MYFAITHVOTES®



2021 ANNUAL REPORT

Waking up Christians in America with your Support

www.myfaithvotes.org



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.

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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ELECTION INTEGRITY NOW

"The integrity of the upright will guide them, But the perversity of the unfaithful will destroy them." Proverbs 11:13

The right to vote in a free and fair election is the most basic civil right, one on which many of the other rights of the American people depend. If we are to motivate people to vote, we must give them the confidence that their vote will be counted and there is integrity in our election process.

In 2021, My Faith Votes launched ElectionIntegrityNow.org to address these concerns.

ElectionIntegrityNow.org identifies the largest threats to the integrity of our election process and provides Christians with practical steps they can take at the federal, state and local levels to help ensure transparent and fair outcomes in every election.

ElectionIntegrityNow.org is helping Christians take action to:

- ✔ oppose legislation that threatens a federal take-over of election laws from states, overriding the most basic of laws requiring voter ID without other safeguards to eliminate fraud risks;
- ✔ support and pass significant state legislation to codify reasonable voter requirements and ensure state law is strictly enforced by the courts;
- ✔ get involved locally to become and get trained to be election workers and poll watchers.

Through these efforts in 2021, My Faith Votes was able to help prevent the passage of four federal bills that threatened a takeover of state election law, pass legislation in nineteen states to reduce election law ambiguity, and recruit and train an army of Christians across the nation to engage in their communities.

Thousands of people have made their voice heard and put their faith into action through ElectionIntegrityNow.org, establishing a foundation of transparency and readiness for future elections.

MYFAITHVOTES®
ACTIONPARTNERS

Turning Our Faith into Action

"The people who know their God will be strong and take action." (Daniel 11:32)

Christians across America are wakening up and desiring to take action in support of Judeo-Christian values and to see God honored in the public square of our nation. We saw this firsthand in 2020 as thousands of volunteers partnered with My Faith Votes to write postcards to other Christians, encouraging them to vote. The engagement from every day people across the country was so large and encouraging that we knew God had built up a grassroots army within My Faith Votes followers.



We officially launched our grassroots Action Partner program early in 2021.

Action Partners are Christians who desire to do something to bring the influence of their faith into their communities and into our nation. Through prayer and action, these Action Partners are coming alongside My Faith Votes and making a difference in their communities and in our nation.

With over 100 volunteer leaders and nearly 6,000 members in 49 states, the Action Partner program is one of the largest Christian grassroots movements in America.

As a busy working mom, I don't always have time to read the headlines or watch the news. My Faith Votes emails provide an easy way to stay up to date on key faith-related stories and give my family very tangible ways to pray, praise, and serve each week." – Katie, North Carolina



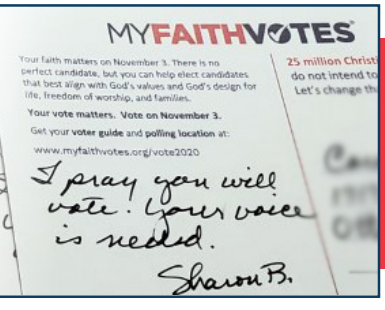
LIFTING VOTER TURNOUT IN VIRGINIA



In the fall of 2021, all eyes were on Virginia's statewide elections. The choices of candidates in most of the state-wide races could not have been more opposite, and the margins were razor-thin.

Early in the year we committed to making a difference in these elections, because we knew the process and the outcomes would have significant impact on the country and the upcoming midterm elections.

The results were encouraging as Virginians elected Christian leaders to three prominent roles: Governor, Lieutenant Governor, and Attorney General, and liberal school board members across the state were replaced with sensible, conservative leaders. My Faith Votes had a measurable impact on these outcomes.



One Harvard University study: Any "get-out-the-vote" effort yielding a 3 to 5 percentage point improvement in voter turnout is considered highly effective. My Faith Votes digital ads delivered a 23 percentage point lift!

Letters: Building on our learnings from 2020, My Faith Votes recruited volunteers to send letters and postcards to Christian voters in Virginia with handwritten notes of encouragement. This initiative resulted in a 9 percentage point lift in voter turnout over our control group.

Digital Ads: Using digital technology to geo-fence the home addresses of Christians in Virginia, My Faith Votes was able to send a series of digital advertisements to these voters over a three-week period. This digital campaign took results to a whole, new level. Voter turnout of those who received the My Faith Votes digital advertisements was 23 percentage points higher than those who did not receive the ads.

We are unaware of any other effort that achieved these level of results. This is truly best-in-class. Better yet, they are repeatable. And we now have a blue-print for significant impact in 2022. My Faith Votes will make the difference in those elections.

STUDENTS: EQUIPPING THE NEXT GENERATIONS

While some might dismiss the influence of the younger generations, My Faith Votes is engaging a rising group of Christians on college and university campuses to be leaders of tomorrow.







Statesmanship and Religious Freedom Seminar

My Faith Votes was proud to partner once again with the Religious Freedom Institute (RFI) to offer college students the opportunity to participate in the 3rd annual Statesmanship and Religious Freedom (SaRF) Seminar, a program that explores the critical role Religious Freedom plays in a free and flourishing society and the role that key historical figures have played in protecting this fundamental human right.

Religious Freedom Forums on Campus

In partnership with the Religious Freedom Institute, My Faith Votes is taking training to campuses and offering forums for deeper engagement on the nation's first freedom. Spending two days in classroom training and participating in public forums, students are exposed to a thoughtful way of understanding and sharing about how our nation benefits from our unique approach to religious freedom.

NATIONAL VOTER REGISTRATION SUNDAY

September 19 marked the 3rd annual National Voter Registration Sunday, a day recognized by churches nationwide to encourage their congregations to engage civically and to register to vote if they are not already registered to do so.

My Faith Votes provides a comprehensive toolkit to churches to hold a voter registration drive, making it easy for them to execute their event in a way that best fits the church. The toolkit provides a step-by-step instruction guide, helping the church understand and navigate the do's and don'ts and helps position the staff and volunteers for success. The toolkit also gives churches professionally produced videos and graphics to assist any church with social media and in-service promotion of the event.

National Voter Registration Sunday has served to activate thousands of voters for elections that matter in communities across the nation. The next National Voter Registration Sunday is set for September 18, 2022.

VoterRegistrationSunday.org



2022 MIDTERM ELECTIONS



While there are meaningful elections in every state, we must concentrate our efforts in a critical few to ensure Christians are influencing the outcomes in the U.S. Senate and House. The six states are Arizona, Florida, Georgia, North Carolina, Pennsylvania, and Wisconsin. We have analyzed the data within these six states and identified 1.88 million Christians who do not regularly vote in midterm elections. We will deploy a sophisticated multi-channel activation strategy using personal touch and data-driven outreach proven to lift voter turn-out.

Our Objective: Leverage data, technology and personal outreach to identify and activate low-propensity Christian voters in 6 key states and turn out 1.88 million new conservative, faith-based voters.

Our Plan: My Faith Votes will bring a multichannel approach to these six states to ensure non-voting Christians are activated to vote:

- **Build data models to identify low-propensity, Christian voters in the targeted states.**
- **Execute an extensive personal outreach program using handwritten postcards and letters at important times during the year.**
- **Launch a data-driven media campaign on local Christian and conservative radio stations, podcasts, and social media.**
- **Use our proven approach to digital marketing. We have the ability to essentially draw a boundary around the homes of these 1.88 million Christians and then deliver digital advertisements and messages to every electronic device within that perimeter. This is an amazing technology that delivers powerful results because it's targeted and personalized.**
- **Deploy a peer-to-peer texting campaign to low-propensity voters using volunteers from within the state, encouraging them to register and sign up for election reminders.**

My Faith Votes is laser-focused on delivering measurable impact in 2022. Using data analytics and targeted methods for reaching low-propensity voters in critical states, our goal is to target 1.88 million faith-based voters who otherwise would not have voted and activate 925,000 to get to the polls in 2022. The collective margin in these six states for the 2020 election was only 0.9%, or 321,591 votes. When we deliver nearly one million new voters, it will be more than enough to sway the outcome of the next elections in those states to benefit the nation.

Taking action through My Faith Votes has strengthened me in my resolve to stand up and fight for our country. For too long, I just watched and grieved. But now, I'm informed, motivated and putting my faith into action. I praise Him for directing me to My Faith Votes so I could receive the tools to get involved to make a difference.

– Cecilia, California

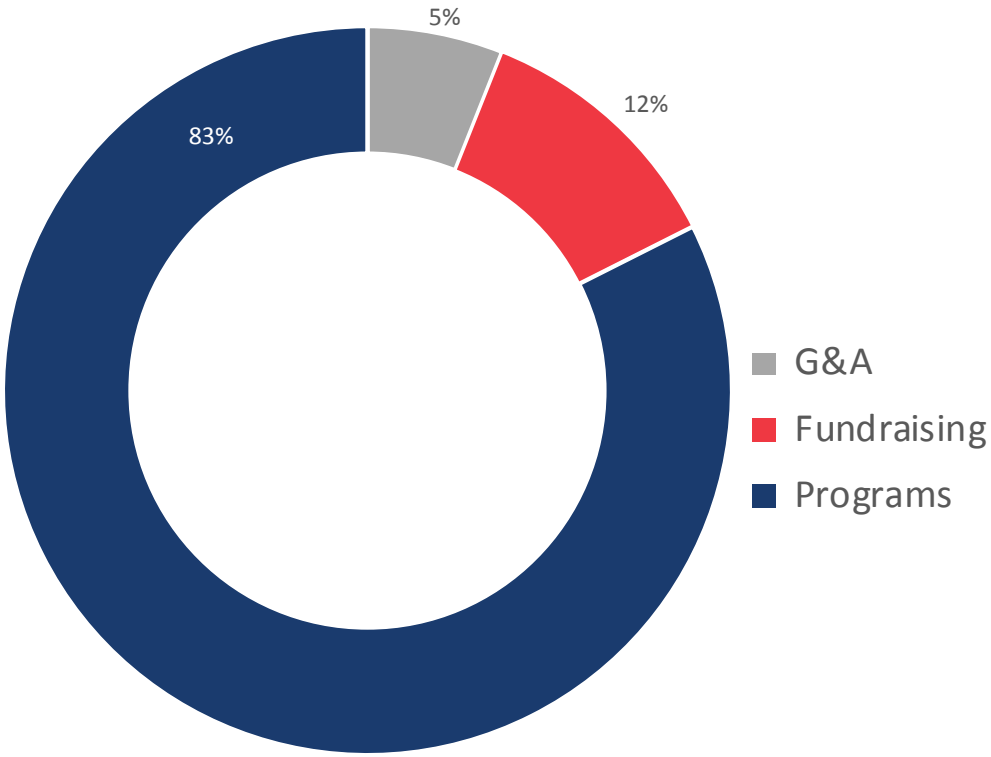


The challenges our country is facing is not one that will be fixed by Republicans or Democrats, it will be fixed by turning our focus back to Christ. I'm excited to be a part of MFV that turns to prayer as the first and last resource in this battle to take our nation back to the biblical values on which it was founded.

– Javier, Nevada



FINANCIAL OVERVIEW



Vision Charatible Trust/My Faith Votes
2021 Expense Allocation

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!

	2020	2021
REVENUE		
Contributions	$11,885,229	$5,435,720
Royalty & Other Income	$4,893	$39,444
Loss on impariment of intengible assets	($912,000)	–
Total Revenue	$10,978,122	$5,475,164
EXPENSES		
Program Services	$9,116,101	$3,878,727
Fundraising	$1,210,287	$ 549,296
General Administration	$ 253,918	$247,658
Total Expenses	$ 10,580,306	$4,675,681
Net Assets, Beginning of Year	$1,764,146	$2,161,962
Change in Net Assets	$397,816	$ 799,483
Net Assets, End of Year	$2,161,962	$2,961,445

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!

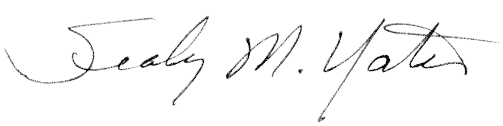
In the past, Christianity in America had become privatized, but today, the threat from secular forces seeking to criminalize the public expression of biblical convictions is real… yet hope for our nation remains as long as God's people stay faithful.

"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