the White House Office of Public Engagement, and holding a press conference on the steps of the Supreme Court.
PEOPLE FOR THE AMERICAN WAY FOUNDATION

YOUNG ELECTED OFFICIALS
The Young Elected Officials Network is the first and only national initiative to provide a network of support to young progressive leaders at every level of elected office.

The Network held its largest policy academy to date in February 2016, convening YEOs in Denver to discuss policy solutions on clean energy and environmental justice, in partnership with NextGen Climate. Participants heard from nationally renowned speakers on everything from the water crisis in Flint to the Clean Power Plan.

In May, more than 100 young electeds joined the YEO Network in Chicago for the annual National Convening, including a pre-conference for women-identifying members of the network. Training sessions covered topics including gerrymandering and voting rights, student debt and college affordability, the Supreme Court vacancy, combatting xenophobia, and mass incarceration and policing.

Another area of focus for the YEO Network continues to be criminal justice reform. In September, the YEO Network hosted a Criminal Justice Reform Roundtable with two senior attorneys from the Justice Department’s Civil Rights Division.

PFAW Foundation also recruited, trained, and graduated 18 Fellows from across Los Angeles County for the Front Line Leaders Academy (FLLA), a leadership development initiative offered every year to talented young people seeking greater civic participation. Unlike other training programs that provide instruction over one weekend, FLLA commits to an intensive training over the course of several months, providing intensive skills training for young leaders interested in working on a campaign in any capacity, from finance to communications to field organizing.

AFRICAN AMERICAN MINISTERS LEADERSHIP COUNCIL
PFAW Foundation’s African American Ministers Leadership Council (AAMLC), which now includes more than 2,200 members, works to build a strong association of progressive faith leaders who encourage African American churches and communities to become more civically engaged and promote social justice programs and policies.

Throughout 2016, AAMLC worked in Flint, Michigan to confront the environmental justice issues posed by the contaminated water in the city. AAMLC held a planning session to address the water crisis as it relates to voting and public policy concerns, and members in Michigan were active in addressing the crisis...
on a political level as well as a humanitarian level, attending
community meetings and distributing thousands of bottles of
clean water to Flint residents.

In April, AAMLC’s Spring Institute brought over 75 faith
leaders from across the country to Jacksonville, Florida, to
participate in a four-day training, covering pressing issues
like payday lending, environmental racism and justice, the
courts, and voting. Clergy participated in a town hall panel
with Jacksonville elected officials and attended meetings with
city council members to create a dialogue around economic
development, public education, youth justice, and LGBTQ
rights. The institute concluded with a communications session,
preparing faith leaders on crafting mission statements,
interacting with press, and maximizing their social media
presence. In addition, 24 women gathered in Jacksonville for
AAMLC’s VASHTI Convocation. VASHTI is a value-driven, faith-
based communication and leadership enhancement initiative
for African American women and girls. At the Convocation,
VASHTI women learned tools to facilitate trainings on mental
health and sexuality.

AAMLC continues to keep a strong focus on civic engagement
and voting through its VESSELS Vote! program, the only civic
engagement program specifically for African American faith
leaders which operates year-round. Leading up to the 2016
election, the VESSELS Vote! program mobilized over 112,000
people to vote through canvassing, phone banking, social
media posting programs, and transportation to the polls.
This work included 110 “Why Vote” rallies, the distribution
of over 50,000 pieces of “Are You Ready To Vote?” literature;
transportation to the polls for over 25,000 people; and
recruitment and training of 781 volunteers, 362 of whom were
youth volunteers.

In addition, AAMLC’s MICAH Leadership Council for faith
leaders under the age of 40 completed its first draft of the
VESSELS Social Justice Curriculum, which is an intensive five-
day course on voter education and the Right’s impact on the
African American community.

2016 PFAW FOUNDATION BOARD MEMBERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Altschul, chair</td>
<td>Geraldine Zum, treasurer</td>
</tr>
<tr>
<td>Jim Autry</td>
<td>Dominic Ucci, secretary</td>
</tr>
<tr>
<td>Nicole Avant</td>
<td>Norman Lear</td>
</tr>
<tr>
<td>Alec Baldwin</td>
<td>Jim Lovelace</td>
</tr>
<tr>
<td>Arthur Bellinzoni</td>
<td>Tim McDonald</td>
</tr>
<tr>
<td>Mary Frances Berry</td>
<td>Deborah Rappaport</td>
</tr>
<tr>
<td>Barbara Bluhm-Kaul</td>
<td>Josh Sapan</td>
</tr>
<tr>
<td></td>
<td>Paul Song</td>
</tr>
<tr>
<td>Marge Tabankin</td>
<td>Kathleen Turner</td>
</tr>
<tr>
<td>Bertis Downs</td>
<td>Reg Weaver</td>
</tr>
<tr>
<td>Ron Feldman</td>
<td>Carrie Mae Weems</td>
</tr>
<tr>
<td>Will Halm</td>
<td></td>
</tr>
<tr>
<td>Joan Harris</td>
<td></td>
</tr>
<tr>
<td>Michael Keegan</td>
<td></td>
</tr>
<tr>
<td>Khizr Khan</td>
<td></td>
</tr>
</tbody>
</table>
### PFAWF FINANCIALS

#### REVENUES
- Contributions and Grants: $4,191,431
- Investment Income: $28,617
- Other Revenue: $7,812
- **Total Revenue**: $4,227,860

#### EXPENSES
- Program Service Expenses: $3,651,553
- Management and General Expenses: $477,844
- Fundraising Expenses: $760,783
- **Total Expenses**: $4,890,180

#### ENDING NET ASSETS
- **$8,246,719**

*Source: IRS Form 990*