2022 Progress Report

VPAP launches nation's first online database of state campaign donors

Follow our 25-year timeline:
Dear Supporters and Friends:

In the last year, there were many times I felt grateful for VPAP’s community of donors, who have enabled our talented and hardworking staff to make Virginia politics less opaque. Some were profound, like when supporters came forward with the $200,000 needed to help toward rebuilding the custom software that makes it easy for the public to follow the money. Some were small but touching, like the hundreds of readers who chipped in a few bucks for VaNews, which delivers news headlines.

But there was one encounter last year that deepened the team’s appreciation of our donors’ collective impact. In the spring, our expertise was sought by someone who wants to replicate VPAP in a different state. These conversations made me realize just how daunting it would be to start VPAP from scratch. Our expertise and free tools were developed and refined over a quarter century. And everything we do has been made possible by a growing and diverse community of donors.

We are grateful that in 2022 many of our longtime supporters deepened their commitment to the vision of an inclusive democracy powered by an informed electorate. And we were thrilled to add 318 first-time donors – big and small – to our list of contributors found in this annual report.

We begin our second quarter century with clear purpose and gratitude for your confidence and support.

Regards,

Bill Leighty
Board Chair
Breaking the Code

In 2022, VPAP devoted considerable brainpower and resources to unlock the geographical distribution of election results. Elevated early voting had left the public without a clear understanding of the partisan lean of newly drawn legislative districts. Our team developed a statistical model that allocated the 2021 gubernatorial results to the new districts. Later, we built web tools that show how precinct results change depending on when people vote.

25th Anniversary: 1997–2022

Revenue by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
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<tr>
<td>1997</td>
<td>$53,193</td>
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<tr>
<td>2010</td>
<td>$317,730</td>
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<tr>
<td>2022</td>
<td>$1,332,028</td>
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</table>

Revenue Sources

- Political Insiders
- Media
- Individuals and Grants
- Fee for Service

2014
- Implements strategic plan to expand funding/audience beyond insiders

2015
- ‘Lighten Up’ theme lends humor to annual fundraising lunch
- Staff moves to loft office space in Shockoe Slip

2016
- Holds summer training session for civics teachers
- Crowdfunds purchase of state voter file

2017
- Launches COVID-19 dashboard
- Begins tracking rate of early voting

2018
- VaNews subscribers top 14,000

2019
- Provides tools to help people make sense of redistricting
- Estimates 2021 gubernatorial results by new districts

2020
- Begins rebuild of software that processes campaign contributions

2022
- Office Locations: 5
- Board Members: 79
- Board Chairs: 18
- Donors who have given 15 or more years: 148
- Campaign finance transactions processed: 2,850,600
The Virginia Public Access Project is a nonprofit that relies on support from its users. VPAP would like to thank the following financial contributors who make our work possible:

<table>
<thead>
<tr>
<th>Amount</th>
<th>Contributions</th>
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<tbody>
<tr>
<td>$75,000</td>
<td>Ronald D. Abramson</td>
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<tr>
<td>$50,000</td>
<td>The Mousetrap Foundation</td>
</tr>
<tr>
<td>$40,000</td>
<td>TowneBank</td>
</tr>
<tr>
<td>$25,000</td>
<td>Matthew Calkins*, Clean Virginia, Verizon, Walmart, Dominion Energy, Barbara Fried, William A. Olson</td>
</tr>
<tr>
<td>$20,000</td>
<td>Altria Group, Marvin W. Gilliam Jr., W. Sheppard Miller III, CHM Holdings LLC, Edward H. Rice*, Sentara Healthcare</td>
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<td>$15,000</td>
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<td>$7,500</td>
<td>Appalachian Power Company*, Loren W. Hershey*, Inova Health System, Robert P. Kegley, William H. Leighty</td>
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<td>$6,000</td>
<td>L.A. Bowman*, W. Heywood Fralin McGuireWoods Consulting, The Richmond Times-Dispatch*</td>
</tr>
<tr>
<td>$3,000</td>
<td>Microsoft*, The Roanoke Times*, Va. Community College System*, Carol W. Ford*, AT&amp;T Capital Results, Babur Lateef, Old Dominion Electric Cooperative, Troutman Pepper Volkswagen Group of America</td>
</tr>
<tr>
<td>$1,500</td>
<td>Virginia Association of Counties, Virginia Education Association, Virginia Trial Lawyers Association, Voters First Project, Washington Gas</td>
</tr>
</tbody>
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Thank you to our 2022 supporters.
Virginia Dental Association
Virginia League of Conservation Voters
Virginia Wine Wholesalers Association

$1,200
Alliance Group
Ric Arenstein*
Carmen Clipper
G. Franklin Flippin*
Raymond Gromelkski*
Andria McClellan*
David M. Poole*
Port of Virginia*
Nicole A. Riley*
Virginia Natural Gas*

$1,000
The Associated Press
Atlantic Dominion Distributors
Bay Armoury
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Craig DiSesa
John M. Dowd*
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$750
Access Point Public Affairs*
Advantus Strategies*
Robert Brink*
Barbara D. Davis
Donal Day*

$600
Lesley Boger
CapCity Strategic Communications*
Keith Franklin
The Gaston Group*
Michael Greelis
Natalie Hart
H. Lane Kneedler*
Sen. Lynwood Lewis
Mary Baldwin University*

2022 Financial Results

Revenue
$1,330,029

<table>
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<th>Category</th>
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<td>May Event</td>
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<td>Software Upgrade</td>
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<td>VaNews</td>
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<td>Media</td>
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<td>Candidates</td>
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<tr>
<td>Other</td>
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Expenses
$1,216,827

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<td>Professional Servs</td>
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<td>Technology</td>
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<td>Marketing</td>
<td>$55,748</td>
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<td>Rent, Admin</td>
<td>$41,130</td>
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<tr>
<td>Other</td>
<td>$12,053</td>
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</tbody>
</table>
Thank you to our 2022 supporters.

C. Dale Stanley*  
Suzanne Thomas  
Harrison Wallace  

$500  
Daniel M. Brody  
Landon V. Butler*  
Wes Callender*  
Dan and Kim Carey*  
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Association of Virginia  
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Virginia Retail Federation  
Virginia Sheriffs Institute  
Virginia Transit Association  
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William & Mary  

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Tom York

*Gave more than amount listed
Thank you to our 2022 supporters.

Donors to Software Upgrade

Thank you to the following donors who increased their giving last year to raise the $205,000 needed to build new software that our team uses to match and tag campaign contributions. The new software will come online this spring.

$50,000
The Mousetrap Foundation

$25,000
Ronald D. Abramson

$20,000
TowneBank

$15,000
Matthew Calkins
Clean Virginia

$10,000
CHM Holdings LLC
Barbara Fried

$5,000
W. Heywood Fralin
The Garcia Companies
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Appalachian Power
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$2,000 - $2,500
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CSX Corporation
Joan M. Huffer and
Robert H. Dugger
McGuireWoods
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Christine and John
Milliken
Virginia Chamber of Commerce
Virginia Municipal League

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Virginia AFL-CIO
Katharine M. Webb
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$700
Claudia Tucker
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Construction Alliance

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Megan Gallagher
Steve Haner
Jack L. Harris
Christina Heath
Marjorie Hobart
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Karen Darner
Diana Dutton
Megan Gallagher
L.M. Guthrie & Associates
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Richard and Blair
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Sue Ann Messmer
Elizabeth Morgan
Patricia Polentz
Lawrence Roberts
Hampden H. Smith III
Mary and Jack Spain
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Robert Matthias*
Brenda Mead*
Warren Nelson
Michael Niebling

*Gave more than amount listed
Thank you to our 2022 supporters.

I’m deeply appreciative of what y’all do. Sunlight is the best disinfectant!

Michael Siragusa
@MichaelSiragusa
Replying to @vapapupdates

2022 Donors

$150
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Leonne Arsenovic*
Melissa Assalone*
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Lisa Barth
Linda Allen and
Ronald Bass*
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William A. Bell*
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2018 2019 2020 2021 2022
1,658 Total Donors

Donors by Amount Given

486 $5,000+
167 $1,000-$4,999
135 $500-$999
688 $100-$499

Donor Retention

65%

National average is about 45%

2022 Donors

2018 2019 2020 2021 2022
1,658 Total Donors

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486 $5,000+
167 $1,000-$4,999
135 $500-$999
688 $100-$499

Donor Retention

65%

National average is about 45%
Thank you to our 2022 supporters.

May 26, 2022
Back in person after a two-year hiatus!

John McCrea*
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Sarah Chambers
Kendall Carter
Sarah Carter
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Elizabeth Clements

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Thank you to our 2022 supporters.
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