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CIVIC NATION

2023

Impact Report

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Welcome from our CEO, Kyle Lierman

As we dive into 2024, our team here at Civic Nation wanted to take the time to reflect on all that we accomplished together in 2023.

2023 was filled with change for our organization. We launched a brand-new initiative, the Change Collective, focused on cultivating the next generation of local leaders and building a new community for them. We introduced two new time-bound campaigns to ensure that Americans who are eligible for life-changing benefits can sign up and access them. And we continued to grow and sustain initiatives like When We All Vote, We The Action, It's On Us and the ALL IN Campus Democracy Challenge.

The year also saw changes for two of our initiatives. We made the difficult decision to sunset our United State of Women initiative. Additionally, as End Rape On Campus looks forward to its next impactful decade, they will do so as an independent organization outside of Civic Nation. Both EROC and USOW made meaningful strides to advance gender equity and support survivors during their time with us and we are deeply grateful for the leaders, teams and supporters who made that work possible.

At Civic Nation, so much of what we do centers around empowering people to be agents of change in their own communities. Whether that's volunteers registering their friends and neighbors to vote. Community organizations working to enroll eligible families in benefits that will improve their lives. Or lawyers using their skills and talents to support nonprofits in need.

Our organization believes in the power of people to strengthen our democracy and shape our future. As we head into a critical presidential election year, this work is more important than ever.

We are so grateful to have such dedicated supporters and partners who share our mission and work alongside us to build a more inclusive, equitable America.

Sincerely,

Kyle Lierman

Build Movements. Drive Change.

Civic Nation is a nonprofit ecosystem for high-impact organizing and education initiatives working to build a more inclusive and equitable America. We shift culture, systems, and policy by bringing together individuals, grassroots organizers, industry leaders, and influencers to tackle some of our nation's most pressing social challenges.

Civic Nation is currently home to seven national initiatives and campaigns.

CIVIC NATION



Civic Nation
by the
Numbers

3

new initiatives and
campaigns launched
in 2023



1,397

high schools
and college
campuses engaged



150+

celebrity, athlete, and
social media influencer
partners activated



Educated

2.2M

voters about the 2023
elections



1,367

media, corporate,
and non-profit
partners activated



Activated

4,539

volunteers
and civic leaders



**Launched
in 2023**



**Trained 73 emerging leaders
from Chicago, IL,
Detroit, MI, and Jackson, MS,
as part of the inaugural
Change Collective Cohort**





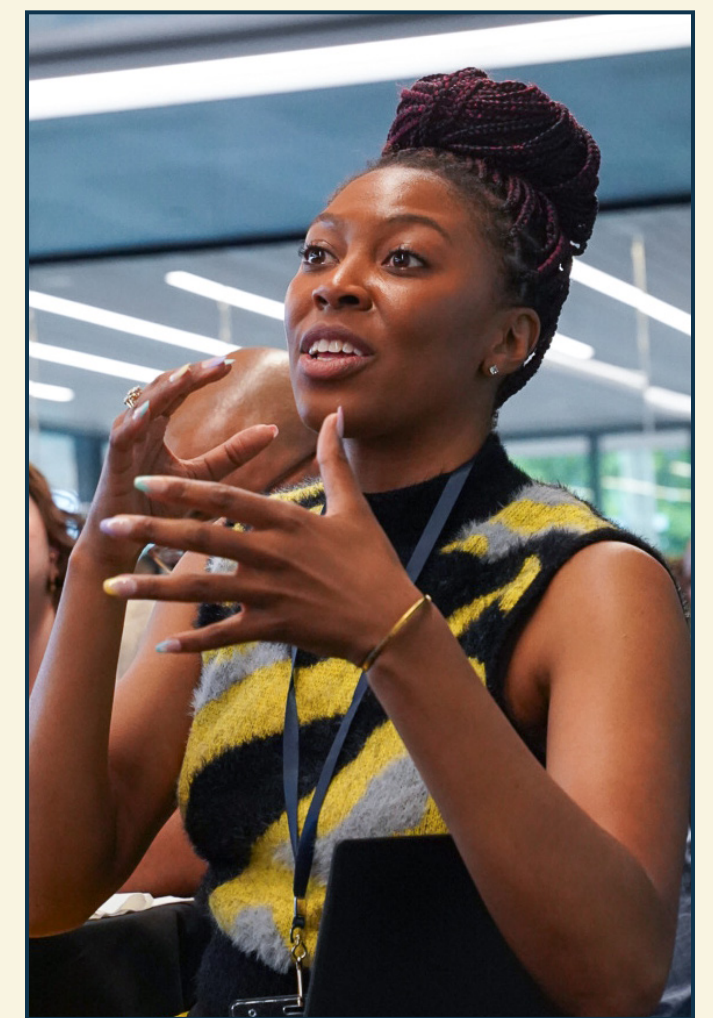
Change Collective

Fostering Local Leadership to Solve Problems and Bridge Divides

In February, Civic Nation launched the Change Collective – a new initiative to train, connect, and elevate emerging local leaders in cities across the country. Cohort members were immersed in a six-month-long curriculum focused on building the tools, resources, and skills needed to launch a civic action project in their communities.

The cohort experience began with the 2023 National Change Lab in Detroit, featuring speakers like Civic Nation Board Chair Valerie Jarrett, Michigan Lieutenant Governor Garlin Gilchrist II, and Arn Tellem, the co-owner of the Detroit Pistons. Cohorts convened monthly for Local Change Labs focused on building the skills needed for members to plan, organize, and execute their Civic Action Projects.

In 2024, the Change Collective will launch its second cohort of participants and welcome graduates into the Change Collective Membership Program for continued learning, training, and networking opportunities.



The Washington Post

Obama launches leadership network focused on local civic engagement



BET

Barack Obama Launches Program to Encourage Political Adversaries to Join Forces on Important Projects

AP

Jackson, 1 of 3 cities to host Obama's Change Collective

CHICAGO SUN-TIMES

Obama to launch leadership training in Chicago, 2 more cities

CRAIN'S DETROIT BUSINESS

Obama taps Detroit as pilot city for new leadership training program

Spotlight On Civic Action Projects

Civic Action Projects are the centerpiece of the Change Collective program. Every Change Collective member designs and implements a project in their community that has a lasting impact, brings the community together, and creates measurable change. Here are a few examples from the 2023 cohort:



Juan Solis, Chicago

Juan will launch the Summer Program in Financial Literacy to help students ages 12-15 learn concepts to help foster financial independence. Concepts include understanding basic financial products like bank accounts and credit cards, saving and investing for the future, and protecting their credit history.



Bandhan Kaur, Detroit

According to the State of Computer Science Education in Michigan Report only 6% of AP Computer Science high graduates were Black and brown women. Bandhan is working to bring computer science classes to students in Detroit, specifically in Highland Park. Through a Change Collective partnership with the Rocket Community Fund, she has gotten 16 laptops donated for students who enroll in these classes.



Charity Bruce, Jackson

Charity is creating a pilot project for community members ages 16-30 to receive free expungement services and connect them with local companies committed to interviewing and hiring them once their record is clear. The project will expand opportunities for young adults with prior convictions and promote workforce development in the City of Jackson.

Civic Nation Enrollment Campaigns



New federal investments have created opportunities for tens of millions of middle and low-income Americans to lower their costs, reduce debt and put money in their pockets.

These investments have the potential to supercharge economic mobility, rebuild trust in our democracy, and demonstrate the government's ability to deliver tangible, positive change. But those who stand to benefit the most from these programs are also the most likely to miss out.

Civic Nation has established a track record of engaging and building trust in the hardest-to-reach communities through initiatives like When We All Vote and the Made to Save COVID vaccine equity campaign.

Building on this experience and expertise, Civic Nation is leading a multi-issue, multi-year effort to educate and enroll hard-to-reach, low-income Americans and communities of color in newly available federal benefits.

In 2023, Civic Nation launched two new benefit enrollment campaigns — Online For All and SAVE on Student Debt.

ONLINE FOR ALL

In June, Civic Nation and the U.S. Department of Education launched Online For All, a campaign to close the digital divide by enrolling eligible Americans in the Affordable Connectivity Program (ACP).

The White House announced Online For All by publishing a fact sheet highlighting the importance of high-speed internet access and our Week of Action, and Vice President Kamala Harris released a video encouraging all eligible Americans to enroll.

Since the Launch of Online For All, approximately 4 million households have enrolled in the Affordable Connectivity Program, saving an estimated \$505 million on internet bills.



Impact Spotlight: Online For All Week Of Action

ONLINE FOR ALL

The Online For All Week of Action was the largest enrollment week for the Affordable Connectivity Program since its inception.

400+

organizations joined the Online For All coalition

15,000+

people attended Week of Action events

Shared info about applying for ACP with more than

1 Million

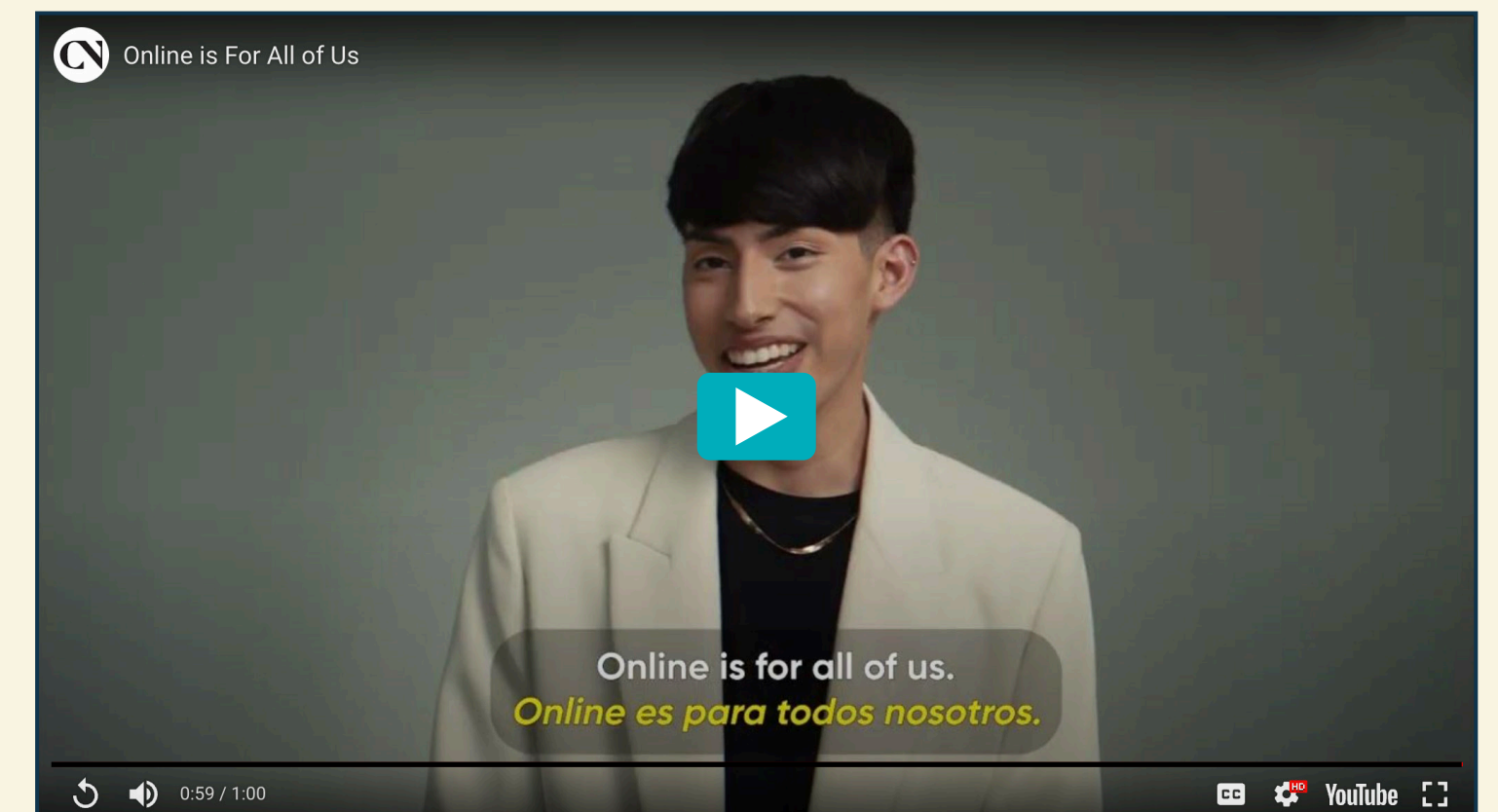
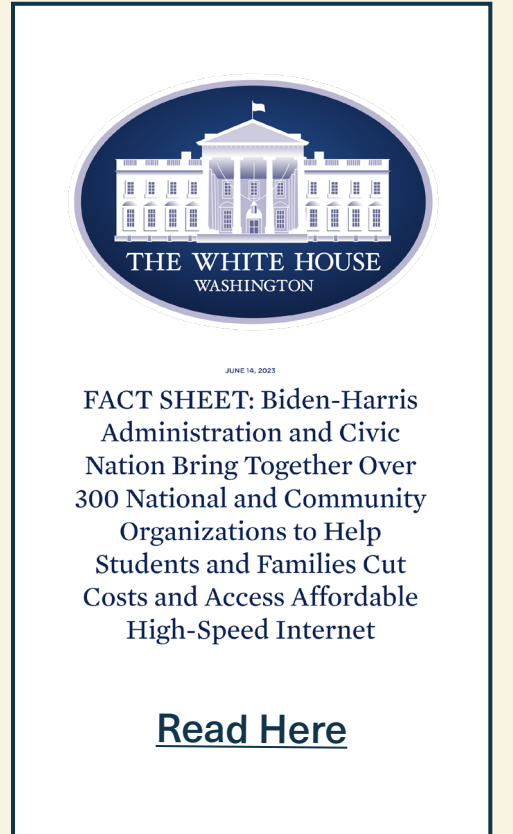
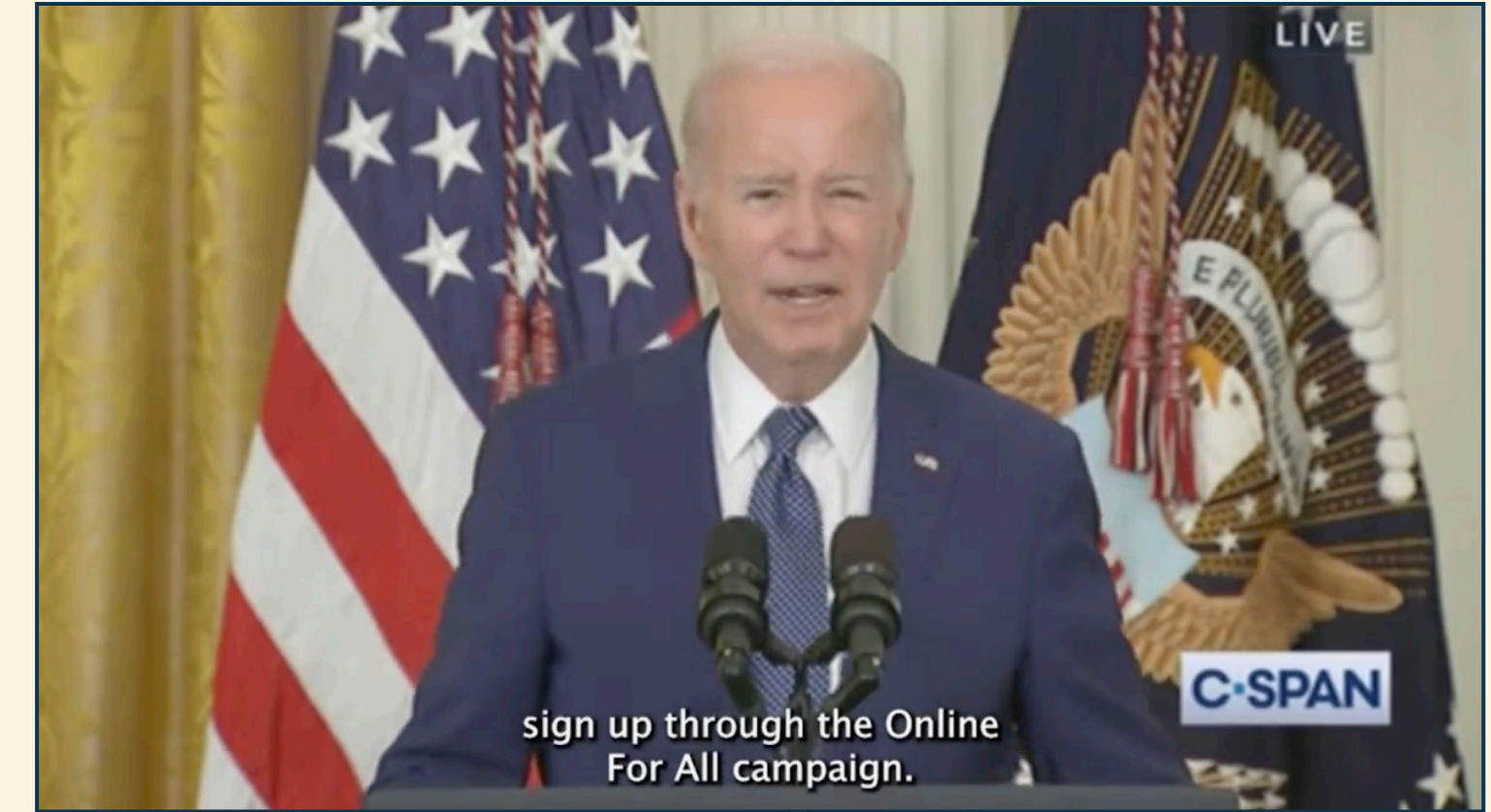
people

11,000+

successful ACP enrollments with over

\$3.96 M

saved on internet bills annually



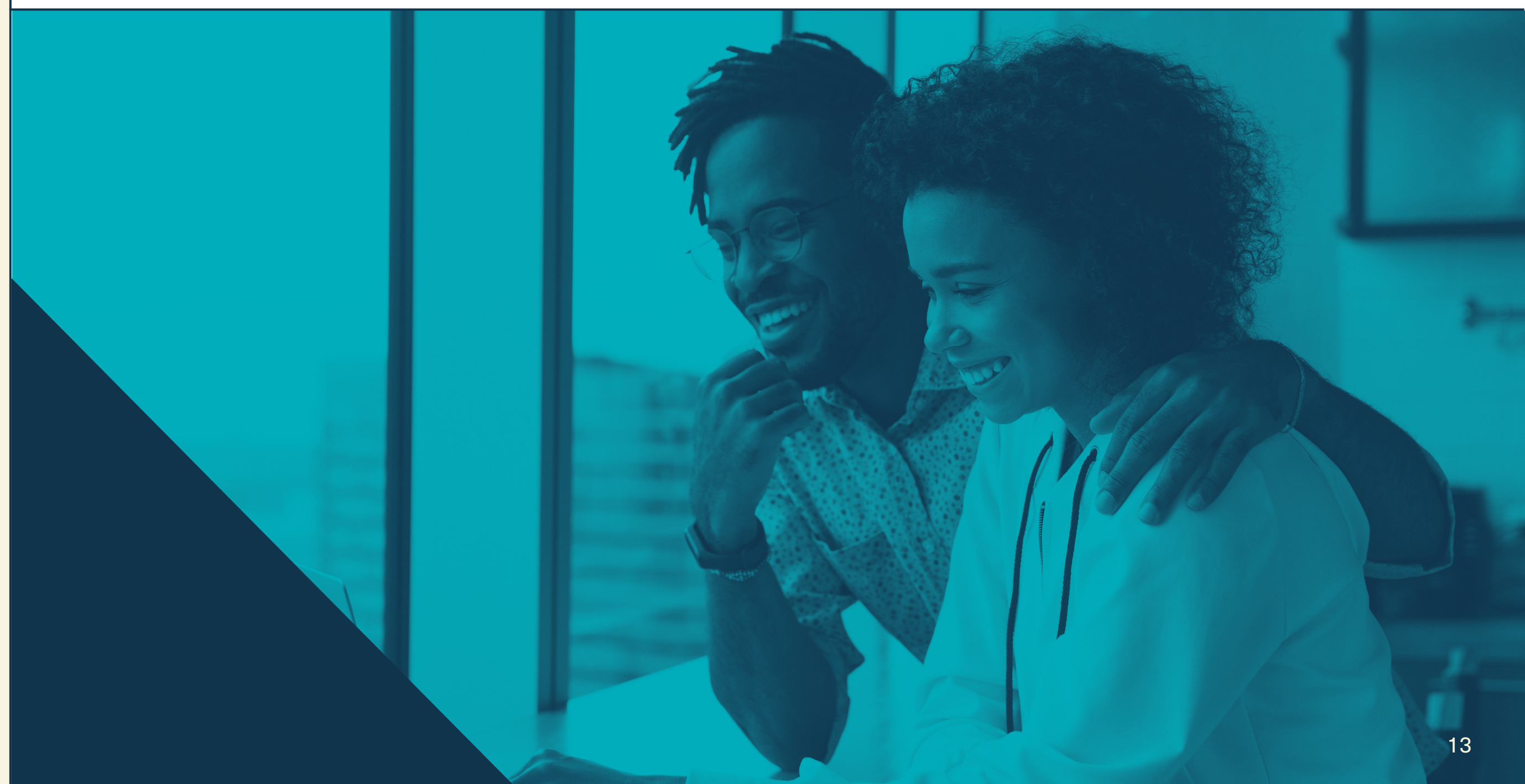
SAVE

ON STUDENT DEBT

In August, Civic Nation launched the SAVE on Student Debt campaign in partnership with the U.S. Department of Education, UnidosUS, Rise, Student Debt Crisis Center, Young Invincibles, National Urban League and the NAACP.

The campaign aims to educate student loan borrowers about the Department of Education's new income-driven repayment plan – the Saving on a Valuable Education (SAVE) Plan.

The SAVE on Student Debt Coalition includes 100 organizations with a combined reach of over 18 million. Across multiple weeks of action, the coalition has hosted over 115 events to educate and enroll borrowers.



Since the launch of the campaign, an additional

1.5 Million

borrowers have enrolled in the SAVE Plan.

SAVE
ON STUDENT DEBT



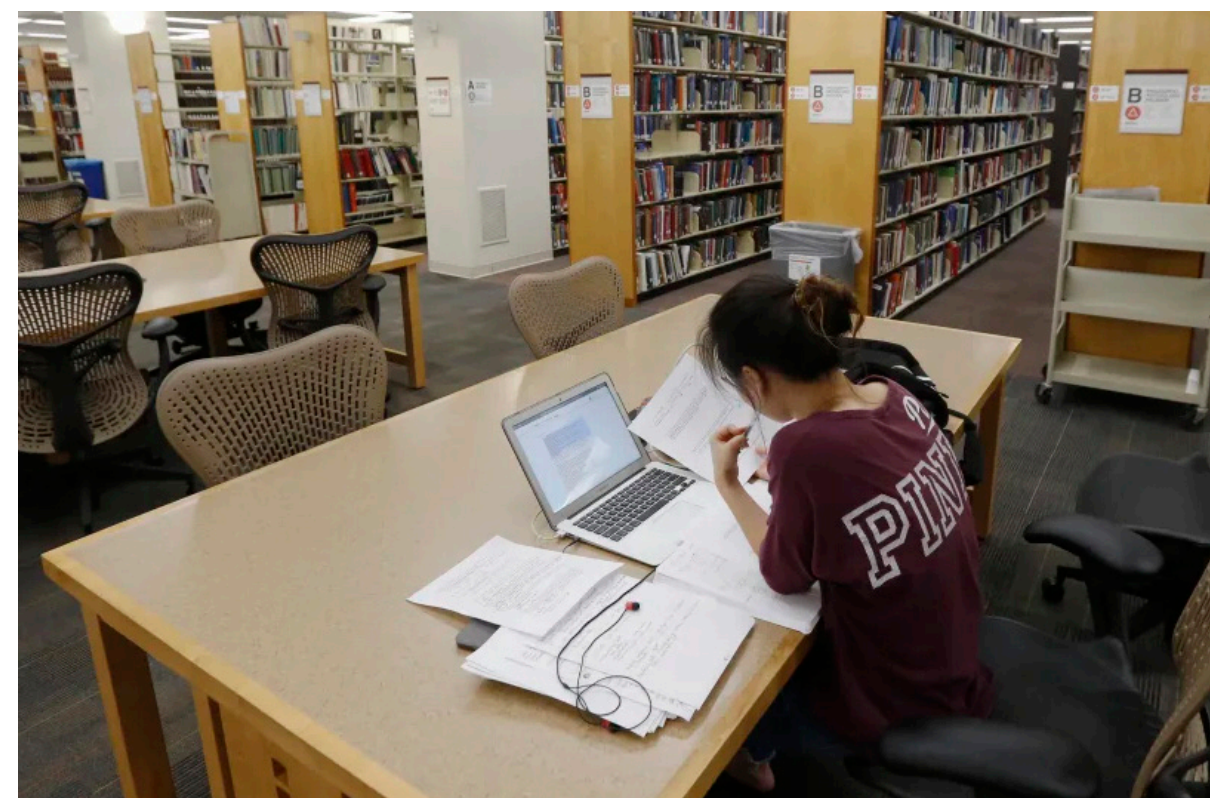
AUGUST 22, 2023

FACT SHEET: The Biden-Harris Administration Launches the SAVE Plan, the Most Affordable Student Loan Repayment Plan Ever to Lower Monthly Payments for Millions of Borrowers

[Read Here](#)

yahoo!finance

Student loans: Millions of borrowers sign up for 'most affordable' payment plan ever



Newsweek

Student Loan Update: Biden Admin Encourages More To Enroll in New Plan

Sep 13, 2023 at 11:14 AM EDT



Our Initiatives



★ ALL IN

Campus
Democracy
Challenge

984
campuses

across all 50 states, enrolling more than

9.97 million
students





Driving Excellence in Nonpartisan Democratic Engagement on Campus

In 2023, ALL IN supported and celebrated its growing network of nearly 1,000 campuses committed to nonpartisan student democratic engagement. In June, ALL IN released its student voting honor roll, recognizing 175 college students for their nonpartisan efforts to register, educate, and ensure their peers turned out to vote. In November, ALL IN's 4th Biennial Awards Ceremony honored individuals and campuses for excellence in nonpartisan voter participation.

ALL IN deepened its commitment to closing the race and age voting gap by expanding its Communities of Practice program for community colleges, Historically Black Colleges and Universities, and Hispanic-Serving Institutions. Ahead of statewide elections in Virginia and New Jersey and local elections across the country, ALL IN mobilized campuses to register and turn out students with custom campus voter registration portals, targeted peer-to-peer texting, and location-specific reminders around key dates and deadlines.



Forbes

ALL IN Recognizes The 2023 Student Voting Honor Roll





Original research from
It's On Us found that
45% of college men
had not received sexual
assault prevention training
despite federal legal
requirements to provide it.



Empowering College Men to Prevent Campus Sexual Assault

In 2023, It's On Us expanded its engagement on college campuses by launching 71 new campus chapters, hosting two regional summits to facilitate in-person training, and recruiting a full cohort of regional advisors and caucus chairs representing groups like student-athletes, Greek life, and more. It's On Us published two significant pieces of research, *Prevention is a Team Sport* and *Engaging Men Part II*, to expand the field of knowledge on college men's attitudes and beliefs towards sexual assault, dating violence, and prevention education.

With support from the NFL, this research informed a new training program, *The Playbook on Sexual Assault Prevention & Healthy Relationships*, designed specifically for male college athletes. It's On Us also teamed up with longtime partner Uber to give away \$500,000 in free ride vouchers to support safe ride home programs on college campuses.



— It's On Us Presents —

ENGAGING MEN PART 2: MEASURING ATTITUDES AND BEHAVIORS

**PREVENTION IS A TEAM SPORT:
EMPOWERING MALE STUDENT ATHLETES
IN YOUR GAME PLAN FOR
CAMPUS SEXUAL ASSAULT PREVENTION**

Key Findings



College men say they want to help prevent campus sexual assault, but don't feel prepared to intervene



Male college athletes largely unaware, mistrustful of sexual misconduct reporting process, survey finds



'They're just not enough': Students push to improve sexual assault prevention trainings for college men



Why Aren't Men Involved in Sexual-Assault Prevention? A New Report Offers Insights



CONNECTING LAWYERS WITH CAUSES

In 2023,
We The Action lawyers

donated
11,000
hours

worth
\$5.5
Million

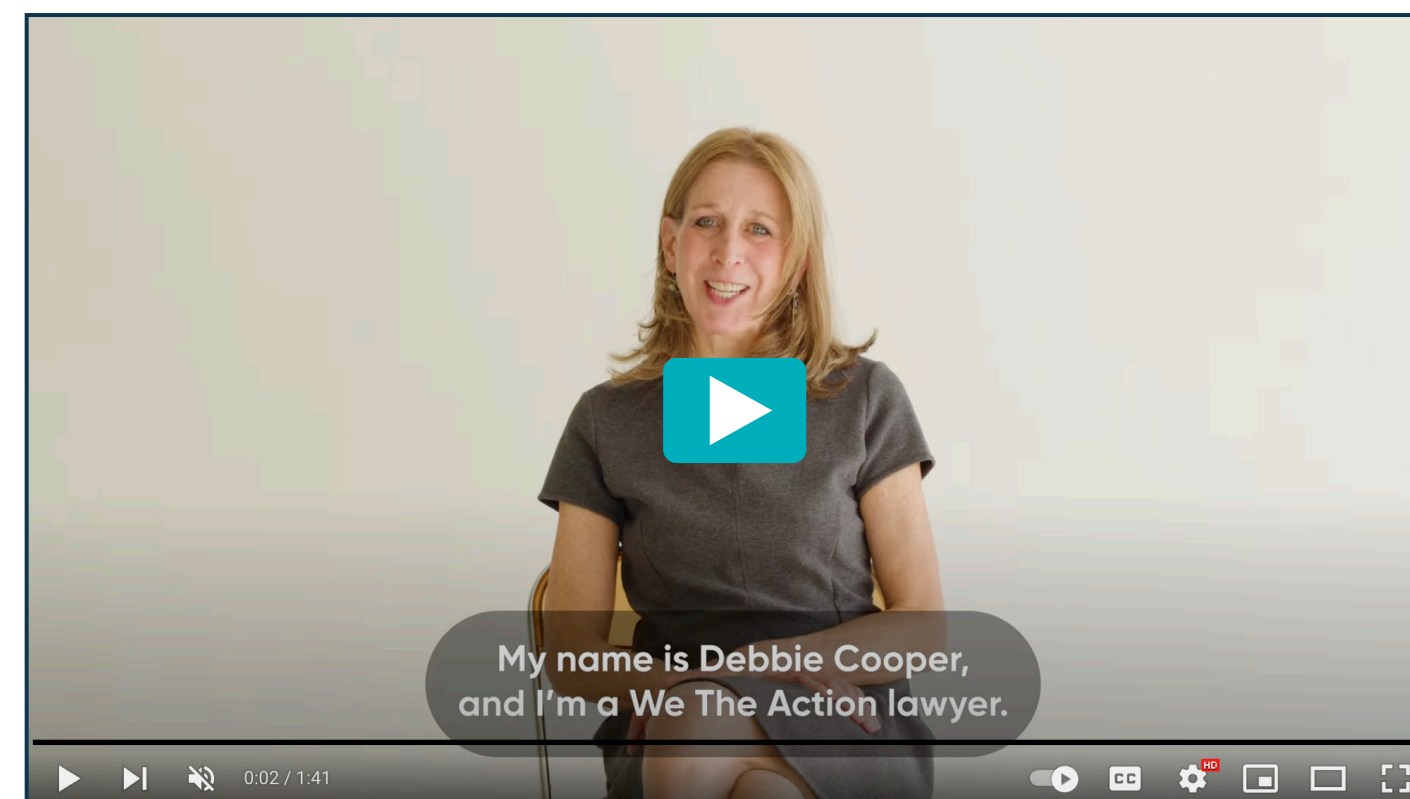
on
236
nonprofit projects

During election season,
750 volunteer lawyers
donated more than
5,000 hours
to 20 organizations
working to make the 2023 elections safe, secure,
and accessible for every voter.

Connecting Volunteer Lawyers with Organizations and Causes That Need Them

From providing hands-on assistance to immigrants seeking asylum in the United States to restoring the right to vote for people with previous felony convictions, We The Action’s community of lawyers donated pro bono services to nonprofits leading the way on democracy, immigration, gender equity, racial justice, and more. In July, We The Action announced a new Advisory Council of ten prominent lawyers. Led by Dana Remus, Partner at Covington & Burling LLP, the Advisory Council includes partners from law firms, law professors, and legal representatives from corporations including Google and United Airlines.

In October, We The Action hosted its inaugural We The Action Summit in Washington, D.C. The Summit included live pro bono opportunities and panels about the most pressing issues facing the nation. It featured a fireside chat with Former Attorney General Eric Holder and Associate Attorney General Vanita Gupta.



FAST COMPANY

Legal Nonprofit We The Action Named “World-Changing Idea” by Fast Company

Introducing We The Action's New Advisory Council

 Advisory Council Chair DANA REMUS Partner, Covington & Burling LLP	 ILONA COHEN Chief Legal & Policy Officer, HackerOne	 JOSH HSU Partner, Jenner & Block LLP	 ASTRI KIMBALL VAN DYKE Director, Google
 JONATHAN KRAVIS Partner, Munger, Tolles & Olson LLP	 PROFESSOR SPENCER OVERTON Patricia Roberts Harris Research Professor of Law, George Washington University	 ROBERT RIVKIN Senior Vice President and Chief Legal Officer, United Airlines	 PROFESSOR CRISTINA RODRIGUEZ Leighton Homer Surbeck Professor of Law, Yale Law School

Lawyers: Join the movement and sign up at wetheaction.org!

WHEN WE ALL VOTE

Ahead of the 2023 elections,
When We All Vote contacted

2.2 million voters

in key states

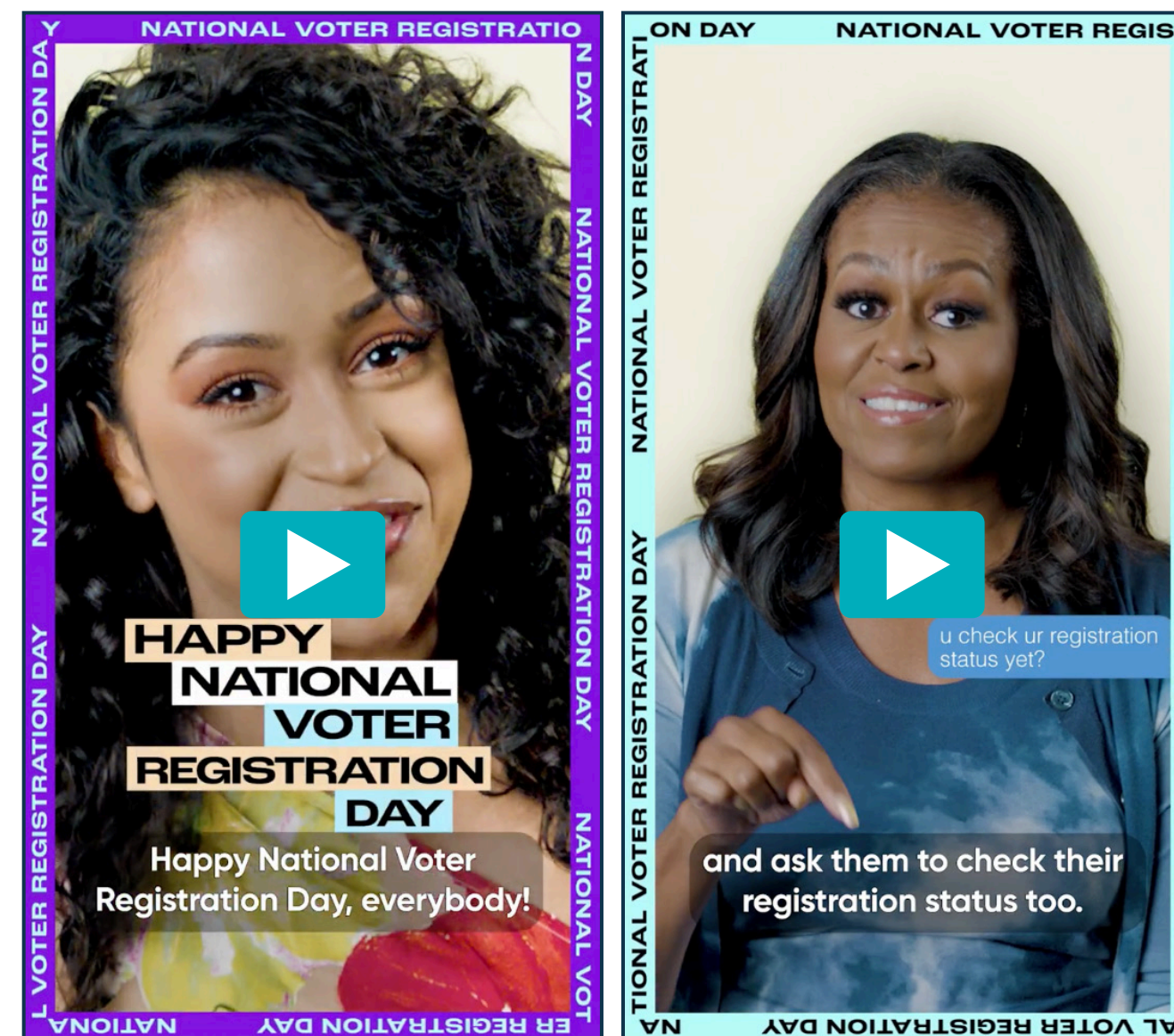
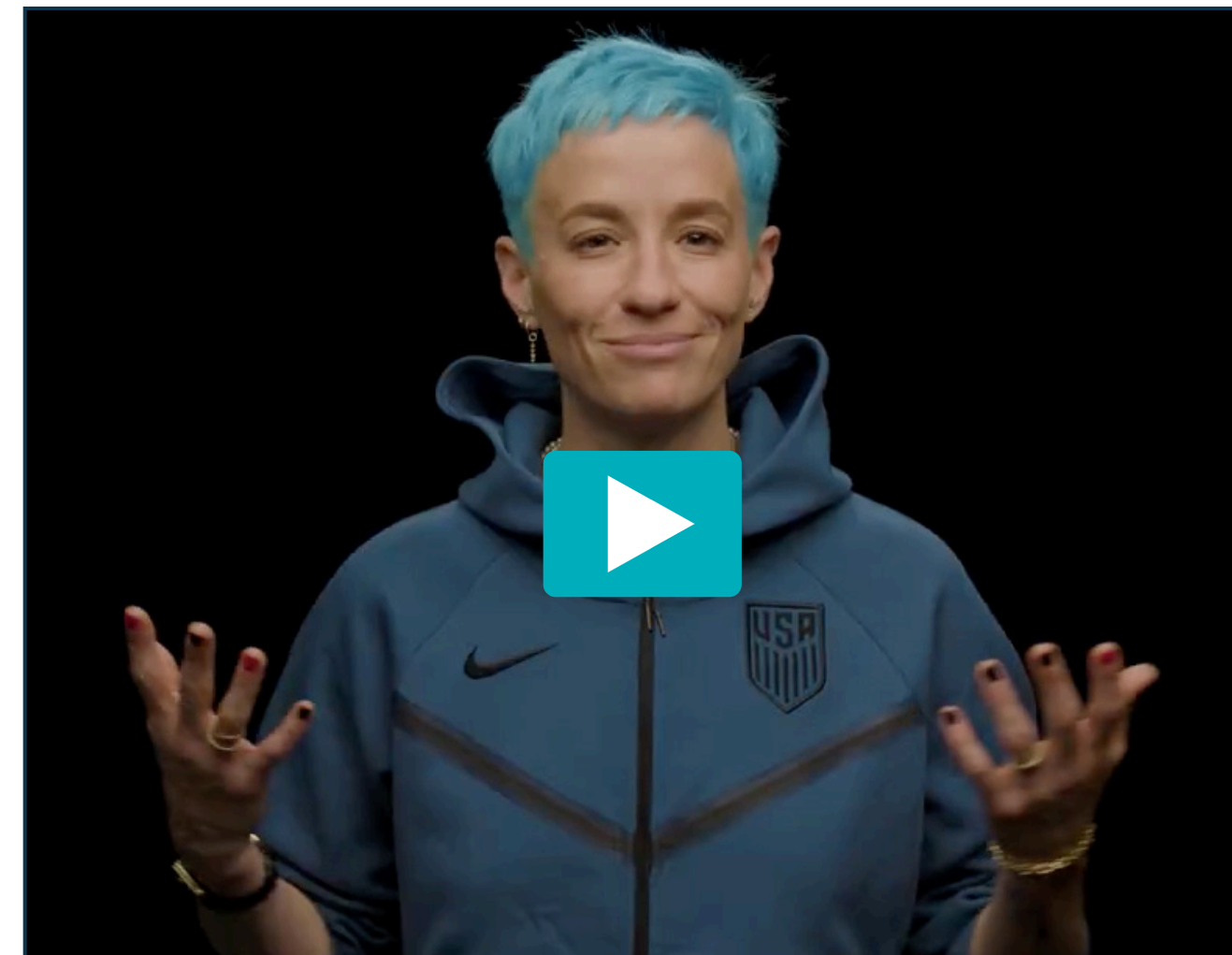




Creating a Culture of Democracy and Closing the Race and Age Voting Gap

There are no off years in democracy. With local elections happening across the country in 2023, When We All Vote worked to ensure that everyone could make their voices heard at the ballot box. In July, When We All Vote partnered with Co-Chair Megan Rapinoe and the U.S. Women's Soccer Team around the Women's World Cup to promote voter registration. As elections neared, When We All Vote teamed up with BET for their #HBWeCU campaign to bring information about voting and voter registration to more than 60,000 attendees of HBCU football games and homecoming tailgates.

Ahead of Election Day, When We All Vote contacted 2.2 million voters with targeted voter registration and turnout information, including directly calling 775,000 voters in Virginia, Ohio, Georgia, and North Carolina with a message from Michelle Obama encouraging them to vote early and reaching more than 1 million voters in Virginia with targeted radio ads.



FALL INTO ACTION

99%

of all elected positions are at the state and local level

—yes, 99%.

So, this year may not be a presidential election year, but every election matters.



Voting & Democracy: Looking Ahead to 2024



Civic Nation is registering hard-to-reach voters and ensuring they make it to the ballot box. New data from the 2022 voter file showed:

Civic Nation is reaching Black, Brown, and young voters.

69% of voters registered by Civic Nation in 2022 were in our target audience of voters of color, voters under the age of 35, or both.

We turn out the hardest-to-reach, low-propensity voters.

Among voters modeled to be the least likely to cast a ballot, those engaged by Civic Nation programs turn out to vote at disproportionately higher rates.

Civic Nation's turnout programming works.

Of those who engaged with our voter registration tools, 64% turned out to vote – an 18-point increase over the national turnout rate of 46%.

Our Parties at the Polls consistently increase turnout.

In 2022, When We All Vote held 200+ parties at polling locations across the country. Target voters in communities where a party was held had an estimated +2.7 percentage point increase in their probability of voting.

As we look ahead to
a critical presidential election in 2024,
Civic Nation and its initiatives will:



Launch a national coalition

of 1,000+ organizations, corporations and nonprofits. The Culture of Democracy Collective will plan, organize, and deploy voter registration and turnout programming.



Engage high school students

through When We All Vote's My School Votes program to educate students about the importance of voting and register first-time voters when they turn 18.



**Leverage innovative
and evidence-based direct
voter contact**

through texting, sweepstakes, and targeted date and deadline touchpoints.



**Educate millions of students on
college campuses about voting**

through the ALL IN Campus Democracy Challenge, ensuring that more than 1,000 institutions implement nonpartisan campus action plans for voter participation.



**Activate our talent, music, sports,
entertainment, and media partners**

to infuse voting into cultural moments throughout the year and register voters at every opportunity using our custom voter registration portals.



**Deploy tens of thousands
of volunteer lawyers**

to do voter protection and election integrity work through We The Action partnerships with nonprofits in key states.



Host Party at the Polls events at early voting locations in key states

to increase voter turnout and turn voting into a community celebration.

Thank
You



Thank You From our Board Chair, Valerie Jarrett

On behalf of our entire team here at Civic Nation, we want to thank you for being a part of our work in 2023.

This report is just a snapshot of the broader Civic Nation story. I am so proud of all that we were able to achieve together. Whether it was helping voters across the country cast their ballots or reaching millions of Americans to help them save money on their internet bills and their student loans. If you take one thing from this impact report, I hope it is that the work we do at Civic Nation matters. It makes a difference. And we couldn't do it without you.

As we look ahead to 2024, our team is gearing up for our most important and impactful year yet. Every one of us has a role to play in shaping the culture of our democracy and the future of our country. Civic Nation will work alongside our network of partners to ensure that every individual, institution, and organization is empowered to play their part in getting everyone registered and ready to vote.

We simply could not do this crucial work without your dedicated support and partnership, and I hope you continue to help us make meaningful change in our country in 2024 and beyond.

Sincerely,

A handwritten signature in black ink that reads "Valerie Jarrett". The signature is written in a cursive, flowing style.

Valerie Jarrett

The logo features the letters 'C' and 'N' in a white, serif font. A thin white diagonal line runs from the bottom left towards the top right, passing through the letters. The background is split diagonally: the top right is dark blue and the bottom left is orange.

CN

Civic Nation

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