2022 ANNUAL REPORT

Because You Gave:
Activating Christians in America with Your Support

MYFAITHVOTES®
United. We Stand.

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A LETTER FROM THE **NATIONAL CHAIRMAN**

NATIONAL CHAIRMAN

Our nation is divided. Most people assume our division is horizontal. They think our differences are measured from the left to the right—between Democrats and Republicans or liberals and conservatives. But that's not quite right.

We need to think vertically. It is not left and right. It is up and down. It is good versus evil. If the people of faith do not vote and vote according to biblical principles, then our country will move further and further down, instead of up.

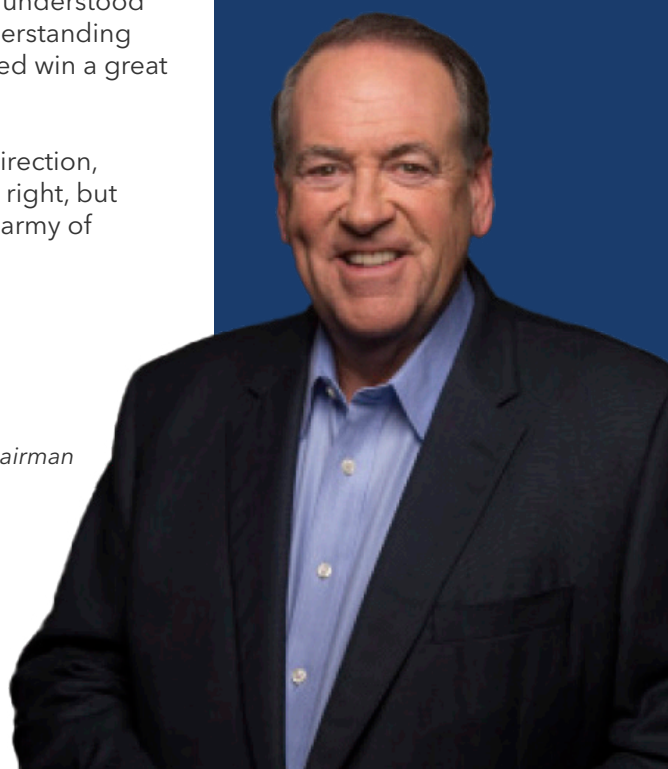
That's why My Faith Votes is so important and why I am pleased to share this report with you. In its pages you'll read about the massive efforts to mobilize Christians to vote their values and preserve culture by engaging biblically in civic life. From grassroots efforts to national church outreach and multi-channel communications campaigns. From new technologies to the power of prayer. All of it is designed to unify, motivate, and equip Christians to vote biblically in every election and see God honored in the public square.

I'm reminded of 1 Chronicles 12, which tells the story of "mighty men" who helped David win in war. Among them were the sons of Issachar which the Bible describes as men who "understood the times and knew what Israel should do." By understanding the times and responding appropriately, they helped win a great victory. We can too.

If you agree that America is headed in the wrong direction, then let's turn things around, not by pushing left or right, but by joining with My Faith Votes to call and equip an army of Christians who understand the times and know what to do. Together we can lift America up.



Mike Huckabee
Honorary National Chairman
My Faith Votes



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2022 IN REVIEW

The pandemic passed and the world emerged from behind its mask, but so did new problems. Russia invaded Ukraine, inflation ravaged American budgets, supply chain disruptions emptied store shelves and an open southern border flooded our country with illegal immigrants and deadly fentanyl.

But there were blessings too. God answered decades of prayer when the Supreme Court overturned Roe v. Wade. And, though the red wave many predicted for the midterm elections was more of a ripple, it was enough to shift power in the House of Representatives and thwart the radical left's agenda.

As we enter 2023, let's pause to review what My Faith Votes accomplished thanks to support from friends like you.

My Faith Votes has been a blessing and I pray its impact will continue to spread throughout our nation. ***- Lori, Texas***



GET OUT THE VOTE

Got out the Christian vote by delivering 2.2 million touches through a combination of digital ads, push notifications, postcards, and letters.



GRASSROOTS EFFORTS

Doubled the number of Action Partner volunteers to over 10,000, enabling them to mail 600,000 cards and letters to Christian voters in swing states.



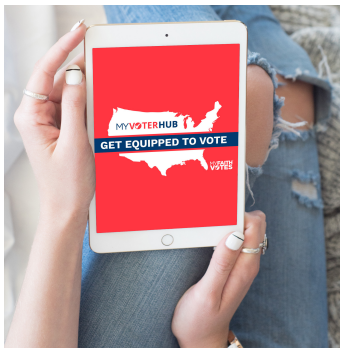
NATIONAL CHURCH OUTREACH

Recruited and equipped thousands of churches across the country to motivate their people to pray, think, and vote.



MEDIA/ COMMUNICATIONS

Leveraged an omni-channel media strategy to generate millions of impressions with Christian voters.



VOTER ENGANEMENT & RESOURCES

Provided an online voter guide and resources for every election, which voters accessed more than 737,000 times.



PRAYER

Organized 100+ prayer events with tens of thousands of participants from all 50 states.

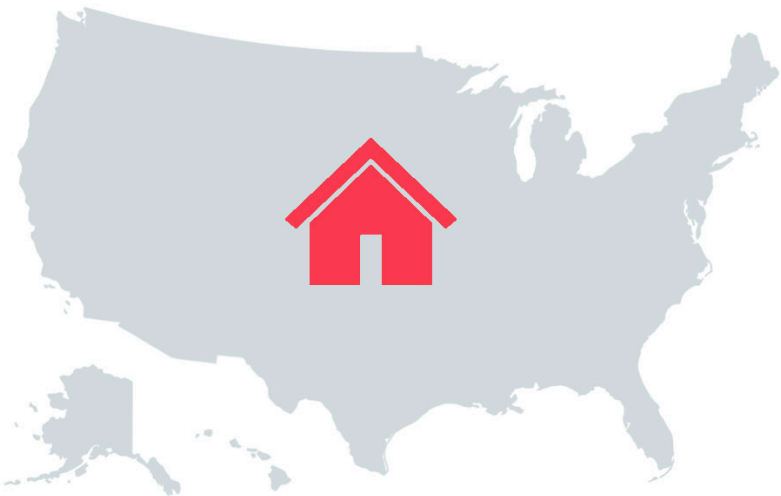
GET OUT **THE VOTE**

Getting Christians to the polls

Razor thin margins often separate candidates in pivotal races making every vote count. Because you gave, My Faith Votes could activate Christians in key states who were unlikely to go to the polls and encourage them to vote their values.

We delivered digital ads to 1.5 million households using advanced geo-targeting technology. Digital marketing built on Geo-Targeting allows us 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.

1.5 Million



In a new partnership with PublicSquare, we sent 99,350 push notifications to voters in target states connecting them to My Voter Hub and its resources.

We rebranded our Voting Assistance Center to My Voter Hub and made access more user friendly.





Our Action Partner volunteers sent 600,000 letters and postcards to low propensity Christian voters in battleground states.

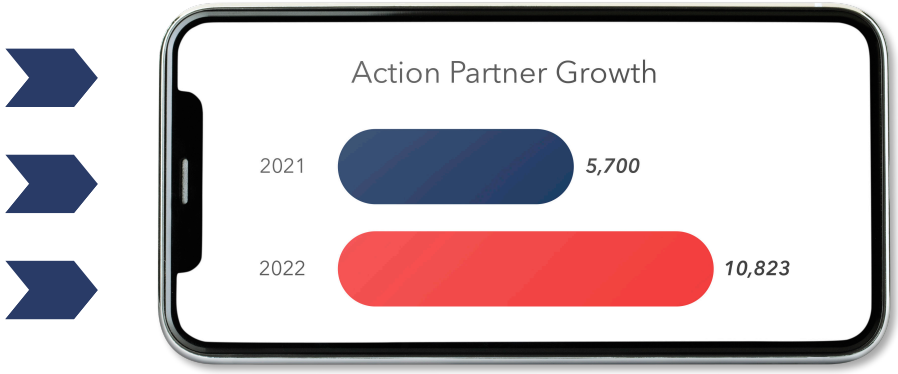
My Faith Vote's prayerful, biblical approach holds great promise and is the answer to my prayer to use my gifts in the service of God and country. - ***Mary, Arizona***

GRASSROOTS **EFFORTS**

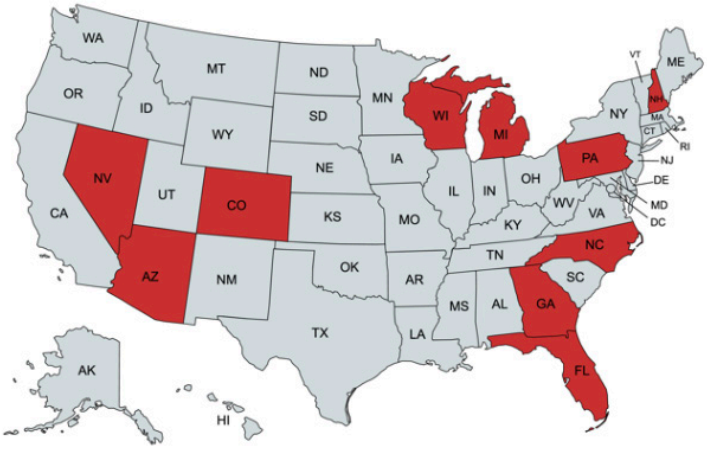
Mobilizing Christians to make an extraordinary difference

There is strength in numbers and power in action. 2022 brought impressive growth and accomplishments for the grassroots efforts of My Faith Votes Action Partner volunteers.

The number of Action Partners nearly doubled to 10,823 with representation in every state.



Action Partners wrote, prayed-over, and mailed over 600,000 letters and postcards to low propensity voters in swing states across America to encourage them to vote in the midterm election.





Action Partners from across the nation met twice weekly by video conference to pray for elections, our nation, and its leaders.



The Friday Five, a weekly newsletter sent to Action Partners, suggests "plans of action" they can take to make a difference like, communicating biblical positions to elected officials, confronting organizations operating against biblical values, holding voter registration drives, and join together in nation-wide prayer events. Action Partners acted on 33,000 of those opportunities in 2022, generating a steady stream of influence across the country throughout the year.

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. - ***Cecilia, California***

NATIONAL CHURCH OUTREACH

Empowering the body of Christ to be salt and light

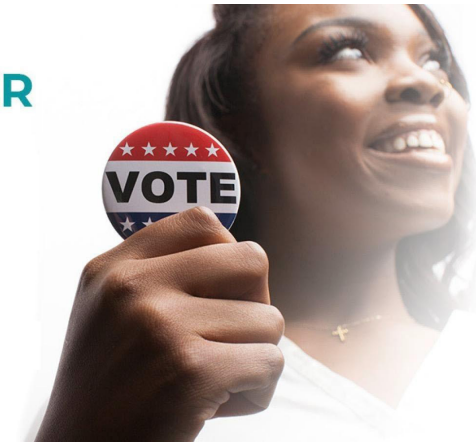
Faith-based voter engagement is most effective when the local church is involved. Because you gave, My Faith Votes could engage churches across the country in activities that kept their congregations informed and involved in cultural and political issues.



You made it possible for My Faith Votes to host its 5th annual Voter Registration Sunday, equipping churches with the tools to register the 15 million unregistered Christian voters.

NATIONAL VOTER REGISTRATION SUNDAY

A day of church engagement in America.



We launched the first ever My Faith Votes Sunday. Participating churches asked their congregations to commit to voting in the midterm election, showed our "Do Good. Go Vote." video during their worship service and invited their people to our Election Eve Prayer Event. 619 churches from all 50 states and the District of Columbia took part in some way.



And we mobilized pastors and their churches around key ballot measures and elections. We delivered almost 110,000 election alerts to pastors in all 50 states asking them to encourage their congregations to vote against ballot measures that would legalize marijuana (SD, ND, AR, MO) and abortion (CA, MI, VT) while providing voter education and resources for the rest.

And we contacted 7500 pastors and church leaders in Georgia asking them to invite their congregation to participate in our Pray GA campaign and pray county-by-county for voters in their state.

My Faith Votes has allowed me to give hours from my home that fits my roller coaster schedule and fill a bigger purpose to help my neighbors and community stand strong for freedom. ***- Tamara, Minnesota***

MEDIA/COMMUNICATIONS

Spreading influence by spreading the word

Because you gave, we could use a mix of owned, earned, and paid media to educate, motivate and grow a targeted audience of believers to vote biblically.

OWNED MEDIA MEDIA MY FAITH VOTES OWNS AND CONTROLS

- **Social media & video –** We grew our following on social media and video platforms like Facebook, Instagram, Twitter, YouTube, and MFV-TV by 11,000 to 672,371 and leveraged those connections to reach almost 11 million people with over 56 million message impressions.
- **My Faith Votes publications –** We increased subscribers to regular publications like Intersect, the Monday Morning Devotional, The Weekly Prayer Call, My State Updates, and The Friday Five by 34% enabling us to regularly speak to 88,245 engaged Christian voters.
- **Email and text –** We engaged people through their inbox and smart phones with timely election alerts, educational content, and more by sending 23,249,112 email messages and 399,201 text messages.

EARNED MEDIA MEDIA MY FAITH VOTES INFLUENCES

- **Public relations -** My Faith Votes issued 28 statements and press releases during 2022, generating 148 media mentions with a potential reach of 191.7 million people and an equivalent ad value of $277,400.

PAID MEDIA CONTENT MY FAITH VOTES PAID TO PLACE (ADVERTISING)

Radio advertising – My Faith Votes ran radio advertising leading up to the election in key states, motivating low-propensity Christian voters to elect faith friendly candidates.

STATE	SPOTS	IMPRESSIONS
Georgia	175	2,231,400
Nevada	290	1,132,800
New Hampshire	225	794,400
Wisconsin	100	1,918,700
Total	**790**	**6,077,300**

Digital advertising – My Faith Votes used cutting edge geofencing fencing technology to deliver digital ads to 1.5 million households of low-propensity Christian voters, motivating them to the polls.

What we did not know is that we would be receiving such powerful news and information updates about things going on related to our faith and providing the avenue to take peaceful action as the weekly publications Friday Five, and the Intersect provide. ***- Ron & Sue, Indiana***

VOTER ENGAGEMENT & RESOURCES

Equipping Christians to vote biblically in every election

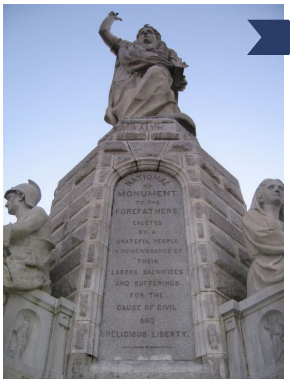
There are many reasons people choose to stay home rather than cast their vote including, confusion over the voting process, lack of information about candidates, and a vague understanding of the issues at stake.

Because you gave, My Faith Votes could eliminate those obstacles with the most comprehensive online voter resource center available to the Christian community.



My Voter Hub provides everything Christians need to cast an informed, biblical vote in every election. With information on 100,000+ races, at the federal, state, and local level in one place, Christians can request a ballot, research their ballot, make a detailed voting plan, receive automated election reminders, research candidates, pledge to vote, review deadlines and restrictions, and compare party platforms.

BECAUSE YOU GAVE, WE COULD EDUCATE AND ADVOCATE.



Launched the webpage, video, and e-book teaching series on the National Monument to the Forefathers, helping Americans understand how faith has always been at the center of our nation's blueprint for success.



Partnered with the Religious Freedom Institute to recruit students for the Statesmanship Seminar and bring Religious Freedom Forums to college campuses.



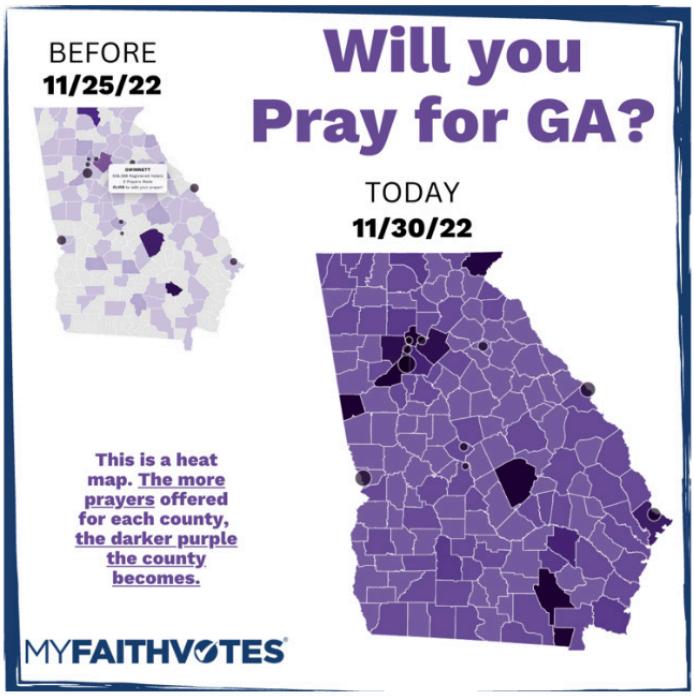
Advocated against the For the People Act, legislation that amounted to a federal takeover of elections, and other voter legislation that threatened election integrity, with advocates sending messages to Congress and state legislators.



"Being a part of My Faith Votes has given me tools to use that I would not have on my own.
- Susan, Illinois

PRAYER

Lifting America up by falling on our knees



Because you gave, My Faith Votes could build a website to help Americans pray, county-by-county, for voters in Georgia's Senate run-off election. Users click on a county and pray for its residents. As they did, the counties grew darker in color until the entire state was covered. Email messages reminded users to come back each day. **It recorded 43,017 prayers in just a few days.**

Held National Day of Prayer Event in partnership with the Alliance Defending Freedom, focused on praying for the courts and important decisions such as the Dobbs ruling that overturned Roe v. Wade.



MYFAITHVOTES

PRESENTS

NATIONAL DAY OF PRAYER

PRAYING FOR AMERICA'S JUSTICE SYSTEMS

THURSDAY, MAY 5, 2022



Held November Election Eve Prayer event in partnership with Alliance Defending Freedom focused on Religious Freedom and Parental Rights.



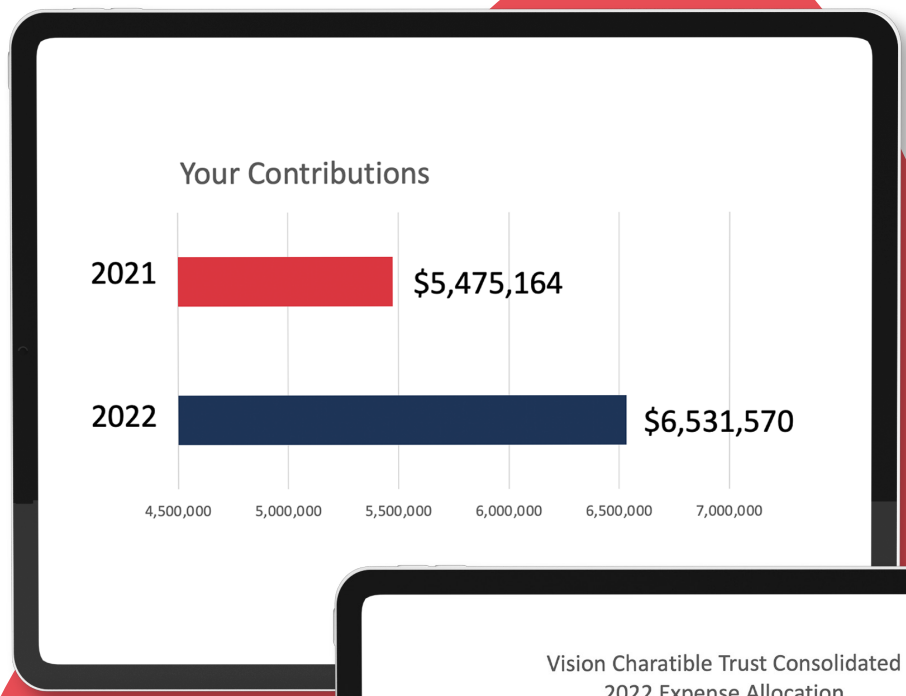
My Faith Votes Sunday – November 6 – 619 Churches from all 50 states and the District of Columbia downloaded our resources.

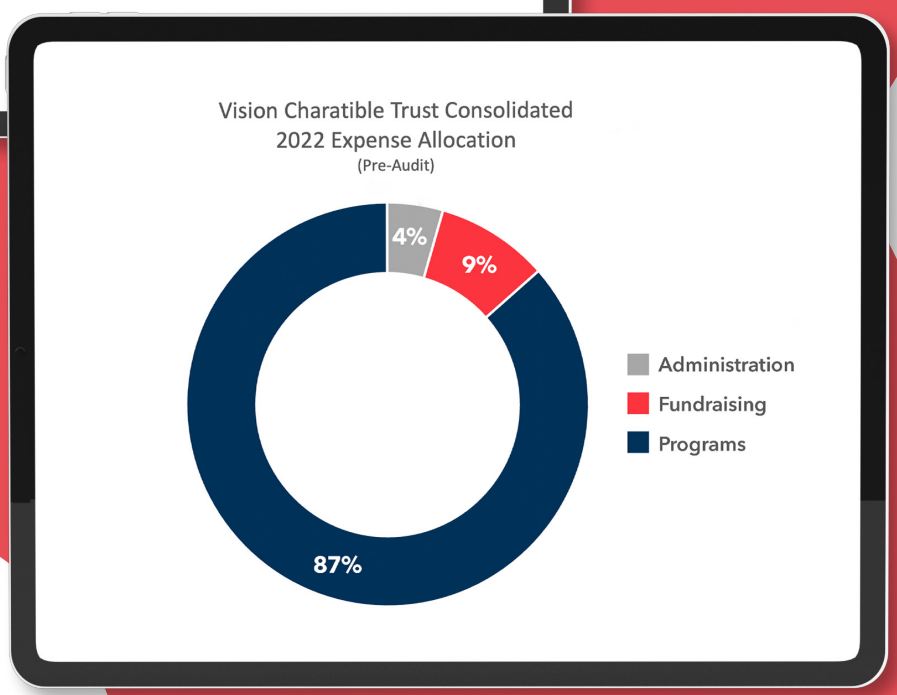


Held livestreamed moments of prayer at the March for Life with Kirk Cameron, outside Supreme Court in wake of Dobbs decision leak in May, and at various state capitols across US.

FINANCIAL OVERVIEW

Responsible stewardship for maximum impact





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!

VCT Consolidated Statement of Activities

	2021 Audited	2022 Pre-Audit
REVENUE		
Contributions	$5,435,720	$6,530,285
Royalty & Other Income	$39,444	$1,285
Loss on impairment of intangible assets	$0	$0
Total Revenue	**$5,475,164**	**$6,531,570**
EXPENSES		
Program Service	$3,878,727.00	$6,820,960.76
Supporting activities:		
Fundraising	$549,296.00	$712,131.40
General Administration	$247,658.00	$352,528.63
Total Expenses	**$4,675,681**	**$7,885,621**
Net Assets, Beginning of Year	*$2,161,962*	*$2,961,445*
Change in Net Assets	*$799,483*	*($1,172,219)*
Net Assets, End of Year	*$2,961,445*	*$1,789,226*

2023 AND BEYOND

Planning today to make a difference tomorrow

My Faith Votes exists to motivate, equip, and activate Christians in America to vote biblically in every election, transform communities, and influence our nation with biblical truth. Historically, this has meant getting out the vote, but new research reveals the increasing need to help Christians vote biblically.

Troubling trends. According to a recent Pew poll, a solid majority of Americans (63%) consider themselves Christian. But new research by the Cultural Research Center at Arizona Christian University, found just 4% of Americans hold a biblical worldview, where all their ideas about life and eternity are based on biblical principles and commands. More commonly, people blend elements of a biblical worldview with secular ideas from culture (14%) or possess some other worldview entirely (82%).

The startling implication is that many of the Americans who believe they *are a Christian*, don't believe *like a Christian*. This may explain why research conducted by My Faith Votes and Heart and Mind Strategies found just 19% of voters in the last election say their faith influenced their vote.

The need for Christians to vote biblically in every election has never been greater. In 2023–2024 and beyond, you can count on My Faith Votes to help solve these issues by....

Motivating Christians to vote. My Faith Votes has a multi-channel approach to reaching and activating Christians to vote in every election – federal, state, and local. It includes a national outreach to 20,000 churches, a presence on 250 Christian college and university campuses, a national media campaign on TV, radio and social, and an enormous and active grassroots organization giving voice to people of faith across the nation and in their communities.

Equipping Christians to vote biblically. My Faith Votes is developing its Think Biblically Series. It's a collection of video courses and study guides to help Christians understand what God says about almost every current issue. Trained in a biblical worldview, and prepared to recognize and reject secular counterfeits, many more Christians will be equipped to vote their values on election day.

Activating Christians to live their faith in the public Square. It's time for believers to take up the battle cry that we will no longer keep our faith private but will share our faith's solutions to the problems devasting our communities and our nation. And while the 2023 and 2024 elections are a significant battle before us, the war is much larger. Together with friends like you, we are committed to building an America where God is honored not only in church but also in the public square. We long to see an America where believers lovingly live out biblical truth in every aspect of their lives.

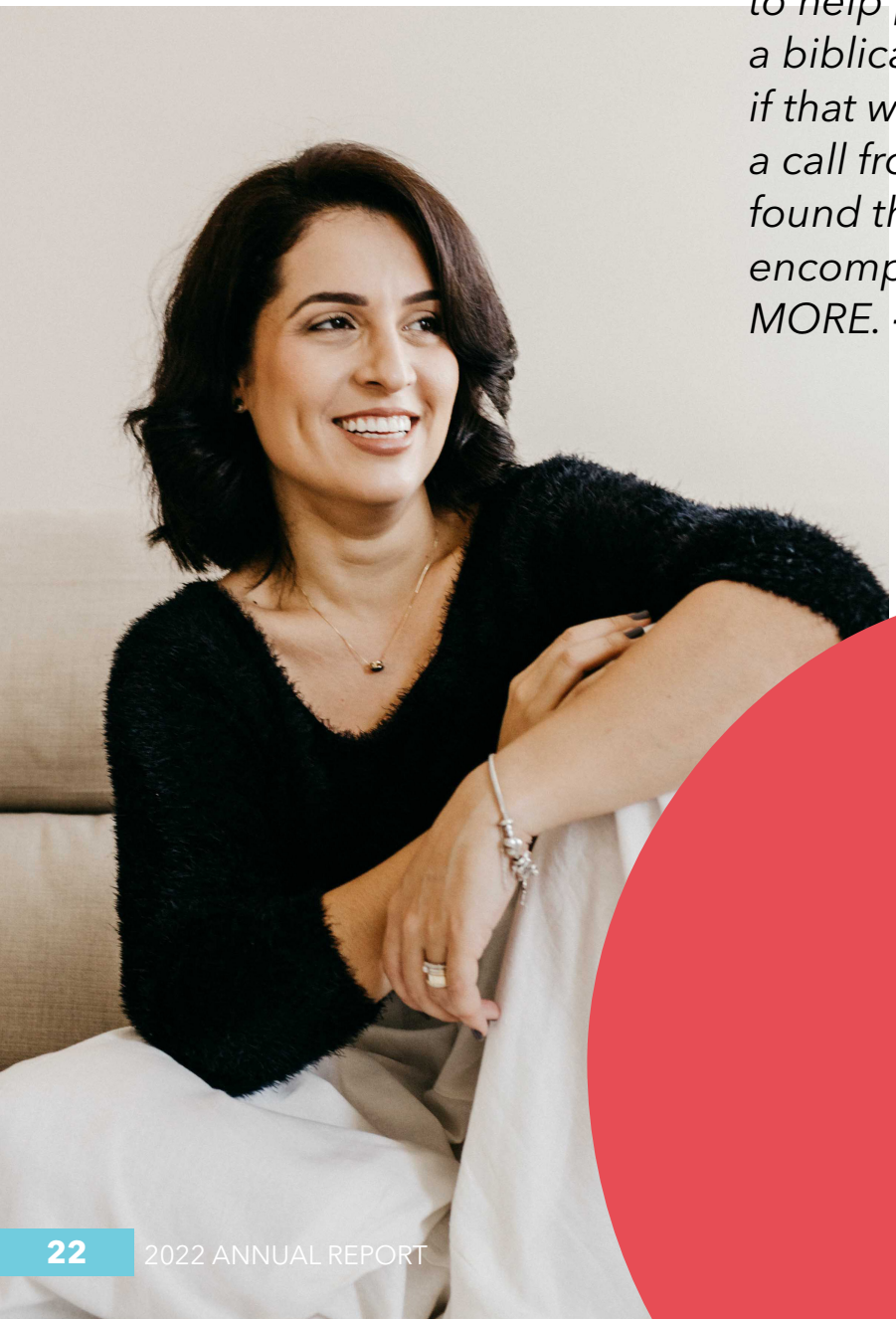
We believe this is possible when we unite at the ballot box, unite around a biblical worldview, and unite in prayer. Because when 90 million believers stand to vote, we're standing in agreement, and the power of unity changes everything.



My Faith Votes reminds me that God is not done with this nation. He is still speaking, and He will get the final word!

- Ben, Georgia

At first, I thought My Faith Votes was just an organization designed to help people vote with a biblical worldview. As if that was not enough of a call from God, I soon found that their mission encompassed SO MUCH MORE. **- Beth, South Carolina**



A LETTER FROM THE **BOARD CHAIRMAN**

It seems like only yesterday when we launched My Faith Votes, but it was early in 2016. I had just learned a statistic that blew my mind. More than 25 million evangelicals who were registered to vote did not vote in the general election of 2012! The difference in that election was only 5 million votes. Stunned and concerned, I reached out to my friend Dr. Ben Carson, and we began to ask, how could that have happened? And, more importantly, what could we do to change it?

Not long after that, I shared with a good friend, Scott, that **25 million Christians sat on their hands in 2012 and did not vote.** Scott looked sheepishly at me, raised his hand, and said, "I was one of them." When I asked why he hadn't voted, he told me he did not believe his vote mattered. He believed things only got worse every year no matter who was elected.

Scott was the catalyst that convinced me to launch My Faith Votes and help evangelical Christians understand why he was wrong to do nothing. The next day I called Dr. Carson and we committed to start a new organization devoted to answering the question, "How can we show Christians they can make a difference? How can we persuade them to do one thing, to cast their vote, or convince one other person to do the same?" Then we prayed, asking God to go before us and change the world so that many more people live according to a biblical worldview, vote their faith, and believe God will make a difference for His kingdom on earth using their one vote.

That was over seven years ago. Today, thanks to people like you, we are making a significant difference in our communities for the glory of God. Millions of people like Scott have come off the sidelines, taken action, and become change agents for good.

I want to thank each of you for all you have done during this past year to bring change. There is so much more to do, and I know that we can rely on each other to make every election count for the Kingdom of Heaven on earth.





Sealy M. Yates
Founder and Chairman
My Faith Votes



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