



VICTORY
FUND

ELECTING LGBTQ CHAMPIONS

Highlights of 2017

Representation is Power

OUR MISSION

Victory Fund works to change the face and voice of America's politics and achieve equality for LGBTQ Americans by increasing the number of openly LGBTQ officials at all levels of government.

OUR NEW PRESIDENT & CEO

Mayor Annise Parker

Houston Mayor Annise Parker became the first former elected official to lead Victory Fund when she joined the organization in December 2017. Mayor Parker won elected office nine times throughout her public service career and is the first openly LGBTQ person to be elected mayor of a major American city. In 2010, *TIME Magazine* named her one of the 100 most influential people in the world. She first began advocating for LGBTQ equality in the 1970s and has served as a board member or officer for dozens of organizations since then. Mayor Parker's campaign experience and decades-long connection to Victory Fund makes her uniquely qualified to lead the organization and elect LGBTQ people all across the nation.



2017 BOARD OF DIRECTORS

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Campbell Spencer, Vice Chair
Mattheus Stephens, Treasurer
Chrys Lemon, Secretary
Stuart Appelbaum
Susan Atkins

Pia Carusone
Michael Grover
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Stephen Macias
Sue Burnside (ex-officio)
Daniel Penchina (ex-officio)

2017 VICTORY CAMPAIGN BOARD LEADERSHIP

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Daniel Penchina, Co-Chair
Chris Massicotte, Endorsement Chair

VICTORY FUND STAFF

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Courtney Mott, Victory Campaign Board Director

Year of the Trans Candidate

TIME

Will 2017 Be the Year of the Transgender Candidate?

ADVOCATE

Meet the People Making 2017 the Year of the Trans Candidate

NBC NEWS

Will 2017 Be the 'Year of the Trans Candidate'?

Victory Fund helped make history with the election of five trans candidates to office in 2017—helping more than double trans representation across the nation. Recognizing the unprecedented opportunity to make 2017 the Year of the Trans Candidate, we raised hundreds of thousands of dollars for our trans candidates, secured national media attention and the national donors that come with it, and helped get out the vote on Election Day.



Danica Roem

Virginia House of Delegates

Danica is the first out trans person to win and serve in a state legislature.



Andrea Jenkins

Minneapolis City Council

Andrea is the first out trans woman elected to a major U.S. city's council.



Phillippe Cunningham

Minneapolis City Council

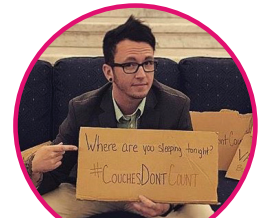
Phillippe is the first out trans man elected to a major U.S. city's council.



Lisa Middleton

Palm Springs City Council

Lisa is the first out trans person elected to a non-judicial office in California.



Tyler Titus

Erie School Board

Tyler is the first out trans person ever elected in Pennsylvania.

Leading Danica Roem to Victory

Victory Fund support was crucial to electing the first out trans state legislator

Danica Roem was an unknown candidate running in a four-way primary for a state legislative seat. The incumbent, of the opposing party and the self-described “chief homophobe” of the Virginia House of Delegates, had held the seat for more than 25 years. She seemed the definition of a long-shot.



While most national organizations were slow to recognize Danica's potential, our political team analyzed her field plan, reviewed her fundraising numbers and understood the district was ripe for a pickup. We endorsed. We raised 41 percent of her primary budget, provided voter targeting and technical assistance, and sent our team on the ground for primary day. She won, and a flood of endorsements followed.

We held fundraisers, provided technical support, and secured national media coverage of her race. We branded her opponent “Bigot Bob”—a nickname that would torment him throughout the general election and appeared in dozens

of publications such as *Washington Post* and *NBC News*. We gave her a prime speaking spot at our National Champagne Brunch, where she told a story about thanking Joe Biden for his support of equality and his kind reaction to her gratitude. We sent the speech transcript to Biden's American Possibilities PAC, and not long after, she received the former Vice President's endorsement.

In the lead up to and on Election Day, our get out the vote operation was in Virginia getting Danica voters to the polls, and she won. Danica became the first out trans person to win and serve in a state legislature, and without Victory Fund and its supporters, it may never have happened.

“Here's the bottom line: I don't know how I would have won without Victory Fund. They had my back when I needed them the most, during the Democratic primary and in the general election. Victory Fund helped me raise thousands of dollars and recruit the volunteers who knocked on doors, made phone calls and put me over the top.”

-VIRGINIA DELEGATE DANICA ROEM



Being the Difference-Maker: Candidate Services

Victory Fund provided an array of campaign services to endorsed candidates across the country—and for some it was the difference between a win or a loss on Election Day.



Financial Support

\$412,000

Raised for our LGBTQ endorsed candidates in 2017.

We held more than a dozen fundraisers to raise money for our game-changing candidates, including Danica Roem, Jenny Durkan and Zachary DeWolf.



Technical Expertise

We helped candidates develop field plans, design voter targeting strategies, finetune direct mail and create messages that resonated with voters.

Here our political team is on the ground in Minneapolis to support voter targeting efforts for city council candidates Andrea Jenkins and Phillipe Cunningham.



ADVOCATE

**Out Lesbian Jenny Durkan Tops
Seattle Mayoral Primary**



Media Visibility

We pitched profiles and storylines about our candidates to raise their visibility and open the door to a national network of fundraising support. More than **80 articles** about our candidates were a direct result of Victory Fund media outreach, and our team turned **Year of the Trans Candidate** and the leaders making it happen into a national media narrative.



DAILY BEAST
How Tyler Titus Became a Transgender Hero



teenVOGUE
4 Transgender Candidates to Watch





Persuasion Campaigns

We partnered with Georgia Equality to launch an Independent Expenditure campaign on behalf of our Atlanta-area candidates—including social media ads and direct mail targeting LGBTQ Atlantans. **More than 70 percent** of voters targeted by the campaign went to the polls on Election Day, despite just 39 percent of registered voters having cast their ballots.

We also launched digital campaigns on behalf of Virginia House of Delegates candidate Danica Roem, aimed at turning out her voters in the primary. Danica bested three primary challengers.



Coalition Building

We worked with more than **23 electoral partners** to build coalitions and secure additional endorsements and support for our candidates. Our partners included:



On the Ground

Twenty-four Victory Fund staff and volunteers were knocking on doors across the country in the lead up to Election Day—turning out voters for seven of our LGBTQ endorsed candidates.



Our Candidates Make History

Trans candidates were not the only ones to make history in 2017. In states both red and blue, our candidates broke new barriers and secured victories thought unlikely just a few years before.



Seattle Elects Its First Lesbian Mayor

Jenny Durkan became the first openly lesbian mayor of Seattle and just the second out lesbian to be elected mayor of a major American city. She is also the first woman to serve as Seattle mayor since the 1920s. Throughout the campaign, Victory Fund bundled thousands of dollars, provided direct contributions and organized volunteers to ensure voters sent in their ballots before Election Day.

Breakthrough in Alaska

Felix Rivera and **Christopher Constant** won their races to become the first openly LGBTQ representatives of the Anchorage Assembly, and two of just three openly LGBTQ elected officials in all of Alaska. Both won despite a crowded field of opponents and homophobic mailers targeting Felix the weekend before Election Day.



An All-LGBTQ City Council

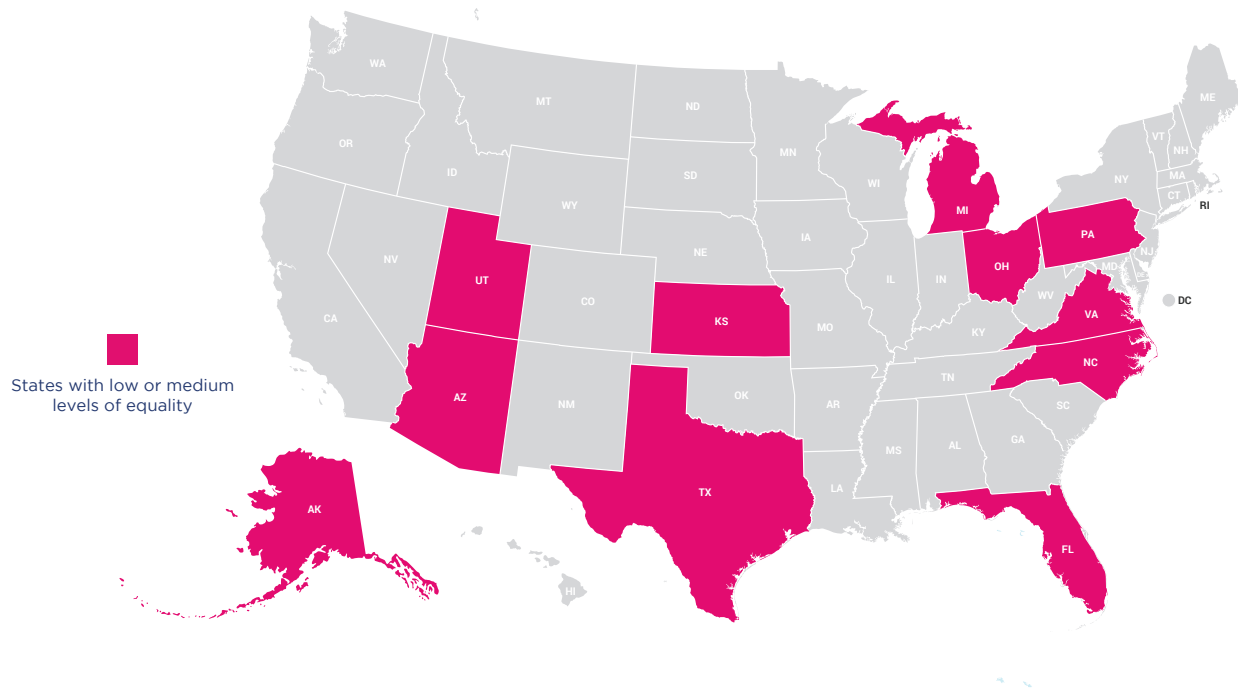
The Palm Springs City Council became the first all-LGBTQ city council in U.S. history, after candidates **Lisa Middleton** and **Christy Holstege** won on Election Day.



Transforming Red States

More than half of our endorsed candidates ran in states with low or medium levels of equality for LGBTQ people—and more than half won their races. Victory Fund is focusing 2018 resources on building a pipeline of LGBTQ candidates in states lacking full equality for LGBTQ people.

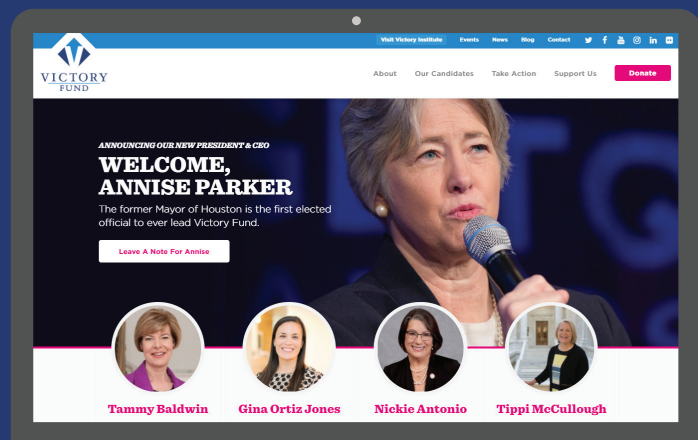
Victory Fund endorsed candidates won in 11 states with low or medium levels of equality.



Growing Our Influence

Victory Fund raised its visibility and influence in 2017 by:

- Securing media coverage in more than 40 national media outlets—including *The New York Times*, *TIME Magazine*, *MSNBC*, *Washington Post*, *Teen Vogue* and *National Journal*—as well as hundreds of local media outlets;
- Increasing our list of digital subscribers by more than 175 percent; and
- Boosting traffic by 23 percent to our new candidate-focused website.



2017 Endorsed Candidates

88
ENDORSED
CANDIDATES

50
WINS

57%
WIN RATE

Spotlight Candidates

• = WINNER

| | | | |
|---|----------------------|----|-----------------------------|
| • | Christopher Constant | AK | Anchorage Assembly |
| • | Felix Rivera | AK | Anchorage Assembly |
| | Cathy Woolard | GA | Mayor of Atlanta |
| • | Andrea Jenkins | MN | Minneapolis City Council |
| • | Phillipe Cunningham | MN | Minneapolis City Council |
| • | Danica Roem | VA | Virginia House of Delegates |
| • | Jenny Durkan | WA | Mayor of Seattle |

86%
OF VICTORY FUND
SPOTLIGHT CANDIDATES
WERE VICTORIOUS

General Candidates

• = WINNER

| | | | |
|---|--------------------|----|---------------------------------|
| | Kevin Patterson | AZ | Phoenix City Council |
| • | Paul Durham | AZ | Tucson City Council |
| • | Mike Bonin | CA | Los Angeles City Council |
| • | Christy Holstege | CA | Palm Springs City Council |
| | Luis Lopez | CA | California State Assembly |
| • | Lisa Middleton | CA | Palm Springs City Council |
| • | Guyleen Castriotta | CO | Broomfield City Council |
| • | Michael Gongora | FL | Miami Beach City Commission |
| | Rafer Johnson | GA | Mayor of South Fulton |
| | Joshua McNair | GA | Fulton County Commission |
| | DeAndre Pickett | GA | Georgia State House |
| | Kirk Rich | GA | Atlanta City Council |
| | Liliana Bakhtiari | GA | Atlanta City Council |
| | Keisha Waites | GA | Chair, Fulton County Commission |
| | Alex Wan | GA | Atlanta City Council President |
| | Joseph Johnston | IL | Berwyn Township Trustee |
| • | Jose Ramirez | IL | Berwyn City Council |
| • | Jeanine Reardon | IL | Berwyn City Council |
| • | Margaret Paul | IL | Berwyn Town Clerk |
| • | Nick Kachiroubas | IL | Crystal Lake City Clerk |
| • | Jeff Harris | KS | Westwood City Council |
| | Seth Bloom | LA | New Orleans City Council |
| • | Denise Simmons | MA | Cambridge City Council (Mayor) |

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|---|------------------|----|--------------------------------------------|
| • | Matthew Miller | MA | Newton School Committee |
| | Nicole Castillo | MA | Newton City Council |
| • | Michael Fenton | MA | Springfield City Council |
| | Mike Kelley | MA | Boston City Council |
| • | Nelson Roman | MA | Holyoke City Council |
| • | Alex Morse | MA | Mayor of Holyoke |
| | Kris Fair | MD | Frederick Board of Aldermen |
| • | Patrick Wojahn | MD | Mayor of College Park |
| | Marpheen Chann | ME | Portland City Council |
| | Jim McClurken | MI | Lansing City Council |
| • | Peter Spadafore | MI | Lansing City Council |
| • | Carol Becker | MN | Minneapolis Board of Estimate and Taxation |
| | Jillia Pessenda | MN | Minneapolis City Council |
| • | Karen Stegman | NC | Chapel Hill Town Council |
| • | LaWana Mayfield | NC | Charlotte City Council |
| • | Lydia Lavelle | NC | Mayor of Carrboro |
| • | Vernetta Alston | NC | Durham City Council |
| | Ryan Richman | NH | Manchester Board of Aldermen |
| • | Reginald Bledsoe | NJ | Newark Board of Education |
| • | Dean Dafis | NJ | Maplewood Township Committee |
| | Don Guardian | NJ | Mayor of Atlantic City |
| • | Ed Zipprich | NJ | Red Bank City Council |
| • | Tim Eustace | NJ | New Jersey General Assembly |



| | | | |
|---|----------------|----|-------------------------------------------|
| | Shannon Cuttle | NJ | South Orange/Maplewood Board of Education |
| • | Reed Gusciora | NJ | New Jersey General Assembly |
| | Kristen Browde | NY | New Castle Town Supervisor |
| • | Richard Conti | NY | Albany Common Council |
| | Mel Wymore | NY | New York City Council |
| | Elvin Garcia | NY | New York City Council |
| • | Corey Johnson | NY | New York City Council |
| | Dylan Schwartz | NY | New York City Council |
| | Kevin Carroll | NY | New York City Council |
| | Jimmy Pearson | NY | Dutchess County Legislature |
| • | Chris Seelbach | OH | Cincinnati City Council |
| • | Tamaya Dennard | OH | Cincinnati City Council |
| | Darlene Rogers | OH | Hamilton County Municipal Judge |
| | Renee Hevia | OH | Cincinnati Board of Education |
| • | Ryan Messer | OH | Cincinnati Board of Education |
| • | Nick Komives | OH | Toledo City Council |
| | Henry Sias | PA | Philadelphia Court of Common Pleas |

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|---|---------------------|----|---------------------------------------------|
| | Ernie Schlegel | PA | Reading City Council |
| • | Ben Allatt | PA | Harrisburg City Council |
| | Joshua Brady | PA | Mayor of Lebanon |
| • | Tyler Titus | PA | Erie School Board |
| • | Amy Zanelli | PA | Lehigh County Commission |
| | Chris Anderson | TN | Chattanooga City Council |
| | Johnny Boucher | TX | Grand Prairie ISD School Board |
| | Joshua Carter | TX | El Paso Community College Board of Trustees |
| • | Omar Narvaez | TX | Dallas City Council |
| | Taylor Knuth | UT | Ogden City Council |
| • | Christopher Wharton | UT | Salt Lake City Council |
| | Sophia Hawes-Tingey | UT | Mayor of Midvale |
| • | Lawrence Webb | VA | Falls Church School Board |
| • | Mark Levine | VA | Virginia House of Delegates |
| • | Zachary DeWolf | WA | Seattle School Board |
| | Chad Harper | WA | Des Moines City Council |
| • | Nathan Jeffries | WA | Spokane County Water Utility Commission |
| • | Mitzi Johanknecht | WA | King County Sheriff |

Join us at Victory Fund Champagne Brunches across the nation!



Charlotte City Councilwoman **LaWana Mayfield** (left) at the Victory Fund Atlanta Bubbles & Biscuits on March 19, 2017.



Ohio State Representative **Nickie Antonio** (above) at the Victory Fund Chicago Champagne Brunch on October 1, 2017.



U.S. Congressman **Sean Patrick Maloney** (above) at the Victory Fund Houston Champagne Brunch on April 23, 2017.

For more information about upcoming Victory Fund events, visit victoryfund.org/events.

Victory Fund Financials

Impact by the Numbers

\$412,000

RAISED FOR
CANDIDATES

24

STAFF AND VOLUNTEERS
ON THE GROUND

80+

ARTICLES SECURED
FOR CANDIDATES

88

ENDORSED CANDIDATES

57%

CANDIDATE WIN RATE

11

LOW OR MEDIUM EQUALITY
STATES WITH VICTORIOUS
CANDIDATES

5

VICTORIOUS
TRANS CANDIDATES

80%

of expenses
toward Political
Program

