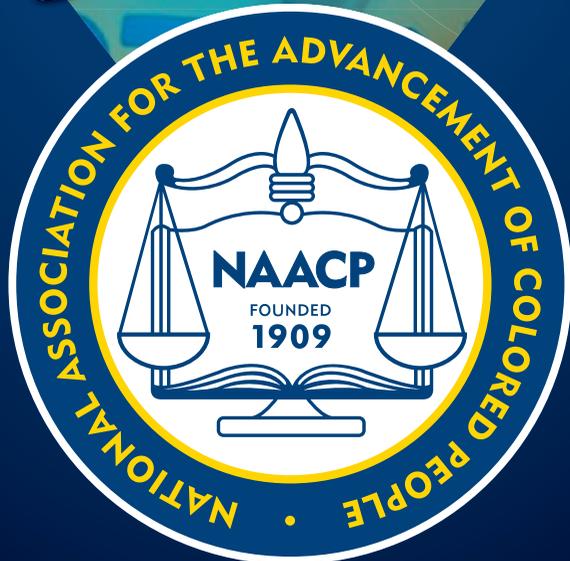


NAACP
2018
ANNUAL
REPORT

**DEFEAT
HATE**
Vote



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MISSION STATEMENT

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

equality

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 or color.

rights

INTRODUCTION

DEFEAT HATE: VOTE

Defeat Hate is our first call to action, VOTE is that for which we need to prepare for as we look forward to supporting those who are working for the people. The last two years have uncovered an America that must never return; an America that is divided and emboldened by leadership that promotes the worst in us.

The NAACP is dedicated to working within our communities to provide hope, resources and opportunities to defeat the hate that is rising daily in our country. It was through our voting plan, The Demonstration Project that we encouraged Black voter participation ahead of the 2018 midterm elections. It is our goal to engage a population that will ultimately have the power to influence the outcome of future elections.

Although we were met with significant voter suppression, during the 2018 midterm election season; particularly in Georgia and Tennessee, NAACP developed a plan to continue its long-term engagement with Black voters around civic participation.

The hatred that is being targeted at people of color has created an acute awareness of the destruction of our country's constitution. The NAACP used its legal department, field conferences, health initiatives, youth and education programs to combat the injustices and prejudices within our communities. 2018 was the year to Defeat Hate – Vote and prepare for the 2019 and 2020 election cycles in this country in hopes of making a better America.



better America

From the *Chairman*

We have just concluded a second year of leadership by a United States President who does not support Civil Rights or Human Rights campaigns, who also undertakes to abolish and weaken those programs and laws already in force to protect these rights.

It was because of our continuing struggle to achieve and possess full citizenship rights that we embraced those words of truth as composed 118 years ago by The Black Author/ Professor, James Weldon Johnson “God of our weary years; God of our Silent Tears: Thou who has brought us safe thus far, on our way: Thou who has by thy might led us into the light: Keep us forever on the path, we pray.”

Thus it was over 100 years ago, a group of black & white people of different religious traditions, professions and backgrounds decided to organize, which began our quest for social justice and the end of second class citizenship.

This year 2018, we moved forward with the NAACP Banner bearing our theme, “Defeat, Hate: Vote!” and fought the hard battles to protect our right to vote. We focused on a nationwide campaign to have every NAACP Unit in every state sponsor a community wide “Vote Our Lives Depend on It Campaign.” We are pleased to report that some three - fourths of our units participated. At the same time, with the support of our NAACP Board, The NAACP Foundation Board of Trustees and our President/ CEO Derrick Johnson, working collaboratively with our Legal Department and Civic Engagement team, thirteen (13) Memoranda of Understanding (MOU’s) with other national organizations, were signed during the year. They include:

- The Africa America Institute
- National Action Network
- The National Urban League
- National Bar Association
- The Lesbian, Gay, Bisexual & Transgender Community Center (The Center)
- Delta Sigma Theta Sorority Incorporated
- Sigma Gamma Rho Sorority, Incorporated
- Zeta Phi Beta Sorority, Incorporated



- Phi Beta Sigma Fraternity, Incorporated
- Kappa Alpha Psi Fraternity, Incorporated
- Alpha Phi Alpha Fraternity, Incorporated
- Pan African Climate & Environmental Justice Alliance (PACJA)
- United Nations Entity for Gender Equality & The Empowerment of Women

Since signing the memoranda of understanding, the NAACP is developing a training plan for our State Conference and Branch leadership providing information and guidance on how these memoranda of understanding will be implemented, as we work with these and other partners. The first training sessions were conducted with the Virginia State Conference and New York State Conference Annual Meetings and the process will continue in 2019.

We are pleased to note that our Health team conducted menthol flavored tobacco/e-cigarette education and Advocacy Training for NAACP Youth and College Units at Tennessee State University, Indiana State University and Albany State, in Georgia, Huston – Tillotson University, Austin, TX and Northern Kentucky State University. In July, as a part of our HIV/AIDS program initiative, 170 Black Pastors pledged to preach about HIV/ AIDS.

During the spring, our Health Staff participated in the relaunch of the Civil Rights Advocacy Training Institute (CRATI) for NAACP Units on a Regional basis and in several individual State Conference Meetings to provide guidance on strengthening their outreach and advocacy efforts.

Paula Brown Edme became Vice President for Strategic Planning and Partnerships and Kendra Glover became Manager, Strategic Planning & Partnerships. This department's initial focus was the preparation and completion of material for NAACP/MOU Partners. The completed documents include the following pamphlets: About the NAACP; Frequently Asked Facts about the NAACP; Membership Recruitment.

Our Communications Staff reported there were some 4000 press mentions on our 2018 NAACP Image Awards. It was also in the Top 5 Cable Telecasts the night it aired. There were some 5,000 press mentions of our 109th Annual Convention with 40 interviews taking place during Convention week.

As we moved forward through the year, we were reminded that it was time for every NAACP Branch, Youth Council & College Chapter to reach out to every church, every member of the Divine 9, every Labor organization, every Masonic Order, every member of your community to get organized.. Our charge was to make a difference in 2018. This was an election year. All across our nation it was organizing time. The challenge was great, but working together and with our MOU partners we made a difference in the outcome of the 2018 midterm elections at the local, state and national levels. We are clear; when we organize, when we lift every voice to vote; we can make a difference.



Defeat, Hate: Vote! This was our organizing theme in 2018. It was intended as a stark reminder of the importance of voting to our collective communities. We urged our communities to vote, because, in fact, our lives depend on the outcome of elections. Elections have consequences and those consequences impact all of us in positive and many times negative ways. We believe our communities heard us and understand that we must carry this spirit of organizing into the next year, as well.

For this crucial year of 2018, we have noted some of our vital activities and programs, so we ask you to carefully read this Annual Report to learn more specific information about the programs and achievements we have described and please join us in our crucial campaign to save America's conscience and remain a True Democracy! In the words of James Weldon Johnson, we must fight on, we must vote on until victory is won.

NAACP, it is organizing time!

Sincerely,

A handwritten signature in black ink that reads "Leon W. Russell". The signature is written in a cursive, flowing style.

Leon W. Russell
Chairman, NAACP Board of Directors

Foundation Chairman's Letter

I am pleased to report that our NAACP Foundation has now concluded its third year, during which we have focused our minds, skills and talents on generating significantly more funds to provide critical support needed for our unremitting battle to live, have access to quality education, employment, health equity and fundamental justice.



Today, our NAACP Foundation Trustees have demonstrated their determination to provide expanding support for our onward march to full citizenship rights. During this past year 2018, we are pleased to report that some \$7,421,034.22 was raised, representing an 21% of the \$34,044,599 operating expenses and an increase of some \$2,075,059 over \$5,345,975, raised in 2017.

This year, our committed Trustees also found significant “pro bono” additional support which is equivalent to some \$261,473 our new NAACP National leadership has been a source of added inspiration.

Since 1909, the NAACP has continually, led our fight for full citizenship rights through successive generations. In 1963, when Mississippi NAACP Field Secretary Medgar Evers was shot down from ambush in front of his own home, the late NAACP Executive Director Roy Wilkins said “Racial separation is but a comforting delusion for those who impose it. It is hell for those upon whom it is imposed.”

With renewed vitality, we now go forward to pursue this fight for full citizenship rights. We urge you to stay with us on this essential journey and those who are new arrivals, we welcome you to join us as we unfurl our banner for our ongoing march –“NAACP: WHEN WE FIGHT, WE WIN”

Appreciatively, with much thanks

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

Dr. Dwayne C. Proctor
Chairman, NAACP Foundation
Board of Trustees

From the President & CEO

The NAACP made tremendous strides in 2018 toward overcoming unique hurdles to the civil and human rights movement. Through the resilience, courage, and conviction of our members, the NAACP fought back and proved no one can undermine the power of community activism and organizing.

While mass shootings, sexual assault cases, and intel of cyber-attacks dominated the headlines, our nation's highest office found itself mired in scandal and controversy. In spite of attacks on our democracy and civil freedoms, the NAACP advanced justice in the face of hatred.



Venturing to San Antonio for our 109th convention, our theme “Defeat Hate, Vote,” reminded us to continue to advocate against implicit bias, the growing popularity of hate groups, and continued threats to civil rights by President Trump. Our 2018 agenda organized on several fronts throughout the year. From fighting against the judicial nomination of Thomas Farr -- notorious for his aversion to civil rights -- to our campaign #LogOutFacebook, which drew thousands of advocates, celebrities, elected officials and partners to take a stand -- the NAACP made its presence known in 2018.

The devotion of our donors, volunteers, board of directors, corporate advisory council members, sponsors and staff have been substantial in amplifying the influence of our work. The NAACP's victories are a direct product of our stakeholders that believe in our ability to effect change on a national scale.

2018's challenges were substantial, but the force of the NAACP proved to be mighty and unwavering. As we press forward, the NAACP will continue to foster new partnerships, build relationships, and create pipelines for all communities to advance.

In solidarity,

A handwritten signature in black ink, appearing to read "D. Johnson". The signature is fluid and cursive, written over a white background.

Derrick Johnson
President and CEO
NAACP

HEALTH DEPARTMENT



Marjorie Innocent
Sr. Director
Health Programs

In 2018, the health team advanced the implementation of current national health initiatives to include; the anti-menthol project, HIV/AIDS awareness programs in the Black Church, dialysis education programs, and LGBTQ advocacy, as well as planned and staffed several activities and events during the 110th Annual National Convention.

health & wellness



Youth Against Menthol Project

Throughout the spring, five participating schools organized and hosted panel discussions on their campuses to engage their peers in anti-smoking and anti-menthol advocacy. The NAACP Health staff collaborated with the Truth Initiative to conduct menthol education and advocacy trainings at Northern Kentucky University, Huston-Tillotson University, Tennessee State University, Indiana State University and Albany State University in Georgia.

Each University conducted a successful campaign to include panel discussions that encouraged students to sign a tobacco free lifestyle pledge. The Health Department culminated the first phase of this initiative with inviting two of the chapter's leaders from Hutson-Tillotson to attend the Annual National Convention where the representatives, along with the health department, promoted the Youth Against Menthol project to more than 1,500 attendees. A total of 861 attendees signed an anti-menthol pledge card, including 334 young people under the age of 25 and 527 adults.

HIV/AIDS

In the final year of The Black Church and HIV initiative the Health Department worked with Gilead Sciences, the Black Church and HIV project partners to determine more funding to continue this significant program. We led lectures on the intersection of HIV, faith, and social justice at several seminaries during the year. In observance of National HIV Testing Day, the health team and core project partners hosted a webinar in June with 77 participants. The webinar underscored the importance of promoting HIV testing in local communities, as well as the initiative toolkit as a resource for local HIV awareness and education efforts. In recognition of the 7th Annual Day of Unity, which unites Black faith leaders nationwide to preach from the pulpit about HIV as a social justice issue, more than 170 pastors pledged to take part in the 2018 's DoU.

Dialysis Education

Several state conferences and branches received funding during the second phase of the home dialysis education project to organize local outreach and education efforts. With guidance from the health staff, they hosted sessions that featured medical specialists, advocates, and patients living with kidney disease and offered attendees vital information on preventing and treating kidney disease, including information on home dialysis.

The conferences that participated in the education project included, Georgia State, Alabama State, Illinois State, Tennessee State, Orangeburg, South Carolina, Coahoma County, Mississippi, Riverside California State, Charlotte, North Carolina, Indiana State and Arizona State. During this phase of the initiative, 80 events were held in 56 cities across 11 states, with a reported total attendance of 4,140 and an average of 52 attendees per event.

Health

continued

The Health Department finalized a proposal for the third phase of the project in collaboration with initiative partner Alliance for Home Dialysis; A confirmation of funding was received in November. The plan will expand outreach to one or two additional regions while providing outreach and support to selected state conferences that participated in the second phase.

**LGBTQ Advocacy**

In collaboration with the Strategic Partnerships Department the Health Department identified potential partners and sponsors to advance the overall efforts and visibility of the NAACP LGBTQ Task Force. The partners included the Human Rights Campaign; the National Black Justice Coalition; PFLAG; the Capital Area Gay & Lesbian Chamber of Commerce; the National LGBTQ Task Force; the Lesbian, Gay, Bisexual & Transgender Community Center; the Gill Foundation; and the AARP Multicultural Leadership.

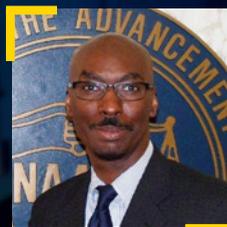
**Health Department at Annual National Convention**

The Health Department hosted the National Convention Health Pavilion July 14-17, which featured 39 local and national organizations offering free health screenings and a variety of information including BEAT AIDS, City of San Antonio Metropolitan Health District, and the San Antonio AIDS Foundation which provided 141 HIV tests; the American Kidney Fund which screened 211 attendees for blood pressure and glucose, and the Sickle Cell Association of Texas Marc Thomas Foundation which provided 53 sickle cell trait tests. The Health Pavilion hosted nearly 1,000 visitors over four days.

Also, this year's annual Health Luncheon at the Convention hosted 200 attendees on July 16 focusing on mental health among African Americans. The keynote speaker was Dr. Ruth White of the University of Southern California who featured her new publication, *The Stress Management Workbook*.

A highlight of the Convention was "The State of LGBTQ People of Color in America" town hall, which included speakers, Chairman Leon Russell; President and CEO Derrick Johnson; CA State Conference President and LGBTQ Task Force Chair Alice Huffman; and NY State Conference President and Task Force Member Hazel Dukes. The Town Hall had over one hundred attendees and was live-streamed on the NAACP Facebook site and aired by C-SPAN in August.

EDUCATION DEPARTMENT



Victor Goode
Interim Education
Director

On July 13-14 in San Antonio, the NAACP Daisy Bates Education Summit brought together NAACP Board leadership, unit education leaders, and national experts to set the agenda for the NAACP's strategic public education campaign to support and advance quality public education for all children. NAACP Board Chairman Emeritus Roslyn Brock announced that an emergency resolution would be introduced to establish the NAACP Daisy Bates Education Institute.

The resolution, drafted by the Washington Bureau, was introduced and passed.

public education



Education

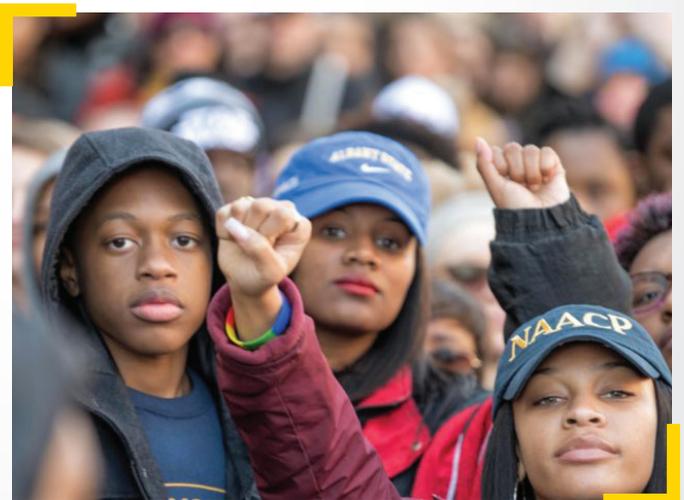
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The Education Workshop at the 2018 Annual National Convention, July 17, focused on units monitoring implementation of ESSA. Victor Goode gave the ESSA Presentation, and answered questions, while National Board Education Committee Chairman Adora Nweze, and Dr. Delisa Stewart of AFT, engaged attendees with issues concerning privatization, school to prison pipeline, literacy, high quality pre-K, and increasing access of minority students to gifted and talented programs and other rigorous, innovative curriculum.



At the Final Plenary of the convention, Scholarship Committee Chair, CeLois Steele, announced the names of the awardees on behalf of the Scholarship Committee. For the 2018-19 scholarship round, 62 students were awarded \$108,000 in scholarships from the Agnes Jones Jackson Scholarship and the Hubertus Willems Scholarship.

To help demand Federal Enforcement of Education and Civil Rights Laws, we train units on these relevant federal laws so they will understand both the laws and the rights of students. We then can use the laws to demand enforcement. In Spring 2018, we conducted “5 Every Student Succeeds Act” (ESSA) Trainings, one at each of the 5 CRATIs. We also conducted ESSA trainings at the Daisy Bates Education Summit at the Convention Education Workshop on July 17.



CIVIC ENGAGEMENT



Jamal Watkins
Vice President Civic
Engagement

To help bolster Black voter participation ahead of the 2018 midterm elections, the NAACP unveiled the first phase of its civic engagement campaign called The Demonstration Project, to target low and moderate propensity voters, increase and maximize the Black vote, and effectively engage a population that will ultimately have the power to influence the outcome of future elections.

What is the Demonstration Project?

The NAACP, along with GSSA, LLC, a Colorado data analytics group, mapped out metrics for the Black community across six states (Florida, Georgia, North Carolina, Ohio, Pennsylvania, and Michigan), to assess message penetration and engagement, and increase voter turnout among low propensity and moderate propensity Black voters.

The initiative aimed to achieve success through the use and intersection of four major strategies: the use of data-based targeting of infrequent voters and eligible but unregistered citizens; increased voter registration, a robust GOTV program, and messaging designed to increase voter participation in the Black community.

Over a consolidated four-week time period across 6 states the NAACP efforts produced 39,992 thousand voter registrations and knocked on 299,206 thousand doors during GOTV to close the gap. The results:

North Carolina:	35,075 GOTV Knocks (18,835 registered new voters)
Pennsylvania:	26,460 GOTV Knocks (12,082 registered new voters)
Ohio:	9,803 GOTV Knocks (7,078 registered voters)
Florida:	158,437 GOTV Knocks
Michigan:	36,545 GOTV Knocks
Georgia:	22,886 GOTV Knocks

The Demonstration Project will be the centering force moving forward as the NAACP continues its long-term engagement with Black voters around civic participation. The NAACP is determined to shape a culture of voting and reach people who don't vote regularly, especially those who believe their votes don't matter. As The Demonstration Project continues its momentum, it has the enormous potential of closing and reducing the registration and turnout gaps to spur electoral victories, as well as promoting political power within Black America.

CRIMINAL JUSTICE DEPARTMENT

The NAACP Criminal Justice Department initiated the NAACP One Million Jobs Campaign to create employment opportunities for people with criminal backgrounds. Given the significance of this issue, the NAACP has been active locally as well as nationally to ensure that people with criminal backgrounds are gainfully employed by, pursuing state and federal “ban the box” policies and laws; engaging employers about the need for and benefits of fair chance hiring; educating the NAACP’s state and local units about the importance of fair chance policies; and working with national partners to provide general public education on the employment needs of individuals with criminal backgrounds.

The NAACP launched the One Million Jobs Campaign in Connecticut. Through this initiative we will leverage relationships with major corporations and engage employers who will partner with us to hire a total of one million fair-chance candidates across the country beginning however in Connecticut.

What’s Next:

To secure 10,000 opportunities for employment within the state of Connecticut over the next 3 years by:

- Engaging employment partners and state agencies on the benefits of fair chance hiring
- Train the NAACP’s state and local units on the importance of fair chance policies
- Develop a measure for compliance surrounding sustaining and retaining employment
- Educate state politicians on the barriers and challenges impeding employment opportunities for individuals with criminal backgrounds such as:

- Housing
- Transportation
- Double jeopardy (stigma placed employment opportunities)
- Background check and Ban-the-Box process
- First step act (addressing not only prison reform but also sentencing reform)



ENVIRONMENTAL & CLIMATE JUSTICE

Jacqueline Patterson
Sr. Director Environmental
& Climate Justice



The NAACP participated in the promotion of Fossil Free Fast: The Climate Resistance – Action Network. Striving to end the use of fossil fuels and usher in the fast and just transition to 100% renewable energy. On January 31, the day after the State of the Union, the NAACP partnered in organizing and executing the *Fossil Free Fast: The Climate Resistance* in Washington D.C. We were joined by movement leaders from across the country to deliver a bold agenda for resisting regressive policies *and uniting local climate struggles in the fight for a Fossil Free world*. There were over 300 watch parties across the country where thousands of people discussed and strategized what Fossil Free could look like in their communities.

The ECJP also worked with the Clean Air Taskforce to release the acclaimed *Fumes Across the Fenceline* report, which provided an in-depth analysis of the disproportionate exposure to the oil and gas operations by communities of color.



Further, the NAACP launched its Go Solar in Your Community Campaign, in partnership with IntoAction, and with support provided by the Leonardo DiCaprio Foundation. The ECJP campaign encouraged the public to sign a pledge and bring about solar as a renewal energy source into the communities they serve. The video featured Rosario Dawson as a proponent of Solar energy, and she promoted the NAACP ECJP's Solar Equity Initiative. Under our Solar Equity Initiative, demonstration projects were launched in Gainesville, Dayton, Los Angeles, and San Diego and the Eugene Oregon Branch is working on implementing a solar car port in their local community.

The ECJP celebrated the renaming and relaunch of the Just Energy Campaign which is now called the Power to the People Campaign. With the relaunch of the campaign, we released a detailed Power to the People Toolkit which includes everything from how to start a solar project to how to pass a community solar policy.

ECONOMICS DEPARTMENT



Marvin Owens
Sr. Director
Economics Program

The Economics Department has several strong program initiatives that escalated in 2018. The opportunity to provide information, training and youth development in the area of economics is a priority for NAACP's Economic Department.

economic opportunity



In partnership with Dunkin' Donuts Summer youth internship program, we developed a toolkit to prepare youth participants for the Summer positions.

Also, in collaboration with Dunkin', we also developed the first Twitter Talk with Dunkin' Brands as part of its minority

franchising initiative where eleven Youth & College units hosted viewing parties to support this event. Dunkin' Brands remains a great partner to the NAACP supporting our constituents with opportunities.

Continuing in the youth area, the Department planned and executed the launch of the Youth Council Idea Lab Pilot in three cities; Chicago, Houston and Jacksonville, in partnership with the NAACP field staff and youth advisors. In June there was the launch of the Youth Council Idea Lab Pilot in Houston, TX; Jacksonville, FL; and Aurora, IL. Over 40 students participated in this 3-day program which focused on creating the next generation of entrepreneurs.

With a focus on women, we received over 200 event registrations, 10 business pitch proposals and online media traction for the HER Idea Entrepreneurship Summit held in one day in November for black millennial women.

Other outstanding partnership programs included; Bank of America 's Keys to Financial Fitness whose goal is to create new homeowners. The program yielded 10 participants in Orlando, Florida ready to purchase homes with mortgages from Bank of America; the Homeownership Twitter Townhall with Wells Fargo successfully engaged 140 participants and the Airbnb/NAACP partnership in Los Angeles, assisted in the Ocwen Help for Homebuyer's event in Philadelphia, PA.

This Economics Department had a very successful year at the 109th NAACP Annual Convention hosting several events such as: Train the Trainer: a pre-convention program attended by over 25 State Conferences; Labor Luncheon and Workshop which focused on the effects of the Supreme Court's Janus Ruling; Housing Disaster Recovery Workshop: focused on disaster recovery initiatives; Armed Services Forum and Military Luncheon; Equity Index Symposium: focused on increasing the role of U.S. corporations in advancing equity, inclusion and parity in the workplace.



FIELD OPERATIONS

The Regional Director dedicated time to conduct Executive Leadership Training to the leaders within the 6 Branches of Area 12 in the Virginia State Conference in March. They also worked with the Pennsylvania State Conference and The National Voter Corps to make GOTV calls for the Pennsylvania Special Election for Congressional District 18 also held in March.

The five College Chapters in Washington, DC George Washington, Howard University, Georgetown University, American University and University of DC also benefited from Executive Leadership Training, for over 30 attendees held at American University.

It was also important for the DC College Chapters to receive assistance from the Regional Director in their National Voter Registration Day efforts.

Other region highlights include the follow:

Region V

Alabama

The Alabama State Conference of the NAACP, in concert with the Alabama ACLU, and the National Action Network, held a Prayer and Justice Community Rally in Hoover Alabama to call for accountability in the Officer involved shooting death of EJ Brandford. Regional Director Myles was one of the speakers who addressed the audience and the family.

In Pike County Alabama the branch of the NAACP launched a voter registration campaign for persons who were incarcerated but were still eligible to vote by absentee ballot.

The Birmingham Branch was successful in their appeal of a judge's ruling to dismiss a lawsuit concerning the State's effort to preempt the City of Birmingham from enacting its own minimum wage. While the Mobile Branch conducted a successful phone banking campaign in Saraland, Alabama to gather information and document allegations of excessive force and misconduct by local law enforcement. This was undertaken in the wake of the Chikesia Clemons Waffle House incident, the unfortunate and excessively forceful arrest of Chikesia Clemons who was dragged to the ground at a Waffle House in Saraland, Alabama after police received complaints from its employees. The information gathered by the NAACP will be used in a subsequent push for reforms.



Carmen Watkins
*Interim Vice President
 Field Operations*

Field Operations

continued

Florida

The Florida conferences had focused activity on voting issues. The State Conference led a coalition of organizations in calling for polling locations to be made more accessible to recent hurricane victims. Equally as important the Florida State University and Florida A&M Chapters of the NAACP held Early Voting GOTV rallies.

Georgia

The Georgia State Conference engaged in a State-wide phone banking effort to turn out voters in the Secretary of State Run-off election. We also filed complaints with State Officials regarding some election machines that were showing votes for Brian Kemp after voters selected Stacey Abrams. This was viewed as attempt of voter fraud and voter suppression in the state of Georgia. Further in the Conference was successful in a lawsuit filed to force Secretary of State Brian Kemp to begin to process the 53,000 voter registrations he held in abeyance due to the “Exact Match” standard he applied to registrations. In concert with other Civil Rights Organizations, the Georgia State Conference won a huge victory in halting a plan to close seven of the nine polling places in Randolph County Georgia. Protecting our voting rights was a major challenge and goal for the Georgia State Conference.

Mississippi

As the regions continue the efforts surrounding voting rights, the Mississippi State Conference engaged in a State-wide phone banking effort to turn out voters in the Senate Run-off election. The conference also filed for a Temporary Restraining Order against the State of Mississippi to change the Absentee Voter deadline. In concert with the Lawyers Committee for Civil Rights and the Mississippi Center for Justice, the conference successfully filed a petition with the Secretary of State’s Office to allow voters to register and vote in run-off elections 30 days prior. The change will allow voters more time to register as the previous policy required that all voters be registered 30 days prior to the first round of voting in an election.

The Mississippi State Conference will continue under the new leadership of 1st Vice President Rev Robert James who has ascended to the Office of the President since the resignation of Charles Hampton.

Field Operations

continued

North Carolina

The North Carolina State Conference worked diligently to contribute to the “Defeat Hate...Vote” initiatives of the NAACP this year. Activities within the Conference included traveling with other Civic groups in the state on the “Protect our Constitution” tour to educate voters about proposed Constitution amendments.

The North Carolina State Conference is fighting the latest attempt of Republican lawmakers in the State to re-implement Voter ID restrictions that were struck down by the courts. Lawmakers are now attempting to re-implement the restrictions through a ballot measure that would not be subject to a Gubernatorial veto. Plus, the conference addressed the US Commission on Civil Rights in its hearing on Voting Rights and Voter Access in Raleigh North Carolina.

South Carolina

The South Carolina State Conference focused on inequitable acts in their region that led to filing a lawsuit in federal court alleging that the traffic pattern used during the annual Memorial Day Bikefest rally, known as Black Bike Week, is discriminatory. Another conference initiative that was a direct fight against racism was the call on State Legislators to withdraw a bill under consideration that criminalizes young people wearing ‘sagging pants’

Tennessee

Voting was a focus for the Tennessee State Conference as they along with the Memphis Branch of the NAACP, were successful in their lawsuit against the Memphis Election Commission who rejected voter applications that failed to select a title, Mr., Mrs., or Ms. on the applications.

The Memphis Tennessee Branch of the NAACP joined by the Shelby County Democratic Party, were successful in a suit to open more visiting sites and extend early voting by two additional days. Also, the Memphis Tennessee Branch of the NAACP in collaboration with the Tennessee Black Voter Project filed a lawsuit against the Shelby County Election Commission regarding unprocessed Voter Registration applications.

MEMBERSHIP



Andrea Brown
Membership VP

The goal of the Department remains to increase membership, increase engagement, and increase visibility and results, thus the “ALL IN” Membership Campaign was launched, focusing on opportunities to enhance messaging and increase engagement in the local units.

In addition, the “goodwill” campaign was also launched. This campaign was an effort to provide outreach to current, life and lapsed members. The campaign was designed to encourage and affirm the continued support received from members across the country for decades. A commemorative card was designed and mailed to thousands thanking them for their support and soliciting their continued donations.

The first electronic newsletter, “Member Insider” was initiated in 2018. The newsletter provided highlights from the Convention, a spotlight on a local unsung hero, updates within the organization and a calendar of events. The Units were excited to receive the newsletter and are anxiously awaiting the arrival of the next edition.



Finally, the Membership Department worked in collaboration with the Civic Engagement team to prepare for mid-year “election” day efforts. The team provided support leading up to and during the National office Election Day “command center” activities. The team prepared materials for units across the country and assisted with GOTV activities via phone.

YOUTH & COLLEGE



Tiffany Loftin
National Director,
Youth & College

This year garnered a growing need for basic skills training on topics such as program planning, leadership, fundraising, Robert's Rules of Order, and voter campaigns. Therefore, the Youth and College Department decided to prioritize these requests and host the National Student Leadership Summit. The Summit was an opportunity for the NAACP National Youth Work Committee and selected Youth and College leaders to train and build relationships across the country with their peers.

youth & college



Although 300 applied, the staff selected 40 young people, from 23 different states, 23 men and 17 women ages 18 to 24. The event was successful, well received with essential programming including a keynote message from Former Youth and College Division National Director, Jeff Johnson.



The Youth & College National Staff attended all seven of the Civil Rights Advocacy Training Institute (CRATI) in 2018. Since the staff was new, it was their first opportunity to meet the advisors and students and they listened to their concerns. The National team trained over 80 advisors across the country and over 214 youth and college leaders. Advisors received training on the role of being a mentor, and a preview of the year ahead with information on deadlines per the NAACP constitution and bylaws.

The NAACP Youth and College Electoral Power Train the Trainer Boot Camp was one of our most successful programs this year. The Train the Trainer Boot Camp was an extensive electoral student training that was held between August 24 and August 26, 2018, in Cincinnati, Ohio. This training program was formulated with evidence-based curriculum to develop dynamic student trainers in the field who could use fundamental principles of grassroots organizing to run successful electoral action campaigns.

Several of the student trainers took the electoral training curriculum, they learned and organized other trainings on their college campuses. In total, our trainers hosted 32 trainings with over 733 new activists acquiring electoral organizational skills.

The digital world is essential to any youth movement. Throughout 2018, we were able to mobilize, organize and engage the members of the Youth and College Division through digital efforts. For the first three months of the year we utilized the NAACP Now social media accounts. We were able to promote and bring together over 100 participants to our first national townhall “NAACP Youth and College Division Talks Gun Reform”, on this call we discussed the National Walk Out and National Rally Against Gun Violence following the mass shooting at Marjory Stoneman Douglas High School. We continued to use social media to keep participants engaged in the discussion and events moving ahead. We documented student participation at the National March for Our Lives Rally in DC and shared content from students who participated at the sister marches across the country.

On May 4, 2018, the official NAACP Youth and College Instagram account (@naacp_yc) launched, giving us the opportunity to connect with students and chapters from across the country. By the end of the 109th National Convention our following had grown from 0 to 800 actively engaged accounts, today we have over 1,700 students, advisors, chapters and notable influencers engaging with us on our Instagram account every day.

LEGAL DEPARTMENT



Bradford Berry
General Counsel

The NAACP Legal Department provides 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 ; proper governance of the Association in accordance with the NAACP Constitution and Bylaws and all applicable laws and regulations; lawful and proper operational management of the Association; the Association's programmatic work in support of its Game Changers; affirmative strategies – including direct action and litigation – in support of the Association's Game Changers; and protection of the legal rights and interests of the Association.

protection of legal rights



Some of the most important litigation concerns that the NAACP Legal Department initiated in 2018 included matters in federal and state courts across the country ranging from immigration policy to voting rights to racially discriminatory policing policies.



In its lawsuit challenging the termination of the Deferred Action for Childhood Arrivals

(“DACA”) program by the Secretary of Homeland Security, the NAACP and its co-plaintiffs secured two decisions by the U.S. District Court for the District of Columbia holding that the Secretary’s attempted rescission of DACA violated the Administrative Procedure Act. The government appealed those decisions to the U.S. Court of Appeals for the District of Columbia Circuit while also seeking review by the U.S. Supreme Court, which ultimately granted review of our case and two other DACA cases filed in other jurisdictions. The NAACP is represented in the case by the law firm of Cohen, Milstein, Sellers and Toll.

Also, the NAACP filed the first-ever legal challenge to a statewide prison gerrymandering system. In June 2018, the NAACP, joined by its Connecticut State Conference and individual members of Connecticut branches, sued the Governor and Secretary of State of Connecticut alleging that the State’s prison gerrymandering practices violate the constitutional guarantee of one-person, one-vote. The NAACP is represented in the case by the Peter A. Gruber Rule of Law Clinic at Yale Law School and the New Haven, Connecticut law firm of David Rosen & Associates.

In the area of voting rights, NAACP units participated in several lawsuits filed in 2018 challenging voting restrictions having the purpose and/or effect of suppressing voter turnout in communities of color leading to the 2018 midterm elections. Our Georgia State Conference, together with the Lawyers Committee for Civil Rights Under Law and other advocacy groups, won a lawsuit challenging Georgia’s decision not to process some 53,000 voter registration applications, most of them from African American voters. In Mississippi, the NAACP State Conference filed a lawsuit challenging attempts to impose new restrictions on voters in runoff elections in violation of the National Voter Registration Act. The NAACP’s Alabama State Conference filed a lawsuit in 2018 challenging the state’s at-large system for electing judges to state appellate courts, a system that has not produced an African American appellate judge in many years.



Robin Harrison
Acting Director Hollywood
Bureau

HOLLYWOOD BUREAU

The Hollywood Bureau continues to monitor offensive and defamatory images in film and television, as well as campaign for greater minority participation, advance the cause of diversity and create milestones by which future progress can be measured in the entertainment industry. The Bureau also provides support to people of color in front of and behind the camera by showcasing their work in order to foster a continuous pipeline of diverse voices.

The Bureau also worked to broaden and expand the pool of emerging talent by identifying, developing and educating writers, directors, producers and actors of color in the television and film industries; subsequently positioning the Association as a resource and feeder into the industry.

In step with its mission to increase diversity in entertainment, the Hollywood Bureau continues to provide the entertainment industry with information and resources through HollywoodResource.Org, a comprehensive site with a list of information regarding:

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

Our 2018 highlights included the following:

The NAACP Hollywood Bureau / Fedex Summer Fellowship Program

This is an eight-week paid internship program for college students of color pursuing a career in media entertainment funded by FedEx. The Bureau selected two students from many nationally submitted applications; one focused on production and one focused on public relations. Our 2018 FedEx Summer Fellows worked three days a week with industry professionals and creative leaders at two top tier entertainment companies: Charles King's MACRO, and TVOne. The other two days were spent in house at the NAACP Hollywood Bureau, where they supported advocacy work by updating proprietary site HollywoodResource.Org and assisted staff as they prepared for the 109th Annual NAACP Convention in San Antonio, Texas. For the first time in NAACP history, this year's FedEx Fellows co-launched "Hollywood Bureau Extra!" a live-to-tape web series centered on voting rights and education.

The NAACP / Ford Cinematic Shorts Film Competition

For the second year, the Bureau produced the 2018 Cinematic Shorts Competition during the 109th NAACP Annual Convention in San Antonio, Texas. The event was sponsored by The Ford Motor Company.

Designed to promote the work of the Criminal Engagement Program within the NAACP and infuse the talent diversity pipeline. This competition selected entries from local colleges and universities and selected three student filmmakers to write, produce, edit, and screen short films about voting rights. The winning filmmaker then received a budget of \$7,500 to produce an extended version of their short film.

The “Power of Five” Voting PSA Campaign

For the first time, the NAACP Hollywood Bureau, Communications, and Civic

Engagement teams joined forces to launch a public service announcement series aimed at voter turnout and registration. The Bureau wrote, produced, and co-edited engagement-driving video messages at both the Congressional Black Caucus Institute in Tunica, Mississippi and the Congressional Black Caucus in Washington, D.C.

The NAACP / CBS Writing Mentorship and Scholarship Program

As part of the on-going efforts to increase the diversity of emerging talent in Hollywood, the NAACP Hollywood Bureau has united with CBS Television Studios to create a writing scholarship for students at the University of Southern California (USC). Current undergraduate and graduate students of color can enter the application process to be considered for a scholarship toward their academic fees or entrance into the highly competitive CBS Writing Mentorship Program.

The NAACP / NBCUniversal Television Fellowship

The NAACP Hollywood Bureau continued its relationship with NBCUniversal and the University of California, Los Angeles (UCLA) with the NBCUniversal Television Fellowship. This Fellowship spotlights up-and-coming writers of color and awards a financial stipend towards their education.





Hilary Shelton
SVP, Advocacy, Director
Washington Bureau

WASHINGTON BUREAU

The Washington Bureau continued to raise the profile of the NAACP on Capitol Hill despite some of the challenges we encountered in 2018; and we managed to educate and energize more of our grassroots network.

The NAACP organized strong opposition against the nomination of Thomas Farr, who had been nominated to the Federal Court in the Eastern District of North Carolina. Mr. Farr had worked closely on two campaigns that were marked by racism, bias, and blatant attempts to disenfranchise African American voters.

Twice in 2018 a large delegation from North Carolina, led by NAACP N.C. State Conference President Anthony Spearman came to Washington to express their strong opposition to the nomination and Mr. Farr was taken out of consideration.

There were also a few legislative gains in 2018. Among them was the enactment of the NAACP-supported version of the First Step Act. The final version of The First Step Act represents efforts to reform our nation's sentencing laws, prison terms, and create effective rehabilitation programs. While the First Step Act falls short of providing the meaningful change that is needed to make our nation's criminal justice system fair, it is a good beginning. We will continue to promote transformational change that will end mass incarceration and racial and ethnic minority disparities in prisons throughout America.

Another important legislative gain was we were able to fight back a move to severely cut back funding for the "Supplemental Nutrition Assistance Program," SNAP, which is also known as food stamps. It was crucial to be able to keep harmful cuts of the SNAP program out of the final version of the 2018 Farm Bill. The House version of the bill would have resulted in nearly 2 million Americans losing their access to food stamps, and through hard work and determination we were able to keep these cuts out of the final version of the bill.

The NAACP Washington Bureau is looking forward to the 116th Congress (2019 – 2020) with many new faces, a larger Congressional Black Caucus, and new leadership in one of the two chambers. We are confident that with the backing of an educated, organized, and engaged grassroots network to support us, we will be able to continue to successfully advocate and promote our policy agenda and continue to build a better, stronger, more inclusive United States of America.

CONVENTION



Eris Sims
Sr. Director,
Events Planning

defeat hate...vote

DEFEAT HATE...VOTE, 109th Annual NAACP Convention was held in San Antonio, Texas, July 14 – 18, 2018 was an important success which hosted 9,000 convention attendees.

There were 24 workshops and forums with topics such as “Voter Registration and Mobilization is the Real Resistance”; ”Us or Else: Breaking Down Barriers to Justice”; ”Housing Disaster Recovery”; “The Road to Education Equity in 2018 and Beyond: Next Steps”; “Violence and Trauma: Using a Public Health Lens to Save Black Lives” and The State of LGBTQ People of Color in America.

More than 200 attorneys attended the Continuing Legal Education Seminar and the Clarence Mitchell Luncheon with keynote speaker, the former Massachusetts Governor, Deval Patrick.

Eight workshops and two strategy sessions were held for the over 450 registered youth attendees.

The Experience was also well attended with over 6,000 participants who visited 126 exhibitors and the Job Fair had over 620 candidates with 37 career fair exhibitors.





Larry Brown, Jr.
National Director, ACTSO

ACT-SO

DEPARTMENT

Celebrated its 40th Anniversary this year with a theatrical presentation to commemorate the program’s history, its founder, and impact. We also hosted the second Arts & Entertainment Intensive in Los Angeles, CA, where 14 eleventh and twelfth graders representing various ACT-SO units participated in the training. Participants interacted with Image Awards nominees, winners, and notable ACT-SO alumni.



This year 700 high school students competed in the National ACT-SO Competition in San Antonio, TX. From this outstanding group, 100 students emerged as National ACT-SO Medalists in 2018. Each medalist was awarded a scholarship in the following categories, Gold: \$2,000; Silver: \$1,500; Bronze: \$1,000) and an Apple iPad.



In addition to the scholarships provided to 100 ACT-SO students, additional support was provided by The Culinary Institute of America, \$250,000 scholarship credits; Bethune-Cookman University provided a full tuition grant for a Performing Arts student; and the National Organization of Minority Architects (NOMA) provided a conference scholarship.



As ACT-SO continues to grow, more than 3,000 people attended the National ACT-SO Competition.

IMAGE AWARDS

The 49th NAACP Image Awards was nationally telecast live on TV One from Pasadena, California on January 15, 2018, the federal holiday marking the birthday of Dr. Martin Luther King, Jr. Hosted by NAACP Image Awards winner, Emmy nominated actor, and star of ABC's `black-ish, Anthony Anderson, the two-hour special also included a live pre-show from the star-studded red carpet.

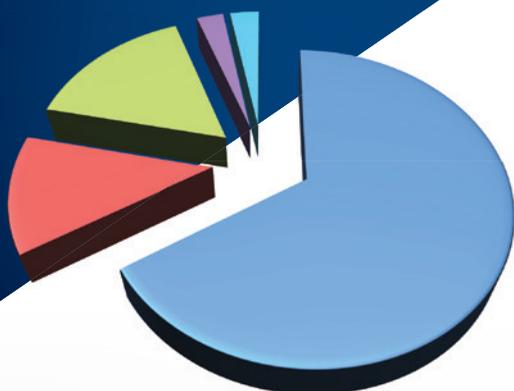
The NAACP Image Awards remains one of the most celebrated awards shows featuring African American artists across music, theater, literature, and film. This year included appearances by Sterling K. Brown, Mary J. Blige, Michael B. Jordan, Daniel Kaluuya, Issa Rae, Chadwick Boseman, Terry Crews, Yara Shahidi, Angela Rye, Danai Gurira, Isaiah Washington, Jacob Latimore, Jay Pharoah, Jemele Hill, Josh Gad, Loretta Devine, Meta Golding, Michael Smith, Tyler James Williams, Sonequa Martin-Green, Judge Greg Mathis, Lena Waithe, and Common, Jurnee Smollett-Bell, Laverne Cox, Angela Robinson, Andra Day, Halle Berry, Mandy Moore, Chris Sullivan, Omari Hardwick, Tracee Ellis Ross, Kerry Washington, Mike Colter and more.

Ava DuVernay was honored as the NAACP Entertainer of the Year. NAACP Chairman Leon W. Russell presented the NAACP Chairman's Award to William Lucy, NAACP President and CEO Derrick Johnson presented the NAACP President's Award to Danny Glover. Several members of the Memphis Sanitation "I Am A Man" Workers were also in attendance – they were presented with the NAACP Vanguard Award earlier in the week during a press conference at the National Civil Rights Museum in Memphis, TN.

Charlie Wilson was honored with the Music Makes a Difference honor which is bestowed upon an individual within the recording industry who has achieved worthwhile success and inspiration for civic engagement, criminal justice, education, or economic opportunity.



Financials



- Contributions - 66%
- Memberships, Stakeholders and Freedom Funds - 12%
- Events - 16%
- Crisis & Other Revenue - 3%
- In-Kind Services - 3%

Percent of Total Revenue

NAACP AND AFFILIATES Consolidated Statements of Financial Position as of December 31, 2018 and 2017

	2018	2017
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$3,425,096	\$2,769,639
Investments	5,872,482	6,226,008
Investment in Affiliates	-	-
Accounts receivable, net	2,857,655	2,857,655
Other current assets	37,084	222,086
Total Current Assets	\$13,269,431	\$12,075,388
FIXED ASSETS		
Furniture and equipment, net	\$715,814	\$812,739
Land and building	315,659	315,659
Total Fixed Assets, net	\$1,031,473	\$1,128,398
OTHER ASSETS		
Investment in affiliates	-	-
Pledges and Accounts Receivable, net (non- current)	1,343,406	-
Assets Investments Restricted	48,802	48,802
Total Other Assets	\$48,802	\$48,802
TOTAL ASSETS	\$15,693,112	\$13,252,588
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	\$3,024,451	\$1,416,676
Due to affiliates	-	-
Line of credit	1,742,743	1,705,971
Deferred revenue	845,083	821,647
Pension benefits	6,798,462	7,718,239
Total Liabilities	\$12,410,739	\$11,662,533
NET ASSETS/SHAREHOLDER'S EQUITY		
Unrestricted	(3,524,687)	(4,213,217)
Temporarily restricted	6,807,060	5,803,273
Investment in Affiliates	-	-
	-	-
Shareholder's equity/Net Income	\$3,282,373	\$1,590,056
TOTAL LIABILITIES AND NET ASSETS	\$15,693,112	\$13,252,588

- Membership Services & Field Operations - 28%
- Policy and Advocacy Programs - 48%
- Events - 21%
- Crisis Magazine - 3%

Percent of Program Expenses



	2018	2017
SUPPORT AND REVENUE		
SUPPORT:		
Grants and Contributions	23,212,689	15,859,766
Legacies and bequests	-	107,949
Total Support	\$23,212,689	\$15,967,715
REVENUE:		
Membership	\$2,749,408	\$2,950,755
Convention	2,630,992	3,311,523
Image Awards	3,004,921	3,275,288
Leadership 500	-	40,000
Legal	-	-
Regional Offices & Conferences	68,436	-
Freedom Funds	1,131,876	1,131,876
Investment income	1,458,838	261,297
Disaster Relief		
In-Kind Contributions	1,003,800	615,434
Gain on Sale of Asset	-	474,960
Subscriptions	13,824	7,971
Advertising	701	3,099
Other revenue	634,488	493,465
Total Revenue	\$11,841,130	\$12,565,668
TOTAL SUPPORT AND REVENUE	\$35,053,819	\$28,533,383
EXPENSES		
Program Services:		
Membership Services	\$1,843,095	\$1,518,481
Field Operations	5,558,290	4,694,351
Convention	3,330,970	3,445,966
Image Awards	2,195,934	2,434,977
Leadership 500 Summit	15,000	185,760
ACT-SO	1,256,836	1,297,543
Civic Engagement	4,116,801	55,129

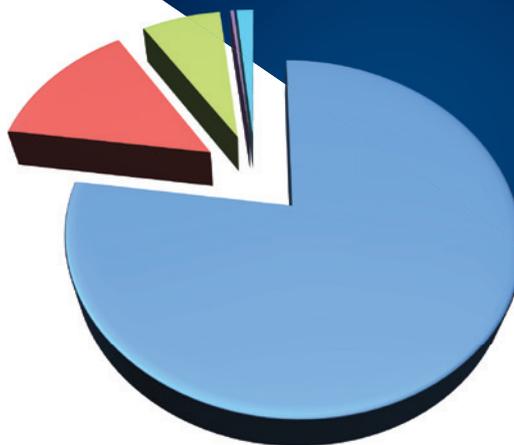
Consolidated Statements of Activities for the years ended December 31, 2018 and 2017

**Consolidated Statements
of Activities for the
years ended December
31, 2018 and 2017
(continued)**

	2018	2017
Legal Programs and Fellows	709,187	1,689,587
Direct Issue Education	26,576	345,937
Redistricting Project	1,225,932	863,526
Research and Policy	1,108,128	909,476
Education	440,307	430,113
Health	433,786	969,730
Economic Development	2,142,074	1,138,739
Disaster Relief	- 0	- 0
Climate Justice	1,005,420	1,043,879
Criminal Justice	160,079	349,847
Human Rights and Voting Rights	- 0	- 0
Cost of Sales - Crisis Magazine	743,356	653,504
Total Program Services	\$26,311,771	\$22,026,545
SUPPORT SERVICES:		
Management and general	\$4,672,934	\$4,771,218
Fundraising	2,428,969	2,208,989
Selling expense	112,248	141,717
Net Investment Loss	518,677	
Total Support Services	\$7,732,828	\$7,121,924
TOTAL EXPENSES	\$34,044,599	\$29,148,469
Support and revenue over expenses	1,009,220	(615,086)
Change in defined pensions plan obligation	683,098	1,281,250
CHANGE IN NET ASSETS	1,692,318	666,164
Net Assets/(Deficit), Beginning of Year	1,590,055	923,891
Net Assets/(Deficit), End of Year	\$3,282,373	\$1,590,055

- Program Services - 77%
- Management and General - 14%
- Fundraising - 7%
- Crisis Selling Expense - < 1%
- Net Loss on Investment 2%

Percent of Total Expenses



	2018	2017
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$1,692,318	\$666,164
Adjustments to reconcile changes in net assets to net cash (used in) provided by operating activities		
Bad Debt	12,210	50,326
Depreciation	159,507	145,708
Donated Assets	-0	- 0
Unrealized (gain) loss on investments	518,677	(474,961)
Changes in assets and liabilities:		
Decrease (Increase) in Accounts receivable	(2,324,460)	210,880
Decrease (Increase) in other assets, net	185,002	(31,725)
(Decrease) Increase in accounts payable and accrued expenses	1,607,775	57,546
(Decrease) Increase in pension benefits	(919,777)	(152,332)
Increase in Deferred Revenue	23,426	(290,236)
Net cash (used in) provided by operating activities	954,678	181,370
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase/transfer of investments	(686,066)	(883,472)
Sale of investments	743,477	878,813
Reinvestment of interest and dividends	(121,961)	(209,683)
Purchase of property and equipment	(207,444)	(17,432)
Net cash (used in) provided by investing activities	(271,994)	(231,774)
CASH FLOWS FROM FINANCING ACTIVITIES		
Payments on Loan Management Account	(27,237)	(746,148)
Advances on loan management account	- 0	- 0
Net cash (used in) provided by financing activities	(27,237)	(746,148)
Net (decrease) increase in cash and cash equivalents	655,457	(796,552)
CASH AND CASH EQUIVALENTS , BEGINNING OF YEAR	2,769,639	3,566,191
CASH AND CASH EQUIVALENTS , END OF YEAR	\$3,425,096	\$2,769,639
SUPPLEMENTAL DATA		
Cash paid for interest	\$8,534	\$53,203

Consolidated Statements of Cash Flow for the years ended December 31, 2018 and 2017

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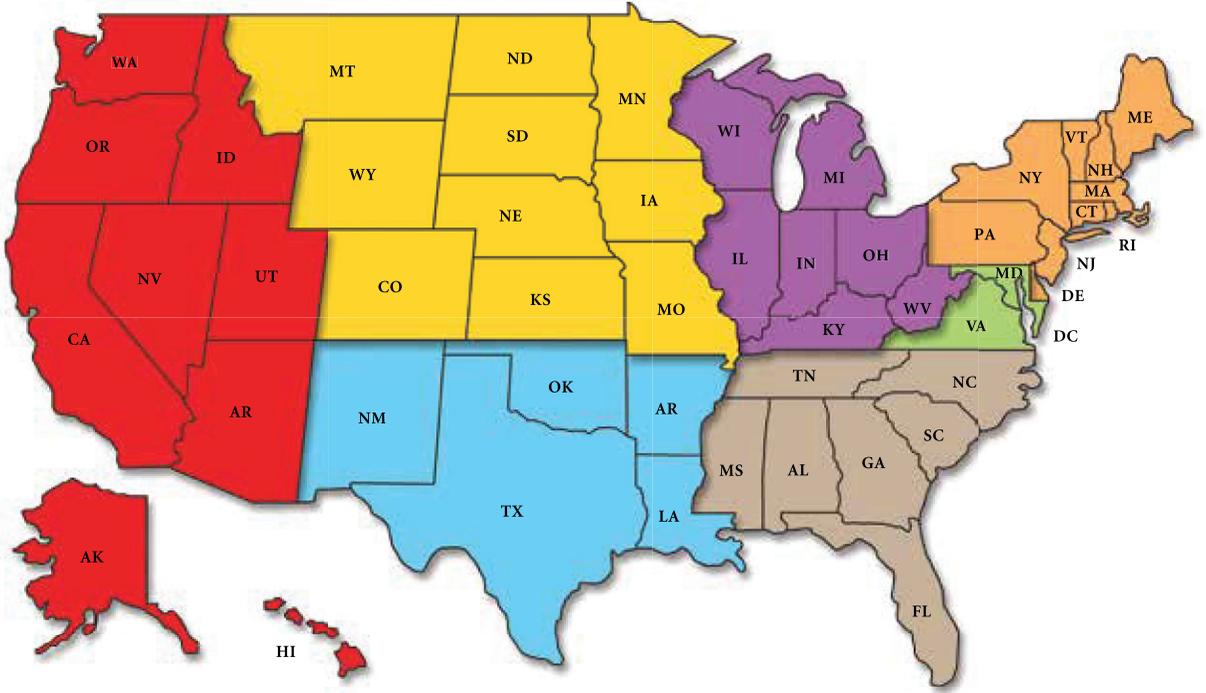
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