



2012 ELECTION IMPACT REPORT



The Nation's Voice for
Educational Choice

The American Federation for Children, the American Federation for Children Action Fund, and our affiliated organizations invested more than \$7 million in 2012 to elect candidates in states across the country who will work to enact, expand, and strengthen educational choice for America's children.

We engage in elections—supporting both Democrats and Republicans—because the political process is the first step to enacting meaningful education reform that will transform the lives of millions of children.

We use candidate questionnaires to determine which candidates will support educational choice if elected. Our approach is to strategically invest funds in the most competitive races and elect people who will fight for reform and oppose the special interests fighting to protect the status quo.

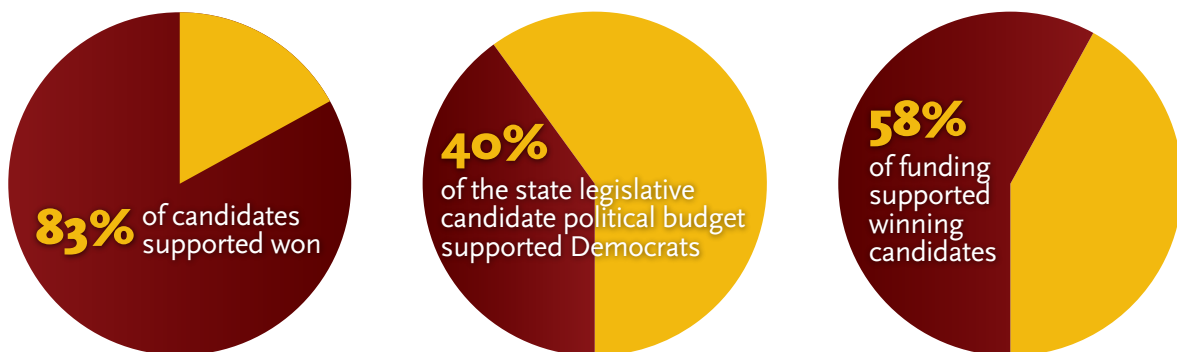
With direct contributions, independent expenditures, and in-kind expenditures, we invested in 219 races across nine states, and 83 percent of the candidates we supported won, due in part to our strategic placement of radio and television advertisements.

The following pages highlight some of the competitive races in which we heavily invested and the candidates we supported who will begin to enact the next chapter of education reform initiatives across America.

Investment by State:



Victories by the Numbers:



AFC supported a total of 219 candidates

With an investment of \$7,165,150

83 percent won their elections

Arizona

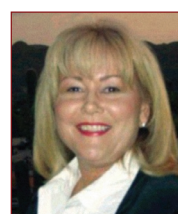


What's at Stake

In the next legislative session, the American Federation for Children and a broad coalition of educational choice supporters are looking to strengthen Arizona's four private school choice programs by expanding student eligibility and increasing accountability requirements. During the 2012 elections, the American Federation for Children supported 15 candidates with an investment of \$140,000.

Victories for Arizona's Families

| Candidate | Party | Chamber | District |
|------------------|-------|---------|----------|
| Bob Thorpe | R | House | 6 |
| Brenda Barton | R | House | 6 |
| Chester Crandell | R | Senate | 6 |
| Barbara McGuire | D | Senate | 8 |
| Darin Mitchell | R | House | 13 |
| Steve Montenegro | R | House | 13 |
| Bob Robson | R | House | 18 |
| Jeff Dial | R | House | 18 |



Barbara McGuire (D) served in the Arizona House of Representatives and in the 2012 elections was elected to the state Senate. A strong believer that government should be efficient, accountable, and responsive, McGuire is one of a growing number of

Democrats in the state who support educational choice. The American Federation for Children is committed to expanding the bipartisan support for educational choice in Arizona, and with strong bipartisan support from elected officials like McGuire, these programs can be expanded and strengthened to help even more disadvantaged children.

| Candidate | Party | Chamber | District |
|-----------------|-------|---------|----------|
| John McComish | R | Senate | 18 |
| Mark Cardenas | D | House | 19 |
| Carl Seel | R | House | 20 |
| Paul Boyer | R | House | 20 |
| Kimberly Yee | R | Senate | 20 |
| John Kavanagh | R | House | 23 |
| Michelle Ugenti | R | House | 23 |



Kimberly Yee (R), who served as Vice Chairman of the Committee on Education in the State House, was elected to the Arizona State Senate in November. A longtime supporter of educational choice, Yee believes that parents should have the

freedom to choose where their children are educated. In 2011, she spoke about Arizona's school choice programs at the American Federation for Children's National Policy Summit. Now on her way to the Senate, Yee will serve as Chairman of the Senate Education Committee, allowing her to continue to champion for Arizona's children.

AFC supported a total of 15 candidates in Arizona

With an investment of \$140,000

100 percent won their general races

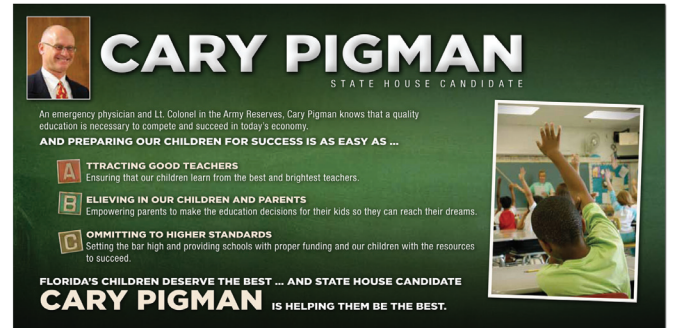
Two key Democrats won in the House and Senate

Florida



What's at Stake

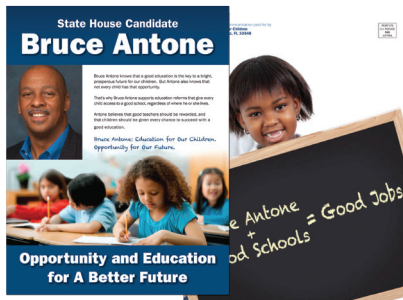
The American Federation for Children remains committed to expanding the Florida Scholarship Tax Credit Program—the nation's flagship scholarship tax credit program. The scholarship program, which is serving nearly 49,000 children this school year, remains the nation's model for private school choice programs. In Florida, while our affiliate, the Florida Federation for Children (FFC), does not endorse or support candidates, it conducts electioneering communications that inform voters about issues important to their families and communities.



Victories for Florida's Families

| Candidate | Party | Chamber | District |
|----------------|-------|---------|----------|
| Dorothy Hukill | R | Senate | 8 |
| David Simmons | R | Senate | 10 |
| Darren Soto | D | Senate | 14 |
| Kelli Stargel | R | Senate | 15 |
| John Legg | R | Senate | 17 |
| Joseph Abruzzo | D | Senate | 25 |
| Doug Broxson | R | House | 3 |
| Marti Coley | R | House | 5 |
| Janet Adkins | R | House | 11 |
| Keith Perry | R | House | 21 |
| Travis Hutson | R | House | 24 |
| David Santiago | R | House | 27 |
| Jimmie Smith | R | House | 34 |
| Robert Schenck | R | House | 35 |
| Mike Fasano | R | House | 36 |
| Bruce Antone | D | House | 46 |

| Candidate | Party | Chamber | District |
|-----------------|-------|---------|----------|
| John Tobia | R | House | 53 |
| Cary Pigman | R | House | 55 |
| Betty Reed | D | House | 61 |
| Ed Hooper | R | House | 67 |
| Kathleen Peters | R | House | 69 |
| Ray Pilon | R | House | 72 |
| Dave Kerner | D | House | 87 |
| Bobby Powell | D | House | 88 |
| Bill Hager | R | House | 89 |
| Katie Edwards | D | House | 98 |
| Carlos Trujillo | R | House | 105 |
| Daphne Campbell | D | House | 108 |
| Erik Fresen | R | House | 114 |
| Michael Bileca | R | House | 115 |
| Jeanette Nunez | R | House | 119 |
| Holly Raschein | R | House | 120 |



Bruce Antone (D) is a strong supporter of expanding educational options in Florida and of the highly successful Florida Scholarship Tax Credit Program. In the state legislature, Antone works to ensure that Florida's low-income families have the same educational choices as all Florida families.

More than 48 percent of spending supported Democrats

FFC supports scholarship tax credits, special needs vouchers, and public charter schools in Florida

In 36 general and primary races in which FFC invested, the educational choice candidate won

Georgia



What's at Stake

Educational choice in Georgia made an historic leap forward after voters approved a constitutional amendment to reinstate the state charter school authorizing commission. In support of the charter amendment and candidates who support educational choice, the American Federation for Children Action Fund's local affiliated political committees, a PAC and an independent expenditure committee, spent \$240,000 in the primary and general elections on behalf of 54 candidates—nearly one-third of whom were Democrats.

The American Federation for Children Action Fund—Georgia Independent Committee heavily invested in direct mail to support Republican State Senator Chip Rogers and Democratic State Representative Sheila Jones—two candidates who faced tough primary opponents. Both were victorious, despite political attacks for supporting the charter school constitutional amendment.

Additionally, The Action Fund—Georgia Independent Committee supported Republican State Senate candidate Chuck Hufstetler, who defeated a teachers union-supported candidate in an open seat race, and Republican State House challenger John Pezold, who defeated an incumbent Republican who publicly opposed educational choice.

Georgia's 2012 elections mark a turning point for educational choice in the state and set the stage for charter school growth, improving the two existing private school choice programs, and creating a sliding-scale, statewide voucher program to help disadvantaged children.

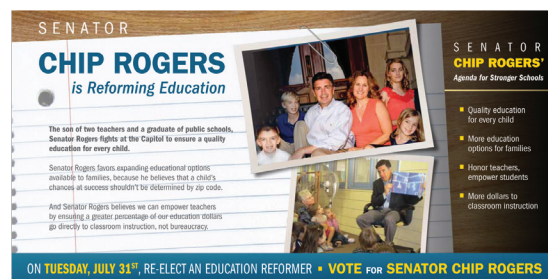
Victories for Georgia's Families

The following candidates were supported with independent expenditures through the American Federation for Children Action Fund—Georgia Independent Committee:

| Candidate | Party | Chamber | District | Candidate | Party | Chamber | District |
|------------------|-------|---------|----------|---------------|-------|---------|----------|
| Hunter Hill | R | Senate | 6 | Sam Teasley | R | House | 37 |
| Chip Rogers | R | Senate | 21 | Michael Smith | D | House | 41 |
| Bill Heath | R | Senate | 31 | Sheila Jones | D | House | 53 |
| Chuck Hufstetler | R | Senate | 52 | Barry Fleming | R | House | 121 |
| Trey Kelley | R | House | 16 | John Pezold | R | House | 133 |

“This shows how hard we worked to earn the votes of every voter in this district,” Smith said, adding that his team included friends, family, the American Federation for Children, community volunteers and an Osborne High School student.

—From the *Marietta Daily Journal*, on newly elected House member Michael Smith (D)



“The American Federation for Children’s radio ad featuring gospel singer Marvin Sapp was a major contribution to the charter school amendment victory.”

—Tony Roberts, CEO, Georgia Charter Schools Association

Conducted \$75,000 in radio ads in support of the charter school ballot amendment

Eleven of 17 candidates backed by AFC’s Georgia affiliates won their races

Indiana



What's at Stake

Our state partner, Hoosiers for Economic Growth, works to improve and expand access to high-quality educational options for students from low- and middle-income families. The American Federation for Children Action Fund provided \$325,000 in financial assistance to the organization for the 2012 elections. The Action Fund directly paid for a television advertisement in support of Tony Bennett, state superintendent of public instruction, who was defeated despite fighting tirelessly to expand educational choice and improve Indiana's public schools.

More than 9,000 children now participate in the Choice Scholarship Program—more than twice the number of kids who participated last year. And in the coming legislative session, our goal is to strengthen the voucher program and increase student participation as the enrollment cap is removed beginning in the 2013-14 school year.

Governor Mike Pence



Newly elected Governor Mike Pence has spent his career fighting for Hoosier families and improving education for the most disadvantaged children. While serving six terms in the U.S. House of Representatives, he supported giving children from low-income families living in Washington, D.C., the opportunity to attend the school of their parents' choice in the D.C. Opportunity Scholarship Program.

As governor, Mike Pence is committed to supporting educational options. To ensure that all Hoosier children have access to high-quality schools, Pence supports expanding educational choice and access to quality schools. Following the work of Governor Mitch Daniels, Pence will work to expand the state's Choice Scholarship Program, which in its second year enrolled more than 9,300 students, and the state's charter school law.



Eighty percent of candidates supported won

Three incumbents opposed to educational choice were defeated

North Carolina



What's at Stake

Local allies Partners for Educational Freedom PAC and North Carolina Citizens for Freedom in Education Independent Expenditure PAC raised approximately \$90,000 to support Republican and Democratic school choice candidates in the spring and fall elections.

The political support comes on the heels of important expansions of charter schools and the creation of an individual tuition tax credit of significant size that benefits children with special needs whose parents choose a private school to provide them with a higher quality education.

North Carolina elected officials are now focused on expanding educational choice options by creating a corporate tax credit scholarship program to help disadvantaged children access a quality education.

Victories for North Carolina's Families



Malcolm Graham (D) is a strong supporter of education reform. He helped lead the effort to eliminate the charter school cap in North Carolina to expand educational choice for families. As Senator, Graham supported a tax credit of significant size for children with special needs, which became law in 2011.



Marcus Brandon (D), a strong champion for school choice, defeated a four-term incumbent in 2008 and defeated the same opponent in his primary election this year, before running unopposed in the general election. Brandon was a primary cosponsor of legislation to create a scholarship tax credit program in North Carolina in 2011.



Rob Bryan (R) was a candidate for the State House in a heavily contested district in Charlotte, North Carolina. He mounted a strong campaign and showed his support for creating more quality educational options for parents. Bryan, a graduate of the Teach for America program, where he taught students in a low-income area of Los Angeles, is considered a rising star in North Carolina and will be an asset to the education reform movement in the Tarheel State.



Approximately \$90,000 in support
of school choice candidates

Twenty-six of 27 candidates
supported were elected

Ohio



What's at Stake

The American Federation for Children—Ohio PAC spent more than \$5,000 on four candidates who will expand and strengthen educational choice in Ohio.

The American Federation for Children is working to build strong, bipartisan support for Ohio's four private school choice programs and to ensure that educational choice remains a priority for Governor John Kasich and key policymakers in the Buckeye State. By implementing the Jon Peterson Special Needs Scholarship Program and by working to increase eligibility for Ohio's voucher programs, state officials can ensure that many more families will be able to access much-needed educational options.

Victories for Ohio's Families

| Candidate | Party | Chamber | District | Candidate | Party | Chamber | District |
|----------------|-------|---------|----------|--------------------|-------|---------|----------|
| Andrew Brenner | D | House | 2 | John Barnes | D | House | 12 |
| Bill Patmon | D | House | 10 | William Batchelder | R | House | 69 |



Bill Patmon (D) was elected to his second term as a member of the state House in November and will continue his fight for expanding educational choice. He is a strong and vocal supporter for educational choice across the state, but especially in Cleveland, where he successfully fought during this legislative session to expand the Cleveland Scholarship and Tutoring Program. Thanks to his amendment, the parental contribution portion of the scholarship was removed, allowing thousands more families to be able to participate in the program.



More than 27,000 students participate in school choice programs in Ohio

Pennsylvania

What's at Stake

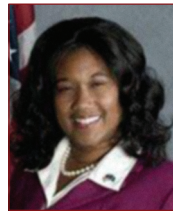
By providing financial and strategic assistance to in-state partner Students First Pennsylvania, the American Federation for Children Action Fund contributed to more than 39 state House and Senate candidates who were elected in 2012. Thanks in large part to the efforts of Students First Pennsylvania, more than \$2,200,000 was invested in legislative races to support candidates who will work to defend and expand educational choice.

Students First Pennsylvania stood with Democratic and Republican candidates in primary races who support educational choice in Pennsylvania. Thirteen of the 19 supported candidates won their primary races, sending a strong message that voters support more choices for families. And in the most recent legislative session, the state legislature expanded the state's Educational Improvement Tax Credit and created a new \$50 million scholarship tax credit program to help children trapped in failing schools attend the school of their parents' choice.

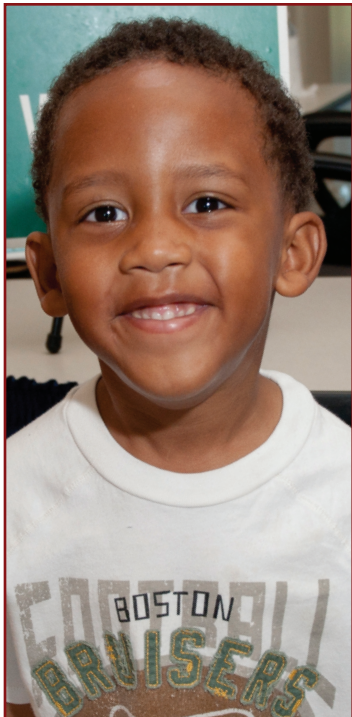
Victories for Pennsylvania's Families



Representative Jim Christiana (R) is one of the most outspoken leaders for educational choice in the Pennsylvania House of Representatives. Christiana led the charge to create a new scholarship tax credit program for students in failing public schools and to expand the existing Educational Improvement Tax Credit. As a tireless supporter of educational choice, Christiana is standing with children and families.



Representative Vanessa Lowery Brown (D) supports educational choice for very personal reasons—she is the mother of a child with special needs. Having seen firsthand that educational choice can allow a child to thrive, Lowery has been a strong supporter of educational choice in Pennsylvania.



In the general election, 26 of the 40 candidates supported by Students First Pennsylvania were elected

Tennessee



What's at Stake

In 2012, the Tennessee Federation for Children PAC had a strong and strategic involvement in 22 races, spending \$250,000 to elect an impressive coalition of leaders ready to bring a high-quality voucher program to Tennessee.

The Tennessee Federation for Children PAC conducted independent expenditures in the primary elections of Democratic State Representative John DeBerry and Republican State Representative Tony Shipley, and the general election of Republican State Representative John Ragan.

The Tennessee Federation for Children continues to build a dynamic organization of supporters, including Governor Haslam, who will work to enact a voucher program to help the state's most disadvantaged children.



Victories for Tennessee's Families

| Candidate | Party | Chamber | District |
|-----------------|-------|---------|----------|
| Janice Bowling | R | Senate | 16 |
| Ferrell Haile | R | Senate | 18 |
| Steve Dickerson | R | Senate | 20 |
| Mark Green | R | Senate | 22 |
| John Stevens | R | Senate | 24 |
| Dolores Gresham | R | Senate | 26 |
| Joey Hensley | R | Senate | 28 |
| Tony Shipley | R | House | 2 |
| Bill Dunn | R | House | 16 |

| Candidate | Party | Chamber | District |
|---------------|-------|---------|----------|
| John Ragan | R | House | 33 |
| Dawn White | R | House | 37 |
| Joe Carr | R | House | 48 |
| Jeremy Durham | R | House | 65 |
| Vance Dennis | R | House | 71 |
| Tim Wirgau | R | House | 75 |
| John DeBerry | D | House | 90 |
| Barrett Rich | R | House | 94 |



John DeBerry (D) was the lead sponsor of last year's Equal Opportunity Scholarship Act in the state House of Representatives. DeBerry has been a strong supporter of expanding educational choice. "We have to look at other options to educate our children in order to turn out a better product," he says. "It's important to give parents choice so they can exercise their constitutional right to educate their children."



Tony Shipley (R) is a strong supporter of expanding educational choice in Tennessee, including enacting a voucher program for children in low-income families to attend the school of their parents' choice.

"Our involvement varies from state to state, but Tennessee is among the states where we see the most potential for enacting high-quality education reform in the upcoming election."

— **The American Federation for Children**, quoted November 7 in "Education PACs show muscle in Tennessee races," *The Memphis Commercial Appeal*

The Tennessee Federation for Children supported 22 candidates

Seventeen of the 22 supported candidates won their races

Eight candidates were supported with independent expenditures

Wisconsin



What's at Stake

The American Federation for Children and the American Federation for Children Action Fund invested heavily in the primary and general elections, as well as the special recall election efforts in 2012. With expenditures of \$2,392,000, the American Federation for Children and the AFC Action Fund engaged in hard-fought, successful battles to ensure educational choice majorities in both chambers of the legislature.

With strong leadership from Governor Scott Walker, legislators in the state that is home to the nation's oldest publicly-funded private school choice program are now looking to create a statewide special needs scholarship program and increase funding amounts in the existing school choice and independent charter programs. In addition to strengthening the Milwaukee Parental Choice Program and the new Racine Parental Choice Program, educational choice supporters have also set their sights on expanding the charter school authorizing body.

Victories for Wisconsin's Families

| Candidate | Party | Chamber | District |
|-----------------|-------|----------|----------|
| Rick Gudex | R | Senate | 18 |
| Terry Moulton | R | Senate | 23 |
| Jerry Petrowski | R | Senate | 29 |
| John Jagler | R | Assembly | 37 |
| Travis Tranel | R | Assembly | 49 |

| Candidate | Party | Chamber | District |
|-----------------|-------|----------|----------|
| Howard Marklein | R | Assembly | 51 |
| Kathy Bernier | R | Assembly | 68 |
| Scott Krug | R | Assembly | 72 |
| Warren Petryk | R | Assembly | 93 |



Rick Gudex (R) defeated Sen. Jessica King, who routinely criticized educational choice and Gudex's support for it in candidate forums, by fewer than 590 votes. Gudex's victory was crucial for school choice supporters in regaining their majority in the

State Senate, which had been lost only months before in the June 2012 recall elections.

Spending more than \$325,000 in the race, the American Federation for Children and the AFC Action Fund made the race such a point of emphasis in order to bolster an already strong coalition of elected officials who are supportive of educational choice.



Kathy Bernier (R), a freshman State Representative and cosponsor of the proposed Wisconsin Special Needs Scholarship, has spoken about her own son who has special needs, her frustration with the lack of options at that time, and how much she would have appreciated having access to a special needs scholarship. The Federation spent nearly \$25,000 in this race through direct mail independent expenditures.



AFC and the Action Fund invested \$1,598,000 in the recall elections

AFC and the Action Fund invested \$259,000 in primary races

AFC and the Action Fund invested \$535,000 in the general elections



American Federation
for Children

“The Nation’s Voice for Educational Choice”

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