MYFAITHVOTES®
United. We Stand.

2020 ANNUAL REPORT

waking up Christians in America with your support



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A LETTER FROM THE **NATIONAL CHAIRMAN**

It's such a blessing to share this report with you—because it reflects what happens when you and I stand with conviction and courage for the sake of the values we hold dear.

As Honorary National Chairman of My Faith Votes, my hope is that what you read today inspires you for all I believe God has in store for our future.

Because despite all we've been through this past year—from a global pandemic to political division and what feels like constant attacks on religious freedom—I believe God's people in America have turned a corner and are standing ready for action.

You'll see what I mean as you read about the massive mobilization of Christians in recent elections to not only vote their conscience but also remain engaged in civic life.

The politician in me sees a powerful voting bloc waking up. And the preacher in me remembers from Scripture that "righteousness exalteth a nation" (Proverbs 14:34).

When we live out our faith in the public square, we invite God's blessing on America. And I'm seeing millions of believers like you standing up to do just that. Together, we're speaking truth with grace, serving our neighbors in love, thinking biblically about the issues that matter, and voting our values. And it's crucially needed.

Compared to the vicious, dehumanizing cancel culture destroying our society, the difference is night and day.

So thank you for standing with me and millions more to light up the night.

God bless you,

Mike Huckabee
Honorary National Chairman
My Faith Votes

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2020 AT A GLANCE

The year 2020 rocked this nation to its core, with the pandemic, riots, a dismantled economy, and contentious elections. But amidst all the isolation and division, millions of Christians remembered our calling from Scripture to be salt and light in our community, country, and in the hurting and broken world around us. And with support from friends like you, My Faith Votes launched an ambitious plan of action to motivate and equip Christians in the 2020 elections.



"There is a huge family of believers all across the nation that are just like me who love the Lord and love America."

–Katie, North Carolina



GRASSROOTS EFFORTS

Mobilized over 5,500 volunteers and partners to make 59 million voter contacts in 2020



NATIONAL CHURCH OUTREACH

Rallied churches across 49 states to vote for biblical values



CHRISTIAN UNIVERISTY & COLLEGE EFFORTS

Engaged and equipped more than 500,000 students on 255 campuses



NATIONAL MEDIA CAMPAIGN

Presented My Faith Votes ads via TV, radio, and digital campaigns more than 350 million times



VOTER TECHNOLOGY & RESOURCES

Provided an Online Voter Guide and Resources for ALL 100,000 elections, which voters accessed 2.1 million times



EFFORTS IN PIVITOL RACES

Identified and targeted 2.8 million low-propensity Christian voters in 12 swing states with outreach campaigns using texting, postcards, and digital ads

GRASSROOTS EFFORTS

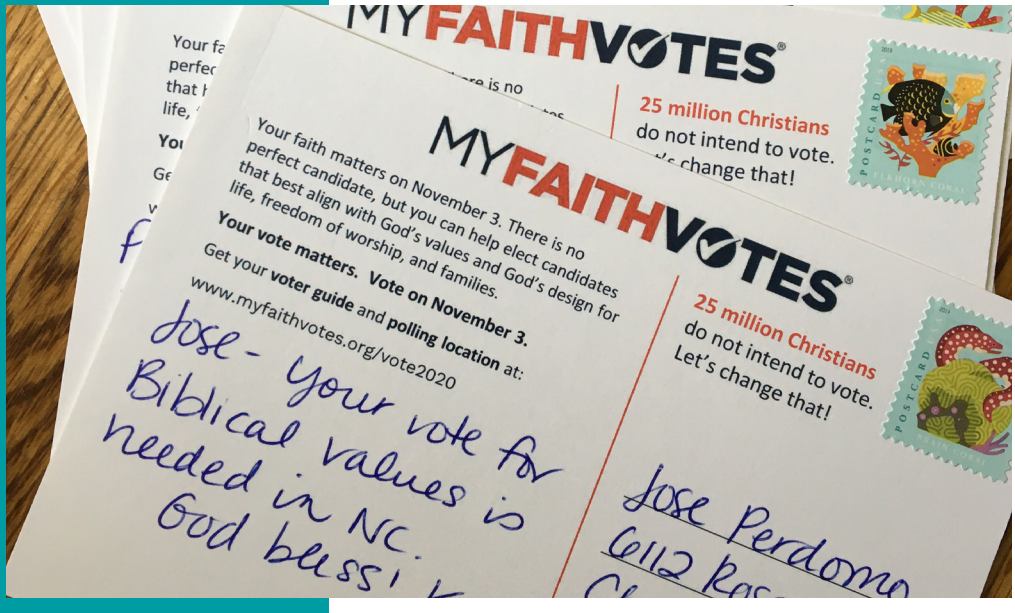
waking up everyday citizens to make an extraordinary difference

One of the most encouraging developments of 2020 has been the continued growth of the grassroots efforts of believers just like you. This is not a top-heavy movement dependent on one voice and easily dissolved–it's a nationwide movement of Christian voices united in common cause.

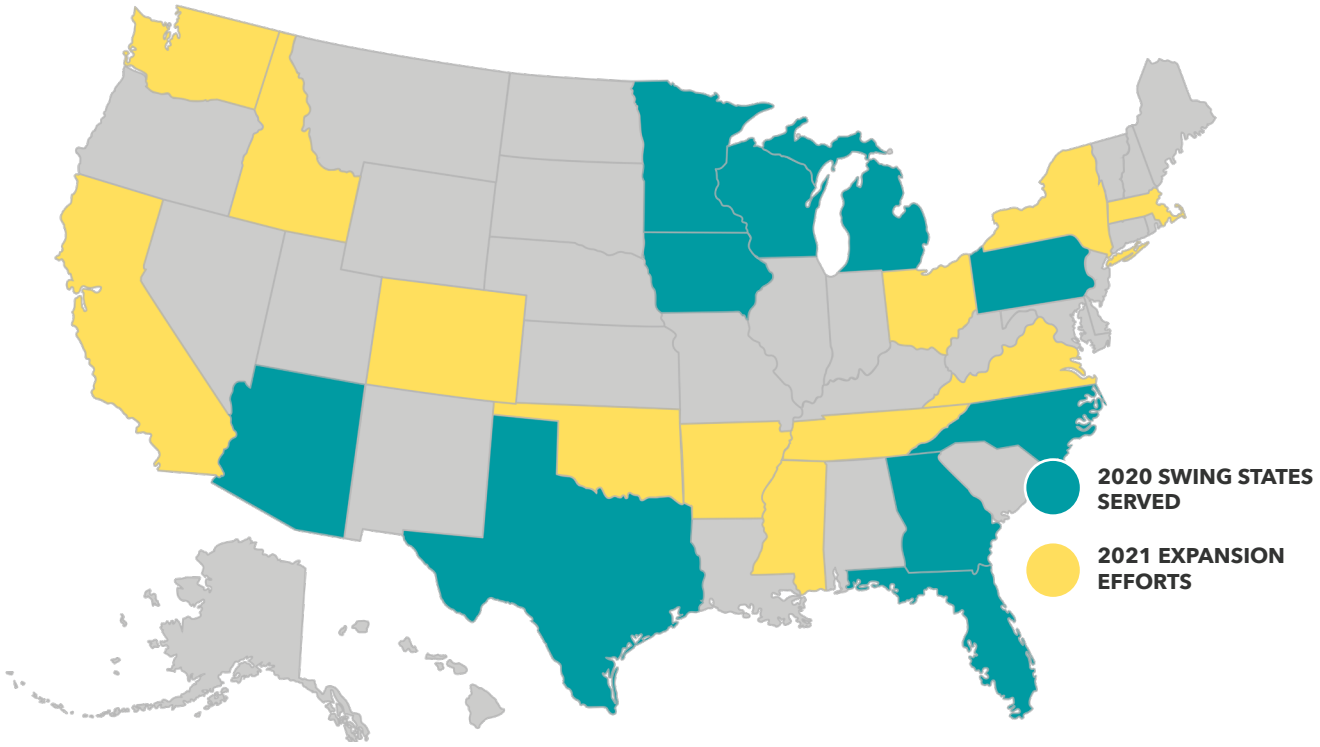
Last year alone, 5,500 volunteers from all 50 states contributed $1.3 million dollars worth of manpower to encourage and equip believers to get out and vote. That's roughly 50,000 hours of work!

"It felt so good to be part of a movement across the country to encourage voters to vote based on biblical values. The news has been discouraging so it especially felt good to be able to do something to make a difference in a positive way." *–Jane, Connecticut*

- ✔ **13.7 MILLION** text messages sent to low-propensity Christian voters
- ✔ **1.3 MILLION** postcards sent in the General Election and Georgia run-off
- ✔ **40.1 MILLION** emails sent to voters across the country



As a result of these personal efforts, an estimated nine million new Christian voters turned out to make their voices heard!

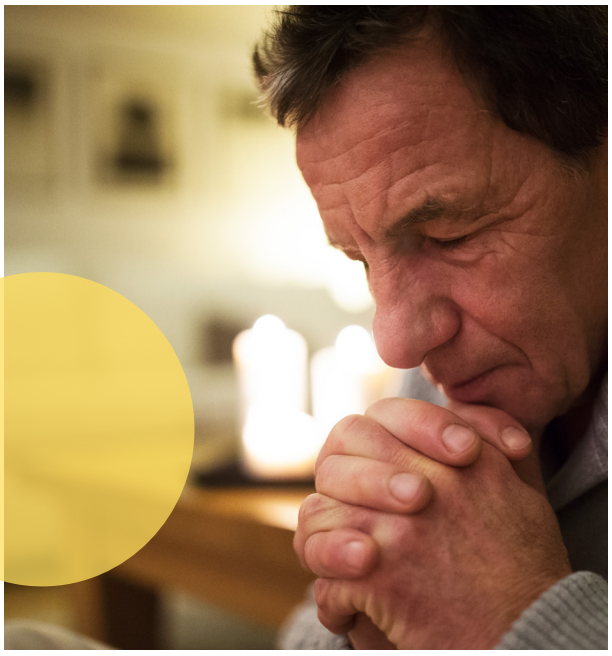


Swing State Efforts

For the 2020 elections, My Faith Votes appointed State Volunteer Coordinators in 10 of the pivotal swing states—and with continued help from friends like you, that number will increase to State Volunteer Coordinators in 12 additional states in 2021, as we expand our volunteer network with a focus on critical local and state elections!

United In Prayer

Beginning in 2020, believers nationwide gathered twice a day every Monday through video conferencing to pray for the elections. This grassroots movement has since taken on a life of its own as Christians across the country continue to unite in prayer to lift up the needs of our nation.



"Thanks for the weekly prayer opportunity where we get to connect with MFV prayer warriors to bring our praises and petitions to the throne room of God." *—Mark, California*



Mindy, Colorado

"My Faith Votes has given me tools and resources to get involved and take action—when I was a 'sideline sitter' before. The resources from the Our Church Votes initiative enabled me to educate my church members on platforms, register them to vote, and encourage voting."

NATIONAL CHURCH OUTREACH

waking up the body of Christ to be salt and light

Since first spreading from Judea to Rome, Western Europe, East Asia, and the New World, the church has positively and powerfully influenced every culture where believers remain true to the gospel. We preserve what is good like salt and reveal what is true like light. We influence the culture by engaging it for Christ—and that includes voting His agenda.

In 2020, churches across the country from 49 states and influential pastoral networks including American Pastors Network, Church United, and the National Hispanic Christian Leadership Conference utilized My Faith Votes resources to help keep their congregations informed and involved in cultural and political issues.

"We are what we tolerate. There is no such thing as comfortable Christianity... Jesus is not coming back for a defeated church. He's coming back for a glorious, holy, thriving bride."

Rev. Samuel Rodriguez, Pastor, NHCLC President, Our Church Votes Co-Chair



OurChurchVotes.org, an initiative of My Faith Votes, resourced pastors and congregations to take their faith from the pew to the public square through informed voting that championed religious liberty, freedom of speech, the sanctity of life, a biblical view of marriage and family, and freedom of worship.

Voter Mobilization Digital Toolkits gave churches everything they needed to help their congregants register to vote and stay informed on the issues and candidates.

Pastoral Toolkits provided church leaders with an archive of sermons on helping Christians engage in civic life, small group discussion guides, and legal guidance for navigating concerns when mobilizing church members to vote.

Second Annual National Voter Registration Sunday was hosted by churches across the country to highlight the biblical call to engage our culture for Christ. As a result of this My Faith Votes event, many churches stepped up like never before to help their congregations register to vote and make a difference.

92 percent of people who use these tools vote—taking significant strides to closing the gap on Christian influence in election outcomes.

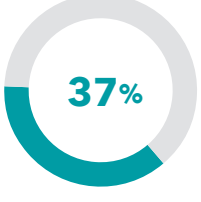


CHRISTIAN COLLEGE & UNIVERSITY EFFORTS

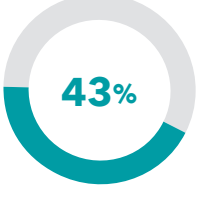
waking up a rising generation to use their God-given influence

Millennials and Generation Z combine to make up the largest voting bloc in the country—roughly 69.2 million people. In contrast to the media's depiction, many of these young men and women have a deep faith. They're independent thinkers, passionate about what they believe, and eager to make a difference in their communities.

That's why, together with you and the millennial-led organization Because I Care, we launched a massive effort that reached 515,250 students on Christian college and university campuses across the nation. **And experience tells us 72 percent of those students who use our tools vote!**



Millennials and Generation Z made up 37 percent of actual votes in the 2020 elections.



By 2024, that number is expected to equal Baby Boomers, which make up 43 percent of the votes cast.

BECAUSE I CARE

Because I Care invites a rising generation of Christians to take a seat at the table of national discourse and offer the hope of biblical solutions for our nation's problems.

"Before Because I Care, we didn't have any voting initiatives on our campus. And these resources are helping students think and vote from a biblical worldview." *–John Connolly, President at Paul the Great Catholic University, California*



How you helped get out the vote:

- ✔ 9,400 *I Pray. I Think. I Vote.* Wristbands
- ✔ 6,000 *Because I Care* Stressballs
- ✔ 5,000+ Stadium Cups
- ✔ 3,300+ Posters
- ✔ 34,000+ Flyers

Working with school administrations and student groups on campuses like Arizona Christian University, John Brown University, and Taylor University, My Faith Votes partnered with more than 250 Christian colleges and universities in 45 states during the 2020 election–more than double our efforts in 2018.

"We loved the materials. 'I Pray. I Think. I Vote.' is spot on! We have already begun to use the items in our outreach." *–Grace, Hardin Simmons University, TX*



NATIONAL DIGITAL & BROADCAST MEDIA

waking up believers nationwide to the call for action

It's no secret the national media and Big Tech often silence biblical viewpoints on the public stage, leading many believers to feel isolated and marginalized.

But thanks to your support, millions of Christians heard the call to stand together and vote their values through our nationwide TV, radio, and digital marketing campaigns, resulting in more than 350 million points of contact with voters!



Just before the elections, My Faith Votes presented a special two-part broadcast event, *Think. Pray. Vote.* hosted by Kirk Cameron, on TBN, providing insight and encouragement for Christians across the country and equipping them for the voting booth.



"I thank God for My Faith Votes because it opened my eyes to the urgent and critical need for people of faith to step up to the ballot box. Whereas before I was frustrated with everything in the news, here I am refreshed, encouraged, and inspired to join believers across our nation making a difference." *–Marie, California*

YOUR IMPACT THROUGH TV

With concentrated efforts in swing states, our messages were seen nationally on stations like NBC, CBS, ABC, and FOX, making up 1,910 TV spots encouraging believers to "Pray. Think. Vote." With over 23 hours of programming, it's estimated nearly 19.9 million people were reached.

YOUR IMPACT THROUGH RADIO

Your voice echoed across the nation with over 11,000 minutes of content, making up 33,000 radio spots calling Christians to vote across 656 stations. An estimated 19.9 million people were reached in key states.

YOUR IMPACT THROUGH EVENTS

Beyond the media blitz you made possible through TV, radio, and digital campaigns, 2.2 million people connected with My Faith Votes via live virtual events featuring a number of influential Christian leaders.



CALLING CHRISTIANS TO A TURNING POINT

Beloved pastor, author, and founder of Turning Point Ministries, Dr. David Jeremiah, championed My Faith Votes through a five-week TV advertising campaign.

YOUR IMPACT THROUGH DIGITAL

Impressions measure the number of times My Faith Votes content was displayed on someone's social feed–whether through organic sharing or paid advertising.

Thanks to friends like you, increases anywhere from 15–700 percent were seen across the board on all platforms… that's more hearts and minds potentially waking up to take action!

117 million impressions

1.1 million impressions

5.3 million impressions

3.3 million impressions



VOTER TECHNOLOGY & RESOURCES

waking up the power of innovative tools

Confusion over the voting process, lack of information about candidates, and a vague understanding of the issues at stake cause many people to stay at home rather than cast their vote.

My Faith Votes eliminates those obstacles with the most comprehensive online Voter Resource Center available to the Christian community.

And in the 2020 elections, believers leveraged this user-friendly technology 2.1 million times!

THE PERSONAL VOTING ASSISTANT

putting the power at your fingertips

The Personal Voting Assistant puts the power at your fingertips! Accessible from any computer or mobile device, the Personal Voting Assistant allows you to:

- ✔ **Register to vote**, secure absentee voting ballots, and identify polling locations with driving directions.
- ✔ **Stay up to date** on all national and local elections with sample ballots and election reminders.
- ✔ **Keep informed** of what's at stake in the culture battle and at the ballot box to vote with confidence.
- ✔ **Contact an elected official** to make your voice heard with just one click.

ONLINE VOTER GUIDE

helping you vote for biblical values with confidence

While many voter guides are available on the market, they're often limited geographically and in scope of the races covered. My Faith Votes offers a comprehensive guide for all elections nationwide from the local to federal level.

During the 2020 elections, the My Faith Votes Online Voter Guide covered 100 percent of all 100,000 elections—and usage grew tenfold since the tool was first introduced in 2018!

MAKE YOUR VOICE HEARD

Voicing your values with just one click!



The "Make Your Voice Heard" feature keeps you updated on current legislation and makes it easy to contact your elected officials to urge them to vote for biblical values.

CONCENTRATED EFFORTS IN PIVOTAL RACES

waking Christians up to what's at stake in their own backyard

With razor thin margins separating candidates in pivotal races, My Faith Votes united Christians across the country to pray for believers in key states and encourage them to vote their values. Friends just like you helped identify and engage 2.8 million low-propensity Christian voters in 12 swing states!

My Faith Votes led the single largest coalition of faith-based organizations in recent history working to mobilize Christians to vote. The unity developed among the partnering ministries has paved the road for greater effectiveness in future elections with the leadership and commitment of My Faith Votes. Each organization brought the best of what they do.

DURING THE CRITICAL GEORGIA RUN-OFF ELECTION...



My Faith Votes ran 2,501 radio spots on local Georgia radio, equaling 519 minutes of airtime calling Christians to "Pray. Think. Vote."



Over 5,000 volunteers from 48 states sent more than one million postcards to Christian voters in The Peach State.



With COVID-19 still restricting gatherings, thousands of believers met twice a day on Zoom in the week leading up to election day to pray for these historic elections.

WHAT IS GEO-FENCING?

Digital marketing built on Geo-Fencing allows you to deliver digital messages tailored for audiences located within a geographic location at a specific time—like anyone attending church on Sunday or students on a college campus.

In 2020, My Faith Votes targeted 465,000 low-propensity voters using Geo-fencing in crucial states and delivered 37 million digital ads to inspire them to go and vote!

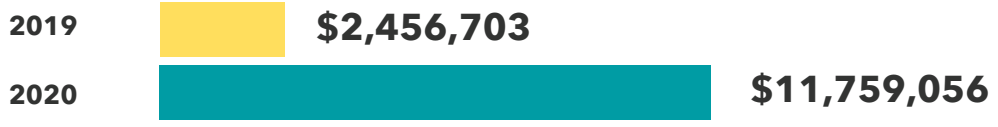


"I was very anxious about the election and so grateful to have an opportunity to join with others to do something constructive like sending postcards and praying… I believe by joining together we can be a powerful force in our world today."

—Sam, Illinois

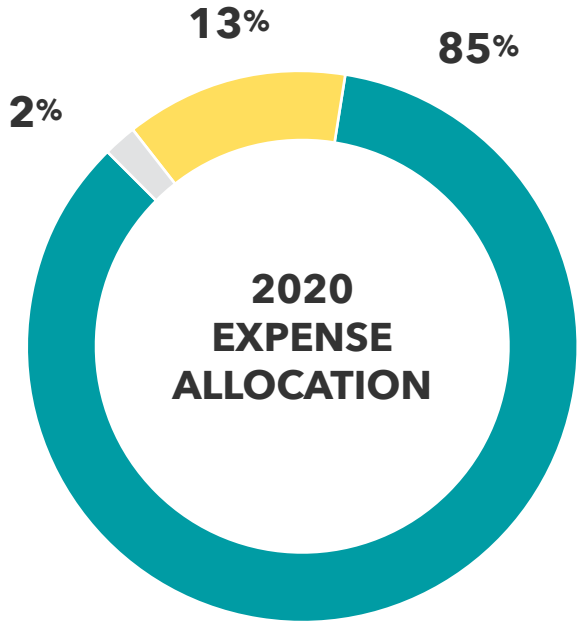
FINANCIAL OVERVIEW

Your Contributions



DID YOU KNOW?

Our donors now represent nearly 80 percent of all zip codes in the United States!



Doing the most with your support!

- PROGRAMS
- FUNDRAISING
- GENERAL ADMIN

Financial Report*

As a 501(c)(3) nonprofit organization, My Faith Votes depends on financial support from friends like you to make an impact. You want to see an America where God is honored in the public square and biblical truth is advanced in our culture. You want believers to champion biblical values from an informed Christian worldview. You want Christians to put their faith into action at the ballot box. And you make that happen in powerful ways through your support!

	2019	2020
REVENUE		
Contributions	$2,456,703	$11,759,056
Royalty & Other Income	$59,910	$35,288
Total Revenue	$2,516,613	$11,794,344
EXPENSES		
Program Services	$1,732,236	$9,082,101
Fundraising	$472,877	$1,332,754
General Administration	$119,887	$199,347
Total Expenses	$2,325,000	$10,614,202
Net Assets, Beginning of Year	$1,926,948	$1,764,146
Change in Net Assets	$191,613	$1,180,142
Net Assets, End of Year	$2,118,561	$2,944,288

**Pre-audited results*



WAKING UP TO WHAT'S NEXT IN 2021

"In this propagandized world that we live in, it is more important than ever that believers know one another, stay connected to one another, gather together in prayer, and work in tangible ways to turn the nation and the world back to our savior, Jesus Christ."
–Ashley, North Carolina

The political and cultural climate facing Christians in 2021 is unlike anything seen in our nation's history. Beyond problematic issues like voting fatigue and concern that your voice doesn't matter, Christians now face the slander of "cancel culture" and the advancement of anti-biblical policies that directly threaten your ability to live according to the convictions of God's Word.

- Threats to religious freedom
- Threats to the sanctity of life
- Threats to marriage and family

But hope is realized when God's people wake up– stand bold and courageous– to live out the gospel and offer biblical solutions to our nation's needs.

DID YOU KNOW?

In the upcoming 2022 midterm elections, all 435 seats in the U.S. House and 34 seats in the Senate will be contested. Now is the time to build momentum for ensuring a strong Christian voice at the ballot box!

Your voice needs to be heard and amplified by uniting with other Christians. My Faith Votes is here to help you do that. Together, we will stand courageously for biblical values in the public square.

IN 2021, YOU CAN COUNT ON MY FAITH VOTES TO HELP:

IDENTIFY political and legislative threats to biblical values. From local to state to federal levels, My Faith Votes monitors attacks on religious freedom, the sanctity of life, and marriage and family. Many Christians are unaware of the mounting threats in our nation. Such measures as the "Equality Act" and the "For the People Act" are deceptively named and designed to tear down religious freedom and election integrity. My Faith Votes is tracking and alerting Christians to these critical issues in our nation's capital and communities.

INFORM you on key issues where Christians must make their voices heard. We are empowering our extensive network of 5,000 volunteer Action Partners, students on 255 college campuses, and churches across the country through a variety of technologies and communication channels to take action and transform our communities and the nation on what matters most.

ACTIVATE believers nationwide to not only vote, but also take action in their communities. Every generation of the church faces a unique moment when it is called on to take a stand in the public square. This is our moment.

My Faith Votes is convening and leading a coalition of partner organizations to build a multi-year action plan using data, advanced technology, and networks to advance wins for biblical principles in elections over the next four years and beyond.

With resources to help every believer speak the truth in love, My Faith Votes is providing a platform for Christians to voice a biblical perspective whenever our values come under attack. My Faith Votes will equip volunteer Action Partners with the resources and tools to engage county officials and school boards to preserve election integrity and arrest progressive ideology threatening our children.



My Faith Votes is the tangible answer to prayer that so many Christians have been seeking. This is a movement of believers focused on what unites us, not what divides us. And it has given us the opportunity to put feet to our faith and fight for biblical values in this nation we so love." *–Ben, Georgia*

A LETTER FROM THE **BOARD CHAIRMAN**



The power behind the My Faith Votes movement has everything to do with the passion and conviction of partners like you. It reflects what happens when millions of believers wake up to say, "I will not be silent. I will not grow weary. I will put my faith into action."

And because of that awakening, a united Christian voice is rising in our nation—and we can't thank you enough for helping make this possible!

Your partnership and prayers help equip and inspire believers across the country to "PRAY. THINK. VOTE." And today, we're asking you to pray for an even greater impact in the year ahead!

In the past, Christianity in America had become privatized, but today, the threat from secular forces seeking to criminalize the public expression of biblical convictions is real… yet hope for our nation remains as long as God's people stay faithful.

"If My people who are called by My name will humble themselves, and pray and seek My face, and turn from their wicked ways, then I will hear from heaven, and will forgive their sin and heal their land." (2 Chronicles 7:14)

The ancient promise God made to the Israelites offers timeless hope for all peoples who would seek His healing and restoration. It begins with us—followers of Jesus Christ—and My Faith Votes remains committed to helping you and all believers stand united to advance biblical truth in our culture.

Thank you again for your partnership in this mission. And thank you for any special gift you choose to give today to help keep believers awake, alert, and engaged for Christ in the future of our country.

May it ever be one nation, under God.

Sealy Yates
Board Chairman
My Faith Votes

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