



**LUCY BURNS  
INSTITUTE**  
connecting people to politics

# 2013 ANNUAL REPORT

## A YEAR of GROWTH

The Lucy Burns Institute was founded out of a belief in the power of information to transform lives, politics, and the shape of our country. Our mission is to empower voters through knowledge. We believe it's our duty to ensure that interested, engaged citizens never lack access to good information.

We're arming citizens with the ability to take on special interest jargon and partisan propaganda. We're making the truth about political and judicial matters accessible and empowering citizens to align their votes with their values.

We're working to close the gap between what voters have and what voters want.

“This is an important web site that is an essential resource for everybody interested in public policy and politics.”

Mark Tapscott, editorial page editor of the *Washington Examiner*

Thousands  
OF WEBSITES LINK  
TO OUR WORK

Including whitehouse.gov!

70 million+  
PAGE VIEWS IN 2013

180,000+  
ARTICLES PUBLISHED

OUR WEBSITES HAVE  
BEEN ARCHIVED BY  
the Library  
of Congress

COST PER PAGE VIEW:  
about 4¢

350 million+  
LIFETIME PAGE VIEWS

## Our Mission

The mission of the Lucy Burns Institute is to empower our audience to engage in the experience of our democracy through delivery of the highest quality information.

## Our Vision

The vision of the Lucy Burns Institute is to be the leading source of information about United States politics by 2024.

## Our Core Projects

### BALLOTPEDIA

[Ballotpedia](#) is an online almanac of politics and elections at every level of government. Ballotpedia provides high-quality, accessible information on:

- U.S. Congress
- State executive officials
- State legislatures
- State and local ballot measures
- School board elections
- Municipal elections
- Ballot access
- Recall elections

### JUDGEPEDIA

[Judgepedia](#) is an online almanac of the judiciary. Judgepedia provides comprehensive information on:

- State and federal courts
- State and federal judges
- Notable court cases
- Judicial elections and appointments

## ANNUAL HIGHLIGHTS

**The Lucy Burns Institute launched two major new initiatives in 2013:** our School Board Elections Project, which shines a light on the activities of school board members, and our Municipal Elections Project, which provides information on mayors and city councils.

**We corrected the FEC.** When a reader asked us why our data conflicted with the Federal Election Commission's data, we discovered the FEC had published inaccurate information. We let the FEC know, and they changed their data to align with our accurate information.

**In 2013, our work was mentioned over 1,000 times in the media.** Media outlets that referenced Lucy Burns Institute's work include the *New York Times*, *Wall Street Journal*, *Los Angeles Times*, *Washington Post*, *Politico*, *Forbes*, and *Huffington Post*. When Fox News needed someone who could explain the year's ballot measures to viewers, they called on LBI staffer Brittany Clingen, who was interviewed on the *Special Report with Bret Baier*.

**Our online political resources received over 70 million page views in 2013, bringing our lifetime total page views to over 350 million.** We receive more than triple the traffic of competitors like Project Vote Smart.

**More than 90% of our articles appear in the top five search engine results when someone does an online search for one of the topics we cover.** Our strong online placement means we're more accessible, and reaching more people, than ever.

**We absorbed another nonprofit organization, Sunshine Review, into our fold.** Sunshine Review's wealth of information, including government transparency data, public employee salary figures, and state pension system overviews, is now managed by the Lucy Burns Institute.

**We chronicled major national news stories like Rand Paul's filibuster, United States involvement in Syria, the congressional budget debate, and the roll out of Healthcare.gov.** Our in-depth coverage of these important events ensures that once the new cycle for a given story has ended, an accurate, comprehensive record exists that can be accessed at any time.

**Our wikis out-competed Wikipedia.** After several years in the area of state legislative coverage, Wikipedia's state legislative project officially ended this year.

# ORGANIZATIONAL GROWTH

**We received a Gold Rating**, the highest rating possible, from GuideStar, an organization that analyzes the transparency and efficacy of nonprofits.

**We undertook a comprehensive organizational audit**, which resulted in streamlined processes and procedures that are increasing our overall efficiency and effectiveness.

**We created a ten-year strategic plan** for the Lucy Burns Institute, which is designed to guide us to our goal of becoming the leading source of information about U.S. politics by 2024.

**We added Dan Liljenquist to our Board of Directors.** Dan is a former Utah State Senator, and a previous candidate for the United States Senate. He was the architect of successful pension reforms in Utah, which led *Governing Magazine* to name him Public Official of the Year in 2011.

**We were invited to participate in the Giving Library**, an online collection of organizational profiles designed to help philanthropists direct their gifts.

**We more than doubled our revenue year-over-year**, from \$1.2 million in 2012 to \$2.9 million in 2013.

“Want to know the judicial philosophy, endorsements, campaign contributions and educational background of judges? [Judgepedia] is your source.”

-World Net Daily

## Organizational Principles

The Lucy Burns Institute has eight guiding principles:

- 1 Led by the political elite, the current system isn't working.
- 2 We can make things better.
- 3 Digital information presents an extraordinary opportunity.
- 4 Self-governing members of a democracy use knowledge in powerful ways.
- 5 Truth is not partisan.
- 6 Sensitivity to context and process is critical.
- 7 Engagement with our audience is imperative.
- 8 While political participation is frustrating at times, Americans who participate in politics should find it fulfilling and empowering.

## Organizational Values

At the Lucy Burns Institute, we are:

- 1 Hardworking
- 2 Audience-focused
- 3 Continually pursuing excellence
- 4 Craftspeople who take pride in our work
- 5 Passionate about our mission and vision
- 6 Results-oriented
- 7 Good stewards
- 8 Resourceful
- 9 Collaborative
- 10 Responsive
- 11 Committed to integrity
- 12 Committed to treating all stakeholders with respect and dignity

# 2014 PLANS

**Policypedia**, an online encyclopedia that will grow to become the leading Internet-based provider of public policy information. Policypedia's initial coverage areas will include energy policy, pension policy, and education policy.

**The Presidential Portfolio**, a new content area that will comprehensively track, report on, and analyze all prospective presidential candidates.

**The Influencers Project**, which will cover the individuals and organizations in each state that are seeking to influence politics and policy.

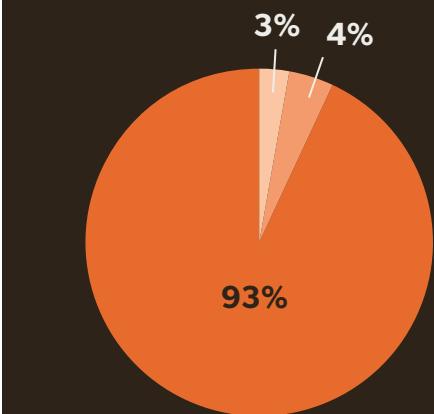
**We'll be launching a mobile app** that will allow our users to easily access all of our content from any mobile device.

**We'll be announcing more strategic partnerships** with other organizations and media outlets, building on our existing collaborations with Thomson-Reuters, Grassroots Television, Candidate Verification, and the Government Accountability Institute.

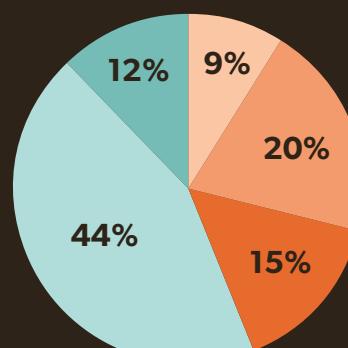
“Special thanks to analysis by Ballotpedia.”

“[Ten Election Day Ballot Measures](#),”  
*The Wall Street Journal*, November 5, 2013

## Financials



Corporate/In-Kind: \$83,750  
Foundations: \$130,000  
Individual Donors: \$2,732,327.55  
**Total 2013 revenue: \$2,950,077.55**



Administration: \$195,691.95  
Fundraising: \$427,983.72  
**Judgepedia: \$318,357.01**  
Ballotpedia: \$954,420.77  
Other Programs: \$266,360.05  
**Total 2013 Expenses: \$2,162,813.50**

## WE'VE DISTRIBUTED

3,000+  
**DIGITAL & HARD COPIES OF OUR LOCAL BALLOT MEASURE GUIDE**

WE HAVE OVER  
10,000  
**VOLUNTEER EDITORS**

## BOARD OF DIRECTORS

Mike Barnhart – President of State Budget Solutions (Ocean City, Maryland)  
Tim Dunn – CEO of CrownQuest Operating, LLC (Midland, Texas)  
Dan Liljenquist – President of Liljenquist Strategies, LLC, and former Utah State Senator (Bountiful, Utah)  
Jack McHugh – Senior Legislative Analyst for the Mackinac Center for Public Policy (Lansing, Michigan)