MAJOR ACCOMPLISHMENTS

2015 REBRAND
In 2015, we at Ballotpedia took strides to establish ourselves as The Encyclopedia of American Politics. With over 225,000 professionally curated articles on federal, state, and local politics and policies, we wanted to ensure that the general public knew where to go for trusted, factual information.

We merged all Judgepedia and Ballotpedia content so that our readers can find all information housed on one site: Ballotpedia.org.

We take pride in providing unbiased and current information. Our professional staff is highly trained, and our volunteer editors are now required to pass an advanced grammar and coding test before editing the site. They must also fill out an application and sign an agreement showing their commitment to nonpartisan, factual information.

Our site has come a long way since our humble wiki beginnings. Readers are no longer burdened with history and edit tabs that are of no use to them. Instead, they get a clean site with easy-to-find features and tons of great content. Be sure to visit Ballotpedia.org again to explore our new layout and homepage.

WE ANSWERED 1,688 READER EMAILS THAT WERE SENT TO OUR ACCOUNTS.

56,872 SOCIAL MEDIA FOLLOWERS
— This includes —
  • TWITTER • FACEBOOK • LINKEDIN • INSTAGRAM •

4,210 MEDIA MENTIONS

Ballotpedia is “a Bible for everyone looking for fact-checked information about the upcoming election.”
— Journalism.co.uk

PLANS FOR 2016
• Write thousands of new articles about influencers in the political process
• Provide robust coverage of the presidential election
• Analyze state trifecta composition across the nation
• Identify state executive races where big money is coming into play
• Publish a sample ballot lookup tool that will include school board officials and local judges
• Conduct candidate surveys of school board and municipal candidates
• Expand our Public Policy Desk, including the launch of our Civics 101 portal
• Conduct detailed analysis of battleground districts in U.S. House elections
• Ramp up Verbatim so that we are publishing five fact checks a week
• Increase our in-depth reporting on U.S. Senate races
• Expand our 2016 presidential election coverage, including the release of a daily presidential news brief
• Provide detailed coverage of state supreme court races
• Write thousands of new articles about influencers in the political process
• Enhance our authoritative, assertive coverage of elections across the board
• Launch a weekly e-newsletter
• Provide detailed coverage of state supreme court races
• Bring your support to Ballotpedia.org

TRUTH AND ACCOUNTABILITY
BACK TO POLITICS!

Your support has made Ballotpedia the go-to source for the finest nonpartisan information on politics and public policy.

Please consider continuing your support in 2016 so that we can close the knowledge gap between the common voter and the political elite.
FINANCIALS

<table>
<thead>
<tr>
<th>REVENUE</th>
<th>2015</th>
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<tbody>
<tr>
<td>+ Corporate Donations: $150,067</td>
<td></td>
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<tr>
<td>+ Foundation Grants: $247,600</td>
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</tr>
<tr>
<td>+ INDIVIDUAL DONORS: $3,772,013</td>
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<tr>
<td>+ In-kind Donations: $120,697</td>
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<tr>
<td>+ Advertising: $8,792</td>
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<td>+ Research Grants: $2,400</td>
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<tr>
<td><strong>Total 2015 Revenue:</strong> $4,301,570</td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2015</th>
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<tbody>
<tr>
<td>- Administration: $205,221</td>
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<tr>
<td>- Communications*: $266,545</td>
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<tr>
<td>- Fundraising: $648,612</td>
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<tr>
<td>- Editorial: $2,893,031</td>
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<tr>
<td><strong>Total 2015 Expenses:</strong> $4,013,409</td>
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*Includes a $120,000 in-kind Google AdWords grant

**Reader Feedback**

We recently implemented a survey for readers on our site and received some great feedback. Here are some of the comments:

“Information is **well-organized and easy to understand**. You break down legal/political language so that normal people can understand it.”

“You guys are amazing. You are **up-to-date on everything** that has to do with the primaries. I use your site for my research.”

“Ballotpedia describes the election and working process of the US legislatures **more detailed** than e.g. Wikipedia, but it is **more understandable** than e-laws.”

“You don’t argue from a liberal or conservative viewpoint but are true journalists. You get to the meat of the story and cut through the clutter and **explain both sides of a story**.”

“I work for a major DC political shop that works mostly in state legislative races (not related to a national party). This is **the most reliable source** for this kind of data, and unless it’s something really down in the weeds, I always find it here.”

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**Endorsements**

Jack Fowler of National Review called Ballotpedia “an amazing website of electoral information.”

“One more minute on Ballotpedia means one less hour on Google”
- @BillyVote

“Ballotpedia is unique and essential, providing comprehensive, nonpartisan data about federal, state, and local politics and elections. We applaud its work and share its driving sentiment that ‘a knowledgeable, informed citizenry is the foundation of a thriving democracy.’”

—Edwin Bender, Executive Director, National Institute on Money in State Politics