



MICHIGAN LEAGUE OF CONSERVATION VOTERS

2022 IMPACT REPORT



A LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Michigan LCV Family,

Michigan LCV and our family of organizations has a monumental year in 2022. Amidst a challenging election cycle and a tumultuous political environment, we catalyzed progress on the issues that matter most for Michiganders.

- After Michigan's first independent redistricting commission process resulted in a new electoral landscape, we helped inform voters of the changes so everyone could exercise their right to vote.
- We successfully drove a \$4.8 billion bipartisan bill package across the finish line, the largest investment in Michigan's drinking water and water infrastructure in state history.
- We advocated for federal climate action and infrastructure investments, amplifying the voices of Michiganders and helped to pass two historic pieces of legislation in Washington that will help Michigan fight the climate crisis and protect Michigan communities.
- In the face of attacks against our democracy, we partnered with Promote the Vote 2022 to collect tens of thousands of signatures and passed constitutional protections of our voting rights in Michigan.
- We executed the largest, multi-tiered coordinated and independent expenditure electoral campaigns in the state, endorsing and supporting environmental and democracy champions from the top of the ticket down to elect Michigan's first pro-conservation, pro-democracy majority in 40 years.



Despite the challenges, we came together and won.

Above all else, 2022 proved that Michigan LCV can be nimble, strategic, and Michigan's leading organization to take on the challenges and opportunities that lie ahead.

Our remarkable success derives from three unique attributes:

1. We have the best and brightest staff and Board of Directors.
2. We leverage our donors' contributions to maximum effect to build programs to scale and to deliver the strongest impact.
3. We Win: Our innovative campaigns produce significant return on investment in a perennial battleground state.

From the bottom of our hearts, we THANK YOU and all of our supporters across the state - and the nation. We are just getting started. Onward!

With gratitude,



OUR BOARD MEMBERS

SALAH ALI*	NOAH MARSHALL-RASHID
MARSEILLE ALLEN	JOHN MCGARRY*
LISA BAKER	PALENCIA MOBLEY
LAURA BERMAN*	MICHAEL O'DONNELL**
GARY BICE*	ERICA PERESMAN
JANIS BOBRIN**	BILL PHILLIPS
LYNN BROWN	LANA POLLACK
IRENE CAHILL*	PHIL ROOS**
JULIA COLE*	MILTON ROYE*
KEITH COOLEY	DR. JOHN (JOE) SCHWARTZ*
GHIDA DAGHER	BOB SUTHERLAND
GEORGE DAVIS II**	DENISE THAL**
KERRY DUGGAN	BRUCE T. WALLACE*
WENDY VERHAGE FALB	DWIGHT WASHINGTON*
MOHAMMED HAMID*	
SALLY HART PETERSEN*	
RIYAZ KANJI	

**Denotes member of Michigan LCV Education Fund board*

***Denotes member of both boards*

ELECTION WINS

Michigan LCV ran smart, sophisticated campaigns across the state to clean up our water, tackle climate change, and defend our democracy, making water a “Kitchen Table” issue for elected leaders and voters alike. We helped fuel a “Blue and Green Wave” that re-elected Governor Gretchen Whitmer, Attorney General Dana Nessel, and Secretary of State

Jocelyn Benson, flipped both legislative chambers for the first time since 1982, swept every university and school board, and maintained a pro-democracy/pro-environment majority on the Michigan Supreme Court. We were instrumental in passing the Promote the Vote 2022 (PTV 2022) ballot proposal which soared to victory, expanding voter rights and enshrining

them in the state constitution.

These victories were made possible through the active support of thousands of Michigan citizens who participated in door to door canvassing, phonebanking, and direct financial contributions to Michigan LCV PAC (direct contribution PAC) and CVM PAC (super PAC).





PROTECTING OUR WATER

In March, Governor Whitmer signed into law the Building Michigan Together Plan, which is the largest investment in our water infrastructure in state history. The plan expands upon her MI Clean Water Plan and dedicates \$4.7 billion toward stormwater upgrades, wastewater infrastructure, removal of lead pipes and more. The Michigan LCV Team (board and staff) played a critical role in getting this legislation across the finish line, working with lawmakers on both sides of the aisle and the Governor's office to win approval and final passage.

In August, the EPA announced proposed rules to declare PFOA and PFOS, two of the most common toxic PFAS variants, as hazardous substances. This was a massive step forward to protect our health

and will lead to increased oversight to better protect communities' health who have been impacted by PFAS. The Michigan LCV team, along with the Great Lakes PFAS Action Network worked for months behind the scenes with U.S. Rep. Debbie Dingell and the EPA to push for these standards and ensure they are as strong as possible.



TRANSITIONING TO CLEAN ENERGY AND ADDRESSING CLIMATE CHANGE

On April 21, Governor Whitmer unveiled her MI Healthy Climate Plan, Michigan's boldest plan to address climate change in state history. Michigan LCV worked with partners to influence the plan to ensure it is equitable, prioritizes environmental justice, and is as strong as possible. The plan sets Michigan on a path to achieve 100% carbon neutrality by 2050, build out electric vehicle infrastructure and transition our state to 100% clean energy. Our team created the website www.mihealthyclimate.com to provide the public with information about the plan.

In November, after a year-long campaign



urging state regulators to reject DTE Energy's \$388 million rate increase, the Michigan Public Service Commission came out with its decision to slash DTE's request, approving just \$30.5 million. Michigan LCV partnered with frontline communities and BIPOC-led groups to pack a Detroit hearing on the rate case in August, helping recruit more than 200 people to speak.

Leading up to and after the announcement of the MI Healthy Climate Plan, the Michigan LCV Team ran a robust public engagement campaign to build momentum around the plan and celebrate it after it was introduced. This took the form of direct actions and climate rallies, a five-part video series highlighting Michiganders from all backgrounds and across the state to demonstrate the impacts of climate change and the need for action.



SAFEGUARDING DEMOCRACY *

We deeply supported the passage of Proposal 2, the ballot initiative that expanded voting rights and enshrined them in the state constitution. We raised over \$250,000 for the campaign, knocked hundreds of thousands of doors with volunteers and paid canvassers and promoted the proposal via our communications channels. The proposal passed with a 59% to 40% margin.

We co-led the statewide Clerk Engagement Work Group, working with local clerks across 30 jurisdictions to ensure voters had equitable ballot access no matter their location. Michigan saw successful midterm elections with minimal disruption, and we played a significant role in that, having served as active partners in election protection and election defense programs. We also recruited and facilitated the training of hundreds of volunteers to serve across the state where needed as poll workers, non-partisan poll challengers at pre-processing centers and in-person voting places while helping staff the Voter Protection Hotline with lawyers, residents, and more.



Our 313 and 616 Votes Programs launched a 20-person hybrid canvass ahead of the August Primary and November General Elections to connect with Michigan voters in Battle Creek, Detroit, Lansing, Grand Rapids and Harper Woods, providing them with information on how and where to vote and ensuring they returned requested absentee ballots. We contacted more than 52,600 voters. In addition, we partnered with national LCV to provide bus stop ads across the city of Detroit with important elections-related information and ran \$135,000 in radio ads in Detroit and Grand Rapids that educated voters about their options on and before Election Day.

**Work of our C3 Michigan LCV Education Fund*



WHY MAKE A GIFT?

You can protect the air your family breathes, the water you drink, the parks and open space you enjoy, and the integrity of our elections. **With your donation to Michigan LCV, you will help:**

- > Defend Michigan's clean air, clean water and public land from legislative attacks.
- > Provide updates and new information to elected officials about the importance of protected land, clean air and clean water.
- > Inspire voters to work together and protect the Great Lakes State.

Together, we will fight to protect our precious resources for future generations.

Your Land. Your Air. Your Water. Your VOTE.

YOUR GIFTS IN ACTION

4,609 Michigan LCV Members

218,625 Doors Knocked

28,388 Conversations with voters

1,618,895 Pieces of mail

\$632,000 in TV ads





WAYS TO GIVE



ONLINE

Visit our websites at
www.michiganlcv.org
www.michiganlcvfund.org



GIFTS OF STOCK

We welcome gifts of appreciated securities. You can sometimes avoid Capital Gains tax by donating stock directly to our 501(c)3 Education Fund.



BY MAIL

Please send a check made out to “Michigan LCV” or “Michigan LCV Education Fund” to 340 Beakes St. Ste 110, Ann Arbor, MI 48104.



IRA DISTRIBUTIONS

If you are 70 1/2 or older, you can make gifts directly to our 501(c)3 Education Fund and avoid income tax on those funds.

Our Federal Tax ID Number is 37-1430158.

YOUR SUPPORT IN 2022

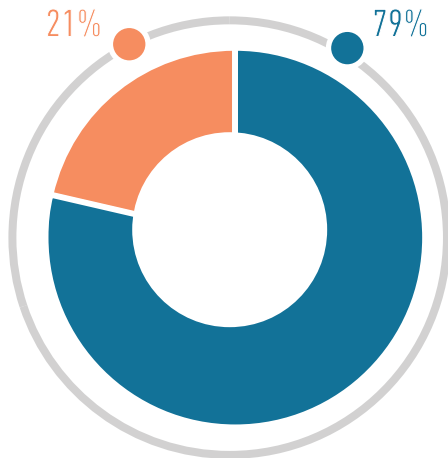
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MICHIGAN LEAGUE OF CONSERVATION VOTERS EDUCATION FUND

> REVENUE
\$2,300,633

> EXPENSES
\$2,010,163

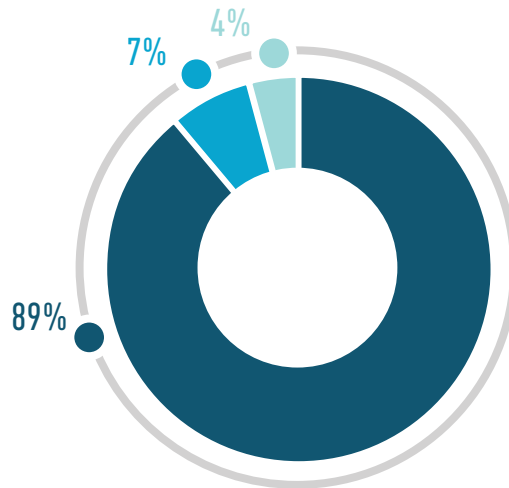
REVENUE



79% GRANTS

21% INDIVIDUAL
DONATIONS

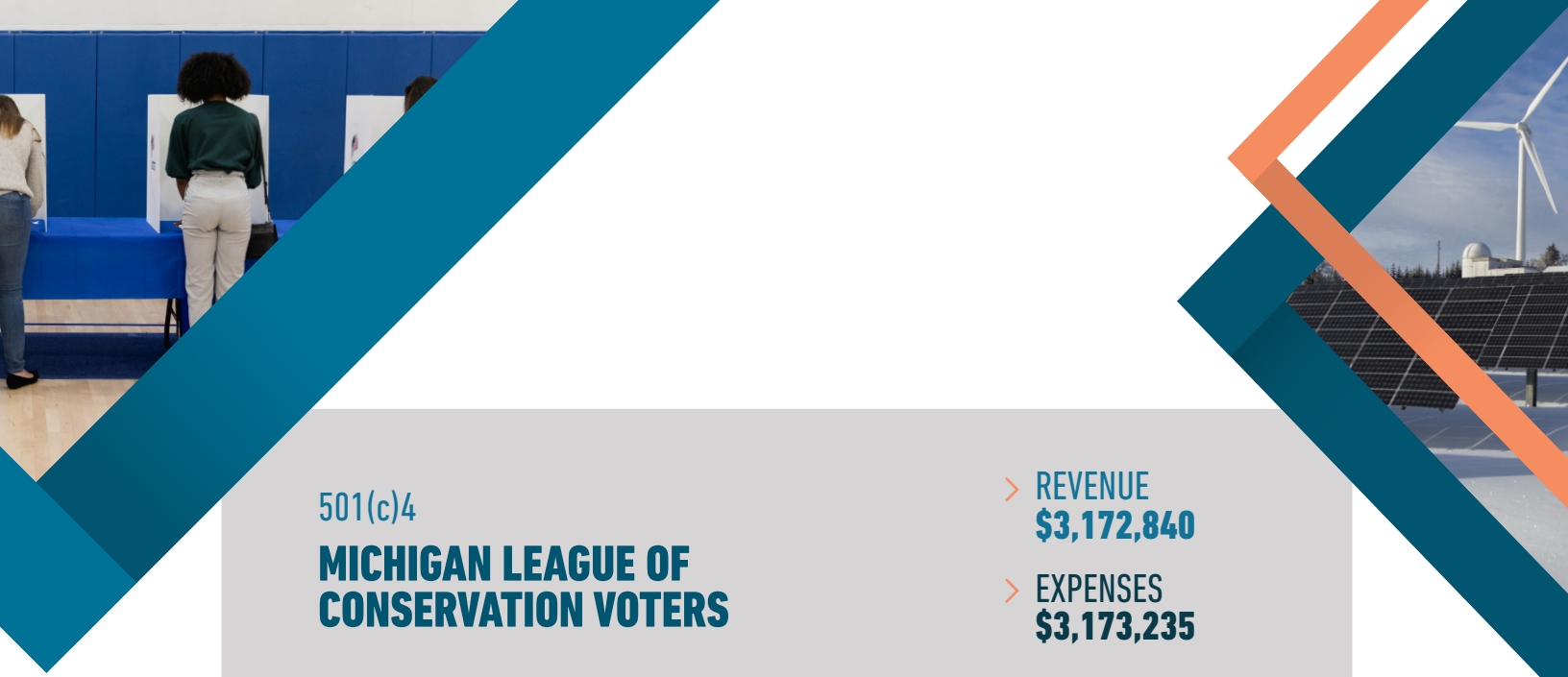
EXPENSES



89% PROGRAM

7% NON-STAFF OVERHEAD

4% OTHER



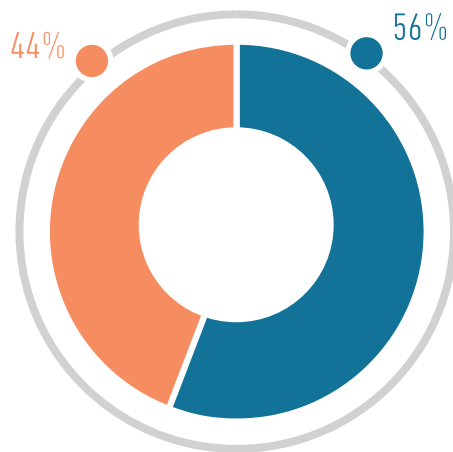
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MICHIGAN LEAGUE OF CONSERVATION VOTERS

> REVENUE
\$3,172,840

> EXPENSES
\$3,173,235

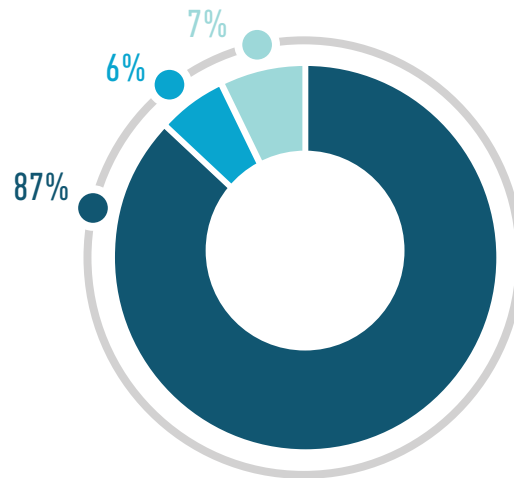
REVENUE



44% GRANTS

56% INDIVIDUAL DONATIONS

EXPENSES



87% PROGRAM

6% NON-STAFF OVERHEAD

7% OTHER

Unaudited figures. If you would like additional information about Michigan LCV PAC or Conservation Voters of Michigan PAC, please contact us at info@michiganlcv.org.



OUR MISSION

Michigan LCV works to protect the air, land, and water in communities all across Michigan by activating voters to elect and hold accountable public officials who fight for an environment that sustains the health and well-being of us all.

MICHIGANLCV.ORG | MICHIGANLCVEDFUND.ORG | [@MICHIGANLCV](https://twitter.com/MICHIGANLCV)

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