



VICTORY
FUND

ELECTING LGBTQ LEADERS: Highlights of 2016



Victory Fund 2016: Representation Matters

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.

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VICTORY FUND

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HISTORY *in the making*

America Elects First LGBTQ Governor!

Oregon Governor Kate Brown became the first openly LGBTQ person elected governor in the United States. Victory Fund is proud to have supported her throughout her career, from campaigns for the state House and Senate, to Secretary of State, and now as Governor!

“

Victory Fund's endorsement brings critical fundraising and campaign support – and is among the most meaningful I've received throughout my public service career.

”

Kate Brown | Oregon Governor



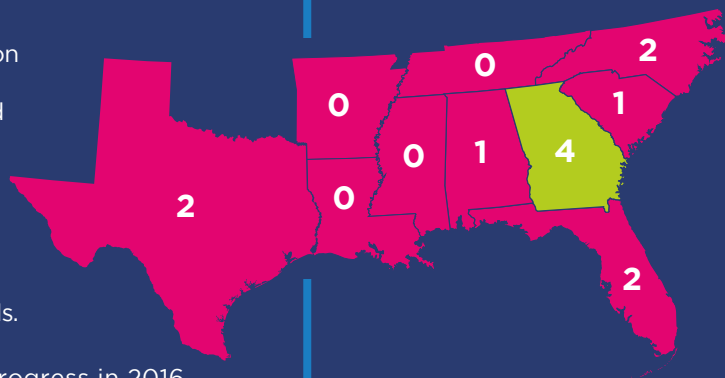
Governor Brown is sworn-in on January 9, 2017.

Georgia Leads the South in LGBTQ State Legislators

Now has eight out elected officials including four LGBTQ State Lawmakers

Two decades ago, LGBTQ Atlantans could legally be fired from their jobs and lose their careers because of their sexual orientation or gender identity. Today, the city is leading the emergence of the “New South”—one built on respect, justice, and equality—and LGBTQ political leaders are in many ways the vanguard of this transformation.

Atlanta now enjoys full protections for LGBTQ people, and Georgia is leading the entire region in LGBTQ representation in government. One would have to travel 1300 miles west, or 600 miles north, to reach a state with as many LGBTQ elected officials.



States with few LGBTQ state legislators tend to have lower levels of equality.

Low-equality states with <2 LGBTQ state legislators

Low-equality states with 3+ LGBTQ state legislators



We built upon this progress in 2016 with two big wins. At just 24, Park Cannon became the first queer-identified person elected to the state legislature in a special election to replace Simone Bell, who was the first black lesbian in the country to be elected to a state legislature. In November, Sam Park unseated an entrenched anti-LGBTQ representative to become the first gay man and Asian American elected to the Georgia state house.



The Battleground: State Legislatures

IN 2015,
THERE WERE **98** LGBTQ STATE
LAWMAKERS

NOW THERE
ARE **109** LGBTQ STATE
LAWMAKERS

BIG VICTORY WINS INCLUDE

4

LGBTQ PEOPLE OF COLOR

2016 Trailblazers



Carlos Guillermo Smith
Florida State Representative



Leslie Herod
Colorado State Representative



Daniel Hernandez
Arizona State Representative

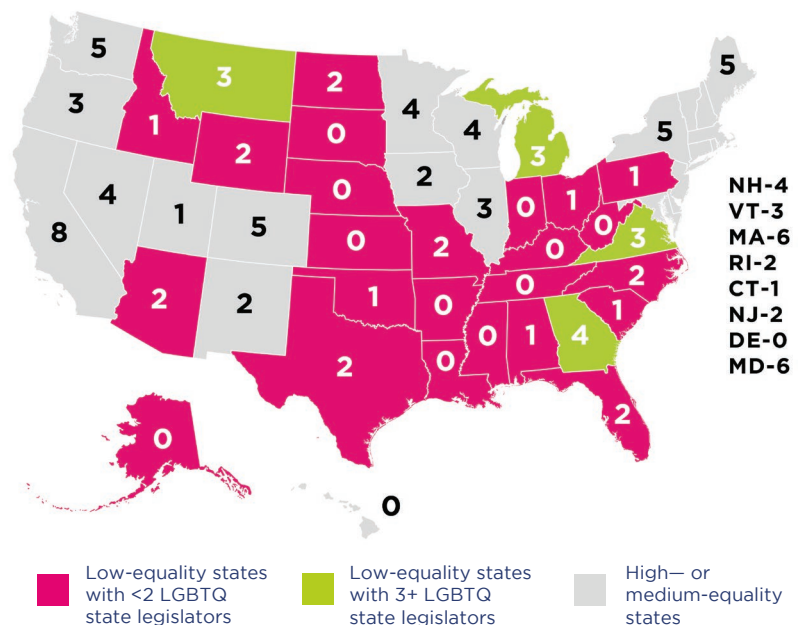


Sam Park
Georgia State Representative

While the LGBTQ movement made amazing gains toward equality in recent years, we continue to face a virulent and growing state-based backlash to our progress. In 2016, over 200 anti-LGBTQ bills were introduced in state legislatures across the country, including measures that would invalidate marriage equality, ban transgender people from using public facilities, and grant businesses a license to discriminate against LGBTQ people.

Victory Institute research found that nearly 75% of states facing anti-LGBTQ legislation had only one or no out state lawmakers. Simply put, when LGBTQ people aren't at the table, we are on the menu. This was most evident in North Carolina, which had no out members of the state legislature during the infamous debate and passage of discriminatory House Bill 2. Representation matters, and Victory Fund is working to grow the number of out state lawmakers who will be our community's voices at the table in this critical battleground for LGBTQ rights.

Representation matters:
Low LGBTQ representation = low equality.



Political Program: Candidate & Campaign Services

Victory Fund's coaching, technical assistance and communications support are often the crucial difference-makers for LGBTQ candidates. We are proud to have secured key endorsements, PAC checks, and invaluable media exposure for our candidates that bolstered their fundraising and shifted the dynamics of the race.

“

Victory Fund stood by me the entire way—from providing crucial campaign advice to securing media placements in national magazines. The resources they provided were invaluable to my campaign. ”

Leslie Herod | Colorado State Representative

In 2016 we worked with more than 15 electoral partners to build coalitions for our candidates, including:



LEAGUE OF CONSERVATION VOTERS



DLCC Essential Races

Victory Fund lobbied hard to elevate our top state legislative races to the Democratic Legislative Campaign Committee's (DLCC) "Essential Races" tier, which highlights candidates for the most competitive state legislative districts. Six of our spotlight candidates became "Essential Races" because of our work—sparking a fundraising boon for the campaigns, including a \$10K direct contribution from the DLCC to our most competitive race.



The "Beth Tuura Machine"

In one of the biggest prizes of the cycle, Victory Fund secured an

endorsement from President Barack Obama for Beth Tuura, our candidate in a competitive Florida swing district. Victory Fund was dubbed the "Beth Tuura Machine" by a key party official for our ability to secure key endorsements on her behalf. We were also a driving force behind her primary win, thanks to a game-changing attack ad we devised for the campaign that derailed her top opponent. While she didn't win the general, Beth waged an impactful campaign, expanding the debate and proving LGBTQ candidates can and do shift conservative communities.

October 21, 2016

President Barack Obama endorses Linda Stewart and Beth Tuura in Orlando area legislature races

The Agenda: Visibility & Reach

The Agenda Launches

Election season 2016 required new tools for delivering political insights and stories about our candidates and their campaigns. The Agenda—a new weekly newsletter to our constituents—unearthed the information that mattered most for those following LGBTQ candidates and politics. Its readership grew by more than 30% in the last three months of the campaign, and is now read weekly by more than 50,000 people.



84%

GROWTH IN EMAIL
SUBSCRIBERS



19,645

TWITTER
FOLLOWERS



113,722

FACEBOOK
FOLLOWERS



840,216 Facebook users saw
a Victory Fund post in 2016

In the News

METROWEEKLY

86 VICTORY FUND-ENDORSED
CANDIDATES WIN ELECTIONS

The Washington Post

In a year of setbacks, activists push to
encourage more LGBT candidates

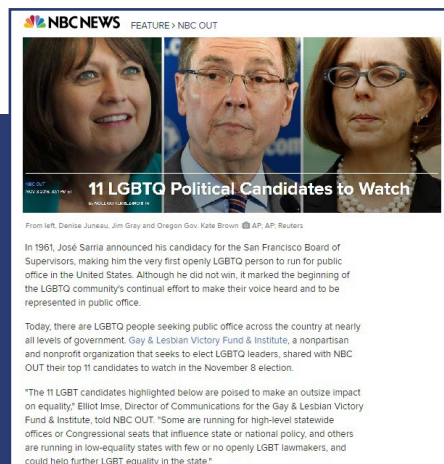
ADVOCATE

*Post-Orlando: Fearless LGBT
Leadership More Important Than Ever*

Victory Fund appeared in more than 150 stories throughout the election season—including in the *Washington Post*, *The Nation*, *The New Yorker*, *NBC News*, *BuzzFeed*, *Huffington Post* and *The Advocate*. Nearly a dozen op-eds from President & CEO Aisha C. Moodie-Mills were published as well.

Promoting Our Candidates

We created media opportunities for our candidates by driving beneficial media narratives, proactively pitching op-eds and stories, and assisting campaigns with talking points and media releases. Dozens of positive articles about our candidates ran because of Victory Fund's behind-the-scenes communications work.





CELEBRATING 25 YEARS OF VICTORY



In 2016, Victory Fund celebrated 25 years of working to recruit, support and elect LGBTQ leaders who become difference-makers at every level of government. Throughout 2016, Victory Fund honored our aspiring and successful past candidates, and highlighted the importance of continuing the fight to elect LGBTQ leaders who can move equality forward.



(Top) Chelsea Clinton at Victory Fund and Human Rights Campaign event at the Democratic National Convention, (1) President & CEO Aisha C. Moodie-Mills, (2) U.S. Representative Mark Takano (CA), (3) then Senior Advisor to President Obama, Valerie Jarrett.

Representation Matters: How Victory Fund, Victory Institute, and LGBT Leaders are Transforming America

Victory Fund and Victory Institute's 25th anniversary coffee table book tells the incredible story of the organizations' founding—from the first endorsed candidate to the hundreds endorsed today. Importantly, it is also the story of the LGBTQ heroes who have championed equality and transformed our nation, one election at a time.

Join the Victory Fund Cabinet with an annual contribution of \$1200 a year or more and we will send the 25th anniversary coffee table book as our gift to you. Learn more at victoryfund.org/cabinet.



NEW
BOOK!

2017

Victory Fund National Champagne Brunch

This is not your ordinary brunch.

Join Senator Tammy Baldwin, Mayor Pete Buttigieg and other LGBTQ elected officials for the Victory Fund National Champagne Brunch. Enjoy great food, champagne and inspiring speakers while supporting our efforts to elect LGBTQ candidates across the country.

Sunday, May 21, 2017
11am – 2pm
Omni Shoreham Hotel
Washington, DC

Purchase tickets at victoryfund.org/nationalbrunch



Our Candidates:

Election 2016

Endorsed
Candidates: 160

87
WINS

73
LOSSES

Spotlight

• = WINNER

Matt Heinz	AZ	U.S. House
• Daniel Hernandez	AZ	Arizona State House
• Leslie Herod	CO	Colorado State House
Ken Keechl	FL	Florida State House
• Carlos Guillermo Smith	FL	Florida State House
Beth Tuura	FL	Florida State House
Jennifer Webb	FL	Florida State House
• Park Cannon	GA	Georgia State House
Jim Gray	KY	U.S. Senate
Angie Craig	MN	U.S. House
• Greg Razer	MO	Missouri State House
Denise Juneau	MT	U.S. House
Jane Campbell	NC	North Carolina House
Kyle Thorson	ND	North Dakota State House
Tommy Greene	OH	Ohio State House
• Kate Brown	OR	Governor
• Mary Gonzalez	TX	Texas State House
Tina Podlodowski	WA	Secretary of State
Brady Walkinshaw	WA	U.S. House
Stephen Skinner	WV	West Virginia House of Delegates
Rod Snyder	WV	West Virginia House of Delegates

General

• = WINNER

• Steve Gallardo	AZ	Maricopa County Board of Supervisors
• Lawrence Robinson	AZ	Roosevelt Elementary School Governing Board
• Kyrsten Sinema	AZ	U.S. House
Kimberly Alvarenga	CA	San Francisco Board of Supervisors
• Toni Atkins	CA	California State Senate
• John Bauters	CA	Emeryville City Council
Pablo Benavente	CA	Concord City Council
• Sabrina Cervantes	CA	California State Assembly
• Chris Clark	CA	Mountain View City Council
• Susan Eggman	CA	California State Assembly
• Georgette Gomez	CA	San Diego City Council
Eric Gray	CA	Long Beach City Council
• Steve Hansen	CA	Sacramento City Council
Paul Henderson	CA	San Francisco Superior Court
Thomas Lister-Looker	CA	Palm Springs Unified School District

• Evan Low	CA	California State Assembly
Brady McCarron	CA	Perris City Council
• Gary Miller	CA	Roseville City School Board
• Darryl Moore	CA	Berkeley City Council
Bao Nguyen	CA	U.S. House
• Greg Pettis	CA	Cathedral City City Council
• Alex Randolph	CA	San Francisco Community College Board Trustee
Dave Roberts	CA	San Diego County Board of Supervisors
Greg Rodriguez	CA	California State Assembly
• Rene Spring	CA	Morgan Hill City Council
John Stevens	CA	Martinez City Council
• Mark Takano	CA	U.S. House
Bryan Urias	CA	State State Assembly
• Chris Ward	CA	San Diego City Council
• Scott Wiener	CA	California State Senate
Billie Joe Wright	CA	Anaheim Elementary School District Board of Trustees
• Lesley Zandle	CA	Director, Desert Healthcare District
Cesar Zepeda	CA	Richmond City Council
Erin Bennett	CO	Colorado State Senate
• Jared Polis	CO	U.S. House
• Paul Rosenthal	CO	Colorado State House
Marti Smith	CO	Jefferson County Commissioner
John Scott	CT	Connecticut State House
• Jack Jacobson	DC	District of Columbia State Board of Education
Kevin Beckner	FL	Hillsborough Clerk of the Circuit Court
Alan Clendenin	FL	Hillsborough County School Board
Michael Gongora	FL	Florida State Senate
Lea Krauss	FL	Broward County Circuit Court
Bob Poe	FL	U.S. House
• David Richardson	FL	Florida State House
Steven Smith	FL	Florida Keys Mosquito Control Commission
Gary Alembik	GA	Fulton County Superior Court
• Karla Drenner	GA	Georgia State House
Linda Curtis	GA	Towns County Sheriff
• Joan Garner	GA	Fulton County Commissioner
Rafer Johnson	GA	Georgia State House
Joshua Noblitt	GA	Georgia State House
• Samuel Park	GA	Georgia State House
Valerie Vie	GA	Georgia State House



Kim Coco Iwamoto	HI	Hawaii State Senate
• Liz Bennett	IA	Iowa State House
Bryce Smith	IA	Iowa State House
• John McCrostie	ID	Idaho State House
• Kelly Cassidy	IL	Illinois State House
• Greg Harris	IL	Illinois State House
• Catherine Schneider	IL	Circuit Court of Cook County
Ed Underhill	IL	Judge of the Circuit Court of Cook County
Dana Black	IN	Indiana State House
• Julian Cyr	MA	Massachusetts State Senate
• Eileen Duff	MA	Massachusetts Governor's Council
Nora Harrington	MA	Massachusetts State Senate
• Jack Lewis	MA	Massachusetts State Senate
• Stan Rosenberg	MA	Massachusetts State Senate
Kelly Cross	MD	Baltimore City Council
Henry Beck	ME	Maine State Senate
• Justin Chenette	ME	Maine State Senate
• Ryan Fecteau	ME	Maine State House
• Andrew McLean	ME	Maine State House
• Jon Hoadley	MI	Michigan State House
• Brian McGrain	MI	Ingham County Commission
• Jason Morgan	MI	Washtenaw County Commission
• Jeremy Moss	MI	Michigan State House
• Richard Renner	MI	Pioneer Township Supervisor
Brian Stone	MI	Michigan State House
• Scott Dibble	MN	Minnesota State Senate
• Erin Maye Quade	MN	Minnesota State Senate
• Randy Dunn	MO	Missouri State House
• Bryce Bennett	MT	Montana State House
Julia Boseman	NC	New Hanover County Commission
• Greg Ford	NC	Wake County Commission
Matt Hughes	NC	Orange County Commissioner
Billy Maddalon	NC	North Carolina State House
Linda Stephens	NC	North Carolina Court of Appeals
• Joshua Boschee	ND	North Dakota State House
Rachael Booth	NH	New Hampshire State House
• Ed Butler	NH	New Hampshire State House
Aaron Gill	NH	New Hampshire State House
• Chris Pappas	NH	New Hampshire Executive Council
Sue Fulton	NJ	Monmouth County Board of Freeholders
• Jacob Candelaria	NM	New Mexico State Senate
• Liz Stefanics	NM	New Mexico State Senate

• Nelson Araujo	NV	Nevada State Senate
• Kelvin Atkinson	NV	Nevada State Senate
• David Parks	NV	Nevada State Senate
Devon Reese	NV	Nevada State Senate
• Pat Spearman	NV	Nevada State Senate
John DeVito	NY	New York State Senate
Grace Hanlon	NY	New York State Supreme Court
• Sean Maloney	NY	U.S. House
• Matthew Titone	NY	New York State Assembly
• Nickie Antonio	OH	Ohio State House
Terry Brown	OH	Franklin County Recorder
• Sandra Kurt	OH	Summit County Clerk of Courts
Darlene Rogers	OH	Hamilton County Court of Common Pleas
Jon Gustafson	OR	Lake Oswego City Council
Paul Southwick	OR	Oregon State House
• Brian Sims	PA	Pennsylvania State House
• David Cicilline	RI	U.S. House
• Deb Ruggiero	RI	Rhode Island State House
Mark Siedlecki	TN	Hamilton County Assessor of Property
Dakota Carter	TX	Texas State Board of Education
Huey Rey Fischer	TX	Texas State House
• Jimmy Flannigan	TX	Austin City Council
• Celia Israel	TX	Texas State House
• Steven Kirkland	TX	334th Civil District Court
• Kim Ogg	TX	Harris County District Attorney
John Sission	TX	Travis County Sheriff
• Debbie Ingram	VT	Vermont State Senate
• Johanna Bender	WA	King County Superior Court
• Robert Gelder	WA	Kitsap County Commissioner
Kathy Gillespie	WA	Washington State House
Anthony Gipe	WA	King County Superior Court
• Laurie Jinkins	WA	Washington State House
• Christine Kilduff	WA	Washington State House
Marko Lias	WA	State Treasurer
• Nicole Macri	WA	Washington State House
Dave Upthegrove	WA	State Commissioner of Public Lands
• Mary Yu	WA	Washington State Supreme Court
Joe Huftel	WI	Wisconsin State Assembly
• Mark Pocan	WI	U.S. House
• Mark Spreitzer	WI	Wisconsin State Assembly
• JoCasta Zamarripa	WI	Wisconsin State Assembly
Justin Murdock	WV	West Virginia House of Delegates
• Cathy Connolly	WY	Wyoming State House

Victory Fund Financials

2016 Events

San Diego Champagne Brunch

March 6

Atlanta Bubbles & Biscuits

March 20

Houston Champagne Brunch

April 17

Kansas City Champagne Brunch

May 1

National Champagne Brunch

May 15

Seattle Champagne Reception

July 1

San Diego Women's Pride Brunch

July 16

Chicago Champagne Reception

September 18

Palm Springs Brunch

October 1

Los Angeles Salon Dinner

October 13

New York Salon Dinner

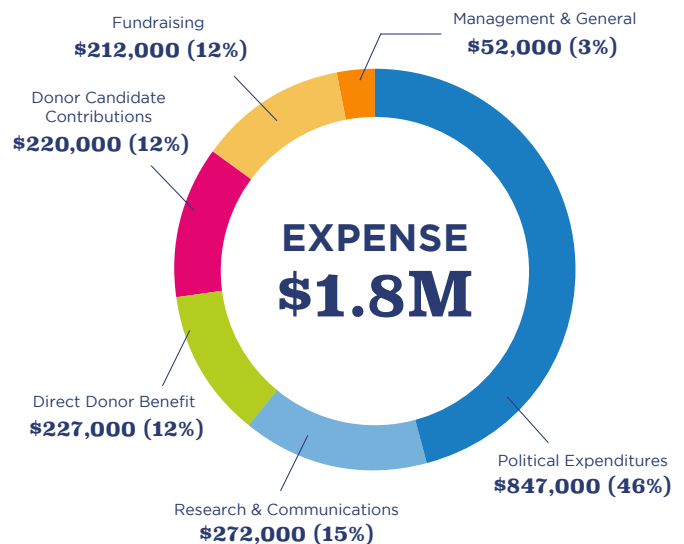
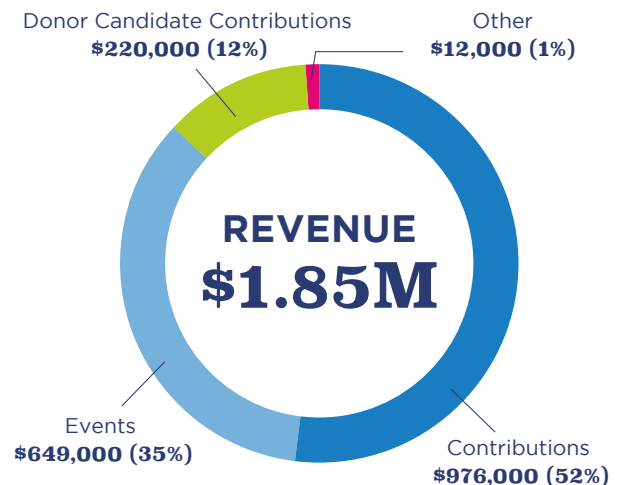
October 23

Nashville Bubbles & Biscuits

December 4

*Cost of event fundraising = 35%

Breakdown



74%

POLITICAL EXPENDITURES

26%

FUNDRAISING & ADMIN

