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IMPACT REPORT
BLACK VOTERS MATTER

21
During the 2020 presidential election, Black voters made history and shocked the country with huge turnout in several states, and 2021 began with Black voters in Georgia continuing the momentum! Black Voters Matter (BVM) played a critical role in the historic January 2021 Georgia senate runoff elections.

Unfortunately, throughout the rest of 2021, across the nation, we witnessed an unprecedented assault on voting rights by state legislators afraid of the Black electorate’s growing power. In this impact report, we outline the ways that BVM led the fight against voter suppression in several states and in support of federal voting rights legislation. We utilized a variety of tactics, from an innovative corporate accountability campaign, to a multi-state Freedom Ride and ultimately even getting arrested through a series of civil disobedience direct actions from the U.S. Senate to the White House. The voting rights movement eventually forced both the president and senate leadership to confront the obstructionist filibuster.

Even while fighting to defend our voting rights, BVM’s wider work of strengthening organizational capacity in our communities, spreading love and building power continued. We expanded our support to 26 states (including the District of Columbia as a state), providing $5.3 million to over 400 community based partners. Over 80% of our partners reported that our support allowed them to increase their activities, visibility, outreach to voters and the resources they were able to provide to community members.

In addition to voting rights and voter mobilization, our partnerships with community based groups included what we call the “365 work”—racial justice organizing throughout the year on a variety of issues. Special campaigns included organizing around several incidents of police violence and environmental justice outreach. We also launched a “warrant clinic” campaign designed not only to help community members restore their lives by clearing old fines, fees and arrest warrants, but to also help our communities envision a more community centered approach towards restorative justice. Other 365 work included organizing around jobs and wages, housing access, healthcare, student loan debt and much more.

While doing the work is important, telling the story of this work and narrative shift is equally important. We are continuing to find new and better ways to amplify the work that we and our local partners are doing every day, all across the country.

All of this work is made possible because of friends and supporters like YOU. We are so thankful for you, and it is because of our work together, that we continue to believe that we will win!

- Cliff Albright and LaTosha Brown, Co-Founders of Black Voters Matter
BUILDING CAPACITY
In all 26 states we support work, provide grant funding, outreach tools, training opportunities and media amplification. In “core states”, we have state-based BVM organizers who help provide this support, while in our “lite touch” states we don’t have local staff members but still support state partner networks.
Since 2020, Black Voters Matter has continued to expand organizing efforts across the United States. As we receive updates from local and national partners about the needs in our communities, we developed outreach to “lite states” - those that we are looking to expand our outreach - where we build relationships with local grassroots organizers and organizations and distribute funding while also continuing the work in our core states.

With an increase in organizational support, we have expanded our team of 35 staff members to more than 40 (and counting). With this we were able to increase our footprint in our core states: 17 counties in Alabama, 27 counties supported in Florida, 70 counties supported in Georgia, 15 parishes in nine counties in Michigan, 34 counties in Mississippi, 28 counties in North Carolina, eight counties in Pennsylvania, 10 counties in South Carolina and 11 counties in Texas.

In our lite states, we have collaborated with local and national organizations to provideexting support, content creation, and funding.

**Kentucky**

- We traveled to Mayfield, Kentucky for a holiday toy drive to distribute meals and toys to communities in need ahead of the holidays. In addition to giving back, we utilized an opt-in process to collect data from Kentucky residents to not only stay connected with the community, but to provide updates on upcoming elections and issue mining campaigns.

**Virginia**

- We joined the NAACP for a Souls to the Polls event ahead of Election Day for voter engagement and education. These efforts include providing support to our partners that include creation of voter education materials for distribution, texting outreach to our Virginia contacts, and Election Day messaging amplified on our digital platforms.

**Washington D.C.**

- We joined our DC partners for the “President Biden: Pick A Side” protest to call for an end to the filibuster and passage of legislation to protect the vote. Partners included our national partner Declaration for American Democracy (DFAD) Coalition, Transformative Justice Coalition, League of Women Voters, Next Generation Action Network, 100 Black Men and Our Black Party. for our President Biden: Pick A Side protest to call for an end to the filibuster and passage of legislation to protect the vote.

**West Virginia**

- We continued the fight to pass federal legislation to protect the vote by joining the Freedom to Vote Relay. We teamed up with the Declaration for American Democracy (DFAD) Coalition to walk, run and bike to Washington D.C. to call for the passing of the Freedom to Vote Act, the John Lewis Voting Rights Advancement Act, and DC Statehood.

- Traveled to West Virginia alongside the Poor People’s Campaign to discuss the filibuster, voting rights, and the fight for $15 minimum wage.
In 2021, Black Voters Matter granted **$5,320,916** to **404** partners:

**Alabama**: $361,780 re-granted to 28 partners.
**Connecticut**: $10,000 re-granted to one partner.
**Florida**: $347,640 re-granted to 31 partners.
**Georgia**: $1,272,870 re-granted to 98 partners.
**Louisiana**: $186,990 re-granted to 21 partners.
**Maryland**: $10,000 re-granted to two partners.
**Michigan**: $300,675 re-granted to 26 partners.
**Minnesota**: $50,000 re-granted to one partner.
**Missouri**: $70,000 re-granted to one partner.
**Mississippi**: $469,675 re-granted to 29 partners.

**North Carolina**: $307,850 re-granted to 38 partners.
**New York**: $74,100 re-granted to five partners.
**Ohio**: $42,000 re-granted to two partners.
**Pennsylvania**: $466,433 re-granted to 36 partners.
**South Carolina**: $256,303 re-granted to 18 partners.
**Tennessee**: $144,300 re-granted to 36 partners.
**Texas**: $736,200 re-granted to 43 partners.
**Virginia**: $58,700 re-granted to four partners.
**Washington D.C.**: $56,000 re-granted to two partners.
**West Virginia**: $29,000 re-granted to four partners.
The voice of Black voters throughout the political process matters. When we say that our work is 365 that includes local elections. From our mayors to our councilors, we want to make sure our communities elect candidates with voters’ best interests and are dedicated to prioritizing the issues that matter to them.

Through funding our partners, we’ve been able to increase their capacity to boost turnout and representation:

**Florida**

- Voter turnout increased from 10.64% in March of 2021 during Gainesville’s municipal election to 13.08% in November for a special election for a single seat, Gainesville City Commission, At-Large, Seat B.

- Following a BVM Souls to the Polls event at the Alachua County Supervisor of Elections Office, on November 14th, the Office advised a record was set for the most vote by mail ballots turned in at their office and the most early voters in Gainesville in the last eight years.

**Georgia**

- In Georgia, there was a 259.14% increase in Black voter turnout.

- Over 200,000 phone calls were made in Georgia around GOTV, this speaks to the importance of municipal and local elections.

**Mississippi**

- In Mississippi, there was an increase in Black voter turnout for the State Senate District Special Election.

**Pennsylvania**

- There was a 21.88% increase in Black voter turnout during the municipal race in Philadelphia. This was the most participation since the 1997 municipal election.

**South Carolina**

- We joined our partner, Pick 42 Foundation, in leading a coalition in Marion County around COVID-19 vaccine clinics/boosters and resource distribution on the ground. Due to these efforts, we assisted over 5,000 people on the ground.

**Texas**

- In 2021, BVM extended its outreach to Texas by planning 4 bus tours to introduce ourselves to the community, connect with organizations on the ground, and increase voter turnout following aggressive policies around voter suppression.

- Over 30,000 phone calls were made to voters in Oakland County around GOTV.

- Due to the Michigan water crisis and with no processes to track water distribution, BVM created a texting program utilizing QR codes to collect information in multiple cities to distribute water. The efforts resulted in the state of Michigan adopting the process and utilizing it across the state.
METHODS OF LOCAL OUTREACH

In 2021, Black Voters Matter has funded over 400 grassroots organizations who provide resources and support to Black communities. Through our funding, our partners have been able to expand their outreach regarding elections and issues important to their communities.

During the 2020 presidential election season and Georgia Senate runoffs, BVM produced record-breaking impact on the ground. In 2021, it was important to stay engaged with our communities, as local elections are equally important in the political process. Through our canvassing efforts we were able to continue connecting with voters through door knocking and phone banking.

68% of our partners consisted of 501c3 organizations, 9% consisted of 501c4 organizations, and 23% were community led groups and individuals. Black Voters Matter has helped our partners build capacity on the ground with Get Out The Vote (GOTV) and voter engagement activities in the following areas:

- **KNOCKED ON DOORS**: 80%
- **MADE PHONE CALLS**: 81%
- **VISITED CHURCHES FOR VOTER ENGAGEMENT EFFORTS**: 75%
- **PARTICIPATED IN ENGAGEMENT THROUGH SIGN WAIVING**: 79%
- **RECRUITED VOLUNTEERS**: 86%
- **DISTRIBUTED FLYERS AND PUSH CARDS ON THE GROUND**: 79%
- **CARAVANED THROUGH COMMUNITIES**: 74%
- **PROVIDED RIDES TO THE POLLS**: 68%
We asked our partners how has Black Voters Matter increased their organizational capacity.

Here is what they had to say:

By increasing organizational capacity, we are able to support our partners in different areas that are essential to their work on the ground.

Here are some key areas:
"Our organization was glad to be a part of Black Voters Matter Capacity Building Grant! Through the grant donation from BVM, our organization was able to purchase materials and the needed resources to raise awareness concerning voting registration and the need to get out and cast your vote in the recent "local - general elections" in DeSoto County. The grant was needed to help to continue our work through local partners and with other national organizations. Love Vets Ministries was able to increase DeSoto County's voter turnout by to 32%. This was the biggest turnout in DeSoto County's history! We look forward to working with BVM for future endeavors with our organization!"

*Love Vets Ministries, Inc. (Mississippi)*

"Our partnership with BVM has been and remains crucial to our effectiveness resulting in increased turnout on election day. The seven-member Erie City Council is for the first time majority people of color - three Black and the first Latina and youngest Councilperson elected. Erie City School Board added a Black female Ph.D. to the Board as well."

*Erie NAACP (Pennsylvania)*

"BVM were outstanding partners in helping with voter outreach and getting information to voters. We were honored to work with them in activities across the country. We were proud to be co-plaintiffs with them in the Georgia voter purging litigation. We appreciated their participation with our efforts in Brunswick, Georgia seeking Justice for Ahmaud. We enjoy working with them on national programs and look forward to continuing to work with them in the future. We have a great deal of respect for BVM."

*Transformative Justice Coalition Inc (D.C.)*

"BVM has helped the communities in Randolph County be aware of the need to vote. Many who said their vote didn’t matter are now voting to help make changes in this area. We just need more giveaways to help convince others that their vote matters."

*Randolph County Concerned Associates (Georgia)*
ISSUE BASED CAMPAIGNS
DEMANDING POLICE ACCOUNTABILITY

**Georgia**

*Ahmaud Arbery*

Ahmaud Arbery, an unarmed 25-year-old Black man, was pursued by three armed white residents and fatally shot while jogging in Glynn County, Georgia on February 23, 2020. Black Voters Matter worked alongside a coalition of pastors and social justice organizations (including Transformative Justice Coalition and Just Georgia) to ensure justice for Ahmaud and his family.

**North Carolina**

*Andrew Brown*

On April 21, 2021, Andrew Brown Jr. was fatally shot by sheriff's deputies in Elizabeth City, North Carolina. Black Voters Matter joined our partners on the ground to not only raise awareness in the community, but to donate bail funds and needed supplies for organizing efforts, and to purchase hotel rooms for rally organizers. Our efforts continued as we packed an Elizabeth City courtroom in a show of solidarity with protestors against the Pasquotank County deputies who shot and killed Brown. The group called for charges against arrested protestors to be dropped.

**Georgia**

*Julian Lewis*

60-year-old Julian Lewis was shot and killed in August 2020 by Georgia State Patrol Trooper Jacob Gordon Thompson. Though Thompson was fired and charged with the murder of Lewis, a Screven County grand jury decided not to indict Thompson. Black Voters Matter supported and participated in marches and meetings with the U.S. attorney to request charges be brought against the officer who took Lewis’s life in Savannah, Georgia.
REDDUCING THE HARM OF THE INJUSTICE SYSTEM: WARRANT CLINICS

Clearing names, cutting debt, and changing lives.

A disproportionate amount of Black and Brown people have outstanding warrants related to traffic violations and other minor infractions. Debt associated with these warrants can total in the tens of thousands of dollars and limit people’s ability to transport themselves to work, the grocery store or the doctors office. Black Voters Matter in collaboration with Growing Real Alternatives Everywhere (GRAE), held Warrant Clinics to help individuals with warrants clear their names and reclaim their lives.

The Warrant Clinic is planning, registration, actual clinic and notification of no warrant. It's important to outline this because the planning is where the courts are organized. That is impact. Next is registration which is the total number of people signed up. Actual clinic are the brave folks who show up. No warrant are the lucky people we get to notify they have no warrants. These are all engagement levels and have separate impact.

Through organizing on the ground, we register people in our communities to attend a one-day community-led grassroots program to clear warrants and restore suspended driver’s licenses and increase access to employment, housing, voting, and more.

In 2021, we held warrant clinics in the following states:

- **GEORGIA**
  - Peach County/Fort Valley
  - **100** REGISTERED PARTICIPANTS
  - **35** ATTENDEES
  - **30** NO WARRANT REGISTRANTS

- **NORTH CAROLINA**
  - Wake County
  - **150** REGISTERED PARTICIPANTS
  - **50** ATTENDEES
  - **45** NO WARRANT REGISTRANTS
Environmental injustices such as pollution, climate change and lack of local parks, green-spaces and shade trees have an outsized impact on the health and wellbeing of Black folks. In Georgia specifically, discrepancies in utility costs put predominantly Black and Brown communities of color at a disadvantage.

In 2021, we held the Block Is Hot Environmental Justice Tour with our partners at We The Plug Tho, South Fulton Parkway Citizens Coalition, Georgia Conservation Voters, and Helen Zenobia Willis. Our Tour goals include organizing communities around utility justice, educating about climate and housing and mobilizing around action.

We used the Tour to connect with communities, to advocate for change to current utility practices, and understand the impacts of environmental justice on each of the Tour stops. By holding teach-ins on solar energy, electric vehicles, and other low-carbon options, we educated our communities on the importance of environmental justice.

In Georgia specifically, discrepancies in utilities costs put predominantly Black and Brown communities of color at a disadvantage. We used the tour to connect with communities from Blakely to Albany to understand the impacts of environmental justice on each of these locations and to advocate for change to current utility practices. By holding teach-ins on solar energy, electric vehicles, and other low carbon options, we were able to educate our communities on the importance of environmental justice in the following counties:

- Adel
- Albany
- Blakely
- Camilla
- Cordele
- Ellaville
- Fitzgerald
- Fort Valley
- Moultrie
- Savannah
- South Fulton
- Sylvester
- Vienna
- Warner
- Robins
- Waycross
MOBILIZING BLACK COLLEGE STUDENTS

In 2021, we announced our Take the Field campaign to expand Black voter engagement and increase progressive power, starting at the grassroots level.

Our overall campaign goal was to inspire, train and engage Black students in acts of civil disobedience that can lead to real influence. Like the Anti-Apartheid Movement in South Africa and the Black Lives Matter movement of today, youth activism is critical to the protection of our democracy and ensuring that Black communities are treated fairly and equitably.

The campaign included capacity-building training for students, funding, and utilizing our resources to amplify the work and important issues that college students are raising. This year, we’ve connected with students at over 15 colleges and high schools across the United States, including:

- Alabama State University
- Baylor University
- Bethune Cookman College
- Elizabeth City State University
- Howard University
- Huston Tillotson University
- Jacksonville State University
- Jarvis Christian College
- Livingstone College
- Morehouse College
- North Carolina Agricultural and Technical State University
- North Carolina Central University
- Savannah State University
- Shaw University
- Southern University
- Spelman College
- Texas Tech University
- Tyler Jr. College
- Wiley College
- Winston Salem State University

Take the Field Actions:

North Carolina

In North Carolina, we held a HBCU Black Out Tour visiting Winston Salem State University, North Carolina Agricultural and Technical State University, Livingstone College, Elizabeth City State University, North Carolina Central University and Shaw University for voter registration/education and distributing information on redistricting.

Washington D.C.

As of 2021, national student loan debt was around $1.7 trillion. Black Voters Matter joined HBCU students in Washington D.C. for a rally and march to the Department of Education to call for the cancellation of student debt.

This same year, we also made returned to Howard University to speak, listen to, and provide resources to student organizers leading the #BlackburnTakeover to fight against deplorable conditions and access to safe housing.
THE FIGHT FOR VOTING RIGHTS
FIGHTING VOTER SUPPRESSION: CORPORATE PRESSURE CAMPAIGNS

BVM joined forces with organizations across Georgia, Florida, and Texas to launch corporate pressure campaigns against unjust voter suppression bills from state lawmakers. We continued our organizing efforts to put pressure on state governments -- and the corporations who financially support these policymakers -- that want to take away our voting rights. This resulted in many corporations taking a stand against voter suppression bills nationwide.

Our efforts to protect the vote began in Georgia:

- We joined with our partners to publish ads in the Atlanta Journal Constitution to raise awareness around voter suppression bills. We also launched a text and phone banking campaign to urge corporations and legislators to take action against legislation restricting access to the ballot.

- We spearheaded a Week of Action to urge corporations to protect the vote, divest funding from elected officials who are attacking voting rights, and support the passage of the For the People Act (H.R.1) and the John Lewis Voting Rights Advancement Act (H.R. 4). Participating corporations included: UPS, Delta Airlines, Coca-Cola, The Masters Tournament, and the Georgia State Capitol.

Florida

As the state worked to pass several bills that disadvantage Black communities, we immediately started efforts to combat voter suppression in the Sunshine State:

- We called on Florida corporations to join the fight to stop HB1 and SB90.

- We also called on corporations to oppose SB484/HB1 - which were designed to limit free speech and crack down on protests related to racial justice.

Texas

In Texas we expanded our multi-pronged approach to supporting Black voters by fighting against suppression bills HB6 and SB7 through the following:

- Pressure on AT&T to stand with Texas voters in stopping suppression. AT&T had donated over half a million dollars to elected officials pushing voter suppression bills. BVM launched a social media campaign calling out 11 elected officials who received donations from AT&T to take a stand against HB6 and SB7.

- Support and partnership with local organizing efforts, such as Fix SAPD to protect Black voters and Black voting rights by encouraging San Antonio voters to take a stand against unfair policing by voting yes on Prop B. 70% of fired police officers are rehired, police accountability is essential for our communities.
The Blackest Bus in America plays a distinct role in the work we do. Through the work of our State Organizing Managers and State Organizers, we connect with local partners and community members to locate predominantly Black communities to listen, learn, and educate. We discuss important issues impacting their communities and share how engaging in the political process is a tool in building power.

To honor the 60th anniversary of the Freedom Rides from Washington D.C. throughout the South, Black Voters Matter, along with national and local partner organizations, announced the Freedom Ride for Voting Rights 2021. The Rides aimed to build Black voting power across the South amid Jim Crow-era voter suppression bills advancing throughout the country.

The tour began in New Orleans and ended in our Nation’s Capital, making stops in key southern states along the way. We used this tour to meet with voters, discuss the issues impacting our communities and to drive action toward creating the conditions for a fairer and more equitable voting system.

Goals of the #FreedomRide2021 campaign:

• Raise awareness and drive the voter suppression movement in the U.S. and support for HR1 and HR4 voting rights bills in Congress.
• Bring national the fight for DC statehood and the passage of HR 51.
• Engage with community partners to build power around issues of importance to Black communities.
• Amplify the history of the 1961 Freedom Rides as a means for inspiring current activism.

50+
NATIONAL PARTNERS

100+
LOCAL PARTNERS

8
STATES AND THE DISTRICT OF COLUMBIA

900+
MEDIA HITS WITH 4.9 BILLION AGGREGATE READERS

1.3M
TEXT MESSAGES SENT

7.9M
PAID AD IMPRESSIONS REACHED 500,000 VOTERS

11.7M
PAID RADIO AD IMPRESSIONS
Following the insurrection on January 6th and a massive wave of voter suppression legislation being introduced in multiple states across the country; for over a year, Black Voters Matter joined our national partners in Washington D.C. to continue the fight to protect the right to vote. From taking a stand against major corporations, filing lawsuits in some of our core states, meeting with elected officials, and being arrested - the fight to protect our democracy never stopped. Following our Freedom Ride for Voting Rights Bus Tour, more than 70 national civil rights organizations including Black Voters Matter, hosted a historic rally in Washington, D.C. for the 58th anniversary of the 1963 March on Washington.

The Make Good Trouble Rally focused on the following calls to actions:

1. Restore Voting Rights
2. Grant DC Statehood
3. End the Filibuster
4. Realize Reparations and Bring #HR40ToTheFloor
5. Raise the Minimum Wage to $15, Invest in Workers and Cancel Student Debt
6. Reimagine Public Safety and End Mass Incarceration
7. Commitment to End Gun Violence and Fund Peace
8. Reform Immigration & create a pathway to citizenship for undocumented people
9. Resist the War Against Women, Classism, Discrimination, Hate and Phobias of All Kinds
10. Reverse Climate Change and Build a Green Economy

To close out 2021, dozens of local and national advocacy organizations led voting rights actions across the U.S. coinciding with President Biden’s Global Democracy Summit, as part of a national campaign urging President Biden and the Senate to pass voting rights legislation before the year’s end.

We joined partners on the ground in the following states: Arizona, California, Delaware, Georgia, Maine, New Hampshire, New York, Virginia, and the District of Columbia. During this time, lawmakers passed more than 30 voter suppression bills in statehouses across the country, President Biden and the U.S. Senate have stalled on passing critical voting rights legislation.

President Biden’s refusal to use his bully pulpit to pressure the Senate into action — even as he hosts a global democracy summit — represents massive #DemocracyHypocrisy.
BVM expanded its litigation and policy work to combat the onslaught of voter suppression laws and racial gerrymandering following the 2020 U.S. Census:

**Litigation focused on fighting voter suppression**


**Redistricting work**

In 2021, we trained 75 Georgia partners to engage in redistricting education, mapping and giving public testimony. We organized redistricting committees, trainings, and town halls in Georgia, Louisiana, North Carolina, and South Carolina. We also assisted with completion of six mapping sessions in Florida, Georgia, Louisiana, and South Carolina.

**Black Voters Matter participated in phone banking around the following issues:**

- Black Voters Matter - Pass Voting Rights & Protect Democracy - National
- Advocacy Script Testing FL & TX
- AL - HB285 Advocacy [paused /bill passed]
- AL - HB445 Advocacy
- BVM FL - 4/29 - Advocacy Outreach SB90/HB7041
- BVM SC - STOP HB3822 and keep Vote-By-Mail
- BVM SC - HB3822 - Keep Vote-By-Mail GROUP
- BVM TN - 4/29 - Advocacy Outreach HB513 - Target Counties
- BVM TN - 4/29 - Advocacy Outreach HB513 - Statewide - GROUP
- BVM TX - 4/29 - Advocacy Outreach SB7/HB6
- BVM TX - Stop Voter Suppression Bill S7
- GA Fight Back Against Voter Suppression
Coalition building is an important part of the work we do, these national partners played a key role in amplifying content around important issues and organizing efforts on the ground:

• Black Church PAC
• Black Women’s Roundtable
• Declaration For American Democracy
• Kairos Center
• Lawyers Committee for Civil Rights Under Law
• The Leadership Conference on Civil & Human Rights
• League of Women Voters
• The Movement for Black Lives
• National Association for the Advancement of Colored People
• The National Coalition on Black Civic Participation
• National Urban League
• People for the American Way
• Poor People’s Campaign
• Repairers of the Breach
• Transformative Justice Coalition
• Unite Here
• Until Freedom
• The Workers Circle
COMMUNICATIONS: SHIFTING THE NARRATIVE
2021 marked another year of robust media coverage for Black Voters Matter. From its local community actions to its nationwide Freedom Ride for Voting Rights, BVM’s work remained the subject of national (and even international) media attention, garnering hits in top-tier local, national and global media outlets.

The organization received a feature in the New York Times for its organizing in Georgia ahead of the special U.S. Senate election. It placed national op-eds in POLITICO after Texas Democrats broke quorum to delay an anti-voter bill; in USA Today warning of the ripple effect after Georgia Republicans passed sweeping voting restriction; and in The Guardian to ratchet up the call for federal voting rights legislation.

Its Freedom Ride for Voting Rights received significant local media coverage at each of its nine stops:

- Atlanta, Georgia
- Birmingham, Alabama
- Charleston, West Virginia
- Columbia, South Carolina
- Nashville, Tennessee;
- Raleigh, North Carolina
- Richmond, Virginia
- Washington, D.C.

In 2021, Black Voters Matter continued to increase our digital footprint. Our goal for digital focused on educating and mobilizing our communities to build power through amplifying the work on the ground, sharing take action items in our key states, and launching digital campaigns:

**Voter suppression campaigns**

- Florida Voter Suppression Campaign (SB90)
- Georgia Voter Suppression Campaign (HB531, SB241, and SB202)
- North Carolina Voter Suppression Campaign (SB326)
- Texas Voter Suppression Campaign (SB7)
- Corporate accountability campaigns in Florida, Georgia, and Texas
- Florida (HB1) Social Media Campaign

**Advocacy campaigns**

- Freedom Ride for Voting Rights
- Make Good Trouble DC
- Protect Haitian Immigrants

**Annual campaigns**

- Black History Month
- Trans Day of Visibility
- Women’s History Month

**Partnership Campaigns**

- Freedom to Vote Relay
- No More Excuses
- Democracy Hypocrisy:
- No Vacation Without Representation

100.5K+ Followers
102K+ Followers
35K+ Followers
885 Million Views
In 2021, texting continued to play an important role in reaching our communities. Through a simple message, we were able to educate millions on key issues while also registering and mobilizing voters. Our texting programs reached over 20 million Black voters and identified 250,831 supporters on a number of issues like:

- The 1st Amendment
- Access to clean water
- Covid vaccine distribution
- Criminal justice and warrants
- Environmental justice
- Equity
- John Lewis Freedom to Vote Act
- Voting rights
- Workers rights

### 20 MILLION BLACK VOTERS REACHED

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Throughout 2021, BVM created and delivered dozens of emails to its ever expanding list of 140K+ subscribers and donors, a significant increase from 51,000 recipients in 2020.

Over the course of 2021, we sent a total of 61 emails on the following topics:

- 2021 Inauguration
- Ahmaud Arbery
- Black History Month
- COVID-19 Vaccine Distribution
- Elections
- Freedom Ride for Voting Rights
- Freedom to Vote Act
- Georgia Corporate Pressure Campaign
- Georgia Senate Runoffs
- Gun Violence
- HBCU March for Generations
- Immigration
- Jan 6. Insurrection
- John Lewis Day of Action
- John Lewis Voting Rights Advancement Act
- Make Good Trouble Rally
- Petition Signings
- Police Violence
- San Antonio, Texas Police Accountability
- Take the Field
- Texas Corporate Pressure Campaign
- Virtual Events
- Voting Rights/Voter Suppression
- Warrant Clinics
BRAND PARTNERSHIPS

The following partnerships helped to expand the Black Voters Matter brand and assisted with our organizing efforts on the ground:

• Dolce and Gabbana
• Essentia
• Mastercard Impact Fund
• Nationstar Mortgage
• Omaze
• Patagonia
• Playbook Productions
• Prudential
• The Jordan Brand
THANK YOU FOR YOUR SUPPORT

A special thank you to our funders who continue to support our work of spreading love and building power through donations of 5k or more.

Ananda Fund
Boston Foundation
California Community Foundation
Change for the Community
The Clermont Foundation
Climate and Clean Energy Equity Fund
Community Catalyst
Community Foundation for Greater Atlanta
Force Multiplier Democracy in Action Fund
Ford Foundation
Foundation to Promote Open Society
Fund for NonViolence
Georgia Alliance for Education
Georgians for a Healthy Future
Gobioff Foundation
Gorge Community Foundation
Genesis Prize Foundation
Groundswell Fund
Hill Snowdon Foundation
Institute for Southern Studies
Jewish Communal Fund
Jewish Community Foundation LA
John and Marcia Goldman Foundation
Jonathan Logan Family Foundation
J P Morgan Charitable Giving Fund
Joy in Blue Foundation
Kapor Center for Social Impact
Leadership Conference
Lebowitz Aberly Family Foundation
The Libra Foundation
Liberty Hill Foundation
Louis and Anne Abrams Foundation
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Mosaic Momentum Fund
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National Coalition on Black Civic Participation
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