



CIVIC NATION

2024 Impact Report

Table of Contents

A LETTER FROM OUR BOARD CHAIR	3	<i>When We All Vote</i>	27
ABOUT CIVIC NATION	4	CASE STUDY: CIVIC NATION CAMPAIGNS	33
OUR INITIATIVES AND CAMPAIGNS	5	<i>SAVE On Student Debt</i>	34
2024 BY THE NUMBERS	6	<i>Online For All</i>	36
OUR INITIATIVES		<i>Save On Clean Energy</i>	37
<i>ALL IN Campus Democracy Challenge</i>	7	<i>Benefits Enrollment Experiment</i>	38
<i>Change Collective</i>	12	A LETTER FROM OUR CEO	39
<i>It's On Us</i>	17		
<i>We The Action</i>	22		

A Letter *from* Our Board Chair

On behalf of our entire team here at Civic Nation, I want to thank you for your support in 2024. Your partnership empowered us to have our fullest and most impactful year yet. This report is the culmination of an extraordinary year of work and I could not be more proud of the team that made it possible.

Together, we educated millions of voters, giving them the tools and information they needed to make their voices heard. We reached first-time voters and communities of color and reminded them of the power of their vote. We made voting into a celebration through our largest Party at the Polls program yet, hosting more than 550 early voting parties across the country.

And we empowered people to see themselves as changemakers in their own communities — whether they were lawyers volunteering with We The Action, peer educators shaping campus culture with It's On Us, or emerging leaders solving problems with the Change Collective.

As we look toward the coming months and years, I have incredible faith in Civic Nation's ability to face the challenges ahead. With your continued support, we can continue to make meaningful change in 2025 and beyond.

Valerie Jarrett



About Civic Nation

Civic Nation is a nonprofit ecosystem for high-impact organizing and education initiatives working to build a more inclusive, equitable America.

Our initiatives and campaigns empower people to be changemakers in their own communities and to make their voices heard in our democracy.

Civic Nation builds powerful coalitions to solve big problems. We convene high-profile influencers, Fortune 500 companies, nonprofits, educational institutions, community organizations, and volunteers to put their energy behind these efforts.




Our Initiatives and Campaigns

Civic Nation is home to both long-term initiatives and short-term campaigns. This model enables us to quickly launch new campaigns to address pressing issues like clean energy adoption and student debt relief while continuing our focus on enduring social challenges around civic engagement and voter participation.

In 2024, Civic Nation housed eight national initiatives and campaigns — ALL IN Campus Democracy Challenge, Change Collective, It's On Us, Online For All, Save On Clean Energy, SAVE On Student Debt, We The Action, and When We All Vote.

CIVIC NATION

ALL IN Campus
Democracy
Challenge

**SAVE
ON** 
CLEAN ENERGY

 **change
collective**

SAVE
ON STUDENT DEBT

IT'S ON
US

WE **THE ACTION**

**ONLINE
FOR ALL**

**WHEN WE ALL
VOTE** 

2024 by the Numbers

305,000

Americans registered to vote or checked their voter registration

77,000

volunteers

2,026

community, sports, corporate, and media partners

85,000

people attended 550 Party at the Polls events

403

It's On Us chapters

150

celebrity Co-Chairs and Ambassadors

100,000

hours of legal services donated, worth \$72 million

1,020

campuses participating in ALL IN

\$10.5

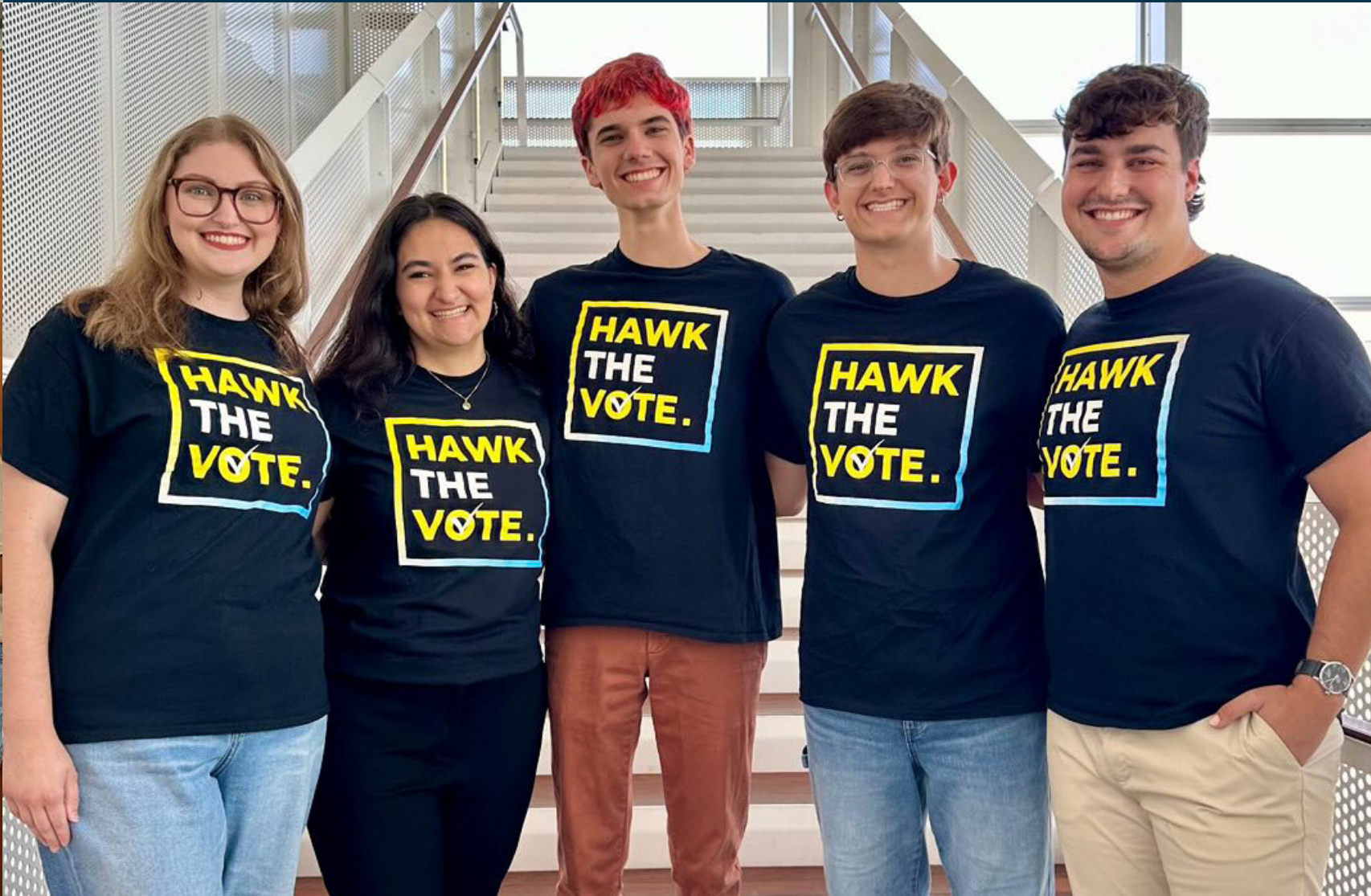
million saved in student loan payments





★ ALL IN

Campus Democracy Challenge



ALL IN Campus Democracy Challenge empowers colleges and universities to achieve excellence in nonpartisan student democratic engagement. Through an intentionally designed program that provides structure, support, and recognition, ALL IN works to improve civic learning, political engagement, and voter participation.

Key Metrics

1,020

participating colleges and universities with over 10.8 million students enrolled

118

new campuses enrolled in 2024

22

22 state, 2 city, and 15 athletic conference Voting Challenges

784

college or university presidents signed the Presidents' Commitment to Full Student Voter Participation

282

community colleges and minority-serving institutions participating in Communities of Practice



**Dr. Jennifer
Domagal-Goldman
Executive Director**



Recognizing Excellence in Nonpartisan Student Engagement

In 2024, ALL IN recognized 522 campuses for student voter registration and turnout in the 2022 midterm elections. The release of National Study of Learning, Voting, and Engagement (NSLVE) data affirmed that campuses participating in ALL IN voted at a rate nearly four percentage points higher than the national average. Following the 2024 elections, ALL IN recognized 471 colleges and universities as the Most Engaged Campuses for College Student Voting.



Expanding Access to the Ballot Box

ALL IN continues to deepen its commitment to community colleges, Historically Black Colleges and Universities, and Hispanic Serving Institutions through its Communities of Practice program. Each Community of Practice hosts a monthly conversation around increasing student voting. Cohorts are supported by dedicated Fellows who are faculty and staff at community colleges, HBCUs, and HSIs.



Celebrating Community Colleges

In 2024, ALL IN teamed up with Levi's, Showtime/MTV Entertainment Studios and Students Learn Students Vote for the Community College Concert Competition. This effort to close the community college student voting gap engaged more than 150 community colleges nationwide to create comprehensive student voter engagement plans. In October, Austin Community College was selected as the winner of a Vote Early Concert featuring headliner Jessie Murph.

McKENDREE UNIVERSITY

Since joining ALL IN in 2016, McKendree University has increased its student voting rate and deepened its commitment to nonpartisan civic engagement. With guidance and support from the ALL IN team, McKendree was recognized as a Most Engaged Campus for College Student Voting in 2024.

IMPACT SPOTLIGHT

McKendree University

“Partnering with ALL IN has given us the tools and encouragement we’ve needed to register our students, host well-attended voter education events, and work with local election officials to provide a polling place here on campus. We’re excited for and proud of our students as they find their voices in shaping the political landscape!”

Ann Collins
Professor of Political Science,
McKendree University





Looking Ahead

In 2025, ALL IN will continue its nonpartisan voter engagement work and deepen its focus on educating students about aspects of civic engagement that go beyond voting. As campuses prepare to celebrate the 250th anniversary of the signing of the Declaration of Independence, ALL IN will help campuses spur discussions about the American experiment and the future of our democracy.



Launched in 2023, Change Collective is a national leadership network for rising local leaders who are passionate about solving issues in their communities and combating social isolation, political polarization, and civic disengagement. We train, connect, and elevate these leaders, equipping them with the tools to build a more robust and inclusive democracy from the ground up. After completing a six-month leadership training program and developing a Civic Action Plan, graduates join the Change Collective Membership Network where they can continue to connect with local leaders in other communities, mentors, and subject-matter experts.

Key Metrics

101

local leaders trained across five cities

2 new cities

San Antonio, TX and Memphis, TN

250+

participants in National Change Labs in Chicago, IL and Jackson, MS

85%

of 2024 Cohort Members continued their Civic Action Plans post-graduation



Dexter Mason
Executive Director



Expanding to New Cities

In the spring of 2024, Change Collective officially launched in two new cities — San Antonio and Memphis. Thirty-one local leaders are currently participating in the Change Collective training program in these cities. In Memphis, cohort members include Dr. Mary McConner, who has over fifteen years of experience in the international education sector. Through her Civic Action Plan, Dr. McConner works to close the racial, wealth, and opportunity gaps in Memphis through financial literacy and entrepreneurship education in underserved communities.

In San Antonio, Jonah Espinoza is a second-year student at the University of Texas at San Antonio and is deeply committed to advancing educational equity for young people in Texas. To address the challenge of student retention at colleges in San Antonio, his Civic Action Plan involves creating a city-wide community engagement initiative around student postsecondary success, including information sessions hosted by students, social media campaigns, and data collection.

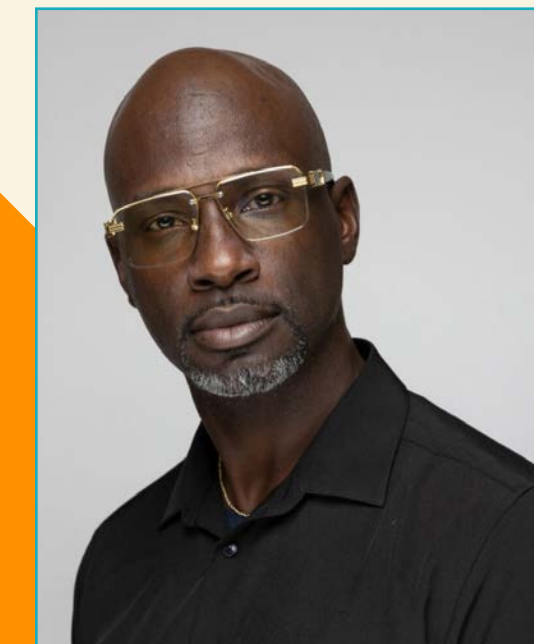


Building a National Membership Network

With the completion of two full cohorts in Detroit, Chicago, and Jackson, the Change Collective launched its Membership Program to continue to engage alumni and build a national network of local leaders. Members gain access to exclusive leadership events like conversations with former presidential advisor Valerie Jarrett and healthcare expert Nancy-Ann DeParle, networking opportunities, and ongoing support for their Civic Action Plans.



Saletheo's Civic Action Plan, "The Sixth Amendment Initiative," addresses the connection between voter registration and jury representation. A lack of registered voters leads to juries that are not reflective of the community and can impact the fairness of a trial. He is boosting efforts to register voters and educate Jacksonians about the importance of participating on juries.



IMPACT SPOTLIGHT

Saletheo Perez

"Through the Change Collective, I've been able to expand my network across the country, and I'm thrilled to see where this journey takes me. The connections I've made, along with the information and knowledge I've attained through networking with fellow Change Collective members, has made me a more committed leader in the quest."

Saletheo Perez,
Change Collective Member
Founder and Executive Director
of Book and Street Smart
Organization



Looking Ahead

In 2025 Change Collective will train new cohorts in Chicago, Detroit, and Jackson, launching in March. Change Collective will continue to grow its membership community, providing new networking and growth opportunities for program alumni.



It's On Us prevents campus sexual assault by educating college students about sex and healthy relationships. Through research, peer education programs, and tailored workshops for college athletes, It's On Us is shifting the culture on college campuses and building the largest student organizing program of its kind.

Key Metrics

108

new campus chapters

18

new training models

918

male athletes trained

21student leaders serving as
Regional Advisors and Caucus Chairs



Engaging Men in Prevention

Through the Playbook for Male Student Athletes, It's On Us deploys its research-backed, in-person training programs for teams and athletic departments across the country, including Division I powerhouse Miami University of Ohio. The Playbook supports colleges to meet requirements for sexual assault prevention while giving athletes the opportunity to learn about healthy relationships and sexual assault prevention from trained facilitators who are also former student athletes.



Expanding Partnerships

It's On Us continued to build partnerships with brands that reach millions of college students every day. This year, It's On Us teamed up with Match Group and Uber for Swipe Smart: The Ultimate Guide to Safe Dating. It's On Us worked with Lyft to give away more than \$15,000 in free rides to ensure that students get home safe, and partnered with NightCap to give away drink spiking prevention gift boxes to campus chapters.



Celebrating a New Title IX

After years of advocacy from It's On Us and other organizations, the Biden Administration released a new Title IX rule in April that prioritizes the protection of students and survivors. It's On Us student leaders were invited to the White House for a discussion on Title IX where they shared their stories with leaders from the Gender Policy Council and the Department of Education Office for Civil Rights. As the rule went into effect, It's On Us briefed students on how to ensure the new rule is effectively implemented on their campuses.



Sofia was featured this fall by the Kering Foundation in a video celebrating It's On Us as a beneficiary of the annual Caring for Women Gala. The gift from the Kering Foundation marks the single largest investment in It's On Us to date.



IMPACT SPOTLIGHT

Sofia Balich

Sofia first got involved with It's On Us after a friend on another campus shared that he was sexually assaulted in his dorm room. "It was gut-wrenching to see someone who you care about very much go through something like that and not be able to do something about it in that moment."

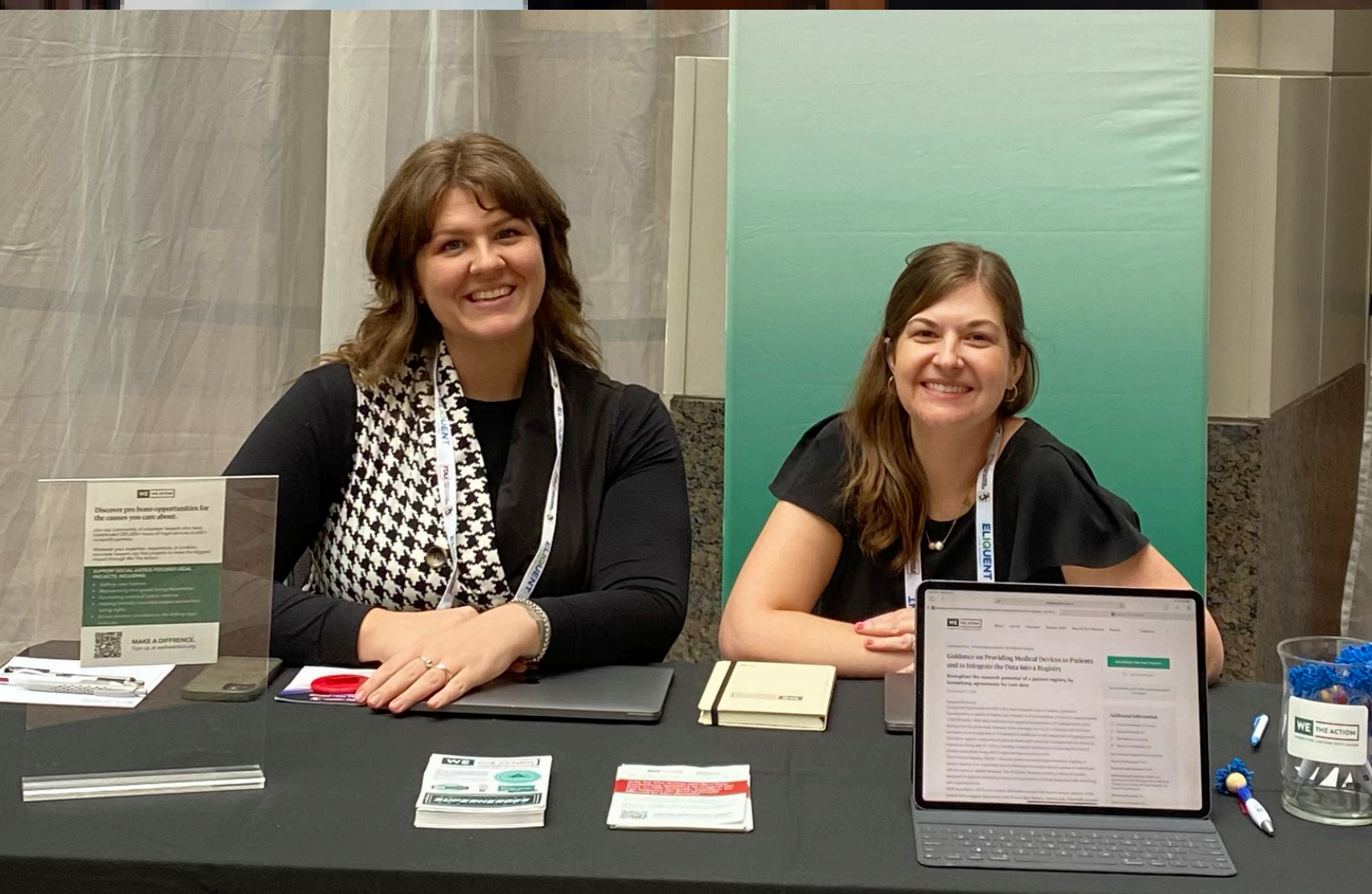
It's On Us gave Sofia an opportunity to channel her feelings into action. "I'm trying to start from the root cause rather than fixing the effects of the situation. Sexual assault on campus is preventable. You should feel safe where you sleep. You should feel safe where you're educated. And I feel much better and more hopeful after working with It's On Us."

Sofia Balich
It's On Us Student Leader,
Vassar College



Looking Ahead

In 2025, It's On Us will launch the first part of an in-depth research project on engaging students in Greek Life. It's On Us will expand its student organizing program and bring its Playbook for Male Student Athletes to even more campuses.



We The Action is a community of volunteer lawyers working to advance social justice. Through the We The Action platform, lawyers can easily find and volunteer for projects they care about from hundreds of nonprofits. We The Action's nonprofit partners utilize this pro bono legal support to fight for voting rights, protect immigrant communities, advance rare disease research, and more.

Key Metrics

\$194M

worth of legal services donated

370,000+

hours of legal services

52,000

lawyers in the We The Action community

700

nonprofit partners





Protecting the Right to Vote

Last year, We The Action’s Voter Vanguard campaign volunteers donated 97,000 hours worth \$70 million to 40 nonprofits working to make the 2024 elections safe and accessible for all voters. We The Action lawyers served as poll monitors, observed the official canvass, restored voting rights, and staffed the 866-OUR-VOTE hotline, the largest nonpartisan voter protection campaign in the country. Voter Vanguard members had exclusive opportunities to hear from democracy experts and advocates like Second Gentleman Douglas Emhoff, Jeh Johnson of the ABA Task Force for American Democracy, and Khalid Pitts with the Leadership Conference on Civil and Human Rights.



Supporting Patient Advocates for Rare Diseases

In 2024, We The Action launched an innovative partnership with the Chan Zuckerberg Initiative and their Rare As One Network to bring legal support to patient-led organizations working to improve the lives of people affected by rare diseases. We The Action volunteers supported 23 organizations to ensure compliance with clinical trial research regulations, negotiate contracts with pharmaceutical companies, and establish a collaborative network of nonprofit research partners.



Advocating for Immigrant Communities

Legal services often make the difference between whether someone is allowed to remain safely in the United States or is deported to dangerous situations or permanently separated from family. This year, We The Action volunteers donated 1,400 hours worth \$1 million to 30 nonprofits reuniting unaccompanied children with loved ones, representing asylum seekers fleeing torture, and helping Afghan refugees finish their path to permanent residency in the United States.



Every year, We The Action volunteers support 866-OUR-VOTE, the Lawyers' Committee for Civil Rights Under Law's national nonpartisan voter hotline. Since joining We The Action in 2020, JoAnne Klabin has gone above and beyond to support the hotline, completing nearly 200 shifts and dedicating over 800 hours to assisting voters and volunteers.

"JoAnne is deeply invested in protecting the right to vote. She is a major asset to the program and the voters of our country." — Katharine Fullenkamp, Election Protection Legal Analyst at Lawyers' Committee for Civil Rights Under Law.

IMPACT SPOTLIGHT

JoAnne Klabin & 866-OUR-VOTE

"This work has allowed me to learn new facets of law and has given me the chance to live my values. It's not very often that you have the opportunity to do something that has as much of an impact on somebody as easing their path to voting. This work has been extremely fulfilling for me. It has given me a sense of purpose and has been critical to my well-being."

JoAnne Klabin
We The Action Volunteer



Looking Ahead

In 2025, We The Action will expand its commitment to protecting immigrant communities under threat, strengthen its work to protect public servants and safeguard democratic institutions, and expand legal partnerships to additional law firms, state bar associations, and networks.



When We All Vote is on a mission increase voter participation in each and every election, close the age and race voting gap, and build a culture of voting across the country. Through its efforts to engage Black, Brown, and young voters, When We All Vote empowers voters to make their voices heard, advocate for their rights, and hold their elected officials accountable. Founded by Michelle Obama in 2018, When We All Vote works at the intersection of democracy and culture to drive voter registration, education, and turnout.

Key Metrics

300,000+

Americans registered to vote or checked their voter registration

14 million

voters reached

15,000+

volunteer sign-ups

12.5 million

texts sent to 7 million voters

530

community, sports, corporate and media partners

24,000

high school students educated through My School Votes

200

My School Votes Ambassadors

550

Party at the Polls events

150+

Co-Chairs and Ambassadors reaching millions of Americans



Beth Lynk
Executive Director

Bringing Voting to the Culture

In June, When We All Vote kicked off the Culture of Democracy Tour, a summer of action to register, educate, and engage thousands of voters and volunteers. The tour brought voting to popular culture through events attended by more than 687,000 people, sweepstakes, campaigns, voter registration drives, and more. The Culture of Democracy tour included activations at Roots Picnic, the NBA Summer League, ESSENCE Fest, CultureCon, and more.



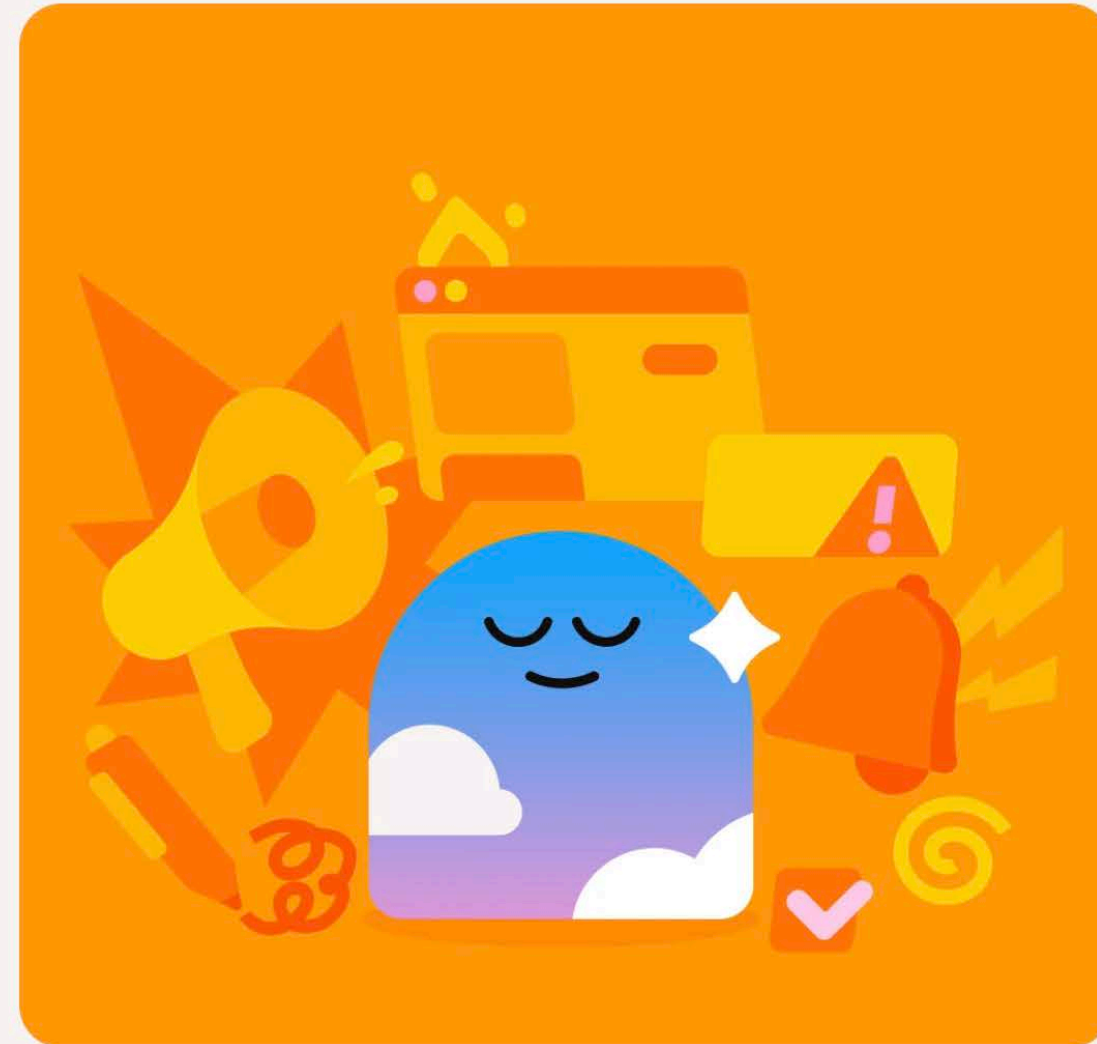
Politics Without Panic

Your election season survival guide

Never-ending news. Tough talks. Fear, anxiety, uncertainty. There's no debate — it's rough out there.

Explore our free toolkit, curated by our meditation teachers and trained mental health coaches, to help you put your mental health first this election season.

Get started



Changing the Culture of Democracy

In 2024, When We All Vote launched the Culture of Democracy Collective, a cross-industry coalition bringing together more than 530 sports, corporate and media partners committed to getting out the vote and changing the culture around voting. The Collective's 24 media partners, included BET, Condé Nast, Elle, Essence, iHeartMedia, Live Nation Urban, and more.

When We All Vote partnered with Headspace to create an Election Season Survival Guide to encourage voters to prioritize their mental health. When We All Vote also partnered with 17 merchandise partners like ByChari, Argent, Tory Burch, and more on co-branded or coventure pieces for the 2024 election.



Partying at the Polls

Party at the Polls is an evidence-based program that boosts voter turnout among underrepresented voters in key elections. Research shows that when voting is a fun, celebratory event, voter turnout can increase by as much as 4%. In 2024, When We All Vote dramatically scaled up its Party at the Polls program, hosting more than 550 early voting parties, including 18 large-scale flagship events. When We All Vote worked with partners like Divine Nine sororities and fraternities, local faith groups, and community organizations to host events in seven key focus states.

When We All Vote flagship events included two Philadelphia Block Parties hosted with Welcome America, an early voting carnival hosted with Rise NC, the NBA Players Association, and the Social Change Fund, two VotaPalooza Latino music festivals from Grita Canta Vota, and a series of five parties on community college campuses sponsored by MTV Entertainment. More than 85,000 people attended a Party at the Polls this cycle and the program delivered early voting reminders to more than 13.5 million voters.

Rallying First-Time Voters in Atlanta

On October 29, When We All Vote Founder and Co-Chair Michelle Obama headlined a nonpartisan rally to empower college students and first-time voters by encouraging them to bring their energy to the ballot box and make their plan to vote. The event featured performances from Ari Lennox and Benny Blanco, with remarks from When We All Vote Co-Chairs and Ambassadors Kerry Washington, Shonda Rhimes, Ciara, and Victoria Monét. The Rally highlighted Georgia advocates and organizers who work year-round to ensure that Georgia voters are registered and ready to vote. Thousands filled the Gateway Arena in Atlanta and more than 20,000 viewers watched the event livestream. Content from the rally shared by partners reached more than 65 million people online.





Looking Ahead

In 2025, When We All Vote will continue to empower young, Black, and Brown voters and encourage them to participate in state and local elections. When We All will educate, register, and turn out eligible voters to make their voices heard at the polls and advocate for voting rights and increased access to voting in our country.

CASE STUDY:

Civic Nation Campaigns

In 2024, Civic Nation deployed a number of time-bound campaigns focused on strengthening the cycle of civic engagement and connecting communities to benefits that will help them thrive.

Each of these campaigns drew on Civic Nation's extensive network of partners and demonstrated our ability to leverage trusted messengers and build diverse coalitions spanning industries and geographies.



SAVE On Student Debt

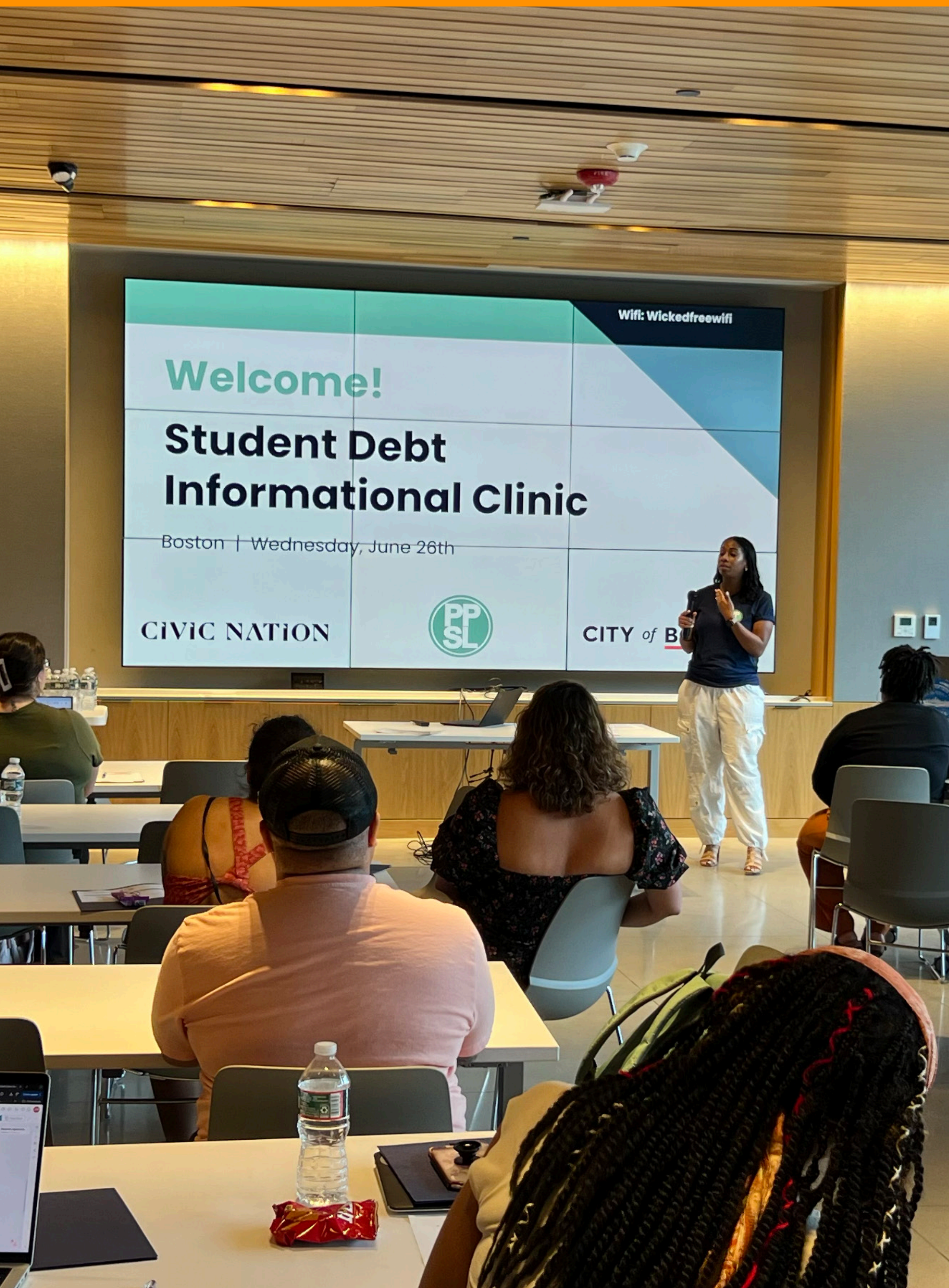
Launched in August of 2023, SAVE On Student Debt was a partnership between Civic Nation, the **U.S. Department of Education, UnidosUS, Rise, the Student Debt Crisis Center, Young Invincibles, National Urban League**, and the **NAACP**. The campaign focused on saving borrowers money and putting them on a path to student debt relief by helping them enroll in new income-driven repayment plans, including the new SAVE Plan.

SAVE On Student Debt built a coalition of over **150 organizations** with a reach of more than **20 million Americans**. The coalition included legal aid groups, financial institutions, labor unions, civil rights and advocacy groups, and community-based organizations.

Through a series of 28 student debt clinics and 25 workshops, the campaign provided direct 1:1 support to equip borrowers with the knowledge and tools they need to navigate their student loans and save money. SAVE On Student Debt helped hundreds of borrowers get on a path to over **\$10.5 million in debt forgiveness** and save **hundreds of thousands of dollars** a year on their monthly payments.



Case Study: SAVE On Student Debt



IMPACT SPOTLIGHT

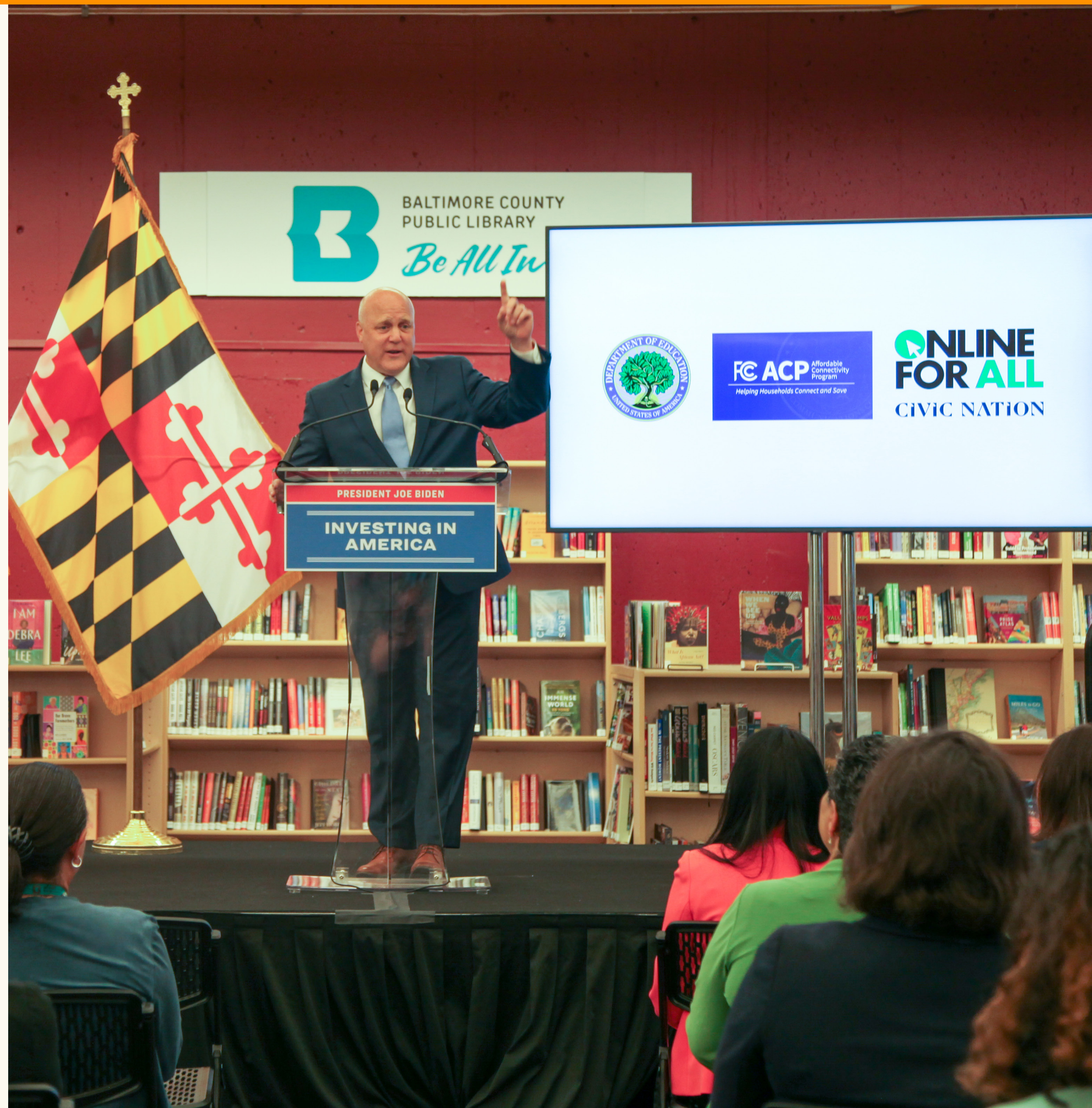
Rasha Terry

In 2010, Rasha graduated from Georgia State University after borrowing less than \$12,000 to finance her education. After hearing about SAVE On Student Debt, Rasha attended an in-person student debt clinic where she met with a volunteer who helped her enroll in the SAVE Plan.

“I am so grateful for the knowledge that was shared at the clinic and the volunteers were a tremendous help! I signed up for the SAVE Plan, which reduced my monthly payments from \$99 to \$9. My loans were ultimately forgiven since I borrowed less than \$12,000 and paid for 10 years,” said Rasha.

Online For All

From June 2023 to May 2024, the Online For All campaign worked to close the digital divide by enrolling thousands of families in the Affordable Connectivity Program (ACP). The campaign built a coalition of **400 supporting organizations** doing ACP outreach and awareness work in their communities. Launched in partnership with the **U.S. Department of Education**, the campaign brought together national organizations, local community groups, and corporations like **Comcast**, **Verizon**, and **Dell**. Through our community-based grant programs, our local partners helped their communities save more than **\$200,000 per year** on internet bills.



Save On Clean Energy

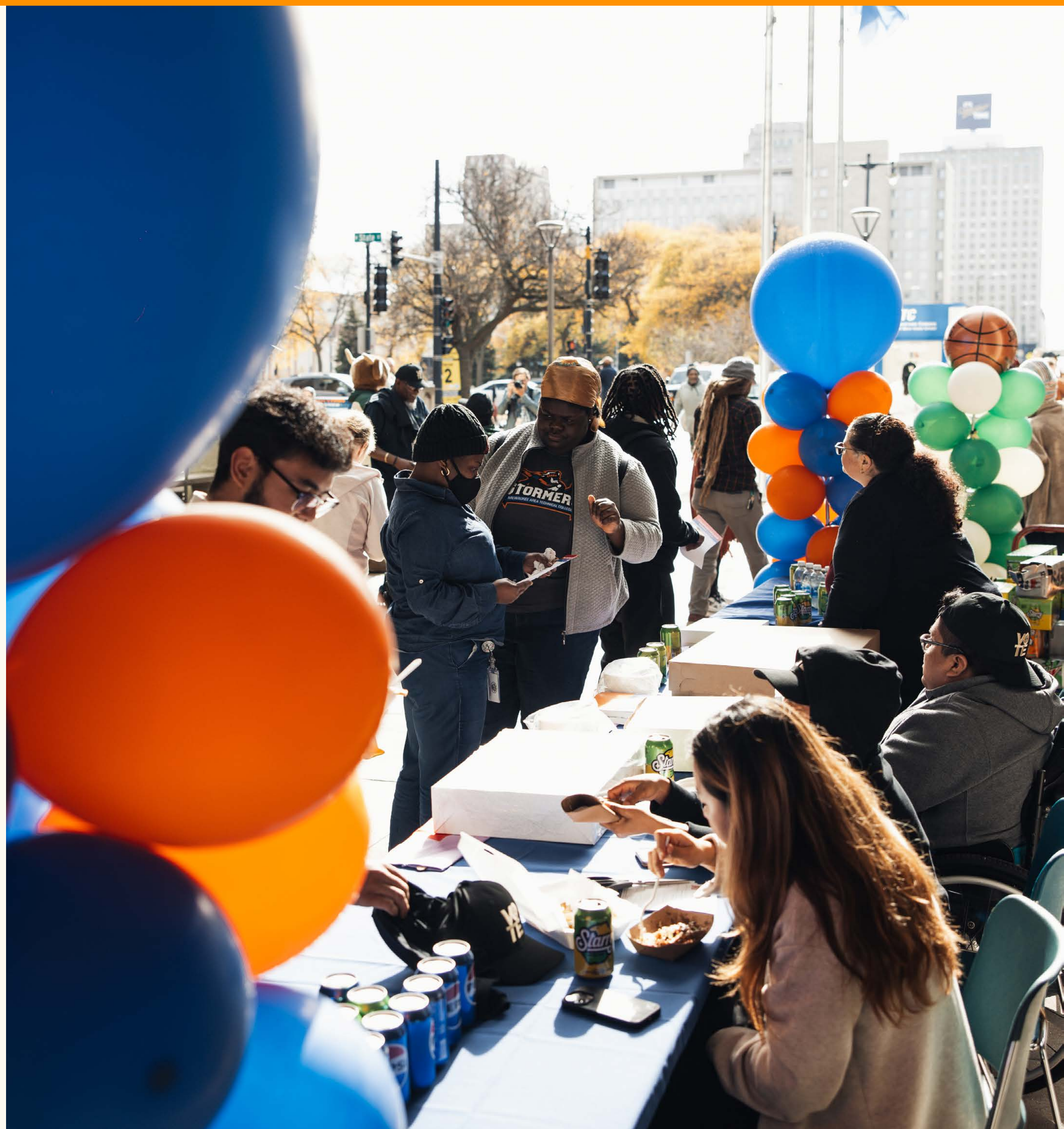
New rebates and tax credits signed into law as part of the Inflation Reduction Act have the potential to save Americans **\$38 billion on their electricity bills**. Civic Nation teamed up with the **U.S. Department of Energy** to educate Americans about these savings opportunities and build a pipeline of demand as more become available in every state. Launched in July of 2024, Save On Clean Energy deployed a resource library and consumer savings calculator, and quickly built a coalition of more than **140 organizations** committed to this work, including groups like **United Way, Climate Power**, and the **League of Conservation Voters**, and companies like **Carrier, Sunrun, and Samsung**.



Benefits Enrollment Experiment

Since 2021, Civic Nation has run multiple national education campaigns focused on increasing uptake of federal benefits and building trust in communities of color. Our work in this arena has led us to believe that when voters can see and feel the tangible impacts of government in their lives and communities, they are more likely to be civically engaged and to turn out to vote for continued effective governance, and that the best messengers for this type of intervention are trusted community-based organizations.

In 2024, Civic Nation set out to fill a gap in the existing research around this connection by conducting a randomized controlled trial to evaluate the effects of community-based organizations doing benefits enrollment work on driving voter turnout. Over the course of the experiment, our research partners in five states reached 15,000 community members with information about benefits enrollment and voting. Final analysis and results from the experiment will be published in 2025.



A Letter *from* Our CEO

At Civic Nation, we believe in the power of people to strengthen our democracy and shape our future.

We know that our country and the communities we serve will face new and unprecedented threats in 2025. Our organization and our initiatives are stepping up in a big way to meet these challenges. We The Action will mobilize its community of lawyers to protect immigrant communities, nonprofits, and civil servants. It's On Us will support survivors of sexual assault on campus and stand for a strong Title IX. And When We All Vote and ALL IN will ensure that voters, especially those disproportionately targeted by voter suppression, can make their voices heard at the ballot box.

But we also know that if we want to live in a thriving, multiracial democracy, we must spend 2025 thinking differently, coming up with new ideas to tackle these new challenges, and doing critical work at the local level to build bridges and solve problems. Through the Change Collective, and the programming of many of our initiatives, we can foster pluralism in our communities and lead an intentional effort to revitalize our civic infrastructure.

In a moment rife with anxiety about the future, the work we do at Civic Nation gives me hope.

We know a better world is possible. And we are deeply grateful to have supporters and partners like you who are committed to helping us achieve it.

Kyle Lierman

