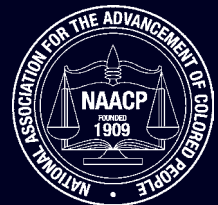


# We Shall Not Be Moved



NAACP **2013** ANNUAL REPORT



# We Shall Not Be Moved



## 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

## We Shall Not Be Moved

**W**e of the NAACP do not ask for more than that to which we are entitled – nor will we be moved to accept less.

From the founding of the NAACP in 1909 to the present day, we have pursued civil rights and social justice. It has even been said that there is no other such organized group today which has a greater influence on the society of our nation.

In fact, the NAACP serves as America's conscience. We struggle, we fight, and we work collaboratively not just for ourselves and our children, but also to finally fulfill the dream of a United States where every person – regardless of color, place of birth, or ethnicity – can contribute their skills and talents to make this United States of America a better place for all of us.

In brief, our goal is the complete elimination of second-class citizenship. We take it as a bedrock truth that all people are created equal...endowed by their creator with certain inalienable rights; among these are life, liberty and the pursuit of happiness. This fight for freedom is the responsibility of every American. We urge all liberty-loving citizens to join in it with us. In the words of the late black poet/playwright, and author Langston Hughes:

We have tomorrow  
Bright before us  
Like a flame.

Yesterday  
A night gone thing,  
A sun-down name.

And dawn today,  
Broad arch above the road we came –  
We march!

Americans together,  
Let's march.

And so, we shall not be moved from that vision.

– *Langston Hughes*

To commemorate its golden 50th Anniversary, the NAACP commissioned Langston Hughes pre-eminent black Author and Poet to write the NAACP history “Fight for Freedom”. At the end, he added a postscript which said in part, “I learned to read with the *CRISIS* on my grandmother’s lap. I grew up with the NAACP now in its second half of century as I am in mine. The first movingly beautiful words I remember are those of the Bible and the editorials by Dr. W.E.B DuBois in the NAACP’s *CRISIS*. My folks were early members in the NAACP.

In high school, I had begun to write. The height of my ambition was to have something published in the *CRISIS*. I sent some of my earliest poems to it. *The Negro Speaks of Rivers* written when I was 18, was the first of my poems to be published in a national magazine. From that time on, over a period of some 40 years, my poetry and prose appeared in the *CRISIS*, the official organ of the NAACP which gave me my start in the literary world.

The NAACP, has won some great legal cases for Civil Rights. This is why the “Sit-In-Kids” sit in today and the ‘Freedom Riders’ ride! This fight for freedom is not our task alone, it is the responsibility of every American. The NAACP invites all liberty – loving Americans to join it....”



## From the Chairman



“NAACP: We Shall Not Be Moved” became our guideline for progress during our 104th year in 2013.

We focused on the federal and state levels to improve policy and insure equity in education. We addressed the issue of Environmental and Climate Justice providing guidance to NAACP units and other grassroots groups across the nation. We worked to advance energy efficiency and clean energy and issued an Energy Policies Compendium. We had an important legislative victory when in March Congress passed a strong reauthorization of the Violence Against Women Act.

We sponsored commemorative events for the 50th Anniversary of the Assassination of NAACP Mississippi Field Secretary Medgar Evers across the nation highlighted by a wreath-laying ceremony at Arlington National Cemetery featuring former President Bill Clinton, Attorney General Eric Holder and Mrs. Myrlie Evers-Williams. Our Youth and College Division sponsored leadership training institutes throughout the country, including six colleges. Some 672 youth competed in our National ACT-SO competitions from 180 local ACT-SO Programs, a 20% increase over 2012. The 15th NAACP National Religious Leaders Summit was held in Arlington, VA, during which major issues included the “Affordable Care Act”, the faith community, the Right to Vote and the forthcoming 2014 mid-term elections.

During 2013, for staff, we were able to place Regional Directors in six of our seven Regions and open Regional offices in six regions. Our Communications Department facilitated more than 110 print commentaries, secured 123 national interviews and generated positive NAACP coverage by all of the top 20 U.S. newspaper outlets. Staff also secured NAACP leader’s appearances on NBC’s *Meet the Press* and CBS’s *Face the Nation*.





NAACP units, Adult, Youth and College with thousands of dedicated volunteer workers, marched forward with NAACP staff proclaiming that “We Shall Not Be Moved” from our goal of full citizenship rights.

We are ever grateful and offer our heartfelt thanks to each and all of you our loyal supporters who have contributed to another year of progress. As you read this 2013 Annual Report, we urge you to stay with us, “...Til victory is won”.

*Roslyn M. Brock*

Roslyn M. Brock  
Chairman  
NAACP Board of Directors

*We sponsored  
commemorative  
events for  
the 50th  
Anniversary of  
the Assassination  
of NAACP  
Mississippi Field  
Secretary Medgar  
Evers.*

## From the President & CEO



It is impossible to forget the debt we owe to those who came before us – to the valiant leaders, of course, but just as much to the countless, nameless men, women, and even children who risked their lives through the decades to stand up to oppression and bigotry.

The work we undertake today is possible because of their sacrifice. The voting rights we fight to maintain would not have been possible without lessons written in blood and tears about Jim Crow laws and poll taxes. The education we demand for our children would not have been the same without the brave families who integrated schools and universities across the south, too often surrounded by guns. The economic opportunities we seek for our families are within our grasp because for a century and more, courageous individuals accepted the grim reality that the pursuit of justice was worth more than personal safety.

As you read the recap of successes and challenges in this Annual Report for 2013, I encourage you to remember that we are walking only one stretch of a very long path. This journey doesn't belong to one or some of us – it belongs to all of us. The work we do today will create the world our children inherit. Every member, every leader, of the NAACP works in concert to pull our cause forward. The one unifying constant is our determination. We will not be moved from our convictions.

I will always be grateful for those who came before, as I am honored to do my part for those who come after.

A handwritten signature in black ink, appearing to read "Ben Jealous".

Benjamin Jealous  
President & CEO  
NAACP





*Every member,  
every leader, of the  
NAACP works in  
concert to pull our  
cause forward.*

## From the SCF Chairman



Greetings,

**O**n behalf of the NAACP Special Contribution Fund Board of Trustees, it is with much appreciation that I extend heartfelt greetings at the conclusion of our 104th year during which we collectively redoubled our efforts to provide vital financial support for the programs of our National Association for the Advancement of Colored People.

It should be noted that our NAACP/SCF Trustees were responsible for securing more than \$6,108,150 during the past year, an increase of nearly one million more than the preceding year in 2012, marking the sixth successive year. At the same time, our NAACP/SCF Trustees also provided needed products, equipment and in-kind services.

As we forge ahead into 2014, we are committed to significantly increasing our effectiveness and productively as we continue our accelerated campaign to make full citizenship rights a reality.

For your generous and continued support an essential members of our NAACP family, we offer our gratitude.

A handwritten signature in white ink, appearing to read "Eugene J. Duffy". The signature is fluid and cursive, with a long horizontal line extending to the right.

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



*As we forge ahead into 2014, we are committed to significantly increasing our effectiveness and productively as we continue our accelerated campaign to make full citizenship rights a reality.*

# We Shall Not Be Moved

## Civil Rights Fighting a Terrible Tradition

Each year it seems we must take a moment in our Annual Reports to honor the memory of another young black man or boy killed senselessly in this country. While the death of our young men is all too common, it seems that one killing each year serves as a focal point, where we can place our rage, our sorrow, our horror about racism in the United States. This is a dire, woe-filled tradition that we would very much like to break.

In February 2013, the nation was rocked by the murder of a 17-year-old boy in Florida. Trayvon Martin had gone to the store for candy and juice when he was stopped by George Zimmerman, a neighborhood watch volunteer who decided that Trayvon looked “suspicious.” Moments later, Zimmerman shot the unarmed Trayvon in the chest, killing him.

The state of Florida has a “stand your ground” law on the books that entitles anyone to use force (even lethal force) if they believe they face an imminent and immediate threat of serious bodily harm or death. Police refused to arrest Zimmerman because he said the high school junior threatened him. It took weeks to bring Zimmerman to justice; by July he had been acquitted by a Florida jury of the charges of second degree murder and manslaughter.

In the aftermath of his acquittal, the NAACP collected over 1.7 million signatures digital (via email, mobile phone, and social media) for our Justice for Trayvon campaign. We asked the Department of justice to file civil rights charges against Zimmerman. We galvanized support through our Religious Leaders Roundtable. And we compiled a set of policies to serve as a resource for NAACP units working to end racial profiling and prevent such incidents in their communities.

The resulting tool kit, called “Trayvon’s Law,” outlined a possible series of laws to greatly reduce the likelihood of another tragedy like Trayvon’s. The bills (applicable at





*While the death of our young men is all too common, it seems that one killing each year serves as a focal point, where we can place our rage, our sorrow, our horror about racism in the United States.*

the local, state, and/or national level) focus on ending racial profiling, repealing stand your ground type laws, creating law enforcement accountability through effective police oversight, improving training and best practices for community watch groups, and mandating law enforcement data collection on homicides involving people of color.





# We Shall Not Be Moved

## Health

### Our Children Deserve Healthy Bodies

The quest for a better future must begin with guarantees that protect the health and potential of every American – and as long as critical health concerns disproportionately affect people of color, the NAACP will pursue remedies at every turn. In 2013, we built on the strength of past collaborations, and advanced new efforts to provide the assistance and support that every family – and every individual – needs to live a healthful life.

The NAACP’s health program was so effective in advocating for the Affordable Care Act (ACA) that the U.S. Department of Health and Human Services identified it as a “Champion of Coverage.” This honor led to a \$150,000 grant by the Robert Wood Johnson Foundation to increase ACA enrollment in Philadelphia, Dallas, Miami, Atlanta, Detroit, Phoenix, and the cities of northern New Jersey. Thousands attended webinars, and we hosted a national Google Hangout through NAACPConnect.

Our program to treat childhood obesity trained more than 300 advocacy leaders to change the conditions that lead to obesity in youth. We awarded grants to enable state conferences in Mississippi, Tennessee, and New York to advocate for school food policies and to advance environmental protections. And we hosted a Twitter chat with Mom’s Rising that reached a million people.

To ensure regional and national attention to the issues of nutrition, physical activity, and chronic disease, NAACP’s Project HELP trained over 4,000 leaders in ten target cities to increase their advocacy efforts. Project HELP is supported by the Coca Cola Foundation and McDonalds.

Channeling the energy and vigor of young people, the Get Healthy Young People Everywhere (Get HYPE) Initiative was a powerful presence on three historically black colleges and universities. The partnerships worked to raise awareness of the Affordable Care Act, sexual health, and healthy lifestyles. At North Carolina A&T,





Jackson State University, and Alcorn State, 86 college students were tested for HIV and some 500 received health information and education – and the participating student leaders gained valuable experience that they can use in advocacy efforts throughout their lives.

In recognition of the powerful role that faith and lay leaders have on our daily lives, we provided specialized faith training on HIV as a social justice issue. Five hundred seventy-five people (including 249 faith leaders) attended eight training sessions on the barriers and practical ways to integrate HIV into their ministries, and took these critical messages back to their congregations to continue an historically critical leadership in a time of crisis. July 14 was the second annual national Day of Unity, uniting faith leaders nationwide in the fight to end the HIV epidemic. The Day of Unity was supported by senior denominational leaders in the African Methodist Episcopal Zion Church, Full Gospel Baptist Fellowship, Fellowship of Affirming Ministries, and Progressive National Baptist Convention.

At the Clinton Global Initiative annual meeting in September, President Clinton announced a joint commitment of action with Gilead Sciences and the NAACP to scale up The Black Church and HIV Initiative over the next five years to reach 30 cities (covering two-thirds of those affected by the HIV epidemic nationwide).

*The NAACP's health program was so effective in advocating for the Affordable Care Act (ACA) that the U.S. Department of Health and Human Services identified it as a "Champion of Coverage."*

## Education

# Our Minds Deserve Knowledge

**N**o quest for justice can be successful if we do not also ensure our right to quality education. We take up our struggle from the generation who came before us, who worked to ensure we were skilled and could work effectively and thoughtfully; we can do no less for the leaders of the coming generations. NAACP's educational efforts aren't only a mission to support today's students – they are also an investment in a better future.

In support of President Jealous' work with the Equity and Excellence Commission, we advised the U.S. Secretary of Education on disparities in meaningful educational opportunities, and recommended solutions. The commission's February report called for policy reforms in school financing, attracting and retaining effective teachers, and ensuring access to high-quality early childhood education. The report noted that the heightened emphasis on test scores creates such a challenging barrier to success that under-resourced schools find the only way to bring up their scores is to expel or suspend marginalized students – typically children of color who are in need of additional support.

As a partner in the Campaign for High School Equity, we helped to create a report on waivers issued by the U.S. Department of Education that called on the Department to hold fast to its accountability measures so school districts and states could not “hide” underperforming student groups to falsely present successful results when entire subgroups were being ignored and left undereducated.

We supported the efforts of NAACP State Conferences and activists:

- Florida – With our support, the Broward County School Board, courts, sheriff's department, and the Ft. Lauderdale Police Department eliminated school “zero tolerance” policies, allowing common sense to trump uselessly harsh policies. We congratulated the superintendent and discussed how we could influence other school districts to take similar action.





- Mississippi – Because too many students were unprepared for college and professional careers, we worked with the state education committee chairman to build public support for rigorous uniform academic standards. We produced and sponsored education workshop to inform and call on participants to act in support of the Mississippi College and Career-Ready Standards.
- Texas – As part of a coalition to restore school funding, we directed our national advocacy within the U.S. Department of Education to reinforce statewide funding equity goals being established in Texas. Because we were also participants in the Annenberg Institute’s People’s Transition Committee, we were able to draw attention to the disparities in funding across the state.
- Pennsylvania – We called on Governor Tom Corbett to release \$45 million in education funding for the Philadelphia School District to restore essential teachers, staff, programs, and services. The loss of those funds had a direct, immediate impact on 137,000 students. Some 85% were students of color; 82% were from low-income families. Governor Corbett released the funds five days later.

*We take up our struggle from the generation who came before us, who worked to ensure we were skilled and could work effectively and thoughtfully...*



## Voting Rights

# Our Country Deserves An Engaged Population

**W**e confront twin issues in our quest for fair political representation.

The first is efforts by entrenched powers to limit or discourage voting, especially within communities of color. The second is the general malaise that threatens our nation as more and more potential voters come to believe that the country's elected officials serve wealthy masters and not the people. We know that our strength and our ability to effect change is grounded in the hard-won right to vote; we will never give up the effort to engage and enable all citizens in the mission to have a truly representational government.

Voting Rights: In June, 2013, the U.S. Supreme Court announced its decision in *Shelby County v. Holder*, a landmark case to determine if provisions of the Voting Rights Act of 1965 could be overturned, thus allowing localities with histories of discrimination the ability to change their voting laws without prior clearance from the federal government. The Court decided (in a 5-4 vote) that the 40- year efforts to protect voters

from discrimination were no longer needed.

The NAACP responded rapidly. Our immediate press conference on the steps of the Supreme Court was followed by tele-town halls with NAACP leaders (drawing more than 20,000 participants), the production of response packets distributed to the field, and a summit with board and state leaders to coordinate grassroots capacity and to formulate a strategy that combined advocacy, civic engagement, and legal efforts. State leaders were directed to focus their efforts on key legislative officials. We used our vast social media platform, along with media stories and op-eds, to inform and organize activists at every level so we could act as effective watchdogs on changing voter rights in areas where racial discrimination is entrenched.

An NAACP delegation to the United Nations successfully demonstrated to the U.N. Human Rights Committee that voting rights (as well as felon disenfranchisement, gun violence, criminal justice, and education) should be included as





part of the United States' review under its obligations to the International Convention on Civil and Political Rights.

Following our series of victories in 2012, the NAACP continued to play a leading role in the national movement to defend voting rights. The national office held trainings across the country so leaders from our state conferences were equipped and prepared to watch closely for any efforts to suppress the vote. In some states, it was a victory to counter proposed suppressions before they came law; in ten states we were able to increase access to the ballot with measures like early voting and the ability to register on Election Day. Among our successes:

- Colorado – Our work led to the passage of election day registration.
- Delaware – We helped to re-enfranchise formerly incarcerated citizens and the passage of early voting laws.
- Iowa – We helped to streamline the process of restoring voter rights for former felons.
- Maryland – We celebrated the passage of election day registrations.
- Virginia – The NAACP played a



critical role in persuading Governor Bob McDonnell to sign an executive order restoring the voting rights of all people with non-violent felony convictions.

**Civic Engagement.** Recent efforts have added well over 925,000 engaged voters to our Voter Activation Network (or VAN). We used this network to inspire local support in key efforts, including:

- Maryland's death penalty – overturned thanks in part to the 15,500+ calls we patched through from VAN members to the offices of key legislators

- Seattle's living wage initiative – our volunteer phone bank reached out to black voters, who turned out in higher numbers to pass the new law
- Louisiana's fifth Congressional district special election – the 5th has the highest African American population of any Congressional district run by a Republican; we targeted over 20,000 infrequent voters and used radio and television public service announcement. Turnout among our target audience was close to 15% higher than the average across the district.
- Virginia state elections – we engaged 21,000 infrequent black voters to participate in state elections.

# We Shall

## Criminal Justice

### Our Young Men Deserve Justice



**T**he statistics prove the cruel truth: African Americans make up 13% of our nation's population, but around 40% of our nation's prison inmates. The laws of our nation, held up as the standards of fairness, too often are based on long-entrenched biases and bigotries. It is the purpose of the NAACP to work for true equity in this nation, and that certainly includes "under the law." We work both for those who are incarcerated today and to ensure that fewer people of color are unfairly imprisoned tomorrow.

**Racial Profiling/Stop and Frisk.** The NAACP played a crucial role in significantly reducing "stop and frisk" abuses in New York City. We worked with partners to support the Community Safety Act, crafted to curb racial profiling and create oversight of the New York City Police Department. Our campaign to persuade City Council members of the justice of the Community Safety Act included a call center that drove calls to Council members so they could hear the voices of their constituents. The bill passed with enough votes to override Mayor Bloomberg's veto; we are working with partners to ensure the bill's full implementation to protect the people of New York City. Efforts in the nation's largest city set a standard that the rest of the country can follow.

**Gun Violence.** The NAACP took on the challenge of gun violence across the country. We began our campaign in Chicago, a city struggling to combat gun violence, with a summit that connected NAACP staff and board members for the creation of a policy to be used by all NAACP units. Because gun violence is so pervasive, we ensured we had strong ties to many of NAACP's programs, including the Youth and Colleges division and the departments of Education, Economic Justice, Health, and the Washington, DC bureau.

**Reentry: Removing Employment Barriers for Formerly Incarcerated People.**

We continued to make progress with our reentry initiative, and have surveyed seven



national employers on the topic. Our leading partner, Wal-Mart (the nation's largest non-governmental employer) joined us to meet with UPS, which employs staff across the nation. Wal-Mart's representatives discussed their experiences in revising their hiring practices, recounted the steps they took to implement changes, and offered to share more information if and when UPS opted to improve their hiring policies.

The NAACP Financial Freedom Center hosted a daylong convocation of reentry partners and advocates in January. Attendees examined the current employment prospects for the men and women who have served their debt to society and are trying to find work. An informal network is forming of advocates who share their work, victories, challenges, and potential for future collaboration.

**Death Penalty.** We celebrated a life-saving victory in 2013 when Maryland repealed its death penalty. To reach this goal, we set up a call center to encourage participants in our Voter Action Network to voice their opinions with their elected officials (we offered the convenience of a "patch-through" call so that opinion could be registered immediately and easily). Some 15,000 constituents took advantage of the opportunity. NAACP leaders met with Maryland Governor Martin O'Malley and members of the Maryland Senate's Black Caucus. And we launched a communications and social media campaign. The weight of our multi-part strategy made the outcome inevitable; on March 2, the repeal was signed into law.

*It is the purpose of the NAACP to work for true equity in this nation, and that certainly includes "under the law."*



## Climate Justice

# Our Grandchildren Deserve a Healthy Planet

It is not too much to expect that our air will not suffocate us, that the land we live on does not harbor toxic waste, that the water from our taps is not laced with poisons. It is not too much to ask that our elected officials protect our environment so our children can know the world we've known. But too often we see that environmental disasters occur in communities of color and of poverty, where those who carelessly destroy our environment believe protest is less likely. The united power of the NAACP proves that their assumption is false. We can and will make noise when confronted with climate injustice.

**Reducing Harmful Emissions.** In our quest to advance corporate social responsibility, we met with Georgia Power, Mississippi Power, American Coalition for Clean Coal Electricity, and Duke Energy to present our demands on shutting down coal plants, ensuring just transitions for workers, shifting to a clean energy fleet, and ceasing opposition to just energy policies.

We released the Coal Blooded Action Toolkit to equip every NAACP unit (and other grassroots groups as well) with the skills and knowledge to conduct community investigations when they know or suspect a coal power plant is poisoning the air, land, or water. Activists formed partnerships, worked with universities, undertook power analyses, met with plant owners, conducted town hall meetings, developed and filed local ordinances, and pursued litigation. NAACP activists took what they learned and made a real difference in cities and regions across the country.

NAACP leaders from West Virginia, Indiana, Virginia, New Jersey, and Texas went to Capitol Hill in a coalition with partners to educate federal legislators about the impact of air pollution on local communities, and on the need for strong safeguards.

**Advancing Energy Efficiency and Clean Energy.** We released our Just Energy Policies Compendium to strengthen and empower efforts to advance energy



*It is not too much to ask that our elected officials protect our environment so our children can know the world we've known.*

efficiency and clean energy. It includes accurate state-based information for local activists to rely on, and details local incentive programs available to encourage the switch to clean energies.

NAACP joined 40 organizations in a community energy purchase agreement; as a result, we now buy all of our energy through renewable energy certificates for 100% local and national wind power.

**Bridging the Gap.** Connecting Black Communities to the Green Economy: At state and partner conferences on green jobs, we worked to ensure an increased participation from communities of color in advancing a green and just economy.

**Strengthening Community Resilience and Sustainability.** The NAACP is supporting communities in the effort to secure adaptive knowledge and systems to face natural disasters, coastal erosions and the rise of sea levels, and shifts in agricultural yields. We're working closely with core communities to develop eco-district models that others can use.





# We Shall Not Be Moved

## Economic Opportunity

### Our Families Deserve Opportunity

**T**he solution to entrenched, institutionalized poverty is not charity; it's not hand-outs. We serve our community best when we enable the creation of good jobs that provide a living wage – and when we ensure that the full potential of every mind can be realized and allowed to flourish. Self-reliance and drive are critical – but determination isn't enough if the system is built on inherent obstacles. The NAACP is tackling the challenges that must be faced for all people to find true economic opportunity.

**Opportunity and Diversity.** We completed an Opportunity and Diversity Report Card for the country's five largest banks to assess policies on workforce and job advancement, on contracting and procurement, and on small dollar products. As a follow-up to our 2012 report card on the hotel and lodging industry, we released an Action Guide to train NAACP leaders at regional conferences on how to lead major hotel chains into programs of greater diversity.

The fifth annual Gateway to Leadership program graduated 20 young adults who are pursuing careers in the financial sector.

**Economic Education Empowerment.** For a third year, we launched the Financial Freedom Campaign focused on providing access to resources and information that Empowers people of color to successfully achieve individual economic stability. The Financial Freedom Campaign continues to serve as the foundation of the department's grassroots mobilization. Through the campaign, NAACP state conferences provided economic and financial capability resources via to over 15,000 individuals through economic education workshops, seminars, and events.

**Employment and Community Economic Development.** We launched a national partnership with Dunkin Brands to advance African-American franchise ownership, and conducted two Green Jobs, Good Jobs conferences (in Washington, DC and



## *We serve our community best when we enable the creation of good jobs that provide a living wage....*

in Orlando) to examine the challenges and opportunities for black communities in the green economy. We also completed the planning grant for African American Asset Building Initiative in partnership with the Northwest Area Foundation and Corporation for Enterprise Development that assesses the asset building and wealth creation landscape for African Americans in the Northwest region of the United States. Through this initiative the Economic Department convened two roundtables, one for industry leaders and one for community organizations, in 5 target cities within the Northwest Region of the United States – engaging over 52 asset development providers and over 30 community organizations around the racial wealth divide.

**Fair Lending.** We continue to collaborate with financial institutions, federal agencies, corporations, and nonprofits to ensure that financial policies and programs are inclusive and equitable, while growing a movement of engaged citizens. We continued to assess the country’s history of racial and economic policies that have led to the racial wealth inequity. We presented at roughly 5 roundtable meetings with financial industry leaders from the four major banks: Wells Fargo, Bank of America, JP Morgan Chase and Citibank. In addition, Bank executive workshops were held with Wells Fargo focused on affordable mortgages, economic education, building credit, black and minority-owned banks, and responsible small-dollar loans. Finally, we have collaborated with federal agencies such as the Consumer Financial Protection Bureau to educate and inform our grassroots base financial issues impacting borrowers.

**State Advocacy.** As our state chapters have needed support, we’ve provided resources and expertise. For example, Alaska, Oregon, and Washington conferences united to push for a minimum wage of \$15/hour at SEA-TAC; with coordinated efforts, the measure passed. In New Jersey, we fought discrimination in payments to homeowners of color affected by Hurricane Sandy. And the Florida conference is working with state consumer advocates on mortgage foreclosures and consumer finance legislation that would negatively impact communities of color.



# We Shall Not Be Moved

## Field Offices and Membership

### Our Voices Deserve To Be Heard

**T**he NAACP is considered a powerful voice in Washington DC and in other halls of power – but our national presence would be greatly weakened were it not for the determined and steady action of our field operations. Through field organizing, individuals across America can unite to form a powerful whole, creating a single unified voice whose call must be answered. Great achievements are being made at the federal level; they are empowered by the strength of our field operations.

**Field Operations.** The Field Organizing Department oversaw a number of recruitment and operational activities in 2013 that reflect an enhanced capacity across the nation. By the end of the year, there were regional directors and offices in six of the seven regions, field organizers in five, dedicated staff serving as the national Youth & College Division Director, a Youth Council Organizer, and a College Organizer.

We support units through training activities, conventions, quarterly meetings, rallies, freedom fund dinners, and more. The annual Civil Rights Advocacy Training Institutes equipped over 1,500 local unit leaders and partners with training and information on building their capacity. Each region highlighted the heroic people and historic events that made their region and American better in the quest for civil and human rights.

State and local units worked on major direct actions, including the vigorous attacks on voting rights, education, healthcare, and criminal justice. To help, Field Operations provided training, tools, and materials to enable NAACP volunteers to respond rapidly and effectively.

NAACP field operations coordinated with the American Red Cross to lead disaster relief efforts in the Gulf Coast, southwest, and in Hurricane Sandy's aftermath in New York and New Jersey. Units across the country channeled the outpouring of





support by providing volunteers, collecting supplies, and sending funds to support NAACP staff in areas afflicted by disaster. We provided teams of rapid response volunteers to assist with shelter, feeding, and other services. And our network helped FEMA and the Red Cross to create a grassroots infrastructure to support the delivery of services to our communities and to promote fair and equitable treatment.

In 2013, the NAACP commemorated the 50th anniversary of the assassination of Medgar Evers. Events were held in Jackson, Mississippi during the National Board of Directors meeting there, and at banquets and luncheons, symposia, forums, memorial services, mass meetings, and candlelight vigils across the nation. At a memorial and wreath-laying ceremony at Arlington National Cemetery, attendees included former President Bill Clinton, U.S. Attorney General Eric Holder, the Secretary of the Navy, members of Congress, the governor of Mississippi, and other dignitaries.

**Membership.** The “Remember Medgar” campaign was the first national campaign of the year; it challenged each unit to recruit 50 new members each in a “each one bring one” effort. We generated more than 20,000 new members, and almost 5,000 new youth memberships during the effort. As the year progressed, online memberships increased due to streamlined systems that make joining the NAACP easier than ever.



*Through field organizing, individuals across America can unite to form a powerful whole, creating a single unified voice whose call must be answered.*





## Youth and Colleges

# Our Future Leaders Deserve Support

**G**iven the current political and social landscape of our nation, it's so important that young people are engaged in issues and conversations that directly impact their lives and their futures. The NAACP is constantly renewed and recharged by the activism and participation of our Youth and College members. They are making a difference every day, on campuses across the country. Our mission is to provide them with the training and experiences that will make them superb national leaders in their time.

**Youth and College.** We are committed to training and equipping today's generation of militant, intelligent, and strategic youth freedom fighters. To support them, we provided skill-building exercises on power dynamics, personal leadership styles, developing local campaigns, and understanding legal options, and helped national and state youth leaders learn how to train others at our Black Youth Vote! Organizational Training Conference.

Our Youth and College members conducted demonstrations (many gathering significant media attention) supporting Trayvon Martin, Sean Bell, and Oscar Grant. They held a Day of Action on racial profiling following the acquittal of George Zimmerman, and took part in a series of back-to-school leadership training events at colleges throughout the country. Youth members at North Carolina S&T State University and Jackson State University held Get HYPE events where several hundred students were tested for HIV/AIDS.

The Great Debate series took place in Seattle, Washington DC, and New York. With teams from Wiley College, Howard, Columbia, and Harvard, the participants shared ideas and challenged each other in intellectual debate and conversation. The series touched more than 3,000 young people.







During the Annual Convention, we trained over 400 young people on activism on gun violence, voting rights, and youth employment. Youth members developed more than 15 memes and Instagram videos to promote social justice engagement and awareness for Youth and College members who were unable to attend. This is the kind of energy and commitment that led to a partnership with BET and The League of Young Voters to promote gun safety, education equality, economic opportunity, and health coverage for all young people. Using our digital media platforms, the network reached some 47 million people.



**ACT-SO.** This year's national competition was held on July 11-14 in Orlando at the Annual Convention. We had 672 national competitors (a 20% increase from last year) as well as youth observers, volunteers, judges, program chairs, and an eager audience of some 700 NAACP convention delegates. Of 180 local ACT-SO programs in the country, 124 sent their gold medalists to compete, and 28 branches sent leadership teams to prepare for the 2014 competition.

ACT-SO (the Academic, Cultural, Technological and Scientific Olympics) offers competition in 26 categories, including sciences, humanities, performing arts, visual arts, and business. Famed ACT-SO alumni include musician Kanye West, actress Jada Pinkett-Smith, filmmaker John Singleton, and comedian Anthony Anderson.

*The NAACP is constantly renewed and recharged by the activism and participation of our Youth and College members.*

# We Shall

## Legal Advocacy

## Our People Deserve Equality



**L**itigation is expensive; and because most litigation ends in a compromised settlement, rarely results in either party obtaining all of their desired goals and objectives. However, while there are a number of viable alternative means of resolving disputes, sometimes litigation nonetheless be necessary.

Although litigation may generally be considered as a last resort, inevitably, there will be times when requests and demands, persuasions and demonstrations fail to sway an individual or group determined to infringe upon the rights of others or discriminate under the law. Where the offender is habitual in their application of discriminatory laws or practices there may even be instances in which litigation may even be the only means through which to ensure that all citizens be treated fairly. When the need exists, those who discriminate under the law will be faced with a challenge by an NAACP legal team that is second to none at defending our rights and seeking the swift pursuit of justice.

**Contracts and Cases.** The Office of the General Counsel reviewed hundreds of contracts and legal claims for the NAACP, and pursued legal cases, including the following:

**Third Sector Dev'l and the NAACP v. Brian Kemp, Sec. of State.** The NAACP National Office, along with Third Sector Development and the Georgia State Conference of the NAACP filed suit against the Georgia Secretary of State for failing to process thousands of voter registration applications that were submitted as a result of the registration drives leading up to the November, 2014 election. The voter registrations drives, involving largely African Americans and Latino voters were conducted by both the New Georgia Project and the Georgia State Conference of the NAACP. Although the resulting voter registration applications were submitted in a timely manner, the Secretary of State failed to add nearly 85,000 of these applicants to the voter registration rolls.

*When the need exists, those who discriminate under the law will be faced with a challenge by an NAACP legal team that is second to none....*

**NAACP v. City of Philadelphia.** The NAACP sued the City of Philadelphia for its refusal to run the NAACP's criminal justice billboards at the airport, despite having permitted similar billboards from other organizations. On August 1, 2014, the Court granted the NAACP's Motion for Summary Judgment and ruled the city's airport advertising policy prohibiting purported commercial advertisement to be unconstitutional.

**Radiance v. NAACP.** The Radiance Foundation – a conservative, pro-life group – attacked the NAACP based on its belief that we espoused a pro-choice platform. In an attempt to disparage us, Radiance used our name and logo and referred to us as the “National Association for the Abortion of Colored People.” In response to our “cease and desist” letter, Radiance filed a lawsuit against us, asking the courts to give them permission to continue using our name and logo.



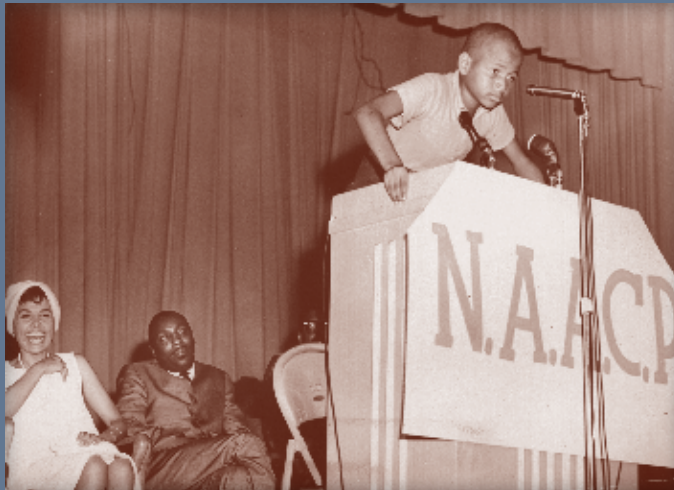
After a two day trial and the submission of post-trial briefs by both parties the U.S. District Court for the Eastern District of Virginia issued an order finding that The Radiance Foundation was liable for trademark infringement stemming from the anti-abortion group's intentional misuse use of the NAACP's name and logo in postings on its website. The Court permanently enjoining the The Radiance Foundation “against any use of ‘National Association for the Abortion of Colored People’ that creates a likelihood of confusion or dilution as to any National Association for the Advancement of Colored People trademarks,” and furthermore ordered the Radiance Foundation to pay the NAACP's court costs. The Radiance Foundation has, however, filed an Appeal.

## Hollywood

# Our Society Deserves Role Models of Color

**T**he NAACP Hollywood Bureau is primarily responsible for dealing with issues of diversity programming and minority employment in the entertainment industry. The Bureau also monitors offensive and defamatory images in film and television, as well as campaigns for greater minority participation in the medium. Additionally, the Bureau works to broaden and expand the pool of emerging talent by identifying, developing and educating writers, directors, producers and actors, subsequently positioning the Association as a resource and feeder into the entertainment industry. On a year-round basis, the Bureau provides support to people of color in the industry by showcasing their work in order to foster a continuous pipeline of diverse voices.

Through the NAACP Image Awards, the Association celebrates and highlights the outstanding achievements and performances of diverse talent in the arts, as well as those individuals or groups who promote social justice through their creative endeavors.







*Through the NAACP Image Awards, the Association celebrates and highlights the outstanding achievements and performances of diverse talent in the arts, as well as those individuals or groups who promote social justice through their creative endeavors.*

# We Shall

## Washington Bureau

### Our Nation Deserves Our Abilities



Two thousand thirteen was a challenging year for the NAACP policy agenda, Congress was so divided and acrimonious that very little was actually accomplished. Legislatively, 2013 was the least productive year by far in modern history. 2013 saw only 72 bills enacted into law, compared to 150 in 2012; 90 in 2011; 258 in 2010; 125 in 2009; 280 in 2008; 180 in 2007; 313 in 2006; 169 in 2005; 200 in 2004 and 198 in 2003. Sadly, the most memorable action taken by the 113th Congress to date has been the government-wide shutdown, which

lasted 16 days in October, 2013, and cost the American taxpayers an additional \$24 billion.

One of the few bright spots for the Washington Bureau in 2013 was the confirmations, by the U.S. Senate, of several NAACP-supported nominees, who together will do much to promote the policy goals and agenda of the NAACP. These nominees include Rich Cordray to lead the Consumer Financial Protection Bureau; Tom Perez as U.S. Secretary of Labor; Anthony Foxx as U.S. Secretary of Transportation; B. Todd Jones to be Director of the U.S. Bureau of Alcohol, Tobacco, Firearms and Explosives; Patrick Gaspard as U.S. Ambassador to South Africa; Congressman Melvin “Mel” Watt as Director of the Federal Housing Finance Agency; and Patricia Millett and Cornelia “Nina” Pillard to the U.S. Court of Appeals for the D.C. Circuit. The nominations of Congressman Watt, Ms. Millett and Ms. Pillard came only after the move on Thursday, November 21, 2013, when the United States Senate voted to change the rules under which it operates and require only a simple

majority – 51 votes out of 100, as opposed to the 60 out of 100 which had been required – to approve ending debate and moving forward with the confirmation of a presidential nominee to serve either in the executive branch or the judiciary. This rule change means that while the Senate is still responsible for providing its “advise and consent” on nominees to the executive and judicial branches, and while nominees still require the support of a majority of the Senators to be confirmed, no longer will 60 votes be necessary to bring the nominations up for an up-or-down, yes-or-no, vote on confirmation. This change will apply to all nominees of future presidents, regardless of their party affiliation.

The NAACP Washington Bureau also saw movement on several key legislative initiatives that are important to us; bills were introduced, and hearings were held on issues including Stand Your Ground laws; the need to continue affordable housing goals; and the need to increase the federal minimum wage to name a few at which the Washington Bureau was asked to submit testimony.

The NAACP experienced a legislative victory in 2013 when Congress passed, and the President signed, a strong reauthorization of the Violence Against Women Act. Specifically, On March 7, 2013, President Obama signed S. 47 into law. This came after the U.S. House passed the same version of a bipartisan bill to update and improve the NAACP-supported Violence Against Women Act (VAWA), which the Senate passed earlier in February, 2013. S. 47 seeks to improve criminal justice and community-based responses to domestic violence, dating violence, sexual assault and stalking in the United States. Enactment of the law capped a year of frustration for VAWA advocates.

Another highlight of 2013 for the NAACP Washington Bureau occurred in early August when the U.S. Federal Communications Commission (FCC) approved of a rule to reduce and cap the exorbitant phone rates paid by incarcerated people and their families. This rule, which has been championed by the NAACP as African Americans and other racial and ethnic minorities are disproportionately incarcerated in our nation's prisons and jails, will 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.

The Washington Bureau also worked tirelessly to promote diversity in media ownership through the FCC rulemaking process and to protect the Lifeline program from Congressional attacks as well as potential adverse regulatory moves. On October 1, Washington Bureau Director Hilary Shelton was honored by being asked to give the 31st Annual Everett C. Parker Lecture in Ethics and Telecommunications. This honor, which last year was bestowed on Rev. Jesse Jackson Sr. and has also been given to such luminaries as FCC Commissioners Mignon Clyburn, Reed Hundt, and Michael Copps and journalists Mary Alice Williams, Steven Brill, and Scott Simon among others.

The Washington Bureau also spent much of 2013 working to preserve and expand the federal "safety net" to help those less fortunate during their time of uncertainty. This included protecting the federal "SNAP" ("Supplemental Nutrition Assistance Program", formerly known as Food Stamps) program from debilitating cuts of \$40 billion over 5 years, as was proposed in the House of Representatives, and from an amendment in the House which would have required drug testing of all SNAP beneficiaries. The Washington Bureau also worked hard to protect against a Senate amendment which would have prohibited anyone who has ever been convicted of various crimes from ever receiving

SNAP benefits. Although we were largely successful, (the final bill, which passed in early February, 2014, cut SNAP by \$8 billion over 5 years), we are unhappy that the SNAP program was cut by \$8 billion. Other safety nets which we fought hard for included an extension of federal unemployment benefits for the long-term unemployed and the implementation of the Affordable Care Act.

Finally, the NAACP Washington Bureau worked hard on the drafting and development of legislation to modernize and strengthen the Voting Rights Act of 1965 (VRA) in light of the decision by the U.S. Supreme Court in *Shelby v. Holder*, which eviscerated Section 4 of the VRA. We remain committed to working with Congress and the President to ensure that the strongest bill, which offers the most protections to all Americans, is ultimately signed into law.



# We Shall Not Be Moved

## Annual Convention

### Our United Efforts Deserve Recognition

**T**he NAACP's 104th Annual Convention was held in Orlando Florida July 13-17. The theme was "We Shall Not Be Moved." The event was filled with a spirit of collaboration and excitement as we looked back at the year behind, planned strategies for the year to come, honored our best and brightest, and made and strengthened our networks of support at every level.

It was standing room only at the kick-off revival, which featured a convention choir of over 200 voices. This was the perfect beginning to four days of reflection and planning as we rededicated ourselves to our cause. "We Shall Not Be Moved" meant remembering the last half of the century of civil rights history, working to uphold and defend voting rights, devising campaigns for criminal justice reform, education equality, and so much more.

Convention speakers included actors, established and emerging civil rights leaders, elected officials, and faith-based leaders. We held a memorial prayer breakfast, a religious leaders luncheon, and a gospel extravaganza. The Youth and College Division hosted workshops, luncheons, and forums, and the ACT-SO competition spotlighted emerging youth from across the nation. (More on ACT-SO on pages 28 and 29.)

Chairman Roslyn M. Brock said "The civil rights anniversaries this past year remind us of how far we have come, and how far we still have to go. As we honored the contributions of heroes like Medgar Evers, W.E.B. DuBois, and Bayard Rustin, we also fought the new Jim Crow of mass incarceration and the old Jim Crow of voter suppression. In the last election, we broke records for voter diversity but faced new attacks on equal access to education, health care, and economic opportunity.

"This convention is a chance for NAACP activists to celebrate our victories and prepare for the year ahead. We have never been content to just memorialize past icons; we must be the heroes of our present and future."







*“This convention is a chance for NAACP activists to celebrate our victories and prepare for the year ahead....”*

# We Shall Not Be Moved

## Image Awards Our Leaders Deserve Honor

**W**e are honored by the opportunity to celebrate our leaders, style-makers, and trend-setters – both current and future. It's important to take time to gather together in friendship and fellowship, to refresh our bonds and renew our mutual support for our cause and for each other. Our special events in 2013 were wonderful opportunities to showcase the best of our movement, and we're proud to have honored so many exceptional people.

**Image Awards.** The 44th annual NAACP Image Awards was a star-studded and exciting event, broadcast on NBC on February 1. The evening was hosted by comedian, author, radio and talk show host Steve Harvey, with smooth-voiced Dennis Haysbert as our announcer. Samuel L. Jackson, Jamie Foxx, Queen Latifah, Wanda Sykes, and Tony Goldwyn were part of an all-star line-up of presenters.

Award winners included Denzel Washington, Alfre Woodard, Cuba Gooding, Jr., the Preservation Hall Jazz Band, Usher, Don Cheadle, and Kerry Washington (who was presented the President's Award). The Vanguard Award was given to George Lucas in recognition of his passion project, *Red Tails* – an action movie about America's first all-black combat unit.





*Our special events in 2013 were wonderful opportunities to showcase the best of our movement, and we're proud to have honored so many exceptional people.*



# We Shall

## Leadership 500 and National Religious Leaders Summits

**Leadership 500 Summit.** The 9th annual Leadership 500 Conference was held in Naples, Florida over Memorial Day weekend. Under this year's theme of "Leadership is Not a Title, It is an Action!," the Conference offers current and aspiring leaders the chance to connect with peers who share their passion for social justice. Politicians, teachers, entrepreneurs, athletes, and business leaders gathered to re-dedicate their efforts to support civil and human rights in their personal and professional lives.



A Town Hall Meeting titled "Twenty First Century Black Women" addressed issues affecting women of color, ranging from employment and gender equality to trafficking and indentured servitude.

*... "Twenty First Century Black Women" addressed issues affecting women of color, ranging from employment and gender equality to trafficking and indentured servitude.*







**National Religious Leaders Summit.** The Summit was held in Arlington, VA on November 12-14. We focused on a broad array of important issues, including the Affordable Care Act, the faith community and the fight for the right to vote, the 2014 mid-term elections, and the South Carolina confederate flag issue. At a special tribute dinner, the NAACP honored the Rev. Julius Caesar Hope. Attendees included many members of the NAACP national staff, including Interim President and CEO Lorraine Miller.



*We focused on a broad array of important issues, including the Affordable Care Act, the faith community and the fight for the right to vote....*

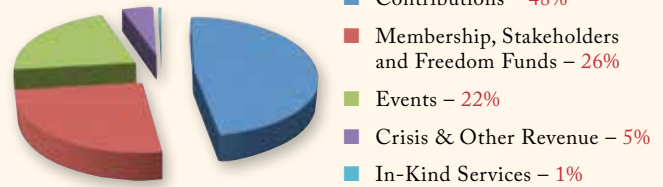
# Financials

## NAACP and Affiliates

### Consolidated Statements of Financial Position as of December 31, 2013 and 2012

	2013	2012
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 1,844,809	\$ 3,250,413
Investments	5,685,839	5,189,552
Accounts receivable, net	4,135,361	5,486,696
Other current assets	195,271	584,281
<b>Total Current Assets</b>	<b>\$ 11,861,280</b>	<b>\$ 14,510,942</b>
<b>FIXED ASSETS</b>		
Furniture and equipment, net	\$ 1,420,690	\$ 1,223,286
Land and building	315,659	512,909
<b>Total Fixed Assets, net</b>	<b>\$ 1,736,349</b>	<b>\$ 1,736,195</b>
<b>OTHER ASSETS</b>		
Other assets	15,583	15,583
<b>Total Other Assets</b>	<b>\$ 15,583</b>	<b>\$ 15,583</b>
<b>TOTAL ASSETS</b>	<b>\$ 13,613,212</b>	<b>\$ 16,262,720</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$ 3,606,138	\$ 3,867,717
Line of credit	2,015,769	-
Deferred revenue	825,000	602,103
Pension benefits	2,703,357	4,368,863
<b>Total Liabilities</b>	<b>\$ 9,150,264</b>	<b>\$ 8,838,683</b>
<b>NET ASSETS/SHAREHOLDER'S EQUITY</b>		
Unrestricted	(1,781,751)	(1,391,400)
Temporarily restricted	6,244,699	8,815,437
	\$ 4,462,948	\$ 7,424,037
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 13,613,212</b>	<b>\$ 16,262,720</b>

## PERCENT OF TOTAL REVENUE



### Consolidated Statements of Activities for the years ended December 31, 2013 and 2012

	2013	2012
<b>SUPPORT AND REVENUE</b>		
<b>Support:</b>		
Grants and Contributions	\$ 15,119,559	\$ 23,025,033
Legacies and bequests	614,092	175,619
<b>Total Support</b>	<b>\$ 15,733,651</b>	<b>\$ 23,200,652</b>
<b>Revenue:</b>		
Membership	\$ 3,092,138	\$ 3,250,342
Convention	2,358,268	2,633,103
Image Awards	4,237,646	4,498,721
Leadership 500	538,430	500,656
Legal	4,046,813	8,528,436
Regional Offices & Conferences	117,589	114,391
Freedom Funds	1,217,338	1,236,002
Investment income	729,190	583,758
Disaster Relief	21,363	-
In-Kind Contributions	181,223	1,145,491
Gain on Sale of Asset	342,178	-
Subscriptions	11,333	14,384
Advertising	49,176	87,121
Other revenue	438,930	328,205
<b>Total Revenue</b>	<b>\$ 17,381,615</b>	<b>\$ 22,920,610</b>
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$ 33,115,266</b>	<b>\$ 46,121,262</b>
<b>EXPENSES</b>		
<b>Program Services:</b>		
Membership Services	\$ 2,279,933	\$ 2,243,579
Field Operations	6,115,956	4,883,390
Convention	2,525,458	3,157,744
Image Awards	3,807,598	5,254,309
Leadership 500 Summit	601,847	463,076
ACT-SO	858,900	996,314

### PERCENT OF PROGRAM EXPENSES



- Membership Services & Field Operations – 28%
- Policy and Advocacy Programs – 47%
- Events – 23%
- Crisis Magazine – 2%

### PERCENT OF TOTAL EXPENSES



- Program Services – 79%
- Management and General – 10%
- Fundraising – 11%
- Crisis Selling Expense – 1%

## Consolidated Statements of Activities for the years ended December 31, 2013 and 2012 *cont.*

	2013	2012
Civic Engagement	609,293	4,767,443
Legal Programs and Fellows	3,073,450	4,278,143
Direct Issue Education	2,869,461	2,699,281
Redistricting Project	80,518	196,789
Research and Policy	1,113,810	1,395,926
Education	456,601	659,052
Health	1,241,628	948,644
Economic Development	2,174,974	2,159,029
Disaster Relief	405	379
Climate Justice	458,647	474,185
Criminal Justice	425,569	466,110
Human Rights and Voting Rights	756,546	929,887
Cost of Sales – Crisis Magazine	711,218	712,176
<b>Total Program Services</b>	<b>\$ 30,161,812</b>	<b>\$ 36,685,456</b>
<b>Support Services:</b>		
Management and general	\$3,673,640	\$3,007,879
Fundraising	4,046,865	3,908,658
Selling expense	200,976	191,914
<b>Total Support Services</b>	<b>\$7,921,481</b>	<b>\$7,108,451</b>
<b>TOTAL EXPENSES</b>	<b>\$38,083,293</b>	<b>\$ 43,793,907</b>
Support and revenue over expenses	(4,968,027)	2,327,355
Change in defined pension plan obligation	\$ 2,006,938	\$ (1,076,859)
<b>CHANGE IN NET ASSETS</b>	<b>(2,961,089)</b>	<b>1,250,496</b>
Net Assets/(Deficit), Beginning of Year	7,424,037	6,173,541
Net Assets/(Deficit), End of Year	\$4,462,948	\$7,424,037

## Consolidated Statements Of Cash Flow for the years ended December 31, 2013 and 2012

	2013	2012
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in net assets	\$ (2,961,089)	\$ 1,250,496
Adjustments to reconcile changes in net assets to net cash (used in) provided by operating activities		
Depreciation	282,121	171,840
Donated Assets	–	(13,160)
Unrealized (gain) loss on investments	(394,501)	(168,081)
Changes in assets and liabilities:		
Decrease (Increase) in Accounts receivable	1,351,335	(1,151,869)
Decrease (Increase) in other assets, net	389,010	(480,958)
(Decrease) Increase in accounts payable and accrued expenses	(261,579)	901,989
(Decrease) Increase in pension benefits	(1,665,506)	1,076,859
Increase in Deferred Revenue	222,897	602,103
<b>Net cash (used in) provided by operating activities</b>	<b>(3,037,312)</b>	<b>2,189,219</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchase/transfer of investments	(844,208)	(4,798,446)
Sale of investments	1,074,056	4,601,028
Reinvestment of interest and dividends	(126,681)	(169,422)
Purchase of property and equipment	(471,459)	(455,204)
<b>Net cash (used in) provided by investing activities</b>	<b>(368,292)</b>	<b>(822,044)</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Payments on Loan Management Account		(1,500,844)
Advances on loan management account	2,000,000	–
<b>Net cash (used in) provided by financing activities</b>	<b>2,000,000</b>	<b>(1,500,844)</b>
Net (decrease) increase in cash and cash equivalents	(1,405,604)	(133,669)
<b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>	<b>3,250,413</b>	<b>3,384,082</b>
<b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>	<b>\$ 1,844,809</b>	<b>\$ 3,250,413</b>
<b>Supplemental Data</b>		
Cash paid for interest	\$ –	\$ 11,535

# Our Donors



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.

## CORPORATIONS

### \$1,000,000 and above

Bank of America  
Wells Fargo

State Farm  
UAW Chrysler  
Verizon  
Walgreens Company

### \$10,000 - \$49,999

American Petroleum Institute  
Astra Zeneca  
Bad Boy Marketing  
Blue Flame  
Capital One  
CBS Corporation  
GEICO  
Goodyear Tire & Rubber Company  
Kikkoman  
Marathon Oil Company  
Marriott International, Inc.  
Moet Hennessy USA, Inc.  
Nationwide Mutual Insurance Company  
NBC Universal  
Nissan  
PHRMA  
Sodexo, Inc. & Affiliates  
Target  
The Home Depot  
The ServiceMaster Company  
The Walt Disney Company  
Toyota Motor Sales, USA, Inc.  
Turner Construction Company  
UAW - GM Center For  
Human Resources

### \$200,000 - \$999,999

AARP  
AT&T Corporation  
Comcast Corporation  
Dunkin Brand  
Eli Lilly and Company  
Federal Express Corporation  
Ford Motor Company  
General Motors Corporation  
Hyundai Motor America  
NBC Universal Media, LLC  
United Parcel Service of America, Inc.  
Wal-Mart Stores, Inc.

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

American Honda Motor Company, Inc.  
BBVA  
BMW (U.S.) Holding Corporation  
Costco Wholesale  
Cracker Barrel  
CVS Pharmacy, Inc.  
Denny's  
Disney Worldwide Services, Inc.  
Food Lion, LLC  
Gilead Sciences, Inc.  
Hilton Worldwide  
Johnson & Johnson  
Lowe's Companies, Inc.  
MillerCoors  
Pepsi  
Personnel Strategies Inc.  
Time Warner

### \$100,000 - \$199,999

Anheuser Busch  
Camelot  
ChevronTexaco Corporation  
McDonald's Corporation  
The Coca-Cola Company  
Southwest Airlines



## FOUNDATIONS

### \$1,000,000 and above

W.K. Kellogg Foundation

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

Atlantic Philanthropies  
Bill & Melinda Gates Foundation  
Ford Foundation  
Open Society Institute  
Tides Foundation

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

Annie E. Casey Foundation  
U.S. Centers for Disease Control  
and Prevention  
Caldwell-Fisher Charitable Foundation  
Des Jardin-Silcon Valley  
Community Foundation  
Jewish Communal Fund  
Marguerite Casey Foundation  
Public Interest Projects, Inc.  
Kresge Foundation  
Robert Wood Johnson Foundation  
Knight Foundation  
The Energy Foundation  
Pettit Foundation  
The William and Flora Hewlett  
Foundation

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

GM Foundation  
Northwest Area Foundation  
PEPSICO Foundation  
Rosenberg Foundation  
The Mac AIDS Fund

### \$10,000 - \$24,999

AIDS Healthcare Foundation  
California Community  
Compton Foundation  
Greater Kansas City Community  
Foundation  
The Tyler Foundation  
Compton Foundation  
Institute on International Education

## ORGANIZATIONS

### \$25,000 - \$49,999

African Methodist Episcopal  
Zion Church  
AFL-CIO  
Alpha Kappa Alpha Sorority, Inc.  
Foundation for Financial Planning

### \$5,000 - \$24,999

AME Zion Church  
American Federation of Teachers  
Board of Bishops AME Zion Church  
Coalition To Stop Gun Violence  
Good Shepherd Baptist Church  
Group O  
National Coalition To Abolish  
The Death Penalty  
National Hispanic Medical Association  
NEA  
Top Ladies of Distinction  
U.S. Navy  
Union for Reform Judaism  
United Mine Workers  
Venn Strategies



# Individual Donors

Thanks to the individuals that make up our NAACP family of supporters. Through the generous gifts of over 105,000 supporters, the NAACP has been able to grow and thrive while providing vital support the African American community. Below you will find a list of lead individual donors that have generously given during the 2011 calendar year. We humbly thank you for your generosity and continued support.

## Second Century Donors

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Billye & Hank Aaron  
Jed Smith  
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Esther Silver Parker  
Mitch & Freada Kapor  
Joan Smiles  
John Hallstrom  
Quinn Delaney  
Dan Fireman  
Willie Brown  
Steve Phillips  
Jonathan Soros  
Carol Tolan  
Anonymous  
Anonymous

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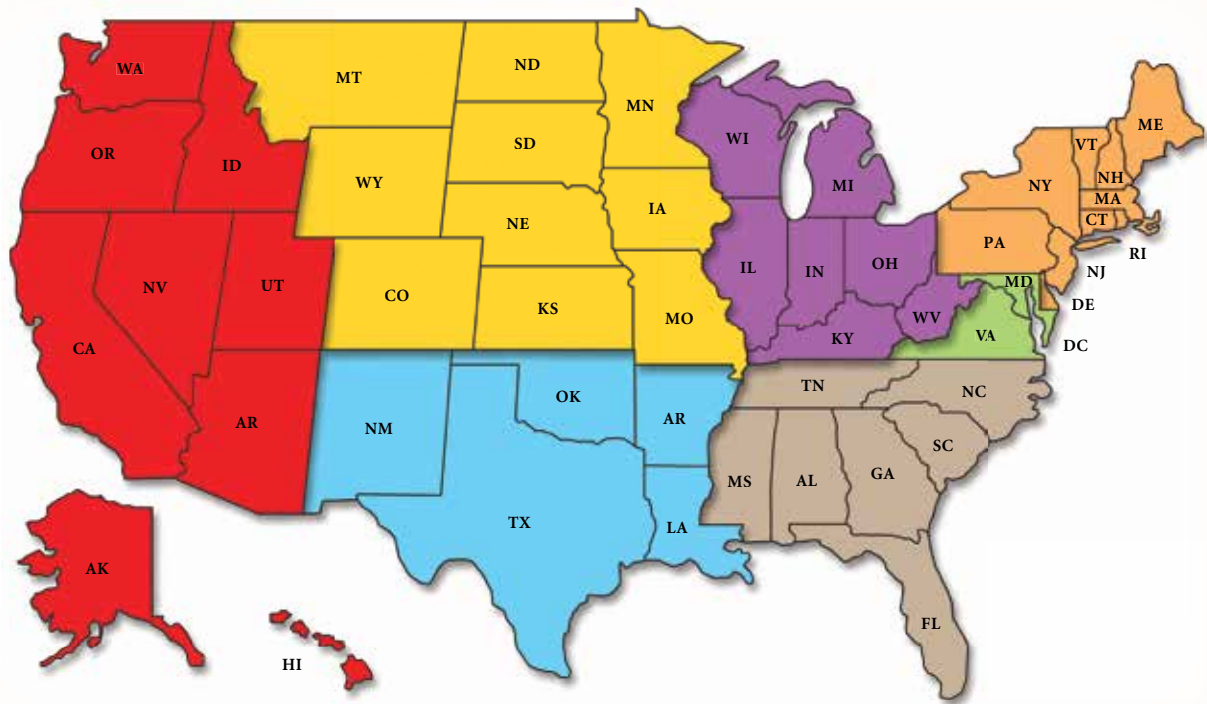
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- REGION I (*includes Japan*)
- REGION II (*includes Germany*)
- REGION III
- REGION IV
- REGION V
- REGION VI
- REGION VII



*Design: RCW Communication Design Inc.; Designer: Lorenzo Wilkins; Creative Director: Rodney C. Williams*

We have tomorrow  
Bright before us  
Like a flame.

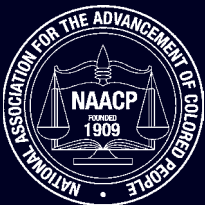
Yesterday  
A night gone thing,  
A sun-down name.

And dawn today,  
Broad arch above the road we came —  
We march!

Americans together,  
Let's march.

And so, we shall not be moved from that vision.

— *Langston Hughes*



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