





**The National Association for the Advancement of Colored People ensures the political, educational, social, and economic equality of rights of all persons and eliminates racial hatred and racial discrimination.**

**Over 99 years our members have have been advocates for full equality and freedom; our membership demographics represent the diversity of America: rich and poor, young and elder, black, brown, white, red and yellow, gay and straight; and they all engage to create a better America.**



## Julian Bond

Reports of this nature give you a look at the economic health of an organization; they chart the work done in a particular year, the successful initiative, and the increments of improvement that our efforts yield. But they can't adequately convey the long arc of progress or the plateau that allows you to see just how far you have come. This year's report offers all the important details, it relays the tireless work and commitment of our grassroots volunteers in countless towns and cities across the country. But it can't quite give the context of that work—for that you need memory and the storyline of history.

This is the year that an African American was elected President of the United States, for the first time in our history. Precisely 40 years ago I led a delegation to the Democratic National Convention in Chicago. Our purpose was to represent the people of Georgia at a time when the state party still excluded blacks from the official Georgia delegation. Quite unexpectedly, my name was placed into nomination for the vice presidency, making me the first African American nominated by a major political party. None of us could know that one symbolic act would be part of a much bigger story, one that culminated in the historic election we recently witnessed.

Fifty years of activism have taught me this: huge changes are the product of hundreds or thousands of small ones, some so subtle that you hardly notice them. The election of an African American president was one such huge change, but the road to that momentous event was paved by diligent daily efforts of the kind we have chronicled in this report.

Perhaps it's better to think of our 99 years in those terms: nearly a century of daily effort, 36,000 consecutive days of rising to battle injustice, racism and inequality. That kind of consistency does not go unnoticed. You may be interested to learn that a recent public opinion survey found the NAACP had the highest favorability rating of 17 similar organizations working in the civil rights arena. The NAACP is viewed favorably by most blacks—94 percent including 70 percent who view it very favorably, and by three-quarters of the general public. Fully 93 percent of blacks surveyed believe the NAACP represents the interests of the African-American community, and 67 percent believe this strongly.

For a century the NAACP has remained constant—respected widely, serving as the triage center for communities in crisis. With this year's election we have reached one of those plateaus that allow you to see how far you've come—even as you continue climbing.

Your help has been immeasurably helpful. We look forward to continuing this relationship at the conclusion of our first century and beyond.

Sincerely,



Julian Bond  
*Chairman*  
*NAACP National Board of Directors*



## Eugene J. Duffy

Under the banner, “Power, Justice, Freedom, VOTE!” The NAACP forged ahead into the extraordinary year of 2008, which was also the 99th year since our founding.

The NAACP continued our unremitting campaign for equality and justice which focused on a nationwide record breaking voter empowerment campaign, launched a legal attack on predatory lenders, expanded the campaign to recruit more youth members, establish new youth units, and helped to organize thousands of workers without representation.

For those campaigns and so many more, our NAACP Special Contribution Fund Trustees redoubled their efforts to generate urgently needed financial support. We are pleased to note these trustees raised some \$2,500,000, an increase of \$700,000 over 2007, the previous year. We not only know that we can do more, we are committed to making next year, 2009 the NAACP Centennial, our most productive year.

As the NAACP approached its final quarter of the year, we welcomed a new President/CEO, Benjamin Todd Jealous, and a new senior team of Steve Hawkins, Maxim Thorne, Roger Vann who joined together with Hilary Shelton, Angela Ciccolo and Junior Cox, to vigorously worked to carry on our vital programs and to ensure a record turnout for our voter empowerment campaign. The results are now history.

When you review this 2008 Annual Report, you will see that the Association, with its 2200 Adult and Youth Units in the fifty states, plus our dedicated and skilled staff, effectively addressed our program initiatives in communities across the nation from Maine to California and Alaska to Florida. As we move to the Centennial, under the leadership of our new President/CEO Benjamin Todd Jealous, the work to achieve economic, educational and social equity and criminal justice reform will continue with renewed determination and with the essential fundraising support of our NAACP Special Contribution Fund Board of Trustees. We urge you to join us in this endeavor to help make our 100th Anniversary an unparalleled success.

Sincerely,



Eugene J. Duffy

*Chairman*

*NAACP Special Contribution Fund Board of Trustees*

## Benjamin Todd Jealous

This year’s report marks my first as the President and CEO of the nation’s oldest and most respected civil rights advocacy organization. It was both humbling and exciting to lead this organization during the year in which we elected our first African American president. As the returns came in on election night, few of us could resist the pull of history.

As I looked back, I thought about the monumental barriers, the legal restrictions and the commonplace indignities that had been surmounted on the road to this election. The NAACP was born in those conditions—the mob violence and poverty of opportunity that kept African Americans hemmed in the second tier of citizenship. The 2008 election was not just about candidates and parties; it was, in some way, a referendum on our views regarding race and equality in this country.

I also thought about the present. We live in a country with the highest incarceration rates in the world, and the school to prison pipeline has become the great moral crisis of this century. The economic crisis has left millions of Americans without full-time employment and without benefits. Severe disparities exist in health care access and quality, and our criminal justice system is in desperate need of reform.

But more than anything I thought about the future. The progress we saw in 2008 was the product of decades of work by ordinary people who hoped for a more just and democratic future. The future our children inherit will be a product of whatever we hope and work for right now. My daughter is three years old. Her earliest recollections will be of a country fair enough to elect an African American president, not one that is so narrow as to restrict her access to the ballot box. Yet we have significant work ahead of us. I envision my daughter growing up in a world where discrimination is a relic of the past, where quality education is a basic human right, and where all Americans have access to the American dream.

During its first century, the NAACP eradicated some of the most egregious legal and moral wrongs facing our country. For this generation of Americans, freedom from discrimination is an ordinary, universal entitlement of citizenship. We must now continue to work to address the civil and human rights challenges of the 21st century. Thank you for your support as we write the next chapter in the NAACP’s epic journey for justice and human rights.

Sincerely,



Benjamin Todd Jealous

*President/CEO*



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# a year of progress

Against a backdrop of history the United States elected its first African American President on November 4, 2008. Some sixty million citizens of different racial and ethnic groups, different religions, and different cultural affiliations voted to send an African American to the White House, and on a single fall day the nation took a great stride in the direction of equality. It was fitting that this historic election took place as the National Association for the Advancement of Colored People (NAACP) approached its centennial anniversary. For 99 years, through adversity, the NAACP has fought to ensure that the nation live up to its democratic ideals. It has been a century of sacrifices, both anonymous — the domestic worker who sent the Association her hard-earned money as an investment in the future, the small community that founded and nurtured a branch amid hostile circumstances — and more visible — the lives of Medgar Evers, Harry and Harriet Moore and Vernon Dahmer being violently taken amid the struggle for justice. The 2008 presidential election, and other civic victories around the country, were fruits of their sacrifices.

Contributions like theirs fueled the NAACP's anti-lynching campaigns. They helped to ensure that no one in this country has to vote under threat of death. They fueled our fight against racially restrictive "white primaries" during elections, against segregated schools, and against second class citizenship. They helped us make restrictive housing covenants and poll taxes a relic of history; and they supported us as we fought to achieve a Voting Rights Act. They continue to support us as we wage long, difficult campaigns for the changes that will one day make it possible for African Americans, and other candidates of color, to run successful campaigns in majority white districts. And to finally put to rest racial discrimination in choosing our leaders at the highest levels.

More than 16 million African Americans went to the polls on Election Day 2008. Their civic participation was a testament to the power of a commitment to equality and justice. However, challenges remain. We continue to witness pernicious and persistent elements of racial bias and inequality. Many of these voters experienced intimidation at the polls, and many more returned from the polls to underserved communities with ineffective schools and ineffective core institutions. We continue to see challenges in education, criminal and juvenile justice, health and wellness, infrastructure and housing, as well as continued economic inequality. And the NAACP continues to respond.



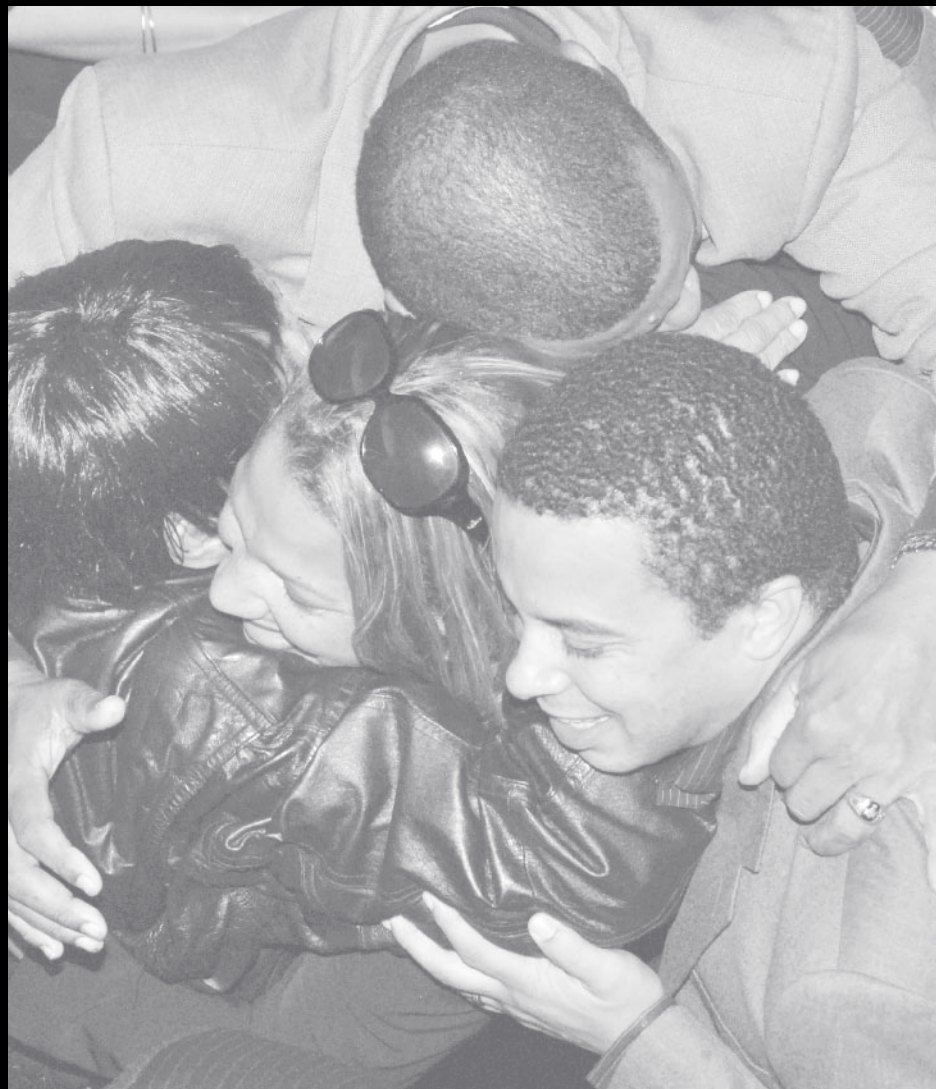
*President elect Barack Obama on stage with wife Michelle and daughters Malia and Sasha during an election night gathering in Grant Park, Chicago.*

Amid a national recession, predatory lending exacted a disproportionate toll on African American communities, and the NAACP fights against it. We continue the tradition of using new tools, new approaches, and new talent. In 2008, we welcomed Benjamin Todd Jealous, our 17th and youngest NAACP President to lead the charge for racial justice. Under his leadership we are utilizing our strengths as the nation's oldest and largest grassroots, volunteer organization, with 825 membership units, to ensure that the momentum of this moment is not diminished. We have turned the tide, won some battles but we have not yet won the war. Our commitment to this work is undimmed.





*Celebrating Barack Obama's presidential victory.*





# voting & representation

Since our inception, protection of the right to vote has been one of our highest priorities. Mob riots targeting African Americans in Springfield, Illinois in 1909 gave rise to the founding of the NAACP. The Association organized anti-lynching campaigns, which included investigating murders, conducting research, publicizing the attacks and lobbying congress — all with the hope of defeating the violent rituals that terrorized the African American population. In the words of Kirk Clay, NAACP Director of Civic Engagement, “Voting is our profound voice. It is the means by which the people hold those in power accountable.”

This was particularly crucial in 2008, as millions of African Americans headed to the polls to vote in the presidential election. The NAACP launched initiatives to both inform and encourage civic participation and to ensure that every individual enjoyed unencumbered access to the ballot box.

In 2008 the NAACP working with our partner the NAACP National Voter Fund, continued this work and also expanded the national Civic Engagement Program, the parent of the highly successful and nonpartisan 2008 Voter Registration and Civic Participation Campaign.

“We created command centers where we covered cities and precincts and also a national hotline,” says Kirk Clay. “Civic engagement is the cornerstone of all dialogue citizens have with their government. When you march, you’re making suggestions to people in power, but they have to pay attention to your issues when you start registering people to vote.”

In 2008, the NAACP launched Upload 2 Uplift, a viral online voter registration campaign, which employed Web 2.0 technology and sophisticated data tracking and communication tools to supplement traditional Get Out The Vote (GOTV) activities such as neighborhood canvassing, phone calls, and rallies. Our platform not only allowed voters to register online, but also to send registration links to their entire address book. The result was a 20 percent increase in voter registration, bringing the total number of registrations to more than 25,000. This strategy also proved cost effective with an average expenditure of 76 cents per registration (as opposed to \$7 per registration in traditional field operations.)

The 2008 Voter Registration and Civic Participation Campaign successfully registered and mobilized thousands of young adults, as well as infrequent or

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NAACP election watch party.

disenfranchised African American voters, by using grassroots, volunteer-based operations. We employed cutting-edge technology and partnered with churches, media operations, legal advocacy groups and other organizations to reach thousands of voters who were previously marginalized by the election process or feared that their voices did not matter.

**Upload 2 Uplift had four objectives:**

- Voter registration
- Getting out the vote
- Election protection
- Media outreach.

We employed a state-by-state approach to set measurable goals in achieving these objectives. We targeted discouraged and isolated voters in the Deep South as well as select urban communities and college towns where few resources were fielded to protect African American votes.

We also launched ambitious drives to register incarcerated voters. The first took place in San Francisco, where the incarceration rates of African Americans and Latinos are disproportionately high. We followed with a registration drive among voters incarcerated in Maine’s prisons. These efforts were summarized by San Francisco Branch NAACP President Rev. Amos Brown as a “statement about fairness and justice.”

**This initiative included:**

- NAACP Youth and College units in many states worked on the “Vote Hard” effort by hosting candidate forums or other programs aimed at engaging young people in the political process. New Jersey’s NAACP Youth and College delegation gathered in Morristown, NJ, for “Young, Black and Professional: Voting Hard in 2008,” where youth members issued a statewide

[We launched ambitious drives to register voters in jails and prisons, with the first one beginning in San Francisco, where the incarceration rates of African Americans and Hispanics are disproportionately high.](#)



Maxim Thorne and Benjamin Todd Jealous at the 2008 Democratic National Convention in Denver, CO.

challenge to their peers to register and vote. Attendees also received training on how to use absentee ballots, how to host a voter registration drive, and how to report and take action against voter suppression.

- In Nashville, TN the NAACP partnered with Vanderbilt University students to host voter registration efforts. “The main tenet of the organization is getting people to vote,” Vanderbilt senior Jeremy Gunn told the school’s newspaper. “It’s all about having your voice heard.”
- In addition to working with historically Black colleges and universities, Vote Hard partnered with the United States Students Association, League of Young Voters, Generation Change, Hip Hop Caucus, Black Youth Vote!, The Youth Voter Collective, Youth Speaks, and The Bus Federation, among other groups.

**The Association’s efforts included:**

- Organizing Freedom Rides after morning rallies and training sessions in each state. Buses departed for multiple towns during the daylong tours with student riders from Morehouse College, Spelman College, Alabama State University, and other historically Black colleges and universities knocked on 10,000 doors in 108 towns identified as having large numbers of unregistered African Americans.
- Developing Know How to Vote, a key web tool for early voters. The site’s peak days were October 27 and 28, when more than 17,500 users accessed the service. More than 4,200 users reached the site via the NAACP homepage and 259 people accessed Know How to Vote from their mobile phones. In addition to the program’s successfully reaching voters in targeted states, the website was particularly popular in California, Maryland, and New Jersey, New York, and Virginia.
- Partnering with Tom Joyner Morning Show, REACH Media, Inc., and InfoVoter Technologies to run the MYVOTE1 Voter Registration Hotline Program. This non-partisan voter registration drive provided a toll-free voter registration hotline and targeted new and infrequent voters. The Voter Registration Chase Program was an outgrowth of this initiative and utilized direct mail, telephone, and door-to-door canvassing to increase voter turnout among African Americans in Ohio, Michigan, Florida, Virginia, Nevada, Louisiana, North Carolina, Pennsylvania, Maryland, New Jersey, California, and New Mexico. The “Divine 9,” a collection of the nation’s oldest and largest African American fraternities and sororities, were particularly effective in collegiate registration drives across Florida.

The campaign was highly effective in terms of delivering thousands of voters, many of whom were voting for the first time, to the polls and then defending them once they arrived. In addition, partnerships with nonprofit legal organizations, such as the Lawyers Committee for Civil Rights, allowed the NAACP to successfully challenge laws and policies that prohibited many eligible voters from casting ballots.



*On-site registration booths at the 2008 National Convention.*



*Senator Barack Obama with Benjamin Todd Jealous at the 2008 National Convention.*



### Through the Voter Registration and Civic Participation Campaign, the NAACP:

- Registered more than 124,000 new voters nationwide, including approximately 25,000 through online registration efforts
- Impacted one million voters through voter registration, voter education, voter mobilization, and voter protection programs
- Mobilized 500,000 infrequent African American voters nationwide
- Educated one million African Americans voters on current issues
- Increased the African American Voting Age Population (VAP) turnout in historically low-performing areas
- Implemented a voter protection system that ensured safe participation on Election Day.

In addition, the NAACP also took legal action in *Citizens of Police Accountability PAC and NAACP v. Sharon L. Harrington*, a voting rights case challenging the constitutionality of a law prohibiting the circulation of petitions within 100 feet of polling places.

In 2008, an estimated 16,416,000 African Americans voted in the Presidential election—a record turnout. These voters were convinced that their voices did count and that their vote would actually create change for generations to come. Consider how much progress has been made: In 1932, around one hundred thousand blacks were registered to vote. By 1947, over six hundred thousand were registered. In 2008 over 16 million African Americans voted. The African American vote was significant and certainly played an important role in the presidential primary elections. For example, African Americans made up 48% of all primary voters in the South Carolina Democratic primary. Georgia saw an 85% increase in Black voters from 2004. States across the nation saw a boom in Black turnout in 2008.

The election also yielded returns on previous NAACP advocacy. In both Ohio and North Carolina, increased black voter participation was a product of same day registration and early voting laws which NAACP efforts helped pass.

### Focus Story: Voter Empowerment

At dawn one October morning, a small group of young people began gathering in Rock Hill, South Carolina. They came from nearby schools and from some that were hours away. Soon dozens, then hundreds of them were present, each wearing a red, white, and blue t-shirt bearing the words VOTE HARD on the front. They ranged from college activists excited about the upcoming election to elementary school students still years away from voting age, but they shared a common bond: a commitment to the work that the NAACP—work began decades before they were born; work that reflected a commitment to the principles of democracy; work that supported the belief that all people should have equal access to the ballot box, regardless of race.

There was a long day ahead of them. The Vote Hard initiative was an ambitious undertaking, an important part of the Association's efforts in the 2008 election. The tour recalled the Freedom Rides of the 1960s when college students boarded buses and headed south to ensure that new voting rights laws would be

In 2008 more African Americans than ever showed up at voting polls, convinced that indeed their voices did count, and that their vote would actually create change for generations to come.

enforced. After an early morning rally, they would criss-cross the state, registering voters, unveiling and correcting misinformation, canvassing communities and inspiring a new generation to take up an historic charge. Stefanie Brown, director of the NAACP Youth and College division regarded the program as “one of the most inspirational activities” in a year filled with inspirational moments. “In Rock Hill we rallied at 7:00A.M. and then went door to door. The students drove two hours to Allen University for a noon voting rally, followed by more door-to-door canvassing, and then drove another couple hours for another event that evening. Nobody complained. It was just a feeling of ‘this is what we have to do.’ ”

Vote Hard was developed to empower African Americans ages 18 to 25 years old to register and vote. To achieve the goals of this campaign, the NAACP reached out to members on more than 500 campuses and communities across the country. The Vote Hard campaign also maximized the use of social networking tools, elevating the campaign on Facebook and MySpace, and used e-mail and text messaging to reach an even wider audience.

South Carolina was just the first stop. Over the course of two weekends, students from Allen University, Alabama State University, Morehouse College, the University of South Carolina, Spelman College, Claffin University, South Carolina State University traveled to more than 100 communities in four states, contacting more than 20,000 voters.

However, the election was more than a mobilizing opportunity; it was also a vantage point from which to view the impact of nearly a century of NAACP work. The testament to their efforts was this: the presence of an African American with a platform responsive to the needs and values concerns of our communities on the ballot in the 2008 presidential election. Decades of diligent, consistent, painstaking work had yielded the possibility of electing the nation’s first African American president.



*Orchestra at the 2008 Clarence M. Mitchell Memorial Lecture Luncheon.*

*Teens showing support for the Vote Hard Initiative at the 2008 Public Mass Meeting.*







*Julian Bond at the 2008 Clarence Mitchell, Jr. Memorial Lecture Luncheon.*



*Discussion at a 2008 Legal Education Seminar.*

# criminal justice

Perhaps the deepest fault lines in American society exist within the criminal and juvenile justice systems. We see stark evidence that race continues to be a factor in the administration of criminal and juvenile justice. As prison construction dots the nation's landscape with new and larger penitentiaries, the population of these facilities continues to be disproportionately comprised of poor people and people of color. Along the justice continuum, we continue to see a racial disparity within the system, which results in police misconduct, disproportionate contact between people of color and the justice system, an over-reliance on incarceration, and unnecessary barriers to successful rehabilitation and reentry.

Since its inception, the NAACP has fought not only to ensure equal access to opportunity but also a fair and impartial justice system. The Association continued our commitment to this ideal in 2008.

This commitment to justice was reflected in the activities of our units nationwide, many of which remain triage centers for communities in crisis. From legislative victories to successes at the local level, the NAACP advanced its civil rights agenda in the area of justice:

- The NAACP defended the decision of the U.S. Sentencing Commission to reduce the sentences of prisoners convicted of crack cocaine possession.
- The Ohio State Conference and Lima Branch held a Town Hall Meeting to protest the shooting death of Tarkia Wilson, who was shot while holding her infant child as police executed a search warrant at her boyfriend's home. The infant was also wounded.
- The Hampton, VA Branch continues to support and closely monitor the case of Darryl Atkins, who remains on death row despite having his death sentence commuted to life in prison. Significant exculpatory evidence was withheld from Atkins's attorney, according to recent reports.
- The Connecticut State Conference diligently reported hate crimes and incidents, such as noose hangings.
- The Miami-Dade County unit worked to address police brutality in their community.
- The Georgia NAACP created the Carrollton, Georgia re-entry program, which provides ex-offenders the support they need to adjust to life after prison.
- The NAACP is involved in *Honig v. State of Maryland*, a racial profiling case concerning African American motorists and Maryland State Troopers. Maryland State Troopers were recorded making racist remarks, which prompted the request for the Maryland Supreme Court to reinforce its earlier decisions condemning racial profiling.

As prison construction dots the nation's landscape with new and larger penitentiaries, the population of these facilities continues to be disproportionately poor and disproportionately people of color.





✓ *The 2008 Health Symposium.*



✓ *Making connections at the 2008 Job Fair.*



✓ *Mildred Bond Roxborough, Maxim Thorne and Hazel N. Dukes.*



*Jackie Mayfield at the 2008 Financial Empowerment Tour.*

# opportunity & fair share

As the US economy became increasingly turbulent in 2008, the flat, bold print of signs reading “Bank Owned” or “Reposessed by the Bank” became a feature of many communities. The tides of opportunity receded and unemployment lines grew. But the burden of the recession was not equally shared. For many, the trauma of financial hardship was compounded by the injustice of discrimination. African Americans were disproportionately affected by the troubled economy, losing a disproportionate number of homes, businesses and jobs. The NAACP took action as the recession followed the old fault lines of racial inequality. The Association launched a number of initiatives to address these disparities.

We helped expose predatory lending practices that targeted African Americans for sub-prime mortgages. As Interim General Counsel Angela Ciccolo pointed out, “These lenders made high cost sub-prime loans to higher qualified African Americans 54% of the time compared to 23% of the time for Caucasians.” This trend did not only impact the individuals; the higher foreclosure rates threatened entire communities with declining property values, increasing crime and eroding tax bases and schools, leaving wide ripples from any single act of discrimination. In the midst of a worsening economy these practices had tremendous repercussions, leading to significantly higher rates of home foreclosure among African Americans. Not only did the NAACP draw media attention to the unscrupulous practices of these lenders, we also filed *NAACP v. Ameriquest Mortgage Company et al.*, and a series of complaints against more than a dozen lenders alleging violations of the Equal Credit Opportunity Act, Fair Housing Act and Civil Rights Act.

As we responded to the widespread nature of these predatory practices, we continued to focus on regulating payday lenders and check-cashing centers, seeking to end mortgage discrimination and discriminatory student loans. “This is a class action suit,” says Angela Ciccolo. “We’ve been talking to home owners across the country who feel they faced discrimination in the terms and conditions of their loans. Black borrowers with the same credit and down payment were shifted into high cost subprime loans far more often than whites. The NAACP for 100 years has fought discrimination in all shapes and forms and this is clearly discrimination. It fits in squarely with our mission.”

In 2008, the NAACP also rolled out the Madison Avenue Project, which focuses on widespread racial discrimination within the nation’s \$250 Billion advertising

We helped uncover predatory lending practices that targeted African Americans for sub-prime mortgages 54% of the time compared to 23% of the time for Caucasians.



industry. We published an exhaustive study that revealed that racial discrimination is 38 percent more pronounced in the advertising industry when compared to the overall U.S. labor market. Moreover, the “discrimination divide” between advertising and comparable U.S. industries is more than twice as bad now as it was 30 years ago.

The NAACP’s core work continues to emphasize employment and labor policies. With our immigration reform allies, we engaged in the debate over H1b visas, to ensure that people of color were treated fairly. Additionally, we created a future pipeline for American engineers and other skilled workers to address current shortages, and to support the rights of workers to organize.

The NAACP recognizes the challenges we will now face to support affirmative action in the current era. We empanelled a task force to study how to make Affirmative Action better and more effective for people of color at all points on the success ladder so that it is resistant to ongoing political attacks.

The NAACP continues its thoughtful approach to monitoring and enhancing corporate and industry diversity.

#### **In 2008, those measures included:**

- The NAACP published its Economic Reciprocity Initiative report cards, and other measures of fairness, for multiple industries. The findings were shared with corporate and industry partners and published in the Fall 2008 issue of Crisis magazine
- The NAACP published Out of Focus, Out of Sync 4, which reported trends with respect to diversity in the Hollywood television industry.
- NAACP units in Colorado, Nebraska and Missouri used a combination of education, coalition-building and mobilization to fight anti-affirmative action ballot initiatives that would have jeopardized the gains made by people of color and women of all racial groups over the past 45 years.
- The NAACP launched a cooperative effort with several of the nation’s largest advertisers to increase diversity in the creative rooms of their advertising firms.

#### **Economic and Business Roundtable**

- The NAACP business leaders across sectors to discuss issues such as improving corporate diversity, fairness in employment, and positioning African Americans in corporate boardrooms and executive positions.
- The NAACP Business and Economic Round Table has been asked to contribute ideas for new areas of advocacy, their professional knowledge and expertise, and help in raising the visibility of our work.
- Members were invited to quarterly strategic briefings and conversations on the NAACP economic opportunity agenda.

#### **The Fair Share Program**

In 1981, the NAACP launched the NAACP Fair Share Program to ensure the reinvestment of African American consumer dollar back into the community in the form of jobs and business opportunities. The principle objective of this

We fought back an anti-affirmative action initiative that would have jeopardized the gains that women and people of color have made for nearly 45 years.



*The Roy Wilkins 2008 Leadership Luncheon.*



*Tara J. Hall, Editor and Columnist at the 2008 Leadership 500 Summit.*



*Making connections at the 2008 Job Fair.*

approach is to promote the growth of entrepreneurship amongst African Americans, and create employment opportunities with private sector companies.

### **Industry Report Cards**

After 12 years of tracking the diversity efforts of some of the nation's largest companies under the Economic Reciprocity Initiative, in 2009 the NAACP will launch a new series of report cards focused on evaluating wealth creation and job growth potential.

### **Ending Predatory Lending**

We have an ongoing lawsuit against more than a dozen lenders that are believed to have discriminated against homeowners of color. We are documenting cases of housing discrimination and sub-prime loans among NAACP members and constituents.

### **Madison Avenue Project**

The Madison Avenue Project was formed by the NAACP and Merhri & Skalet, PLLC to reverse the widespread, entrenched discrimination against African American professionals employed in the advertising industry. The Madison Avenue Project seeks to redress the historical discrimination against African American advertising professionals and to create systematic changes in the culture, policies, and practices of the advertising agencies to promote diversity and equality.



*Discussing the telecommunications industry at a press conference at the 2008 Annual Convention.*







*The 2008 Legal Education Seminar.*



*At the 2008 Clarence Mitchell Jr. Memorial Lecture Luncheon, (left) Angela A. Alexander (2008 Law Fellow), (middle) Susan E. Huhta (Washington Lawyers' Committee for Civil Rights), Angela Ciccolo.*



*The 2008 Legal Education Seminar.*

# legal advocacy

The NAACP is currently involved in several other law suits to promote fairness and opportunity. Some key cases are across the country in which the NAACP has mobilized to effect change are:

## **Predatory Lending**

*NAACP v. Ameriquest Mortgage, et al.*, U.S. District Court for the Central District of California

In April, the Association filed its Opposition to Defendants' Joint Motion to Dismiss. The Joint Hearing on Defendants' Joint Motion to Dismiss was scheduled for January 12, 2009. On January 12th, the court denied Defendants' Motion to Dismiss. A scheduling hearing will be held in February 2009.

## **Voting**

*Greater Indianapolis Branch NAACP et al. v. Marion County Election Board*, Marion Superior Court, Cause No. 49D11-0810-MI-047860

On October 24, 2008, the court ordered that the appearance of a name or property on any list or directory of foreclosures cannot serve as the sole basis for challenging voters. The order requires the Marion County Election Board to issue a public statement publicizing that foreclosure or eviction, in and of themselves, is not a permissible basis for challenging voters on Election Day.

*John B. Curley v. Lake County Board of Elections/United Steel Workers District 7, et al. v. Lake County Board of Elections*, Lake Superior Court, Civil Division Room One, Hammond, Indiana, Cause Number 45D02-0810-PL-00190 Consolidated with Cause Number 45C01-0810-PL-00256/Cause Number 45D01-0810-PL-00082

The NAACP Indiana State Conference intervened as a defendant in a lawsuit against the Lake County Board of Elections. The plaintiffs sought to enjoin the Lake County Board of Elections and Registration and the Lake County Clerk from establishing early voting sites in the cities of Gary, Hammond and East Chicago. On October 22, 2008, the court granted intervener NAACP's motion for a preliminary injunction. The court enjoined the Lake County Board of Elections from closing early voting sites in Gary, Hammond and East Chicago. In its ruling, the court stated that "providing early voting in the community of

The NAACP defeated  
Michigan Bureau of  
Elections' policy of  
immediately canceling  
voter registrations  
upon learning that  
said voters have  
obtained driver's  
licenses in other states.

Crown Point, with an overwhelming white population, and denying accessible early voting to the majority of Lake County’s African American and Latino residents, would violate Section 2 of the federal Voting Rights Act.” The plaintiffs appealed the case. The Indiana Supreme Court denied certiorari. The plaintiffs appealed the case to the Indiana Court of Appeals. Oral arguments were held on October 30, 2008. The Court denied the appeal, thereby allowing early voting to proceed.

*NAACP Virginia State Conference of Branches v. Timothy Kaine, Governor of Virginia*, United States District Court of Virginia, Eastern District of Virginia, Richmond Division

On October 27, 2008, the NAACP Virginia State Conference filed a lawsuit asserting that the State of Virginia is violating the Fourteenth Amendment of the U.S. Constitution, Section 1983, Section 2 of the Voting Rights Act and Article I, Section 11 of the Virginia Constitution by not allocating sufficient voting machines, poll workers and polling places in precincts with large African American populations. The lawsuit seeks declaratory relief, injunctive relief and attorney fees. The court dismissed the complaint, ruling that the legislative branch was better suited to allocating resources for Virginia voters. The Court ordered the Commonwealth to publicize the availability of curbside voting for the elderly and impaired.

*Michigan State Conference of NAACP Branches et al. v. Terri Lynn Land, Michigan Secretary of State, et al.*, United States District Court, Eastern District of Michigan, Southern Division, Case No. 2:08-cv-14019-SJM-RSW

On October 7, 2008, the Michigan State Conference of NAACP Branches filed a lawsuit against the Michigan Secretary of State. The lawsuit alleges that Michigan’s voter purging and cancellation procedures violate the National Voter Registration Act, 42 U.S.C. 1973gg-6(d), 42 U.S.C. 1983, the Civil Rights Act of 1964 and First and Fourteenth Amendments of U.S. Constitution. The lawsuit challenges the Michigan Bureau of Elections’ policy of immediately canceling voter registrations upon learning that said voters have obtained driver’s licenses in other states. In addition, the lawsuit challenges provisions of the Michigan Election Law that call for the rejection of newly registered voters whose original voter identification cards are returned by the post office as undeliverable. The Federal Appeals Court ruled in the NAACP and other plaintiffs’ favor, thereby permitting more than 5,550 purged voters to be returned to the rolls before Election Day.

*NAACP Pennsylvania State Conference v. Cortes*, United States District Court for the Eastern District of Pennsylvania, Case No. 08-cv-5048.

The Pennsylvania State Conference and other voting rights groups and private citizens filed for an injunction requiring Pennsylvania to furnish emergency paper ballots to any precinct at which at least half the electronic vote-counting machines had broken down. The state’s position had been that it would only provide such paper ballots to precincts in which all the machines had stopped working. In granting the Pennsylvania State Conference’s request for an injunction the Court wrote, “Some waiting in line, of course, is inevitable and must be expected. One must always choose between and among a number of candidates for different offices listed on the ballot and often, as in this election, there are questions to be read and considered. All of this takes time.

There can come a point when the burden of standing in a queue ceases to be an inconvenience or annoyance and becomes a constitutional violation because it, in effect, denies a person the right to exercise his or her franchise.



Terrie Williams, President, Terrie Williams Agency, speaking at the 2008 Leadership 500 Summit.



Nonetheless, there can come a point when the burden of standing in a queue ceases to be an inconvenience or annoyance and becomes a constitutional violation because it, in effect, denies a person the right to exercise his or her franchise.”

**Housing**

*NAACP v. City Kyle, Texas*, U.S. District Court, Western District of Texas, Civ. No. A05CA979

Trial concluded on February 14, 2008. This case challenged discriminatory zoning practices and is being pursued in the name of the Texas State Conference and the NAACP in cooperation with the National Association of Homebuilders. Plaintiffs’ Trial Brief was filed in April. The department is planning a press release to coincide with the issuance of a decision.

*Mississippi State Conference of NAACP Branches v. U.S. Department of Housing and Urban Development*, U.S. District Court, District of Columbia

The Mississippi State Conference, Gulf Coast Fair Housing Center and individual plaintiffs filed suit against the U.S. Department of Housing and Urban Development alleging the diversion of Hurricane Katrina recovery funds away from low to moderate income residents in favor of business development. The suit also alleges HUD failed to assess the Mississippi port expansion plan to determine whether the requirements of the Fair Housing Act were met.

**Employment Discrimination**

*NAACP v. North Hudson Regional Fire and Rescue*, U.S. District Court, Newark Division, Case No. 07-1683 (New Jersey)

Answers to interrogatories were completed and the department participated in depositions of North Hudson witnesses.

The Indianapolis Branch continues its fight against discrimination in employment on behalf of African-American workers at Eli Lilly. The case is in discovery.

**Public Accommodations**

*NAACP v. Friendly’s Restaurant*, U.S. District Court of South Carolina, Florence Division

The parties are conducting discovery.

Myrtle Beach Cases (Black Bike Week, Public Accommodations Discrimination) On November 18, 2008, administrative complaints were filed with the South Carolina Human Rights Commissions challenging public accommodations discriminations at the following establishments: Hamburger Joes, The Landmark Hotel, and The Sea Horn Motel.



*Roslyn M. Brock at the 2008 Leadership 500 Summit.*



*Roland S. Martin, syndicated columnist, at the 2008 Leadership 500 Summit.*





HIV screening at the 2008 Health Fair.



Listening to speakers at the 2008 Health Symposium.

# a healthy society

There is no more significant barometer of a community's overall condition than health. The most basic measure of a society is the physical wellbeing of its inhabitants, and the most enduring legacy of inequality is seen in the lingering racial disparities found along the health continuum. On average, African Americans have lower life expectancies, higher infant mortality and morbidity rates and disproportionately lack insurance or access to quality healthcare. The disproportionately high rate at which African Americans contract chronic illness is compounded by the epidemic rate at which these communities are being effected by childhood obesity and HIV/AIDS.

In 2008, the NAACP participated in an ambitious initiative to have one million African Americans tested for HIV/AIDS, with the goal of reducing transmission rates by 50% over the course of the next several years. Our efforts included advocacy for the United States Health Insurance Act in order to ensure universal health coverage becomes a reality for the millions who cannot afford medical treatment under the current system, and support for:

H.R. 5501, the Tom Lantos and Henry .1 Hyde United States Global Leadership Against HIV/AIDS, Tuberculosis, and Malaria Reauthorization Act of 2008, which was passed and signed into law. This legislation authorizes \$48 Billion over the next five years for spending on global AIDS treatment and prevention and lifts the U.S. ban on HIV-positive visitors from entering the United States.

We participated in an ambitious initiative  
to have one million African Americans  
tested for HIV / AIDS with the goal of reducing  
transmission rates by 50%.







# quality education

In a democratic society, education is the great equalizer. It is the portal to opportunity and the safeguard of our most vital resource: the talent of our children. However, 53 years after the *Brown v. Board of Education* decision, equal access to quality education regardless of race remains an elusive goal. Stubborn disparities in both resources and outcomes persist. Our work has continued the NAACP's historic thrust toward activism and the struggle to level the playing field.

In 2008, the NAACP developed a three-part action plan to attack the problems in our nation's schools which involved:

- Surveying NAACP leaders and members, top educational experts, and peer organizations to develop both short- and long-term strategies for change.
- Holding hearings across the country, in conjunction with the Leadership Conference on Civil Rights and a major Latino rights organization, to both draw attention to and deepen public support for reform and investing resources in public education.
- Serving as a leading voice on national policy debates and discussions of the day on issues such as extending the school day and school year; improving early child development, reforming the No Child Left Behind Act, improving college financing, closing achievement gaps, and increasing support for community colleges and historically Black institutions.

The NAACP joined a short-term project related to high school reform and the Campaign for High School Equity. This reform measure involves:

- Producing and distributing an education advocacy training manual to 1300 NAACP units.
- Conducting content analysis of high school history textbooks to evaluate the treatment of contributions by Blacks and other communities of color as well as the treatment of issues of racism.
- Meeting with several units to address issues of high school resource equity, teacher quality and/or parental involvement.
- Attending meetings and briefings sponsored by Campaign for High School Equity.

Working with the  
National Board of  
Teacher Certification,  
we rolled out a  
campaign to increase  
the number of  
Black and other board  
certified teachers.



*Stefanie Brown speaking at the 2008 Youth and College Welcome Session.*

### **Work in Education across the Country**

The NAACP entered into a Memorandum of Understanding with the United Negro College Fund to administer the NAACP Scholarship Program that makes our scholarship available entirely online and extended its deadline. This will expand the program and connect the students with many new opportunities.

The NAACP, through our Washington Bureau, educated communities about the Pryor Amendment, which passed in the House of Representatives and provides much needed Title I funding to high and middle schools where such funding was previously extremely low.

The NAACP's Florida State Conference, in conjunction with the Southern Poverty Law Center, filed complaints with the U.S. Department of Education about the administration of special education services seeking to ensure that our children are appropriately helped.

Working with the National Board of Teacher Certification, we rolled out a campaign to increase the number of Black and other board certified teachers. We prepared and distributed user-friendly information for local units to use in discussing this issue with their superintendents.

Our national office, together with the Utah State Conference and the National Education Association, reviewed a state court complaint challenging a pro-school voucher-related provision of the Utah State law. We helped defeat a prior pro-voucher law via a special initiative campaign.

The NAACP also won its Connecticut "No Child Left Behind" case as well as provided responses to units regarding how to deal with cases of college campus noose-display incidents, high school hate crimes, and prejudicial speech by a law school professor in a public university.

#### **Scholarships:**

The NAACP's Scholarship Committee received 10,000 applications in 2008 and identified 101 college students who will share \$249,000 in scholarship aid. Each year, the NAACP awards qualified undergraduate and graduate students scholarships that range from \$5000 to \$1000 in order to further education goals.





*2008 Kellogg's Law Fellows.  
Left to Right: Cedric McGee,  
Terrell N. Nicholson, Ashlei C. Taylor,  
Angela A. Alexander, Krystle I. Cadogan  
and David J. Koppelman.*



*Dr. William Pepicello and the  
2008 Legislative Session.*



# special events

## ACT-SO Competition

Created by journalist Vernon Jarrett in 1978, ACT-SO (Afro-Academic, Cultural, Technological and Scientific Olympics) is a forum for Black youth to showcase their academic, scientific and artistic talents. It brings together talented young people from an array of disciplines to take their place in history by being recognized as national competition winners. It is year-long enrichment program designed to recruit, stimulate, improve and encourage high academic achievement among African American high school students. Anana Kambon, National Director of NAACP ACT-SO points out “the program is vital to the NAACP because we cross reference the mission and specific goals of the other departments and apply them to youth. We have an education agenda that is focused on equity ACT-SO program goes right to where these students are. We coach, we mentor, we help them develop in 26 areas in the sciences, performing arts and humanities. Then we give them a chance to travel to meet and compete with their peers.”

Since its founding, more than 260,000 young people have participated in the program, including celebrities like John Singleton, Kanye West and Jada Pinkett-Smith.

In 2008, ACT-SO celebrated its 30th anniversary at Walt Disney World Resorts in Orlando, FL. The theme was “The Fabric of the Future” and it brought together students from around the country to compete in 26 categories including business, sciences, humanities, and the performing and visual arts. The 2008 competition attracted 790 participants, 300 youth observers and 2500 attendees. “We organize 1200 volunteers around the country to prepare children for this local and regional competition and only those who win gold medals are allowed to compete on the national level,” said Kambon. “In addition to creating life-changing experiences for the students, we’re also building community capacity.”

## NAACP Annual Convention

The Annual Convention of the NAACP establishes policies and programs of action for the ensuing year. It is central to the NAACP’s mobilization efforts. From the NAACP’s first Convention, W. E. B Dubois sought to use NAACP national gatherings to bring attention to the work of the NAACP, energize local communities in which they were held, increase membership and help strengthen the local presence.



*Celebrating the 30th anniversary of ACT-SO at Walt Disney World.*



*One of the many great performances at this year's ACT-SO.*



*Benjamin Todd Jealous speaking at the 2008 National Convention.*

The 99th Annual Convention was held in Cincinnati, OH July 12–17, 2008. Christopher Smitherman, President of the Cincinnati unit of the NAACP, welcomed all members and constituents.

More than 8,000 members, delegates, and visitors from across the country gathered at the Duke Energy Center to embrace the theme of “Power, Justice, Freedom, Vote!” The Youth and College Division hosted “The Great Debate—What’s at Stake in ‘08” to discuss healthcare, a key issue in the presidential campaign.

Then-Senator Barack Obama (D, IL) addressed the Convention, noting the Black community’s responsibility in reclaiming the American Dream while Senator John McCain (R, AZ) addressed the convention on issues of education reform.

The Exhibition Hall and the job fair were an immense success and a record number of sponsors and vendors participated

### **NAACP Leadership 500 Summit**

Four years ago, under the aegis of NAACP Vice Chair Roslyn M. Brock, the NAACP Leadership 500 Summit was organized. For the NAACP, this Summit is an integral part of our program to enlist professionals, business people and those in other careers, between 30 and 50 years of age in such diverse fields as health, education, economic development, religion, political action, law, communication and entertainment, as we move forward to implement our strategic priorities. Their participation is needed to help shape the future direction of social justice advocacy for our country. This generation represents future leadership to whom the mantle of our mission must be given to ensure the continuity of our campaign of equal opportunity and justice for all people. The 4th Annual Leadership 500 Summit, May 22–May 25, 2008 was held in Scottsdale, AZ, and more than 250 persons attended. They ranged in age between 30 and 50 years and travelled from across the nation and as far as Canada to participate in the two and a half day forum during which they exchanged ideas and perspectives on how the Association can promote healthcare reform; strengthen civic engagement; achieve equity in education; reconnect with religious and faith based institutions; stimulate wealth creation and support the men and women of the United States armed services.

The participation of President CEO Benjamin Todd Jealous at the closing Leadership 500 Dinner was the climax to the weekend’s Summit.



*All the states were represented at the 2008 Legislative Session.*



*Mr. Monross, Hon. Mary Monross, Mayor Scottsdale, Arizona and Roland S. Martin, CNN Contributor At the 2008 Leadership 500 Summit.*

# special programs

## The Washington Bureau

For 68 years the Washington Bureau of the NAACP has been the vanguard of the legislative and policy struggle. The bureau has played a role in every major piece of legislation impacting African Americans since World War II. During the civil rights movement, Washington Bureau Chief Clarence Mitchell earned the nickname the “101st Senator” for his tireless advocacy of the equality agenda. His was a crucial behind the scenes presence, an engine pushing the civil rights acts of 1957 and 1964 as well as a host of other legislative victories. In subsequent years the bureau has served as a clearinghouse for legislative information and a vociferous lobby for the civil rights cause with the executive branch.

Hilary Shelton, Director of the Washington Bureau, said, “This is the federal, legislative and national public policy arm of the NAACP. It is directly responsible for bringing the policies passed by the NAACP convention delegates and the national board of directors to the US Congress, the White House and government agencies.” The Washington Bureau’s responsibilities flow in both directions. “We also serve as a liaison from the congress to our members throughout the country — encouraging them to be more active with their elected representatives,” Shelton says.

In 2008, we upheld that tradition as it relates to fighting discrimination in the workplace and the impact of payday lending as well as articulating the needs of communities of color to the incoming presidential administration.

The Washington Bureau:

- Organized coalitions in support of the Lillie Ledbetter Fair Pay Act and successfully lobbied both houses of Congress to pass the bill, making it a high priority for the incoming administration.
- Successfully lobbied for legislation placing a cap upon payday loan interest rates for military families, thereby protecting millions from exorbitant fees and predatory lending practices.
- Created a 40 page questionnaire for presidential candidates on the issues important communities of color.
- Compiled and distributed the results of these policy questionnaires to the NAACP membership and the general public.



*Ruby Dee accepts the Chairman's Award from Julian Bond at the 39th NAACP Image Awards.*





5th Annual NAACP Hollywood Bureau Symposium Panelists.



Presentation of NAACP/Ford Motor Company Check to the MANifest Your Destiny Foundation. Left to Right: Vic Bulluck, Pamela Alexander, Hill Harper and Dennis Hayes.

- Met with the Presidential transition team to articulate the NAACP agenda as it pertains to labor policy, law enforcement, health and human services and transportation policy.
- Lobbied for robust enforcement of the Emmet Till Unsolved Civil Rights Crime Act.

### The Hollywood Bureau

The NAACP's efforts to incite greater participation in the entertainment industry by African Americans began in 1915, when we launched a nationwide protest against showing the movie "Birth of a Nation" by D.W. Griffith. Although society has changed greatly since that time, the lack of racial diversity in the entertainment industry still persists. The entertainment industry needs more minority talent in front of and behind the scenes.

Established in 1967, at the height of the Civil Rights movement, the NAACP Image Awards is the nation's premier event to honor outstanding black actresses, writers, producers and directors. The 39th Annual NAACP Image Awards, were held at the Shrine Auditorium in Los Angeles, CA, celebrating the achievements of African Americans in television, music, literature, and film. The theme was "Stand Up and Be Counted," a reference to the 2008 election campaign, and was hosted by comedian D.L. Hughley.

Actress Ruby Dee received the Chairman's Award while Aretha Franklin received the Vanguard Award. Singer/Songwriter Stevie Wonder was inducted into the NAACP hall of fame.

- In preparation for documenting the 100-year history of the NAACP, the Hollywood Bureau developed the NAACP Civil Rights School (CRS), which brought together leading scholars, renowned historians, social scientists and jurists to discuss the NAACP's history. The schools were a series of conferences held for two days at UCLA, Howard University, Harvard University, and NYU. Each school focused on a 25-year period of NAACP history: The Founding Years, the Walter White Years, the Roy Wilkins Years, and the Benjamin Hooks Years to the present.
- The Hollywood Bureau completed negotiations on an agreement with Blockbuster to sponsor the online component of the "NAACP Top 100 Films of the Century."



NAACP Civil Rights Schools (NYU) Scholar Roundtable Discussion.



Vanessa Williams on the Red Carpet (winner of Outstanding Supporting Actress in a Comedy Series) at the 39th NAACP Image Awards.

- The NAACP's report, *Out of Focus, Out of Sync, Take 4*, a report on the status of diversity in the television industry, was released to wide press coverage and led to a drafting of a Memorandum of Understanding within the industry in order to curtail unequal and unjust representation of minorities in television.
- The Hollywood Bureau executive director had successful talks with ABC and Warner Brothers and they agreed to make additional funds available for minority writers to participate in pilot development. This would provide opportunities for minority writers to create shows as well as potentially provide 200 jobs. Warner Brothers hired its first writer, Albert Kim.

### Youth Achievement and Leadership Programs

We are investing heavily in bringing in younger members while leveraging the strength we have from our veterans. And, based on our record of success, we are confident that the NAACP's next century will be one of equally monumental victories.

A host of strategic plans ranging from educational reform to youth based outreach have been planned for 2009, as well as the creation of new programs to address current needs in African American communities, schools, and families.

### Back to School, Stay in School

In response to the drop-out crisis in our nation's urban, the NAACP expanded its Back to School, Stay in School. Through a combination of motivational and informational "Back to School" rallies, parental training seminars, and academic enrichment activities, we served more than 20,000 students.

### NAACP Youth and College

Founded in 1936 by crusading civil rights activist Juanita Mitchell, the NAACP Youth and College Division (Youth & College) has produced more than 500,000 young civic leaders since its inception. In 2008 the Youth and College division was active in 293 communities and college campuses. Youth & College trained young people of all backgrounds to take responsibility for the direction of their community and country, provides young people with opportunities to get involved in the issues of the day, and connects them to opportunities to learn from peers and elders through local, state, and national gatherings and internship programs.



*Angela Bassett in the audience at the 39th NAACP Image Awards.*



*Host D.L. Hugley at the 39th NAACP Image Awards.*





Red carpet arrivals —  
Stevie Wonder arrives at the  
39th NAACP Image Awards.



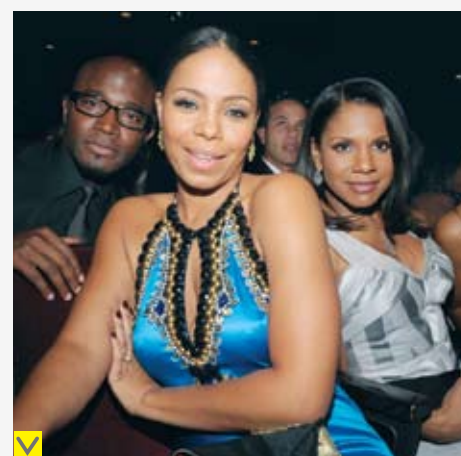
Multiple Grammy winner  
Aretha Franklin, receives the  
Vanguard Award at the  
39th NAACP Image Awards.



Oscar winner Denzel Washington accepts award  
for Outstanding Lead Actor in a Motion Picture  
at the 39th NAACP Image Awards.



Hall of Fame Inductee  
Stevie Wonder at the  
39th NAACP Image Awards.



Superstars Taye Diggs, Sana Lathan, and  
Audra McDonald at 39th NAACP Image Awards.



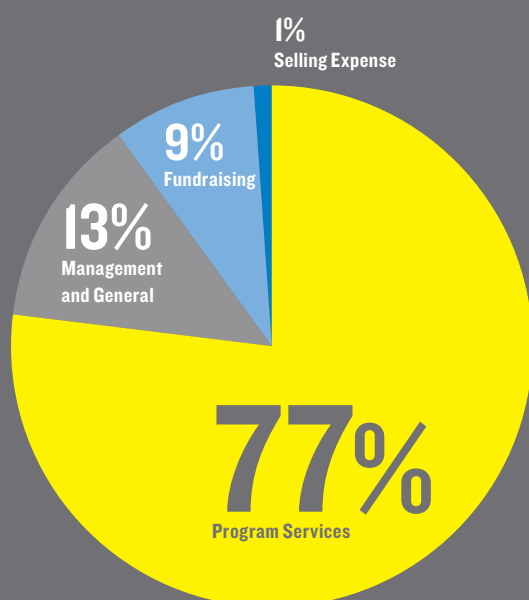
# financial statement

**61%**  
Fundraising

In 2008, the NAACP witnessed a year of fiscal growth. We ended the year in the black, due to aggressive development activities and careful budgeting and spending. Consequently, the NAACP positioned itself for stability and growth in our core programs. We recognize that our economic growth is a remarkable feat given the current economic climate of the country.

In 2008 the NAACP continues to lead the way to monumental change in the United States of America.

## Revenue

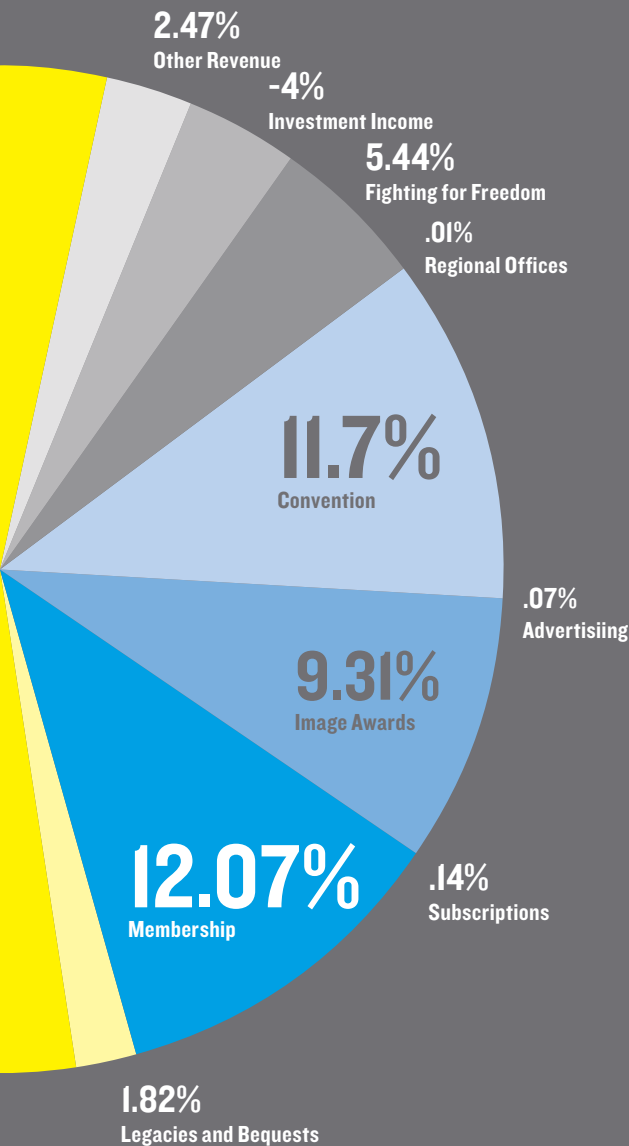


Expenses as % of Total

## Consolidating Statement of Activity

Year Ended December 31, 2008

	2008	2007
<b>Support and Revenue</b>		
Contributions	\$15,685,304	\$10,899,141
Katrina Disaster Relief Fund		\$6,548
Legacies and bequests	\$466,893	\$532,404
Membership	\$3,103,071	\$2,958,579
Image Awards	\$2,393,024	\$2,954,643
Convention	\$3,007,993	\$3,018,303
Regional Offices	\$1,383	\$556,971
Fighting for Freedom	\$1,399,503	\$1,301,696
Investment Income	(\$1,030,651)	\$299,276
Subscriptions	\$37,289	\$45,518
Advertising	\$17,028	\$127,300
Other Revenue	\$635,911	\$504,037
<b>Total Support and Revenue</b>	<b>\$25,716,748</b>	<b>\$23,204,416</b>
<b>Expenses</b>		
Total Program Services	\$17,881,460	\$16,619,919
Management and general	\$2,988,124	\$3,348,630
Fundraising	\$2,281,542	\$3,373,769
Selling Expense	\$79,383	\$132,433
Total Support Services	\$5,349,048	\$6,854,832
<b>Total Expenses</b>	<b>\$23,230,508</b>	<b>\$23,474,751</b>
Increase (Decrease) in Net Assets	\$2,486,240	(\$270,335)
Provision of FASB No. 158	(\$1,731,366)	(\$297,652)
Net Assets / (Deficit), Beginning	\$6,835,330	\$7,403,317
Transfer of Net Assets		
Net Assets / (Deficit), Ending	\$7,590,204	\$6,835,330



### Statement of Assets, Liabilities and Net Assets

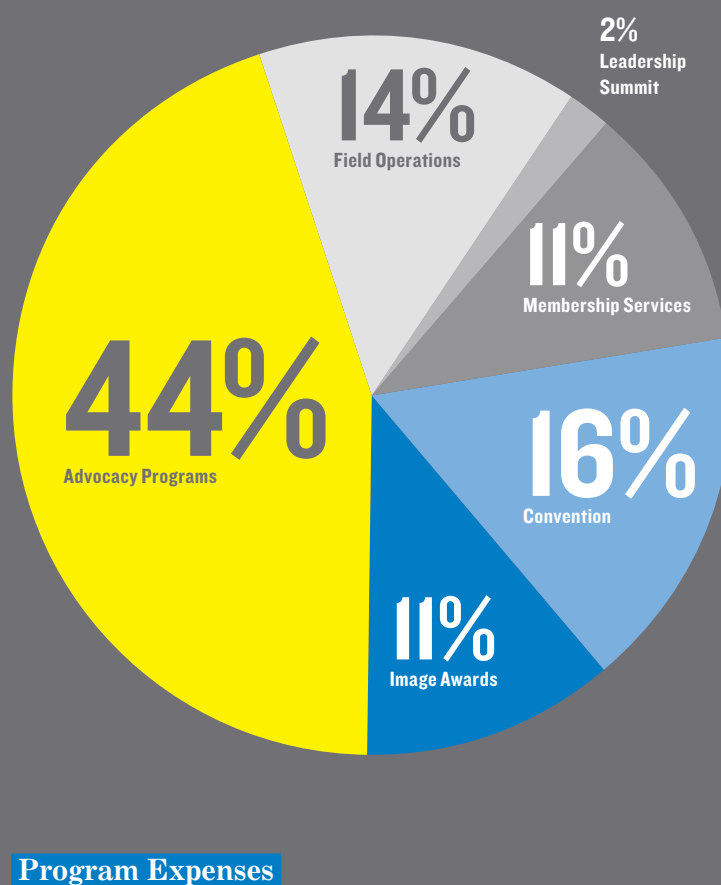
Year Ended December 31, 2008  
(With comparative totals for 2007)

	2008	2007
<b>Current Assets</b>		
Cash and equivalents	\$4,719,424	\$1,744,328
Investments	\$3,640,668	\$4,606,706
Accounts receivable	\$2,259,994	\$1,159,793
Other Current Assets	\$257,840	\$101,758
<b>Total Current Assets</b>	<b>\$10,877,926</b>	<b>\$7,612,585</b>
<b>Fixed Assets</b>		
Furniture and Equipment, net	\$294,075	\$212,964
Land and Building	\$1,025,922	\$1,117,127
<b>Total Fixed Assets, net</b>	<b>\$1,319,997</b>	<b>\$1,330,091</b>
<b>Other Assets</b>		
Other assets	\$22,236	\$22,236
Total Other Assets	\$22,236	\$22,236
<b>Total Assets</b>	<b>\$12,220,159</b>	<b>\$8,964,912</b>
<b>Liabilities</b>		
Accounts payable and Accrued Expenses	\$2,112,736	\$1,541,229
Other Liabilities	\$488,201	\$290,701
Total Current Liabilities	\$2,600,937	\$1,831,930
Pension Liabilities	\$2,029,018	\$297,652
<b>Total Liabilities</b>	<b>\$4,629,955</b>	<b>\$2,129,582</b>
<b>Net Assets / Shareholder's Equity</b>		
Unrestricted	\$4,589,152	\$4,312,788
Temporarily Restricted	\$3,001,052	\$2,522,542
Shareholder's Equity		
<b>Total Net Assets</b>	<b>\$7,590,204</b>	<b>\$6,835,330</b>
<b>Total Liabilities And Net Assets</b>	<b>\$12,220,159</b>	<b>\$8,964,912</b>

### Consolidated Statement of Cash Flows

Year Ended December 31, 2008

	2008	2007
<b>Cash Flows From Operating Activities</b>		
Change in net Assets	\$754,874	(\$ 567,987)
<b>Adjustments to reconcile changes in net assets to net cash provided by operating activities</b>		
Depreciation	\$209,506	\$282,975
Unrealized (Gain) Loss on Investments	\$1,251,169	\$11,712
Adjustment to FASB No.158	\$1,731,366	\$297,652
<b>Changes in assets and liabilities</b>		
(Increase) Decrease in accounts receivable	(\$1,100,201)	(\$232,211)
(Increase) Decrease in other assets	(\$156,082)	\$120,691
Increase (Decrease) in accounts payable and accrued expense	\$571,507	(\$780,656)
Increase (Decrease) in other liabilities	\$197,500	\$241,136
Net Cash by operating activities	\$3,459,639	(\$626,688)
<b>Cash Flows From Investing Activities</b>		
Sale (Purchase) of investments	(\$285,131)	\$891,204
Purchase of furniture and equipment	(\$199,412)	(\$107,746)
Net cash provided by investing activities	(\$484,543)	\$783,458
Net Increase (Decrease) in cash	\$2,975,096	\$156,770
<b>Cash and Cash Equivalents,</b>		
<b>Beginning of Year</b>	<b>\$1,744,328</b>	<b>\$1,587,558</b>
<b>Cash and Cash Equivalents,</b>		
<b>End of Year</b>	<b>\$4,719,424</b>	<b>\$1,744,328</b>



### Program Expenses



# our donors

## Corporations

### \$500,000 and Above

AT&T, Inc.  
Bank of America Corporation  
Starbucks Coffee Company  
Wal-Mart Stores, Inc.  
Wachovia Corporation  
Verizon Foundation

### \$100,000 - \$499,999

Allstate Insurance Company  
Anheuser Busch Companies, Inc.  
Best Buy, Inc.  
Blockbuster, Inc.  
Denny's Corporation  
Federal Express Corporation  
Ford Motor Company  
Johnson & Johnson  
Sprint Nextel Corporation  
StateFarm Insurance  
Target Corporation  
Chrysler Corporation  
UPS Foundation  
Walt Disney Company

### \$50,000 - \$99,999

Astra Zeneca  
Barnes and Noble  
Blank Rome, LLP  
BMW of North America, Inc.

Chevron Texaco Corporation  
The Coca Cola Company  
Comcast Foundation  
Cracker Barrel  
Diageo  
Dow Chemical Company  
Eastman Kodak Company  
Exxon Mobil Corporation  
Food Lion, LLC  
Geico Direct  
General Motors Corporation  
Home Depot  
W.K. Kellogg Corporate Citizen Fund  
Lowe's Corporation  
MGM Mirage  
Miller Brewing Company  
Nationwide Insurance  
North Carolina Mutual Life Insurance Company  
Perennial Strategy Group  
PhRMA  
Sprint Foundation  
Twentieth Century Fox  
Wells Fargo  
YUM! Brands, Inc.

### \$5,000 - \$49,999

AARP  
Alltel Corporation  
America Honda Motor Co, Inc.  
American Family Insurance  
American Heart Association

Arbitron, Inc.  
Areva  
AXA Equitable Life  
Beam Global Spirits & Wine, Inc.  
Boeing Company  
Carlson Companies, Inc.  
CBS  
Choice Hotels International  
Citigroup  
The Coca Cola Company  
Cox Communications  
Duke Energy  
ESPN  
Gap Foundation  
General Mills  
GlaxoSmithKline  
GMAC Financial Services  
Good Year Tire & Rubber Company  
Harrah's Entertainment  
The Hershey Company  
Hilton Hotels Corporation  
Hyatt Corporation  
Hyundai Motor America  
Kohl's Corporation  
Lockheed Martin Corporation  
Macy's  
Marathon Oil Company  
Marriott International, Inc.  
McDonald's Corporation  
Microsoft Corporation  
Moet Hennessey, USA  
Nissan North America, Inc.  
Northern Trust Corporation

Pepsico  
Pfizer, Inc.  
PNC Bank  
Proctor and Gamble Company  
Sears Holding Company  
Shell Oil Company  
Sodexho, Inc.  
Starwood Hotels & Resorts Worldwide, Inc.  
Toyota Motor  
Vision Media Group  
W.W.Grainger, Inc.  
Wyndham Hotel Group  
Xerox, Corporation

## Foundations

### \$1,000,000 and Above

Bill & Melinda Gates Foundation  
The Ford Foundation

### \$500,000 - \$999,999

Atlantic Philanthropies

### \$100,000 - \$499,999

Open Society Institute  
W.K. Kellogg Foundation

### \$50,000 - 99,999

Gill Foundation

### \$5,000 - 49,999

California Community Foundation  
Venable Foundation

The Mitchell Kapur  
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