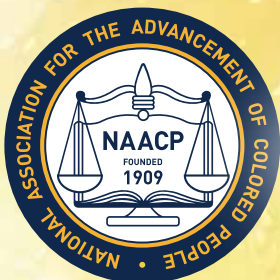
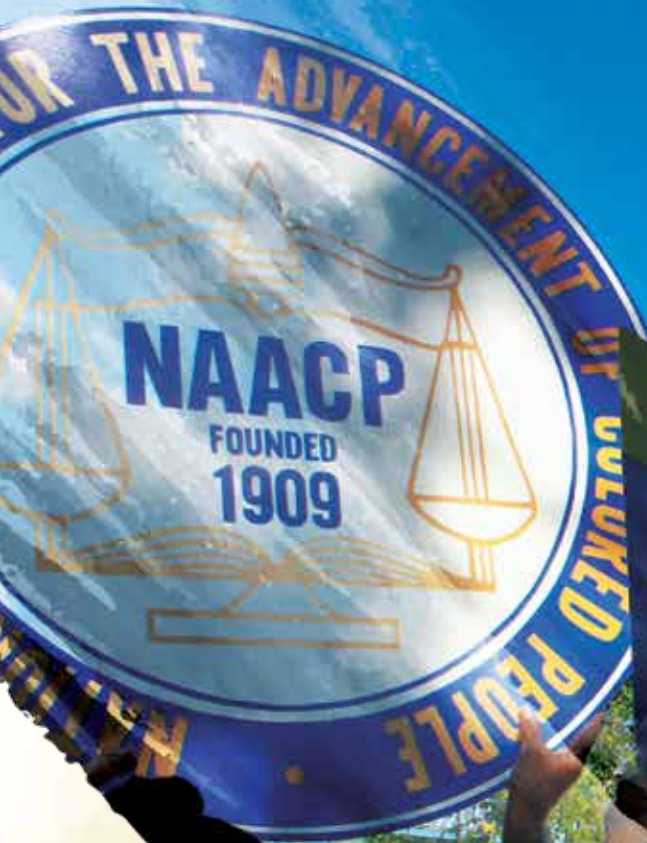


OUR LIVES MATTER.

OUR VOTES COUNT.



*NAACP: 2016 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

*2016 marked a year of social controversy, an unprecedented year of political debate and continued police brutality throughout our communities. The work of the NAACP has brought increased visibility and bolstered our historic credibility as the premier civil rights organization with funders, the media, our members, other civil and human rights organizations, policymakers and the public.*

In 2016 we continued our work on the ground and as we remained heavily involved in civic engagement activities, and witnessed the election of a new President who has thus far demonstrated antagonism at best to many of our priorities - including education, criminal justice, and voting rights. Therefore, we made voting rights a priority in our communities and stood up against violence in our neighborhoods particularly from those whose jobs it is to protect and to serve.

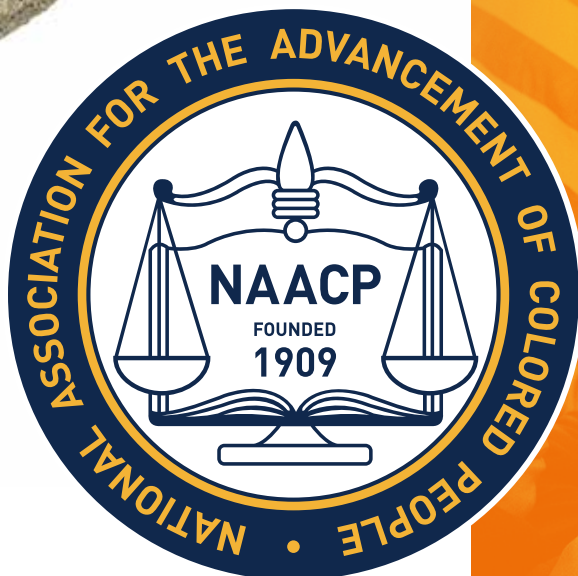
As we demonstrated our willingness to challenge the assault on the rights of our constituency, we saw an increase in both members and financial support. We recognize the importance of the call "Our lives matter, Our votes count!" It was a challenging year and a demanding year for NAACP support and thus we remained committed to our youth, families, communities and businesses.





## INTRODUCTION

*We made voting rights a priority in our communities and stood up against violence in our neighborhoods particularly from those whose jobs it is to protect and to serve.*



## FROM THE CHAIRMAN

For the NAACP, 2016, our 107th year brought a plethora of challenges coupled with some significant achievements, as we moved forward in this national election year proclaiming “Our Lives Matter, Our Votes Count.” However, the recently elected U.S. President has demonstrated little support for many of our primary goals – including voting rights, education, health and criminal justice.

For the fourth time in our 107 year history, the NAACP convened in Cincinnati. More than 6,000 attended the sessions during the week from some 40 states, representing the 7 NAACP geographic Regions. This included some 2000 delegates and alternates plus friends and citizens from the host Community of Cincinnati.



Convention Program highlights included the NAACP continuing Legal Seminar with more than 60 experts and specialists addressing such important issues as Voter Purging, Civil Rights Legislation, the role of the U.S. Supreme Court, Law Enforcement in communities of color, the Fight for Adequate Education for students of color, racial Justice and the First Amendment, combating Police Brutality and Implicit Bias.

Some 3000 Youth attended the ACTSO Programs including 650 participating competitors. Our NAACP Youth & College Department celebrated its 80th Anniversary year and sponsored a National “Stay Woke and Vote Campaign” which covered more than 20 college campuses and engaged several thousand college students to complete voter registration forms, pledge cards and vote. The tour visited some twenty states during a four week period.

Our NAACP Environmental and Climate Justice staff hosted training sessions for more than 150 state and local leaders from 46 states on Energy Justice and Climate resilience.

Subsequently, their leaders sponsored “Just Energy Campaigns” in each of their communities. Others sponsored resilience projects on local foods, sea level rise, disasters and more.

NAACP Education staff worked to help ensure compliance with the Every Student Succeeds Act, ESSA, by training NAACP State conferences to work with State Department of Education to develop effective implementation plans. This act will be implemented in 2017 and 2018.



## FROM THE CHAIRMAN

The Health Staff sponsored a Health Pavilion, luncheon and workshop during the National Convention. During the year, this Staff sponsored 13 Get HYPE Programs engaging 3,763 young adults 18 – 24 in health promotion activities. Some 13 colleges and universities in 10 states participated. The Black Church and HIV initiative continued during the year. Nine faith leaders events, were held in nine states. Howard University School of Divinity and Interdenominational Center are including this important issue in their curricula.

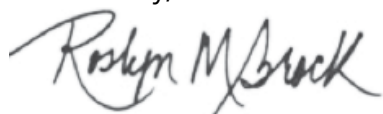
As a part of our ongoing efforts to increase the diversity of emerging talent in Hollywood, the NAACP has joined with CBS to create a writing fellowship at the University of Southern California, USC and NBC at the University of California, Los Angeles, - UCLA. Each year a fellowship is awarded to students whose work offers a fresh perspective on ways in which minorities are represented in television and film. Students are given financial assistance, mentoring and an internship at the NAACP Hollywood Bureau.

Our Communications Department reported that the NAACP was mentioned in National news stories 341,465 times, a 55 percent increase from 219,113 traditional media mentions the NAACP received in 2015.

The NAACP partnered with various organizations, including the Links, The Divine Nine, The Headstart Association, the Shriners and The AME Church on Civic Engagement and Voter participation. In collaboration with Women In the NAACP, we hosted a gathering for women's organizations on Civic Engagement and hosted an Election Day Command Center in our Baltimore National Headquarters.

We urge you to read this Annual Report to learn more about our accomplishments and challenges. Come with us as we prod our Nation's conscience on our March to Full Citizenship Rights For All.

Sincerely,



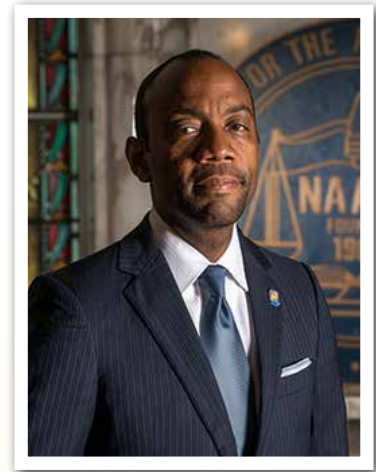
Roslyn M. Brock  
Chairman, NAACP National Board of Directors



*We urge you to  
read this Annual  
Report to learn  
more about our  
accomplishments  
and challenges.*

## FROM THE PRESIDENT & CEO

In 1909, when African Americans were regularly lynched for attempting to cast a ballot, a group of enlightened advocates joined together to create an organization that would declare and defend the degree of how much our lives matter and our votes count. In the century to follow, the National Association for the Advancement of Colored People has made great strides and overcome numerous hurdles in pursuit of our mission. The 2016 election presented several distinct challenges, but the NAACP refused to retreat. In the face an administration that promotes intolerance and professes indifference to our needs, the NAACP has fought back, gaining pledges from lawmakers and law enforcers to protect our votes and our lives.



Our year of record-setting civic engagement kicked off in the spring of 2016 with *Democracy Awakening*. The NAACP led a 200-member coalition of grassroots organizations representing thirty million members in mass rallies and protests at the Capitol to call for restoration of the Voting Rights Act and a fully-seated Supreme Court. The *Nation* magazine touted our demonstration, with its 1,400 arrests, “the most important protest of 2016 election.”

In the months to follow, the NAACP launched a massive civic engagement initiative to protect and get out the vote. The Youth & College Division set an impressive standard: through the Stay Woke and Vote Campaign and a partnership with Chance the Rapper, our youth leaders registered thousands of young people on twenty college campuses and concert arenas across the country.

Under the Legal Department’s expert command, the NAACP won nine major federal cases critically confronting all manners of ugly, unconstitutional voter suppression, including voter purging, intimidation, and misinformation. In Texas, our state conference saved 608,470 votes with a victorious decision from the U.S. Court of Appeals for the Fifth Circuit. In North Carolina, our state conference saved nearly five percent of the electorate when the U.S. Court of Appeals for the Fourth Circuit ruled that the state legislative had enacted discriminatory voting laws that intentionally targeted and disenfranchised black voters. And, just days before Election Day, the NAACP saved nearly 4,500 voters from being purged from the North Carolina rolls.

In the last five days of the campaign, we launched our Selma Initiative to safeguard access to the ballot box, dispatching lawyers and laypeople in 6,022 targeted precincts across seventeen states. And, on Election Day, volunteers at our national command center and on the ground across the country stood by the side of voters as they faced countless obstacles to the polls, from missing registrations to hours-long lines.

When the unexpected, unsettling results of the presidential election came in, we did not waiver. We stood our ground, set to challenge the assault on the rights of our constituency.



## FROM THE PRESIDENT & CEO

A record increase in membership and record donations rewarded our readiness. Membership grew steadily throughout 2016 but skyrocketed to record levels in the fourth quarter, following the November election. Donations also exceeded our annual targets, not only through new foundation support and corporate sponsorship but also through major donors at \$10,000 or more.

While we fought in the courts and in the streets to defend our right to vote, our Criminal Justice and Environmental and Climate Justice teams were working around the clock, around the country to safeguard our lives. The Criminal Justice Department empowered local units to action with the Pathways to Police Reform Toolkit and called upon elected officials and candidates to take the Pledge to Preserve and Protect Our Lives. Thanks to the continued generosity of several funders and contributions from an important new source, 2016 was a year of expanded engagement and field building for the Environmental and Climate Justice Department: the department hired six new staff members and held six new resistance training sessions, which included 150 from forty-six states.


In the face of festering antagonism towards our work and our community, in some sectors, we have remained steadfast in our activism, living up to our reputation as the nation's premier civil rights organization. By any objective or subjective measure of social or traditional media, 2016 saw the NAACP become more visible and vocal than in any time in recent years. We ended the year as the most well and widely covered civil rights organization in the country.

There is much work yet to be done, but, as this report demonstrates, the NAACP's 2,200 local units, nearing 500 thousand card-carrying members, and millions more digital activists are uniquely poised to see our work through. Together, we will remain relentlessly vigilant and responsive, challenging any attempt to roll back hard-won civil and human rights advances.

Thank you,



Cornell William Brooks  
President and CEO  
NAACP



*When the unexpected, unsettling results of the presidential election came in, we did not waiver.*

## FROM THE NAACP FOUNDATION CHAIRMAN

*At the close of a tumultuous year, our 108th, it is with much appreciation and gratitude that I offer greetings to our loyal friends who contributed time, skills, sage counsel and vital financial support for our fundamental NAACP programs in Health, Education, Voting Rights, Criminal Justice, Economic Opportunity and our Youth & College initiatives.*



We, the Trustees of the NAACP Foundation work with great determination to generate financial support. Three data points measured in terms of dollars and cents show a positive trajectory: we raised \$6,740,250 in 2015, \$4,493,639 in 2016 and thus far in 2017, \$5,246,860. It is with much joy that I report this to you as it is just one clear indication of our efforts to support this Association that we hold so dear. Ours is just one contribution and I am confident that with our new noble leadership and an inspiring opportunity to re-imagine and re-envision our work we, the Trustees, will reinvigorate our fund raising, renew our commitments and reveal a greater foundation for the NAACP in the coming years. To be clear, dollars raised is one indicator of progress; it does not capture our in-kind contributions, pro-bono services and products, generated by our NAACP Trustees, which were significant and of great value.

With successive generations, our NAACP has come a long way and we look forward, onwards and upwards to the continued support of our loyal constituent members, friends and sponsors.

With cordial wishes and many thanks.

Sincerely,

A handwritten signature in black ink that reads "Dwayne C. Proctor".

Dr. Dwayne Proctor  
Chairman, NAACP Foundation



**OUR** **LIVES** **MATTER** **OUR** **VOTES** **COUNT**

## OUR PROGRAMS

## IN ACTION



## HEALTH

*The health team had a productive and successful 2016. The team continued to implement the national health and wellness, childhood obesity, and HIV initiatives; launched a new dialysis education project; planned and staffed a successful Health Pavilion, luncheon, and workshop during the Annual National Convention; and furthered its collaboration with the Washington Bureau and several national organizations to advance equitable health policies in the US.*

The most aggressive initiative was the department's **Get Hype Project** which hosted thirteen Get HYPE events, engaging a total of 3,763 young adults ages 18-24 in health promotion activities. Organized by college chapter leaders, the two-day events consisted of food demonstrations, fitness challenges, educational health displays, and health screenings to encourage students to adopt healthy behaviors and make healthy living part of their campus culture. Through the chapters' efforts, 270 students were tested for HIV, 605 students received blood pressure and glucose screenings, 48 new chapter memberships were acquired, and 100 students registered to vote.

The following chapters participated in Get HYPE in 2016:

- Tennessee State University
- Langston University
- Lane College
- Hampton University
- Texas Southern University
- Stephen F. Austin State University
- Eastern Michigan University
- Towson University
- Xavier University
- Northern Kentucky
- Salisbury University
- University of Louisville
- Baylor University



*The most aggressive initiative was the department's Get Hype Project...*



## HEALTH



The Black Church and HIV initiative experienced continued growth and new directions in 2016. There were nine faith leader events that took place in the following cities; Brooklyn, Charlotte, Ft. Lauderdale, Houston, Jacksonville, Los Angeles, Memphis, Nashville, and San Antonio. Several of the initiative's Advisory Committee members and ambassadors served as moderators for the faith leader events. In all, the sessions reached about 300 faith leaders and other persons wanting to learn more about addressing HIV in their community through a social justice lens.

Following the faith leader sessions, many faith and community leaders continued the conversation and organized follow-up events in their respective cities. The initiative received four ratified resolutions from denominations in 2016 along with 10 public endorsements from churches across the nation. Hood Theological Seminary and Payne Theological Seminary have fully integrated HIV as a social justice issue into their courses. Further, Howard School of Divinity and Interdenominational Theological Center are in the process of incorporating this important issue in their curricula.

# EDUCATION

## *The Education*

*Department continued to work to monitor and provide feedback on national education issues while supporting local activism and advocacy by our state conferences and local branches.*

## State and Local Support

Staff assisted the Maryland State Conference in their work to investigate allegations against the state of Maryland challenging the denial of education services to juvenile detainees. We then filed a systemic complaint with OCR and DOJ. As a result in response, state officials promised reform and Maryland Governor Larry Hogan **recommended adding \$3 million** to the 2017 state juvenile detention education budget in January 2016.

## ESSA Training for Units

To help ensure compliance with Every Student Succeeds Act (ESSA) that takes effect in 2017 and 2018, staff have been working with state conferences on training and engagement to determine how they can work with State Departments of Education to develop meaningful ESSA implementation plans. Unit engagement has ranged from meetings with top state education officials and legislators to serving on state ESSA task forces, and filing written comments when funding fails to advance equal protections.

Throughout the year, several units challenged the process used to engage parents and communities.

## Charter Schools – Privatizing Education

Throughout the year staff worked to support the Association's position opposing the privatization of public education. This work included: working with the Resolutions Committee to incorporate additional language in their 2016 convention resolution to help address charter oversight and transparency; working with the Washington Bureau to provide an Alert/Toolkit for units to work with the Education Committee; training at the Annual Convention Education Workshops in Cincinnati; and providing questions for Secretary of Education Betsy DeVos to the Washington Bureau.



## VOTING RIGHTS

*In 2016, the NAACP engaged several allies in expanding the number of organizations that commit to prioritizing voting rights and working against efforts to suppress the vote across the country by local governments.*

In Spring 2016, the NAACP worked closely with Democracy Initiative (DI) partners to coordinate the massive Democracy Awakening protest in DC. The event was an active three days of demonstrations, education and advocacy for members protesting over civil rights, voting rights, and the outsized influence of money in politics. Staff and leaders worked together to bring several thousand activists to Washington D.C., which created a real-time exercise in messaging on the overall need for democracy reform. The three days concluded with the Congress of Conscience Day of Action, in which NAACP members from a dozen State Conferences joined thousands of other activists on a march to Capitol Hill for a day of non-violent direct action and advocacy to encourage passage of critical voting rights and money in politics reform measures.

*... protesting over civil rights, voting rights, and the outsized influence of money in politics.*



## CRIMINAL JUSTICE



*Our new Senior Director of Criminal Justice Programs was hired in June 2016 and immediately began work offering vocal national support on criminal justice issues and launching programs to provide state conference support and training to take on important criminal justice issues with emphasis on police reform and fair chance hiring through local advocacy.*

### ACTIVITIES:

#### Police Reform

There was an important concentration on police reform at the 2016 Annual Convention. Our Senior Director of Criminal Justice Programs helped organize a plenary session on policing, organized small-group dialogues on policing and spoke to state conference presidents about the NAACP's police reform agenda.

At a plenary session, national experts discussed the need for police reform and how to bridge the divide between police and the communities they serve. Local units and Convention attendees were provided a **Pathways to Police Reform Toolkit** and **Protect and Preserve Our Lives Policing Pledge**.

After the convention, staff signed on to a coalition letter from several civil rights groups about best practices for police responses to community protests. The Senior Director participated in several national forums around policing, and appeared on the Crisis Today radio show and the Leslie Marshall show to discuss police reform.

Staff participated in a day-long National Sheriff's Association roundtable about building community trust, and engaged with NAACP's national organizational partners to share the NAACP's police reform agenda.

The department has started significant collaborative work with law enforcement to address community needs. Along with the Yale School of Medicine, the NAACP is now a sub-grantee of the International Association of Chiefs of Police on a groundbreaking three-year US Department of Justice Office for Victims of Crime **grant on trauma-informed practices** in policing. This grant provides the opportunity for the NAACP to work with law enforcement agencies across the country to create a curriculum and implement trauma-informed practices that could transform the relationships between police and the communities they serve. The Director also worked with the council for a strong america's fight crime invest in kids organization to provide commentary and a line-by-line review of training for police on connecting with youth.



## Ban the Box/Fair Chance Hiring

The department has again initiated conversations with national employers across the county about fair chance hiring policies. The NAACP has made an educational video which explains fair chance hiring and its impact that has been promoted widely to educate the public.

During Annual Convention, staff presented information on Fair Chance Hiring policies during the Convention's Diversity Career Fair.



## Gun Violence

At the Annual Convention, approximately 200 people attended a workshop about gun violence as a public health issue. The discussion also covered potential solutions for gun violence and how communities can mobilize to address the issue.

Later in the year, the Director participated in meetings with members of a growing national coalition to address gun violence in ways that address community needs, recognize public health causes and impacts of gun violence that do not exacerbate mass incarceration.

## Death Penalty

In the final days of the Obama presidency, the Criminal Justice Department proposed bold action on reducing the number of individuals on death row by requesting clemency for federal death row inmates by petitioning President Obama to commute the sentences of the 62 individuals to life without parole. Staff also contacted attorneys for death row prisoners to discuss the NAACP's role in short and long-term abolition strategy.

## Support to President

In response to emerging criminal justice issues and incidents throughout the year, staff helped draft statements and provide briefing material to the President's office. This included creating and editing press statements with the communications department, editing a foreword for a Brennan Center report about criminal justice reform as well as statements for use at coalition meetings, fundraising and press events.

## ENVIRONMENTAL & CLIMATE JUSTICE (ECJ)

*2016 was a time of extensive engagement in field building in continuing to infuse equity measures into environmentalism, including mitigating and adapting to climate change. We built on advancements in 2015, including the release of over 20 state Justice Energy Policies Reports; multiple publications on Engaging with the Public Utilities Commission; Teaching Environmental Justice in the Classroom; Equity in Resilience Building for Climate Adaptation, and more.*

The ECJ staff engaged in over 70 speaking engagements at in-person events, or on webinars, as well as provided ongoing support for processes through individual consultations, advisory boards, steering committees, and boards of directors. An increase in interest of our constituents, coupled with a greater need for engagement as the shift in political climate calls for greater emphasis on localism and state based policy work, this year was characterized with large increases in national, state and local capacity. Thanks to increased investments by all of our donors and the engagement of a new donor, we hired 6 new staff members and we hosted 6 trainings involving over 150 state and local leaders from 46 states, in energy justice and climate resilience.

Because of our increased field building and extensive capacity expansion, this year state and local NAACP leadership launched Just Energy Policy campaigns around developing and/or strengthening energy efficiency and clean energy policies while pushing back on mandatory/fixed charges. Communities executed demonstration projects around community solar and energy efficiency, while others started resilience projects around local food, sea level rise, disasters, and more.





# ECONOMICS DEPARTMENT

*In ongoing efforts to advance an equal opportunity society for African Americans, the NAACP Economic Department prioritizes black business development and entrepreneurship, housing and homeownership, workforce development and diversity and financial education.*

## **Economic Inclusion Plans (EIP):**

In 2017, we began collecting data on three major cities ravaged by social unrest and a history of contentious community/police relations: Baltimore, MD; Ferguson/St. Louis, MO; and Charlotte, NC. The goal of the EIP is to develop policy prescriptions that will aim to address the economic inequities fueling the unrest in these cities. To support the development of the EIPs, we hosted town halls where economists, grassroots organizers and city leaders gave panel presentations on their city's economic conditions. Members of the community also provided anecdotal information about their barriers to economic advancements. Once developed, the EIPs will be presented to local officials in hopes of implementation.

## **State Conference Collaboration:**

In 2017, our partnership with Wells Fargo focused on 10 Micro-Grantee State Conferences: Texas, Florida, Georgia, Iowa-Nebraska, Wisconsin, Oklahoma, Maryland, Alabama, Pennsylvania and California.

These Micro-Grantees surveyed their constituents to identify the economic priorities in their states. Homeownership, small business development and financial literacy were the common threads in each of these states. The Micro-Grantees held roundtables to identify the pressing concerns in their communities, and they also conducted community convenings to address those concerns. At these convenings, home applications were completed by constituents, financial literacy was taught in middle schools and Wells Fargo representatives facilitated sessions on managing credit and business development. Over 400 people attended these convenings.



*Micro-Grantees surveyed their constituents to identify the economic priorities in their states.*

# ECONOMICS DEPARTMENT

## Housing:

In 2017, the Housing Team continued their partnership with Ocwen to produce, "Help for Homeowners" events that are designed to offer struggling Ocwen homeowners the opportunity to receive in-person, individualized advice and mortgage solutions to help them remain in their homes. To date, in 2017, these NAACP/Ocwen events have garnered approximately a 42% success rate with over 100 constituents served.

The Housing Team developed a partnership with Airbnb to assist them with increasing their number of minority hosts and employees, and to secure more procurement opportunities for minority-owned businesses. Airbnb will share with the NAACP the revenue it receives from adding new hosts (hosts' earnings will not be impacted by this).

Additionally, the NAACP National Economic Department Housing Blueprint was drafted to address affordable housing nationally focusing on four major themes: Homeownership/ Financial Education, Labor/Employment, Fair Housing and Housing Development.

In 2017, cultivating relationships with the State Conferences to provide housing literacy guides, disaster relief resources, and providing general housing support was a major priority.

## Youth Engagement:

The Economic Department is committed to providing financial literacy support to Millennials and beyond. Our 2nd Annual Twitter Town hall focused on budgeting garnered over 150 million aggregate Twitter impressions. 150 students attended viewing parties across college campuses to participate in the Twitter chat. Our October Twitter Town hall received wide support from our Youth & College Units as well. Our Department leveraged periscope to livestream a guest financial advisor who answered questions from our units about building and managing credit.

As part of our 2017 deliverables, we executed our 2nd Annual Idea Lab at the NAACP Annual Convention. The Idea Lab is a space to promote young Black entrepreneurship. This year our theme focused on bridging the producer/consumer gap for Black Millennials. Our six finalists developed business plans ranging from environmental sustainability to creating a virtual Black Wall Street.

Our outreach efforts also included hosting a webinar series focusing on workforce development. Specifically, how using social media as a professional resource can bring value, along with resume building skills.



### Region I

#### Alaska/Oregon/Washington

Region I comprised of Alaska, Oregon, Washington, Nevada, Utah, California, Hawaii, Arizona and Idaho has been very active this calendar year. Outstanding activities include the Anchorage Branch's outreach to representatives on both sides of the aisle (Republican and Democrats) in supporting a package of legislation through the State Legislature, that would push a "smart on crime" solution to criminal justice issues within the state. Senate Bill 91 and House Bill 205 aim to divert low-level offenders from prison, safely release and supervise low-risk pretrial defendants who haven't yet been found guilty, and reinvest savings into victims' services, violence prevention programs, treatment, community supervision, and prisoner re-entry services.

During the Seattle Education, Equity and Governance Committee meeting, the Seattle-King County Branch discussed their concern about race relations, especially with law enforcement, in King County. It urged the Committee and local elected officials to take steps to repair relationships with the African American community.

#### Arizona

NAACP Maricopa County, along with law enforcement agencies and other groups supported a virtual police training session. Arizona state legislators allocated \$2.1 million to the Arizona Department of Public Safety to purchase the virtual training simulators. It will provide the opportunity to escalate or de-escalate the use of force continuum based upon the need of the situation. The system offers state-of-the-art simulation and tactical firearms through virtual training in the communities they patrol.

*It urged the  
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## FIELD OPERATIONS

### California/Hawaii State Conference

The NAACP Long Beach Branch hosted its 16th Annual Law Day Program. The NAACP Long Beach Branch Award Winning Law Day Program was recognized by the American Bar Association as a finalist showing excellence in programming. The purpose of the Long Beach Branch Law Day program is to introduce 8th, 9th and 10th grade students of color to law as a career.

The Sacramento Branch kicked off its year-long Centennial Celebration with a ribbon cutting at the California State Fair. The California State Fair, which is hosted in Sacramento, includes an exhibit on the Sacramento Branch and its 100-year history.

The California-Hawaii State Conference held its Annual Spring Resolutions Meeting. It brought together over 100 Branch and Youth & College leaders, who proposed and discussed possible resolutions to submit to the National Convention. The California-Hawaii State Conference held its Annual Legislative Day at the California State Capitol. Over 400 individuals participated with more than half being high school students. Following a half day exploring the legislative process and diving into the legislation supported by the CA-HI State Conference, the participants met with every legislator (or their rep) in the state.

California Units joined hundreds of workers to participate in multiple rallies across the region as part of a National Day of Disruption to call for higher wages and more employee rights. The action was part of a larger effort where fast food workers, airport employees, hospital workers, and other service industry employees walked off their jobs and are demanding that cities and corporations support union rights and pay their workers at least \$15 per hour.

### Idaho-Nevada-Utah State Conference

The Las Vegas Branch celebrated the 56th anniversary of a meeting that led to the end of discrimination against African Americans, banning them from being able to stay at hotels on the strip. The event brought together Hotel Owners, elected officials and community leaders to discuss the need to move further in diversifying the industry.

The Salt Lake Branch conducted an extended interview with ABC4 in Utah about Police-Community Relations. The Branch emphasized how closely local law enforcement works with the Branch and other community organizations. The Region I Office participated in a town hall hosted by Los Angeles area Congress Members Rep. Lucille Roybal-Allard, Rep. Karen Bass, Rep. Linda Sanchez and Rep. Judy Chu. The event focused on restoring the Voting Rights Act and included the Executive Director of the Mexican American Legal Defense and Education Fund (MALDEF), California Secretary of State and other distinguished guests.

The Region I Office is continuing its project of digitizing hundreds of recordings from summits, meetings, and conferences in the region from the early 70's through the 2000's. Digitized materials will be transferred to the Bancroft Library at UC Berkeley for inclusion in its Region I Archive.



## Region II

### Connecticut State Conference

Region II's most notable accomplishments included the New England Area Conference, where the Boston Branch, under the leadership of Michael Curry continued to focus on discriminatory practices and comments experienced by students in Boston and surrounding the communities' educational system.

Complaints of racism and segregation have a long history in Boston's public-school system, which was ordered by a judge to desegregate through a busing system in 1974.

### New Jersey State Conference

In economic empowerment, the New Jersey State Conference stood with state Senate President Stephen Sweeney (D-Gloucester), Sen. Joseph Vitale (D-Middlesex) and members of the labor, anti-poverty and equal rights movement at the Statehouse in support of Senate Bill S15. The proposed legislation will increase the minimum wage to \$15 per hour.

### New York State Conference

New York State Conference reported an increase of 1,197 members and raised \$28,162.20. NAACP branches across the state have conducted voter registration campaigns in preparation for the 2016 primaries. Branch political action committees recruited volunteers, provided training and participated in Vann seminars, in efforts to mobilize maximum voter turnout for the general election held November 8, 2016.



# FIELD OPERATIONS

## Region III

The Midwest Regional Office provided the Environmental and Climate Justice Director with information on NAACP advocacy on the Flint Water Crisis since Jan. 27 that included video of NAACP legislative testimony to a Michigan House of Representatives Hearing on June 3, 2015 at the state capitol in Lansing, MI.

Dr. Jerome Reide, Region III Director, presented *The Right to Vote: The Voting Rights Act & Beyond*, Feb. 29, 2016, at Michigan State University College of Law, was hosted by the Black Law Student's Association, the American Constitution Society, and the Diversity Services Office at Michigan State University College of Law. Dr. Reide shared the history of the Voting Rights Act and the nationwide attack on voting rights.

The Midwest Regional Office hosted the Leadership Conference for Civil and Human Rights in cooperation with the NAACP, the NAACP-National Voter Fund the Ohio Voter Fund and a number of voting rights allies for a Shelby Action Week Campaign to mark the third Anniversary of the *Shelby v Holder* Supreme Court Decision on June 25, 2016.

In preparation for the upcoming midterm election to be held Tuesday, Nov. 6, 2018 as well as the US Presidential election in 2020, the Political Education Committee, Detroit NAACP, and civil rights activists met Dec 2, 2016 in the Detroit Branch Office.

## Region IV

### Missouri

In February, the State Conference aggressively pursued legislation that supports NAACP objectives and continues to fight legislation that detracts from human dignity. To that end the state conference opposed SJR 39, 3 bills, which served to dilute the enforcement of civil rights laws, enhance Jim Crow Voter ID in the Missouri House and Senate, and attacks on prevailing employment wages. The members also worked in support of HB 2596 the Racial Justice Act, measures to place cameras on peace officers, and repeal of the death penalty and criminal justice reform generally.

### Iowa/Nebraska

The Iowa/Nebraska State Conference continued its legislative work in January. NAACP Iowa/Nebraska State Conference is the only non-government organization on the Governor's Criminal Justice Working Committee. Several of the NAACP's recommendations have been adopted by the state of Iowa, including jury diversification, lowered phone rates for state prisoners (now 11 cents a minute), and strengthened policy relative to the storage and preservation of potentially exculpatory evidence for prisoners in state custody.

The Iowa/Nebraska state conference was awarded a grant from the NAACP National Office for affordable health care education in the state.

Iowa Governor Terry Branstad recognized NAACP State Conference President Betty Andrews during his Condition of the State Address and emphasized criminal justice concerns and emphasized the work of the NAACP.



## FIELD OPERATIONS

### Kansas

The Kansas NAACP participated in the Kansas Advisory Committee the U.S. Commission on Civil Rights hearing on the Safe and Fair Elections because of the impact it could have on black voters.

### Minnesota/ND/SD

The Minnesota/North Dakota/South Dakota state conference pushed for and got the state of Minnesota to audit all of its state agencies relative to minority participation.

### Region V

#### Alabama

Leaders of the NAACP Alabama State Conference held a news conference to denounce Governor Bentley's, Congressman Aderholt's, and Senator Shelby's condemnations of President Obama's proposed Executive Orders on Gun Control.

The Alabama State Conference, in concert with Greater Birmingham Ministries, sued to block Alabama's Voter ID law in early December saying it placed an unfair burden on black and Latino voters in the state.

The Alabama State Conference and the Dothan Branch held a series of hearings in the community to gather additional complaints from residents regarding allegations of white supremacist activity within the Dothan Police department. Protests included what is believed to be the first Civil Rights march in the city's history. More than 100 citizen complaints were gathered, reviewed and submitted to the Justice Department.

The Birmingham Branch of the NAACP held a Press Conference opposing parole for Thomas Edwin Blanton, the man convicted of the 1963 bombing of the 16th St Baptist Church. The Parole board agreed with the position of the Birmingham Branch and denied Blanton's parole. The Alabama State Conference of the NAACP, joined by President and CEO Cornell William Brooks held a series of rallies and press conferences to voice their strong opposition to the nomination of Jeff Sessions to serve as the Attorney General of the United States. The State Conference and National President also held two sit-ins' in Senator Sessions Office to address their concerns. Both ended in arrests.

#### Florida

The Florida State Conference led our Association's efforts in Voter Registration and Voter mobilization by registering more than 30,000 new voters.

#### Georgia

Members of the NAACP Atlanta Branch and 60 college students from Clark Atlanta University, Spelman College and Morehouse College held a Voter Empowerment Spring Break, and registered voters in Fulton, Cobb, Calhoun, Henry, Newton, Carroll and Clayton counties. The Conference convened a massive march through the city calling for Criminal Justice reform in the wake of the Alton Sterling and Philando Castile shootings. An estimated 15,000 people took to the streets for roughly 7 hours in the peaceful protests.

The Georgia State Conference successfully stopped legislative efforts in the state to modify a law originally implemented to prevent members of the Ku Klux Klan from wearing masks inside the state capitol, from being expanded to prohibit Muslim women wearing traditional headscarves and veils.

# FIELD OPERATIONS

## Mississippi

The NAACP University of Mississippi Chapter was successful in their efforts to remove the Confederate Flag from the University and to create a more diverse and inclusive campus for all.

The Mississippi State Conference pushed back against a proclamation from Gov. Phil Bryant declaring April as 'Confederate History Month' by launching a petition calling upon the Governor to now dedicate a month to recognize the Union Army as well.

The University of Mississippi College Chapter objected to a plan by the University to add a plaque to a Confederate Statue on campus. The Mississippi State conference called for a federal hate crime investigation into an incident at Stone High School in Wiggins Mississippi where a black student accosted by many white teammates and had a noose placed around his neck.

## North Carolina

The North Carolina State Conference successfully challenged the constitutionality of the State's Omnibus Voter Suppression legislation in Federal court.

The President of the NAACP North Carolina State Conference, Dr. William Barber was invited to speak in primetime on the 4th day of the Democratic National Convention. The State Conference hosted voter registration drives to coincide with the event.

The Conference held a series of vigils and rallies calling upon outgoing Governor McCrory to honor the Election Day results within the State and concede the race to his opponent, now Governor Roy Cooper.

The Conference has announced plans to put together a proposal for the NAACP National Board of Directors to consider a comprehensive economic boycott against the state of North Carolina. The boycott would be in response to the undemocratic efforts of the legislature to strip power away from the incoming Democratic governor and undermine the possibilities for Progressive reform in the state.

## South Carolina

Local, state and National NAACP officials were on-hand to monitor complaints of discrimination during Black Bike Week in Myrtle Beach, South Carolina over Memorial Day Weekend. This was the 10th year that the NAACP has monitored local treatment of the more than 400,000 riders who travel to the city annually on Memorial Day weekend for the largest African-American biker rally in the nation.

## Tennessee

The NAACP Tennessee State Conference and Chattanooga Branch hosted a "State of the Vote" forum to educate members of the Community on Voting Laws and what they needed to do to ensure they're ready to cast their ballots.

The Jackson-Madison County Tennessee Branch teamed up with the Tennessee Healthcare campaign to help get people registered for the Affordable Care Act for 2017. Even in light of the potential changes to the Affordable Care Act under President Trump, they moved forward to ensure that as many Tennesseans as possible would be covered under the current law.



## Region VI

April began with the Arkansas State Conference at odds with the State's effort to have a dual commemoration of Martin Luther King Jr. and confederate General Robert E. Lee and vow to make the issue a priority in the next legislative session. The Arkansas State Conference along with a group of religious and civil-rights leaders are targeting the joint holiday because it represents a contemporary symbol of the state's racial history, comparable to the Confederate flag that flew over the South Carolina State House until last summer. Disentangling King's holiday from Lee's memorial would represent a symbolic victory and could chart the way for further racial reconciliation. Arkansas remains one of three states -- the others are Alabama and Mississippi -- that celebrate both the black civil-rights leader and the white Confederate general on the third Monday in January. Proposals to change Arkansas' holiday, sponsored by black and white lawmakers from both parties, died in committee last year after provoking vocal opposition from people who said the change would diminish the state's Confederate heritage. June, 2016, there was a 9-6 decision the federal court found that Texas' voter ID law violates the Voting Rights Act, particularly Section 2, which prohibits voting practices or procedures that discriminate on the basis of race, skin color and ethnicity.

The NAACP Louisiana State Conference released a list of recommendations for U.S. Attorney General Loretta Lynch to address police relations with the Baton Rouge community. The recommendations came after recent officer-involved gun violence caused a rift among residents, sparking protests and a shooting that left three Baton Rouge law enforcement officers dead and another three injured. The

NAACP is calling for the creation of the Southern University Law Center Clinical Education Reentry Program. The Department of Justice would provide funding for the program, which would allow law students to provide legal services to the community while under the direction of a licensed attorney. The second recommendation calls for the establishment of residency requirements for officers along with the creation of an interactive training program. The residency requirements would designate primary officers to patrol certain neighborhoods. A three-month training period each year at schools, community centers and churches would further immerse officers in the areas they serve.

NAACP Lafayette City Branch hosted a Challenge to Do Better Workshop Series July 14. The first workshop addresses how to serve on boards and commissions and why it's important. The second workshop is about how to engage your government, whether by phone, email or participating in meetings.

The Texas and Louisiana Youth & College Division participated in the Stay Woke & Vote Concert tour with Chance the Rapper. Between the two states over 700 pledge cards were collected.

The NAACP Oklahoma State Conference, the Oklahoma Concerned Clergy for Spiritual Renewal, along with Community and Civic Organizations hosted a "Walk to the Polls" November 5, 2016 to encourage voters to participate in the early voting process.

# FIELD OPERATIONS

Region VI office completed the following;

- Stay Woke and Vote Civic Engagement Organizing Texas, Louisiana, and South Carolina
- Miami YC Civic Engagement Organizing and Rally
- Assisted in Houston in GOTV initiatives.

## Region VII

Regional Director of the DC, Maryland and Virginia area engaged in a variety of important activities and initiatives that included; recording and producing an NAACP Born Suspect: Racial Profiling Report webinar posted to Youtube, viewed 243 times; accompanied Virginia State Conference President Linda Thomas and North Carolina State Conference President Dr. William Barber at the 4th U.S. Circuit Court of Appeals in Richmond, VA to stand against voter suppression; conducted 25 online Voter Activation Network webinars for over 360 attendees; conducted in person Voter Activation Network training for over 400 members; and built the call lists for the Presidential Election Day Phone Banks in New York, and Boston. Our Election Day efforts yielded almost 10,000 phone calls from Headquarters alone.





## MEMBERSHIP

*Membership in the NAACP grew significantly over the course of 2016. With an increased focus on engagement, advocacy marketing, and analysis of giving/demographic trends, membership growth enjoyed a 5 percent increase goal for 2016 over 2015, with staff emphasis on member services and timeliness of card production as well as interdepartmental collaboration to boost and address issues with NAACP membership and unit health. Membership sales continued to increase throughout 2016, with most notable growth in online memberships. 2016 4th Quarter membership sales reached record levels. A total of 23,240 people became online members in 2016, a 37 percent increase over the 16,933 members who joined online in 2015.*

**Constituent Services** staff handled over 20,000 calls in 2016 on a variety of issues involving race and civil rights in America, including:

- The Water Crisis in Flint, MI
- Killing of Harambe the Gorilla in Cincinnati Zoo
- Colin Kaepernick's silent protest in the NFL
- The killing of unarmed blacks by police
- NAACP position on the Presidential Candidates, specifically, Donald Trump
- NAACP alleged support of Hillary Clinton
- NAACP position on Charter Schools



## LOCAL YOUTH & COLLEGE ACTIVITY

*The Youth and College Division concentrated its efforts in 2016 on involving youth in other program areas of the Association; increasing youth and college visibility in the field, and ensuring that millennials of color become more active in the general election and local government. Staff also worked with Membership, Field and Unit Administration to increase and ensure compliance of youth and college units with NAACP by-laws.*

### **Engagement with Local Y&C Chapters**

The Youth and College Director has worked closely with NAACP youth leadership to plan the 2017 Convention in Baltimore, and has conducted meetings to discuss civic engagement and membership recruitment. To fulfill the promise of increasing transparency, the Youth and College Chapter began hosting regular calls with youth and college leadership and with youth and college advisors.

Local outreach activities included:

- Visiting Tennessee State University for the Courageous Together/GET HYPE Tour, which focused on civic engagement and health education.
- Training the leadership of Morehouse, Spelman, and Clark Atlanta NAACP Chapters.
- Staff worked on the Democracy Awakening “Congress of Conscience” and implemented strategy to increase turnout.
- Creating an annual report to the National Youth Work Committee and updated statistics on membership and compliance by Youth and College chapters. Staff also received recommendations to develop an 80th Anniversary Membership Campaign to encourage chapters to increase membership.
- At the 8th Annual NAACP Great Debate hosted by the Connecticut State Conference in Bloomfield, Connecticut, staff spoke to more than 3,000 high school students about the NAACP Youth and College Division.
- Staff partnered with the Truth Initiative for an ongoing awareness campaign to ban smoking on college campuses. The Youth and College Division received financial support to include literature on tobacco cessation at national events.



## Local Youth & College Activity

### Civic Engagement Work

Through conversations and workshops at the annual convention, the Stay Woke and Vote college tour, and the Chance the Rapper “Magnificent Coloring World Tour” partnership, the division engaged, educated, and worked to register millennials of color to vote in preparation for the 2016 General Election.

Staff prepared a Youth and College Civic Engagement Toolkit to assist units with voter registration, voter education, and voter mobilization efforts.

After the election, the Youth and College staff developed a progressive policy agenda for millennials under the new administration.


### Stay Woke and Vote Campaign

National staff convened a meeting with faith-based youth leaders in South Carolina to discuss millennial participation in the 2016 election.

In September, the Youth and College staff initiated the “Stay Woke and Vote College Tour.”, with national staff visiting more than 20 college campuses and engaging with thousands of college students to complete voter registration forms and voter pledge cards.

During the tour roughly 5,000 students either registered to vote for the first time, or took a pledge to vote through the pledge cards provided by staff.

During week one of the tour, the Youth and College staff visited Temple University, Wilberforce University, Central State University, Hampton University, and Lane College. During these college campus visits over 700 students either registered to vote or took the pledge to vote by filling out our pledge cards.



*...the division engaged, educated, and worked to register millennials of color to vote...*

# LOCAL YOUTH & COLLEGE ACTIVITY

During week two of the tour, the Youth and College Staff, along with Region 6 organizer Quincy Bates, journeyed through Texas where we visited seven universities—University of Texas at Arlington, Baylor University, Texas A&M University, University of North Texas, Stephen F Austin University, Sam Houston University, and Texas Southern University. During this stint of the trip, over 2,000 students registered to vote or took the pledge to vote.

Youth and College Staff also went to Southern Connecticut State University and Central Connecticut State University during week two for the Harmony Classic, where another 500 voters registered to vote or took the pledge to vote.

During week three of the tour, the Youth and College Staff traveled through Region V to visit Southeastern University in Louisiana; Tougaloo College in Mississippi; Miles College in Alabama; Savannah State University, Morehouse College, Georgia State University and Spelman College in Georgia. During this stretch of the tour, over 2,000 students registered to vote or took the pledge to vote.

## Magnificent Coloring World Tour

In October 2016, the Youth and College Division kicked off a partnership with Grammy Award winning Chance the Rapper's "Magnificent Coloring World Tour" to register millennial voters in 8 major states throughout the tour. Over the course of the tour, the National staff interacted with local NAACP volunteer chapters, registering approximately 3,500 first time voters.





## LEGAL

*The NAACP Legal Department is charged with providing high quality legal services and customer support to the Board of Directors, the President and Chief Executive Officer, all departments in the National Office, and all NAACP units, in support of (1) proper governance of the Association in accordance with the NAACP Constitution and Bylaws and all applicable laws and regulations, (2) lawful and proper operational management of the Association, (3) the Association's programmatic work in support of its Game Changers, (4) affirmative strategies – including direct action and litigation – in support of the Association's Game Changers, and (5) protection of the legal rights and interests of the Association, including with respect to contracts entered by the Association.*

*The NAACP achieved hard-won victories in federal trial and appellate courts throughout the country...*

In 2016, as through much of its history, litigation was one of the primary methods used by the NAACP “to ensure the political, educational, social and economic equality of all persons and to eliminate racial hatred and discrimination.” The NAACP achieved hard-won victories in federal trial and appellate courts throughout the country, especially in the area of voting rights. Examples of such victories include *NAACP v. McCrory*, a case brought by our North Carolina State Conference. There, the U.S. Court of Appeals for the Fourth Circuit unanimously held that a bevy of voting restrictions imposed by the North Carolina legislature violated Section 2 of the Voting Rights Act of 1965 and the Equal Protection Clause of the U.S. Constitution. The court found that North Carolina's voting restrictions targeted African Americans “with almost surgical precision” in an effort to suppress voter turnout. The historic decision was issued on July 29, 2016. Less than 10 days earlier, in a case brought by our Texas State Conference, the U.S. Court of Appeals for the Fifth Circuit, sitting *en banc*, held in the case of *Veasey v. Abbott* that strict photo identification requirements imposed by the Texas legislature violated the Voting Rights Act of 1965 by suppressing the African-American and Latino vote. This decision by one of the most conservative appellate tribunals in the country represents yet another historic victory

## LEGAL

for the NAACP. About a month later, the U.S. Court of Appeals for the District of Columbia Circuit in *League of Women Voters v. Newby* blocked efforts by Alabama, Georgia and Kansas to require proof of U.S. citizenship in mail-in voter registration applications. This case was brought by the NAACP's Georgia State Conference along with the League of Women Voters. These examples represent only a few of the many important voting rights victories achieved by NAACP units in 2016.

Outside of the area of voting rights, the NAACP achieved another significant litigation victory in *City of Philadelphia vs. NAACP*, a case concerning billboard ads the NAACP placed in the Philadelphia airport noting the high rate of incarceration in the United States. Following efforts by the City to block the ads through a new ad policy, the NAACP challenged the new policy on First Amendment grounds. The Association won at the trial court level and before a panel of the U.S. Court of Appeals for the Third Circuit, with both courts holding that the City's proffered justifications for limiting non-commercial speech did not survive constitutional scrutiny.

In the area of higher education, the NAACP continued its advocacy in support of tailored race-based affirmative action, filing an amicus curiae brief in the case of *Fisher v. University of Texas*. The brief filed in the U.S. Supreme Court by the NAACP and the Texas State Conference supported the University's limited consideration of race in making undergraduate admissions decisions. The brief argued that student diversity represents a "compelling state interest" and that the University "narrowly tailored" its use of race to advance that interest, consistent with the Equal Protection Clause of the Fourteenth Amendment. In June 2016, the Supreme Court ruled, by a 4-3 vote, that the University's limited use of race in its admission process met constitutional standards.



*In 2016, the Hollywood Bureau co-produced and co-wrote five (5) public service announcements, four (4) of which were at no cost to the Association.*

*“Get out the Vote” PSA’s were produced with the following celebrities:*

- Meagan Good
- Shalita Grant
- Tina Knowles Lawson
- Bre-Z
- Keesha Sharp
- Annie Ilonzeh
- Logan Browning
- Keisha Epps

Other PSA’s developed were focused on Youth & College promoting membership and included actual members of the Youth and College Division in the PSA. We developed PSAs for ACT-SO utilizing the voice of comedian Anthony Anderson who spoke to the importance of ACT-SO and whom credits ACT-SO as his foundation in earlier youth.

## **NAACP WRITING FELLOWSHIP WITH CBS AND NBCU WAS AWARDED IN 2016**

As part of the on-going efforts to increase the diversity of emerging talent in Hollywood, the NAACP has united with CBS to create a writing fellowship at the University of Southern California (USC) and NBC at the University of California, Los Angeles (UCLA.) These partnerships are an effort to support, encourage and educate new voices within the industry. Each year, the Fellowship is awarded to students whose work offers a fresh perspective on ways in which minorities are represented on television and film.

## **NHB Industry Website – [www.hollywoodresource.org](http://www.hollywoodresource.org)**

The Hollywood Bureau has developed a new entertainment industry resource site that will provide a comprehensive list of information regarding:

- Diversity programs at studios, networks, and guilds
- Industry reports
- Job listings
- Associations, guilds and unions
- Fellowship and internship programs

## WASHINGTON BUREAU

*The NAACP Washington Bureau continues to raise the profile of, and respect for, the NAACP, our federal policy agenda and our priorities within the United States Congress, the Administration, and among our national coalition partners. We are also building an impressive reputation as a resource to be used by Members of both the US House and Senate when there are questions about the unique challenges faced by the communities served and represented by the NAACP. The Bureau also provided issue expertise and technical assistance to NAACP strategic partners, such as religious organizations, fraternities and sororities as well as social organizations. Led by the Director of the Washington Bureau and the Senior Vice President for Policy and Advocacy Hilary Shelton, the Washington Bureau has continued to promote the NAACP's legislative agenda with results which benefit people in all corners of the United States and in some cases around the globe.*

Through legislative workshops, Action Alerts, Issue Briefs, Issue Updates, and Issue Alerts, we have also worked to educate, inform, and engage our grassroots network, so that NAACP friends and members from across the country are educated and effective advocates when promoting our policy priorities. In addition to promoting our robust legislative and policy priorities, and using the NAACP "game changers" to highlight just a few of our accomplishments in 2016,

- In the area of **criminal justice**, we sought to educate the U.S. Department of Justice, as well as Members of Congress and the general public as to the needs of civil rights and civil liberties protections whenever video surveillance equipment (such as body-worn cameras, dash cams or gun cams) are used; we worked to successfully reauthorize (update and extend) the Emmett Till Unsolved Civil Rights Crime Act; we worked to address issues affecting our constituencies such as sentencing reform, second chances for former felons, and the elimination of the death penalty; we worked with the Department of Justice to see a robust implementation of the Deaths In Custody Reporting Act; and we saw the continuous promotion of bills which were strongly supported, including the Law Enforcement Trust and Integrity Act and the End Racial Profiling Act.



## WASHINGTON BUREAU

- In the area of **economic justice**, we worked closely with the Obama Administration, the Department of Labor and former-Labor Secretary Tom Perez to develop rules, regulations, and executive orders that benefit millions of American workers. NAACP-supported policies include the “overtime rule,” which would benefit approximately 12.5 million Americans.

The NAACP Washington Bureau has also played a very active role in the development of regulations of small-dollar loans, including pay-day loans and car title loans which don't exploit or further entangle Americans in a debt trap. We devoted much time and energy in 2016 to work with the Consumer Financial Protection Bureau (CFPB) which is scheduled to release a rule in 2017 regulating the short-term loan industry encouraging them to issue the strongest rule which does not have loopholes through meetings with the Director of the CFPB, letters, and extensive comments to proposed regulations.

- On **educational** issues, we spent much of 2016 trying to make sure that the December, 2015 Every Student Succeeds Act is promulgated to benefit low income and racial and ethnic minorities. The law left much of the implementation details up to the states, with the federal government overseeing, affirming, and in some cases assisting in the plans. Therefore, it became important that the NAACP advocate for standards to be established by the US Department of Education do the most possible to ensure that low income communities are not left out and that any unique needs are met.
- On the issue of **health** care, we worked hard to promote and defend the 2010 Affordable Care Act (“ACA”). We were especially proud in May of 2016 when the Department of Health and Human Services issued a rule relating to Section 1557 of the ACA prohibiting discrimination on the basis of race, color, national origin, sex, age, or disability.
- Lastly, in the arena of **voting rights**, in addition to heavily advocating for the enactment of legislation to repair and strengthen the 1965 Voting Rights Act, the NAACP Washington Bureau sought to provide educational tools to our members and friends throughout the United States by advancing the NAACP's federal legislative policy agenda to both major political parties and then crafting and distributing a comparison of the party platforms of the two major parties, as well as our annual federal legislative report card of how every Member of Congress voted on key civil rights votes the preceding year.

While 2017 will certainly bring challenges on almost every front, the Washington Bureau is confident that with the backing of an educated, well-informed, and engaged grassroots network to support us, we will be able to successfully advocate and defend our policy agenda and continue to promote a better, stronger, more inclusive United States of America.

# CONVENTION

*The 107th NAACP Annual Convention returned to Cincinnati, Ohio in 2017 during a very contentious presidential election year. The Convention held July 16-20 in Cincinnati overlapped with the Republican Convention held in nearby Cleveland, Ohio from July 18-21.*

Presumptive Democratic nominee, Hilary R. Clinton and presumptive Republican nominee Donald J Trump were invited to speak, however, Secretary Clinton addressed our convention on July 18. Additional keynote speakers during the convention included Secretary of Labor Tom Perez and Rev. Al Sharpton.

The Convention theme, "Our Lives Matter, Our Votes Count" featured workshops, discussions and speakers highlighting voter education, voter protection and voter mobilization.

The success of the 107th Convention included over 2,000 registered attendees, over 700 Career Fair participants, 3000 ACT-SO participants, nearly 400 exhibitors, and over 5,000 Commerce and Industry Show guests.





## ACT-SO

The ACT-SO Department worked with 150 units across the country to engage thousands of high-school students for the 2016 competition year. We narrowed down to 650 students who became eligible to compete in the national competition in Cincinnati, OH. At the culmination, 109 students emerged as the 2016 class of national ACT-SO medalists earning academic scholarships and prizes before an audience of 3,200 people.

ACT-SO recruited 350 new NAACP youth members through the local and national program for 2016. Additionally, 60 ACT-SO alumni returned to volunteer as professional judges and members of the production team for the national competition and awards ceremony.

As a new feature, a pilot team based Hospitality Management competition was hosted during the national competition, featuring three teams of four students. All students who participated received scholarship credits to the Culinary Institute of America for their participation. An additional test competition will be held in 2017.

After the national competition, ACT-SO hosted a weeklong intensive for 50 students in New York, New Jersey and Connecticut. During the intensive, students worked with professional artists and writers to further develop their skills in preparation for the upcoming school year and their personal pursuits.

We are proud to report that 100% of ACT-SO's seniors reported they were continuing their studies in college, at an accredited institution. ACT-SO partnered with The Scholarship Academy to provide free scholarship support to its graduating and rising high school seniors.



## IMAGE AWARDS

*The 48th NAACP Image Awards was broadcast live on TV One from Pasadena, California, February 2016 hosted by Image Awards winner, Emmy nominated actor, and star of black-ish, Anthony Anderson. The show was produced by Executive Producers Reginald Hudlin and Phil Gurin.*

The Image Awards remains one of the most celebrated awards shows featuring African American artists in the music, theater, and film categories. This year we had appearances by Viola Davis, Gabrielle Union, Will Smith, Jada Pinkett Smith, Gina Rodriguez, Chrissy Teigen, Kerry Washington, Nate Parker, Morris Chestnut, Ice Cube, LL Cool J, Gugu Mbatha-Raw, Tika Sumpter, Keegan-Michael Key, O'Shea Jackson Jr., Chadwick Boseman, Michael B. Jordan, Tracee Ellis Ross, Laurence Fishburne, Spike Lee, Loretta Devine, Shonda Rhimes, Omari Hardwick, Wendy Raquel Robinson, Don Cheadle, Sanaa Lathan, Keke Palmer, Michael Ealy, Ken Jeong, Sylvester Stallone, and cast members from "Empire" – Terrence Howard, Taraji P. Henson, Jussie Smollett, Bryshere Gray, Grace Gealy, Trai Byers, Serayah, Gabourey Sidibe, Ta'Rhonda Jones, Kaitlin Doubleday, Lee Daniels, Danny Strong and more.

A highlight of the 48th Image Awards showcased John Legend as the recipient of the NAACP President's Award and in an unprecedented opportunity the NAACP Chairman's Award was given to several activists and organizations including Brittany "Bree" Newsome; Justice League NYC; Concerned Student 1950 Collective at the University of Missouri, Columbia; The University of Mississippi NAACP College Chapter; Rev. Dr. Otis Moss III; Rev. Dr. Howard-John Wesley; Rev. Dr. Jamal Harrison Bryant, and Jussie Smollett. Michael B. Jordan was named NAACP Entertainer of the Year.





# IMAGE AWARDS



# FINANCIALS

## Percent of Total Revenue



- Contributions - 59%
- Memberships, Stakeholders and Freedom Funds - 14%
- Events - 20%
- Crisis & Other Revenue - 3%
- In-Kind Services - 3%

### NAACP AND AFFILIATES

#### Consolidated Statements of Financial Position as of December 31, 2016 and 2015

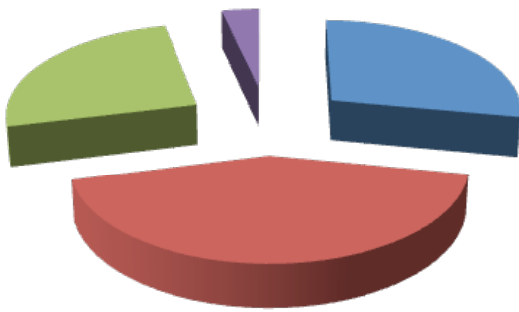
	2016	2015
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$3,566,190	\$3,141,880
Investments	5,661,683	5,691,394
Investment in Affiliates	-	-
Accounts receivable, net	3,073,057	2,562,917
Other current assets	256,050	356,031
Total Current Assets	\$12,556,980	\$11,752,222
<b>FIXED ASSETS</b>		
Furniture and equipment, net	\$796,152	\$899,277
Land and building	315,659	315,659
Total Fixed Assets, net	\$1,111,811	\$1,214,936
<b>OTHER ASSETS</b>		
Investment in affiliates	-	\$-
Due from affiliates	-	-
Assets Investments Restricted	48,802	-
Total Other Assets	\$48,802	\$-
<b>TOTAL ASSETS</b>	<b>\$13,717,593</b>	<b>\$12,967,158</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$1,423,395	\$2,237,322
Due to affiliates	35,671	0.49
Line of credit	2,452,119	2,498,775
Deferred revenue	1,111,882	883,636
Pension benefits	7,854,565	7,854,565
Total Liabilities	\$12,877,632	\$13,474,298
<b>NET ASSETS/SHAREHOLDER'S EQUITY</b>		
Unrestricted	(4,577,903)	(6,776,695)
Temporarily restricted	5,417,865	6,269,556
Investment in Affiliates	-	-
Shareholder's equity/Net Income	\$839,962	\$(507,139)
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$13,717,593</b>	<b>\$12,967,158</b>

#### Consolidated Statements of Activities for the years ended December 31, 2016 and 2015

	2016	2015
<b>SUPPORT AND REVENUE</b>		
<b>SUPPORT:</b>		
Grants and Contributions	14,325,689	\$17,079,977
Legacies and bequests	136,838	361,436
Total Support	\$14,462,527	\$17,441,413
<b>REVENUE:</b>		
Membership	\$3,419,786	\$2,914,567
Convention	3,124,891	2,774,839
Image Awards	2,931,380	2,667,374
Leadership 500	-	375,760
Legal	-	4,500
Regional Offices & Conferences	-	105,300
Freedom Funds	1,183,932	1,062,108
Investment income	147,300	198,998
Disaster Relief	-	-
In-Kind Contributions	1,020,709	971,393
Gain on Sale of Asset	139,469	6,301
Subscriptions	5,929	10,059
Advertising	43,800	34,400
Other revenue	640,188	776,550
Total Revenue	\$12,657,384	\$11,902,149
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$27,119,911</b>	<b>\$29,343,562</b>
<b>EXPENSES</b>		
Program Services:		
Membership Services	\$1,462,585	\$1,773,674
Field Operations	4,068,583	4,253,690
Convention	3,124,166	3,200,725
Image Awards	1,738,417	1,992,802
Leadership 500 Summit	145,059	412,270
ACT-SO	1,109,653	1,164,388
Civic Engagement	594,481	563,706

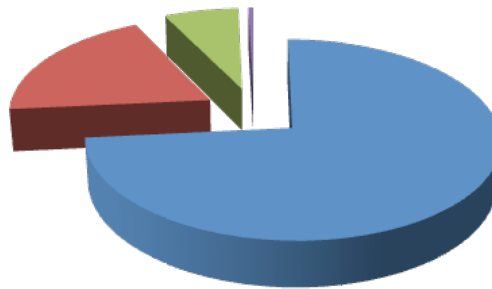


## Percent of Program Expenses



- Membership Services & Field Operations - 28%
- Policy and Advocacy Programs - 44%
- Events - 26%
- Crisis Magazine - 3%

## Percent of Total Expenses



- Program Services - 76%
- Management and General - 16%
- Fundraising - 7%
- Crisis Selling Expense - < 1%
- Net Loss on Investment 1%

### Consolidated Statements of Activities for the years ended December 31, 2016 and 2015 (continued)

	2016	2015
Legal Programs and Fellows	1,451,890	781,845
Direct Issue Education	521,324	420,862
Redistricting Project	578,133	1,724,004
Research and Policy	1,005,441	1,033,312
Education	485,457	541,780
Health	1,085,845	931,616
Economic Development	893,936	1,523,507
Disaster Relief	-	307
Climate Justice	646,050	493,682
Criminal Justice	138,592	223,174
Human Rights and Voting Rights	884	149,484
Cost of Sales - Crisis Magazine	698,874	669,571
<b>Total Program Services</b>	<b>\$19,749,370</b>	<b>\$21,854,399</b>
<b>SUPPORT SERVICES:</b>		
Management and general	\$5,176,173	\$4,289,480
Fundraising	1,834,859	2,837,187
Selling expense	119,922	125,781
Net Investment Loss		204,318
<b>Total Support Services</b>	<b>\$7,130,954</b>	<b>\$7,456,766</b>
<b>TOTAL EXPENSES</b>	<b>\$26,880,324</b>	<b>\$29,311,165</b>
Support and revenue over expenses	239,587	32,397
Change in defined pensions plan obligation	1,191,444	(1,444,091)
<b>CHANGE IN NET ASSETS</b>	<b>1,431,031</b>	<b>(1,411,694)</b>
Net Assets/(Deficit), Beginning of Year	(507,141)	904,554
Net Assets/(Deficit), End of Year	\$923,890	\$(507,140)

### Consolidated Statements of Cash Flow for the years ended December 31, 2016 and 2015

	2016	2015
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in net assets	\$1,431,031	\$(1,411,694)
Adjustments to reconcile changes in net assets to net cash (used in) provided by operating activities		
Depreciation	158,042	186,230
Donated Assets	-	-
Unrealized (gain) loss on investments	(130,730)	212,587
Changes in assets and liabilities:		
Decrease (Increase) in Accounts receivable	(575,829)	(435,558)
Decrease (Increase) in other assets, net	(190,361)	(188,647)
(Decrease) Increase in accounts payable and accrued expenses	(878,192)	(666,485)
(Decrease) Increase in pension benefits	16,006	2,261,890
Increase in Deferred Revenue	228,246	56,269
<b>Net cash (used in) provided by operating activities</b>	<b>58,213</b>	<b>14,592</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchase/transfer of investments	(716,239)	(6,071,521)
Sale of investments	1,323,004	6,223,428
Reinvestment of interest and dividends	(138,425)	(162,428)
Purchase of property and equipment	(48,123)	(43,859)
<b>Net cash (used in) provided by investing activities</b>	<b>420,217</b>	<b>(54,380)</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Payments on Loan Management Account	(54,191)	(48,774)
Advances on loan management account	-	-
<b>Net cash (used in) provided by financing activities</b>	<b>(54,191)</b>	<b>(48,774)</b>
<b>Net (decrease) increase in cash and cash equivalents</b>	<b>424,311</b>	<b>(88,562)</b>
<b>CASH AND CASH EQUIVALENTS , BEGINNING OF YEAR</b>	<b>3,230,442</b>	<b>3,230,442</b>
<b>CASH AND CASH EQUIVALENTS , END OF YEAR</b>	<b>\$3,654,753</b>	<b>\$3,141,880</b>
<b>SUPPLEMENTAL DATA</b>		
Cash paid for interest	\$56,265	\$44,659

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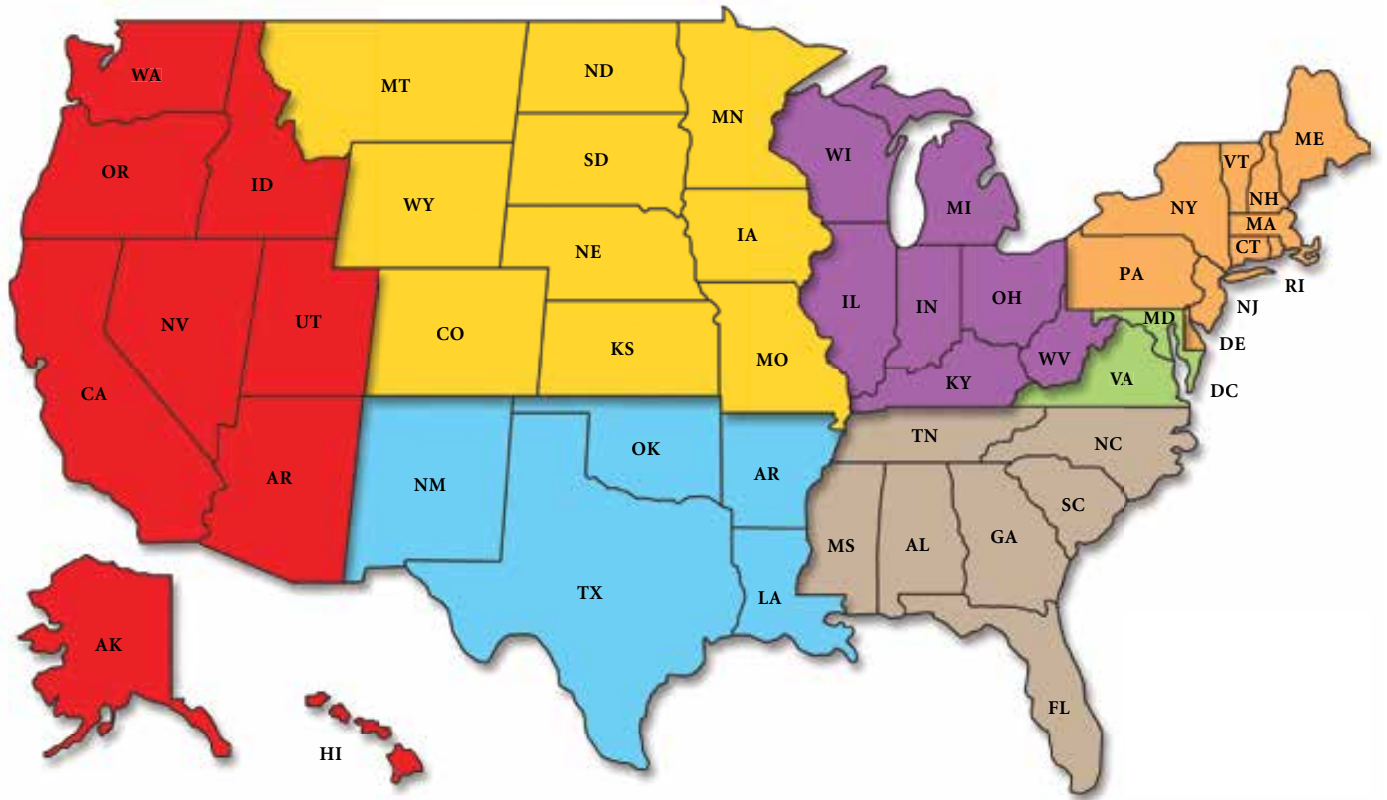
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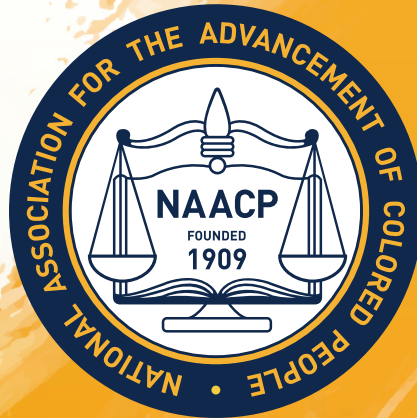
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- REGION VI
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