

2018 ANNUAL REPORT

LETTER FROM THE PRESIDENT:

I am thrilled to share this 2018 Annual Report with you. We are on an amazing journey together at American Promise, and are on track to make history, and our future. We founded American Promise three years ago with an audacious goal: We will bring Americans together to pass and ratify a Constitutional amendment within a decade to fix the one problem that prevents solutions to every other big problem: the domination of our political system by the money of the powerful few.

We know it isn't easy to win an amendment to the United States Constitution. But we also know we must do this to end this dark era of systemic corruption and secure the equal rights of every American to vote, participate and be represented in our Republic on equal terms—forever.

We placed a big bet that Americans are ready to take on big challenges again. We bet Americans are eager to take responsibility for our common future, and that once involved in American Promise, they will inspire others to join our unique, cross-partisan, empowering and winning strategy. Thanks to you and so many partners and friends, it's working.

I think you will be inspired to see what you have helped accomplish so quickly. You'll see some of our incredible national community, and understand "citizen empowerment" through the experience of Ellen Greene Bush. Ellen is an American Promise member from Port Clinton, Ohio who, while extraordinary, also is typical of Americans who join American Promise.

I am proud of and grateful for Ellen and every one of our members, staff, board, advisory council, and partners in all fifty states. 2018 was a big year, and thanks to you, much more is coming soon.

Thank you for your support. We—and democracy and republican self-government—will win this.



WE BELIEVE

American Promise is committed to inspiring and empowering everyday Americans who believe that citizens have the right and the power to stand up for political equality and protect our Republic from the tightening grip of the 'big money' power grab. We provide the connective tissue between these engaged citizens, activating networks with educational events and traveling across the nation to organize and train Americans. We act together in pursuit of a 28th Amendment to the Constitution which will strengthen our democracy by rejecting the political influences bought by concentrated wealth. It's these Americans, from every walk of life, who are creating the groundswell of support to break through partisan divides and secure the magic numbers needed to pass an amendment: 290 votes in the House, 67 in the Senate, and ratification in 38 states.

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Melissa Gough, Special Projects Manager
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John Wass, Alicia Hesse-Cleary, Michele Sutter, and Jeff Clements

BOARD OF DIRECTORS

Jeff Clements, President
John Wass, Chair and Treasurer
Alicia Hesse-Cleary, Director
Michele Sutter, Director

In 2018 we say goodbye to Michele Sutter, founding board member. We wish Michele the best and thank her for all she has done to help launch and grow American Promise.



CITIZEN SPOTLIGHT: ELLEN GREENE BUSH, PORT CLINTON OHIO

Growing up on the shores of Lake Erie, Ellen Greene Bush watched for years as industrial development degraded the environment around the lake, leaving residents high and dry. She witnessed the impact of concentrated political spending on whose rights were put first: the right of heavy industry to dump pollutants in the lake over residents' rights to swim and fish; the right of shipping companies to dump ocean bilge water into the lake over the right of local citizens to have a lake free of destructive invasive species. For Ellen, the obvious political power wielded by big corporations, whose ability to spend unlimited money in political campaigns gave them access to the ears of the decision makers, made it feel impossible for individual citizens to make change.



“ American Promise provides a framework for me to accomplish step-wise goals toward solving a big problem with our democracy...If you aren't a citizen leader yet, join us! ”

—Citizen leader Ellen Greene Bush, Ohio

INSPIRATION AND EMPOWERMENT

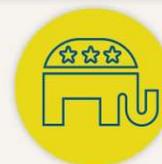
In 2017, Ellen found American Promise and the solution to her problem. After she reached out through the online portal, American Promise Citizen Empowerment Coordinator, Azor Cole gave her a call. Azor oriented Ellen to the 28th Amendment's role in addressing our Nation's systemic issues, the American Promise Association program, and how to get started. They worked together to plan the official Port Clinton, Ohio American Promise Association (APA) chapter launch. Azor flew to Ellen's Lake Erie hometown and addressed a group of 30 people that Ellen organized to join. The Port Clinton, Ohio APA began to grow, and Ellen's focus, determination and impact grew with it.

Launching her local APA inspired a new outlook for Ellen. It transformed the gnawing refrain of "I'm worried about..." into the empowered charge of "this is what are we are going to do about it." She went from being an individual citizen frustrated by what she saw in the world around her to a citizen leader of the Port Clinton, Ohio APA, a group of active and determined citizens working together to make effective change.

American Promise provides the framework and tools for Ellen and her group to accomplish step-wise goals toward solving the foundational issue with our ability to govern ourselves, while connecting her with citizen leaders in other states doing the same. On our monthly conference calls, Ellen and members from other APAs connect with each other to share grassroots victories, monthly action plans, and receive training on becoming better spokespersons for a 28th Amendment, discussing topics such as how to write letters to the editor, reach out to other local groups, and engage public officials.



75% OF AMERICANS



66% OF REPUBLICANS



85% OF DEMOCRATS



70% OF INDEPENDENTS

AMERICAN PROMISE ASSOCIATIONS: EDUCATION, CONNECTION, AMPLIFICATION

Each APA goes through a rigorous four-part group training facilitated by our Citizen Empowerment Coordinator staff members, with one Coordinator dedicated to supporting ten APAs. Together they train on amendment ratification basics, the principles of the 28th Amendment, and tools for effective civic engagement. They practice meetings with legislators and strategize ways to engage the community and the media, all tailored uniquely to the group's location and strengths of individual group members.

APAS BY THE NUMBERS

82% YEAR ON YEAR GROWTH

20 APAS • 14 STATES

106 MEDIA PIECES

137 MEETINGS WITH ELECTED OFFICIALS

800 CITY AND TOWN LOCAL RESOLUTIONS



WRITING THE 28TH AMENDMENT

By April of 2018, Ellen's deepening expertise as a citizen leader earned her a spot on a panel for a Writing the 28th Amendment town hall. This series of events, paired with an option for online participation provide the opportunity for every American to weigh in on the wording of the 28th Amendment. With APA training under her belt, Ellen confidently represented citizen interests on a panel that included constitutional and legal experts. Her valuable insights on the panel highlighted the success of our educational and training program, which gave Ellen the knowledge and confidence to empower other Americans to weigh in on what the Amendment should say.

“...nothing in my education or career would have predicted that I would be on a panel with attorneys.”



Ellen Green Bush (right) on-stage at the Writing the 28th Amendment town hall with law professors Daniel Tokaji (left) and Peter Shane (middle) at OSU Moritz College of Law in Columbus, Ohio

WRITING THE 28TH BY THE NUMBERS

8 WORKING GROUP CALLS • 7 TOWN HALLS • 18 PANELISTS

356 POLL RESPONSES • 70 ONLINE RESPONSES • 2,000 LIVESTREAM VIEWS

THE 28TH AMENDMENT AT THE NATIONAL CONSTITUTION CENTER IN PHILADELPHIA AMERICAN PROMISE WINS THE DEBATE



Jeff Clements and Elizabeth Doty at the NCC Debate

In a debate asking “Should we amend the Constitution to authorize spending limits?” who better to argue in favor than American Promise co-founder and President Jeff Clements and fellow 28th Amendment advocate Elizabeth Doty, founder of Business for American Promise Bay Area. Jeff and Elizabeth advocated for the 28th Amendment to re-establish equal representation for all citizens, regardless of wealth, addressing the issues of whether money is speech, corporate rights, political corruption, and political equality. Debating for the opposition were Bradley Smith, former chairman of the FEC and founder of the Institute of Free Speech, and Floyd Abrams, Senior Counsel at Cahill Gordon & Reindel. The debate was moderated by Ciara Torres-Spelliscy, Fellow of Brennan Center for Justice.

Watch the full debate on YouTube <http://bit.ly/NCCDebate>
Or read a summary of the key points <http://bit.ly/NCCDebateSummary>



Members of Tri-County APA with debate moderator Ciara Torres-Spelliscy (second from left) and AP President Jeff Clements (center)



NATIONAL CITIZEN LEADERSHIP CONFERENCE

AMERICAN PROMISE

Our National Citizen Leadership Conference brings citizen leaders from across the country together to celebrate their victories, connect and learn from each other, and continue the work to win the 28th Amendment.

Members from both sides of the aisle in Congress and leaders from every major organization working on the 28th Amendment share successes, lessons, strategies and new skills to strengthen our movement and improve collaboration across organizations and interests. Our third NCLC will convene in October, 2019.



The key to a successful movement is citizens who believe in their ability to take charge, who stand up and inspire others to get involved. Ellen is the very embodiment of this principle. In June 2018 at NCLC, not only did Ellen add her voice to another panel conversation, she received a Citizen Leadership Award for embodying Courage for the Common Good and the 28th Amendment.

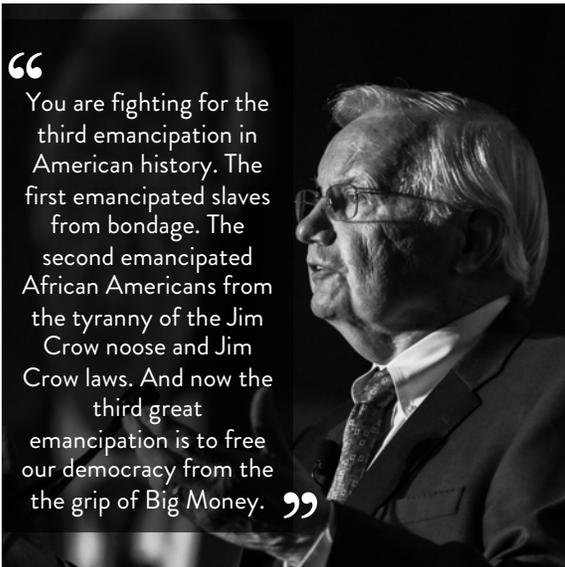


Watch Ellen at NCLC <http://bit.ly/NCLC2018Speeches>

NCLC BY THE NUMBERS

300 CITIZEN LEADERS · 23 MAIN STAGE SPEAKERS · 16 BREAKOUTS

NCLC KEYNOTES



“ You are fighting for the third emancipation in American history. The first emancipated slaves from bondage. The second emancipated African Americans from the tyranny of the Jim Crow noose and Jim Crow laws. And now the third great emancipation is to free our democracy from the the grip of Big Money. ”

Legendary journalist, best-selling author and former White House Press secretary Bill Moyers delivered the keynote speech at NCLC, inspiring attendees with his view that the 28th Amendment movement is really the fight for the third American emancipation. Bill Moyers was joined Nina Turner, Jim Leach, FEC Commissioner Ellen Weintraub, Debra Winger, Richard Painter and more.

Watch Bill Moyers <http://bit.ly/NCLCBillMoyers>
NCLC speakers <http://bit.ly/NCLC2018Speeches>



Generous supporters provided scholarships for students and youth

NCLC YOUNG AMERICANS



Marjory Stoneman Douglas students Demetri Hoth, Noah Damiani, Angelina Lazo and U.S. Representative Ted Deutch (D-Florida)

Citizen leadership takes courage and no one better demonstrates this value than the students from Parkland, Florida’s Marjory Stoneman Douglas High School. As part of American Promise’s Young Americans Civics program, NCLC 2018 featured a youth track, with the students participating as panelists on the Rising Generation Roundtable and joining Congressman Ted Deutch in an open public meeting on Capitol Hill on how strengthening democracy will affect gun violence.



Ellen's progress through the APA program equipped her with the tools necessary to have a major impact on Lobby Day. From learning how to coordinate with congressional offices to what materials to bring to how to conduct the meeting and complete follow-ups, she was ready for her meetings with Republican Senator Rob Portman, Democrat Senator Sherrod Brown, and Democrat Congresswoman Marcy Kaptur's offices.

Set to hit the Capitol, Ellen got one surprise addition. A high school student from Arkansas had not set up any meetings, but wanted to participate too. Ellen welcomed him into her group, briefed him on who they were meeting and off they went.

American Promise emphasizes the power of building relationships. It does not matter if it's with a member of Congress or a civically minded high schooler, the ability to connect with people and inspire action is a powerful skill, one that Ellen exemplifies. And she's not alone.

Our members from across the country converged in Washington, D.C., that day. Some were old, some were young. Some were Democrats, some were Republicans. Some were seasoned political veterans, others had never had a meeting with an elected official. They arrived as individuals and left as a team, a team closer to winning the needed 290 House votes, and 67 Senate votes, and ratification in 38 states than ever before.

CONGRESS COUNTS: LOBBY DAY

NCLC 2018 wrapped with the first ever American Promise Lobby Day which brought citizen leaders from across the nation to the Capitol to remind their elected officials of who they represent: We the People! Increasing citizen leader presence on Capitol Hill and in state capitals nationwide is central to securing state resolutions and the votes in Congress needed to pass the 28th Amendment.



CONGRESS COUNTS: CANDIDATE PLEDGES

The American Promise Candidate Pledge asks candidates and elected officials at all levels of government to pledge on the record that they will use their office to advance the 28th Amendment.

In total, 27 supporters of the American Promise Pledge were elected in the 2018 midterms at all levels of government, continuing to build the number of Amendment co-sponsors in Congress.



"No, it's not football—I'm working on my Fantasy Congress."

In 2018, Ellen and the Port Clinton APA secured 13 candidate pledges. Ellen also shared her experience and expertise beyond Ohio to the entire American Promise network with an article in our weekly newsletter, *5 Simple Tips to Get Your Candidate to Sign the Pledge*. Getting members of Congress and state legislators to pledge to support the 28th Amendment enables us to build the tangible support we need to get an Amendment through Congress and ratification.



PLEDGE CAMPAIGN BY THE NUMBERS

270 PLEDGE SIGNERS

64 SIGNATURES COLLECTED BY APAS

27 PLEDGE SIGNERS ELECTED IN 2018 MIDTERMS

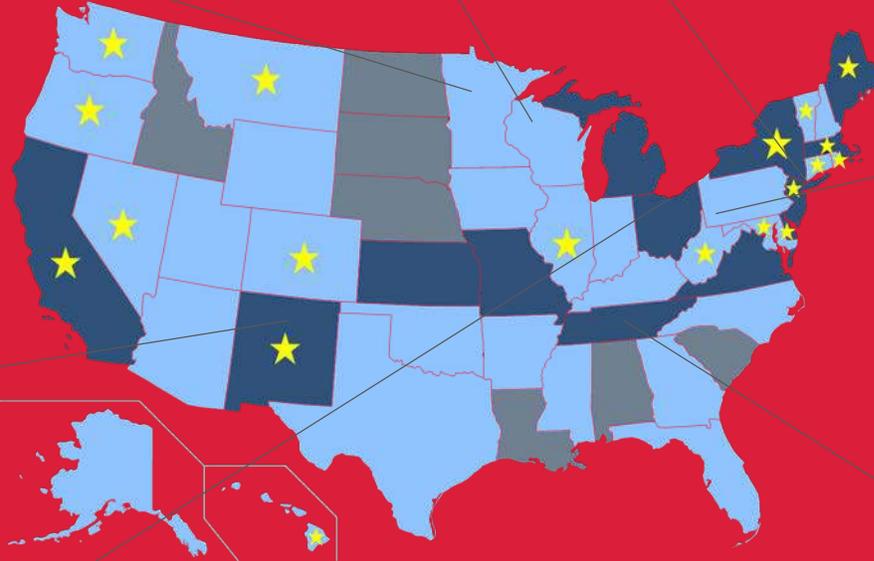
151 HOUSE AND 45 SENATE CO-SPONSORS OF 28TH AMENDMENT BILL

APAs: THE CORE OF AMERICAN PROMISE

An American Promise citizen leader helped pass a 28th Amendment resolution in Sherburne County, one of the most conservative districts in the state, and then proposed a similar resolution in Wright County. Her non-partisan advocacy for a 28th Amendment generated coverage in five newspapers in the state.

Public education events in Traverse City, Farmington Hills and Lansing, all key congressional district, led the way to expanding APAs in Michigan.

Lobby Day training had real world impact for the NYC APA. After NCLC, they met with Senator Chuck Schumer and Representative Yvette Clarke's offices; both members of Congress now support an Amendment.



Educational events near Pittsburgh yielded two new APAs in 2018, exemplifying the APA growth model—holding public events in key districts, partnering with local organizations, and cultivating interested APA leaders.

The Santa Fe APA secured 11 candidate pledges. The pledgers included Deb Haaland, who won her election to become the country's first Native American member of Congress.

Tennessee's second APA in Nashville made their presence felt right away, securing AP Pledge Campaign signatures from four candidates for office at their launch event.

The Port Clinton APA rocked 2018 with 34 media pieces, meetings with 16 elected officials, 11 outreach events, and 13 candidate pledges. And they provided ample inspiration for new groups: two new APAs in Columbus and Cincinnati launch in 2019 and the three groups will work together to make Ohio the 20th state calling for the 28th Amendment!

- ★ = Called on Congress to pass a 28th Amendment.
- = Active American Promise Association or Business for American Promise Chapter
- = Active citizen leaders working to pass an amendment
- = Get your state moving!

MASSACHUSETTS BALLOT INITIATIVE: A MODEL FOR THE NATION



In Massachusetts, where an anti-Citizens United resolution passed in 2013, voters took another step forward in 2018 by overwhelmingly endorsing the creation of a 15-member volunteer Citizens Commission that lays the groundwork for ratification of a 28th Amendment.

American Promise provided legal and grassroots organizing expertise, training thousands of volunteers who collected tens of thousands of signatures to get the question on the ballot. Millions of voters voted "YES" in Massachusetts.

Yes on 2 volunteers were recruited from local APA meetings, aligning our educational work with on-the-ground campaigning, resulting in a resounding midterm election win.



Yes on 2 volunteers deliver signed petitions to the MA Secretary of State

1,000+ VOLUNTEERS • 110,000 SIGNATURES • 72% VOTE YES

STRATEGIC PARTNERSHIPS

In 2018, American Promise strengthened its strategic partnerships with a growing network of national organizations.



American Promise became a member of the Bridge Alliance, a coalition of more than 90 cross-partisan organizations working together as active stewards of our democratic republic.



With FixItAmerica, we co-introduced 28th Amendment legislation in New Hampshire, Ohio and Virginia and coordinated compelling content for NCLC as well as partnering on Lobby Day.



American Promise partnered with Take Back Our Republic (TBOR) at NCLC and Lobby Day and co-sponsored 20 public events in Michigan, Massachusetts, Ohio, Pennsylvania, Virginia, New Mexico and Minnesota. American Promise and TBOR also co-introduced 28th Amendment legislation in New Hampshire, Ohio and Virginia.



After launching a successful partnership at the Unrig Summit, RepresentUs rallied its local base of volunteers to join our ranks in collecting ballot signatures to win in Massachusetts, with 72% voting "Yes" for the 28th Amendment.

Explore videos with American Promise and partners on our YouTube channel at <http://bit.ly/AmericanPromisePlaylists>

PARTNERING FOR SUCCESS



From Lake Erie to Washington, D.C., and back to Port Clinton, Ohio, Ellen and her APA continued to deepen and expand their impact.

In 2018, Ellen and her APA met repeatedly with their State Representatives, each time moving them further up the Amendment champion scale. For the eighth meeting, our staff members flew to Columbus, Ohio, accompanying Ellen and her APA at their meeting with two state officials. They were joined by American Promise partners John Pudner, Executive Director of Take Back Our Republic and Steve Lipscomb, President of FixIt America. Our national office, local APAs and partner organizations present a unified front that's impossible to ignore.

EXPANDING THE NETWORK

Now Ellen sees it as part of her mission to work with American Promise's national leadership to encourage growth of other local APAs. In 2019, several new APAs will launch in Ohio, largely due to the groundwork laid by the Port Clinton APA under Ellen's leadership and the outreach they accomplished throughout the state. They have already hit the ground running, contacting members of the House of Representatives, publishing letters in the Columbus Dispatch, meeting with area coordinators and using social media and personal contacts to spread the word. Ohio has a majority Republican Congressional delegation—it's full of potential for garnering Republican co-sponsors and supporters in the US Congress to help ensure the cross-partisan support required for a bill to become an Amendment.

BUSINESS FOR AMERICAN PROMISE



“ The work is not about convincing Congress to pass an amendment, it's about flexing our citizen muscles and inspiring others to create the social, cultural and political environment that will produce a cross-partisan Congress that will pass this amendment. ”

Watch John Wass and Matt Patsky talk about business and the 28th Amendment <http://bit.ly/NCLC2018Speeches>

In 2018 American Promise piloted and launched the first two Business for American Promise chapters in the Bay Area and Boston and developed a Business Statement of Principle.

At NCLC key voices in business spoke to why pay-to-play politics, where businesses compete by buying political influence, damages competitiveness and long-term prosperity, making the case for the business community to unite behind a 28th Amendment.

Based on the success of these pilot launches, we are committed to expanding nationwide and 2019 will see a rapid implementation of the Business for American Promise network.

2019: EXPANDING PROGRAM IMPACT

2018 was a year of growth, test-driving our educational and grassroots campaigning programs on a national scale. In 2019, American Promise will expand its programs, focusing on converting people power into more votes in Congress and the states



Grow APA Networks

- Strengthen and grow the APA network with an expanded citizen empowerment team
- Tap into local and national networks to develop engagement and membership nationwide
- Develop and refine training materials and programming for the expanding citizen leader network

Ramp up Writing the 28th Program

- Engage thousands of Americans with more town halls across the nation and a digital platform to participate
- Align the educational, participatory aspect of the program with grassroots work by using the town halls to educate and empower potential new APA leaders and members

NCLC in Washington, D.C.

- Gather, celebrate and charge up
- Flex our civic muscles at Lobby Day by deepening connections with Congressional representatives

Young Americans Program

- Collaborate with partner organizations to introduce Writing the 28th curriculum in schools, engaging youth and expanding participation at the APA level
- Expand NCLC youth track and with donor support and more scholarship opportunities
- Introduce a student video and essay contest

Focus on Statewide Initiatives

- Leverage partnerships to support citizen-led ballot initiatives in states, with partners FixIt America, TBOR, and RepresentUs
- Develop new relationships to move from 19 to 22 states calling for a 28th Amendment through ballot initiatives or state legislative resolutions

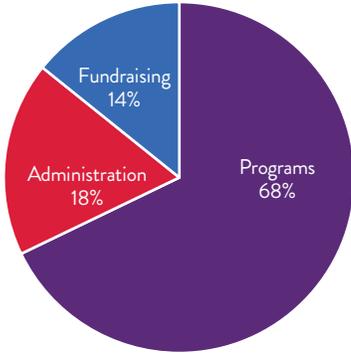
Congress

- Focus on cross-partisan support, building direct relationships with Republicans and Democrats in Congress
- Secure 240 House and 50 Senate supporters plus a positive House Judiciary Committee hearing
- Introduce the first Amendment resolution in Congress with real cross-partisan leadership
- Work with the democracy reform coalition to position the 28th Amendment with other democracy reforms

2019 will be a key year for American Promise as we expand the impact of our programs. Your investment supports citizen leaders as they work together to ensure that We the People—not big money, not corporations, not unions, not special interests—govern America.

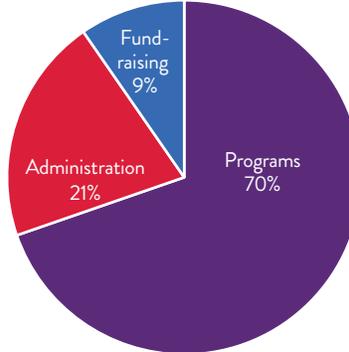
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2018 FINANCIAL SUMMARY



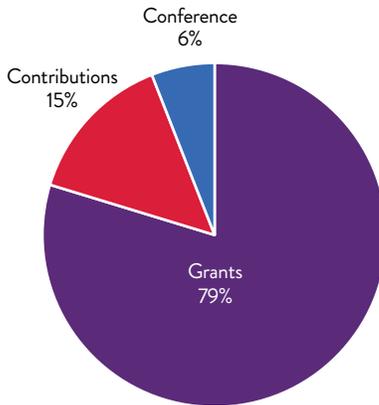
Expenses

Programs	\$498,078
Administration	\$131,663
Fundraising	\$104,382
Total	\$734,123



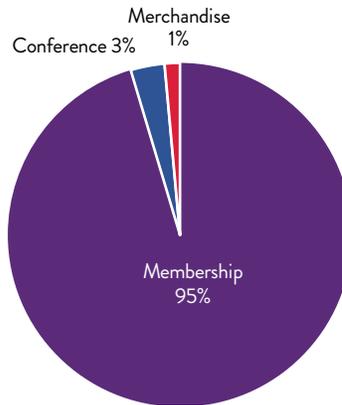
Expenses

Programs	\$267,510
Administration	\$79,337
Fundraising	\$37,004
Total	\$383,850



Revenue

Grants	\$442,800
Contributions	\$83,263
Conference	\$34,502
Total	\$560,565



Revenue

Membership	\$568,464
Conference	\$19,019
Merchandise	\$8,645
Total	\$596,128

*All figures are unaudited FY2018
**Revised 4/17/19

AMERICAN PROMISE REACH BY THE NUMBERS 2018



1 MILLION+ CIVIC ENGAGEMENTS
200,000+ SUPPORTERS IN 50 STATES

267,300 WEBSITE PAGE VIEWS

856,600 TWITTER IMPRESSIONS

50,830 YOUTUBE WATCH MINUTES

**19 STATES, 800 CITIES & TOWNS SUPPORT
OVERTURNING CITIZENS UNITED**

AMERICAN PROMISE STAFF VISITED 48 CITIES IN 21 STATES

THANK YOU TO OUR MEMBERS AND DONORS

American Promise, a non-profit organization recognized as tax-exempt under IRC section 501(c)(4) is home to our Citizen UpRising programs which offer support for all Americans who are joining us as volunteers. This work is made possible by our thousands of members around the country who contribute what they can to American Promise. 95% of contributions to American Promise are under \$200. Our average contribution is \$35.

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American Promise Education Fund, a non-profit organization recognized as tax-exempt under IRC section 501(c)(3) is home to our educational and civic programs and activities such as the National Citizen Leadership Conference, Writing the 28th Amendment program, Young Americans Civics Program, and inspirational and educational communications. **Thank you to largest sponsors of and donors to the AP Education Fund:**

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Citizen Leaders at the 2018 National Citizenship Leadership Conference

Inspired? Join us: <http://www.americanpromise.net>



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INSPIRE | EMPOWER | ORGANIZE

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