

Stakeholders Report



Dear Friend,

Last year was pivotal for LPAC. With your help, we were able to support a number of electoral candidates in this 'off' election year, while moving forward strategically and structurally so that our work can have optimal impact in 2020 – and beyond.

Our close focus on endorsing and investing in LGBTQ women has continued, which in 2019 covered several key mayoral and state legislative races. We also unleashed our Incumbency Protection Program to be sure that our victorious House endorsees from 2018 (Sharice Davids, KS-3; Angie Craig, MN-2) retain their seats in 2020. We raised awareness and donated more than \$150,000 from supporters through our website and directly to our endorsed candidates in 2019.

Perhaps most crucially, we launched our nonprofit, Project LPAC, whose original research on LGBTQ women finally defined the community in the political landscape. We will put these insights to work in 2020 by helping candidates and partner progressive

organizations focus on issues of importance to queer women to activate a greater percentage of them to engage electorally and to get to the polls this vitally important election cycle.

It couldn't be a more urgent time to pull out all the stops for our democracy. Our mission to engage more LGBTQ women politically has crucial implications for 2020. With your support, we will make a difference on election day, and take our seat at the table.

With gratitude,

Stephanie Sandberg
Executive Director, LPAC

2020

Candidate Endorsements



2019 WINNERS:

- Satya Rhodes-Conway Madison, WI (Mayor)
- Jane Castor Tampa, FL (Mayor)
- Lori Lightfoot Chicago, IL (Mayor)
- Dawn Adams (VA House)
- Danica Roem (VA House)

SPECIAL ELECTION on January 28, 2020:

- Eliz Markowitz (House, TX)

“Having LPAC’s early and constant support was a key factor in my election — I’m grateful to have had their support.” – Chicago Mayor Lori Lightfoot

Board Member Joyce Newstat, Mayor Lori Lightfoot, Board Member Maureen Guthman, Executive Director Stephanie Sandberg

2020 Endorsements to date

- Angie Craig (US House, MN-2)
- Sharice Davids (US House, KS-3)
- Gina Ortiz Jones (US House, TX-23)
- Tracy Mitrano (US House, NY-23)
- Pat Hackett (US House, IN-2)
- Maria Cadenas (CA Senate)
- Joy Silver (CA Senate Special Election)
- Kim Jackson (GA Senate)
- Rebecca “Puck” Stair (NM Senate)
- Chelsey Branham (OK House)
- Jody LaMacchia (MI House)



Our New Nonprofit ProjectLPAC

Stakeholders Report 2019

PROJECT LPAC, our 501(c)(3) arm, was launched in 2019 to fill a data gap, and amplify our mission to better understand LGBTQ women's civic engagement. Our research provides candidates and partner organizations a blueprint for bringing more queer women into the voting booth in 2020.

While LGBTQ women know from lived experience that their perspectives, issue priorities, and motivators differ from other demographic groups, including those of gay men, there was no authoritative data to confirm it. Thanks to support from major funders and select foundations, we now have that data.



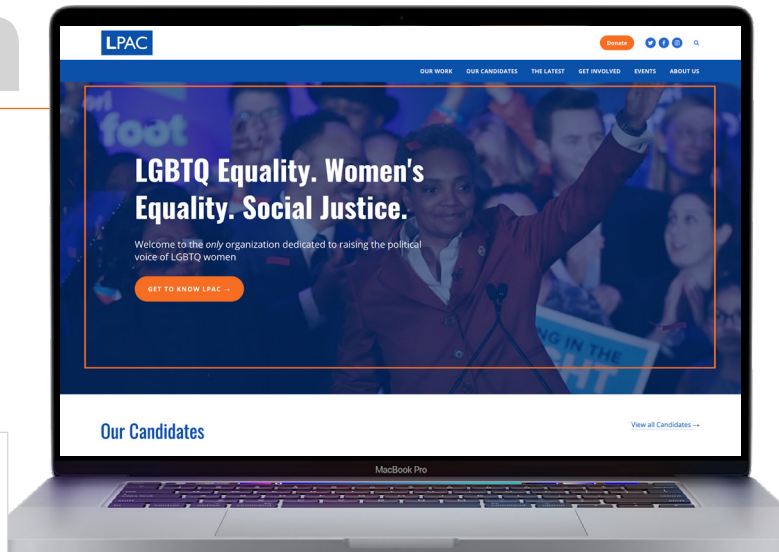
STUDY HIGHLIGHTS INCLUDE THAT LGBTQ WOMEN:

- Value voting and collective action, and prioritize issues related to LGBTQ representation
- Highly prioritize issues related to healthcare, LGBTQ equality, and the environment
- Are more likely than LGBTQ men to become politically involved in response to learning about LGBTQ discrimination, and are more likely than LGBTQ men to donate their time and money to issues and causes they care about
- Strongly believe that women, and LGBTQ women in particular, are underrepresented in government, even though they are best equipped to tackle important policy issues



Communications, Engagement & Growth

With a redesigned Team LPAC website, growth on social platforms, an expanded events presence and heightened media coverage, LPAC continued its proactive push to expand its reach among LGBTQ women, raising awareness of our work and our endorsed candidates nationally.



Notable 2019 media coverage

The New York Times

National advocates for gay rights celebrated Ms. Lightfoot's win. "Now young queer women and women of color can see themselves reflected in a position of major political leadership," said Stephanie Sandberg, executive director of LPAC.

Out

December 14, 2019: "According to LPAC's findings, queer and transgender women are also more broadly politically engaged than their male counterparts. Eighty-one percent of LGBTQ+ women say they are motivated to take action on issues on issues they care about, as opposed to 77 percent of LGBTQ+ men."

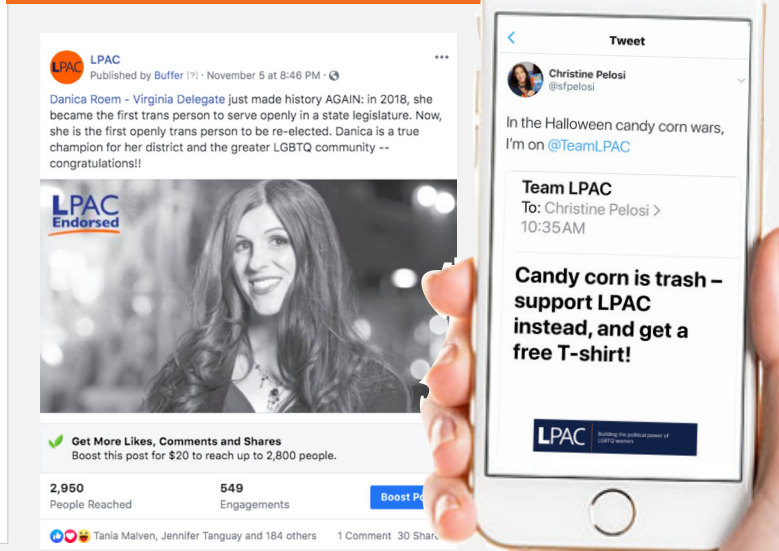
Medium

Board Chair Dawn Laguens: It's crucial that Democratic candidates discuss the deep connections between reproductive rights and LGBTQ women's health, and forums devoted to our community are the perfect place to start those conversations."

LPAC HAS ALSO APPEARED IN:

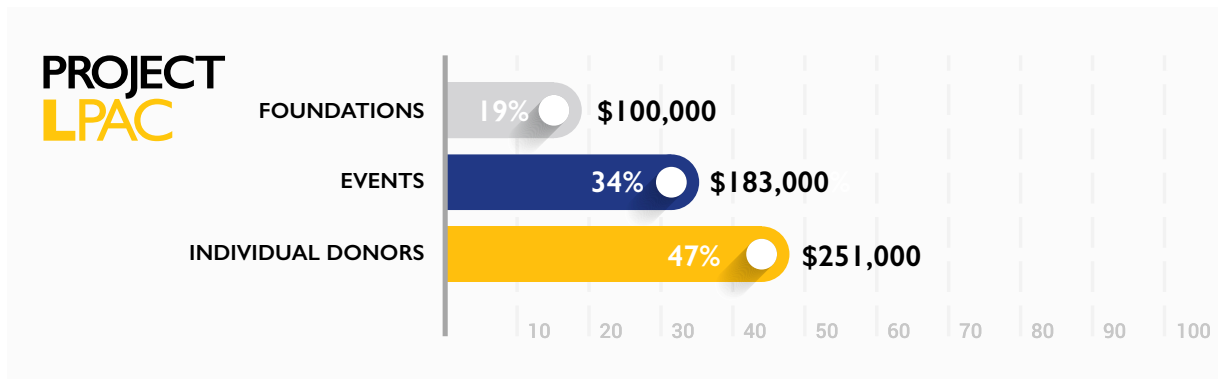
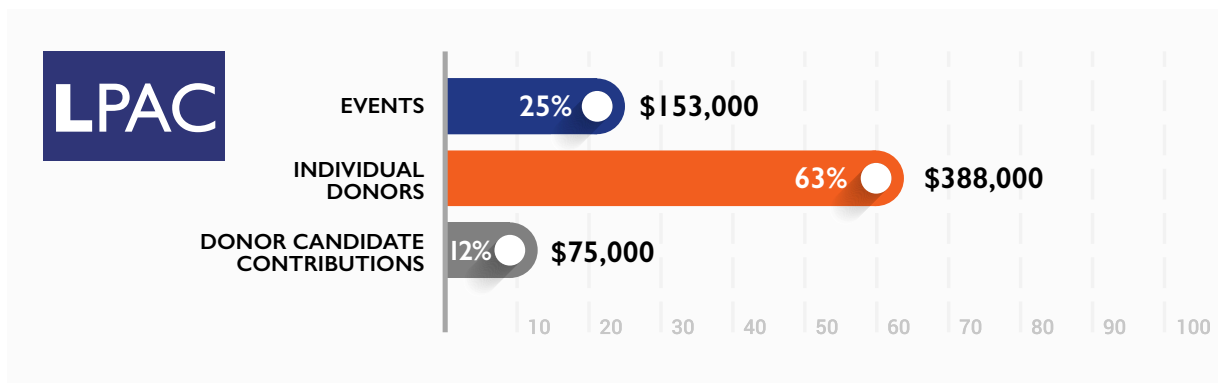


SOCIAL MEDIA HIGHLIGHTS



Funds & Fundraising

LPAC raised – and donated to candidates at federal, state, and local levels – record funds for an off-cycle year in 2019. We also invested in vital infrastructure upgrades, like a new website, and launched a new nonprofit entity. We approach 2020 from a newly reinforced position of strength, ready to make a real difference in the pivotal 2020 elections from all angles.



We raised \$1.15 million in 2019



LPAC in 2020

LPAC in 2020 will continue its evolution, and maximize its potential for impact, by launching a C4 education and advocacy entity (working name: The LPAC Equality Initiative). The C4 will put the insights of the nonprofit, Project LPAC, to work, by informing education campaigns that can move the needle in specific elections – including battleground states for the presidential race. That means LPAC will have three distinct ways of supporting LGBTQ women in the greater electoral landscape:

I. The PAC

Our core political action committee, which identifies, endorses and invests in candidates for elected office. We will continue our focus on LGBTQ women in 2020, from keeping Sharice Davids and Angie Craig in their House seats and helping other LGBTQ women join them there, to supporting state-level legislative candidates nationally.

II. The 501(c)(4)

An umbrella education and advocacy organization that will execute on educational campaigns, ideally with progressive partners.

III. The 501(c)(3)

Project LPAC, a nonprofit initiating and disseminating research on LGBTQ women and political engagement – its insights will inform much of our outreach in 2020 and beyond.

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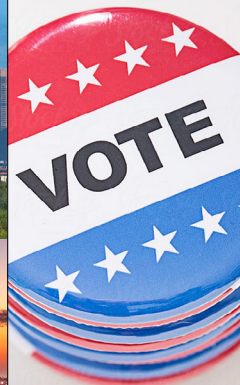
Lisa Turner
Political Director


Kira Goldenberg
Communications Director

Caroline Bishop
Designer

UPCOMING EVENTS in 2020

As with 2019, LPAC will host dinners and cocktail gatherings across the country in 2020 – watch for new events in Dallas, Los Angeles, Seattle, Santa Fe, and Denver this year!





**LGBTQ EQUALITY.
WOMEN'S EQUALITY.
SOCIAL JUSTICE.**

LPAC

www.teamlpac.com