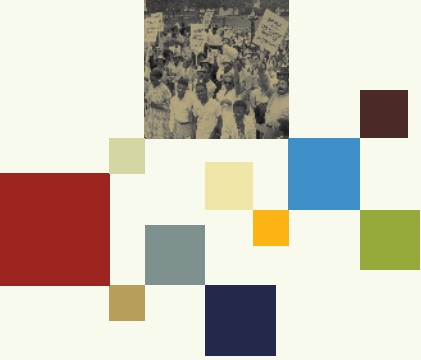


NAACP YOUR POWER YOUR DECISION



2012 ANNUAL REPORT



OUR MISSION

The mission of the National Association for the Advancement of Colored People is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination.

VISION STATEMENT

The vision of the National Association for the Advancement of Colored People is to ensure a society in which all individuals have equal rights without discrimination based on race.



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INTRODUCTION

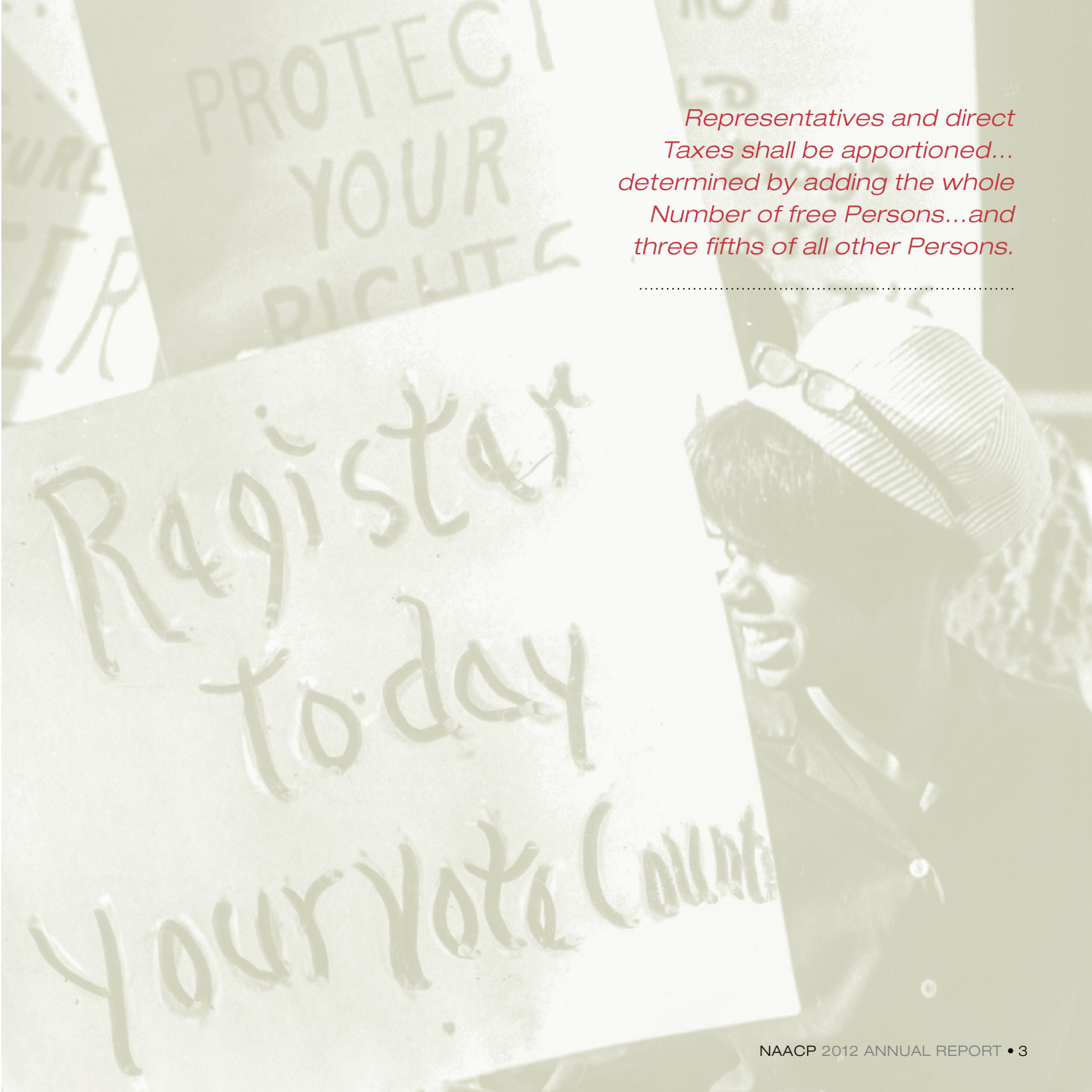
YOUR POWER, YOUR DECISION VOTE!

In 2012, our work to empower the black voter came to fruition. Hundreds of thousands of people of color began what we are determined will be a long tradition of casting a ballot and being counted as important, productive, valuable members of this great society.

The NAACP was formed and continues to be active because we are dedicated to that uniquely American vision: **We are all created equal.**

Our nation has not yet reached that goal of equality, and people of color remain at a disadvantage – but that can, must, and will change. In the pages of this annual report, you will see the proud evidence of our common mission. We are making progress, from the White House to City Hall. There is much still to do, but our successes fuel our dedication. Your support powers our common work. Together we will achieve nothing more and nothing less than true equality.



A person wearing a hat and glasses is holding a sign that says "Register today your vote counts". The background is a collage of other signs, including one that says "PROTECT YOUR RIGHTS".

Representatives and direct Taxes shall be apportioned... determined by adding the whole Number of free Persons...and three fifths of all other Persons.



FROM THE CHAIRMAN NATIONAL BOARD OF DIRECTORS



In 2012, our celebration of the 103rd year of the NAACP coincided with the National Presidential election, including members of the Senate and House of Representatives. Thus, our theme for the year 2012, focused on the right of franchise. “Your Power, Your Decision – Vote!” Failure to do so would diminish the opportunity to elect true guardians of our Democracy. The NAACP moved forward with unbridled determination to enroll every possible voter across our great nation.

During 2012, we worked to stop the spread of voter suppression as some 18 states enacted various requirements designed to limit voting eligibility. Staff conducted presentations and training for 500 NAACP Unit leaders, as well as seven Regional Conferences, selected state conferences and held a voting rights summit during our 103rd National Convention. We can proudly report that our 2012 Get Out the Vote universe was twice as large, 1.2 million, as in 2008: 500,000. Concurrently, NAACP

helped register more than 430,000 voters.

Staff also directed and provided training for our volunteers in such important programs as education, health, climate justice, and criminal justice.

By the end of 2012, the NAACP economics program had operated for its first full year during which, the primary areas were fair lending, financial education, opportunity and diversity. Unit leaders and State Conferences were trained in financial issues and home preservation, a new and revised Opportunity and Diversity Report Card, monitoring the employment practices of major industries, was released and our job fairs reached more than three thousand persons.

NAACP’s Staff, and thousands of dedicated volunteers in our adult and youth units throughout the nation, have made these and other vital programs possible.

While we review these accomplishments with some pride, we know that the state of civil rights



requires our full and continuing forceful campaign. This Annual Report sets forth current programs, our actions and our future plans. We urge you to come with us as we follow the admonition of the late NAACP Executive Director Roy Wilkins, to “sail our NAACP ship steady as she goes.”

Roslyn M Brock

Roslyn M. Brock
Chairman
NAACP National Board of Directors

As we refined our strategies and shored up our strengths, we not only empowered the year's victories – we also laid the path for even greater influence and effectiveness in the future.



FROM THE PRESIDENT & CEO



Progress doesn't happen by accident; it happens by design. The support of a dedicated staff, a visionary board, and a determined membership has allowed NAACP to set up the conditions for success – and for that I have nothing but admiration and thanks.

In 2012, we worked together to educate, mobilize, and grow our membership, creating a powerful grassroots civil rights movement and energizing the nation through activism, civic engagement, and the mobilization of voters at every level of the political process.

The empowering results went beyond the Presidency. Today's active voters are poised to influence national policies on issues of public safety and criminal justice, on economic stability, on education, on health – and of course on the forceful insistence on voting rights and political representations.

In 2012 was a watershed year for us. We cemented the power of the black voice and showed millions the strength of empowerment and engagement. That in turn sets the stage for progress in the future.

I'm very grateful for your support. Together we are remaking our society into a more just and a more equal world for ourselves and our children. Thank you.

Benjamin Todd Jealous
President & CEO
NAACP



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In 2012 was a watershed year for us. We cemented the power of the black voice and showed millions the strength of empowerment and engagement.



FROM THE FUND CHAIRMAN



After a year of collaborative, determined work, we offer this 2012 Annual Report Summary for your review.

We continued to empower our branches in communities throughout the country to implement key program priorities from health, education and climate justice, to criminal justice and economic development. During this election year, we successfully opposed voter suppression laws, registered a record number of new voters and encouraged more than 1,200,000 people to go to the polls.

We also are proud to note that the year 2012 marked the fifth consecutive year of increased annual revenue. SCF Trustees continued to play a vital role in securing the revenue to support operations and programs. In 2012 Trustees helped to secure more than \$5,000,000, in addition to providing products, equipment, in-kind services..

We are convinced that we can increase our productivity in 2013 and continue our record of significant progress.

We offer our gratitude for your vital support and trust that you will maintain your important role in our NAACP family.

Eugene J. Duffy Chairman
NAACP Special Contribution Fund Board of Trustees

WHY WE VOTE

Separate But Equal
 Discrimination
 Thurgood Marshall
 Equal Protection Clause
 Disenfranchisement
 Four Little Girls
 Voting Rights Act
 Voter ID Laws
 Justice
 Juanita Jackson Mitchell
 Edmund Pettus
 Ida B Wells
 Benjamin L Hooks
 Rosa Parks
 James Byrd Jr
 The Crisis
 Healthcare
 Marriage Equality
 Hurricane Katrina
 Racial Profiling
 Little Rock Nine
 Lunch Counter Sit Ins
 Terrence S. Howard
 I AM TROY
 Trayvon Martin
 HIV AIDS
 Boy Wilkins
 Kenneth and Mamie Clarke
 Scott Bell
 The Board of Education
 Walter F White
 Daisy Bates
 Poll Tax
 Equality
 Mary Church Terrell
 Segregation
 The 14th Amendment
 The 15th Amendment
 The 1964 Civil Rights Act
 The 1965 Voting Rights Act
 The 1968 Fair Housing Act
 The 1982 Americans with Disabilities Act
 The 1991 Americans with Disabilities Act
 The 2001 Voting Rights Act Reauthorization and Extension Act
 The 2002 Help America Vote Act
 The 2003 National Labor Relations Board v. Noel Canning
 The 2008 National Labor Relations Board v. Noel Canning
 The 2010 National Labor Relations Board v. Noel Canning
 The 2012 National Labor Relations Board v. Noel Canning
 The 2013 National Labor Relations Board v. Noel Canning
 The 2014 National Labor Relations Board v. Noel Canning
 The 2015 National Labor Relations Board v. Noel Canning
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 The 2018 National Labor Relations Board v. Noel Canning
 The 2019 National Labor Relations Board v. Noel Canning
 The 2020 National Labor Relations Board v. Noel Canning
 The 2021 National Labor Relations Board v. Noel Canning
 The 2022 National Labor Relations Board v. Noel Canning
 The 2023 National Labor Relations Board v. Noel Canning
 The 2024 National Labor Relations Board v. Noel Canning

www.thisismyvote.org #thisismyvote
1.866.MY.VOTE1
 (1-866-698-6831)

During this election year, we successfully opposed voter suppression laws in some 15 states, registered more than 430,000 new voters and enabled some 1,200,000 to go to the polls.



CIVIL RIGHTS

THE HEART OF EQUALITY



A sincere commitment to civil rights must contain an absolute dedication to equality for all. Our focus — our name — puts the advancement of “colored people” front and center of our efforts, but we recognize that our struggle is part and parcel with the objectives of social justice at every level.

That’s why NAACP this year broke decades of unspoken bias by supporting marriage equality for same-sex unions. We’ve worked to inspire

immigration reform. And we witnessed, once again, the strength created by working in a strong, long-lasting coalition.

When we launched a silent march in New York City to protest the city’s racial profiling police program known as Stop & Frisk, we were joined by dozens of LGBT rights groups. When we worked in Alabama and Arizona to defeat the nation’s most egregious anti-immigration bills, it was the experienced black clergy and social progressives who brought weight to the battle to end policies intended to legalize bigotry.

After long decades of fighting injustice, we cannot sit silent as others are oppressed. Today others face struggles with unmistakable parallels to the past and ongoing civil rights struggles within the African American community. We seek nothing less — and nothing more — than equality for all.

After long decades of fighting injustice, we cannot sit silent as others are oppressed as we have been oppressed.





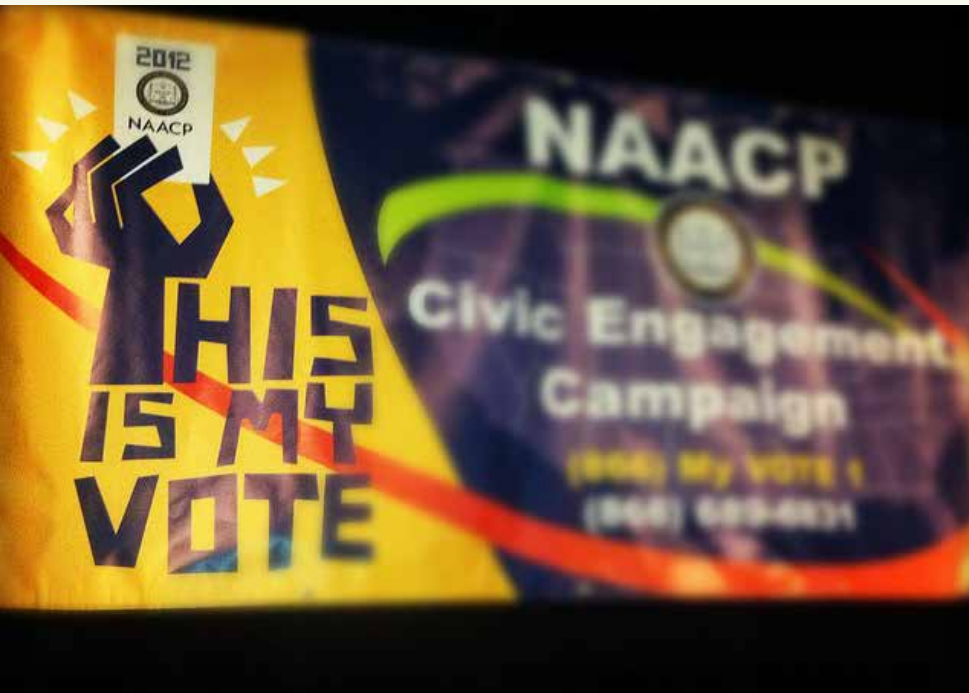
FROM VISION TO REALITY

By empowering the disenfranchised – by showing the “never-voter” the power of the ballot box, by demonstrating that the will of the people included all of the people, by strongly opposing efforts to curtail voting rights, more than a million voters were mobilized to vote. While they were at the polls, those voters participated in referendums and state and local

ballots from coast to coast. They felt their power – and they will vote again.

That means that the simple act of civic engagement has the power to influence – and in fact is influencing – the major issues that confront people of color today. These issues, which you will find on the following pages, include questions of disparity in health, education, voter rights, criminal and climate justice, and economic opportunity.

Progress is supported by an empowered and active citizenry. Our voices can and will be heard.



*Progress is supported by an
empowered and active citizenry.*





HEALTH PROGRAM



As long as communities of color continue to be affected out of proportion by specific health issues, it will be the job of the NAACP to advocate for improvements so we can all live our lives to the fullest, unhampered by preventable conditions. In 2012, we took as our focus the issues of childhood obesity, HIV/AIDS education and prevention, general health and wellness, and the national issue of healthcare reform.

Childhood Obesity. So many African American children are afflicted by obesity that it is clear we have more than a problem of individual willpower – our children are living in a system that silently encourages inactivity and poor nutrition. We can change that. In 2012, the NAACP worked actively with partners from the African American Childhood Obesity Research Network in a collaboration to provide baseline data on the effects of racism and environment, to and the National Soda Summit, to review the insidious role of sugar-sweetened beverages.

HIV/AIDS Education and Prevention. To combat the continued spread of HIV and AIDS, the NAACP has been working with our long-time allies in the communities of faith. Our release of the report *The*



Black Church and HIV: the Social Justice Imperative provided faith leaders with the knowledge and tools they need to minister to the African American communities about health and dangerous behaviors. Forty pastors joined us on an 11-city tour to discuss HIV/AIDS, and the NAACP health team actively worked with ministers in helping them to address HIV/AIDS awareness in their congregations.

In partnership with the National Council of Negro Women and the Congressional Black Caucus Foundation, the NAACP sponsored National HIV Testing Day and took part in a White House forum on HIV in the black community. We also presented our findings at the International AIDS Conference and at the United States Conference on AIDS. In 2012, we awarded grants to state and regional chapters in every region of the US to host HIV/AIDS community awareness events.

General Health and Wellness. NAACP served our community through Project HELP (Healthy, Eating Lifestyles and Physical Activity) by funding seven chapters across the nation to help them in their efforts to provide educational sessions and to provide effective tools for incorporating physical activity, healthy eating, and the prevention of chronic diseases. Over 2,600 people were served



by these spotlight efforts to bring Project HELP into their lives and the lives of their families.

Healthcare Reform. As groups mounted their efforts to oppose the Affordable Care Act the NAACP stood firm. We expressed support in the courts, and attended the Minority Health Roundtable at the Department of Health and Human Services to address concerns about the Act's implementation. We were part of a select group that briefed the Surgeon General and others on issues of health inequality, and the reach of ACA in providing effective remedies.

As long as communities of color continue to be affected out of proportion by specific health issues, it will be the job of the NAACP to advocate for improvements so we can all live our lives to the fullest, unhampered by preventable conditions.



EDUCATION



The reality is disturbing: In one generation, America has fallen from 2nd to 11th place in the percentage of students completing college. Once first, the United States is now 21st among industrialized nations in its high school graduation rate. Shockingly, nearly 70% of all eighth graders perform below proficient in reading. Our students have been left behind for long enough.

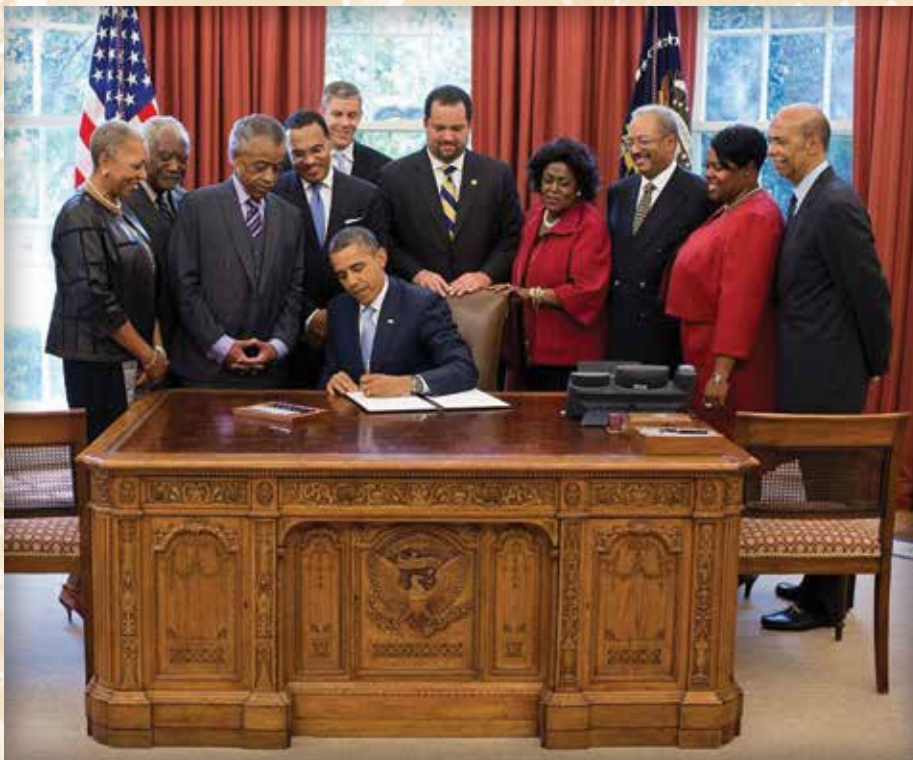
The NAACP is focusing our attention on four key areas where we see room for the greatest improvement: Pre-kindergarten prep for achievement, effective teaching, more time for more learning, and targeted spending for widespread success. The release of our comprehensive report *Finding Our Way Back to First: Reclaiming World Leadership by Education All America's Children* has provided a blueprint for progress.

At our annual Daisy Bates Education Summit, NAACP state education committee chairs received model legislation to help them advocate for game-changer issues in their statecapitols— and took part in specialized training to help them succeed in changing the educational policies, state by state, in preparation for an eventual national tidal wave of reform.

We used a competitive process to identify and fund pilot educational programs across the nation, including school discipline reform (Mississippi, Florida, and Alabama), proficiency in reading and early childhood education (Kalamazoo, Michigan; Lexington/Fayette County, Kentucky; and St. Louis, Missouri), effective teaching (Florida), equity in school spending (Texas), and expanded learning opportunities (Illinois).

We are working to develop a collaborative educational policy plan with civil rights organizations serving African Americans, including the National Urban League and the United Negro College Fund. We are sharing research, forging a common agenda, and defining a set of position statements for improving African American achievement. In the coming years, we plan a series of cooperative engagements that will showcase education advocacy in black communities.

*Our students have been left behind
for long enough.*





CIVIC ENGAGEMENT

In 2012, the NAACP reached record registration numbers through a strategy that uniquely combined nationwide volunteer field organization, state and regional level advocacy, cutting edge digital organizing tools and a dominant national media voice to drive meaningful social change.

Through this strategy, the NAACP helped 375,618 Americans register to vote – the largest number ever accomplished by the NAACP and one of the largest by any non-partisan group in 2012.

To ensure accountability and facilitate effective voter contact, the NAACP provided all NAACP state conferences and branches nationwide with access to the Voter Activation Network (VAN), an online tool in which every new registrant was entered, and from which the NAACP identified unregistered voters to pursue them for registration.

Get Out the Vote (GOTV) Success

The NAACP followed voter registration with a massive Get Out the Vote (GOTV) effort. Thousands of NAACP volunteers knocked on doors and made phone calls to target a universe of new and infrequent African American voters. NAACP

volunteers made close to 1 million call attempts to new and infrequent voters. The results of that effort were astounding, positioning the NAACP to mobilize over 1.2 million new and infrequent voters.

Implemented a large scale election eve NAACP Battle Ground States poll, in order to help set the narrative coming out of the 2012 elections.

Immediately following the election, NAACP leadership assembled a team of pollsters who poll 1,600 African Americans in Ohio, Virginia, Georgia and Florida. This effort was essential in demonstrating that the growth of the African American vote was paramount in electoral outcomes, that this electorate was driven by progressive issues, and that the lack of President Obama on the ticket could have serious impacts in 2016.

Also in 2012, some groups spared no expense to block the votes of poor and minority citizens. Voter suppression laws were enacted or attempted across the nation; it took our combined might to overcome this new wave of repressions – many still remain on the books and continue to merit our strongest efforts to overcome them.

The NAACP Voting Rights Initiative focused on building consensus for progressive reforms, stopping



When inspired by excellent leaders and motivated to action, the power of the African American vote is undeniable.

voter suppression laws, securing voting rights for ex-felons, and strengthening the skills and tools so our field leadership can lead these efforts.

We fought voter suppression laws in South Dakota, Maine, Kansas, Virginia, and Michigan, and took an official delegation to the United Nations Human Rights Commission to protest felony disenfranchisement laws and strict voter ID requirements. Our efforts bore fruit; for the first time ever, the United States issued

a statement saying that it intended to implement UN recommendations to restore voting rights to formerly-incarcerated people.

We also addressed the issue on the federal and international level as well. A NAACP delegation traveled to Geneva, Switzerland, to discuss voter disenfranchisement with representatives from the United Nations on the various forms of discriminatory voter suppression occurring throughout the United States.



NAACP
SUPPORTS
Southern Students Protest
AGAINST JIM CROW
LUNCH COUNTERS



CRIMINAL JUSTICE



Until the population of our courts and prisons mirrors the demographics of our nation, we will know that laws are affecting a disproportionate number of African Americans. As long as treatments differ – as long as the sentences for blacks are adjudged more harshly than those handed down for non-blacks, we will continue to advocate for change and demand justice.

Our criminal justice work had four focal points: Accountability by law enforcement for racial profiling, removing employment barriers for previously-incarcerated persons, the repeal of the death penalty, and the continued quest for sentencing reform.

Racial profiling and law enforcement accountability.

In 2012 we saw both sordid sides of racial profiling. New York City's notorious "Stop and Frisk" program was so abusive that the New York State Conference leadership coordinated the Silent March to End Stop and Frisk; it drew support from nearly 75,000 people from some 300 organizations who called for an end to the policy. Racial profiling led to the shooting death of Trayvon Martin in 2012, when this young man was killed by a Neighborhood Watch Guard. NAACP took a leadership role in seeking justice, including a march and rally by the Florida State Conference. As a result of

the media attention created by the involvement of the NAACP and others, the Sanford police chief was forced to step down and the assailant was finally arrested.

Removing barriers to employment for previously-incarcerated persons.

Those who serve their sentences are said to have fulfilled their debt to society – and yet too often, employment is conditional on the presence or absence of a criminal record. Those most in need of gainful employment to get their lives back on track are thus denied the opportunity that is the most significant path to self-reliance. NAACP is working with nine major corporate partners on ways to improve their employment practices.

NAACP staff met with the Chairman of the Equal Employment Opportunity Commission after her office issued new guidelines that employers must follow in assessing job applicants with criminal histories. Progress is slow but measured – and with our advocacy, the issue will not be ignored or overlooked in the future.

Abolishing the death penalty.

NAACP national staff and the leaders of the Connecticut conference worked with Gov. Malloy to secure his support for a repeal of the death penalty, and engaged our members and supporters in that state to contact their state

legislators. The repeal bill passed both houses and was signed into law by the governor – the 17th state to abolish capital punishment.

We took the experience gained in Connecticut to Maryland, where we worked with Governor O'Malley and the Senate President to get a repeal bill out of committee, where it has languished for years, and to bring it to a vote in the following legislative session. Maryland is now well-poised to be the next state to end capital punishment, largely as a result of the NAACP's advocacy.

Sentencing reform. The NAACP supported its Georgia state conference in its success of getting the governor to sign a sweeping criminal justice reform bill into law, and establishing a special advisory committee to issue recommendations about reforms of the state's juvenile justice system.

We also supported our Colorado state conference in their sentencing reform work, with an emphasis on drug law reforms. This effort resulted in a voter referendum making Colorado the first state to regulate marijuana instead of imposing criminal sanctions.



As long as treatments differ – as long as the sentences for blacks are adjudged more harshly than those handed down for non-blacks, we will continue to advocate for change and demand justice.





CLIMATE JUSTICE

All living things are dependent on a clean and balanced ecosystem; global warming affects us all. But there are climate justice issues which disproportionately affect poor and minority communities.

In 2012, the NAACP focused on three core concerns: Reducing harmful emissions (especially greenhouse gasses), advancing energy efficiency and clean energy, and improving community livability and resilience.

Reducing harmful emissions. We know that communities most affected by climate change must be at the forefront of the struggle. We worked with partners to create our report *Coal Blooded: Putting Profits*

Before People, which demonstrates the urgency and opportunity for community action on the coal-fired power plants that endanger millions of people in communities of color. The report scores 378 coal-fired power plants in the United States, identifies those which cause the greatest harm, and demands their closure as the only viable option. Since the report was published, four of the twelve worst have been closed and two more are slated for closure.

Advancing energy efficiency and clean energy. We gladly joined with more than a hundred religious and community organizations in a collaborative energy agreement; among the results of that agreement have been the switch of all electrical energy in our headquarters to wind power (providing us with a cleaner world and an estimated 18% savings on our electricity bill).

We supported our state conferences as they advocated for renewable energy standards. The Michigan state conference was awarded a \$100,000 grant from the Energy Foundation to help advance a ballot initiative that would require the state to get a quarter of their energy from renewable resources by 2025, and the West Virginia state conference hosted community forums on energy efficiency and lobbied lawmakers on the need for renewable energy standards.



Improving community livability and resilience.

Natural disasters too often fall the hardest on communities of color – so NAACP is working with the Federal Emergency Management Agency (FEMA) on disaster preparedness initiatives which include NAACP leadership in the decision-making process as well as the opportunity for NAACP units to take part on FEMA's training and certification programs.



We know that communities most affected by climate change must be at the forefront of the struggle.



ECONOMIC OPPORTUNITY



Once the nation's economic philosophy was "a rising tide lifts all boats" – prosperity in any venue would benefit us all. Today we know that is far from true, as the rich get richer and the poor sink ever deeper into financial despair. The NAACP is advocating for economic justice – a stance empowered by the one advantage we have over the super-wealthy: We are many. As the nation's largest civil rights orga-

nization, the NAACP and its members have the power to demand true reform. We begin our work with three core issues: Fair lending, financial education, and opportunity and diversity.

Fair lending. In 2012, the NAACP trained unit leaders from coast to coast on fair lending – paying particular attention to homeownership and payday lending. We worked with state and local chapters on understanding the importance of independent foreclosure review in keeping people in their homes, and we brought NAACP state conference leaders to sessions on the mortgage crisis and to field hearings of the Consumer Financial Protection Bureau.

For Missouri, Texas, and New York state conferences, we helped to conduct anti-payday lending campaigns. National staff also sponsored home loan scam and foreclosure prevention conferences. Critically, we persuaded National Lending Institutions to sign onto the NAACP Responsible Mortgage Lending Principles – and we set up software to analyze lending patterns.

Financial education. To multiply the nation's access to smart education, we taught the teachers – training unit leaders to conduct workshops at the local level. In 2012, we trained more than 100 – they in

The NAACP is advocating for economic justice – a stance empowered by the one advantage we have over the super-wealthy: We are many.

turn provided financial training to over 5,000 NAACP members, and encouraged them to share what they had learned in their communities. We provided mini-grants to NAACP units interested in holding financial literacy workshops, and launched Financial Advocacy and Community Tours – in-depth trainings for nearly 1,400 people that focused on financial education as well as home preservation assistance for those facing foreclosure.

Opportunity and diversity. In 2012, we released a report card on the hotel and lodging industry to assess the diversity in their employment. This marked a return to a role the NAACP has played historically in monitoring the employment practices of major industries.

We partnered with the Money Management Institute to provide paid summer internships at Wall Street firms for students at historically black colleges and universities, we hosted job fairs, and collaborated with the White House on the launch of a Summer Youth Jobs Initiative.





FIELD OPERATIONS AND MEMBERSHIP

WORKING TOGETHER

United by the strength of a strong national headquarters, 1,200 branches across the nation, and a support base of more than a million members and e-activists, the NAACP is the nation's largest civil rights organization. Our membership has been growing steadily, providing the political clout to be heard in the halls of power – from city hall to Capitol Hill. Make no mistake: Our strength is entirely grounded in our common purpose. Our power of

persuasion is dependent on the support of every individual in the United States who seeks true justice, a living commitment to equality, and the pursuit of the American dream for all of our children.

In 2012, we launched the Membership Institute – a program to provide intense specialized membership recruitment and retention training to membership chairs, unit secretaries, and other unit leaders. The program debuted in Baton Rouge, Louisiana with more than 100 leaders. Subsequent Institutes were held in New Mexico and Mississippi.

We conducted interactive training workshops for Civil Rights Training Institutes and state conference conventions, and held a special leadership retreat (hosted by the Region III Youth & College Division) to encourage youth leadership to participate in workshops and round table discussions on youth recruitment.

In appreciation of those members who have stood with the NAACP for years, we began an appreciation campaign called *Member Since*, to acknowledge the long-term dedication of our most-committed supporters. And we began a “Revive 25” campaign to encourage each unit to recruit a minimum of 25 new members under an “each one brings one” model.





Our power of persuasion is dependent on the support of every individual in the United States who seeks true justice, a living commitment to equality, and the pursuit of the American dream for all of our children.



YOUTH & COLLEGES

TOMORROW'S LEADERS



It is an underestimation to think of the young men and women in our Youth & Colleges programs as “apprentice leaders.” Certainly they are following on the path we walk – a path set before us by W.E.B. DuBois, Thurgood Marshall, Rosa Parks, Benjamin Hooks and other visionaries. But today’s youth are already leaders in their own right, filling our movement with energy and enthusiasm and measuring their own accomplishments. We are proud to offer them a conduit for their actions, and know that our quest for justice and equality will be in good hands in the decades to come.

The drive to engage the American voter is an excellent example. In 2012, the Youth and College division

was instrumental to NAACP’s efforts. They joined with their adult counterparts in trainings on our Voter Activation Network, learned about state-specific voter registration guidelines, and absorbed and evolved best practices for ensuring new registrants – especially young people – actually voted on election day.

The Youth and College Division launched a membership campaign, named “#Revive25”, which attracted more than 5,000 new and returning youth members. This campaign signaled the beginning of a renewed effort to expand the Association’s strategy for recruiting, training and retaining youth and young adult members. In conjunction with the national membership office, the division provided NAACP units with resources including recruitment materials specifically designed to address the issues most relevant to young members and potential members, and social media engagement strategies to promote increased visibility in their local communities.

During the summer of 2012, the National Youth Work Committee completed a Youth and College specific strategic planning process. The committee defined the need across the nation and created a plan to develop leadership training curriculum and materials for youth units so they can more effectively engage in advocacy initiatives in their local communities.

It's an underestimation to think of the young men and women in our Youth & Colleges programs as "apprentice leaders."





LEGAL ADVOCACY

THE SPIRIT OF THE LAW



NAACP knows the power of collaborative action; we believe we can foster progress most rapidly when all parties are engaged and enthusiastic about creating change. But when justice is abused and no other measure can inspire positive action, we have a dedicated legal team who will lay out the case for equality before the U.S. legal system.

The actions of our Legal team covers virtually all of our program areas, and is constantly advocating for justice in our nation. In 2012, we were involved in landmark cases that ranged from confronting discriminatory bias in the workplace to addressing voting rights in Texas.



*...we believe we can foster progress most rapidly
when all parties are engaged and enthusiastic...*





HOLLYWOOD BUREAU

MODELING THE VISION



Before the Information Age it was said that art mirrors culture. Today – when every child views the world and its promises and obstacles through the screens of TVs, computers, and movies – we know that very often art can shape culture. The work of the NAACP’s Hollywood Bureau is fundamental to ensuring our nation – and our children – see strong, smart, engaging black role models. We fight hurtful stereotypes and help to open the doors of opportunity for artists of color. Among the work of the Hollywood Bureau in 2012:

DIVERSITY IN HOLLYWOOD

In 1999, the networks signed a landmark memorandum of understanding with the NAACP and a coalition of partners, greatly advancing the cause of diversity in the entertainment industry. As part of the MOU, the networks developed programs and workshops to assist individuals, as well as promoted diversity in the areas of acting, writing, directing, and production. The Hollywood Bureau continues to serve as a resource to the networks and studios for emerging talent.

NAACP WRITING FELLOWSHIP PROGRAM

As part of the on-going efforts to the diversity of emerging talent in Hollywood, the NAACP has united

with CBS and NBC to create Master’s Degree Writing Fellowships. These partnerships are an effort to support, encourage and educate new voices within the industry. Each year, the Fellowship is awarded to a graduate student whose work offers a fresh perspective on ways in which minorities are represented. In addition to providing students with financial assistance with their studies, they are mentored throughout their academic program. The Fellows also participate in an internship at the NAACP Hollywood Bureau. The Fellowship provides new talent with a unique opportunity to gain hands-on experience by working alongside some of the best creative and executive talent the industry has to offer.

ANNUAL NAACP HOLLYWOOD BUREAU SYMPOSIUM

The Annual NAACP Hollywood Bureau Symposium focuses on a variety of topics related to the film industry. In 2012, the focus was “Film Financing in Black and White” held, at the Museum of Tolerance. A distinguished panel of industry executives discussed the challenges and solutions for securing funding for a film project.

*We fight hurtful stereotypes
and help to open the doors of
opportunity for artists of color.*



RKO
PANTAGES
31ST ANNUAL
AWARDS PRESENTATIONS
OF MOTION PICTURE ARTS AND SCIENCES

31ST Annual ACADEMY AWARDS



WASHINGTON BUREAU

HOLDING THE PROMISE



In 2012, the NAACP Washington Bureau continued to serve as a strong voice of advocacy in promoting the goals and priorities of the NAACP “game changers” addressing issues impacting African American communities in the areas of criminal justice, health, education, economic empowerment and voter protection.

In the area of *criminal justice*, progress was made on the *End Racial Profiling* legislation when a hearing was held on the bill in the Senate Judiciary Committee Subcommittee on the Constitution, Civil Rights and Human Rights. The NAACP testified at that hearing as well as the hearing held by the House Judiciary Committee in 2011.

The NAACP also scored a victory at the end of 2012 with the statement by the Federal Communications Commission (FCC) that it would consider a rule to reduce and cap the exorbitant, predatory phone rates paid by incarcerated people and their families. Specifically, on December 28, 2012, the FCC announced a proposed rule to help the thousands of prisoners and their families who, it was found, generally pay significantly higher toll rates than those offered for the typical interstate long distance call, sometimes exceeding \$3.00 per minute. This is an important issue for us given the

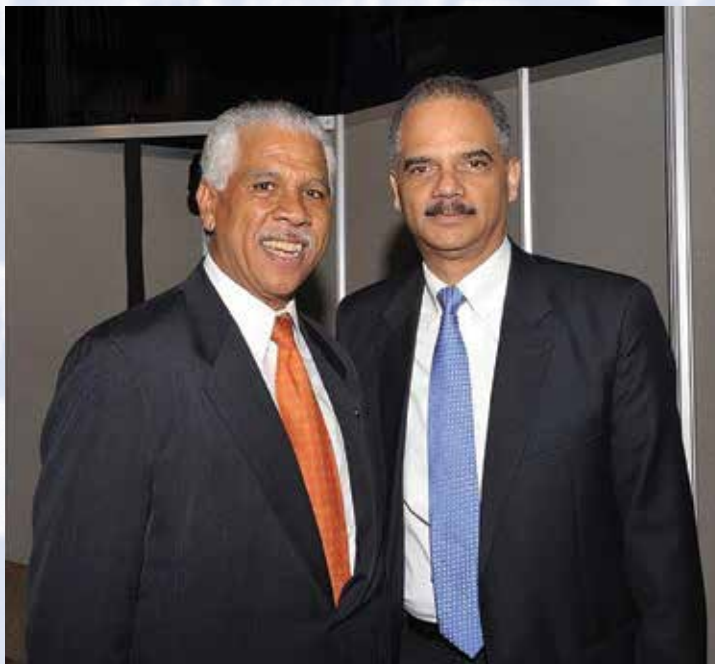
disproportionate number of African Americans who are currently incarcerated.

The issue of gun violence was also, tragically, brought back into the forefront of the American political debate. Given the long-standing, disproportionate impact of gun violence on our communities, and the fact that the NAACP has decades of policy in favor of steps which would curb gun violence, the NAACP, and the Washington Bureau have been active in the debate over ending gun violence. Specifically, we continued our call for a permanent, nation-wide ban on the sale, transfer, importation, and manufacturing of all high-powered military style semi automatic assault rifles and pistols (assault weapons) and the ammunition clips of over 10 rounds; a federal law requiring universal background checks for all gun purchases; and that the federal government do more to require states and federal agencies to submit information about disqualified individuals, including mentally ill and other dangerous people for inclusion in the National Instant Criminal Background Check System.

In the area of *economic justice*, we continued to promote the *American Jobs Act*, either as a total package or in smaller pieces. We further focused on barriers disproportionately faced by African Amer-

ican job seekers, including criminal background checks and credit checks by potential employers.

The Washington Bureau made sure that our concerns were heard during the annual budget negotiations made mid-year as well as the negotiations at the end of the year which were intended to keep us from falling over the “fiscal cliff.” Specifically, we consistently called for negotiators to focus on job creation and avoid any actions that would cost jobs or weaken civil rights protections; oppose benefit cuts for Social Security, Medicare, and Medicaid; protect our nation’s safety net; and oppose any extension of tax cuts for the richest 2 percent of Americans while pushing to extend long term unemployment insurance.



The NAACP Washington Bureau continued to provide a strong voice in the area of education and health care.



EVENTS



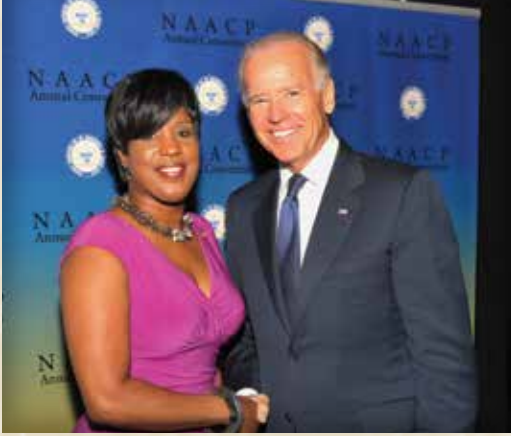
ANNUAL NATIONAL CONVENTION JULY 6-12, 2012 HOUSTON, TEXAS

The 103rd Annual National Convention took as its theme “NAACP: Your Power, Your Decision – Vote.” The theme emphasized the growing awareness in the African American community of its capacity to shape even more of the American way of life. We found political strength in 2008, and the 2012 convention was our opportunity to rally that strength and focus our united efforts to encourage voter participation.

The NAACP is committed to our ongoing mission to educate and mobilize, to create an informed populace. We believe that every American feels they have the privilege and the power to go to the ballot box and exercise their right to vote. Our advocacy goes beyond the struggle against voter suppression efforts, or overcoming racial profiling programs like stop-and-frisk. We aren't limited to only defending our hard-earned rights; we have the power and the capacity to influence economic policy, health care, education, and more.

The 103rd Annual Convention elected the leaders and adopted a policy agenda to advance civil rights for all people. We reaffirmed our determination to fight back against attacks as we expand rights over the next century. Convention participants included established and emerging civil rights leaders, elected officials, corporate and foundation partners and faith-based leaders. In keeping with our historic role within the electoral process, we invited both presidential nominees to address the convention; Republican candidate Mitt Romney addressed the convention, as did Democratic candidate and Vice President Joe Biden.

At the Convention, the Youth & College Division hosted workshops, luncheons, and forums, including a Great Debate series competition between student debate teams from Wiley University and Harvard. And we spotlighted emerging youth from across the nation in the 26 categories of the ACT-SO – the Academic, Cultural, Technological and Scientific Olympics. Our best and brightest students were showcased in categories including sciences, humanities, performing arts, visual arts, and business.



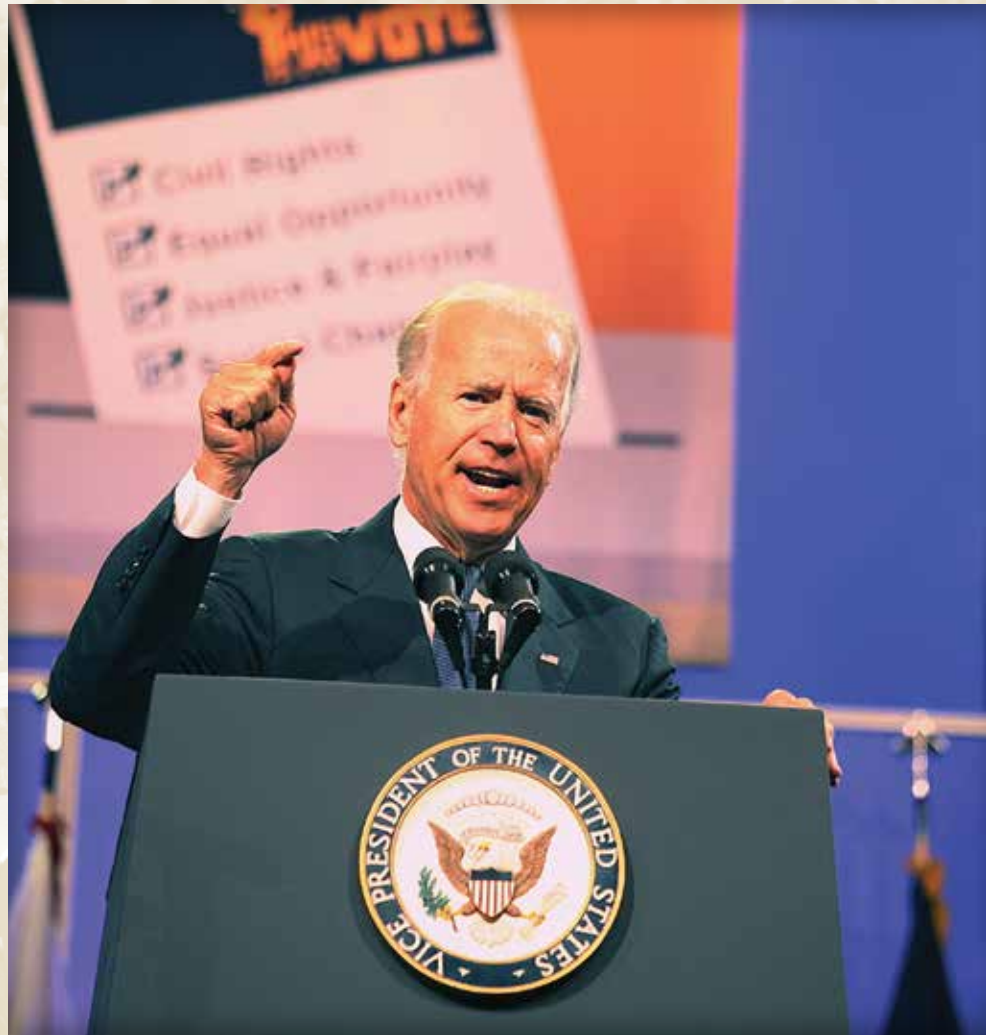
The NAACP is committed to our ongoing mission to educate and mobilize, to create an informed populace.

EIGHTH ANNUAL LEADERSHIP
500 SUMMIT
MAY 24-27
DESTIN, FLORIDA

For the eighth year in a row, the NAACP called on emerging leaders to meet in Florida to take part in discussions on a revitalized civic agenda that lays the groundwork for young professionals in the modern-day civil rights movement.

This year's Leadership 500 took as its theme "Generations of Power." Participants at the two-and-a-half day event attended workshops, interactive panel discussions, and general sessions led by non-profit, private sector, and community innovators. Topics included economic parity and wealth creation, civil rights, health and wellness as a business imperative, education, and environmental justice. A Town Hall meeting examined the need for communities of color to have an active role in the 2012 elections.

This year, parts of the Leadership 500 were live-streamed via Internet, and featured questions via Twitter, to engage as many active and involved young leaders as possible across the nation.





EVENTS

IMAGE AWARDS FEBRUARY 17, 2012

The 43rd NAACP Image Awards were broadcast on NBC in a live two-hour television special on February 17, 2012. The Image Awards showcase the best achievements and performances of people of color in the arts (including television, film, music, and literature) as well as those who promote social justice through their creative endeavors. This year's Image Awards were hosted by Antony Mackie and Sanaa Lathan. This year, there was a special tribute to Whitney Houston by Yolanda Adams.



The Chairman's Award (bestowed in recognition of special achievements and distinguished public service) was awarded to TV One founder and president Cathy Hughes in recognition of her work as a media leader, an advocate for small business



entrepreneurship, and as a philanthropist. George Lucas was the recipient of the Vanguard Award.

The founding members of the Black Stuntmen's Association received the President's Award for their pioneering work to chip away at the racial barriers that divided not only stuntmen but the entire entertainment and media industry.

Founded in 1967, the Black Stuntmen's Association was created to combat practices that denied black stuntmen the opportunity to perform in Hollywood productions. Prior to their advocacy and activism, stunts for black actors were done by white performers "painted down" to a darker complexion. The organization filed lawsuits against several major movie studios to help bring an end to this discriminatory practice and to ensure equal opportunity and access to the stunt roles for all races.



NATIONAL RELIGIOUS LEADERS SUMMIT DECEMBER 10-12

In keeping with our glad tradition of partnership with communities of faith, the NAACP hosted our annual National Religious Leaders Summit. Held in Atlanta, the theme was “Moving Us Forward on the Roads to Justice,” and was convened to help the faith community back to its long-held leadership role on matters of social justice. The Summit was diverse, transformative and in the words of the many attendees and participants – powerful!

Our most diverse group yet (including representatives from all major denominations) examined the “game changers” that will guide the social justice agenda for years to come, and developed action plans to achieve goals in issues including HIV/AIDS outreach, the creation of a post-election political agenda for communities of faith, and engaging a new generation of youth leaders.

We presented the Civil Rights Leadership Award to Rev. Joseph E. Lowery for his decades of work fighting for justice through preaching and living the social justice gospel. An icon of the civil rights movement, Rev. Lowery served as president of the Southern Christian Leadership Conference between 1977 and 1997.



“The NAACP has always been guided by the faith of our members and local leaders,” said Rev. Nelson B. Rivers III, NAACP Vice President for Stakeholder Relations. “That faith has helped us stand steady against impossible odds throughout our history. The Religious Leaders Summit is a time to honor the roll that faith will continue to play in our work in the years ahead.”

FINANCIALS

NAACP AND AFFILIATES

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

as of December 31, 2012 and 2011

	2012	2011
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 3,250,413	\$ 3,384,085
Investments	5,189,552	4,654,628
Accounts receivable, net	5,486,696	4,334,827
Other current assets	584,281	103,323
Total Current Assets	\$ 14,510,942	\$ 12,476,863
FIXED ASSETS		
Furniture and equipment, net	\$ 1,223,286	\$ 985,121
Land and building	512,909	454,550
Total Fixed Assets, net	\$ 1,736,195	\$ 1,439,671
OTHER ASSETS		
Other assets	15,583	15,583
Total Other Assets	\$ 15,583	\$ 15,583
TOTAL ASSETS	\$ 16,262,720	\$ 13,932,117
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	\$ 3,867,717	\$ 2,965,728
Line of credit	-	1,500,844
Deferred Revenues	602,103	-
Pension benefits	4,368,863	3,292,004
Total Liabilities	\$ 8,838,683	\$ 7,758,576
NET ASSETS		
Unrestricted	(1,391,400)	(1,027,210)
Temporarily restricted	8,815,437	7,200,751
	\$ 7,424,037	\$ 6,173,541
TOTAL LIABILITIES AND NET ASSETS	\$ 16,262,720	\$ 13,932,117

CONSOLIDATED STATEMENTS OF ACTIVITIES

for the years ended December 31, 2012 and 2011

	2012	2011
SUPPORT AND REVENUE		
Support:		
Grants and Contributions	\$ 23,025,033	\$ 19,493,508
Legacies and bequests	175,619	366,065
Total Support	\$ 23,200,652	\$ 19,859,573
Revenue:		
Membership	\$ 3,250,342	\$ 2,847,951
Convention	2,633,103	2,633,103
Image Awards	4,498,721	3,361,516
Leadership 500	500,656	500,155
Legal	8,528,436	2,000,000
Regional Offices & Conferences	114,391	25,000
Freedom Funds	1,236,002	1,234,786
Investment income	583,758	167,388
Disaster Relief	-	-
In-Kind Contributions	1,145,491	261,330
Subscriptions	14,384	14,432
Advertising	87,121	114,000
Other revenue	328,205	282,278
Total Revenue	\$ 22,920,610	\$ 13,441,939
TOTAL SUPPORT AND REVENUE	\$ 46,121,262	\$ 33,301,512
EXPENSES		
Program Services:		
Membership Services	\$ 2,243,579	\$ 1,596,982
Field Operations	4,883,390	4,088,224
Convention	3,157,744	3,432,223
Image Awards	5,254,309	2,328,447
Leadership 500 Summit	463,076	525,587
ACT-SO	996,314	1,051,690
Civic Engagement	4,767,443	338,850
Legal Programs and Fellows	4,278,143	2,087,269
Direct Issue Education	2,699,281	2,857,325
Redistricting Project	196,789	52,563
Research and Policy	1,395,926	1,177,971

CONSOLIDATED STATEMENTS OF ACTIVITIES

for the years ended December 31, 2011 and 2010 (cont.)

	2012	2011
Education	659,052	584,384
Health	948,644	915,444
Economic Development	2,159,029	1,851,277
Disaster Relief	379	764
Climate Justice	474,185	296,499
Criminal Justice	466,110	863,591
Human Rights and Voting Rights	929,887	554,146
Cost of Sales - Crisis Magazine	712,176	861,511
Total Program Services	36,685,456	25,464,747
Net Investment Losses	-	246,412
Support Services:		
Management and general	3,007,879	4,019,088
Fundraising	3,908,658	3,555,829
Selling expense	191,914	276,893
Total Support Services	7,108,451	7,851,810
TOTAL EXPENSES	43,793,907	33,562,969
Support and revenue over expenses	2,327,355	(261,457)
Change in defined pension plan obligation	(1,076,859)	(1,734,337)
CHANGE IN NET ASSETS	1,250,496	(1,995,794)
Net Assets Beginning of Year	5,851,363	7,847,157
Net Assets End of Year	\$7,101,859	\$5,851,363

PERCENT OF TOTAL REVENUE



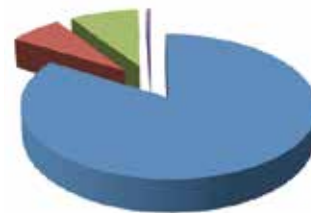
- Contributions – 50%
- Membership, Stakeholders and Freedom Funds – 28%
- Events – 17%
- Other Revenue – 2%
- In-Kind Services – 2%

PERCENT OF PROGRAM EXPENSES



- Membership Services & Field Operations – 19%
- Policy and Advocacy Programs – 55%
- Events – 24%
- Crisis Magazine – 2%

PERCENT OF TOTAL EXPENSES



- Program Services – 83.8%
- Management and General – 6.9%
- Fundraising – 8.9%
- Crisis Selling Expense – 0.4%





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The NAACP is grateful to all our donors who support and share our efforts to advance civil and human rights. Our work would not be possible without their support.

The NAACP values the support of its many supporters and works to ensure that all contributions are properly recognized. So, if your contribution has been inadvertently omitted or misrepresented, or for spelling errors, please contact the Development Office at (410) 580-5777.

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- Boston Consulting Group
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- Communications Workers of America
- General Motors Corporation

- McDonald's Corporation
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- Verizon
- Walgreens Company

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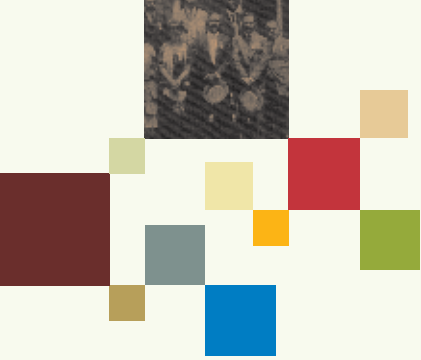
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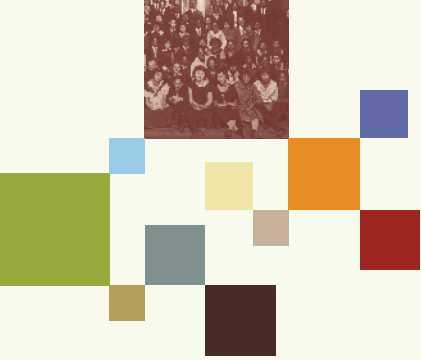
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Earl Graves, Sr.

"Hank" Aaron Henry





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Barbara Brown

Executive Assistant

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Roger C. Vann

Chief Operating Officer and Chief of Staff

Kia Heath

Vice President, Executive Office

Jotaka Eaddy

*Special Assistant to the
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Ericka Gortman

Executive Assistant & Scheduler

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*Special Assistant to the Chief Operating
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Maintenance Grounds Technician

Ronald Lamysaire

Incoming Mailroom Clerk

Philip White

Outgoing Mailroom Coordinator

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Jamie Jones-Branch

Administrative Coordinator

Bakari Jones

Program Coordinator

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VP Communications & New Media

Derek Turner

Director Communications

Joi Ridley

Communications Associate

Ben Wrobel

Communications Associate

Curtis Johnson

New Media/Social Media Online Manager

Larry Brown

New Media Connect Project Manager

Eric Oliver

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Vice President, Events Planning

Felisha Fowlkes

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Chantél Clea Goins

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Sean Dugar

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Audrey A. Lamyssaire
Manager, Constituent Services

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Kameron Middlebrooks
Regional Field Director

James Murray
Librarian/Archivist

Kevin Myles
Regional Field Director

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Senior Vice President, Campaigns

Jessica Pierce
National Training Director

Jerome Reide
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Vice President, Stakeholder Relations

Yutiv Stafford
Reports & Verification Coordinator

Shawn Ward-Dunlap
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National Field Director – Adult

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Controller

Keianna Thompson
Deputy Controller

Crystal Brannon
Cash Receipts Coordinator

Dawnyell Harris
Executive Assistant

Craig Lee
Senior Staff Accountant

Sylvia O'Neal
Cash Disbursement Specialist

Nazar Scott
Compliance Coordinator

Ezelma Smith
Cash Disbursement Specialist

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Senior Manager, Special Projects

Robin Harrison
Senior Manager, Special Projects

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Vice President, Human Resources

Nancy Bailey
Manager

INFORMATION TECHNOLOGY

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Systems Administrator

Lasan Cogger
Senior Systems Administrator

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Anson Asaka
Assistant General Counsel

Dorcas Gilmore
Assistant General Counsel

Victor Goode
Assistant General Counsel

Lanita Ross
Special Assistant to the General Counsel

Kendra Glover
Paralegal

Evan Johnson
Records Maintenance Coordinator

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Director of Membership

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Senior Data Processing Clerk

Christine Chew
Data Entry Clerk

Sidra Kirnon
Data Entry Clerk

Victoria Murchison
Senior Secretary

Hope Randall
Data Entry Clerk

Wanda Worrell-Joyner
Life Membership Secretary

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Chief Program Officer & Executive Vice President

Shavon Arline-Bradley
Director, Health Program

Lillian Bowie
Director, Economic Partnerships & Development, Financial Freedom Center

Dawn Chase
Manager, Fairness & Opportunities

John Comer
Criminal Justice, Program Specialist

Vivian Duru
Program Coordinator (Health)

Mjiba Frehiwot
Director, Education Training, Financial

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*Manager Office Operations
Executive Assistant, Economic Program,
Financial Freedom Center*

Wendy Hamilton
Executive Assistant to the Chief Program Officer

Niaz Kasravi
*Senior Manager, Law Enforcement
Accountability*

Nicole Kenney
*Economic Education Specialist, Financial
Freedom Center*

Charles Lowery
*Director, Fair Lending & Inclusion, Financial
Freedom Center*

Dedrick Muhammad
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Executive Director Financial Freedom
Center*

Jacqueline Patterson
*Director, Environmental & Climate Justice
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Reverend Keron Sadler
Manager, Health Programs

Yehwroe Sinyan
*Economic Education Coordinator, Financial
Freedom Center*

Aurora Vasquez
Senior Manager, Voting Rights Initiative

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Hilary Shelton
*Director of the Washington Bureau &
Senior Vice President of Advocacy*

Brandon Johns
Policy Analyst

Carol Kaplan
Senior Congressional Analyst

Adam Lee
Legislative & Communications Secretary

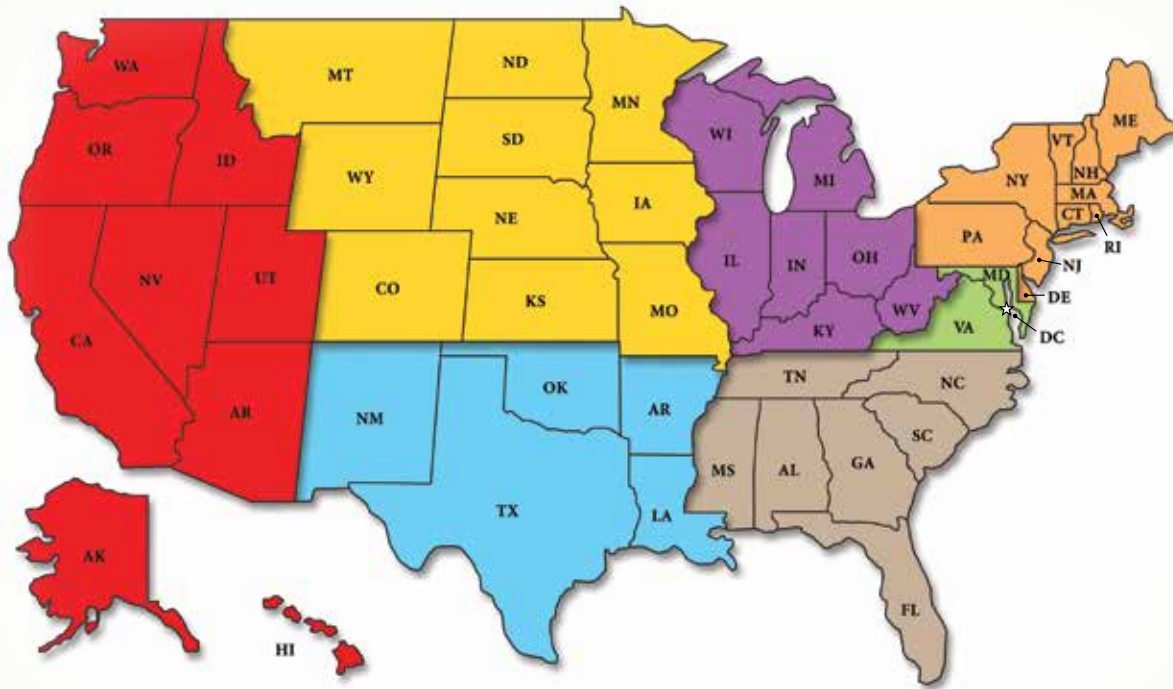
Valerie McDonald
Receptionist Secretary

Cathy Miller
Operations Manager

Joseph Reed
Policy Analyst



NAACP REGIONS



- REGION I *(includes Germany)*
- REGION II *(includes Japan)*
- REGION III
- REGION IV
- REGION V
- REGION VI
- REGION VII



4805 Mount Hope Drive
Baltimore, MD 21215
www.naacp.org