



Verified Voting

# ANNUAL REPORT

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# Verified Voting



## Mission

Strengthening democracy for all voters by promoting the responsible use of technology in elections.



## Vision

All voters can cast an effective ballot without barriers and have justified confidence that their votes were counted as cast, and that ultimately, foundational democratic principles are upheld.



## Desired Impact

Election technology, procedures, and contingency plans reliably allow U.S. voters to vote, to have their votes cast and counted as they intend, and to have justified confidence in election outcomes. Our work strengthens elections because voters accept and uphold valid election outcomes and election officials have the evidence to back it up.



## Values



Democracy



Effectiveness



Collaboration



Trustworthiness



Respect

## A Joint Note From

# Verified Voting's Board Chair and CEO

In 2025, you and your fellow voters reaffirmed a fundamental truth: **in America, we choose our leaders, and every election matters.** The year brought historic voter turnout, even as election officials at every level faced relentless, and still ongoing, attacks on their work and their integrity. Threats and chaos did not silence us. With your support, we delivered the expert analysis and advocacy needed to protect and improve our elections and support election officials facing continued federal overreach.

Our goal, since our founding over 20 years ago, has been clear: help ensure that the public can have justified confidence in elections. A healthy democracy depends on results that truly reflect the will of the people. With the 2026 midterms underway, our mission is more urgent than ever.

Our work is only expanding. We are fighting to strengthen post-election audit laws, advocating for more resilient election systems, and battling a wave of dangerous mobile/internet voting proposals that would put the security of our votes at serious risk. With so much in the balance this year, the stakes could not be higher.

Your generosity powers our work. Thank you for your partnership in 2025 and for your continued support during this critical midterm year.

With gratitude,



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



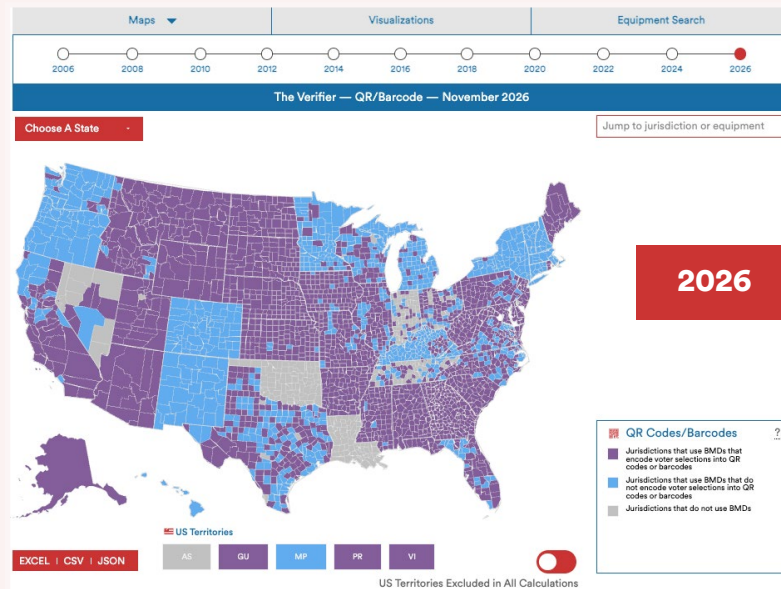
**Pamela Smith**  
President & CEO



# Leveraging Facts & Data as a Trusted, Nonpartisan Resource

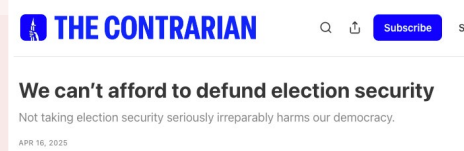
In 2025, we worked to resource the pro-democracy movement and bolster public understanding of our elections through data-driven education materials grounded in our research and our team's expertise. We produced original [resources](#), [blogs](#), and [videos](#). At the same time, we continued to expand, refine, and improve our [data tools](#) to leverage the power of data in service of our democracy

The team improved our popular **Verifier tool** to enhance the user experience and add new data sets and functionality.



Published a new map showing where QR codes and barcodes are used to encode votes, along with an explainer on how these systems work following the March executive order, **“Preserving and Protecting the Integrity of American Elections.”**

As the federal government gutted resources for local election officials and threatened to take over election administration, **Verified Voting** was a leading voice defending constitutional balance and election security. Through public statements, expert analysis, and fact-checking, the organization countered misinformation and warned how federal overreach could undermine security, transparency, and trust in American democracy.



Pamela Smith, the president and chief executive of the election technology nonprofit **Verified Voting**, argued that given the current threat environment, support for cybersecurity services should be expanding, not shrinking.

“First it was cuts at CISA because they didn’t want to have them to have anything to do with mis- and disinformation,” she said. “But if you’ve cut funding for something like EI-ISAC, it goes to the question of whether elections are still considered critical infrastructure. If the improvement of security and resilience of critical infrastructure on which Americans rely is no longer a goal of the department literally named Homeland Security, then they should explain that. I think the American public deserves to know.”



Mark Lindeman of **Verified Voting**, which advocates for secure election technology, notes that there are currently no voting machines on the market that comply with VVSG 2.0.

“It is possible to interpret this E.O. as an attempt to fulfill the fantasies of election deniers by basically abolishing all existing voting systems and requiring all hand-counts,” Lindeman tells Rolling Stone and American Doom. “Encouragingly, no state has passed a bill that requires impossible voting systems.”

**Verified Voting** expanded its presence across new media spaces by bringing trusted, nonpartisan election expertise to broader audiences through platforms like Bluesky, Substack, podcasts, and visual storytelling.

## 2025 Press Snapshot

In 2025, **Verified Voting** and its spokespeople were mentioned in more than **1,691** news stories, which resulted in more than **9.7 billion** impressions (or the unique amount of visitors to the page) across national and local news outlets.



## 2025 Social Media Snapshot



**3,023**  
Instagram Views



**13,641**  
Facebook Views



**20,851**  
LinkedIn Impressions



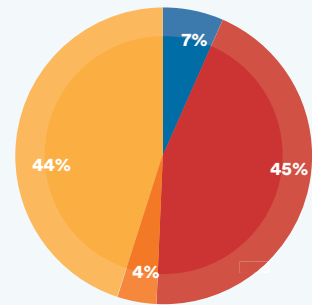
**17,315**  
X Impressions



**50%**  
Growth of audience, organically

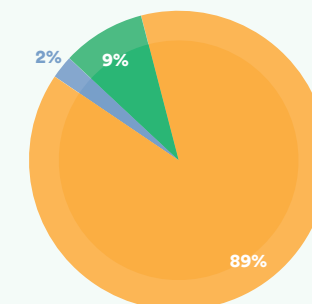
# Financials

Verified Voting Foundation conducts work in accordance with 501(c)(3) requirements, and Verified Voting Organization conducts work in accordance with 501(c)(4) requirements.



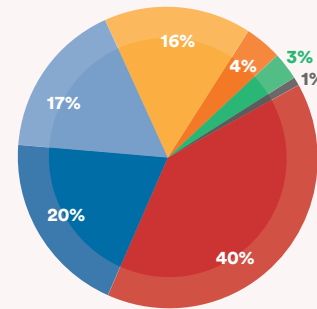
## Verified Voting Foundation 501(c)(3) Revenue 2025

Foundations & Institutions	\$731,912	45%
Major Donor Gifts	\$717,381	44%
Individual Donors (<\$1,000)	\$107,295	7%
Other (e.g. investment income)	\$69,315	4%
<b>Total</b>	<b>\$1,625,903</b>	<b>100.0%</b>



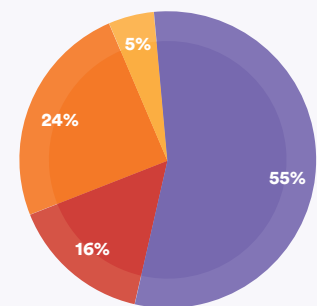
## Verified Voting Organization 501(c)(4) Revenue 2025

Foundations & Institutions	\$298,088	89%
Major Donor Gifts	\$30,000	9%
Individual Donors (<\$1,000)	\$8,304	2%
<b>Total</b>	<b>\$336,392</b>	<b>100%</b>



## Verified Voting Foundation 501(c)(3) Expenses 2025

Policy, Education, & Outreach	\$988,100	40%
Audits	\$492,388	20%
Organizational Development & Diversity, Equity, Inclusion, & Belonging*	\$419,131	17%
Development	\$392,391	16%
General Program Management	\$96,867	4%
Management & General	\$71,817	3%
Advocacy	\$16,211	1%
<b>Total</b>	<b>\$2,476,905</b>	<b>100%</b>



## Verified Voting Organization 501(c)(4) Expenses 2025

Lobbying	\$312,454	55%
Voter Enfranchisement & Technology	\$138,479	24%
Verifying Election Outcomes	\$88,975	16%
Development, Management & General	\$27,931	5%
<b>Total</b>	<b>\$567,839</b>	<b>100%</b>

# Thanking Our Donors

Your generosity makes this work possible. Verified Voting is proud to recognize the individual donors and institutional funders who partnered with us during our 2025 fiscal year (January 1 – December 31, 2025). Together, we are working to ensure every vote is counted, verified, and protected. Thank you.

### \$200,000 and above

Barbara B. Simons Fund  
Election Trust Initiative  
Heising-Simons Family Fund  
Anonymous Donor

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

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\*This work includes efforts to continue to develop an open, thriving organizational culture, and to continue to expand accessibility initiatives in our programmatic work.

<\$1,000 [Cont'd]

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