

HERE TO STAY

2021 ANNUAL REPORT



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#FAITHCOUNTS

FAIR  COUNT

COVID SHOTS HERE

FAIR  COUNT

GO VOTE!
Election Day is
JANUARY 5, 2021
WWW.FAIRCOUNT.ORG/VOTE

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FROM OUR BOARD CHAIR



CAROLYN HUGLEY

Chair, Fair Count Board of Directors



DUBOSE PORTER

Treasurer of the Board



SACHIN VARGHESE

Secretary of the Board

I like to tell people that Fair Count is the easiest leadership job I've ever had.

It's mostly true, insofar as the organization is a powerful machine that produces results. Vigilant stewards of the funding it receives and staffed by one of the most talented collections of people in the (c)(3) space, Fair Count is not an organization that can't, or won't, or isn't sure what to do next. Formed to help solve generational power disparities, Fair Count refuses to be outworked, outrun, or outperformed.

But there's a grain of untruth in declaring this job easy. And that's because the space that we work in, and the challenges we rise to, are by their very nature some of the thickest Gordian knots in the entirety of American democracy.

In the months following the historic 2020 election, Fair Count jumped fully into what was possibly the most watched, most scrutinized, most consequential runoff election in the history of this nation. Fresh from executing a massive voter engagement campaign that helped the 2021 runoff election see double the turnout of the next highest-turnout runoff in state history, Fair Count became a leader in delivering COVID-19 information and vaccines access to underserved communities, demanding that civic leaders and media observers recognize that an equitable democracy demands an equitable recovery. From there, we pivoted to showing the relationship between census participation, vaccine access, and redistricting, helping residents across Georgia demand fair districts that could produce leaders committed to delivering the resources that their communities needed. And from there, we closed out 2021 as we began it, jumping fully into preparations for the 2022 election cycle and looking to prove to the world that our massive numbers in the past elections were not a fluke – and we are here to stay.

All that to say that Fair Count makes the hard work look easy, and to say I'm proud to be a leader of this organization would be an understatement. No matter what Fair Count does to build long-term power through the U.S. Census, redistricting, and voting, we have proven to be pioneers in our space and a bright star in the constellation of civic engagement efforts that has been shining in the South for decades.

Fair Count started strong and has remained so, through a pandemic, through the most disrupted census in generations, and through the historic changes we're seeing in Georgia and beyond.

Through it all, we've met unprecedented challenges, achieved lofty goals, and set the stage for more critical civic engagement successes to come.

Fair Count, I'm proud to say, is here for good. And we're here to stay.



HERE TO STAY

If two words could sum up Fair Count's objectives, tactics, and organizing philosophy, from the moment of our founding to today, they would be **staying power**. Our goal is not just to get everyone counted – our goal is to ensure that everyone counts.

Everything we do starts with the U.S. Census. Being counted in the census is the most critical component of communities securing a decade's worth of electoral power and getting their fair share of the more than \$1.5 trillion per year in federal funding disbursed through hundreds of federal programs.

But our work does not end with the decennial count. Fair Count has always been about long-term power-building, and getting there means staying active and staying present to see census responses translate into recognition, resources, and representation. Building long-term power means committing to more than "here today, gone tomorrow" organizing. It means hiring organizers from the communities we serve and baking staying power into our interactions from the start. It means building networks, working in collaboration, and fostering relationships with local leaders, town faith institutions, and civic allies aligned with us on the importance and dignity of rural communities.

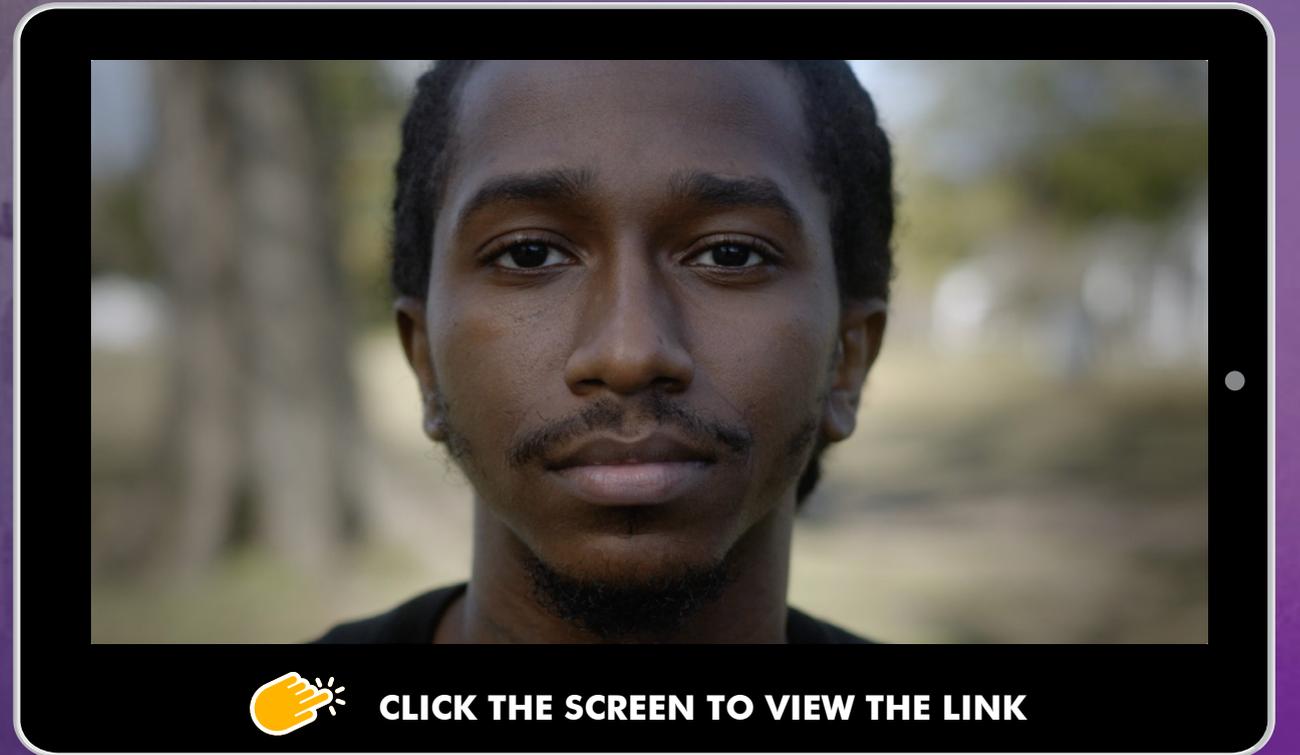
Long-term power-building means following the census through the initial count and making sure its results are applied accurately and fairly through state, congressional, and local redistricting. It means helping local communities understand the impact the redrawing of those boundaries will have, and sharing resources that will help influence and impact the process.

It demands we analyze and compare census data and voting data to identify where marginalized communities are disproportionately underrepresented at the polls, then work to find out why. It requires cutting through structural barriers, strategically shapeshifting voting laws, and the inertia produced by decades of suppression to amplify community voices.

Building long-term power, and building the trust necessary to achieve that, demands more than "here today" organizing. It demands here to stay organizing, and it leads to power in historically marginalized communities for decades to come.

VIDEO
DEEP DIVE

HERE TO STAY



NEWS DATES

JAN 5
Georgia 2021 Runoff Election

JAN 6
Insurrection

FEB 22
Amid vaccine shortages, Georgia opens four mass vaccination sites in Fulton, Dougherty, Habersham, and Bibb counties

MAR 16
A gunman kills eight people, including six Asian women, at several Atlanta-area spas

MAR 17
Georgia opens five additional mass vaccination sites in Bartow, Muscogee, Washington, Chatham, and Ware counties

MAR 19
Georgia closes the Daugherty mass vaccination site

MAR 25
All residents 16 and older become eligible for a COVID-19 vaccine

SB202, Georgia's massive voting overhaul, is signed into law

APR 20
Former police officer Derek Chauvin is convicted of George Floyd's murder in Minneapolis

MAY 21
Georgia closes all state-run mass vaccination sites, referring residents to local providers

JUNE
The Delta variant arrives, causing a summer surge in COVID-19 cases and deaths that would peak in early September

JUL 1
Georgia's governor ends the COVID-19 emergency declaration

OCT 25
Children ages 5 to 11 become eligible for a COVID-19 vaccine

NOV 3
Georgia Special Legislative Session on Redistricting begins

NOV 24
Three men are convicted of the 2020 murder of Ahmaud Arbery in Brunswick, Georgia

2021 VISUAL TIMELINE

JAN 6-8
January Runoff Election provisional ballot chase

JAN 22
Inaugural Pandemic to Prosperity: South report released

FEB
CHARGE National Redistricting Hub launches

MAR 16
Launch of Count Me In

MAR 25
First 'Count Me In' vaccine outreach text bank

APR 8
First 'Count Me In' tele-town hall

MAY 16
First Shots to the Souls event

MAY 26
Portuguese-language vaccine event

JUNE
Seven-state vaccine awareness campaign in Black and Spanish-speaking communities begins

JUNE 15
Fair Count attends Georgia's first Redistricting Public Comment session

JUNE 30
Fair Count testifies in English and Spanish in Dalton, GA, demanding language accessibility in Redistricting process

JULY 12
Launch of Mapping Mondays

JULY 22
First Count Me In tele-town hall outside Georgia held in Louisiana

JULY 27
First community redistricting learning session

SEPT 15
First national CHARGE Redistricting training

NOV 8
VOTE-365 launches with a bilingual kickoff rally

FAIR COUNT DATES

2021 RUNOFF RECAP

Fair Count rang in 2021 doing what it does best: Getting boots on the ground and getting people to know they have a voice in our democracy.

This time, however, the intensity and the scrutiny reached a fever-pitch. In January 2021, the eyes of the nation and, to a large extent, the world were on Georgia. Two U.S. Senate seats were up for grabs, as was a seat on the Public Service Commission. The winners of the Senate seats would determine control of the upper chamber for the next two years (since one of the seats was to complete the remainder of an unfulfilled term).

As Georgians headed to the polls to decide the outcome of the most consequential and fiercely contested Runoffs in state history, Fair Count was right beside them with information, encouragement, and resources for the often-overlooked swaths of rural Georgia.

Guided by data, Fair Count leveraged precision targeting, tested messaging, and our network of organizers, volunteers, and partners to get the vote out across rural Georgia. As is our strategy, Fair Count focused on the under-resourced communities outside the Metro Atlanta area, working to make sure Black, LatinX, and Native American voters in 149 of

Georgia's 159 counties were able to make their voices heard. We hired more organizers, doubling our capacity, and we worked straight through the holiday season.

The work paid off, and more than 4.4 million people cast a ballot in the January 5 Runoff Election – more votes than were cast in the 2016 Presidential Election. Rural counties across Georgia saw more than 90% of November voters come back and cast another ballot.

That level of civic engagement, and the massive voter representation from rural voters and voters of color, proved once again that Fair Count's approach was working and validated the time and effort spent in rural Georgia. The communities we serve made their voices heard, and did so with a deafening roar.

But Fair Count's work in the 2021 Runoff Election – built as it was on our work in the 2020 election cycle which, itself, was built on our ongoing census work – was not an endpoint. It laid the groundwork for efforts to come throughout 2021, including vaccine outreach and redistricting, and it gave us a strong foundation on which we'll build our efforts in the 2022 Primary and General elections.

FAIR COUNT'S 2021 RUNOFF ELECTION GOTV PROGRAM BY THE NUMBERS

**GREW TO A STAFF OF 53 AND
TAPPED A TEAM OF EIGHT OUTSIDE
DIGITAL ORGANIZERS**

**FUNDED PARTNER ORGANIZATIONS'
HIRING OF 17 ORGANIZERS IN OUR
TARGET AREAS**

**DISTRIBUTED 334,000 FACEMASKS
ALONG WITH BILINGUAL VOTING
LITERATURE**

RECRUITED 1,336 VOLUNTEERS

SENT 875,516 TEXT MESSAGES

**DIALED 191,674 BLACK VOTERS
WHO DID NOT VOTE IN NOVEMBER
THROUGH PAID, LIVE CALL BANKS,
ULTIMATELY MAKING 504,834
PHONE CALLS TO OUR UNIVERSE**

**AVERAGED 2.5 FIELD CONTACT
ATTEMPTS PER VOTER
(NOT INCLUDING MAIL)**

**LAUNCHED THREE FLIGHTS OF
DIRECT MAIL TO MORE THAN
640,000 BLACK HOUSEHOLDS**

**CHASED 1,239 PROVISIONAL
BALLOTS IN RURAL AREAS**

ORGANIZING THROUGH COVID-19



Building long-term power through non-extractive organizing means seeing, firsthand, the deepest needs of the communities we work in. And as the pandemic worsened in 2021, the communities we work in were in need. Across the South, official state response to the pandemic could be generously described as short-sighted and disorganized, even in heavily populated metropolitan areas – in rural areas, it was practically non-existent.



Our normal civic outreach efforts were not enough in historically under-resourced rural communities desperate for accurate information, personal protective equipment (PPE), and access to vaccines. So we did what was needed.

FAIR COUNT'S 2021 COVID OUTREACH BY THE NUMBERS

1,725,568
TEXTS SENT

1,696,900
TELEPHONE-TOWN HALL
CALLS PLACED

101,265
ACTIVE TELEPHONE-TOWN
HALL PARTICIPANTS

125,113
PHONES DIALED

17,548
DOOR-HANGERS DROPPED

10,017
PALM CARDS SHARED

1,832
VOLUNTEERS RECRUITED

790
CURATED COMMUNITY
1:1 MEETINGS

COUNT ME IN

By early 2021, Southern states had begun their COVID-19 recovery efforts, but they were disorganized, unfocused, and tilted heavily toward major metropolitan areas. They were also unabashed in the extent to which they exacerbated existing health and access imbalances. The disparities were illustrated by truly shocking data – for example, as of February 15, 2021, about 660,000 white Georgians had been vaccinated, a number around **four times** the number of Black Georgians (the second-highest group) vaccinated. The inequity was especially pronounced in rural Black communities.

Media commentators blamed the disparity on “vaccine hesitancy” caused by misinformation. In a March 16 press conference, the governor of Georgia dismissively attributed it to “hesitancy or lack of initiative, whatever it is.” These thoughtless, superficial diagnoses ignored entirely the much greater factor: Lack of access.

Rural communities faced existing structural barriers to a host of resources available to metropolitan areas, most notably access to information and access to healthcare, and those barriers were worsened by COVID-19. Many of these communities were “news deserts” with access to one or no local newspapers, and many were miles away from the nearest hospital.



These data were glossed over by those in charge of recovery efforts, the narrative persisted, and the disparities continued to grow. With the communities we serve being decimated by the virus, Fair Count could not stand by and watch, and we refused to carry on with business as usual. Leveraging our network of relationships throughout rural Georgia, Fair Count expanded its virus mitigation efforts into the extended, multi-faceted **Road to Recovery: Count Me In** initiative. A partnership between the Southern Economic Advancement Project (SEAP) and Fair Count, Count Me In was designed to fight COVID and vaccine misinformation, assist Black, LatinX, and Native communities secure vaccines, and build power for greater participation when the crisis had waned.



With the infrastructure already in place from our 2020 pivot, Count Me In proved a runaway success. We set up vaccination events with rural community leaders and organizations with whom we'd established relationships, hosting vaccine drives outside churches, bars, local government buildings, and more. We partnered with vaccine providers, most notably Archbold Medical Center, CORE, and Emory University's Outreach Response Team and Rollins School of Public Health, and administered hundreds of vaccines, shared accurate health information, and introduced people to Fair Count and its mission. **And we connected people to local vaccine providers via innovative text campaigns that ultimately facilitated more than 7,000 new doses given.**

As Fair Count's results and reputation increased, organizations began approaching us for help reaching these populations. A notable partnership with the U.S. Office of the Attorney General began in September 2021, when federal health officials asked Fair Count to assist with addressing misinformation in rural communities. The partnership saw us contribute to the Surgeon General Office's "A Community Toolkit for Addressing Health Misinformation" document that was released in early November. The partnership continues today, with Fair Count staff frequently tapped to provide insight, guidance, and design notes on communicating COVID information to hard-to-reach populations.

**VIDEO
DEEP DIVE**

WATCH FAIR COUNT ORGANIZER AND BUENA VISTA, GEORGIA, MAYOR KEVIN BROWN DISCUSS WHAT VACCINE ACCESS MEANS TO RURAL COMMUNITIES.



**LEARN
MORE**

THE CONVERSATION

Check out THE CONVERSATION video series by clicking [HERE](#)



Count Me In was initially intended to run March through June, but it proved so successful that Fair Count was tapped by the Rockefeller Foundation and the Kaiser Family Fund to expand into six additional Southern states. Each had a state-specific website packed with COVID information, ways to get vaccinated, and a video series, THE CONVERSATION, featuring comedian W. Kamau Bell getting straight answers from real doctors about the vaccine. We hosted online interviews and filmed virtual Q&A videos to get information from trusted Georgia sources. And utilizing the telephone-town hall and patch-through technology we'd used the previous year, Fair Count was able to reach 1.6 million people across our seven states for 16 live culturally relevant Q&A events with doctors, gynecologists, pediatricians, researchers, and more-most of whom are medical professionals of color.



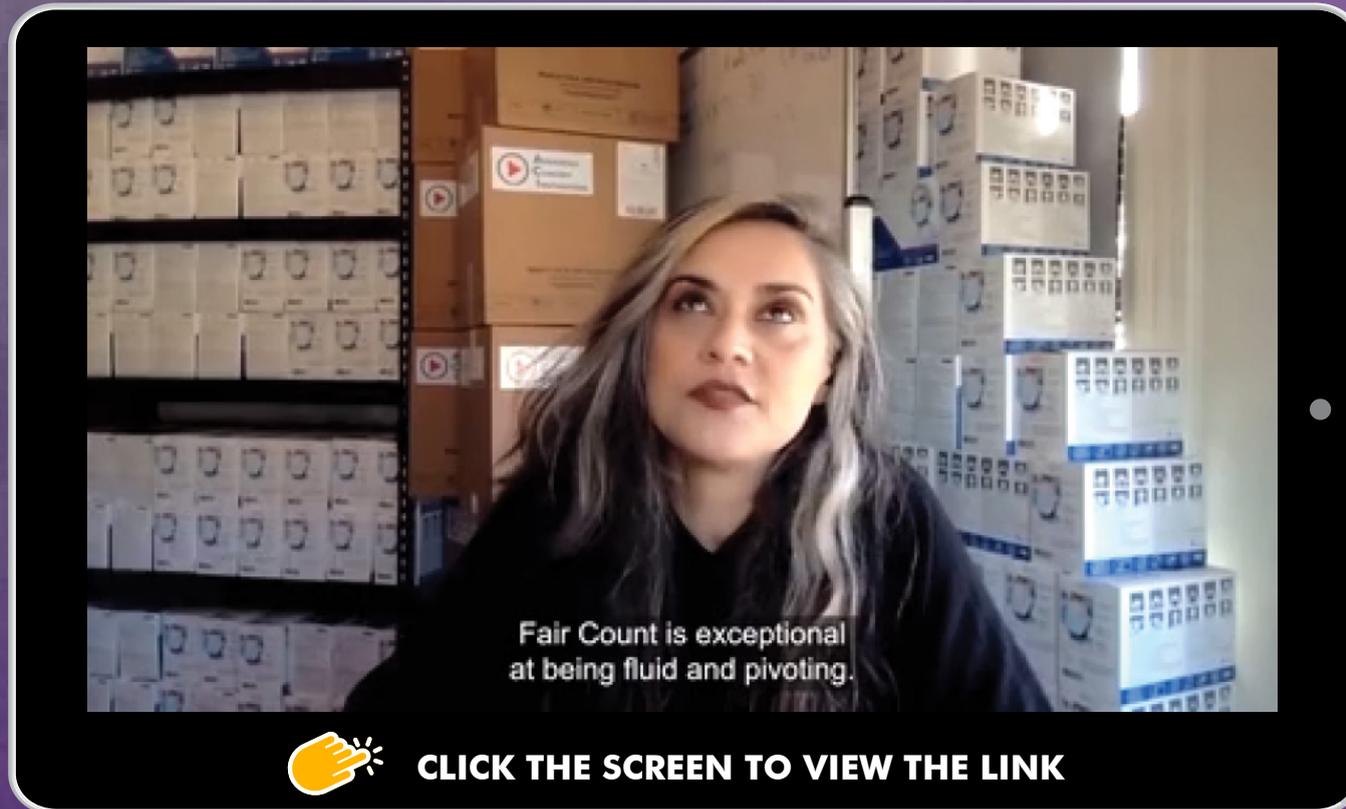
PPE

What began in 2020 with sporadic gatherings of Fair Count volunteers adding personal protective equipment (PPE) to voter information lit drops evolved, in 2021, into a complex operation and a dedicated staff member. By August, production was managed as a full-time in-house operation that, by the end, would oversee the creation and distribution of nearly 30,000 PPE kits containing more than 200,000 masks. Our organizers reported rural communities regularly requesting help with adult masks, teen masks, and especially masks for children; our non-extractive organizing model allowed us to recognize the need and address it with intention.



VIDEO DEEP DIVE

HEAR FROM PPE MANAGER AILEEN LOY AS SHE DISCUSSES FAIR COUNT'S EFFORTS TO GET PPE TO COMMUNITIES THAT NEED THEM.



FAIR COUNT 2021 PPE KIT DISTRIBUTION BY THE NUMBERS

15,020

ENGLISH-LANGUAGE ADULT PPE KITS

5,605

ENGLISH-LANGUAGE TEEN PPE KITS

5,830

ENGLISH-LANGUAGE CHILDREN'S PPE KITS

26,455

TOTAL ENGLISH-LANGUAGE PPE KITS

2,450

SPANISH-LANGUAGE ADULT PPE KITS

525

SPANISH-LANGUAGE TEEN PPE KITS

540

SPANISH-LANGUAGE CHILDREN'S PPE KITS

3,515

TOTAL SPANISH-LANGUAGE PPE KITS

29,970 TOTAL PPE KITS

PANDEMIC TO PROSPERITY: SOUTH

The South for decades has lagged behind the rest of the nation on nearly every indicator of prosperity and equity, and COVID-19 exacerbated these existing inequities. But hope in the wake of the worldwide crisis exists, thanks in part to the vibrant civic ecosystem that has been burgeoning for years in the South.

PANDEMIC TO PROSPERITY: SOUTH FINDINGS BY THE NUMBERS

ONLY 57% OF SOUTHERNERS HAVE BEEN VACCINATED COMPARED TO 64% OF THE REST OF THE U.S.

SINCE MARCH 2020, 2 IN 3 SOUTHERNERS LIVE IN A COUNTY THAT HAS HAD AT LEAST ONE CLIMATE DISASTER DECLARATION.

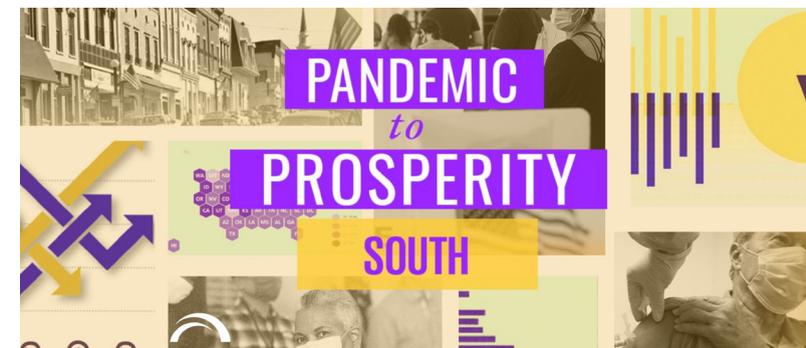
IN 2021, 37% OF SOUTHERN COUNTIES HAD NO PEDIATRICIANS.

IN 2020, ROUGHLY 1 IN 4 CHILDREN IN LOUISIANA AND MISSISSIPPI LIVED IN POVERTY. IN ALABAMA, ARKANSAS, AND WEST VIRGINIA, MORE THAN 1 IN 5 CHILDREN LIVED IN POVERTY.

SOURCE: January 2022 *Pandemic to Prosperity: South* update

Firm in the belief that, with accurate data and dedicated civic engagement today, the devastation wrought by the pandemic can be a crucible for a more prosperous and equitable South tomorrow, Fair Count launched *Pandemic to Prosperity: South* in January 2021 in partnership with SEAP and the National Conference on Citizenship.

The series, updated quarterly, is an omnibus of crucial data on 12 Southern states' management of COVID-19 and the challenges throughout it. The reports provide broad, accurate, and longitudinal information about the region during COVID-19, ultimately seeking to illuminate the struggles of the South's most vulnerable and inspire groundbreaking solutions to entrenched problems that can lead the way for the nation as a whole.



LEARN MORE

PANDEMIC TO PROSPERITY: SOUTH

Learn more about **PANDEMIC TO PROSPERITY: SOUTH** and check out the quarterly reports by clicking **HERE**.



Watch **PANDEMIC TO PROSPERITY: SOUTH** update videos and webinars by clicking **HERE**.



FAITH INNOVATIONS

One of Fair Count's most important organizing vectors is our Faith Connections department, which houses both our faith organizing efforts and our Faith and Innovation Resources (FAIR) Program.

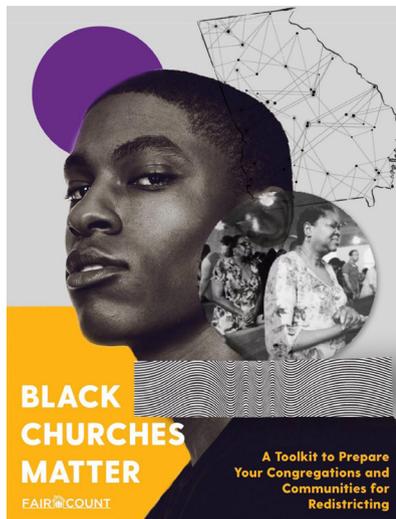


FAITH ORGANIZING

Especially in rural communities, establishing and nurturing relationships with faith communities is a critical part of working with hard-to-reach residents and an indelible part of letting communities know that Fair Count is here to stay.

Faith leaders and community leaders are often one in the same in rural places, and houses of worship frequently act as community centers and local gathering points. As trusted voices in close-knit communities, faith leaders are powerful messengers with substantial reach, and our relationships with these leaders has helped Fair Count communicate countless civic engagement opportunities. At the height of COVID-19, these relationships also helped us organize effective faith weekends of action and provide, at our Shots to the Souls events, vaccines and pandemic resources to people lacking access in places where they feel comfortable and safe. They also played a key role in building out our roster of speakers for our “Faith & Facts” video series, featuring a variety of faith leaders discussing the importance of vaccines – a series that would later feature in a social media advertising campaign that reached about 430,000 users and garnered approximately 1.5 million impressions.

Fair Count’s Faith Team more than doubled its staff in 2021, increasing our reach and our ability to connect with faith communities in Georgia on everything from COVID-19 vaccine access to redistricting to our VOTE-365 initiative.



HEAR FROM SENIOR FAITH COORDINATOR SHUN TUCKER-ALLEN AS SHE DISCUSSES HOW FAIR COUNT PARTNERS WITH FAITH COMMUNITIES TO REACH PEOPLE AT THE INTERSECTION OF OUR CIVIC AND SPIRITUAL LIVES.



FAITH AND INNOVATION RESOURCES

From sermons on mounts to skits online, communicating with the faithful takes many forms. At Fair Count, technology is inseparable from outreach, and nowhere is this symbiosis more apparent than in our Faith and Innovation Resources (FAIR) Program.

Fair Count's FAIR Program, through which we offer faith institutions free commercially available church management software, the Faith App, and ongoing personal support, expanded in 2021 thanks to our ongoing partnership with Fund II Foundation. The Faith App allows congregation leaders to stay effortlessly in touch with their congregants and keep them informed about civic engagement opportunities, and the program today is being utilized by scores of churches in 11 states, impacting more than 11,000 people across all congregations.



**VIDEO
DEEP DIVE**

**HEAR FROM FAITH AND TECHNOLOGY
MANAGER TARESSA THOMPSON ABOUT FAIR
COUNT'S FAIR PROGRAM AND HOW IT HELPS
CONGREGATIONS STAY IN TOUCH AND
SHARE CIVIC ENGAGEMENT INFORMATION.**



CLICK THE SCREEN TO VIEW THE LINK

TECHNOLOGY AND PARTNERSHIPS

Fair Count has become adept at executing on its mission and getting results, but our efforts would be significantly more difficult without the support and expertise of partners. At every level, from local to state to national, aligning with community leaders and organizations to meet a need and secure allies helps to quickly establish relationships and provide assistance – be it through food drives, vaccine events, job fairs, or our popular Internet Hubs – to those in need.



INTERNET HUBS



When we learned the 2020 Census would primarily be done online, we knew we had to get to work bringing connectivity to the communities we serve. Our Internet Installation program began with us gifting devices to trusted partners in key locations and paying for the data/internet service. Since then, our program has only grown.

In 2021, we had more than 140 active hubs across 77 counties. Having access to the internet has become a requirement, not only for participating in our civic life but also for getting jobs, accessing health information, and staying connected from anywhere in the world. During the pandemic, it's also been a requirement for kids to go to school, for the faithful to attend worship services, for scheduling doctor appointments, and for staying involved through virtual community events.

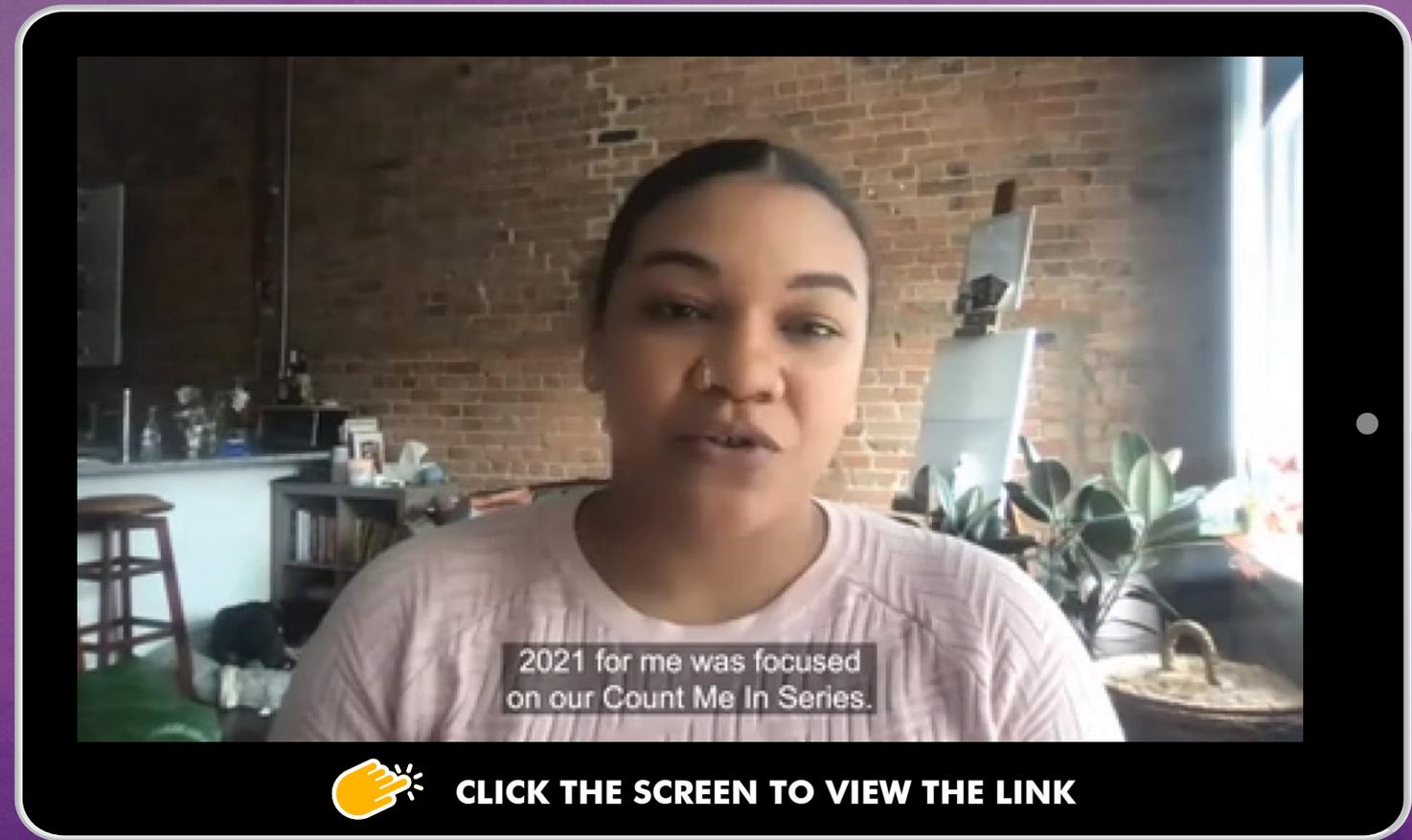
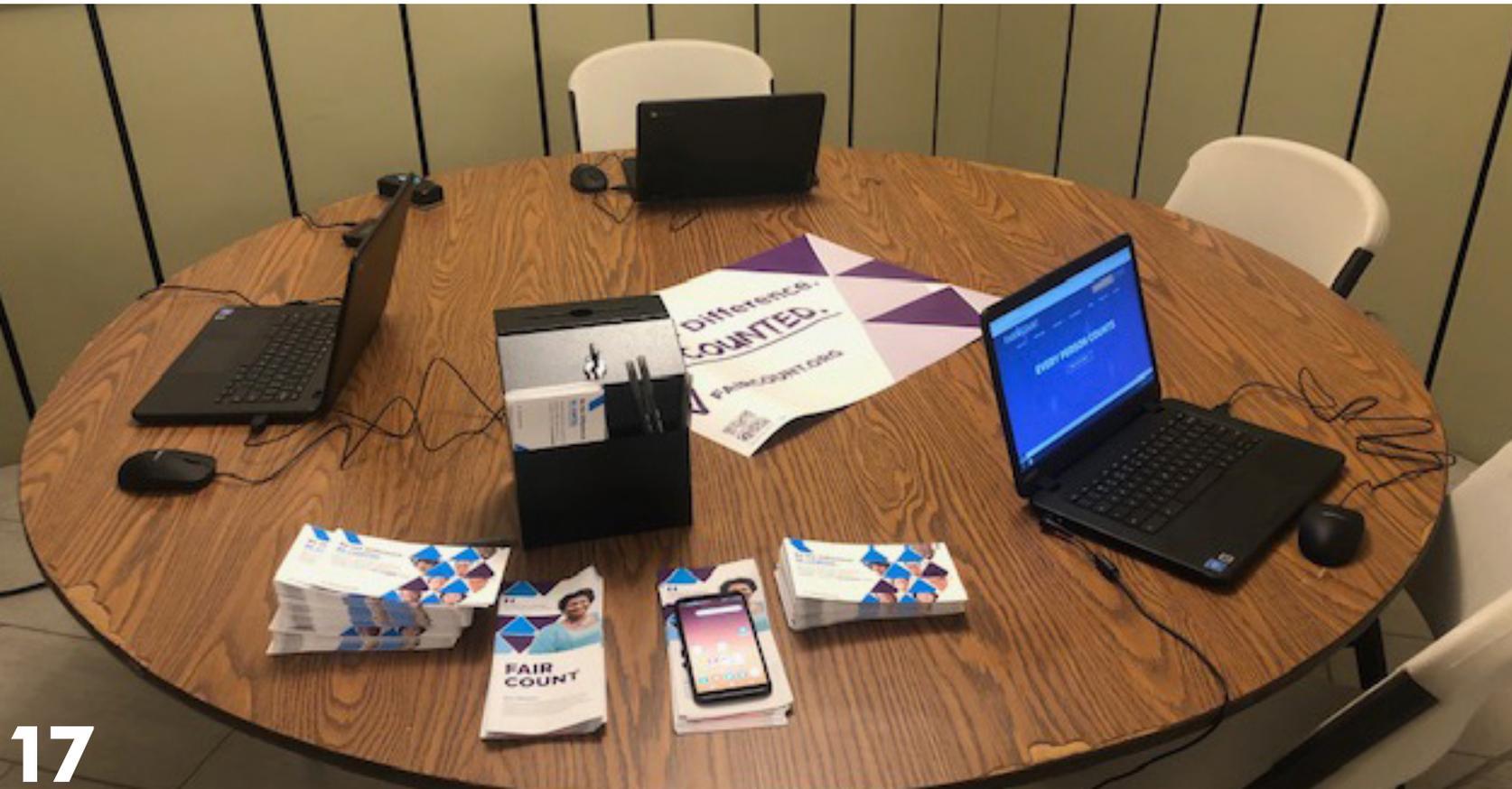


LOCAL PARTNERSHIPS

Fair Count's model is intrinsically tied to our partnerships within communities. Over the past three years, we've made connections with more than 750 Black and LatinX faith institutions and have gifted devices and prepaid internet service to more than 180 locations including barbershops, community centers, churches, migrant farm workers health clinics, and more. Our organizing team has completed more than 2,000 one-on-one meetings with rural community leaders, and more than 500 of them have been since November's launch of **VOTE-365**.



WATCH COMMUNITY PARTNERSHIPS AND TECHNOLOGY COORDINATOR LILLI JACKSON DISCUSS HOW WE USE TECHNOLOGY AND ITS IMPACT ON FAIR COUNT'S COMMUNITY ENGAGEMENT.



IN ADDITION TO OUR HYPER-LOCAL PARTNERSHIP MODEL, FAIR COUNT REGULARLY PARTNERS WITH STATE AND NATIONAL PARTNERS TO ACHIEVE OUR MUTUAL GOALS. OUR PARTNERS INCLUDE:

- | | | | |
|---|---------------------------------------|--|---|
| 100 Black Men of Augusta | Common Cause | Lower Muscogee Creek Tribe | The Census Bureau |
| African Methodist Episcopal (Sixth District) | Common Ground Foundation | NAACP | The City University of New York's Graduate Center, Mapping Services Dept. |
| African Methodist Episcopal Women's Missionary Society President | Communications Network | National Action Network | The Congressional Black Caucus |
| African Methodist Episcopal Zion | Conference of National Black Churches | National Conference on Citizenship | The Gathering Spot |
| All on the Line | Congressional Black Caucus Foundation | National Council of Negro Women | The General Missionary Baptist Convention of Georgia |
| Alpha Advocacy Alliance | Connect Humanity | National Urban League | The Lawyers Committee for Civil Rights Under Law |
| Alpha Kappa Alpha Sorority | CORE | New Georgia Project | The Links Incorporated |
| Black Alliance for Just Immigration | E Pluribus Unum | Princeton Gerrymandering Project | Uplink (World Economic Forum) |
| Black Census Roundtable | Fair Districts GA | Quitman County Family Connections | VoteRiders |
| Black Child Development Institute | Feeding the Valley Foodbank | Sigma Pi Phi Fraternity (Boule) | Wake Up & Vote |
| Black Church Development of United Methodist Church (N. Georgia Conference) | Four Directions | Southeastern African American Farmers Organic Network (SAAFON) | Webster County Family Connections |
| Black Dad's Count | GA Legislative Black Caucus | Southern Economic Advancement Project | When We All Vote |
| Black Theatre United | GeoCivics | Southwest Georgia Project | Zeta Phi Beta Sorority, Inc. |
| Christian Methodist Episcopal (Sixth District) | Georgia Library Services | Statewide Independent Living Council | |
| Coalition for the People's Agenda | Harness | Tech Soup | |
| | Impact Guild | The AME Church | |
| | Latino Community Fund | | |
| | League of Women Voters | | |

NO ADVOCACY ORGANIZATION IS AN ISLAND, AND FAIR COUNT COULD NOT EFFECT STRUCTURAL CHANGE THROUGH SOLID STAYING POWER WITHOUT THE SUPPORT OF THE MANY, MANY ORGANIZATIONS, INDIVIDUALS, AND DONORS WE'RE PROUD TO CALL OUR PARTNERS.

#WEDRAWTHELINES

Redistricting is one of the most important pillars of our democracy, determining the extent to which communities have power and the extent to which they're able to choose who leads them. It is also one of the most inscrutable and controversial aspects of our democracy. Particularly in Georgia, and particularly after the partial gutting of the Voting Rights Act, redistricting today is an intentionally opaque process, rife with opportunities to disenfranchise whole communities, that's largely completed behind closed doors and with little to no public input.

Fair Count dove into redistricting head-first, opening a broad campaign of advocacy, education, and training aimed at ensuring the people and communities most affected by the process would be able to have their voices heard in the map-making process.



JOIN US FOR
MAPPING MONDAYS!

Let's win a decade of
fair districts for Georgia

RSVP TODAY



Even before the redistricting process began in earnest with the November 3 opening of Georgia's Special Legislative Session, Fair Count was on the frontlines. In June, in advance of the U.S. Census Bureau's release of data that would guide redistricting, Fair Count CEO Rebecca DeHart testified at the Georgia capitol demanding a transparent process that gave heavy weight to public input.

LEARN MORE

FAIR COUNT CAPITOL ADVOCACY

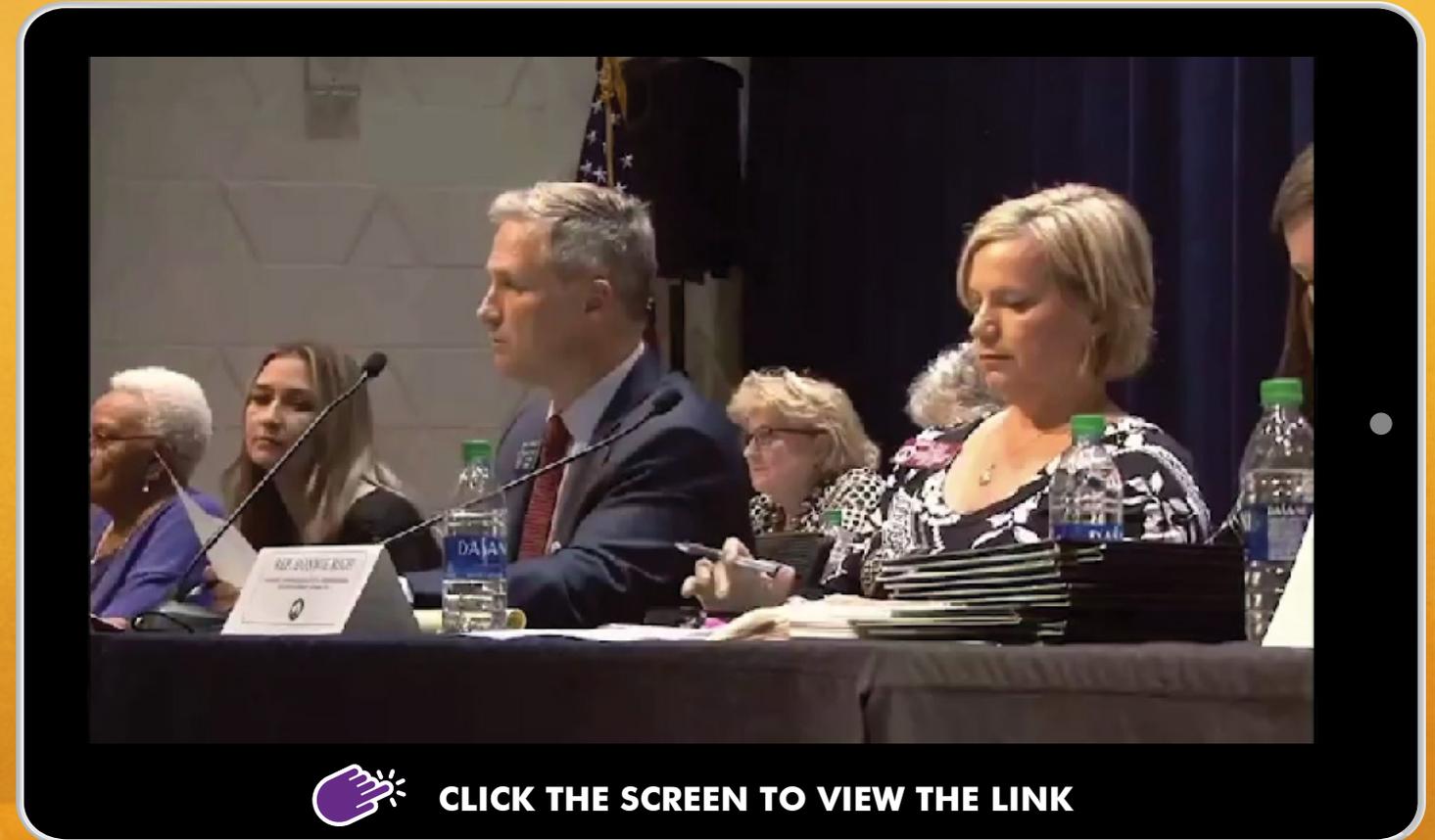
Watch Fair Count CEO Rebecca DeHart testify before the Georgia General Assembly that the redistricting process must be deliberate, open, and inclusive by clicking **HERE.**

The months following would see Fair Count holding press conferences, organizing people to attend public redistricting hearings, and coordinating messaging with partners across the state and nation, all toward the same goal: Getting everyone aware and involved in a process deliberately designed to keep them out through byzantine rules, last-minute map changes, and language barriers:

#WEDRAWTHELINES



REDISTRICTING ADVOCACY: LANGUAGE EQUITY
WATCH FAIR COUNT REDISTRICTING COORDINATOR MARIJKE KYLSTRA TESTIFY BEFORE THE GEORGIA LEGISLATURE'S LEGISLATIVE AND CONGRESSIONAL REAPPORTIONMENT COMMITTEE, CALLING FOR GREATER ACCESS THROUGH LANGUAGE EQUITY.



Additionally, we continued building the public record and helping program attendees impact the incoming boundaries of their communities with Write-In Wednesdays and Testimony Thursdays. These programs registered more than 250 activists eager to learn how to advocate for fair districts at public hearings and how to submit written testimony or letters to the editor.

EDUCATION



Part of getting people involved in redistricting is helping them understand what it means, how it works, and what they can do to effect change. It's a serious and complicated goal, one that's filled with thick books and long lecture courses, so drawing people into understanding the process requires attention-grabbing approaches and outside-the-box organizing tools – such as humor:

VIDEO DEEP DIVE

REDISTRICTING EDUCATION

WATCH ONE OF FAIR COUNT'S POPULAR REDISTRICTING VIDEOS, CREATED IN PARTNERSHIP WITH THE ATLANTA-BASED COOL COOL COOL PRODUCTIONS AND FEATURING COMEDIAN MARK KENDALL.



Our redistricting education campaign wasn't limited to videos. We produced toolkits for faith leaders and legislators, working hand in hand with churches and our partners in the Georgia Black Legislative Caucus to prepare for communicating the importance of redistricting with their communities. We used digital outreach to share information, graphics, maps, and memes aimed at arming voters with the tools they'd need to evangelize for fair districts. We kept activists updated on public comment opportunities, including when such opportunities were canceled and rescheduled at the last minute.



Additionally, Fair Count coordinated with national redistricting interests engaging in advocacy in states across the country, acting as an anchor organization of **CHARGE, the Coalition Hub for Advancing Redistricting & Grassroots Engagement**. This allowed us to adopt and share best practices, compare strategies and messaging results, train advocates across the nation, and ensure a unified stance with groups that shared a commitment to transforming redistricting into a process that allowed more voices to participate, be heard, and ultimately be represented.



**LEARN
MORE**

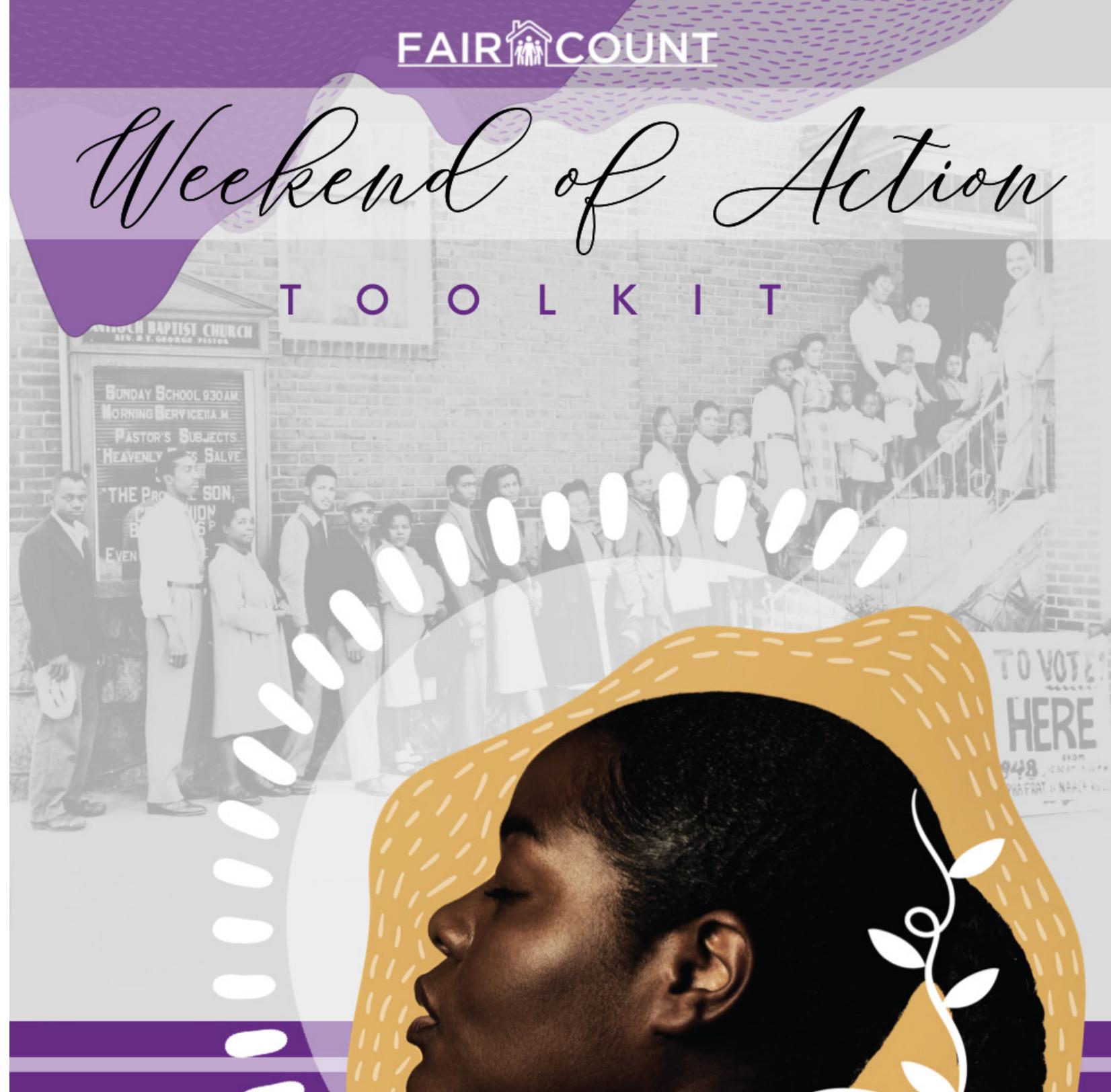
CHARGE

Learn more about **CHARGE, the Coalition Hub for Advancing Redistricting & Grassroots Engagement**, by clicking **HERE**



Weekend of Action

T O O L K I T



MAPPING COMMUNITIES OF INTEREST

While redistricting involves lawmakers drawing the boundaries of their constituents' communities, that doesn't mean they're listening to communities' perspectives on their shared geography, their vision of their local culture, or the commonality of their local concerns.

Our goal was to make sure these communities would be heard loud and clear.

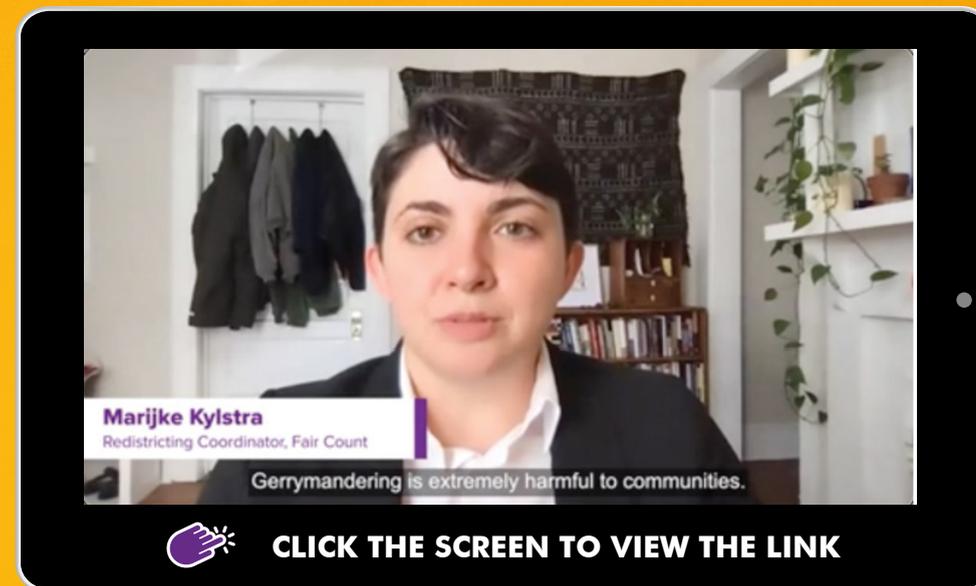
We decided early on that telling lawmakers about these communities wasn't the best way to go about demonstrating actual Communities of Interest – we knew we needed to show them. Much of our training and advocacy revolved around actual community maps, both from residents we trained to draw their own and from data experts who could show everyone exactly what the maps coming from the General Assembly meant.

Mapping Mondays, an ongoing series training local residents to map Communities of Interest themselves, educated attendees on the complexities of redistricting and trained them to make their own community maps with mapping software Representable. These maps allow users to consider the uniqueness of their communities, can be submitted to the official record in redistricting proceedings, and provide clear evidence that Georgians, more than anything, want fair districts that respect their community boundaries. The program, as well as countless 1:1 meetings and more than 110 redistricting events with partner organizations around the state, drew more than 1,400 activists in 2021 and has produced more than 400 community maps.

Mapping Mondays continued throughout 2021 and into early 2022. Even today, Fair Count's efforts to make sure people can get involved and have an impact on even the most arcane aspects of redistricting continue through local redistricting, where our methods have helped communities across Georgia advocate for themselves.

HEAR FROM FAIR COUNT'S REDISTRICTING COORDINATOR MARIJKE KYLSTRA DISCUSS OUR EFFORTS TO HELP PEOPLE ADVOCATE FOR FAIR DISTRICTS THAT ACCURATELY REFLECT THEIR COMMUNITY.

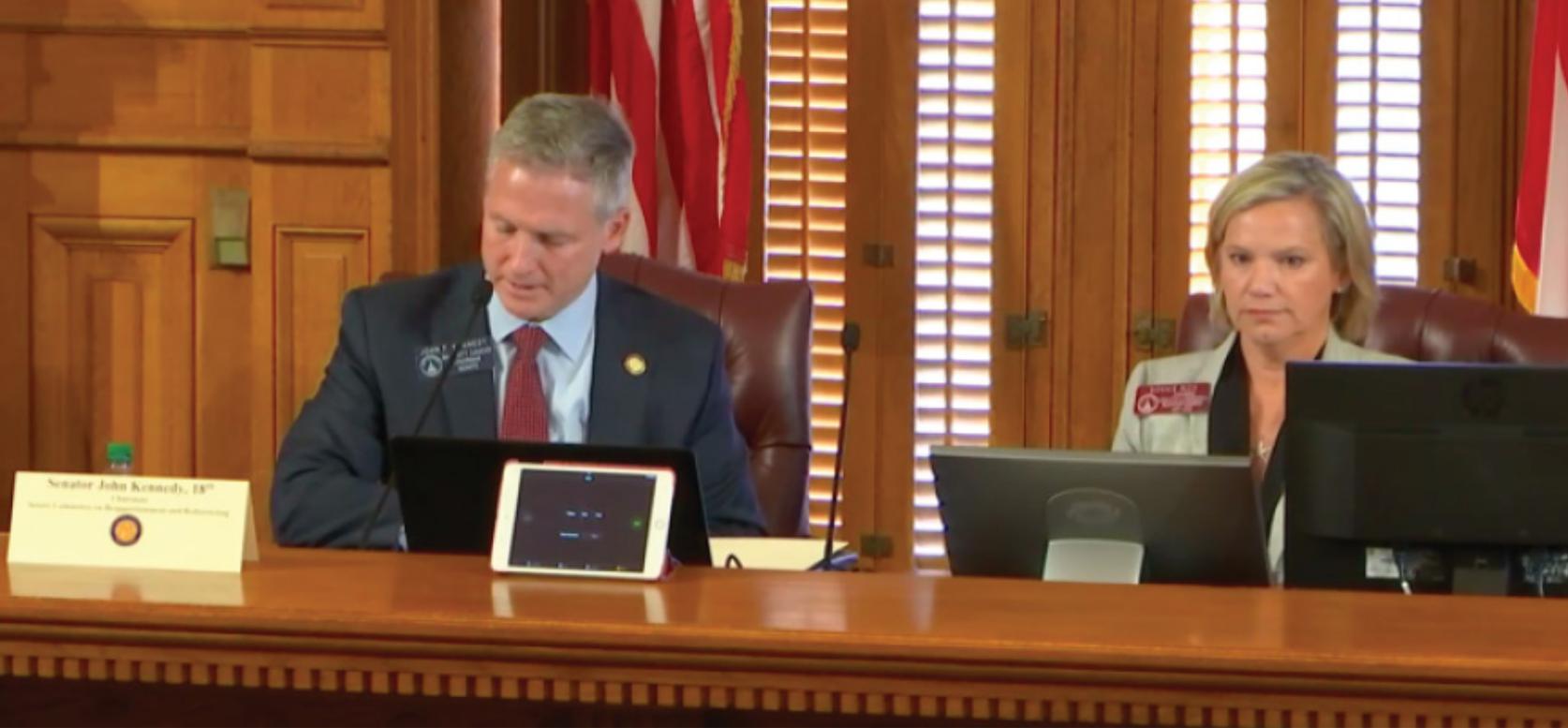
**VIDEO
DEEP DIVE**



**APRENDA
MÁS**



HAGA CLIC PARA VER EL VIDEO DE LA COORDINADORA DE LA REDISTRIBUCIÓN DE DISTRITOS DE FAIR COUNT, MARIJKE KYLSTRA, HABLANDO DE NUESTROS ESFUERZOS PARA AYUDAR A LA GENTE A LUCHAR POR DISTRITOS JUSTOS QUE REPRESENTAN SUS COMUNIDADES.



Additionally, for the Special Legislative Session that ended November 22, we partnered with Steven Romalewski, Director of Mapping Services at The City University of New York's Graduate Center, to release and promote "Redistricting & You: Georgia." This interactive dashboard made it easy for lawmakers, journalists, and the public to compare the maps coming out of the Legislature with existing maps – to see exactly what was being done to local communities.

**LEARN
MORE**

REDISTRICTING & YOU: GEORGIA

Check out "REDISTRICTING & YOU: GEORGIA,"
Fair Count's interactive redistricting
dashboard, by clicking **HERE** 



#WEDRAWTHELINES

FAIR  **COUNT**

THE LAUNCH OF VOTE-365

Voting, like redistricting, is an outgrowth of the census. The perception that the decennial count simply tallies heads misses the broader effects produced by an inventory of our nation's people – the count itself is a rock in a pond; the waves it makes include every other aspect of our civic lives.

The same communities that are undercounted in the census are the same communities that see their electoral power torn apart during redistricting, and those are the same communities that are underrepresented at the polls.

Voting, especially in local elections where representation is based on a district drawn during redistricting, is still a wave from the census – another iteration of civic engagement that offers people an opportunity to count and to make their voices heard.





VOTE-365



On November 8, 2021, Fair Count kicked off the most ambitious program in its three-year history, VOTE-365, with a high-energy virtual rally that recreated online the excitement of a live campaign kickoff. The rally marked the starting point of a full-year, 365-day effort to make sure all Georgians know their votes will count, know they have the power to decide the direction of their state, and know how to be heard in our democracy.

LEARN MORE

VOTE-365

Commit to vote and get 2022 election info at our **VOTE-365** site by clicking **HERE**

VOTE-365 will be guided by data and powered by the largest Fair Count staff yet. We're targeting Georgia counties with the greatest discrepancies between the proportion of Black voters and the proportion of Black votes cast – the vote share gap – to focus our time and resources on the places that need it most. And we're executing our multi-pronged education, information, and engagement efforts with an expanded passionate staff that more than triples our capacity.

Make a plan.
Make a choice.
COMMIT TO VOTE.
Make sure your voice is heard and counted in the 2022 elections.

VOTE-365.org

I COMMIT TO VOTE.
[VOTE-365.ORG](https://vote-365.org)

POSTCARD STAMP HERE

FAIR COUNT
Commit to Vote.
Commit to Be the Difference.

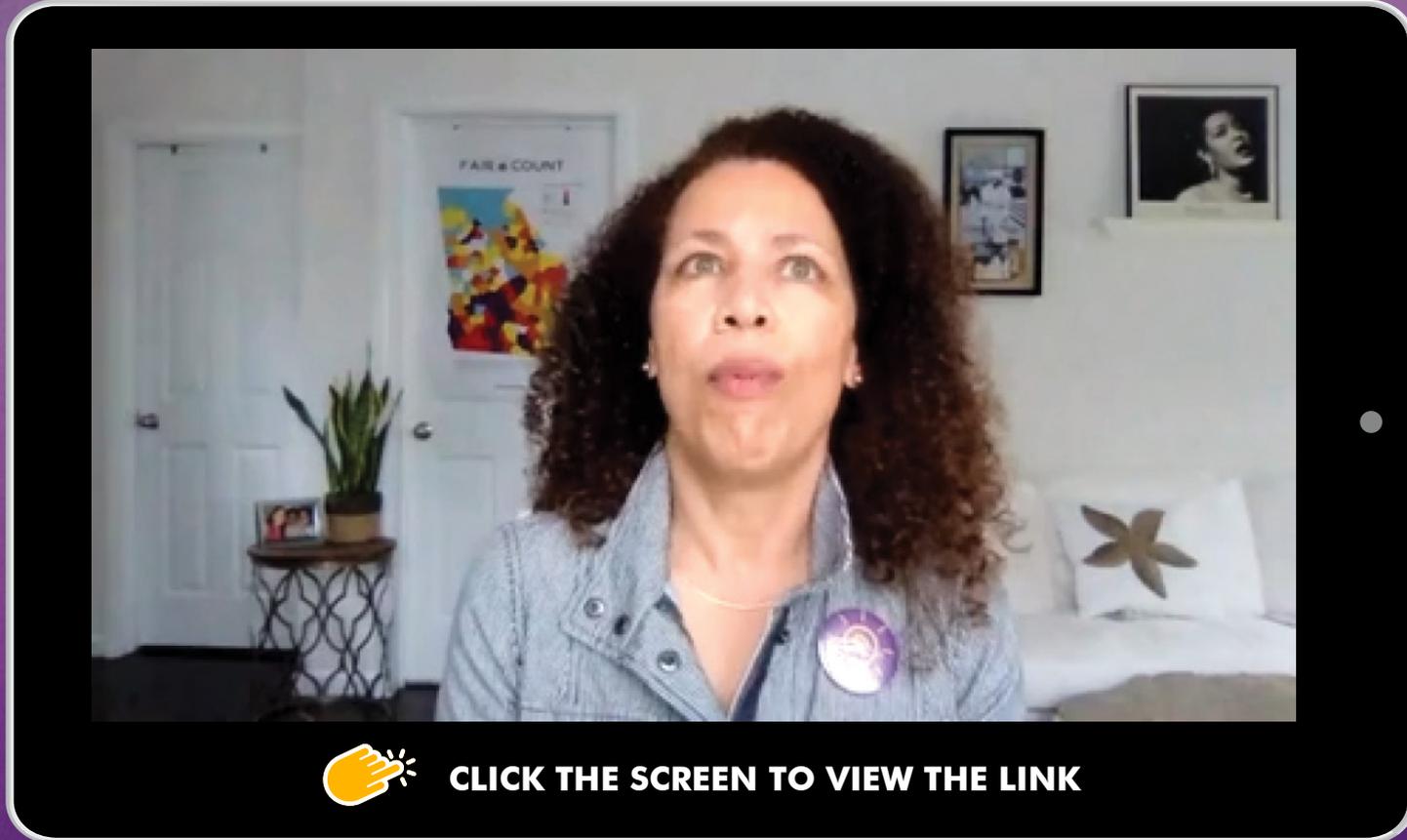
Fill out this card & commit to doing your part.

FAIR COUNT
PO Box 170382
Atlanta, GA 30317



VOTE-365 KICKOFF

HEAR FROM FAIR COUNT'S DEPUTY ORGANIZING COORDINATOR CIRRI NOTTAGE AND FAIR COUNT'S CAMPAIGN AND ORGANIZING COORDINATOR REGGIE ABRAHAM ABOUT FAIR COUNT'S VOTE-365 CAMPAIGN, OUR GOALS WITH IT, AND HOW WE'LL GROW TO MEET ITS NEEDS.



CLICK THE SCREEN TO VIEW THE LINK



VOTE-365 is built on the solid foundation of long-term engagement laid by our successful efforts in the census, vaccine access, and redistricting. VOTE-365 is Fair Count putting it all on the line so we know that, when the polls close in Georgia on Nov. 8, 2022, we put the totality of our passion, our expertise, and our organizing strength into helping voters make their voices heard. That we touched new voters, infrequent voters, super voters, Black voters, LatinX voters, Native American voters, AAPI voters, young voters, senior voters, rural voters – ALL VOTERS – and that they had the chance to have their say.

That we helped Georgians show that the record turnout seen in 2020 and at the beginning of 2021 were not flukes – that they are here to stay.



SPECIAL THANK YOU TO THE DONORS WHO SUPPORTED US IN 2021!

NEW WAYS TO GIVE

Starting in 2021, Fair Count accepts donations in a wide array of the most common cryptocurrencies. Check it out by clicking [HERE](#)

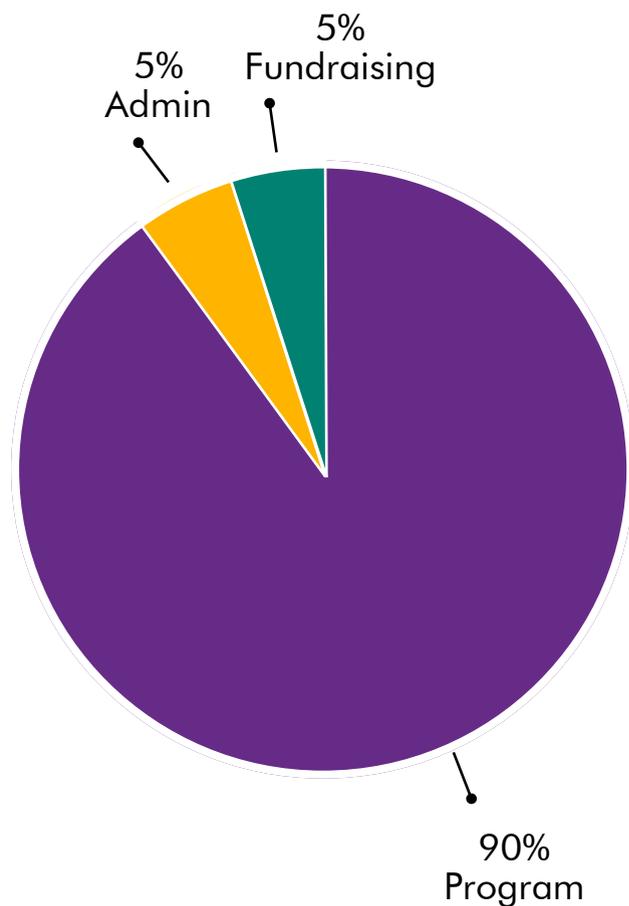


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The Arthur M. Blank Family Foundation

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 Rockefeller Foundation
 Schultz Family Foundation
 Mark T. Gallogly & Elizabeth B. Stricker Trust
 Vote Your Voice

\$100,000-\$249,999

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 Tableau Foundation

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FROM OUR CEO AND PRESIDENT

Fair Count's strength has always been its adaptability. Anchoring everything we do to the U.S. Census allows us to pivot swiftly to the myriad processes, programs, and challenges that proceed in a straight line from the decennial population count. That line touches on almost every aspect of our civic lives, aspects that themselves branch into touching almost every aspect of our daily lives.

There are no blueprints for what we do. And maybe if there were, we wouldn't be able to achieve the results we do.

New courses are not charted without a willingness to experiment and a propensity for boldness. The team that Fair Count has assembled is a world-class group of the most passionate and skilled activists the South has to offer. Our well of talent runs deep and is a significant source of our multi-faceted approach to civic engagement.

Another is the steadfast support of our partners, funders, and volunteers. When you're reinventing wheels to traverse roads never traveled, having the backing of organizations and individuals that recognize the vitality of the journey are crucial.

The census, redistricting, voting, and meeting the needs of rural communities will always be a part of what we do. As we transition into making sure everyone's voice is heard in the 2022 election cycle to long-term redistricting goals to laying the groundwork for a successful 2030 U.S. Census, our tactics will change. Roads will meet wheels they've never met. But our objectives are here to stay, our philosophy is here to stay, and with our supporters behind us, our results are here to stay.

Georgia will change. The South will change. Fair Count is here to stay.



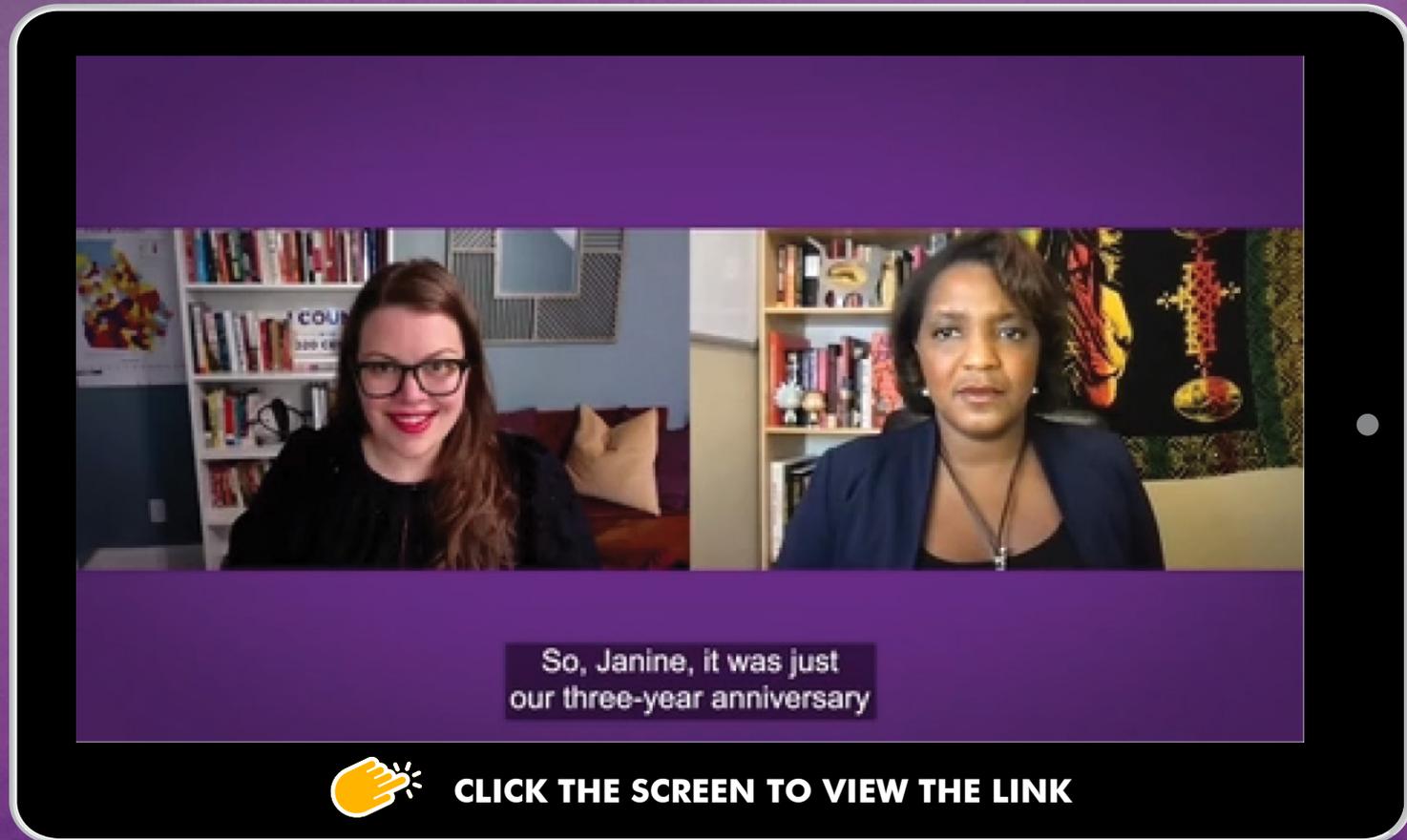
Rebecca DeHart, Fair Count CEO



Dr. Jeanine Abrams McLean, Fair Count President



WATCH FAIR COUNT'S CEO REBECCA DEHART AND FAIR COUNT'S PRESIDENT DR. JEANINE ABRAMS MCLEAN DISCUSS WHERE WE'VE BEEN AND WHERE WE'RE GOING.



CLICK THE SCREEN TO VIEW THE LINK

