I’ve had the honor and pleasure of working at Ballotpedia since June 2010. Back then, we talked about ourselves being one of the little guys—the political website that focused on the “down-ballot coverage” while everyone else obsessed and wrote about the top of the ticket. We humbly thought our domain rested in the areas of politics with little coverage and little competition. If only my 2010-self could see us now; I would’ve never believed it.

When I joined the staff in 2010, we had just embarked on an exciting new project to write articles about the 7,383 incumbent state legislators. Every year since then has topped the previous one in sense of satisfaction and in growth. Like any other growing company, we’ve experienced a combination of highs and lows. I suppose we have learned first-hand why they call it “growing pains.” With a large vision and grand ambitions, we set the bar high for ourselves. We embarked on an exciting new project to write articles about the 7,383 incumbent state legislators. Every year since then has topped the previous one in sense of satisfaction and in growth. Like any other growing company, we’ve experienced a combination of highs and lows. I suppose we have learned first-hand why they call it “growing pains.”

2010: We launched the state legislative project and pioneered our very own competitiveness study, now in its seventh year.

2011: It was a year of R&R. No, not rest and relaxation. Redistricting and Recalls. We had a wonderful year writing about the redistricting maps and Wisconsin recall events.

2012: This was our first step into the big leagues, with our expansion into congressional coverage.

2013: In 2012, we expanded up with Congress; in 2013, we went deeper into local government with two major projects. We acquired the Sunshine Review and more than 30,000 articles along with it. We also launched our school boards coverage area into the 1,000 largest school districts.

2014: We were all about elections, all the time, in the early years of Ballotpedia. In 2014, we moved beyond just what appears on the ballot and began focusing on the policy conversations behind the scenes of each election, with the launch of our Public Policy Desk (at the time, called Polcypedia).

2015: In continuing with the trend to go beyond what appears on the ballot, we launched our Influencers project. Influencers help elect candidates, achieve policy change, create ideological change, and affect popular perception. Put simply, American politics is incomplete if solely focused on elected officials.

2016: First, you build articles on what appears on the ballot, in front of voters (2007-2013). Then, you write about the various policy areas that are influenced and shaped by elections (2014). Once that’s done, you must write about the movers and shakers behind the scenes (2015). Next comes helping readers understand the facts being spun and interwoven around the political landscape. Hence, 2016 brought us Verbatim: Ballotpedia’s fact-checking project. So, what comes next? As the Encyclopedia of American Politics, the sky’s the limit. There are many different exciting directions we could go in, but I’ll close with just one - comprehensive sample ballot coverage for 100 million Americans. Wouldn’t that be something?
When BP staff personify and exhibit these values, we are a high performance/high enjoyment team that gets our very important job done.

**INTEGRITY**
- You communicate directly with people and never say something about a team member that you have not said directly to him or her.
- You say what you think and are known for candor.
- You are non-political when you disagree.
- You make and fulfill promises carefully.
- You are quick to admit mistakes and take action to resolve them.
- You ask for specific feedback.
- Your action always align with Ballotpedia’s best interest.

**DISTINCTION/EXCELLENCE**
- You ask questions in search of understanding rather than in search of argument.
- You listen for and question assumptions until you understand them.
- You are a genuinely open minded, receptive person.
- You are non-judgmental when addressing problems and assume good faith on the part of your co-workers.

**CURIOSITY**
- You think about the experience of the underdog when doing your work.
- You disagree with people openly and in such a way that your respect for him or her grows.
- You are compassionate.
- You are a responsive person.

**DIGNITY**
- You put your tasks in the context of the impact of the mission.
- You put your reputation behind your work and the work of your team.

**HONOR/COURAGE**
- You put your reputation behind your work and the work of your team.

**FINANCIALS**

**EXPENSES**
- Administration: $230,110.65
- Communications*: $662,031.77
- Fundraising: $566,620
- Editorial: $3,453,403.95

Total 2016 Expenses: $4,912,165.77

*Includes a $480,000 in-kind Google AdWords grant.

**REVENUE**
- Corporate Donations: $100,054.58
- Foundation Grants: $239,100.00
- Indirect Donors: $3,480,329.47
- In-kind Donations: $479,627.52
- Advertising Revenue: $100,658.41
- Data Sales: $9,700.00
- Investment Interest: $1,713.08

Total 2016 Revenue: $4,411,183.06