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Dear Friends,

In just under four years, Fair Count has organized through a decennial census rife with political interference and unprecedented challenges, experienced and adapted to a global pandemic, and chased ballots in some of the most consequential elections in our state’s history. We have been in communities across the state as the racial uprising gave voice to the silenced, and at our state house while further restrictions to voting were passed. Fair Count has lived a long life in its short tenure.

But the challenges we have collectively faced have made us stronger, more nimble, and better at what we do; and they have prepared us to face anything that may come our way. That’s why we launched VOTE-365, a deep organizing program focused on BIPOC communities in rural Georgia, that cleverly names what we know to be true: social change does not happen in fits and starts, we must work at it 365 days a year.

Our largest effort in 2022, VOTE-365 doubled in size our organizing team, brought a beautiful bus to carefully curated GOTV events in more than 40 rural counties, and otherwise knocked our goals for voter contact out of the park. Our team has traveled down dirt roads in all parts of the state talking to voters from all walks of life. And we saw some success. Our priority counties performed very well in the Runoff Election, where 33/36 counties bested the statewide turnout rate for Black voters. And in 34 of our 36 priority counties, the Black Vote Share Gap decreased to that of the General. However, statewide, we did not see an equitable electorate. In fact, turnout, while overall high for a midterm election, was down for Black voters statewide and across the nation.

As you read through the highlights of our year – through VOTE-365 and our other programs – know that we are not leaving 2022 behind us. We are taking this year, 2023, to analyze both the outcomes and our efforts in order to investigate why voters choose or chose not to participate. Because just as we know that real change doesn’t happen in fits and starts, real change is not achieved or lost by one election alone. This is the long game, and the road ahead will provide us with many more opportunities to test our skills, build more relationships, and achieve our goal of an equitable democracy. Just as Ray Charles sang to his beloved homestate, we also know this to be true: the road ahead always leads back to Georgia.

We are so thankful to be on this journey with you and for your unwavering commitment to an equitable democracy. Together, we’re Here to Stay.

Sincerely,
Carolyn Hugley
We launched Vote-365 on November 8, 2021, a full year before Election Day. We built Vote-365 because we knew traditional “here today, gone tomorrow” fails to meet historically marginalized communities—especially BIPOC communities in the Rural South. We know we are on the right track when we hear from community members time and time again that our Fair Count organizers have been the first and only to knock on their doors.
Fair Count uses data to tell the story of our electorate over time. In particular, we measure vote share. While turnout measures enthusiasm in a given election, vote share measures equity. Equitable vote share is when the same percentage of a particular community of voters participates in an election at the same percent that community of voters comprises within the greater electorate. To achieve equity, that percentage should stay the same in every election.

Too often density is the driver of election resources. Fair Count understands that vote share gaps in BIPOC communities are dispersed across the state, particularly in rural areas, and that those gaps, when compounded with incongruous electoral access, make clear where communities have been historically underrepresented. Mitigating and eradicating vote share gaps will create a more equitable, participatory democracy.

We value qualitative data as well, because it can uniquely capture a voter’s thoughts, feelings, and experience, giving voice to silenced communities, and in 2022 our experiential data was an important driver of our strategies. Through more than 1,000 1:1 meetings with community leaders around the state, our organizers gathered quantitative and qualitative data. We learned from real people not just about civic engagement efforts, but about their lives, homes, history, and opinions.

At Fair Count, we believe our democracy is stronger when everyone participates and that our team works best when they are rooted in the communities we serve. That’s why we prioritize hiring from the communities where we work. With team members in Sylvania to Shellman, Lizella to Kingsland, our paid staff grew to 54 people working across the 149 counties outside metro Atlanta.
ENERGIZING THE ELECTORATE AHEAD OF THE PRIMARY

NEW YEAR’S DIRECT MAIL
In early 2022, more than 500,000 households (nearly 1,000,000 potential voters in our universe) received a New Year’s themed interactive direct mail piece from Fair Count, which shared important election information. It also invited the voter to make a New Year’s Resolution to vote in all 2022 elections and by signing the card and returning it to us in a postage-paid envelope. Throughout the year, Fair Count received thousands of Resolutions cards back from voters, pledging to participate in the 2022 elections and signing up to volunteer.

CANVASSING & OUTREACH
Our most effective tool in reaching potential voters is door-to-door canvassing. Often efforts shy away from canvassing in rural areas because the houses are too far apart. At Fair Count, our organizers work to ensure that every voice is heard and that means reaching throughout rural Georgia to meet as many potential voters as possible.

To increase our outputs, we partnered with the Southwest Georgia Project, local branches of the NAACP, sorority chapters, faith communities, and more to ensure we provided the necessary resources to as many rural Georgia residents as possible. Our team was renewed each time a voter shared that we were the first to knock on their door.

To support our outreach efforts, Fair Count opened three offices in Columbus, Sylvania, and Macon to give voters throughout the state access to our team and our resources. In addition, our team maintained more than 160 active Internet installations across 77 counties, increasing access for communities on the other side of the digital divide.
PRIMARY ELECTION WEEK

In partnership with The Georgia Coalition for the Peoples’ Agenda (GCPA), Fair Count organizers were poll observers in 12 counties outside of metro Atlanta. The day after polls closed, the entire Fair Count team moved into provisional ballot chase efforts and contacted 141 Board of Elections offices (in counties outside Metro Atlanta) where 113 counties (80% of those contacted) shared information and 587 provisional ballots were cast. Fair Count contacted voters directly, providing ballot cure information.

ORGANIZING HIGHLIGHT: GOTV EVENTS

Leading up to the Primary Election, Fair Count hosted GOTV rallies in rural Clay, Clinch, and Screven counties. By drawing on our robust network of supporters, engaging local community members, and partnering with leaders in the activist community, Fair Count curated events that drew attendance from several surrounding counties, provided education on voting, made tools available to assist attendees with developing their plans to vote, and highlighted existing Fair Count internet installations.
In early August, our entire team gathered for an in-person work session to make sure we were all clear on GOTV goals - namely engaging with low propensity, high opportunity voters in rural areas through in-person, thoughtful actions. Together we shared our experiences and deep knowledge of the communities we serve, setting our goals and ensuring we set out metrics that could be tested over time and evaluated.

Utilizing our data from past elections, we know that most voters in our universe access early voting. Throughout our GOTV efforts, our organizers worked with individuals to help them make a plan that supports voting early and makes sense for the voters’ lives.

FAIR COUNT collected more than 25,000 commit to vote (CTV) cards from our universe of low propensity, high opportunity voters in advance of the General Election. These cards provided us with updated data and a larger pool for volunteer recruitment, of which we had more than 6,000 sign-ups. We continued our 1:1 goals, reaching more than 1,000 people in our targeted areas.

In September, Fair Count launched the Vote-365 website to share voting information. But it wasn’t enough. We regularly heard from potential voters that they needed more information not just about candidates, but about the jobs they were running for. Fair Count partnered with Branch, to allow voters in our target communities to have direct access to see not just their sample ballot via MyVoiceMy.Vote, but it explained what each position was responsible for, and how it affects local, state, and federal government. To augment that effort, we created and distributed throughout the state an “Elected Officials Pamphlet” that explained each position on the ballot.

Black Men Count has been an anchor program at Fair Count since our founding, and we have activated the members through multiple civic engagement efforts including the census, elections, and redistricting. Vote-365 was no different, and Black Men Count continued to focus on the engagement and empowerment of Black men in their communities through encouraging and supporting participation in the 2022 elections.
LAUNCH: SISTERS FOR CIVICS

Sisters for Civics launched in March 2022 to increase the civic engagement and empowerment of Black, LatinX, and Native American women in their communities. From Sisters Sips to sorority events, the program provided meaningful connections between women and a strong path towards greater civic participation.

ORGANIZING HIGHLIGHTS: YOUTH MOBILIZATION

Young people have shown up and shown out in Georgia, and our teams were committed to keeping that enthusiasm strong. Our Faith Organizing team hosted a panel of youth leaders in ministry to talk about voting, messaging, and misinformation in the age of social media. Our Black Men Count program hosted a basketball tournament for young Black men, held information sessions on voting education, and collected commit to vote cards from every participant. Right before the election, Fair Count co-sponsored a GOTV concert with local musicians, like hip-hop artist Gucci Mane, and free food to get college-aged voters excited.

FAITH COUNTS

Concurrent with our Vote-365 campaign, Fair Count’s Faith Team hosted multiple weekend of action events in Montezuma and Columbus. These events build upon our faith partnerships by bringing our voter education resources and PPE kits to communities within and beyond our faith partners.
**ORGANIZING THROUGH A PANDEMIC**

Organizing Through a Pandemic

Fair Count distributed a generous donation of N95 adult and child sized masks provided by the Harvard University Health and Human Rights Center to churches, community centers, schools, and more. As federal guidance on COVID-19 vaccine was continuously updated throughout the year, Fair Count was consistently prepared to provide the necessary, accurate, and timely information to our target communities. With the pandemic persisting, Fair Count has continued to weave PPE distribution into all of our civic engagement and voting resources.

**PPE DISTRIBUTION**

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**VACCINE EDUCATION**

Vaccine Education

An equitable democracy demands an equitable recovery. At Fair Count we see that the very communities left behind in vaccine distribution have been the same who were undercounted by the census and who are underrepresented at the polls.

When COVID-19 vaccines were authorized for young children in the summer of 2022, we sprang to action and organized two teletownhalls where we interacted with 6,600 English and 3,800 Spanish speaking households across Georgia that were likely homes of school aged children. Our experts on the calls were culturally relevant medical doctors who provided factual information to our universe of parents. We closed the calls with civic education.

Throughout Vote-365, Fair Count has continued our Vax & Vote program in partnership with CORE’s mobile vaccination clinics to bring COVID-19 vaccines and boosters into communities that need it the most. Our team knew that the only way to organize in the midst of a global pandemic was by connecting individuals with the tools and resources they needed to stay safe and to cast their vote. From Macon to Glynn and Cook to Brooks counties, we supplied hundreds of vaccine shots and more than 30% of those were first doses.
Candidates don’t often visit Seminole County. Nor do they plan their GOTV rallies in places like Talbotton. But we do. And when we showed up in 2022, voters came out.

Our “Here to Stay” bus hit the road in September and stopped in 45 counties promoting vote by mail, early voting, and making a plan for Election Day. Featuring cookouts with DJs, outdoor movie nights, GOTV rallies, Vax & Vote events, faith-based events, food giveaways, game trucks, and more, our bus tour brought the hype. Each stop was meticulously curated to speak to the audience in a way that was authentic to them and their communities. See our full list of stops on the next page.
Make your plan to vote TODAY.

VOTE EARLY
From Monday, October 17 to Friday, November 4.
Find early voting locations & times at www.mvp.sos.ga.gov

VOTE BY MAIL
Request your absentee ballot by Friday, October 28 at https://securemyabsenteeballot.sos.ga.gov/s/

VOTE ON ELECTION DAY
Tuesday, November 8
Polls are open from 7 a.m.–7 p.m.

Questions? Problems at the polls? Call the Election Protection Hotline:
866-OUR-VOTE
ESPAÑOL: 888-VE-Y-VOTA / 888-839-8682

A PREPARED voter is a PROTECTED voter.
From your friends at

The 2020 election was determined by an average of only 80 votes in counties like yours. That's it.
YOUR VOTE and YOUR COUNTY are that powerful.

80 VOTES
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...You matter, and your vote COUNTS...

VAX & VOTE MAILER
During the height of in-person Early Voting for the November General Election, Fair Count partnered with the Conference of National Black Churches (CNBC) to send a postcard to 376,000 Black voters highlighting the narrow margins characteristic of Georgia elections while emphasizing the importance of every single vote. The postcard provided both voting information and informative information on COVID-19 vaccines.

NEWSPAPER & DIGITAL ADS
Our deep organizing program was augmented by a prolific paid media campaign. We ran newspaper ads in 9 rural papers in our targeted areas emphasizing the importance of every single vote, and encouraged everyone to make their plan to vote.

In partnership with Wake Up & Vote and Gutsy Media, Fair Count was able to release two poignant digital advertisements reminding eligible voters to vote in the November General Election. See our ads by clicking on them: Home of the Brave and We Are the Majority.

Together the ads made 984,571 impressions in our target communities.

ART AS ACTIVISM
Project Fly the Vote is the beautiful creation of Fair Count’s 2022 Unstoppable Voters Fellow, Aileen Loy. What’s more unstoppable than a flying whale? Our bus tour featured a 90 ft whale kite that joined the festivities to bring curiosity and joy to the rural communities where we visited. The whale flew a banner that says, simply, “You Count. Vote. Nov. 8th”. To echo this sentiment, we included a kite making area for kids to make a kite to take home and fly.

Throughout rural Georgia, there were hundreds of reminders flying in the sky to encourage voting.

GENERAL ELECTION WEEK
In partnership with The Georgia Coalition for the Peoples’ Agenda (GCPA), Fair Count organizers again observed polls on Election Day in 12 counties outside of metro Atlanta and reported any observations to the GCPA election protection hotline and on a reporting form. The day after polls closed, the entire Fair Count team moved into provisional ballot chase efforts for the General Election and contacted 141 Board of Elections offices (in counties outside Metro Atlanta). Together, the team chased 376 provisional ballots in the Primary Election and over 900 in the General Election.
After the General Election, we had just just four weeks to mobilize voters to turn out again. There was no time to rest. We narrowed in on 36 rural counties with notable vote share gaps and dug in. We disseminated absentee ballot request information, updated GOTV toolkits, created bilingual literature for lit drops and canvassing, renewed our ad buys, updated our web and social media pages, and hosted 22 GOTV events in less than 4 weeks.

As a whole, 89% of voters from the General Election turned out again – an astounding number. In 33/36 of our target counties, the turnout was even better than that of the General Election. In 32 of our counties, BIPOC voters outperformed the statewide average for vote share, and Black voters across the board decreased their vote share gap by 2.8%. 

VOTE-365
FAIR COUNT TRACKS OUR METRICS DAILY. OVER THE COURSE OF VOTE-365 WE:

- Completed over 1,000 1:1 meetings
- Collected over 25,000 commit to vote cards
- Mailed nearly 1,000,000 potential voters asking voters to make a new year’s resolution to vote in 2022
- Monitored poll locations in 12 rural Georgia counties on election day
- Gathered 6,000 volunteer sign-ups
- Knocked 58,000 doors

- Sent 1.2 million text messages
- Held 12,539 phone conversations
- Planned and executed a 40+ county bus tour
- Placed ads in 9 rural newspapers
- Chased 376 provisional ballots in the primary election
- Chased over 900 provisional ballots in the general election

- Sent a direct mail VAX & vote postcard to 376k people
- Distributed 2 digital ads that made over 984,571 impressions
- Disseminated over 100,000 pieces of relevant, bilingual, and nonpartisan literature
- Hosted over 350 events in rural counties since the launch
- Held 22 GOTV events during the GA runoff election

TOPLINE METRICS FOR OUR FULL YEAR OF “GETTING OUT THE VOTE”
ADDITIONAL PROGRAMMATIC EFFORTS

REDISTRICTING

The real levers of power in the redistricting process lay with the people, and Fair Count works to shine a bright light on unfair practices intended to let elected officials pick their own voters. We worked nationally with partners in the CHARGE Coalition (Coalition Hub for Advancing Redistricting & Grassroots Engagement) to co-lead the Redistricting Report Card Project, a project to gather and preserve learnings from the 2021 redistricting process across all 50 states in the U.S. Our Redistricting Coordinator served as the Project Lead for the Southern region, interviewing and surveying more than 50 redistricting leaders in the South about the process and their work in their state to find out what worked, what didn’t, and synthesize key findings in a report to be published in Summer of 2023.

We also focused on local redistricting, which can have a significant impact in real ways for the communities we work with. Our redistricting team tracked and monitored municipal level redistricting during the legislative session in counties outside metro Atlanta, notifying our team and partners of significant changes or areas of potential concern for communities of color. In collaboration with a redistricting national expert, Fair Count dove deep into the redistricting process of 20 rural counties, analyzing the over/under representation and the structure of School Board and Board of Commissioner districts. Each of these counties had between 33% and 45% BIPOC populations, have seen significant demographic shifts in the past decade, and several include prison and detention centers.

We identified areas of potential underrepresentation in 11 of the 20 counties, and shared our research with advocacy and legal partners at a large 70-person convening. Not only does this analysis begin to build the historical record of racial gerrymandering on the local level for us, but it serves as a compass for our organizing team, revealing where we need to do more work to make more voices heard.

CENSUS

Fair Count joined the Census Quality Reinforcement Taskforce (CQR), a national learning community dedicated to assessing and improving decennial census quality by learning lessons from past censuses and identifying key research areas ahead of the 2030 Census. Of significant note, 6 of the 7 undercounted states are southern states (Arkansas, Florida, Illinois, Mississippi, Tennessee and Texas).

Additionally, Dr. Jeanine Abrams McLean, Fair Count President, was appointed to the US Census Bureau’s National Advisory Committee in July 2022. She is one of eight new members of the committee who will work to bridge communication between the Census Bureau and race, ethnic, and other communities to reduce the undercount.

FAITH & TECHNOLOGY

Our Faith and Technology team supports 169 faith communities with church management software, cultivating a virtual space for civic education. Throughout 2022, the team hosted a series of events bringing clergy appreciation (including secretaries and administrators) together with voting information.
The Covid health and economic crises will have effects for generations. This is particularly true in the American South, which has lagged on nearly every indicator of prosperity and equity for decades. But a new civic ecosystem has also been burgeoning for nearly a decade in the South, and it offers a path to turn the tragedy of these crises into an opportunity to build equity and progress for all. Data and civic engagement will be critical. Fair Count, along with our partners at the National Conference on Citizenship and the Southern Economic Advancement Project, released four Pandemic to Prosperity: South (P2P) reports in 2022. The P2P series represents a comprehensive collection of regularly updated metrics that advocates need to make the case for human-centered investments in housing, food, workforce training, internet infrastructure, voting access, health insurance coverage, and more.

To ensure advocates can focus on organizing and educating, P2P data has already been analyzed for them and is tailored to their lived experiences and advocacy use cases (e.g., meetings with elected officials, quotes for the media, presentations to stakeholders, discussions with funders). Moreover, our quarterly reports include slide decks customized for each of the 12 Southern states in our focus (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia) and a carefully formatted “human-readable” spreadsheet with county level data points (covering all 50 states). As a data-driven organization, Fair Count understands the power of putting information directly in the hands of the folks who are working to strengthen our communities and our democracy.
WE DEEPLY APPRECIATE THE FINANCIAL SUPPORT AND PARTNERSHIP OF THE FOLLOWING GENEROUS DONORS:

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$200,000-999,000
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- Tableau Software Foundation, Seattle Foundation
- BridgeTogether
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