



Thanks to Our Supporters!

The Wisconsin Democracy Campaign was supported, over the last year, by generous grants from the Brico Fund, the Evjue Foundation, the Magic Pebble Foundation, and the Proteus Fund.

We were also supported by more than 1,200 individual and household members who gave tax-deductible donations that allowed us to continue our work for democracy and for clean and open government, where the people – and not money – rule.

We thank you all for your generosity, and for the faith you put in us.

Something for Our Stocking

As the events of the past year have amply demonstrated, the Wisconsin Democracy Campaign is needed as never before.

***You've seen the influence of money over our politics.
You can smell the corruption a mile away!***

We're not giving up. Quite the contrary. We're working harder than ever to demand clean and open and accountable government in our once-proud state. We won't stop until we have real democracy in Wisconsin, and for that to happen, we need to get money out of politics and end legalized bribery.

Please send us a generous tax-deductible gift before the year is out so we can do this urgent work. (We're enclosing an envelope for your convenience.)

Let's make Wisconsin into Wisconsin again!

Thanking you in advance...and wishing you happy holidays.



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David S. Julseth - Data Analyst
Barb Kneer - Financial Manager
Matt Rothschild - Executive Director
Beverly Speer - Outreach & Advocacy Director

Preparing the Ground

Dear WDC Supporter,

The past year has been one of transition for the Wisconsin Democracy Campaign, and it has also been a year of valiant struggle against anti-democratic forces in the legislature.

We said farewell to longtime executive director and visionary leader, Mike McCabe. We thanked him for his many years of outstanding service to the Wisconsin Democracy Campaign and the cause of clean and open government, which he is still pursuing.

In early January, I was fortunate to succeed Mike at the helm here. After more than three decades at *The Progressive* magazine, I wanted to throw myself into the effort to try to save democracy in Wisconsin.

What we've witnessed over the last many months in Madison is nothing short of a counterrevolution against democracy. Those in power have erected many barriers to the ballot box. They've undermined good government by waging a shameless assault on the Government Accountability Board and the John Doe law. And they've pushed through a campaign finance bill to let the super-rich and the corporations throw their weight around as never before while keeping us all in the dark.

We helped galvanize the opposition to this onslaught, and while we may not have won the day in the short term, we've prepared the ground for the emergence of a powerful pro-democracy movement in Wisconsin that will, in a few years, reverse this dangerous course and restore clean and open government in our once-proud state.

Together, you and I can turn this state around yet, and finally feel good about saying, once again, that we're from Wisconsin!

Thanks!



Matt Rothschild
Executive Director



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Accomplishments:

1. Spreading the Word through the Press

In the last year, newspapers in Wisconsin and around the country relied on the Wisconsin Democracy Campaign for crucial insights and information.

In one week alone, we received calls from *The New York Times*, *The Wall Street Journal*, and *The New Yorker* for commentary or research assistance.

We wrote for, or were mentioned in, the biggest newspapers in Wisconsin on a regular basis. And we were picked up by many other news and information sites around the state, including *The Appleton Post-Crescent*, *The Green Bay Press-Gazette*, *The Janesville Gazette*, *The La Crosse Tribune*, *The Racine Journal Times*, *The Shepherd Express*, *Urban Milwaukee*, and *The Wheeler Report*.

2. Riding the Radio Waves

We blanketed the radio waves with our commentary on the crucial issues of democracy. We appeared on Wisconsin Public Radio 11 times, and we were on radio all across the state on local stations in such places as: Appleton, Fond du Lac, Hayward, Janesville, Madison, Milwaukee, Monroe, Oshkosh, Richland Center, and Rhinelander.

3. Getting on TV

We appeared on several TV stations over the course of the year, including in Green Bay, Madison, and Milwaukee. And we also appeared on Wisconsin Public TV a couple of times, as well as on WisconsinEye. And we assisted reporters from CBS News and NBC News.

4. Helping out Scholars, Think Tanks, and Citizens

We provided research assistance to the Brennan Center for Justice at NYU, the Center for Media and Democracy, the Center for Public Integrity, the Wisconsin Freedom of Information Council, and the Wisconsin Center for Investigative Journalism. We also went out of our way to respond to phone calls, emails, and letters from citizens concerned about money in politics.

5. Testifying at the Capitol

Our executive director, Matt Rothschild, testified before the Joint Committee on Elections on March 24 in the State Capitol. At other hearings, including on the Government Accountability Board, our Outreach and Advocacy Director, Beverly Speer, submitted written testimony. And she registered our opposition to the John Doe law and our support for a bill on nonpartisan redistricting and on easing voter registration.

6. Speaking on Campuses and in the Community

We availed ourselves of every opportunity to speak in public



over the last year at high schools and college campuses and community forums from Eau Claire to Whitewater, and from Green Bay to Beloit.

Our annual meeting and twentieth anniversary celebration was held at the Lussier Family Heritage Center in rural Madison, and we were thrilled to have former Lieutenant Governor Barbara Lawton as the keynote speaker, and former Senate Majority Leader Dale Schultz as the responder. The hall was filled with nearly 200 attendees.

7. Working in Coalition

One of our primary goals this year was to work closely in coalition with other pro-democracy and good government groups to build a strong base within the nonprofit community for moving this state forward. We now meet regularly in three coalitions: Wisconsin Voices, Our Democracy 2020, and Money Out, Voters In Wisconsin. And we're proud to work shoulder to shoulder with the ACLU of Wisconsin, Citizen Action, Common Cause in Wisconsin, the League of Women Voters of Wisconsin, WisPIRG, Wisconsin United to Amend, and many others.

8. Turning Our Website into a News Site

We implemented a big change on our website, wisdc.org, this year. Utilizing the journalistic skills of our Research Director, Mike Buelow, we turned our website into a news site, generating almost a story a day about the money behind specific pieces of legislation or policies. We also launched a new web series entitled "Influence Peddler of the Month." The first three honorees, if you can call them that, were: Scott Jensen, Wisconsin Manufacturers and Commerce, and the Greater Wisconsin Committee.

9. Increasing our Social Media and Mobile Presence

With mobile communications increasing rapidly and millions of people turning to Facebook and Twitter and other social media outlets for their news and information, we have greatly increased our mobile and social media presence. Our reach on Facebook, for instance, tripled from January-June 2015 from the previous six-month period. We introduced our mobile app and encouraged folks to *follow the money* in Wisconsin politics wherever they go...like when making their voices heard at the State Capitol in Madison!

10. Passing the Million Mark in our Campaign Database

Our indefatigable Data Analyst, David Julseth, surpassed the million mark in the number of campaign contributions he has coded in our public, user-friendly database over the last 20 years. Good government groups, scholars, and the media rely on the accuracy of this database, and it is a treasure trove of rock-solid information.



Celebrating 20 Years of Wisconsin Democracy!



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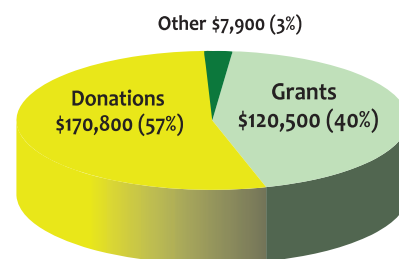
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Ways to Donate

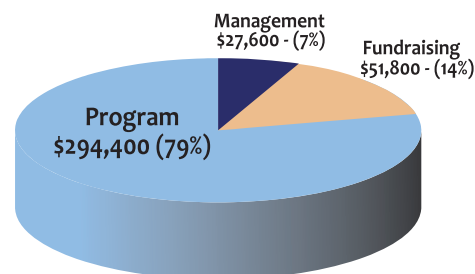
The Wisconsin Democracy Campaign, a 501(c)(3) organization, accepts cash, checks, and credit card donations. Automatic monthly or quarterly donations can be made via electronic funds transfer or by credit card. Secure online donations can be made at www.wisdc.org. If you have any questions, or if you'd prefer to call in your donation, please give us a ring at (608) 255-4260.

WORKPLACE GIVING • The Wisconsin Democracy campaign is a member of Community Shares of Wisconsin and receives donations through its workplace giving programs. If your workplace is a member of Community Shares, you can give through that program and we'll receive 100 percent of your designated donation.

All contributions are fully tax-deductible. Thank you!



Income - \$299,200*



Expense - \$373,800

* In addition to the income shown above, \$335,000 carried over from the prior year is also available for current and future years.