2020 ANNUAL REPORT

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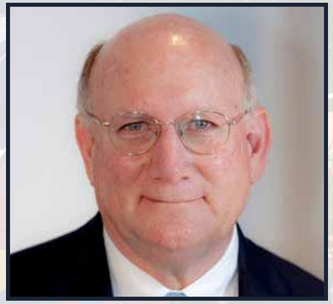


DUBOSE PORTER
Treasurer of the Board

SACHIN VARGHESE
Secretary of the Board

FROM OUR BOARD PRESIDENT

For all of us, this has been an extraordinary and tumultuous 12 months.

From the start, we knew there would be challenges to increasing participation in the 2020 Census, working as we were against the backdrop of an Administration openly hostile to achieving a fair and accurate count. We knew there would be political meddling, technological limitations, and more, and we knew it would all happen amidst the most divisive presidential campaign season in a generation.

But we also didn't know. We did not foresee a pandemic driving inside the already hard-to-count population on whom our efforts focused. We did not foresee the murder of George Floyd igniting national protests against the injustices often inflicted on the community with which we worked closest. And we did not foresee a brazen attempt to reverse the outcome of elections, centered as it was on Georgia, in the middle of a double-Senate Runoff Election that would determine the balance of power in the years to come.

We could not have foreseen it, but we could adapt to it. So we did.

What Fair Count accomplished in the face of unprecedented and unpredicted adversity is something for which I'll be forever proud. Our team led the way in increasing census self-response rates past 2010 levels, pushing boldly past bureaucratic sabotage and an under-addressed public health crisis to help the communities that need the most help stand up and be counted. We were active in getting out the vote in rural communities and communities of color for a historic presidential election, then followed it up by doing the same in a historic Senate Runoff Election.

The support of our community, our founder, and our dedicated donors, volunteers, and staff never let doubt enter my mind. I was optimistic heading into the adversity we knew, energized by the challenges we didn't, and vindicated by the results we achieved.

The victories we accomplished, as a community dedicated to justice and inclusivity, we certainly did foresee.

Thank you for your steadfast support. It allowed us to build something beautiful together.

Carolyn F. Hugley

Carolyn Hugley
Chair, Fair Count Board of Directors

FROM OUR CEO

Fair Count was founded with an understanding of the interrelation between the U.S. Census, legislative redistricting, and voting rights. Taken together, they are the machinery that keep our democracy moving forward; individually, they are the gears that determine power in this country – and who gets it.

Fair Count, at its core, is about striving for equity; and with equity, justice. We work tirelessly to see that the machinery of democracy is accessible to all and that it benefits more than just the insiders who oil its gears. After all, communities that are undercounted in the census are the same communities ripped apart by political powers during redistricting, and those same communities are then under-represented at the polls.

What we do is not short-term work. Fair Count's focus is on non-extractive organizing and long-term powerbuilding, which takes time and resources. But the approach rewards such commitment with lasting results that can effect change for a generation and beyond.

Your vision and dedication makes this work possible. We appreciate your partnership, and we hope you stay tuned.

Rebecca DeHart
CEO, Fair Count

FOUNDED IN 2019 AND ANCHORED IN GEORGIA, FAIR COUNT WORKS TO BUILD LONG-TERM POWER IN COMMUNITIES THAT HAVE BEEN HISTORICALLY UNDERCOUNTED IN THE DECENNIAL CENSUS, UNDERREPRESENTED AT THE POLLS, AND WHOSE COMMUNITIES ARE OFTEN TORN APART IN REDISTRICTING.

Our primary focus through 2020 was mobilizing Hard-to-Count (HTC) communities in Georgia and throughout the nation to ensure a fair and accurate census, followed by participation in the General and Runoff elections, by developing and partnering with existing organizing infrastructure in predominantly rural communities and engaging in outreach in African-American/Black, Hispanic/LatinX, and Native American communities.

But the global pandemic, the American uprising against systemic racial violence and inequity, and the unprecedented politicization of the census upended our daily lives and changed our approach to community organizing and civic engagement. While we continued to execute grassroots and digital **field operations**, strategic **technology innovations**, ambitious **faith connections**, and dedicated **partnership development**, we adapted our strategies to shifting realities, and Fair Count was ultimately able to continue mobilizing HTC communities with bold, nimble strategies.

MARCH 1: FAIR COUNT'S CENSUS TV CAMPAIGN GOES LIVE

MARCH 7: FAIR COUNT KICKS OFF IT'S 60-COUNTY BUS TOUR TO PROMOTE CENSUS COMPLETION

MARCH 11: THE WORLD HEALTH ORGANIZATION DECLARES COVID-19 A GLOBAL PANDEMIC

MARCH 12: CENSUS ONLINE PORTALS OPEN

MARCH 12: FAIR COUNT HALTS BUS TOUR AND CLOSES OFFICE. FAIR COUNT STAFF IS SENT HOME TO TELEWORK UNTIL FURTHER NOTICE

APRIL 1: NATIONAL CENSUS DAY. FAIR COUNT'S **"ASK STACEY"** ONLINE CAMPAIGN IS SEEN BY MILLIONS

APRIL 28 - MAY 12: FAIR COUNT'S THREE-PART **"YOUNG BLACK AND FED UP"** DISCUSSION SERIES IS HELD, ELEVATING THE VOICES OF A COMMUNITY WRACKED BY HEALTH, ECONOMIC, AND POLICE VIOLENCE CRISES

MAY 25: GEORGE FLOYD IS MURDERED BY POLICE IN MINNEAPOLIS, MINNESOTA, IN A YEAR THAT ALSO SAW THE KILLINGS OF BREONNA TAYLOR (MARCH 13), AHMAUD ARBERY (FEB. 23), AND RAYSHARD BROOKS (JUNE 12)

JUNE 3: FAIR COUNT'S **"CENSUS IN THE SOUTH: REMIX"** VIRTUAL BUS TOUR KICKS OFF

JULY 21: PRESIDENT TRUMP SIGNS EXECUTIVE MEMORANDUM ON EXCLUDING UNDOCUMENTED PERSONS FROM APPORTIONMENT DATA

AUGUST: FAIR COUNT LAUNCHES NEW TV AND RADIO CAMPAIGNS IN SEVERAL STATES WITH UPDATED MESSAGING TYING THE CENSUS TO COVID RECOVERY

2020 ACTIVITY TIMELINE

AUGUST: FAIR COUNT EXPANDS ORGANIZING PROGRAM, HIRING IN FLORIDA, LOUISIANA, MISSISSIPPI, AND NEVADA

AUGUST 11: THE CENSUS ENTERS THE NONRESPONSE FOLLOWUP (NRFU) PERIOD, WHEN CENSUS WORKERS VISIT HOUSEHOLDS THAT HAVEN'T YET RESPONDED

SEPTEMBER: FAIR COUNT JOINS NATIONAL PARTNERS IN OP-ED BOARD MEETINGS AROUND THE NATION CALLING FOR A CENSUS EXTENSION

SEPTEMBER: FAIR COUNT RUNS GOTC PROGRAMS IN ALABAMA, GEORGIA, FLORIDA, LOUISIANA, MISSISSIPPI, NEW MEXICO, NEVADA, SOUTH CAROLINA

SEPTEMBER 1: FAIR COUNT LAUNCHES SIX-STATE VIRTUAL BUS TOUR WITH E PLURIBUS UNUM

OCTOBER: FAIR COUNT MOVES INTO GOTV, TARGETING THE 50 GEORGIA COUNTIES WITH THE LOWEST CENSUS SELF-RESPONSE RATE AND AUGMENTING VOTER MOBILIZATION EFFORTS IN OTHER STATES

OCTOBER 16: CENSUS COUNTING PERIOD ENDS

NOVEMBER 9: FAIR COUNT SHIFTS EFFORTS TO GOTV RUNOFF

NOVEMBER 3: ELECTION DAY (GENERAL)

JANUARY 5: ELECTION DAY (RUNOFF)

FIELD OPERATIONS

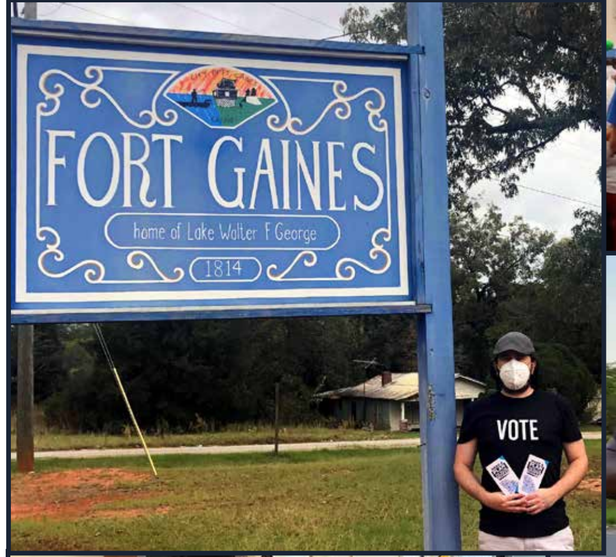
FAIR COUNT SEEKS TO END EXTRACTIVE ORGANIZING IN HISTORICALLY MARGINALIZED COMMUNITIES AND LAY IN ITS PLACE LONG TERM RELATIONSHIPS USING EVERY ITERATION OF CIVIC PARTICIPATION—THE DECENNIAL CENSUS, THE AMERICAN COMMUNITY SURVEY, VOTING, AND REDISTRICTING—AS CATALYSTS FOR CONTINUED CIVIC ENGAGEMENT AS WELL AS FAIR AND ACCURATE REPRESENTATION.

Fair Count's strength rests on its sophisticated ground game, with organizers working to achieve both qualitative and quantitative metrics, hitting contact goals, and building local ties and lasting connections.

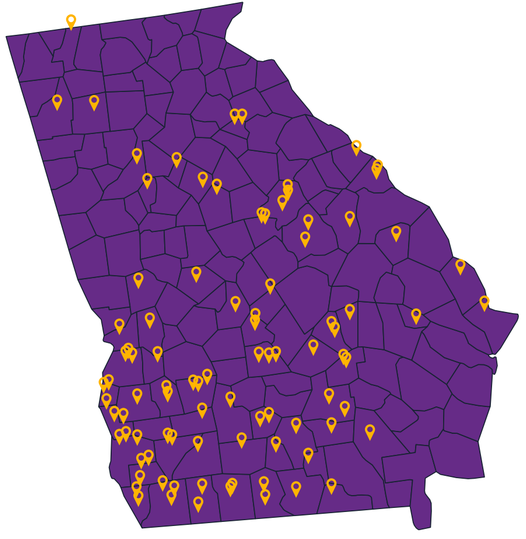
We work closely within communities to establish contact, cultivate relationships, and maintain trust, hiring organizers who live in or near the communities in which we're active. And we are committed to a long-term, non-extractive view of organizing that does not let up, but rather builds and cultivates deeper relationships over time.

Identifying community leaders in rural areas requires organizers who know the community inside and out. While an organizer in Fulton County, for example, might establish relationships with county commissioners or Atlanta City Council members, in Glynn or Camden counties one should visit the leadership of First Jordan Grove Missionary Baptist Church. Such nuance may not immediately be clear to an outsider.

When working outside Georgia to augment other organizations' existing on-the-ground operations, as we did in 2020 in Mississippi, Louisiana, Florida, and Nevada, the strategy remains the same. This approach to field operations is the foundation upon which all other Fair Count strategies rest, and the relationships we've cultivated in rural communities run deep.



TECHNOLOGY INNOVATIONS



As we identified challenges ahead of the 2020 Census, it became clear that many HTC communities had limited Internet access, both a challenge for completing the first census primarily conducted online and another example of how these communities had been shortchanged in resources and infrastructure. Non-extractive organizing can take multiple forms, but for Fair Count it means presence, understanding, and meeting community needs. It also means setting down roots.

While our primary focus is in-person organizing, maintaining a presence in the absence of on-site staff is important as well – particularly in a time of COVID-19. Enter Fair Count's Technology Innovation program, through which organizers identify rural community hubs and install WiFi hotspots in locations like churches, barber shops, community centers, farmworker health clinics, and more. Through 2020, more than 160 such hotspots were installed, and we provided iPads or Chromebooks to sites in need of hardware as well, along with a guarantee to pay for the data throughout the year to come.

INTERNET INSTALLATIONS. FAIR COUNT HAS PERFORMED 160 INSTALLATIONS TO DATE, PAYING FOR TWO YEARS OF INTERNET SERVICE AND ONLY ASKING THAT, IN RETURN, RECIPIENTS PROMOTE CENSUS COMPLETION AND ENCOURAGE CONTINUED CIVIC ENGAGEMENT IN THEIR COMMUNITIES.

These community internet installations provided natural gathering spots for Fair Count Census Days of Action, where we hosted lively social events supporting census completion, as well as Census Job Fairs where we helped communities apply for Census Bureau jobs to increase their representation in the count. In the absence of Fair Count events, particularly as the pandemic dragged into mid- and late-2020, the installation sites became hubs for local students to attend school and do homework, helped community members apply for state and federal benefits, and helped rural faith institutions stay connected to their congregations as in-person worship ended.

The faith Internet installations in particular became critical in accessing diverse locations in southwest Georgia, helping Fair Count make inroads and build trust in areas that had suffered years of under-resourcing and underinvestment in infrastructure.

FAITH CONNECTIONS

Fair Count's faith program operates on two fronts: Traditional organizing and technology partnerships.

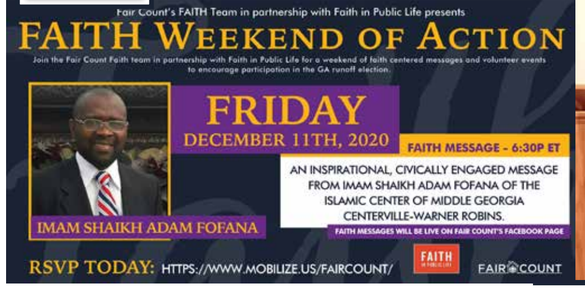
Our Faith Coordinator leads the organizing efforts regarding faith communities and civic engagement. Fair Count maintains formal partnerships with numerous faith communities and their leaders, most notably with the African Methodist Episcopal (AME) Church and its 540 Georgia-based congregations. As trusted voices in close-knit communities, faith leaders are powerful messengers with substantial reach. The AME partnership was instrumental in identifying local meeting spots, connecting Fair Count with thousands of congregants, and sharing messaging that encouraged 2020 Census participation.

THE AME CHURCH WAS FOUNDED IN 1816, THE FIRST INDEPENDENT PROTESTANT DENOMINATION TO BE FOUNDED BY AFRICAN-AMERICANS. PROMOTING SOCIAL JUSTICE AND CIVIL SERVICE AS EXPRESSIONS OF ITS CHRISTIAN DOCTRINES, THE CHURCH IS ORGANIZED INTO 20 DISTRICTS, EACH WITH ITS OWN BISHOP: 13 ARE BASED IN THE U.S., MOSTLY IN THE SOUTH, AND SEVEN ARE BASED IN AFRICA. GLOBAL AME MEMBERSHIP IS AROUND 2.5 MILLION.

With numerous valuable partnerships with places of worship in addition to AME churches, though, Fair Count's faith partnerships are multi-faith and inclusive. Some of Fair Count's biggest faith-based events were multi-faith weekends of action. Our Dec. 11-13 weekend of action, for example, was presented in partnership with the Muslim Voting Project and featured geographically diverse pastors, rabbis, and imams.

In a four-year partnership with Fund II Foundation, Fair Count has also spearheaded the Faith and Innovation Resources (F.A.I.R) program that provides participating churches in HTC communities with free, commercially available church management software. The software, accessed through an app, allows congregation leaders to easily communicate with their congregants about civic engagement opportunities, and it is now in the hands of dozens of churches in 10 states.

We also set up our WiFi hubs in community-centric churches (see page 12), and these became lifelines as the pandemic worsened. The Internet installations and Faith App connections massively eased churches' difficult transitions to online services and helped faith leaders stay connected to their congregations, helped families stay connected to their faith, and helped communities retain the connective tissue of their community.



HOW WE GET RESULTS

NATIONAL AND COMMUNITY PARTNERSHIPS

Fair Count built partnerships throughout the South in 2020, looking when possible to avoid reinventing wheels when existing organizations were already effective in their communities. With E Pluribus Unum, we launched our Census in the South Bus Tour, reaching more than 17,000 attendees over 16 stops in six states. We served as Georgia's co-lead for the Census Outreach Expansion (COE) project, a text-banking initiative, and partnered to host text banks and recruit texters with organizations like the National Council of Negro Women (NCNW), Fidelity Bank, and Communications Network.

Our signature 2020 program, Black Men Count, as well as the corresponding Sisters for the Census program, established and cultivated dozens of partnerships with groups like the Georgia Legislative Black Caucus, The Congressional Black Caucus Foundation, The Black Alliance for Just Immigration, The National Council of Negro Women, Black Dads Count, and the Divine Nine fraternities. Our partnership with the Sigma Pi Phi Fraternity, best known as "the Boulé," played a central role in bolstering Black Men Count's national presence. All were tremendous partners on the ground in Georgia and our other target states, aiding our expansion into rural communities and identifying unique opportunities to reach Black men across the state.

The success of the partnerships that produced Black Men Count inspired the creation of Black Men Speak, a program that fostered informative discussions and looked to address concerns about the census and voting, and identify barriers to participation. Black Men Speak took place pre-pandemic at partner locations like barbershops, cigar lounges, and other social settings, and it moved online as the COVID-19 crisis worsened.

While the pandemic raged, summer 2020 brought a national uprising following the deaths of multiple Black men and women. After the killings of George Floyd, Breonna Taylor, Ahmaud Arbery, and Rayshard Brooks, Fair Count and Black Men Count program shifted its focus to more strongly uplift up the voices of Black men. The three-part web series, "Undercounted: Black Men Speak," featured Black men of all ages talking about organizing through pain, oppression, violence, and connecting the dots between undercounted and overpoliced communities.

THE BOULÉ HAS 5,000 MEMBERS AND 116 CHAPTERS IN STATES WITH HIGH CONCENTRATIONS OF BLACK MEN. THE BOULÉ HAD NOT BEEN ACTIVE IN THE CENSUS PRIOR TO ITS PARTNERSHIP WITH BLACK MEN COUNT, BUT THE GROUP SUBSEQUENTLY MADE IT THEIR TOP PRIORITY FOR 2020 AND AMPLIFIED OUR MESSAGE ACROSS THEIR NATIONWIDE NETWORKS.

THE CENSUS OUTREACH EXPANSION PROJECT, A TEXT-BANKING INITIATIVE, ORGANIZED THREE WAVES OF TEXT-BANKING THAT REACHED MORE THAN 3.5 MILLION GEORGIANS TOTAL. FAIR COUNT'S TEAM ALONE ADDITIONALLY SENT AROUND 564,000 MESSAGES TO VOTERS IN MULTIPLE STATES DURING THE SECOND AND THIRD WAVES.

HOW WE GET RESULTS

NATIONAL AND COMMUNITY PARTNERSHIPS

And Fair Count's partnerships extended to the community level as well. In the summer, when organizers in Louisville, Kentucky, went door-to-door petitioning for justice for Breonna Taylor, Fair Count partnered with them and provided census door hangers to ensure visited households would be seen and heard for the next decade. With Southern Echo in Mississippi, we partnered in census outreach and helped during emergency food distribution efforts following a devastating hurricane in September. And the list of partners with whom we worked on pandemic relief is extensive, with their tireless support allowing us to provide real relief to the communities hit hardest by COVID-19.

No advocacy organization is an island, and Fair Count could not effect long-lasting structural change in Georgia and across the country without the partnership of myriad groups.

As an organization whose strength is its field operations, it's no understatement to say COVID-19 upended everything we did. Social distancing halted in-person events, live census-response gathering, and the Census in the South Bus Tour. Closer to home, Fair Count's Atlanta offices were closed to the public and staff began teleworking.

The communities where we'd most heavily invested resources and person-power were the same that were disproportionately suffering from, and in too many cases dying from, the rapidly spreading illness. Albany, Georgia, the hub of our southwest strategy, became the highest per-capita COVID hotspot in the nation at a time when very little was known about the virus. Large numbers of LatinX farmworkers and poultry plant laborers were forced to work in direct contact with others without masks, their employers refusing to take basic health precautions. Schools closed, and food delivery became a necessity for families experiencing scarcity. And faith communities, particularly in rural areas, struggled to make the tough decision to go online rather than have in-person services.

It no longer made sense, using the lens of long-term power-building, to keep simply asking members of these communities to complete their census surveys. Our entire organizing philosophy, budgeted expenditures, and approach to community outreach had to change.

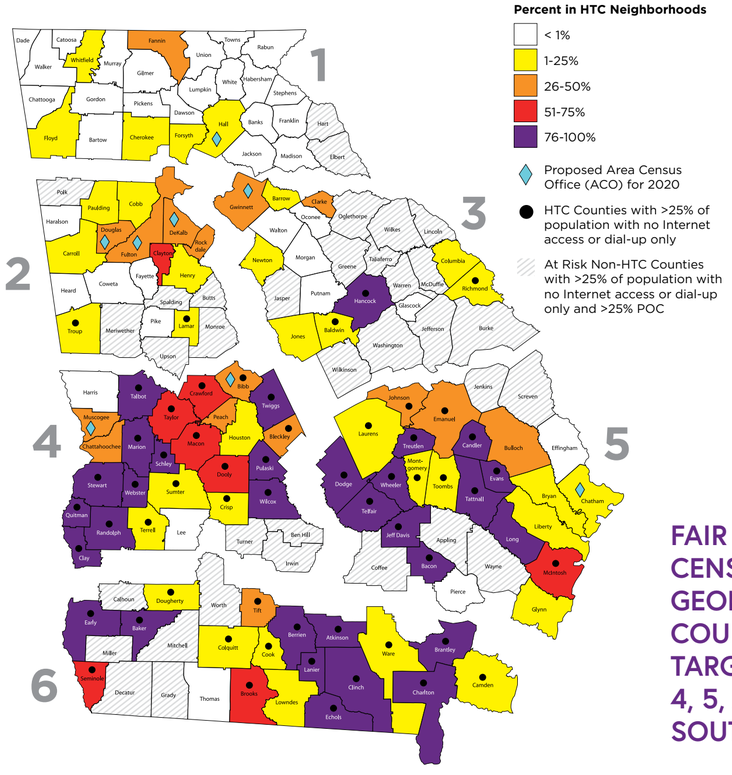
So they did.

Adapting with incredible speed, we sought to make the census part of the solution: With greater need, our organizing philosophy shifted to place greater emphasis on marrying our mission with providing services that our target communities desperately needed. Fair Count employees and volunteers staffed COVID testing stations, curated flu shot events, and, in the most deeply affected areas, food distribution sites, helping those in need and providing on-site census completion opportunities via tablets and laptops. We awarded microgrants to organizations on the ground already offering relief and asked that census promotion be worked into their existing efforts.

Hanging Fair Count literature on doors replaced conversing with residents at their doors, and we distributed more than 30,000 door hangers in English and Spanish in rural Georgia, Mississippi, Florida, Louisiana, and Kentucky. As the pandemic worsened, we began packaging informational palm cards with personal protective equipment (PPE), first distributing PPE Kits to laborers who needed them most, namely poultry plant and farm workers. The kits proved so popular that we enlisted a small army of staff and volunteers to make more, and ultimately, national and Georgia-based teams distributed PPE Kits containing a total of more than 750,000 facemasks and census/voting information.

COVID-19

Unable to directly canvass people when self-response rates were cratering in the final weeks of the census, Fair Count was tapped to launch a massive patch-through call program in eight states connecting targeted African-American/Black, Hispanic/LatinX, and Native American households directly to the Census Bureau. This resulted in nearly 40,000 direct patches for census completion, guaranteeing an estimated $1.8 billion in federal resources for those communities over the next 10 years.



FAIR COUNT 2020 CENSUS ZONE MAP OF GEORGIA'S HARDEST-TO-COUNT COMMUNITIES. WE TARGETED AREAS IN ZONES 4, 5, AND 6 IN MIDDLE AND SOUTH GEORGIA.

Fair Count worked through a staggering number of challenges to the count – including the pandemic, a national uprising, and unprecedented politicization – and the volatility means we're still measuring outcomes. As of this writing, though, numerous metrics reflect our efforts were successful.

Most tellingly, Georgia is one of only three Southern states that saw an overall increase in self-response rates from the 2010 Census, with more than 50 counties matching or exceeding their 2010 self-response rates. Overall, Georgia performed better than 13 other states in the nation – and within 1.5% of 7 other states – despite having a significantly higher number of HTC populations than many of those states and despite having the lowest-performing Area Census Office in the nation responsible for Nonresponse Followup (NRFU) in 60 of Georgia's hardest-to-count counties.

The success of our efforts organizing around the 2020 Census, despite the chaos and upheaval the year produced, sets the stage for Fair Count's next census-related campaign: Mobilizing HTC communities to get involved in the redistricting process. At the time of writing, the 2020 Census data that will guide redistricting is set to be released in September 2021.

2020 GENERAL ELECTION GOTV RECAP

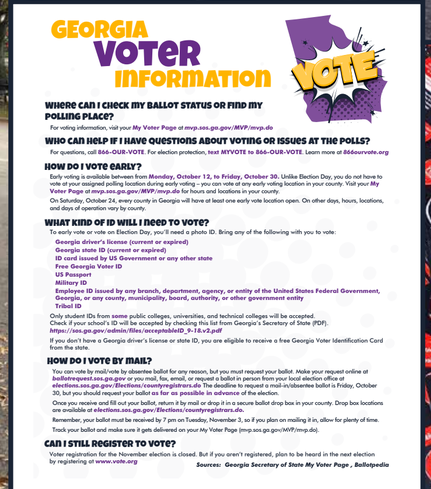
In October 2020, Fair Count transitioned swiftly from its Get Out the Count (GOTC) efforts to Get Out the Vote (GOTV), both nationally and in Georgia. In Georgia, Fair Count targeted 50 counties outside of the major metropolitan areas with the lowest census self-response rate and directed additional resources to 14 of those counties. Nationally, organizers in Nevada, Mississippi, Louisiana, and Florida augmented existing organizing infrastructure with their local on-the-ground partners. Our organizers achieved daily call/text goals, hosted statewide tele-town hall events, and distributed PPE kits containing facemasks and state-specific and bilingual voting information to targeted universes.

FAIR COUNT'S 2020 GENERAL ELECTION GOTV PROGRAM BY THE NUMBERS:

- With Civic Engagement Expansion Effort (C3E), helped send state-specific voter education texts to approximately 10 million voters in 18 states
- Sent 226,608 text messages on top of C3E efforts
- Made 20,562 calls to voters
- Distributed 273,000 facemasks along with voting literature
- Sent 21,615 pieces of direct mail to 14,725 African-American/Black households in Georgia
- In Georgia, encouraged early and mail-in voting in targeted areas
- Observed dozens of polls in target Georgia counties
- Chased 9,000 provisional ballots

Based on initial analysis, Black voter turnout was significantly higher than the state average in Fair Count's 14 core county universe, increasing in all 14 between **4.22%** and **19.20%**. In that universe, the gap in **African-American vote share shrank in 12 counties**, broke even in one county, and trailed in just one.

More broadly, Black voter turnout increased in 48 of our 50 target counties compared to November 2016, matched turnout in one, and declined slightly in just one. In 37 of those 50 counties, the gap in African-American vote share shrank significantly compared to the 2016 vote share gap.



GEORGIA VOTER INFORMATION

VOTE

WHERE CAN I CHECK MY BALLOT STATUS OR FIND MY POLLING PLACE?

For voting information, visit your **My Voter Page** at *mvp.sos.ga.gov/MVP/mvp.do*

WHO CAN HELP IF I HAVE QUESTIONS ABOUT VOTING OR ISSUES AT THE POLLS?

For questions, call **866-OUR-VOTE**. For election protection, text **MYVOTE** to **866-OUR-VOTE**. Learn more at **866ourvote.org**

HOW DO I VOTE EARLY?

Early voting is available between from **Monday, October 12, to Friday, October 30**. Unlike Election Day, you do not have to vote at your assigned polling location during early voting – you can vote at any early voting location in your county. Visit your **My Voter Page** at *mvp.sos.ga.gov/MVP/mvp.do* for hours and locations in your county.

On Saturday, October 24, every county in Georgia will have at least one early vote location open. On other days, hours, locations, and days of operation vary by county.

WHAT KIND OF ID WILL I NEED TO VOTE?

To early vote or vote on Election Day, you'll need a photo ID. Bring any of the following with you to vote:

Georgia driver's license (current or expired)
Georgia state ID (current or expired)
ID card issued by US Government or any other state
Free Georgia Voter ID
US Passport
Military ID
Employee ID issued by any branch, department, agency, or entity of the United States Federal Government, Georgia, or any county, municipality, board, authority, or other government entity
Tribal ID

Only student IDs from **some** public colleges, universities, and technical colleges will be accepted.
Check if your school's ID will be accepted by checking this list from Georgia's Secretary of State (PDF).
https://sos.ga.gov/admin/files/acceptableID_9-18-v2.pdf

If you don't have a Georgia driver's license or state ID, you are eligible to receive a free Georgia Voter Identification Card from the state.

HOW DO I VOTE BY MAIL?

You can vote by mail/vote by absentee ballot for any reason, but you must request your ballot. Make your request online at ***ballotrequest.sos.ga.gov*** or you mail, fax, email, or request a ballot in person from your local election office at ***elections.sos.ga.gov/Elections/countyregistrars.do*** The deadline to request a mail-in/absentee ballot is Friday, October 30, but you should request your ballot as **far as possible in advance** of the election.

Once you receive and fill out your ballot, return it by mail or drop it in a secure ballot drop box in your county. Drop box locations are available at ***elections.sos.ga.gov/Elections/countyregistrars.do.***

Remember, your ballot must be received by 7 pm on Tuesday, November 3, so if you plan on mailing it in, allow for plenty of time.

Track your ballot and make sure it gets delivered on your My Voter Page (mvp.sos.ga.gov/MVP/mvp.do).

CAN I STILL REGISTER TO VOTE?

Voter registration for the November election is closed. But if you aren't registered, plan to be heard in the next election by registering at **www.vote.org**

Sources: Georgia Secretary of State My Voter Page , Ballotpedia

Immediately after we finished our program of chasing 2020 General Election provisional ballots, Fair Count swiftly pivoted again to the next iteration of civic engagement: Georgia's January 2021 Runoff Election.

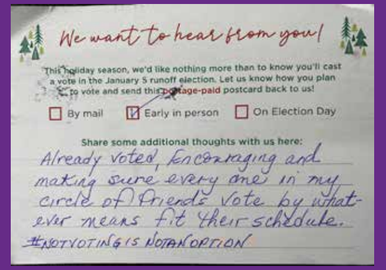
Excepting the 10 metro-Atlanta counties, Fair Count's universe focused on mobilizing Black, LatinX, and Native American voters in 149 of Georgia's 159 counties. Building on the organizing infrastructure we established in the 2020 Census and the General Election, our team carried out large-scale phone, text, door hanger, lit drop, and direct mail programs; continued PPE distribution; ran significant digital advertising; and executed a provisional ballot chase program in the three days following Election Day.

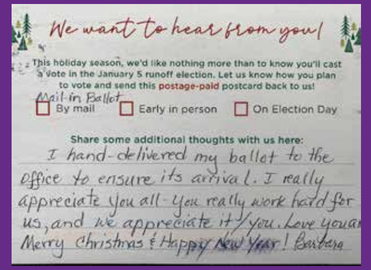
Participation numbers were record-shattering, with **4.4 million** people voting – more than double the number who voted in Georgia's 2008 Senate Runoff Election, previously the highest runoff turnout in Georgia history.

FAIR COUNT'S 2021 RUNOFF ELECTION GOTV PROGRAM BY THE NUMBERS:

- Grew to a staff of 53 and tapped a team of eight outside digital organizers
- Funded partner organizations' hiring of 17 organizers in our target areas
- Distributed 334,000 facemasks along with bilingual voting literature
- Recruited 1,336 volunteers
- Sent 875,516 text messages
- Dialed 191,674 Black voters who did not vote in November through paid, live call banks, ultimately making 504,834 phone calls to our universe
- Averaged 2.5 field contact attempts per voter (not including mail)
- Launched three flights of direct mail to more than 640,000 African American households
- Chased 1,239 provisional ballots in rural areas
- Executed a six-figure statewide Black and LatinX ad buy with Spotify

2020-21 GEORGIA RUNOFF ELECTION GOTV RECAP


We want to hear from you!
This holiday season, we'd like nothing more than to know you'll cast a vote in the January 5 runoff election. Let us know how you plan to vote and send this postage-paid postcard back to us!
☐ By mail ☑ Early in person ☐ On Election Day
Share some additional thoughts with us here:
Already voted, encouraging and making sure every one in my circle of friends vote by whatever means fit their schedule.
#NOTVOTINGISNOTAOPTION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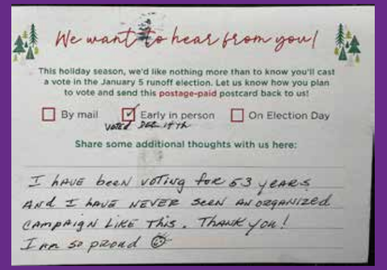
This holiday season, we'd like nothing more than to know you'll cast a vote in the January 5 runoff election. Let us know how you plan to vote and send this postage-paid postcard back to us!
Mail-in Ballot
☐ By mail ☐ Early in person ☐ On Election Day
Share some additional thoughts with us here:
I hand-delivered my ballot to the office to ensure its arrival. I really appreciate you all. You really work hard for us, and we appreciate it! You. Love Your
Merry Christmas & Happy New Year! Barbara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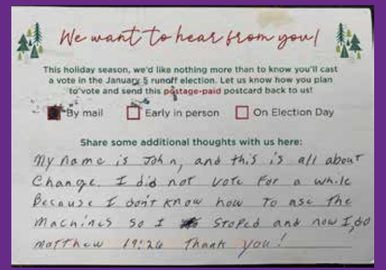
☐ By mail ☑ Early in person ☐ On Election Day
Share some additional thoughts with us here:
I HAVE BEEN VOTING FOR 53 YEARS AND I HAVE NEVER SEEN AN ORGANIZED CAMPAIGN LIKE THIS. THANK YOU!
I AM SO PROUD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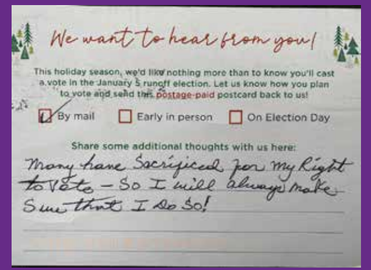
☐ By mail ☐ Early in person ☐ On Election Day
Share some additional thoughts with us here:
My name is John, and this is all about Change. I did not vote for a while Because I don't know how to use the Machines so I Stopped and now I do
matthew 19:26 thank you!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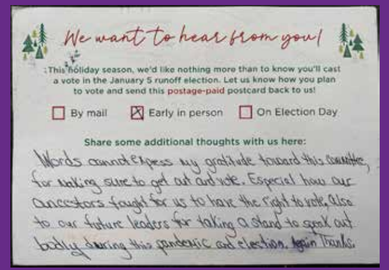
☑ By mail ☐ Early in person ☐ On Election Day
Share some additional thoughts with us here:
Many have Sacrificed for my Right to Vote – So I will always make Sure that I do So!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☐ By mail ☒ Early in person ☐ On Election Day
Share some additional thoughts with us here:
Words cannot express my gratitude toward this campaign for taking time to get out the vote. Especial how our ancestors fought for us to have the right to vote. Also to our future leaders for taking a stand to speak out. Boldly during this pandemic and election. Again Thank.

ONE OF OUR SUCCESSFUL GOTV DIRECT MAIL CAMPAIGNS WAS A HOLIDAY CARD PROGRAM THAT INCLUDED A RETURN POSTCARD ASKING RECIPIENTS TO COMMIT TO VOTING IN THE RUNOFF. ANSWERS IN THE BLANK SPACE PROVIDED WERE OVERWHELMING, AND THESE "LOVE LETTERS TO DEMOCRACY" NOW DECORATE FAIR COUNT'S OFFICES.

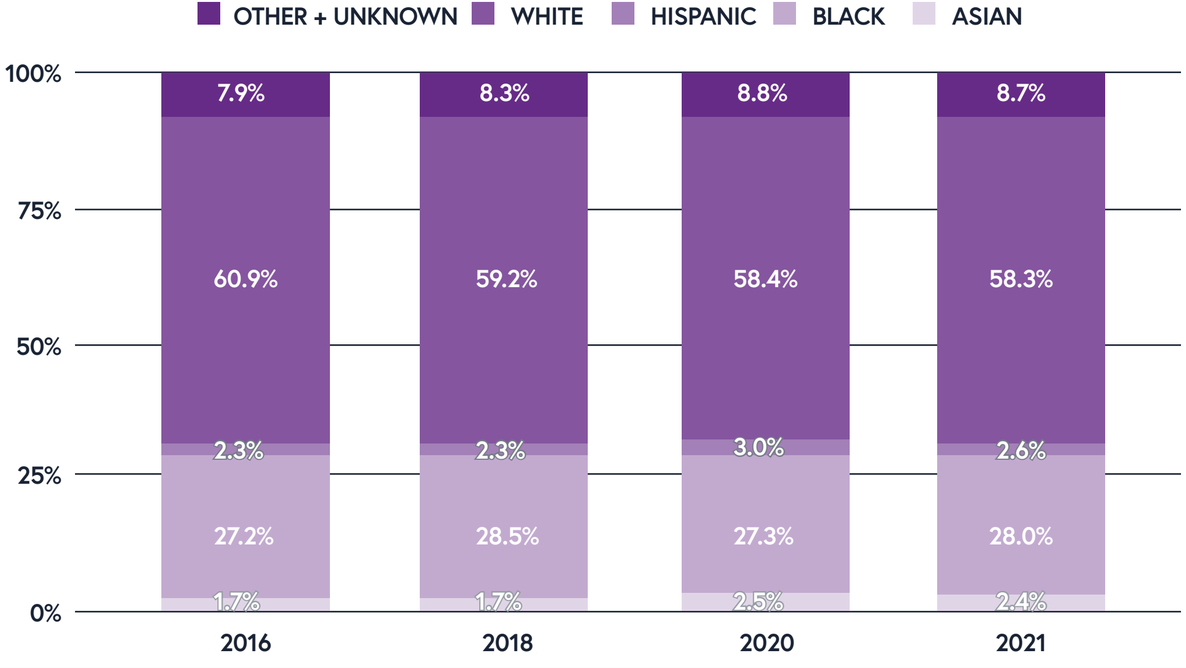
In addition to traditional voter outreach methods like phone-banking, direct mail, etc., Fair Count executed a number of innovative communications campaigns. These included advertising through EBT Fresh, a free online application for food stamp recipients with more than 130,000 members in Georgia, and releasing the inspiring ad, "*The Tables are Turning*," directed by Deon Taylor with music from Janelle Monae and featuring Giavonte and Portia, both Fair Count organizers. The work was done both unilaterally and through crucial partnerships with organizations like Vote Tripling, Georgia Rising, Wake Up & Vote, and the New Georgia Project.

For Fair Count's GOTV efforts, the Runoff Election was an extraordinary success across numerous metrics, with the most significant shifts measured in vote share and turnout. Fair Count identified 28 priority counties that had high gaps between Black vote share and Black voter registration. In the Runoff, **20 of these 28** counties **increased** their Black vote share from the November General to the January Runoff. In fact, every demographic group **except Black voters** either remained roughly the same or decreased slightly from the General to the Runoff Election. Statewide, Black voters saw a **0.7% increase** in their vote share, from 27.3% to 28.0%; counties where Fair Count dropped literature improved their Black vote even more, reaching a **0.94%** increase.

Participation numbers were record-shattering, with **4.4 million** people voting – more than double the number who voted in Georgia's 2008 Senate Runoff Election, previously the highest runoff turnout in Georgia history.

2020-21 GEORGIA RUNOFF ELECTION GOTV RECAP

GA ELECTIONS & VOTE SHARE BY RACE



STATEWIDE, BLACK VOTERS SAW A 0.7% INCREASE IN THE SHARE OF THE TOTAL VOTE FROM 27.3% TO 28.0% FROM THE GENERAL ELECTION TO THE RUNOFF.

As we reflect on what we undertook and achieved in 2020, the support of our donor community is something we do not take for granted. Even as the pandemic upended all our best-laid plans, we received message after message from supportive individuals and organizations.

Because of the generosity of our supporters, new and old alike, we scaled significantly in a matter of weeks both in staff size and capacity.

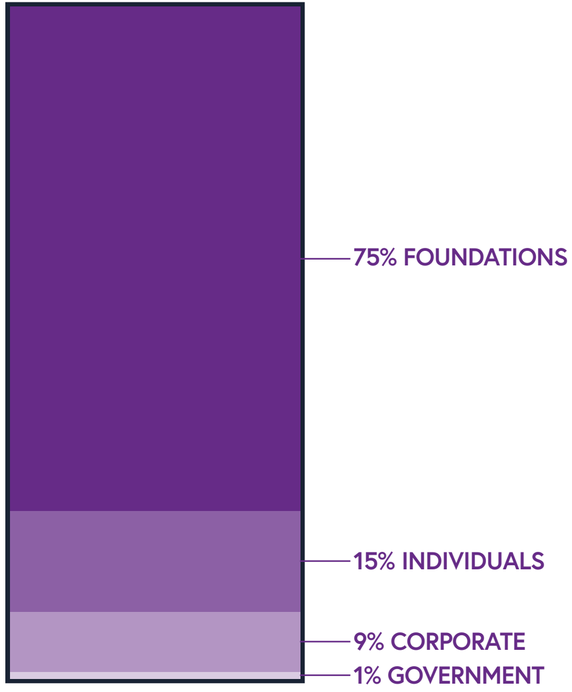
In addition to financial contributions, we received gifts that provided direct services on the ground, including facemasks for staff, volunteers, and community members. Comcast NBCUniversal donated airtime to broadcast our Public Service Announcement to engage communities in the 2020 Census, airing Fair Count messages across more than 40 states for seven months as census deadlines shifted unpredictably.

Across 45 states from more than 1,400 individual supporters, Fair Count received more than $12 Million in cash, pledged, and in-kind donations in 2020. The foundations, corporate partners, family foundations, and individual donors who make up our coalition of supporters fuel our efforts and are instrumental in growing a movement that looks beyond immediate gains and to a larger future where everyone has the power, resources, and representation they deserve.

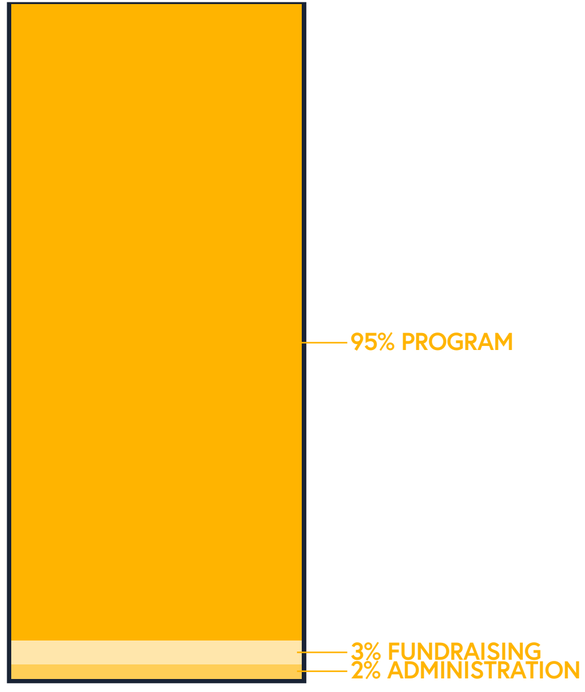
Fair Count sincerely thanks all the partners who support our work.

A YEAR IN REVIEW: FAIR COUNT DEVELOPMENT REPORT

FUNDING SOURCES:



EXPENDITURES:



**Includes revenue from in-kind donations*

WITH GRATITUDE FOR FAIR COUNT'S 2020 PARTNERS

FAIR COUNT

$1,000,000+
Comcast NBCUniversal
Open Society Foundations
The Charles and Lynn Schusterman Philanthropies

$500,000-$999,999
Anonymous
Fair Fight Action, Inc.
Fair Fight, Inc.
The JPB Foundation
The Marguerite Casey Foundation
The Skoll Foundation
Vote Your Voice Initiative, managed jointly the Southern Poverty Law Center and the Community Foundation for Greater Atlanta

$250,000-$499,999
The Arthur M. Blank Family Foundation
New Venture Fund
Silicon Valley Community Foundation
The W.K. Kellogg Foundation
The Wunderkinder Foundation

$100,000-$249,999
Anonymous
Sonya and Tom Campion
The General Service Foundation
Peter Kellner
The Levi Strauss Foundation
The Libra Foundation
The Jonathan Logan Family Foundation
Katie McGrath & J.J. Abrams Family Foundation
The Park Foundation
Tricia and Jeff Raikes

$50,000-$99,999
Anonymous
The Louis and Anne Abrons Foundation
The Beecher Foundation
Jessica and Alejandro Foung
The Glustrom Family Foundation
GRoW @ Annenberg
The Sarah Min and Matt Pincus Foundation
Bob Page
The Public Wise Partnership Foundation
The David Rockefeller Fund
The Tableau Software Foundation, Seattle Foundation
The Way to Rise Fund
The Weissberg Foundation
The Zegar Family Foundation

$25,000-$49,999
The American Online Giving Foundation
The H. van Ameringen Foundation
The Fresh Sound Foundation
The Mai Family Foundation
Tamim Mourad
Tim O'Reilly and Jennifer Pahlka

$10,000-$24,999
Mary Austin
Clifford N. Burnstein
Adriana Cargill
The Emergent Fund
Fund II Foundation
Raj Gajwani
Group Health Foundation
The Jewish Community Foundation, San Diego
The Lebowitz Aberly Family Foundation
Arthur L. Matthews
The Mount Blue Fund of the Essex County Community Foundation
MTV Entertainment Studios
Beth Nash
National League of Cities
The Nelson-O'Neil Fund of the Essex County Community Foundation
The Overbrook Foundation
Polis-Schultz Family Fund
Laura D. Roosevelt
Second Episcopal District AME Church
J. Rutherford Seydel and Laura Turner Seydel
Starry Night Fund
George B. Storer Foundation
United Way of Greater Atlanta
Wei-Hwa Huang

$5,000-$9,999
2253 Apparel, Inc.
M. Asselin - J. Meltzer Fund of the Liberty Hill Foundation
The Bernhill Fund
Barton Burstein
Sharon Chen/ Chen Charlin Family Fund
Ellen L. Dohmen
The EMSA Fund
Maira Kalman
Seema Gajwani
LaTanya Jackson
Richard Marker
Yvonne Orji
Ann Overton
The Rockefeller Family Fund

$1,000-$4,999
Gustaf Alstromer
Marc and Cristina Bensadoun
Dale Berger
Ann Birnbaum
Sam Bonsey
Karen Boyd
William Bragin
Rachel Brier
Dr. Herb Brown
Lisa Brown
Silvette Bullard
Nancy Bynum
Mary Chaney and Nancy Ryan McKisson
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Kris Hermanns
Lisa Honig
Marion Hunt
The Jewish Community Foundation, Los Angeles
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Chris and Beth Karlin
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Eric Kranzler
Dorothy Largay
Andrew Lazarus and Naomi Janowitz
Heidi Lindelof
Amy Lippman
Xiaoqin Ma
Ilona Marsh and Mark Stein
Ian Maxtone-Graham
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Sophie O'shaughnessy
Eileen Ostroff
Kirk Pessner
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Pierson Fund
Michael Pollan and Judith Belzer
Remedy PAC
Samuel Riback
Rockefeller Philanthropy Advisors
Hans Rollema
Ananya Roy
Alex Sagan and Julie Altman
Marcin Sawicki
Linda Schacht
Steven Schimmel
Jayne Baron Sherman and Deby Zum through The Sherzum Fund at Our Fund
Anandi Sheth
Stephen Simon
Patricia Specter
Richard C. Speiglman and Ellen Bernstein
Sarah Stasny
Jill Suttie
Amy Tan
Nicole Toms
Robert Wasserman
Katherine Wenning and Michael Dennis
The Yi Family Fund of Goldman Sachs Philanthropy Fund
A. Carey Zesiger Fund

**This supporter listing reflects donations received from January 1, 2020 to December 31, 2020 and includes in-kind donations.*

FROM OUR VP: WHERE WE'RE HEADED

One of the fundamental laws of physics is that any system, left to its own devices, will tend toward disorder.

That's a succinct description of entropy, a scientific truism that hasn't strayed far from my mind over the past year. I like to throw around scientific truisms, on account of my being a scientist, and this one spent 2020 being my tongue-in-cheek explanation for how so much could go so sideways in such a short amount of time.

From the center of it, 2020 looked like a maelstrom. Like chaos. Like a system tending toward disorder.

The entropy connection is just a winking joke, of course, since invoking it intentionally misses a key component of how entropy actually works. See, in physics, systems tend toward disorder because it takes energy to maintain organization and order. Where energy decreases, disorder increases.

Thinking that our system, our democracy, will naturally tend toward disorder intentionally misses the same thing: With consistent energy, we can maintain organization. We can keep our system ordered.

That, in spite of everything, is what Fair Count does. Through all that transpires, we maintain consistent energy and an ardent belief that enough energy from us, from our partners, and from an engaged public can keep any system, including our democracy, in working order.

We believe it will stay true; that consistent energy can continue maintaining the order of our system through the chaos of voter suppression laws, the forthcoming fights for equitable redistricting, and the incoming 2022 elections.

Left alone, the state of the universe may tend toward disorder. But the arc of the universe still bends toward justice. The difference between the two is just energy.

Dr. Jeanine Abrams McLean
VP, Fair Count

FAIR COUNT

faircount.org