

represent **Us**

ANNUAL REPORT



MONITOR



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WELCOME

RepresentUs was founded on the fundamental belief that Americans deserve a government as good as its promise.

Democracy is not just about casting a ballot every few years; it's about active participation, transparency, and accountability.

It's about ensuring that our government works for "We the People", and not just for the well-connected few.

In 2023, RepresentUs leaned into its position as a movement building organization and convened more than 1,000 advocates at American Democracy Summit (ADS) for 3 inspiring days of work in Los Angeles. By welcoming people from across the political spectrum, ADS demonstrated how collective understanding, activism, and hope are essential to fixing America's broken political system.

We also celebrated - alongside our partners - landmark victories for better representation in places like Oregon, ending foreign influence in elections in places like Maine, and laid the groundwork for countless other campaigns to stop gerrymandering, get big money out of politics, and stop political corruption in its tracks.



Democracy is the foundation of our freedoms, our rights, and our ability to shape the future we want to see. Without a democracy that is representative of and accountable to all Americans, we risk losing the very essence of what makes our country great: the power of the people to chart our own course.

Amidst the crisis our democracy is currently facing, we find ourselves in a moment of extraordinary opportunity. If we can seize it, the next few years could be the ones that history regards as the time that America saved itself.

What sustains us year after year is the belief from you, our supporters, that America can be the world's strongest democracy. We continue the work in 2024 with appreciation for all we've achieved, renewed hope for battles still to be won, and deep gratitude for you.

In support,



Joshua Graham Lynn,
Co-founder & CEO



Jon DeVaan,
Board Chair



YuChiang Cheng,
Board Chair



WE'RE EXPERIENCING A POLITICAL SYSTEM CRISIS IN AMERICA

THE AVERAGE AMERICAN HAS A
NEAR-ZERO IMPACT ON PUBLIC POLICY

LOBBYISTS WRITE OUR LAWS

SPECIAL INTERESTS BUY OUR ELECTIONS

MOST AMERICANS ARE FED UP WITH THE TWO PARTY SYSTEM

ELECTIONS ARE INCREASINGLY UNCOMPETITIVE

PROGRESS IS STOPPED ON NEARLY
EVERY ISSUE AMERICANS CARE ABOUT

**POLITICIANS WON'T
FIX OUR GOVERNMENT
WE HAVE TO**



Imagine an America where...

The brightest minds lead our nation and
prioritize the public good over personal gain

Innovative ideas, not deep pockets,
shape policies and drive progress on the issues
that matter most to Americans



We build a
government that is truly
of, by, and for the people

RepresentUs exists to
fix the system & ensure
our government works for
WE THE PEOPLE



**TO ATTACK THE
ROOT CAUSES OF OUR
GOVERNMENT DYSFUNCTION,
WE ARE LEVERAGING A
PROVEN STRATEGY**

**OUR STRATEGY IS BUILT ON
THREE PILLARS THAT HAVE BEEN
USED BY WINNING MOVEMENTS
THROUGHOUT HISTORY:**

- BUILD A **MASSIVE COMMUNITY**
- WIN NEW LAWS **STATE BY STATE**
- UNITE AMERICANS
ACROSS THE POLITICAL SPECTRUM





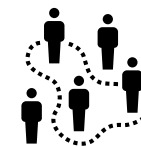
**City by city, state by state,
we're passing laws that:**



**CRACK DOWN
ON CORRUPTION**



**MAKE
ELECTIONS MORE
REPRESENTATIVE**



**END PARTISAN
GERRYMANDERING**

RepresentUs supporter at the Moore v. Harper Protest Rally in Washington, D.C.

IN 2023

we collaborated with
our partners to achieve
**6 transformative wins in 5 states,
including 2 landmark victories**



**HUGE
ANTI-CORRUPTION
WIN IN MAINE**



**HISTORIC RANKED
CHOICE VOTING VICTORY
IN OREGON**





Ban Foreign money in Maine elections rally outside the Maine Statehouse in Augusta

FEATURED VICTORY – MAINE



RepresentUs convened partner organizations and activated hundreds of in-state supporters to pass a historic law that stops foreign governments from meddling in local elections.

- Maine Question 2 passed with overwhelming bi-partisan support thanks, in part, to **RepresentUs volunteers who made over 350,000 direct contacts, including 25,000 calls in support of the ban.**
- Entities owned by foreign governments spent over \$100 million on elections in Maine between 2020-2023. The passage of Question 2 **stopped the corrupt influence of foreign money** on Maine elections and proved that it's possible for us to build power and galvanize voters to get big money out of politics.



See more about our victory here:

“We won with 86% of the vote, the highest margin of victory on a Maine statewide ballot, ever. We could not have done it without the collaboration of the RepUs team.”

–Kaitlin Lacasse,
Campaign Manager, Protect Maine Elections



FEATURED VICTORY – OREGON

RepresentUs members mobilized to help win a first-in-the-nation legislative victory for Ranked Choice Voting.

- RepresentUs partnered with local teams for 4 years and convened a broad coalition of state and local partners. Together they **activated hundreds of volunteers** to give testimony and contact their legislators in support of the measure.
- The passage of Oregon HB 2004 is the **first time in American history where a state legislature has referred a statewide Ranked Choice Voting bill to the ballot**, giving all Oregonians the chance to vote for better representation in every election.



See more about our victory here:



“RepresentUs was a helpful national partner in helping us get a historic victory for a statewide RCV ballot referral through the Oregon legislature. RepresentUs mobilized volunteers to submit written testimony in support of RCV, organized educational events around the state, and motivated voters to lobby their representatives to vote yes on RCV.”

–Mike Alfoni,
Executive Director of OR RCV





IN 2023

we fortified and expanded the democracy reform community



Convened over a thousand leaders representing 50+ organizations at our American Democracy Summit



Trained 128 leaders and campaign professionals through our Campaign Catalyst Program



Delivered 14M+ video views educating Americans about our broken system



Mobilized more than 24,000 people to support winning campaigns

Moore v. Harper protest rally outside the Supreme Court in Washington, D.C.

AMERICAN DEMOCRACY SUMMIT

United brilliant minds from across the political spectrum, igniting 3 days of unity and problem-solving



73%

Met someone of a different political ideology



75%

Made a useful connection



90%

Would attend a future ADS

– Attendee feedback

“ADS exceeded expectations. Incredibly inspiring and motivating. I came back ready to take on the world!”

– Susan Miller



OUR CAMPAIGN CATALYST PROGRAM

gave 128 leaders the tools and best practices we've developed over the past 10 years

THE CAMPAIGN CATALYST PROGRAM CONSISTS OF:

- DEMOCRACY LEADERS TRAINING SERIES
- EXECUTIVE ROUNDTABLE



DEMOCRACY LEADERS

TRAINING SERIES

Steps to the State Legislative Process:
(Disclaimer: This is a general overview of the state legislative process. The specifics will vary state-to-state)

```

  graph TD
    A[Bill Introduction] --> B[Bill Assigned to Committee]
    B --> C[Bill Hearing]
    C --> D[Committee Vote]
    D --> E[Chamber Vote]
    E --> F[Cross Over to Opposite Chamber]
    F --> G[Chamber Vote]
    G --> H[Reconciliation]
    H --> I[Full Chamber Vote]
    I --> J[Governor]
  
```

Chapter One: How the State Legislative Process Works
Check for Understanding:

1. What is the general process from a legislative proposal to passage in state legislatures?
2. Where might you research your own state's legislative process?
3. What makes your state legislative process unique or different from the general process?
4. Why is it important to track legislation and what sort of information should be included?

Reflection Prompts:

- Why is it important to understand your state's legislative process, if you are running a legislative campaign?
- What do you think are key moments during the legislative process?

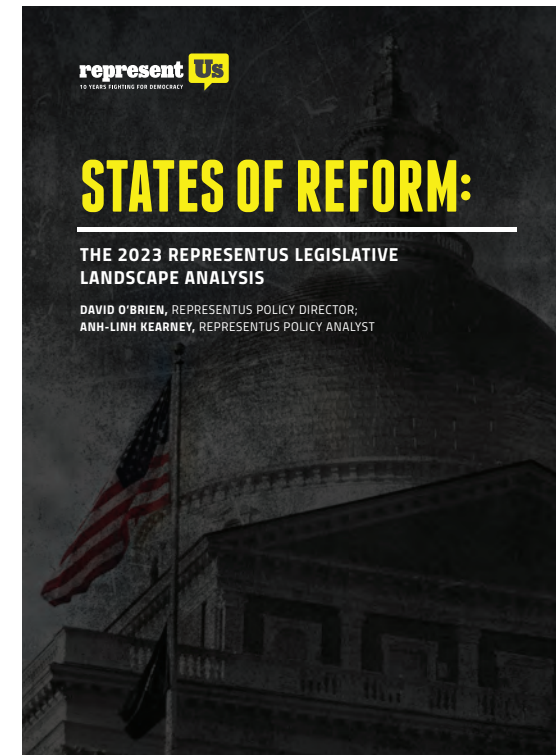
Democracy Leaders Training Series Workbook Pages:

- Page 5: DEMOCRACY LEADERS TRAINING SERIES
- Page 8: DEMOCRACY LEADERS
- Page 12: DEMOCRACY LEADERS
- Page 13: DEMOCRACY LEADERS
- Page 20: DEMOCRACY LEADERS
- Page 66: DEMOCRACY LEADERS
- Page 90: DEMOCRACY LEADERS
- Page 92: DEMOCRACY LEADERS

OUR RESEARCH AND POLICY TEAM

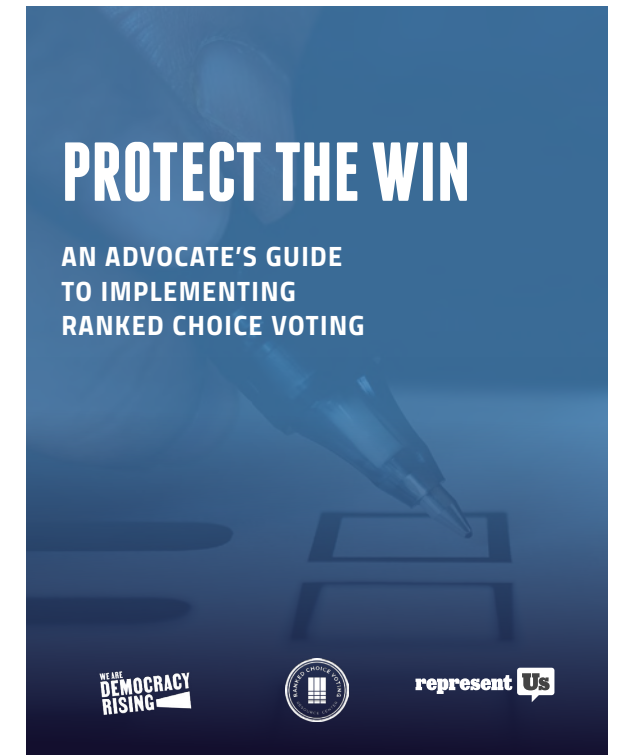
filled critical gaps for campaigns

- We provided discrete, in-kind research to support advocacy, communications, and education.
- We contributed to the growth of our developing issue area by creating reports and white papers examining news, trends, and emerging reforms.



States of Reform

A first-of-its-kind report to show both the progress and obstacles the pro-democracy movement encountered in 2023



RCV Implementation Guide

A resource guide to help advocates smooth the path to a successful RCV election

Fair Maps gerrymandering protest at the Supreme Court in Washington, D.C.

OUR BEST-IN-CLASS MARKETING MACHINE

educated and engaged millions of Americans



14 MILLION
VIDEO VIEWS



100,000
NEW COMMUNITY
MEMBERS



27,000
VOLUNTEER
ACTIONS



See the video here:



The Return of Honest Gil

Over 1 million people watched America's most corrupt politician saddle up his horse once more with another installment of our wildly successful Honest Gil Fulbright series.



RepresentUs went viral on TikTok

Multiple TikTok influencers shared our award-winning content, resulting in over 5 million views



Unbreaking America's Healthcare with Pop Icon Sia

The latest short film in our Unbreaking America series; *Unbreaking America's Healthcare* focused on the political corruption at the root of our broken healthcare system



BUILDING ON 2023 MOMENTUM, WE'RE FIRED UP AND READY FOR 2024

- We're recruiting and **training thousands** of new democracy leaders through our Campaign Catalyst Program
- We're securing the passage of transformative policies in at least **8 states** or larger municipalities
- We're on the ground in Oregon, Nevada, Arizona, and many other states **building grassroots community support**



RCV Rally at Massachusetts State House in Boston, MA; Voting rights supporters rallying in Philadelphia, PA.

**All of this progress
wouldn't be possible without
your commitment and support**

THANK YOU

RepresentUs is deeply grateful to our dedicated volunteers, donors and partners whose commitment to fixing our broken system fueled every moment of impact in 2023. Over the past 10 years, our community has united across the political spectrum to win over 180 victories and pass laws that make government work for the people. But we're just getting started.

**Join us in 2024 and together we can make
America the world's strongest democracy**



BOARD OF DIRECTORS



YuChiang Cheng
President, Hero Bread



Jon DeVaan
FMR-Microsoft; Social Activist



Todd Dipaola
Founder and Chairman, InMarket



Desmond Meade
Executive Director, FL Rights Restoration Coalition



Jennifer Lawrence
Actor & Producer



Ramsey Homsany
President & Co-founder, Octant Bio



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Josh Jones
Entrepreneur & Venture Capitalist



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Actor & Producer



Tara Trask
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Nora Gilbert
Vote.org



Stephen Kennedy Smith
Fellow, MIT; Author, JFK – A Vision for America



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Seth Radwell
Author, American Schism
Fmr CEO, Proactiv



Martin Babinec
Entrepreneur, Investor, Founder TriNet, Unite NY

FINANCIALS

Program:

(Political/Campaigns/Movement/ADS)

60% ■ \$4,608,939

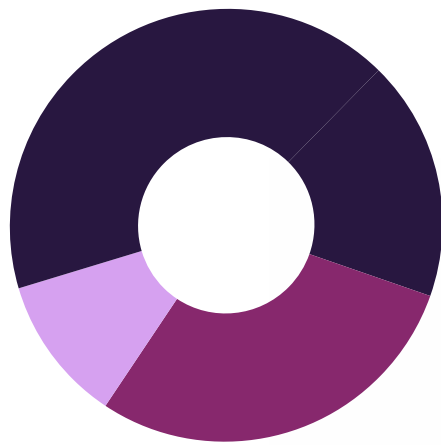
Development:

11% ■ \$854,263

Operating:

29% ■ \$2,208,577

Total: \$7,671,779



See our
full donor list



CONGRESS:
UNTIL GERRYMAN

“You could say that RepresentUs has restored my faith in the future of America. I truly appreciate the non-partisan nature of the organization and how the messaging is informative and easy to understand. The mission resonates with me and I’m excited to work with the Action Brigade and give to the Common Wealth because I feel it is my responsibility to do my part in fixing our democratic system.”

- Shohsei from Washington, D.C.





represent Us
END CORRUPTION. DEFEND THE PUBLIC.

www.represent.us

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