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PART I:

Summer 2015 was a historic time for the LGBT movement: after more than a decade of intense public education, legal efforts and state-by-state advocacy, the Supreme Court affirmed the freedom to marry for same-sex couples. Yet, more than 50 percent of LGBT people lived in states where exercising their freedom to marry could cost them their job. Across the country, LGBT people still faced a patchwork of protections from discrimination. Thirty-two states still lack comprehensive nondiscrimination protections to ensure that the LGBT people who live there are shielded from discrimination and harassment in the workplace, in housing and in public spaces, and there is no federal law to protect the millions of LGBT Americans in those states.

There was a clear and growing need for intensive public education work. Americans needed to understand in greater numbers the types of discrimination LGBT people faced on a daily basis, and why comprehensive nondiscrimination protections were so urgently needed. Freedom for All Americans Education Fund (FFAA EF) was established as a 501(c)(3) charitable organization in summer 2015 to carry out this public education.

At the same time, there was a growing backlash to marriage equality – a backlash still reverberating to this day. In 2016 alone, more than 200 anti-LGBT bills cropped up in states all across the country. These proposals singled out LGBT Americans for harm in virtually every area of our lives – from the workplace, to the communities we call home, to schools, and to public places like shops, restaurants, movie theaters and parks. This backlash focused on transgender Americans with particular ferocity. Freedom for All Americans (FFAA) was established as a 501(c)(4) advocacy organization aimed at engaging in the legislative work necessary to protect LGBT people nationwide. FFAA is on the ground in states across the nation, partnering with state and local organizations and businesses to defeat hostile bills and lay the foundation for comprehensive, bipartisan nondiscrimination protections.

These two distinct organizations are driving different types of work in the LGBT movement, but are geared toward a shared vision: An America in which every single LGBT person lives free from discrimination, regardless of the state they call home.
Growing Public Support for Nondiscrimination Protections

Through FFAA EF, we undertook several high-profile projects in 2015 and 2016 to increase public education. This included launching groundbreaking ads that ran online and on national television, including a historic ad featuring a transgender woman that aired on Fox News during the 2016 Republican National Convention. We compiled a first-of-its-kind toolkit so that state and local campaigns could fight back against discrimination with the best resources available. More examples of our public education work are included later in this report.

Protecting More People

Through continued state & local campaigns and new federal efforts, FFAA EF’s advocacy efforts enabled us to be on the ground in 2016 in states across the country to stop discriminatory bills from becoming law – and we succeeded in places like Georgia, South Dakota, and Tennessee. We also went on offense. We launched and ran the first campaign in the country to win stand-alone statewide transgender public accommodations protections in Massachusetts.

This report includes a more detailed look at some of our biggest victories, our lessons learned, and our roadmap for future legislative and federal successes across the country.

Building the Team

A major component of FFAA EF’s work to build a future where everyone can live free from discrimination includes identifying and training the leaders who can help us achieve that reality. In 2016, FFAA EF’s LGBT-U program – a first-of-its-kind initiative aimed at training the next generation of campaign leaders, from start to finish – saw more than 50 apprentices move through its ranks. These apprentices were trained on everything from the basics of how to run a campaign, to handling an ornery media, to making crucial budget decisions in the throes of campaign crises. This report features a more in-depth look at LGBT-U and FFAA EF’s other efforts to build deeper capacity and better spokespeople for nondiscrimination across the movement.
Freedom for All Americans Education Fund spent much of 2015-2016 identifying some of the biggest public education challenges facing our work. Several common themes quickly emerged:

Most Americans don’t know what it means to be transgender. As a result, our opponents are successful in using unfounded fear tactics to advance discrimination. We needed to do a better job telling the story of what it means to be transgender, and how discrimination impacts transgender people on a daily basis. But in looking to tell that story more thoroughly, it became clear that our movement lacks a deep well of impactful stories. We undertook a concerted effort to identify compelling spokespeople and cultivate stories that could be shared across states and organizations and for multiple purposes, from trainings to digital to earned media.

Speaking of sharing stories across states and organizations, it became clear that there was a dearth of shareable best practices and resources for state groups and other local advocates to utilize in their work. We set out to develop a comprehensive toolkit that state partners and advocates could use to educate core constituencies about the basics of being LGBT, the consequences of discrimination, and the urgent need for comprehensive nondiscrimination protections.
FFAA EF DEVELOPED & BEGAN implementing an array of programs in 2016 to meet these needs:

**TRANSGENDER FREEDOM PROJECT**

FFAA EF launched the Transgender Freedom Project (TFP) in April 2016. TFP’s work supports three goals: Amplifying the stories of transgender Americans in the media and in statehouses; developing winning campaign strategies in partnership with other organizations; and equipping policymakers and advocates with tools and resources that advance transgender protections. We launched TFP with an exclusive in the Associated Press that hit newspapers nationwide, and a CNN op-ed from TFP program director, and FFAA Chief Program Officer, Kasey Suffredini.

TFP is home to a bank of messengers and stories that profile transgender people and the crucial need for nondiscrimination protections. These stories are a critical part of public education at both the state and national level. But the program does more: through TFP, we offer trainings that prepare transgender spokespeople to share their stories effectively and advocate for fully comprehensive nondiscrimination policies. And we’re continuing to research the most powerful ways to dispel myths about transgender people.

Through TFP, we partnered with a number of other national organizations on two groundbreaking ads featuring transgender Americans in 2016.

**PUTTING A FACE ON HB 2**

In May 2016, FFAA EF launched the first major ad to directly address transgender people’s access to restrooms, in partnership with Equality North Carolina and the American Unity Fund. The ad features a transgender man in Asheville, Zeke Christopoulus, and two of his business associates sharing their concerns about the discriminatory law.

- The ad received approximately **1.2 million views** across all online platforms, not including local airtime on North Carolina television stations in Charlotte and Raleigh.
- The ad garnered earned media placements in more than **15 unique media outlets**, including the Charlotte Observer, BuzzFeed and Daily Kos.

**ELEVATING TRANSGENDER AMERICANS DURING THE RNC**

In July 2016, FFAA EF joined the Movement Advancement Project, the National Center for Transgender Equality, the Equality Ohio Education Fund, and several other partners in producing and airing a groundbreaking national TV ad on FOX News and MSNBC during the Republican and Democratic National Conventions featuring a transgender woman, Alaina Brennan-Kupec. This historic ad marked the first-ever television ad to feature a transgender person in front of a national audience.

*As of August 2016, the ad had received approximately 16 million total views.*

The ad was featured in stories that ran across approximately more than 200 media outlets reaching a total potential audience of up to 89 million people and media impressions. The AP, ABC News, Washington Post, New York Times, TIME, BuzzFeed, U.S. News & World Report, San Francisco Chronicle, Yahoo! News, and Newsday were among the outlets covering the ad.

Through TFP, we are engaged in partnerships with Tumblr, Transparent, Logo TV, and the Ally Coalition to push forward opportunities to increase the visibility of transgender people and the challenges they face. Our partnership with Tumblr alone, which began in June 2016, has resulted in more than 2,000 Tumblr users who now follow the Transgender Freedom Project.
LGBT-U

When FFAA EF launched in 2015 to educate the public about the need for LGBT-inclusive nondiscrimination protections, we realized very quickly that we needed to develop a training program to support the people on the ground leading nondiscrimination campaigns and efforts to stop anti-LGBT attacks.

We also understood the need to expand the movement’s roster of leaders so that we best represent the diversity and experience of LGBT people across the country. Through LGBT-U we are identifying, supporting, and engaging more transgender people, people of color, and Americans of all political ideologies, including liberals and conservatives, in advancing LGBT nondiscrimination protections.

LGBT-U provides campaign teams and local, state, and national advocates with the best practices they need to effectively advance LGBT nondiscrimination protections and stop anti-LGBT legislative attacks through three key training programs: LGBT-U apprenticeship program, state and issue-specific trainings, and coordinating nondiscrimination training content at movement convenings.

LGBT-U APPRENTICESHIP PROGRAM

Our year-long apprenticeship program provides the next wave of movement leaders with opportunities to learn critical skills like campaign organizing, communications, staff management, voter data and targeting, and leadership development from some of the best and brightest movement and allied leaders.

In addition to monthly virtual training sessions and individual coaching, apprentices convene in person for three distinct training sessions:

- **Campaign Basics:**
  This week-long in-person training explores almost every aspect of a nondiscrimination campaign – including lobbying, messaging, fundraising, field engagement, and the importance of building an inclusive team.

- **Campaign Simulation:**
  This team-based project challenges apprentices to write comprehensive public education, advocacy, and ballot campaign plans to pass and defend a local nondiscrimination ordinance. The training curriculum continues with deep dives into building digital programs, developing media and communications materials, and crafting budgets and fundraising projections.

- **Campaign Leadership:**
  This final in-person session includes apprentice simulation plan presentations, individualized media training, and a graduation ceremony.

By September 2016, LGBT-U had accepted 54 apprentices across three cohorts. Developing the next wave of LGBT movement leaders is so critical to our ability to advance LGBT nondiscrimination protections that FFAA EF is proud to provide full scholarships for all accepted apprentices and stipends for those apprentices who need additional financial resources to participate in the program.

Through our campaign-specific trainings, we have supported leaders in Georgia, Texas, Arizona, New Hampshire and Florida, as well as lobbying teams in nearly 10 states.

In 2017, LGBT-U will expand our training offerings to provide individual campaigns, staff teams, volunteers, and allied organizations with customized curricula to meet their specific training needs.
CAMPAIGN-IN-A-BOX

FFAA EF and our national partners can’t be in every state, which means there are still many state organizations doing important work with extremely limited resources. FFAA EF built the Campaign-in-a-Box resource to help address this need. In less than six months, FFAA EF staff developed nearly 30 unique training materials and fact sheets dedicated to sharing best practices and common template materials for state organizations and community organizers.

The resources range from informational policy briefs; talking points with key messaging; walkthroughs on digital and communications strategies; and overviews of spokespeople training and identification.

The resources have proven useful: more than a dozen LGBT and allied organizations have requested access to the toolkit, and the Campaign-in-a-Box section of the website has received well over 2,000 views in the last year. FFAA EF will continue to update and share Campaign-in-a-Box resources in real-time, as the needs of our state and national partners continue to evolve.

STORYTELLING

Lifting up compelling and emotional stories that illustrate how discrimination impacts LGBT Americans and their families all across this country is a core component of our work.

FFAA EF’s storytelling program has identified more than 125 different stories for just that purpose. Our stories have generated tens of thousands of views on our website, and the two TV ads we helped pioneer in 2016 reached more than six million people online.

Throughout the year, we engaged with several national organizations through formal storytelling partnerships, including SAGE, BiNet USA, and Believe Out Loud. We have also worked to identify and elevate spokespeople through the National Center for Transgender Equality, SPARTA, and Lambda Legal.
National Storytelling Partners

BiNet USA:

FFAA EF partnered with BiNet USA to elevate voices of bisexual Americans facing discrimination. A key component of this work included supporting the coordination and execution of #BiWeek, which culminated in an event at the White House. Highlights from our work with BiNet – and #BiWeek in particular – include:

#BiStories and Storytelling:
Ahead of #BiWeek, FFAA EF released stories of 10 bisexual people who had experienced discrimination or called for nondiscrimination protections. These stories, available at www.bistories.org, mark one of the first attempts by a national LGBT organization to amplify the voices of bisexual people to advance policy goals and increase support.

White House Communications & Digital Work:
In advance of an historic event at the White House dedicated to bisexual identity and issues of discrimination, FFAA EF coordinated with Obama administration staffers on earned and digital communications. These efforts produced a blog post from Raffi Freedman-Gurspan, the administration’s LGBT liaison, as well as a live stream of the event.

Movement-wide Education & Training:
FFAA EF staff participated on several #BiWeek panels, alongside representatives from organizations including BiNet USA, GLAAD, Lambda Legal and the National LGBTQ Task Force. FFAA EF staff also moderated a panel at the White House, and served as facilitators for an eight-hour freeform event attended by nearly 100 activists.

Social Media:
#BiWeek 2016 was the most active ever on social media – it trended on Facebook and Twitter nationally and far exceeded expectations. As the week ended, nearly 45,000 people worldwide talked about bisexuality+ to more than 92 million people, more than 191 million times.
BElIEVE OUT LOUD:

FFAA EF is supporting Believe Out Loud to leverage their impressive bench of spokespersons to more specifically discuss LGBT nondiscrimination. This partnership has primarily centered on providing support for three events:

Pilgrimage of Mercy:
FFAA EF was a formal partner, providing on-the-ground media support in an initiative to amplify LGBT-affirming Catholic voices, generating earned media stories in the National Catholic Reporter, and PBS Religion & Ethics NewsWeekly.

#ChristiansVote:
FFAA EF supported Believe Out Loud’s #ChristiansVote campaign around Election Day by pushing out content on social media and drafting a press release.

Advent:
FFAA EF strategized with Believe Out Loud staff on a content calendar – and produced five pieces for the month – centered around ways that Christians were focused on discussing LGBT non-discrimination protections throughout Advent.

SAGE:

Our partnership with SAGE has two primary goals:

Building story collection and development efforts:
We have worked with SAGE to build their capacity to follow-up on compelling stories, and to grow the value of chronicling stories online as a first key step toward securing strong aging LGBT messengers to make the case for nondiscrimination protections.

Strengthening organizational press strategy:
FFAAEF has provided increased capacity for SAGE, growing their reach for disseminating stories to key audiences.

DRIVING CHANGE ON THE GROUND:
PUBLIC EDUCATION IN NEW HAMPSHIRE

FFAA EF’s early work also included concentrated efforts to put our public education research into practice in states. The Granite State is currently the only state in New England that does not provide fully inclusive nondiscrimination protections for transgender people in housing, employment or public accommodations. Freedom for All Americans is working to change that. Earlier this year, FFAA EF and a coalition of local and national organizations helped found Freedom New Hampshire.

Freedom New Hampshire is laying the groundwork necessary to successfully pass a fully inclusive nondiscrimination law. We’re proud to support Freedom New Hampshire’s public education and legislative efforts.

As part of those ongoing efforts, FFAA EF helped organize the TRANSforming New Hampshire Healthcare Summit in November 2016. The event had 170 participants to explore the challenges New Hampshire’s transgender community faces in navigating the health care system. The public education work is becoming increasingly important as a central component of efforts to demonstrate the urgent need for gender identity nondiscrimination protections.
Nearly 50 percent of LGBT Americans live in states with limited or no legal protections — and in many cases, policies that are actually quite hostile. While FFAA EF works to educate the public about who LGBT people are and why nondiscrimination protections are so urgently needed, our c4 efforts focused on engaging in legislative battles across the country — mostly to defeat discriminatory measures that would harm LGBT people; but also to advance nondiscrimination protections where we could, and lay the groundwork for future proactive bills.
Here are some case studies of our biggest successes this year
In the midst of heated debate around the country about access to restrooms and locker rooms for transgender people, Massachusetts in 2016 became the only state to secure a legislative victory on transgender nondiscrimination protections and pass a comprehensive law, ensuring protections in all areas of life inclusive of restrooms and locker rooms. The measure was passed into law by a bipartisan veto-proof supermajority of legislators and signed by a Republican governor.

In June 2015, Freedom for All Americans worked with a number of local and national partners to launch Freedom Massachusetts, a bipartisan coalition dedicated to passing public accommodations protections for transgender residents.

FFAA drove a coordinated communications strategy aimed at moving the Senate President and Speaker of the House to bring the bill to a vote. Our legislative strategy focused on securing a two-thirds supermajority of votes in both chambers to override a veto, while also working to win the support of moderate Republican governor Charlie Baker.

A deliberate part of the Freedom Massachusetts strategy included garnering support from the people and institutions surrounding and influencing Governor Baker – including other Republicans, his hometown of Swampscott, his former employer Harvard Pilgrim Health Care, EMC, his alma mater of Harvard University...even his pastor.

Our campaign mobilized a diverse and impressive coalition of supporters, including: more than 250 businesses, 350 clergy and congregations, 11 labor unions representing more than 750,000 families, 16 statewide women’s and victim’s advocacy groups, every major professional sports team in New England, the state’s leading law enforcement associations, and the entire Massachusetts Congressional delegation.

Our efforts paid off – we achieved a steady drumbeat of media in Massachusetts and nationally. Momentum was on our side. Governor Baker indicated in late May that he would sign the bill if it landed on his desk – and just days later, the legislature passed the measure with bipartisan support. Governor Baker signed the bill into law on July 8, 2016.

The victory in Massachusetts represented a bright spot in a year marred by anti-LGBT bills across the nation. It will reap benefits for the future: the transgender-specific public accommodations campaign allowed us to test which messages and strategies work to defeat unfounded fears around locker rooms and restrooms. The 2016 Freedom Massachusetts campaign will serve as an important case study informing our strategy moving forward.

**HEADLINES**

- Commonwealth Magazine • April 28, 2016
  Parents of Transgender Children Want Vote on Bill

- Boston Globe • June 3, 2016
  Op-Ed: Support for Transgender Employees Inspires Loyalty, Dana Zircher of Microsoft

- Fusion • November 4, 2016
  Trans Rights Activists Scored a Major Win This Year

- Worcester Telegram • October 5, 2015
  Families of Transgender Children Share Stories With Legislators Facing Access Bill

- New York Times • June 1, 2016
  Massachusetts Poised to Expand Protections for Transgender People

  New England’s Top Sports Teams Support Transgender Bill

- Associated Press • October 1, 2016
  New Massachusetts Transgender Rights Law Goes Into Effect

- Associated Press/Boston.com • July 7, 2016
  Massachusetts Legislature Approves Transgender Rights Bill

- Boston Globe • July 8, 2016
  Governor Baker Signs Transgender Bill Into Law

- Boston Globe • July 6, 2016
  Hugs and High Fives for Transgender Bill, (includes photos of trans families we worked with at the citizen signing of the bill)

- Boston Globe • April 13, 2016
  Transgender Rights Bill Gets Bigger Push from Mass. Businesses

- Commonwealth Magazine • April 5, 2016
  A Transgender Republican Appeals to Baker, by Jordan Evans

- Boston Business Journal • April 13, 2016
  Mass. Businesses Push for Transgender Anti-Discrimination Bill
When North Carolina’s HB 2 was in its earliest days, much of the nation’s attention was focused on Georgia – where HB 757 was poised to become one of the most sweeping anti-LGBT measures in the nation should Republican Governor Nathan Deal sign it into law.

FFAA has played a lead role in the Georgia Unites Against Discrimination coalition since 2015, providing extensive communications, digital media and strategic support. We developed comprehensive messaging for the coalition, which included key voices like people of faith, civil rights leaders, conservatives and many others. We also helped launch Georgia Prospers, a business coalition dedicated to advancing nondiscrimination policies, in early 2016.

The organizing was essential. A number of anti-LGBT bills were introduced throughout the 2016 legislative session, but eventually many were rolled into HB 757 – a mega ‘License to Discriminate’ bill which allowed individuals, faith-based organizations receiving taxpayer funding and other businesses to refuse service to legally married same-sex couples and others.

Our coalition had a strong and consistent presence across earned and social media, and under the Gold Dome – so much so that Gov. Deal urged lawmakers not to pass the discriminatory bill in the closing days of session, noting: “We are not jeopardized, in my opinion, by those who believe differently from us. We are not, in my opinion, put in jeopardy by virtue of those who might hold different beliefs or who may not even agree with what our Supreme Court said the law of the land is on the issue of same-sex marriage. I do not feel threatened by the fact that people who might choose same-sex marriages pursue that route.”

The License to Discriminate legislation passed out of the Republican-controlled legislature in mid-March 2016 and immediately headed to Gov. Deal’s desk. FFAA and our coalition partners didn’t have long to raise awareness nationwide about the discriminatory bill and make it as politically toxic as possible.

Working with our state and national partners through Georgia Unites, FFAA pushed the story nationally. In the blink of an eye, national media was saturated with news stories highlighting the broad and growing opposition to HB 757. Our digital team leapt into action and spearheaded an online petition drive that quickly attracted the support of more than 75,000 Georgians opposed to HB 757.

The opposition to the License to Discriminate bill was indeed broad and deep – the Georgia Prospers coalition FFAA helped launch quickly grew to include more than 750 organizations including AT&T, Bank of America, Deloitte, Delta, Dow Chemical, EquiFax, Facebook, First Data, the Georgia Restaurant Association, Google, Home Depot, Marriott, PNC, Porsche, SunTrust, Turner, United, UPS, Verzion and Wells Fargo. The NFL warned that passing HB 757 would harm Atlanta’s Super Bowl hopes, and all of the city’s major sports team — the Braves, Falcons, and Hawks— all condemned the legislation. The Atlanta Convention & Visitors Bureau warned that even the specter of the discriminatory bill becoming law already imperiled a half-billion hotel bookings across the metro region. And Joe Whitey, a respected conservative attorney who served under Republican Presidents Ronald Reagan, George H.W. Bush, and George W. Bush, penned a lengthy legal analysis that concluded HB 757 was purely discriminatory in nature.

The backlash was unprecedented – and successful. Governor Deal vetoed the HB 757 on March 28, saving Georgia from the economic consequences that were looming on the horizon. Gov. Deal vetoed the legislation just days after HB 2 became law in North Carolina – a series of events which would cost the Tar Heel state about $1 billion in economic losses and cost Governor Pat McCrory his job.

**HEADLINES**

**CBS News** • March 16, 2016
Georgia’s “religious liberty” bill stirs backlash from business

**Atlanta Journal- Constitution** • March 18, 2016
‘Religious liberty’ bill jeopardizes Atlanta Super Bowl bid

**Atlanta Journal- Constitution** • March 22, 2016
Legal analysis: ‘Religious liberty’ bill could be used to overturn anti-discrimination ordinances

**Atlanta Journal- Constitution** • March 23, 2016
Disney and Marvel will leave Georgia if Deal signs ‘religious liberty’ bill

**CNN** • March 23, 2016
Georgia Gov. Nathan Deal to veto ‘religious liberty’ bill

**Fox News** • March 28, 2016
Georgia governor to veto religious liberty bill amid boycott threats

**Washington Post** • March 28, 2016
How LGBT activists win in states like Georgia: Emphasize economics, not just equality

After watching businesses take the lead in Indiana, Freedom for All Americans has shifted its approach to let the private sector take more of a leading role. Whereas they previously circulated petitions among the business community to ask for their support, now they are helping businesses set up their own coalitions to advocate for non-discrimination laws.

**Associated Press** • March 30, 2016
Deal: ‘did the right thing’ with religious bill veto
Earlier this year, South Dakota made national headlines as state Rep. Fred Deutsch introduced HB 1007. If signed into law, the measure would have made South Dakota the first state in the nation to ban transgender students from using the facilities that match their gender identity.

Originally, South Dakota had very little infrastructure to mount an effective campaign against the bill. Freedom for All Americans immediately took a leading role in developing the legislative, coalition building, communications and digital strategies needed to defeat the measure.

On the legislative front, FFAA hired a former South Dakota Attorney General to lobby the legislature and the governor’s office. FFAA worked closely with the lobbyist and partners on the ground on an effective strategy to stop the bill. This included building a coalition where there wasn’t one before. With the assistance of our state and national partners, FFAA helped identify educators, behavioral health professionals, faith and business leaders, as well as transgender individuals and students to speak against the bill. FFAA also used its connections from Indiana and elsewhere to help the business community, the governor’s office and others understand the toll such a measure could have on the state’s economy.

We worked with MAP, ACLU, NCTE and others to develop a new line of messaging to deal with the South Dakota bill. This messaging was not only helpful in South Dakota, but it has since been used to stop similar bills in other states and municipalities. FFAA also took a lead role in drafting press releases, op-eds, letters to the editor; creating hand-outs; handling press inquiries and creating digital content to promote opposition to the bill.

The measure passed both the state House and Senate, but was ultimately vetoed by Republican Gov. Dennis Daugaard. The veto was subsequently sustained by the state House of Representatives.

**HEADLINES**

CNN • February 17, 2016
Backlash Grows Over ‘Religious Freedom’ and ‘Anti-Discrimination’ Push

Washington Blade • February 16, 2016
South Dakota legislature sends anti-trans bill to governor

Washington Post • February 16, 2016
S. Dakota is first state to pass bill restricting transgender students’ bathroom use

Argus Leader • February 18, 2016
Transgender bill’s critics threaten tourism boycott

New York Time • February 19, 2016
Critics of South Dakota’s transgender bathroom bill are threatening to boycott the state

Reuters • March 1, 2016
South Dakota governor vetoes GOP bill restricting trans’ students’ bathroom access

Time • March 3, 2016
Vote to Override South Dakota ‘Bathroom Bill’ Veto Narrowly Fails
On March 8, 2016, word began to spread on social media of an extraordinary filibuster underway in the Missouri State Senate. A group of passionate lawmakers was blocking SJR 39, a measure that would send to the ballot a proposed constitutional amendment allowing individuals and small business owners to refuse services to LGBT people based on their religious beliefs.

The act of legislative defiance was one for the record books – clocking in at over 40 hours, it was the longest filibuster in recent Missouri history. It also caught the attention of other politicians and businesses who began speaking out against the legislation – including Missouri Governor Jay Nixon, Dow Chemical and the St. Louis Regional Chamber.

Understanding the importance of the business voice, FFAA got to work supporting PROMO’s efforts to defeat the dangerous bill and build a strong and vibrant business coalition. In the days after the filibuster, more companies and business organizations began speaking out – including MasterCard, Monsanto, and the Kansas City Chamber. The Kansas City Sports Commission also weighed in, warning passage of SJR 39 could see the state lose at least $50 million in revenue from sporting events that take their business elsewhere.

FFAA helped launch Missouri Competes shortly after the filibuster, and served as a founding steering committee member of the business-led campaign. We supported efforts to gain local and national media attention, and in just a few days grew the campaign to include more than 100 members.

Just days after Missouri Competes launched, prominent businesses from the campaign showed up and spoke out against SJR 39 in a late-night House hearing. They warned of the economic damage to Missouri’s brand and the impact of discriminatory legislation on the business community and, in turn, hardworking Missourians.

Missouri Competes’ economic messaging proved enormously successful – by April 27, just weeks after we helped launch the business campaign – SJR 39 was killed in the House.
Indiana’s economy has taken a big hit since then-governor Mike Pence signed a discriminatory religious refusal law in 2015. According to a study conducted by Visit Indy, the law cost Indianapolis more than $60 million in economic opportunities, including the loss of at least 12 conventions. Despite the devastating blow to business, Pence insisted that he would not support nondiscrimination protections for LGBT Hoosiers, and he stayed true to his word.

In 2016, FFAA supported Freedom Indiana and Indiana Competes in efforts to secure fully inclusive nondiscrimination protections for LGBT Hoosiers in the legislature and in local municipalities. Our work at the state level provided valuable momentum for several municipalities across the state: protections passed onto the books in Tippecanoe County, Lafayette, Valparaiso, Kokomo and Evansville.

Even two years later, Indiana remains a powerful and cautionary tale to other states considering legislation that blatantly singles out the LGBT community for harm.

**HEADLINES**

**Associated Press • January 26, 2016**
Survey: Religious objections law cost Indiana as much as $60 million

**Indianapolis Star • February 23, 2016**
Evansville officials vote to bolster LGBT protections

**WISH-TV • March 15, 2016**
Kokomo Mayor signs LGBT ordinance into law

**Indiana Public Media • May 24, 2016**
Valparaiso Approves LGBT Non-Discrimination Ordinance

**Indiana Public Media • November 22, 2016**
LGBT Rights Group Petitions Holcomb To Push For LGBT Protections
CONCLUSION

ROADMAP FOR SUCCESS – 2017 AND BEYOND

It’s an uncertain time for everyone in the LGBT community. It’s clear that 2017, much like 2016, will be full of attempts at the state level to roll back progress and normalize discrimination against LGBT people – particularly transgender Americans. But both FFAA EF and FFAA will be on the front lines again. What does that look like? We’ll be just as nimble as ever, ready to respond to an increasingly unpredictable landscape. But the core pillars of our work will remain the same:

Growing Public Support for Nondiscrimination Protections

FFAA EF will continue to be on the cutting edge of efforts to communicate effectively about what it means to be transgender and why nondiscrimination protections are so urgently needed. That means we’ll continue to pursue opportunities around groundbreaking ads that give us a better sense of what messaging moves audiences most effectively. We’ll also continue to update our Campaign-in-a-Box resources, so that our state partners and advocates continue to have fast access to timely materials – whether it’s rapidly evolving messaging or tips on how to navigate a hostile media interview.

Protecting More People

FFAA will continue to engage in states where we have the greatest opportunity to advance proactive legislation – including places like New Hampshire and Florida. And we’ll keep working to defeat discriminatory bills that harm LGBT people and devastate economies in states including Texas, Washington State, Georgia, Missouri and Tennessee.
Building the Team

We’re excited to dramatically expand our efforts over the coming year to provide a diverse and deep bench of allies and spokespeople ready to advocate for nondiscrimination. We anticipate intensifying our efforts to coordinate business engagement in early 2017. FFAA EF recently hired a Director of Corporate Engagement who is taking the lead on building out and enriching our efforts to ensure that leading corporate partners have access to timely data, research, messaging guidance, and opportunities to effectively engage in our movement’s collective work.

We’re also growing a Mayors Against LGBT Discrimination coalition. Modeled on the successful Mayors for the Freedom to Marry coalition, we anticipate this group will help advance equality at the local level and help build critical momentum for action at both the state and federal level. And we’ll also launch a fourth cohort of LGBT-U trainees, preparing a new generation of campaign leaders to tackle the realities LGBT Americans are facing in a political landscape dominated by President Donald Trump.

We’re excited for the critical work ahead, and we wouldn’t be able to do what we do without your support. We look forward to partnering with you on the many challenges and opportunities in 2017 and beyond.

TOGETHER,
we can achieve an America where every single LGBT person lives free from discrimination.
APPENDIX I

FINANCIAL OVERVIEWS

FFAA EF FY 2015

Raised: $1,060,000
Spent: $732,989

FFAA FY 2015

Raised: $502,588
Spent: $410,537
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