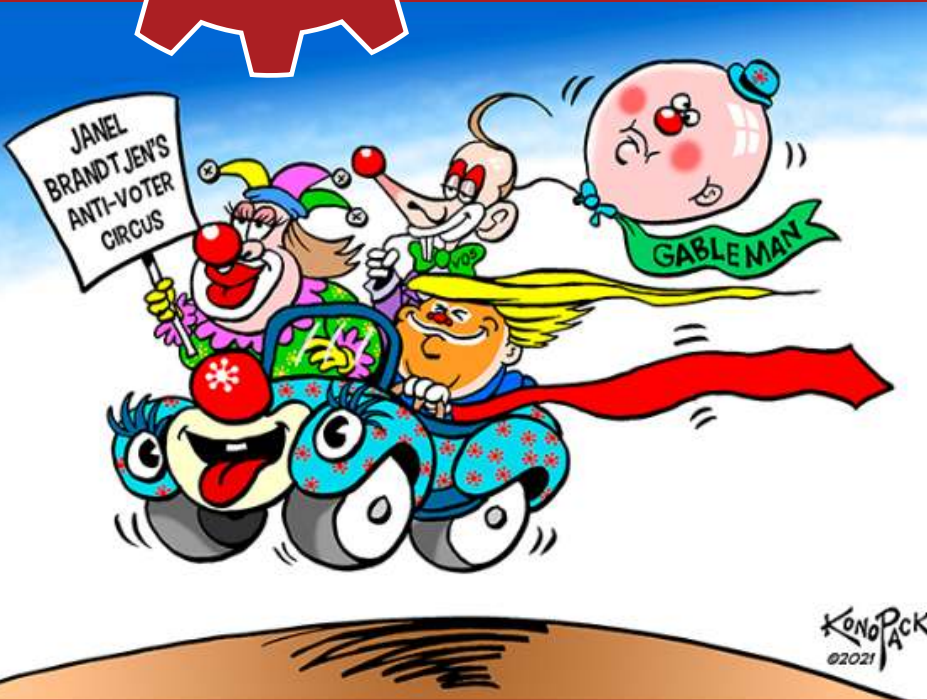




**2021**

# ANNUAL REPORT



# DEAR FRIEND,

What a scary year for democracy!

It began with a lame duck president refusing to transfer power peacefully and instead inciting an insurrection.

And it's ending with no accountability for that coup attempt, and an astonishing number of people who still cling to the Big Lie about the 2020 election.

Here in Wisconsin, the Speaker of the Assembly fueled the Big Lie by pushing a raft of anti-voter bills and by hiring former Supreme Court Justice Michael Gableman to carry on a fishing expedition at taxpayer's expense to look into the election, even though Gableman is as biased as can be.

The Speaker also re-rigged the voting district maps. He even acknowledged, in his own testimony, that he intentionally made the maps more favorable to his own party.

These were the issues that took up most of my time this year: defending our voting rights here in Wisconsin, combating the Big Lie (including with a statewide radio ad campaign!), and promoting fair voting maps.

Of course, we also tracked and exposed the money in Wisconsin politics, and we advocated for fundamental campaign finance reform.

And we expanded our staff by hiring our first Racial Equity and Economic Justice Advocate, Iuscely Flores, who has done tremendous work publishing articles, speaking on radio and podcasts, and talking to students, from fifth grade on up, on a range of pro-democracy issues.

When I interviewed for the job of executive director here seven years ago, I said that the word "democracy" in our title was a big word, and that it included racial equity and economic justice. I know some were worried about mission creep. But worse than mission creep is mission sleep.

I'm more convinced than ever, especially given the rise of white nationalism and irrationalism, that we, here at the Wisconsin Democracy Campaign, need to champion democracy at its fullest, a democracy where everyone has an equal voice, regardless of race, ethnicity, religion, sex, sexual orientation, zip code, or bank account.

So that's what we're going to continue to do. And I appreciate your support for all of our urgent work, never more urgent than today!



**Matt Rothschild**  
**Executive Director**

*"The data we compile on campaign contributions is unassailable and easy for journalists to use... We would have less democracy and less transparency without the Wisconsin Democracy Campaign."*

*~Bruce Murphy, Editor of Urban Milwaukee*

# 2021 ACCOMPLISHMENTS

## We Campaigned to Ban Gerrymandering

We wrote articles, gave speeches, helped with citizen map-drawing, and worked with communities of color on the need to ban gerrymandering and to enact independent, nonpartisan redistricting.

## We Ran a Radio Ad Campaign against the Big Lie

We wrote radio ads that are running across the state to counter the Big Lie and to support the freedom to vote. One of those ads is voiced by Jrue Holiday and Brook Lopez of the Milwaukee Bucks!



Holiday\_and\_Lopez  
(Photo by Jason Miller Getty Images)

## We Filed Ethics Complaints

We cited the Republican and the Democratic Assembly Campaign Committees, the Committee to Elect a Republican Senate, and the Democratic Party of Wisconsin for accepting contributions in excess of the statutory limit of \$12,000 from corporate entities.

## We Testified at the State Capitol

Matt went to the State Capitol and testified before legislative committees both on the 2021 voting district maps and on the anti-voter bills.



## We Appeared on Radio and TV and in Print

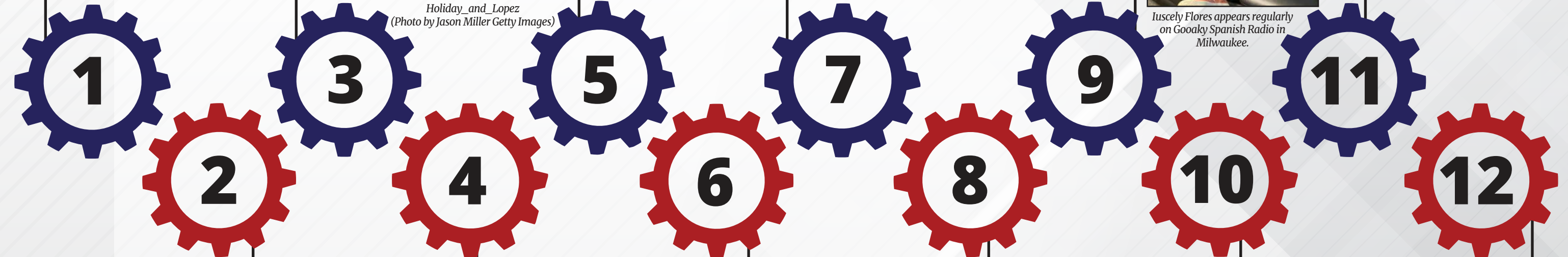
We were interviewed on radio more than 80 times, we appeared a couple of times on local TV news, and our articles ran often in the *Wisconsin Examiner*, *Urban Milwaukee*, *La Comunidad*, and *Madison Vibra*.



Iuscely Flores appears regularly on Gooaky Spanish Radio in Milwaukee.

## We Worked in Coalition

We played pivotal roles in the Wisconsin Fair Maps Coalition, the Wisconsin Voting Rights Coalition, and the Money Out, Voters In-- Wisconsin Coalition. (We're not doing this work alone!)



## We Defended Voting Rights

We opposed a raft of anti-voter bills that were introduced in the Legislature. We helped galvanize opposition to them by assisting with messaging, including with business and faith-based groups.

## We Exposed Big \$\$\$

We tracked and exposed the record-breaking amount of money in race after race here in Wisconsin, and we updated the list of top outside spenders in the state. We also pushed for an overhaul of our campaign finance law.

## We Filed 2 Amicus Briefs at the Wisconsin Supreme Court

One was against Speaker Vos and Majority Leader LeMahieu for misusing taxpayer dollars in hiring lawyers to defend their redistricting plans. The other was against an effort to make absentee voting more difficult.

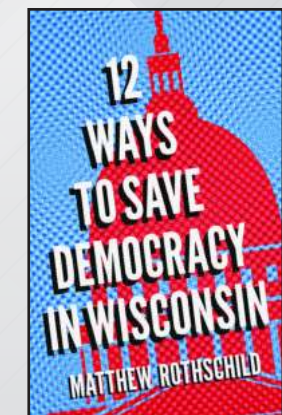
## We Talked in the Schools and in Public

We gave talks, in person or by Zoom, in Appleton, La Crosse, Johnson Creek, Kenosha, Lincoln County, Madison, Milwaukee, Plover, Sauk City, Stevens Point, Tomahawk, Wautoma and Walworth County. And we spoke to students in Monona, Milwaukee, and West Allis schools.

## We Helped Reporters

We not only provided them with data and quotes. We also gave them important tidbits, like this one: Michael Gableman's aide, Andrew Kloster, said in April that the rightwing needs its "own irate hooligans." With our help, that outrageous quote went around and around.

## Matt Wrote a Book



Matt wrote a new book, *12 Ways to Save Democracy in Wisconsin*, which is published by the University of Wisconsin Press. It covers a lot of crucial ground, and we hope you enjoy it!

# WE'RE COUNTING ON YOU

As you can see, we're doing all we can to stand up for good government and a democracy where everyone has an equal voice.

## HELP US PROMOTE A PRO-DEMOCRACY AGENDA FOR WISCONSIN!

Fair maps ... the freedom to vote ... a ban on corporate donations to political parties ... racial equity ... economic justice. Please send us a generous gift today so we can advance this urgent pro-democracy agenda.

## WAYS TO GIVE

### TRADITIONAL GIVING

The Wisconsin Democracy Campaign, a 501(c)(3) nonprofit organization, accepts cash, checks, PayPal, and credit card donations as well as bequests. Automatic monthly or quarterly donations can be made by credit card or PayPal. Secure online donations can be made at [www.wisdc.org](http://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. Workplace giving with Community Shares allows businesses and its member nonprofits to work together to build fair, just and sustainable communities. We receive 100% of all designated donations through CSW's workplace giving programs.



### DIGITAL DONATIONS

Twice a year we participate in online days of giving. The first week in March we are part of Community Shares of Wisconsin's The Big Share, a friendly online community platform to raise funds and visibility for 70 nonprofit organizations advancing social and environmental justice in Wisconsin. Giving Tuesday is a nationwide day of giving the Tuesday following Thanksgiving. This digital presence allows us to reach a new and more diversified pool of donor supporters.

### BOARD OF DIRECTORS

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Matthew Rothschild, *Executive Director*  
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203 S Paterson St #100  
Madison, WI 53703

(608) 255-4260  
[www.wisdc.org](http://www.wisdc.org)  
[wisdc@wisdc.org](mailto:wisdc@wisdc.org)

## ANNUAL REPORT 2021

### THANK YOU!

To all the individual donors, like you, who generously supported us this past year. And thanks to the following funders: the Brookby Fund, the Brico Fund, the Evjue Foundation, the Hopewell Fund, the Joyce Foundation, the League of Women Voters of Wisconsin, and Secure Democracy.

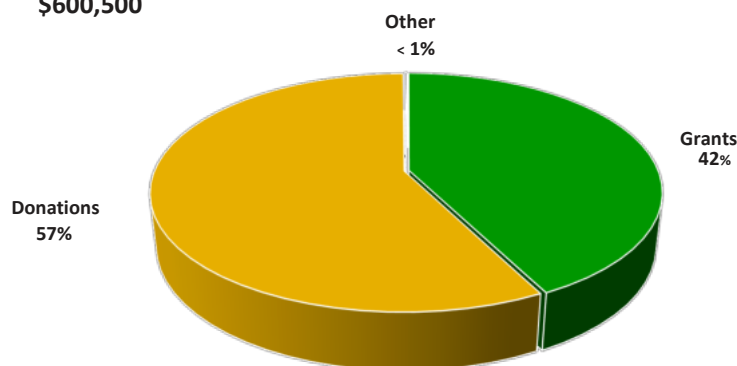


*All contributions to the Democracy Campaign are fully tax-deductible to the extent allowed by law.*

### Wisconsin Democracy Campaign

July 1, 2020 through June 30, 2021

**Income**  
\$600,500



**Expenses**  
\$481,100

