MYFAITHVOTES®

United. We Stand.




# 2023 ANNUAL REPORT

myfaithvotes.org

# MYFAITHVOTES®

**Who We Are**

We are a ministry with the mission to equip and mobilize Christians in America to take action, transforming our communities and impacting the nation with biblical truth.

**Our Vision**

We desire to create an America where God is honored in the public square and where biblical values permeate our culture.

**What We Do**

My Faith Votes calls Christians to “Pray, Think, and Vote” in order to protect four core pillars of faith, which are religious freedom, the sanctity of life, strong families and marriages, and compassion and care for those in need. We encourage Christians to stand boldly for these values in every election and in every community and city across our nation.

**Our Approach**

We use the latest technology to provide comprehensive voting tools and resources to equip Christians to vote in every election.

We create informative and inspiring media with nationally recognized Christian influencers, utilizing national broadcast media, digital, and social media to promote a biblical worldview on critical issues and promote the case for each Christian’s civic engagement.

We equip pastors and church leaders across the nation with free professional resources, to empower and mobilize people in the pews to action.



**“Since its founding, My Faith Votes has been focused on elections. We’ve made great strides in turning out Christian voters, and that will continue.**

**If anybody is going to define the culture that we live in and the direction of the nation, it is us. Christians can make all the difference by bringing our faith into the voting booth in every election.”**

Governor Mike Huckabee
Honorary National Chairman
My Faith Votes



# A LETTER FROM THE CEO

Dear My Faith Votes' Supporter,

In these challenging times, the resounding call for Christians to stand firm in their convictions and vote according to biblical values has never echoed louder. Our world is fraught with conflict, both at home and abroad, where the battle for righteousness and truth is raging.

Yet, in these challenges, you are there standing with My Faith Votes as a beacon, a testament to our commitment to be the watchmen, as called upon in Scripture.

Your unwavering support and partnership enabled us to make profound strides in 2023. Together, we achieved remarkable milestones across the U.S.

- Collaborated with 4,500 pastors and church leaders in Oklahoma, providing crucial information on the perils of legalized recreational marijuana. The ballot measure was decisively defeated, a testament to our collective impact.
- Equipped local communities with school board election resources that helped to elect socially conservative candidates in contested races in 2023.
- Empowered 110,000 pastors with resources to encourage voter engagement within the church.
- Engaged our grassroots Action Partners to write and send over 70,000 letters to Christians who were not likely to vote in key elections.
- Delivered online voter guides covering every election in every zip code.
- Making prayer the primary pursuit in every election, My Faith Votes led nearly 1,000 prayer calls across the nation.

Internally, we grew our team in Information Technology, Marketing, and Development and strengthened our systems infrastructure as we prepare for critical impact in the presidential election year.

These accomplishments signify just a fraction of our commitment to our calling and mission at My Faith Votes.

Looking ahead to the pivotal 2024 elections, we have formulated a Battle Plan—a strategic blueprint to empower and motivate Christians to vote biblically. Through media, churches, colleges & universities, and grassroots mobilization to reach and equip Christian voters, you will see millions more Christians unite and stand—and vote to uphold biblical values.

Ultimately, the hope for our nation lies in Jesus Christ. As we await His glorious return, our duty is clear—to stand firm and resolute in the place and time He has appointed us in history. Thank you for standing with My Faith Votes in this critical mission.



Jason Yates, CEO

# We're uniting Christians to **VOTE consistently**

Even in "off" election years, thousands of elections take place at the local and state level that have a significant impact. 2023 was no different and My Faith Votes continued to lead the charge encouraging Christians to vote in every election.

## 4,500

My Faith Votes helped defeat a bill to legalize recreational marijuana in Oklahoma by equipping 4500 pastors with powerful data they could share with their congregations.
The measure was overwhelmingly defeated with 62% of the population voting against it

## 8,000

My Faith Votes contacted 8,000 pastors and church leaders in Ohio and equipped them to help their congregations to pray, think, and vote NO on Issue 1, the constitutional amendment to codify abortion, by providing fact sheets, bulletin inserts, and a video they could play during the worship service

## 19,522,455

Throughout 2023, My Faith Votes sent 19,522,455 emails providing voting motivation, helpful information, and timely resources

## 23

Because every election matters, My Faith Votes prepared and distributed early voting notices and Election Facts Sheets to the states of AZ, CA, IA, IL, IN, KY, LA, ME, MI, MN, MS, MT, NE, NM, NJ, OH, PA, RI, SD, TN, VA, VT, and WY

"When life, politics and elections are challenging all you believe in, you look for stability and solutions. My Faith Votes provided that."

Catherine, Oklahoma

## 6.7M

Speaking to an engaged audience on Facebook, we reached 6.7 million people, a 59% increase from 2022

## 298,432

My Faith Votes reached 298,432 voters in Ohio with a video ad campaign to vote NO on Issue 1



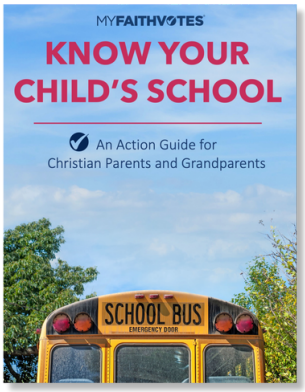

## 1.2M

Strategically targeting younger voters on Instagram, we increased our reach 435% over 2022 impacting 1.2M people

We're uniting Christians to

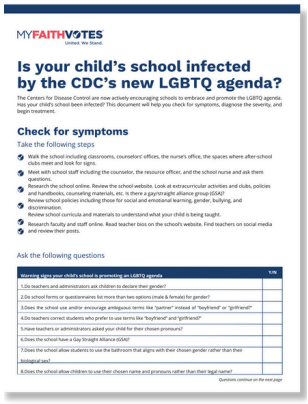
# **THINK biblically**

My Faith Votes is empowering Christians to think and vote biblically on four pillars: religious freedom, the sanctity of life, strong families and marriages, and care for those in need. With increasing assaults on Christian beliefs, My Faith Votes proactively provided timely resources to equip Christians to think biblically in these areas.




**E-Book**

This comprehensive guide helps Christian parents, grandparents, and caregivers understand the changing landscape of public education, providing practical steps to identify what is happening in schools across America and how to do something about it.




**School Assessment**

Our team developed an assessment to help parents determine whether their child's school has been infected by the CDC's LGBTQ agenda. By answering 22 questions, parents can know whether their child's school is mildly, moderately, or terminally infected with propaganda.




**Newspaper**

To speak to our audience who prefers physical mail to online communications, My Faith Votes delivered 208,021 quarterly newspapers called Wake Up America, highlighting content such as our interviews, current campaigns and articles.




**Understand the Justice Systems**

Today, we see everything that has to do with life and godliness being arbitrated through the court systems. This thorough guide helps Christian voters to pray, think, and take action.

## INTERSECT

Continuing to grow since its start in 2017, the Intersect is a weekly e-mail with a readership of over 55,000 subscribers. The publication breaks down four headline news stories each week to guide readers to THINK, PRAY, and ACT according to biblical principles. Scan the QR code to read this week's issue.

We're uniting Christians to

# PRAY unceasingly

In 2023, My Faith Votes continued to make prayer a primary pursuit by raising up people in all 435 congressional districts to pray, equipping them to do so effectively.

## UNITED. WE PRAY.

For 170 consecutive weeks, My Faith Votes has convened men and women from all across the U.S. to meet virtually to pray for our nation and the issues of our day.

**968**

My Faith Votes' volunteer Action Partner Prayer Coordinators held 968 state, local and national prayer calls throughout the nation

## WEEKLY DEVOTIONALS

Sent by email every Monday morning, we continued to offer our weekly devotional to subscribers.

## PRAYER GUIDES

My Faith Votes continued to develop and offer free, online downloadable prayer guides covering such topics as Life, Government Officials, Israel, Marriage and Families, School Prayer Walks, and more.

Scan the QR code to access current prayer guides



"I am a part of the My Faith Votes' National Prayer Call every Monday morning. This is a special blessing as I learned I could hear from world-class guest speakers and align my prayers with the Body of Christ via Zoom without leaving home."

Ann, Idaho

**26,711**

**Prayers recorded for all Ohio counties**

Ohio's critical vote on Issue 1, the constitutional amendment on abortion, required action and prayer. We created the **PRAY FOR OHIO** webpage to help people across the nation pray, county-by-county, for voters in the state.

We're uniting Christians to

# ACT purposefully

Since the establishment of our grassroots Action Partner Community in 2020, this movement of people has made an undeniable impact.

The My Faith Votes Action Partner community of 10,000+ active members (and growing) is influencing our nation one community at a time.

MYFAITHVOTES ACTION PARTNERS

**10,256**
Action Partners covering all 50 states

**32**
Volunteer State Coordinators

**15,000**
Hours donated by Action Partner leadership

**70,000+**
Handwritten letters were prayed for and mailed by Action Partners to low-propensity voters in Ohio's critical election on Issue 1

## EQUIP and SEND

Behind the scenes, My Faith Votes' Action Partners conducted nonpartisan candidate research for critical elections in 2023. Out in front, Action Partners mobilized and participated in numerous events throughout the U.S. including national and state March for Life rallies, local events, and church outreach.

## EDUCATE and EMPOWER

My Faith Votes led regular training in the areas of Messaging and Influence: How to Get Your Point Across, Biblical Citizenship, and voter guide research.

## FRIDAY FIVE

Weekly, Action Partners receive our e-newsletter calling them to 5 high-impact activities to influence the public square with their faith.

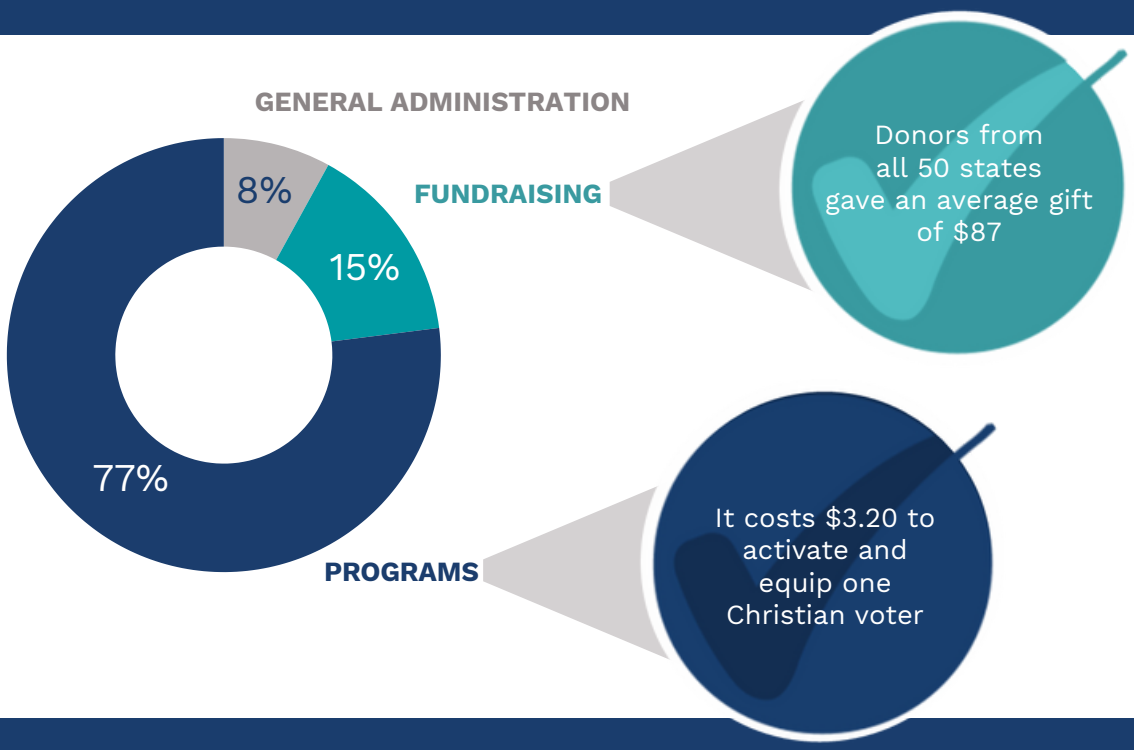
I prayed fervently, "Lord, help me understand what is happening in our country. Show me how to be a better steward of my voting choices." God answered my prayer. He brought My Faith Votes to my attention and I started by signing up to write letters to Christian voters in other states, letting them know their vote matters. Now, I'm doing even more to serve our beautiful state of New York. I want to better understand God's heart for our church, country, families, and communities.



Lisa, New York

# Financial Overview

Stewarding your gifts for God's glory




## Consolidated Statement of Activities

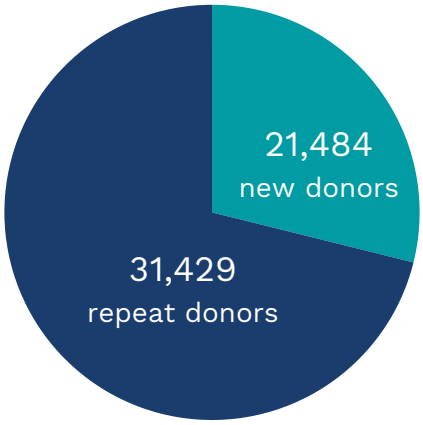
| | 2021 Audited | 2022 Audited | 2023 Pre-Audit |
|---|---|---|---|
| **REVENUE** | | | |
| Contributions | 5,435,720 | 6,296,309 | 4,650,480 |
| Other Income | 38,444 | 9,150 | 7,395 |
| **Total Revenue** | 5,475,164 | 6,305,459 | 4,657,875 |
| **EXPENSES** | | | |
| **Program Services** | 3,878,727 | 6,518,952 | 3,664,972 |
| **Supporting Activities** | | | |
| Fundraising | 549,296 | 1,083,677 | 702,516 |
| General Administration | 247,658 | 283,027 | 394,329 |
| **Total Expenses** | 4,675,681 | 7,885,656 | 4,768,817 |

Gold Transparency 2023 Candid.
CAPINCROUSE LLP

# Financial Overview

Stewarding your gifts for God's glory

**2023 DONOR SNAPSHOT**




As a 501(c)(3) nonprofit organization, My Faith Votes depends on financial support from friends like you to make an impact.

Together, we want to see an America where God is honored in the public square and biblical truth is advanced in our culture. We want believers to champion biblical values from an informed Christian worldview. We want Christians to put their faith into action in every election.

You make that happen through your support.
**Thank you.**

My Faith Votes is a registered trade name of Vision Charitable Trust.

## A My Faith Votes Impact Story

As a college student, I have struggled to find a vibrant, committed church in my area and because of this, it has been a very difficult time in my life.

Last year, I received a personalized letter from "Jennifer" encouraging me to vote for my biblical values. Even though I was already planning on voting—I was blown away by the fact that another believer would take the time to send me a letter. I did some digging and found out that the organization she was with was My Faith Votes. I instantly fell in love with the organization and began thinking, praying, and acting on my faith in Christ, alongside a new virtual community.

On the National Day of Prayer, My Faith Votes gave me locations near me where churches would be meeting to pray. I showed up and because of My Faith Votes, I found a new church home where I have been learning to grow in my relationship with Jesus Christ, and now enjoy that vibrant, committed community that I've longed for.

I thank God for My Faith Votes; for equipping me to mingle my faith in God into my local, state, and national politics.

-Andrew



"Recently I was asked by a college student what is it that I most sincerely pray for. My response was simple — that the Body of Christ arise and assume a leadership role in America.

That's why I support My Faith Votes. It doesn't advocate for political party allegiance, but rather for Christians to register and vote their values. It's time to challenge the secular humanists who are enacting a full assault against the Judeo-Christian faith heritage of our Constitutional Republic."

Lt. Col. Allen West (Ret)
My Faith Votes
National Spokesperson



MFV-TV
MY FAITH VOTES STREAMING VIDEO

Since its inception in 2015, My Faith Votes has been blessed with numerous influential voices giving support, insight, and voice to the mission of equipping and motivating Christians to vote. We continue to harness hundreds of hours of interviews into one easy-to-access location we call MFV-TV.

**In 2023, we released 12 full-length Interviews with notables like John Cooper, Dr. Ingrid Skop, and Dr. Albert Mohler and numerous short clips with influencers including Jim Caviezel, Eric Metaxas, and Lucas Miles. 169,886 minutes of video were watched in 2023.**

Scan the QR code to access all video content. You can search by name, date, topic and keyword.

# Write Now

My Faith Votes' successful grassroots Get Out the Vote campaign through Write Now began in 2020 with over 1 million postcards sent in Georgia's Senate runoff election. In 2020, we saw a 57% increase in Christian voter turnout in Virginia with a 9-point lift from letters and postcards alone. Over 600,000 handwritten letters and postcards were sent in 2022 by volunteers.

**In 2023, Write Now engaged 2500+ volunteers who handwrote messages on provided postcards and letters, praying over each one before mailing them to targeted voters in Ohio about Issue 1.**

You, too, can motivate and equip Christians to vote. Scan the QR to join the 2024 Write Now Campaign

# 2024 Battle Plan

Duty is ours, results are God's.
-John Quincy Adams

MY FAITH VOTES®

## Geo-Targeted Digital Ads

My Faith Votes uses data and powerful technologies to identify and target non-voting conservative Christians, equipping them to vote. Our results have proven to deliver a 50% increase in Christian voter turnout at a low cost of $1.50 per household. Our 2024 target reach is 7.9M voters in strategic states with an aggressive and proven digital ad campaign.

## National Media Campaign

Launch a TV, radio, and social media campaign with influential Christian voices, encouraging the Church to engage and vote, designed to reach and activate millions of voters in strategic markets.

## National Church Outreach

In collaboration with the American Pastor Project and through My Faith Votes' National Voter Registration Sunday, we're building a network of 10,000+ churches to stand boldly on cultural issues, equipping members to register and vote and leading in prayer as a primary pursuit at election time.

## Grassroots Mobilization

Empower an army of passionate volunteers (i.e. Action Partners) to launch an effective ground game, sending 1M personalized letters to low-propensity voters, holding voter registration drives in churches and at community events, leading thousands in 'Biblical Citizenship' and 'Think Biblically' classes, conducting candidate research for voter guides, and spear-heading ballot gathering efforts to combat deceptive ballot harvesting efforts of the Left.

## Voter Tools & Technology

Providing voters with the most comprehensive set of election resources for the Christian voter, including an online voter guide covering every race in every zip code, a Personal Voting Assistant with election reminders, a one-stop-shop (My Voter Hub) for critical election information, and a set of digital and video resources to explore and understand the key issues through a biblical lens.

## Christian Colleges & Universities

My Faith Votes has equipped college students on 250+ Christian campuses. 73% who used My Faith Votes' tools voted, far above the national average for that age group. We will continue to engage students to vote from a biblical worldview.

My Faith Votes is focused on getting 25M more Christians to vote. This is about more than partisan politics. We are a movement of Christians who stand for one name only, and that is Jesus. Whether it is voting for the sanctity of the unborn life, the rights of parents to raise up their children, or the freedom to live out our faith in the public square, we are committed to empowering every believer to vote so that America stands strong for God.

The 2024 Battle Plan is centered on six initiatives in seven key battleground states. This multi-channel outreach strategy was established based on donor feedback and proven past results. The battleground states include:

Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin.



## Leadership & Board of Trustees

**Jason Yates | CEO**
My Faith Votes

**Mike Huckabee | Honorary National Chairman**
My Faith Votes

**Lt. Col Allen West (Ret) | National Spokesperson**
My Faith Votes

**Sealy Yates | Board Chairman**
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President & CEO, Providence Energy Services, Inc.

**Darryl Rosser | Trustee**
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**Chris Sadler | Trustee**
President & CEO, Logic Matters

**Andy Spencer | Trustee**
President, Engedi Group

**Tony Suarez | Trustee**
COO, National Hispanic Christian
Leadership Conference (NHCLC)

**Mick Yates | Trustee**
President & CEO, Center for Church Effectiveness, Inc.




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