We have reached the halfway point of our three-year strategic plan, which has provided tremendous momentum to our efforts to make Virginia politics more accessible.

Here are some of our successes in 2015:

- We diversified and increased VPAP’s donor base to increase programs and enhance our independence.
- We broadened the audience for our website through a new tool – All Politics Is Local – that provides users with a list of their elected representatives, upcoming elections, and news about their community.
- We expanded the audience for VaNews, our daily compilation of newspaper articles about state politics and government.
- On Election Night, we delivered more than two million page requests for live election results.

In the year ahead, we will remain fiercely nonpartisan. We are dedicated to connecting Virginians to trusted information so they can make informed decisions.

Thank you for your interest in VPAP. Please let me know if you have suggestions, kudos, or criticism. We hope to continue to earn your trust.

Larry Roberts
VPAP Board Chair
In December, the nonprofit Virginia Public Access Project appointed four new members to its bipartisan Board of Directors.

Appointed to three-year terms:

**CATHIE FRANCE**
France is the chief public affairs officer for the Port of Virginia. Her previous positions have included government relations for Virginia Natural Gas and deputy director for energy policy in the McDonnell administration. Cathie lives in Virginia Beach.

**KENTON NGO**
Ngo is the director of analytics for the Progressive Change Campaign Committee. He has worked as a Democratic strategist specializing in polling, mapping, and data. Kenton lives in Arlington.

**ED SCOTT**
Scott is a former GOP legislator who represented a mostly rural swath of the Piedmont from 2004-16. He is a partner in a business specializing in alternative septic systems. Ed lives in Madison County.

Additionally, the board created an ex-officio director position reserved for the volunteer who chaired its most recent annual fundraising luncheon, held each May. The Board appointed one director to a one-year ex-officio term:

**TOM COSGROVE**
Cosgrove is the manager of corporate, citizenship & government relations at Newport News Shipbuilding. He is a former executive director of the Virginia Senate Republican Caucus. Tom lives in Williamsburg.

The board also reappointed Nicole Riley and Ann Rust to three-year terms.
The Virginia Public Access Project is a nonprofit that relies on support from its users. VPAP would like to thank the following financial contributors.

### 2015 SUPPORTERS

#### $50,000
The Mousetrap Foundation

Edward H. Rice
Verizon

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Gil Minor
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Virginia Automobile Dealers Association
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Virginia AFL-CIO
Virginia Bankers Association
Virginia Beer Wholesalers Association
Virginia Dental Association
Virginia Education Association
Virginia Health Care Association
Virginia Municipal League

#### $1,250
Allen, Allen, Allen & Allen
Ed Robinson*
John D. Whitlock*

#### $1,200
Anheuser-Busch
Apartment & Office Building Association
Bon Secours Virginia
Columbia Gas of Virginia
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#### $1,000
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Want to add your name to the growing list of VPAP supporters?

Donate online at vpap.org/donate

Mail a check to: P.O. Box 1472 Richmond, VA 23218
2015 FINANCIAL RESULTS

Revenues: $615,877

- May Event: $178,325
- Annual Fund: $230,288
- VaNews: $57,469
- Candidates: $16,925
- Media: $31,975
- Fee Services: $16,500
- Grants: $70,000
- Other: $14,395

Expenditures: $569,272

- Personnel: $449,882
- Technology: $46,089
- Events/Marketing: $29,522
- Services/Support: $23,642
- Rent, Overhead: $20,137

All donations to the Virginia Public Access Project are tax-deductible. Audited financial reports are available at the Virginia Department of Agriculture and Consumer Affairs. Annual Form 990 tax returns available at guidestar.com.

$1,000 (cont’d)
Gilbert Rosenthal
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James R. Smith
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Virginia Petroleum Convenience & Grocery Association
James L. Weinberg
Ted Wood

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FutureLaw*
Range Resources
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$300
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Abbitt Consulting
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American College of Radiology – Virginia Chapter
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Bank of America
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* Gave more than amount listed

VPAP DONORS AT A GLANCE

Unique Donors Per Year
A Historical Perspective

2015 Donors: New vs. Renewal

Donor Retention: 2014-15

18%

First-Time Donors

73%

2014 Donors Who Gave Again in 2015

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* Gave more than amount listed

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$10/month = $120/year
$25/month = $300/year
$84/month = $1,000/year

Visit vpap.org/donate to set up a recurring monthly donation

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The Leadership Council is comprised of business and community leaders who provide invaluable counsel to VPAP and who donate at least $5,000 annually.

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## VaNews at a Glance

**Total email subscribers:** 6,905  
**Readers who donate:** 10.7%  
**Email open rate:** 77%  
**Days published:** 276  
**Articles published:** 10,456

### Geographic Profile of VaNews Subscribers

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Richmond</td>
<td>36%</td>
</tr>
<tr>
<td>Northern Va./D.C.</td>
<td>6%</td>
</tr>
<tr>
<td>Valley</td>
<td>8%</td>
</tr>
<tr>
<td>Hampton Roads</td>
<td>12%</td>
</tr>
<tr>
<td>Southside</td>
<td>1%</td>
</tr>
<tr>
<td>Southwest Va.</td>
<td>26%</td>
</tr>
<tr>
<td>Piedmont</td>
<td>7%</td>
</tr>
</tbody>
</table>

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- Ric Arenstein
- Commonwealth Connections*
- Cox Communications*
- Jeannemarie & Tom Davis
- William Dolan
- Jim Babb Communications
- William Leighty
- Joe T. May
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- County of Stafford
- Kirk Cox
- Henry Doggett

### 2015 Donor Salute

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- Richard Swann
- Margaret E. Vanderhye
- Vectre Corporation
- Virginia Beer Wholesalers Association
- Virginia Health Care Association
- Virginia Poultry Federation
- Virginia Poverty Law Center
- Virginia Transit Association
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Sen. Emmett Hanger
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Del. Scott Garrett
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Sen. Mark Obenshain
Del. Charles Poirier
Del. Margaret Ransone
Del. Rip Sullivan
Del. Ron Villanueva

Other
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Del. Manoli Loupassi
Del. Chris Peace
After Virginia Votes brought together Jeff Ryer of the Virginia Senate Republican Caucus and Brian Zuzenak from Gov. McAuliffe’s PAC to discuss the 2015 state Senate elections. George Mason University Dean Mark Rozell led the 90-minute discussion, which was held November 9 at the GMU-Arlington Campus.

2015 VPAP Events

Lighten Up, It’s Just Politics

More than 300 people were on hand in May for the 2015 edition of Lighten Up, It’s Just Politics. This unique event gives politicians from both sides a chance to make light of themselves – and others. Republican State Sen. Tom Garrett served up jokes as master of ceremonies and Democratic U.S. Sen. Tim Kaine was the featured stand-up act. The luncheon was held May 28 at the Downtown Richmond Marriott.
2015 BY THE NUMBERS

**VPAP.ORG**
- 23,516 Average unique visitors per month

**VA NEWS**
- 10,456 Articles that appeared in VaNews

**SUPPORTERS**
- 880 Supporters who donated to VPAP

**TRUSTED**
- 96% Users who say VPAP is unbiased

**ELECTION NIGHT**
- 2.3 million Total page loads

**BROADENING AUDIENCE**
- 18,415 Visits to All Politics is Local in November

**WORKLOAD**
- 108,343 Campaign contributions processed

**FUNDRAISING**
- 257 Readers who donated during VaNews-athon

**COMMUNITY**
- 24 Speaking engagements

**SITE VISITS PER MONTH**

- Jan.
- Feb.
- Mar.
- Apr.
- May
- June
- July
- Aug.
- Sep.
- Oct.
- Nov.
- Dec.

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**VA NEWS**

**SUPPORTERS**

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**ELECTION NIGHT**

**BROADENING AUDIENCE**

**WORKLOAD**

**FUNDRAISING**

**COMMUNITY**

**SITE VISITS PER MONTH**