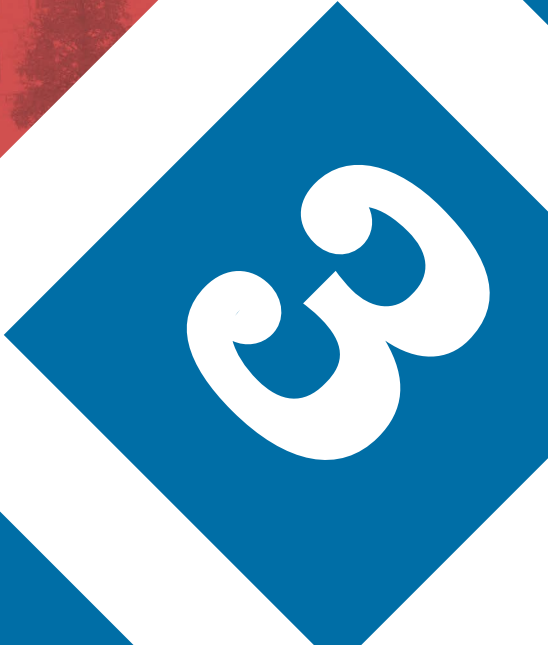



VerifiedVoting

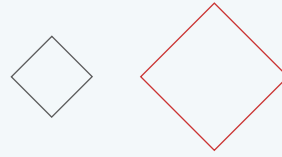
# ANNUAL REPORT





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# Verified Voting: Celebrating 20 Years

**Founded in 2004, Verified Voting's mission is to strengthen democracy for all voters by promoting the responsible use of technology in elections.** For two decades, we have been a leading organization devoted to making our elections more secure, accurate, and resilient. We're reflecting on this milestone even as we rally to meet the 2024 election at our 20th Anniversary Celebration in San Francisco on Saturday, September 14, 2024. Event details are available at [VerifiedVoting.org/20years](https://VerifiedVoting.org/20years).

Our 20th anniversary comes at a critical time for our democracy. Even as we celebrate the considerable progress we've made, much remains to be done. Our expanded team of experts are working in top priority states with election officials, policymakers, and democracy defenders across party lines to help voters vote and to promote policies that support justified public confidence in elections. Read more about our mission, values, and priorities at [VerifiedVoting.org/About](https://VerifiedVoting.org/About).



Visit [VerifiedVoting.org/Videos](https://VerifiedVoting.org/Videos) to hear from our team about some of our big victories in 2023.



A Note From

# Verified Voting's Board Chair

2024 is Verified Voting's 20th year working to strengthen democracy for all voters by making our elections more accurate, secure, and verifiable. For example, thanks to our leadership in fighting insecure paperless voting machines, most of our country will be voting on paper ballots in the 2024 election. Together with our coalition partners, we've worked to get more rigorous processes in place—like post-election ballot audits to check computerized vote counts—and successfully defeated fundamentally insecure internet voting proposals in several states.

Yet despite considerable progress, we find ourselves having to combat claims from election deniers who seek to sow distrust in election outcomes and distort the foundation of everything we've strived for. Consequently, we are pushing back against rampant disinformation and threats to election workers that are endangering our democracy.

Fortunately, we have made significant progress in achieving our early goals—thank in large measure to the tireless work of Verified Voting's team and countless partners, including election officials, academics, advocates, lawmakers, and engaged citizens. Our staff, board, and advisory board members are committed to advocating for evidence-based election practices that enfranchise all voters.

We could not have made the progress we've made nor been in a position to continue the critical work without the support of all the defenders of democracy who sustain our work. Thank you all!

Sincerely,



A blue handwritten signature of Barbara Simons.

**Barbara  
Simons, Ph.D.**  
Board Chair



A Note From

# Verified Voting's President & CEO

Our democracy depends on citizens' willingness to accept—and, where necessary, defend—valid election outcomes. At Verified Voting, it's always election season, and our 2023 Annual Report highlights the strategic momentum and capacity we've built to prepare for the 2024 election and beyond.

The threats to public confidence in our elections continue to evolve, but we've laid the foundation to confront challenges ahead and support the election officials who administer our democracy, from our work to expand (and explain!) the importance of robust post-election audits, to supporting the Election Protection coalition to reach a new level of preparedness for the 2024 election. We defeated risky internet voting proposals in every state we engaged in, expanded our tools and resources on voting and technology, and continued to be a trusted, nonpartisan resource.

Reaching voters with clear information about how elections work and supporting and advising election officials will be indispensable in 2024 and beyond, and while the dynamics of the 2024 election cycle may feel different than previous years, we've spent 20 years working towards this moment. Our elections are more resilient than ever before, and election officials across the country are doing incredible work on voters' behalf.

We're all in for voters in 2024—and we are thankful for election officials, coalition partners, advocates, and supporters like you.

With gratitude,



**Pamela Smith**  
President & CEO



# Election Technology and Practices That Maximize Participation, Accessibility, and Verifiability

## ADVANCED ROUTINE, SCIENTIFICALLY SOUND POST-ELECTION AUDITS.

- ◆ Provided technical support, guidance, and/or recommendations on risk-limiting audit (RLA) implementation in: Georgia, Ohio, Pennsylvania, Rhode Island, and Texas
- ◆ Made progress on future audit implementation in Arizona, Maryland, New Hampshire, and South Carolina

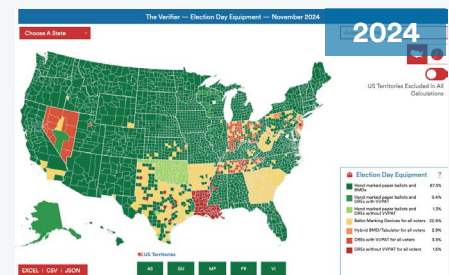
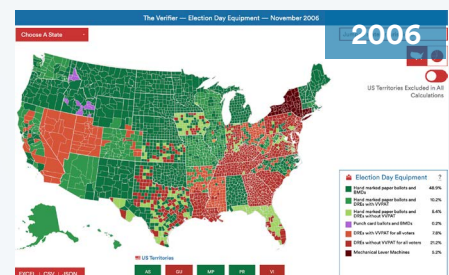


## HELPED DEFEAT RISKY INTERNET VOTING INITIATIVES IN EVERY STATE WE ENGAGED IN.

- ◆ Illinois, Maryland, Michigan, New Jersey, Vermont, Washington, and Wisconsin

## THANKS TO ELECTION OFFICIALS AND TIRELESS ADVOCACY WITH OUR PARTNERS, OUR ELECTIONS ARE ON TRACK TO BE MORE RESILIENT THAN EVER.

- ◆ Only 1.4% of registered voters will vote in jurisdictions using paperless voting systems in 2024. Track all the progress we've made since our organization's founding in 2004 by visiting the Verifier at [VerifiedVoting.org/Verifier](https://VerifiedVoting.org/Verifier)
- ◆ Read more about election security practices that our team advocates for at [VerifiedVoting.org/ElectionSecurity](https://VerifiedVoting.org/ElectionSecurity)





## HELPED LEAD THE NONPARTISAN ELECTION PROTECTION COALITION, REACHING A NEW LEVEL OF PREPAREDNESS FOR THE 2024 ELECTION.

- ◆ We helped plan and cohost in-person and virtual strategic planning sessions, including a virtual convening attended by 300+ individuals representing 100+ Election Protection partner organizations
- ◆ We established relationships with several key state programs, whose elections we will monitor for equipment issues in 2024
- ◆ The hotline fielded 3,000 calls leading up to and on Election Day in November 2023
- ◆ Learn more about Verified Voting's ongoing Election Protection work at [VerifiedVoting.org/Election-Protection](https://VerifiedVoting.org/Election-Protection)



Election Protection Summer 2023 Strategy Session



## COLLABORATED WITH A WIDE RANGE OF PARTNERS ON SHARED PRIORITIES HEADED INTO 2024.

- ◆ Advanced election security practices that enfranchise voters within numerous partnerships and coalitions, including VV President & CEO Pamela Smith's work on the [National Task Force on Election Crises](#)



President & CEO Pamela Smith speaks at the Harvard Belfer Center



Senior Program & Partnerships Associate Megan Maier goes underground at DEF CON's Voting Village



# Public Confidence in Trustworthy Election Outcomes

CONTINUED TO EXPAND, REFINE, AND IMPROVE OUR TOOLS TO HARNESS THE POWER OF DATA IN SERVICE OF OUR DEMOCRACY, PROVIDING THE SOLID FOUNDATION UNDERPINNING OUR ADVOCACY AND EDUCATION EFFORTS.

Enhanced the indispensable Verifier database, adding comprehensive data on poll books, remote ballot marking systems, and internet voting for all election cycles back to 2006.



*Even before 2020, more and more jurisdictions were moving away from paperless voting machines to paper ballots marked by voters... That trend has continued, according to Verified Voting, a nonpartisan organization that tracks election technology used across the country.*

– FiveThirtyEight, “What 2020 Did—And Didn’t—Change About How Americans Vote,” Jul. 31, 2023

SHAPED THE NARRATIVE AROUND HOW ELECTIONS WORK AND CREATED EVEN MORE NONPARTISAN, TRUSTED RESOURCES— ESPECIALLY GEARED TOWARD COMBATING ANTICIPATED MIS- AND DISINFORMATION IN 2024.

Reached new audiences with **765** media hits and **1.4** billion total impressions, providing expert nonpartisan commentary, fact checks, and resources about our elections.

*We work on [countering mis- and disinformation] a lot with many partners, and much research gets done on how to do this. It’s a very challenging effort. Election officials have had to not only become kind of technologists in their own right, but also communication specialists as well.*

– VV President & CEO Pamela Smith, “Paper ballots can ensure a secure, resilient election next year,” Marketplace, May 24, 2023

The Washington Post

The New York Times

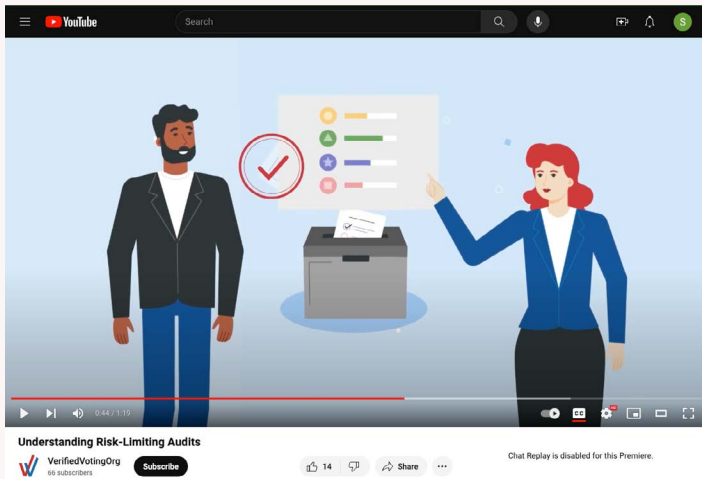
npr POLITIFACT

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# A Snapshot: Educating the Public & Debunking Disinformation



- ◇ Understanding Risk-Limiting Audits (VIDEO)
- ◇ Preparing for 2024: Election Technology and the Battle Against Disinformation
- ◇ Casting Votes Safely: Examining Internet Voting's Dangers and Highlighting Safer Alternatives
- ◇ Election Night Hand Counts: Realities and Risks



*"The report comes at an integral moment for the future of American democracy."*

– Democracy Docket, "New Report Sheds Light on Hand Counting Ballots Ahead of 2024," Nov. 30, 2023

Democracy  
Docket



## Capacity to Support Strategic Priorities

Verified Voting made substantial financial investments in its team in 2023 to meet the moment of 2024 and beyond with new hires in communications, development, programs, and infrastructure. In addition to improving organizational effectiveness, the infrastructure team focused on organizational culture with the launch of a partnership with a diversity, equity, and inclusion firm. This partnership supports Verified Voting's efforts to ensure we have an inclusive, equitable, and high-impact driven culture and that we prioritize diversity, equity, and belonging in our work and partnerships. While organizational enhancements are an ongoing effort, Verified Voting is well positioned for the important work ahead.

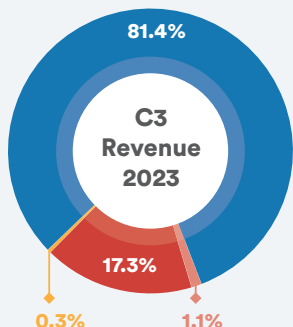


PUBLIC CONFIDENCE IN TRUSTWORTHY ELECTION OUTCOMES



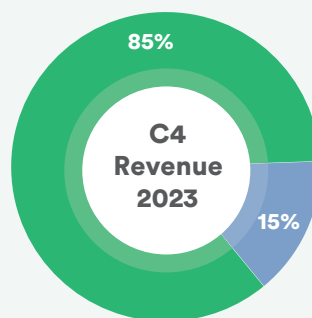
# Financials

2023 was a year of significant internal growth for Verified Voting. Alongside our programmatic work, we expanded our team; enhanced operations; broadened our focus on diversity, equity, and inclusion efforts; and prepared for our 20th anniversary celebration. These transformations will position Verified Voting for sustainable and scalable impact in 2024 and beyond.



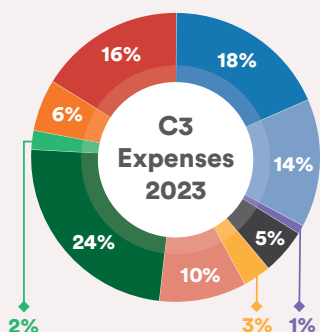
## C3 Revenue 2023

Foundations & Institutions	\$2,085,000	81.4%
Individual Donors (<\$1,000)	\$27,590	1.1%
Major Donor Gifts	\$441,918	17.3%
Investment Income	\$7,082	0.3%
<b>TOTAL</b>	<b>\$2,561,590</b>	<b>100.0%</b>



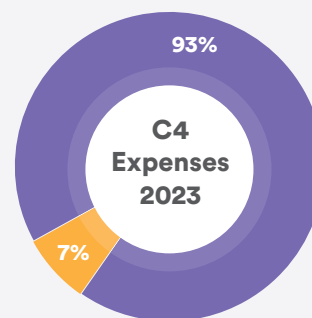
## C4 Revenue 2023

Individual Contributions	\$8,767	15%
Major Donor Gifts	\$50,000	85%
<b>TOTAL</b>	<b>\$58,767</b>	<b>100%</b>



## C3 Expenses 2023

Advocacy	\$129,059	6%
Audits	\$340,455	16%
Data & Research	\$380,595	18%
Development	\$284,029	14%
Diversity, Equity, Inclusion & Belonging	\$26,424	1%
General Program Management	\$103,443	5%
Management & General	\$62,912	3%
Organizational Development	\$205,523	10%
Policy, Education & Outreach	\$496,454	24%
Special Event - 20th Anniversary	\$39,956	2%
<b>TOTAL</b>	<b>\$2,068,849.00</b>	<b>100%</b>



## C4 Expenses 2023

Development, Management & General	\$23,788	7%
Lobbying	\$304,694	93%
<b>TOTAL</b>	<b>\$328,482</b>	<b>100%</b>



# Thanking Our Donors

Everything that Verified Voting does is made possible by the incredible generosity of individual donors and foundation funders who invest in our work every year. This donor honor roll celebrates everyone who made a gift in fiscal year 2023 (January 1 - December 31, 2023). Thank you!

## \$500,000 and above

Anonymous Donor

## \$200,000 - \$499,000

Election Trust Initiative  
Heising-Simons Family Fund  
Barbara Simons

## \$100,000 - \$199,999

Deer Creek Foundation  
WhyNot Initiative  
Women Donors Network

## \$50,000 - \$99,999

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## \$25,000 - \$49,999

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