FROM THE BOARD CHAIR

Every year, I lead small business owners around the General Assembly for our “Small Business Day on the Hill.” While most are on a first-name basis with their hometown delegation, I can’t assume they know much about how the process works.

In the same way, we at VPAP know that most people who visit our site or see our social media postings lack an insider’s perspective.

VPAP’s unique mission is to take government data – such as campaign finance, legislation and election results – and transform it into information that means something to a variety of audiences.

For insiders, it’s relatively easy. Heck, they already speak the language.

Our real challenge is to open a window for everybody else.

As you’ll read in this Annual Report, VPAP met this challenge in several ways this year. We connected with high school government teachers. We made it easy for people to stay informed. And we produced data visualizations that brought the data to life.

Thank you to our many supporters whose financial investment provide Virginians with this unique resource. We hope to continue to earn your trust.

Nicole Riley
VPAP BOARD CHAIR

The Virginia Public Access Project is a 501(c)(3) tax-exempt corporation. All donations to VPAP are deductible on federal taxes to the full extent of the law. Federal Tax ID 54-1825691.
2016 ACCOMPLISHMENTS

A STRATEGIC PLAN PROGRESS REPORT

In December, the VPAP Board of Directors sharpened the organization’s strategic plan to focus on three core goals.

1

GOAL

Make Politics More Relevant, Easily Understood

2016 SUCCESSES

• Launched a Resource Library for high school government teachers that includes visualizations crafted to help students understand basic concepts about our system of representative democracy.
• Published interactive visualizations that helped explain trends such as campaign finance, early voting and election results.
• Provided real-time analysis of election results that showed turnout and votes in precincts with identifiable demographics.

2

GOAL

Broaden VPAP’s Audience

2016 SUCCESSES

• Grew VaNews subscriptions by 22.7% — bringing the people who receive daily news compilation email to nearly 8,500.
• Social media strategy focused on data visualizations drew 21,000 new users to vpap.org during the second half of the year.
• Data visualizations attracted 137,400 page views in the second half of the year, compared to less than 10,000 the previous year.

3

GOAL

Build a Robust, Independent Institution

2016 SUCCESSES

• Adopted a Three-year IT Plan to boost data analysis, increase efficiency of data processing and speed deployment of website programming.
• Raised the profile of the VPAP Board of Directors by adding two seats reserved for corporate leaders and high-profile individuals.
• Grew the Leadership Council from 19 to 29 individuals who donate at least $5,000 annually.
The Virginia Public Access Project is a nonprofit that relies on support from its users. VPAP would like to thank the following financial contributors.
2016 FINANCIAL RESULTS

**REVENUES** $752,273

- **Annual Fund** $325,266
- **May Event** $196,600
- **Grants** $100,000
- **VaNews** $67,805
- **Media** $34,075
- **Candidates** $16,900
- **Fee Services** $11,626

**TOTAL** $752,273

**EXPENDITURES** $666,342

- **Personnel** $442,904
- **Technology** $121,762
- **Rent/Overhead** $42,327
- **Events/Marketing** $35,876
- **Services/Support** $23,074

**TOTAL** $666,342

EQT
GEICO
George Mason University
Hampton Roads Realtors
Association
Hefty Wiley & Gore
Kemper Consulting
NFIB
Northern Virginia Chamber of Commerce
Poolhouse
Sanofi
Spotts Fain
Universal Leaf Tobacco Company, Inc.
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Virginia Farm Bureau
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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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* Gave more than amount listed
VPAP DONORS AT A GLANCE

889 TOTAL NUMBER OF DONORS

81% RENEWING

19% FIRST-TIME

70% DONOR RETENTION compared to 46% National Average*

98 NUMBER OF DONORS WHO RETURNED IN 2016 AFTER SKIPPING 2015

2015 RETAINED DONORS

42% GAVE MORE IN 2016

42% GAVE SAME IN 2016

16% GAVE LESS IN 2016

* Source: Fundraising Effectiveness Project, national survey for 2015.

TOP VISUALIZATION
Precincts with 40+ spread between Democrats and Republicans

2012

2016

vpap.org 7
2016 VANEWS DONOR SALUTE

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Harvey Morgan
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Judy Napier

THE 5 MOST-CLICKED HEADLINES OF 2016

1. Editorial: More changes to Va’s Constitution (Smithfield Times)

2. McAuliffe administration official accepts Redskins’ invite for playoff game luxury box (Associated Press)

3. Here’s what happens when Miley Cyrus door knocks for Clinton at a college dorm (Washington Post)

4. Visualization: Map of court-imposed congressional districts (vpap.org)

5. Va’s ethics chief forced out as Supreme Court takes up McDonnell case (Washington Post)
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Sheila S. Noll
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David Poisson
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Shelly Poole
Frank Porter
Memory Porter
Anita Poston
Elizabeth G. Povar
Katherine Powell
David Poisson
Trip Pollard & Elizabeth Outka
Meredith & Joe Poole III
Shelly Poole
Frank Porter
Memory Porter
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* Gave more than amount listed
VPAP EVENTS

LIGHTEN UP, IT’S JUST POLITICS

More than 350 people turned out for VPAP’s annual luncheon, which is a Virginia take on the White House Correspondents Dinner. This unique event offers politicians from both sides a chance to make light of themselves – and others. The May 25 program included stand-up routines by two freshman state legislators – Democrat Del. Lamont Bagby and Republican Glen Sturtevant. The M.C. was Beau Cribbs, host of RVA Tonight.

AFTER VIRGINIA VOTES

The post-election retrospective organized by VPAP and hosted by the Schar School of Policy and Government at George Mason University has become a must-see tradition in Virginia politics. Held one week after the presidential election, the 2016 edition of After Virginia Votes featured state directors for Democrat Hillary Clinton and Republican Donald Trump. Schar School Dean Mark Rozell led a 90-minute discussion.
2016 BY THE NUMBERS

137,400 PAGE VIEWS associated with our data visualizations in second half of year

+67% VISUALIZATIONS PUBLISHED compared to 2015

21,891 NUMBER OF TIMES voters used All Politics is Local to find their precinct

10,874 ARTICLES that appeared in VaNews

2,350 PAGE VIEWS for K-12 Teacher Resource Library

97% TRUSTED Users say VPAP is unbiased

vpap.org

2016 ANNUAL REPORT