

2017 ANNUAL REPORT

[vpap.org](http://vpap.org)

1997  
2017

CELEBRATING  
20 YEARS



# vpap.org

## The Virginia Public Access Project

### MISSION

VPAP connects Virginians to nonpartisan information about Virginia politics in easily understood ways.

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P.O. Box 1472, Richmond, VA 23218

*The Virginia Public Access Project is a 503(c)(3) tax-exempt corporation. All donations to VPAP are deductible on federal taxes to the full extent of the law. Federal Tax ID 54-1825691.*

## FROM THE BOARD CHAIR

### Where were you in June 1997?

That's when VPAP flipped the switch that made it possible – for the first time anywhere – for citizens to go online and see for themselves where state candidates got their donations.



VPAP was intended to be a short-lived demonstration project with seed funding by the state's five largest newspapers. The idea was to show state policymakers how electronic disclosure works. VPAP's stated goal was to put itself out of business.

But it didn't work out.

People who had discovered the site urged us to stick around. Donors began to step forward. By 1999, the VPAP Board of Directors had begun to start thinking about the future.

As we begin our third decade, VPAP faces the challenge of remaining true to our nonpartisan mission at a time when our state and nation are divided politically.

We are sustained by the friends – listed throughout these pages – who understand that Virginia is fortunate to have a unique service that provides a common, trusted body of facts available to all.

Thanks to you, VPAP remains a strong and independent voice for those who seek a window into Virginia politics.



**Nicole Riley**  
VPAP BOARD CHAIR

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# VPAP ADVANCES CIVICS EDUCATION

One of VPAP's strategic goals is to make Virginia politics accessible to a broader audience. What better place to start than in the classroom?

In June, 10 civics teachers from across the commonwealth gathered in Williamsburg to participate in a two-day conference. The event was hosted by the College of William and Mary.

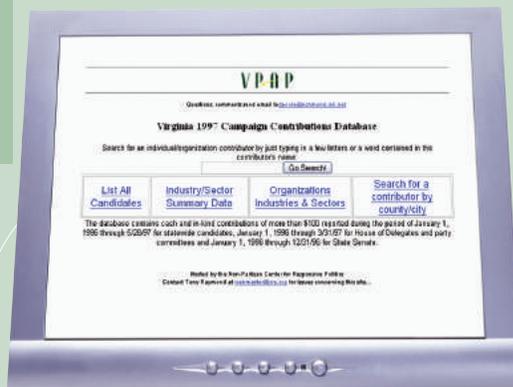
The teachers came away with a sheaf of creative ideas for incorporating VPAP graphics into their lesson plans. And VPAP staff left with some great suggestions for making vpap.org more accessible to teenagers on the cusp of voting age.



## 20 YEARS OF TRANSPARENCY

# 1997- 2001

**Launches first online database of state campaign donors.**



**Assists State Board of Elections to design e-filing software for candidates.**



**Expands database to include campaign expenditures.**

# 2017 SUPPORTERS

The **Virginia Public Access Project** is a nonprofit that relies on support from its users. VPAP would like to thank the following financial contributors. (Donors to VaNews listed on Page 8.)

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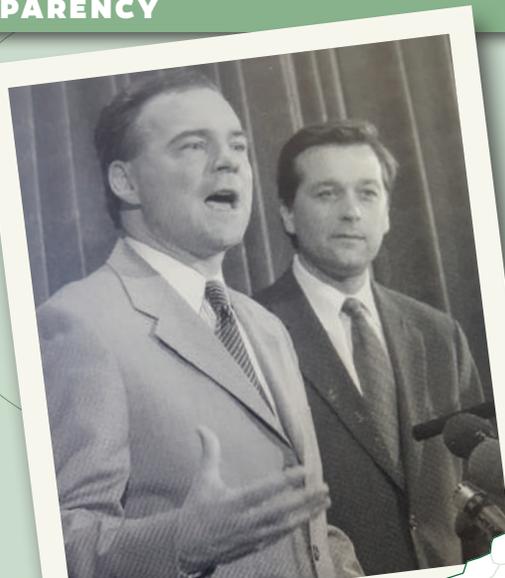
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## 20 YEARS OF TRANSPARENCY

# 2002- 2006

Leads bipartisan effort to bring voluntary disclosure to statewide bond referendums.



✓	Salary / Wages
	Corporate Officer / Director
✓	Personal Liabilities
✓	Securities, Mutual Funds, Investments

Expands database to include lawmakers' personal financial disclosures.

Tracks money in local races in Fairfax, Loudoun and Prince William.

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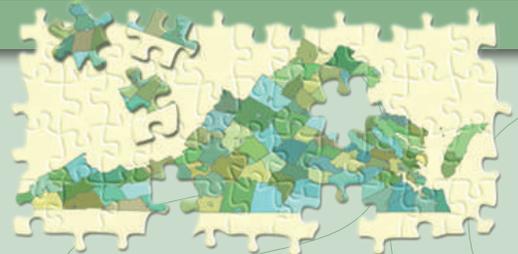


**M. Dendy Young**  
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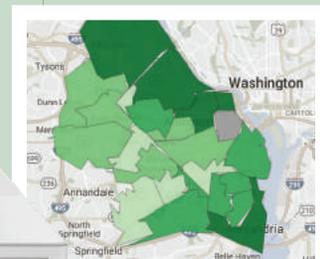
**20 YEARS OF TRANSPARENCY**

**2007-2010**

**Completes \$100,000 IT overhauls; launches new website.**



**Begins work on redistricting maps detailing legislative boundary changes.**



**Builds map plotting donations to ZIP code level.**

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Virginia League of Conservation  
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## 20 YEARS OF TRANSPARENCY

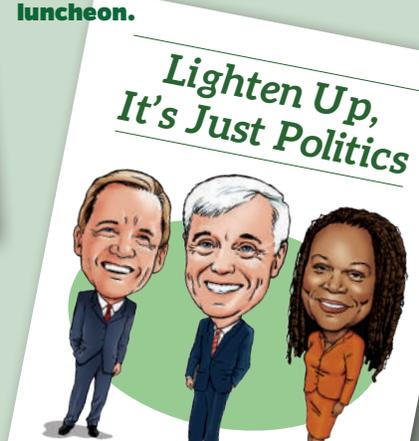
# 2011-2014

**Takes responsibility for VaNews, a daily news headline service begun by Tom Whipple.**



**Partners with George Mason University to create "After Virginia Votes," a post-election retrospective.**

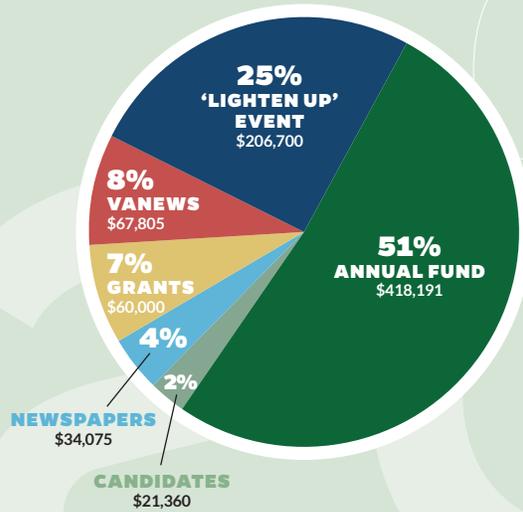
**Brings humor to politics with "Lighten Up" theme to annual luncheon.**



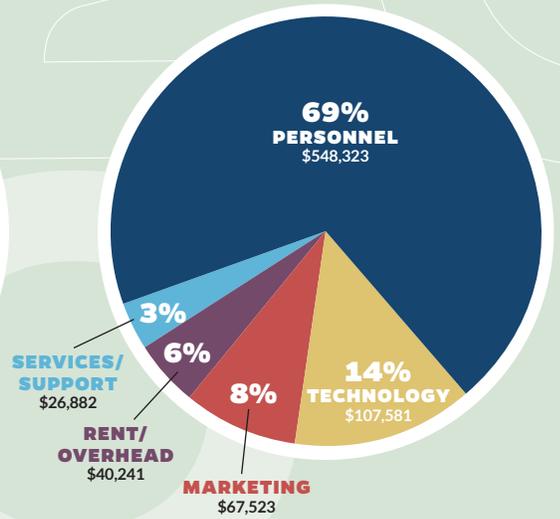
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## 20 YEARS OF TRANSPARENCY

# 2015-2017

**Launches VPAP Leadership Council for major individual donors.**



**Holds summit for civics teachers at College of William and Mary.**

**VaNews subscribers top 11,000.**

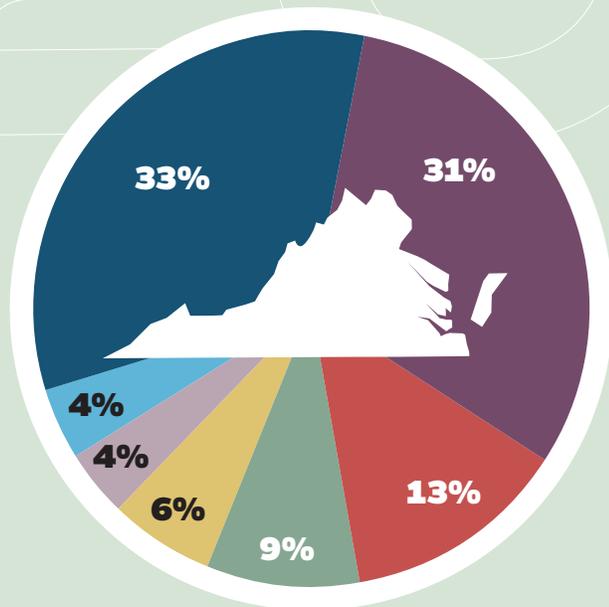
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VaNews is a daily compilation of news articles about state politics and government.

**TOTAL EMAIL SUBSCRIBERS: 11,102**



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- Southside Virginia
- Valley of Virginia
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- Piedmont

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# VPAP EVENTS

## LIGHTEN UP, IT'S JUST POLITICS

May 25

VPAP's annual luncheon in Richmond has become a must-attend event for lobbyists and political activists. "Lighten Up" brings together politicians from both sides and gives them a chance to poke gentle fun at themselves and others. More than 350 people turned out to watch as three state legislators – Del. Chris Jones, Sen. Mamie Locke, and Speaker Bill Howell – took turns at political standup.



## AFTER VIRGINIA VOTES

November 19

One of the highlights of the political calendar is the annual post-election retrospective that brings together the campaign managers from both sides to discuss the just-completed campaign. "After Virginia Votes" is organized by VPAP and hosted by the Schar School of Policy and Government at George Mason University. More than 200 people turned out for a civil conversation between Gillespie campaign manager Chris Leavitt and Northam campaign manager Brad Komar.



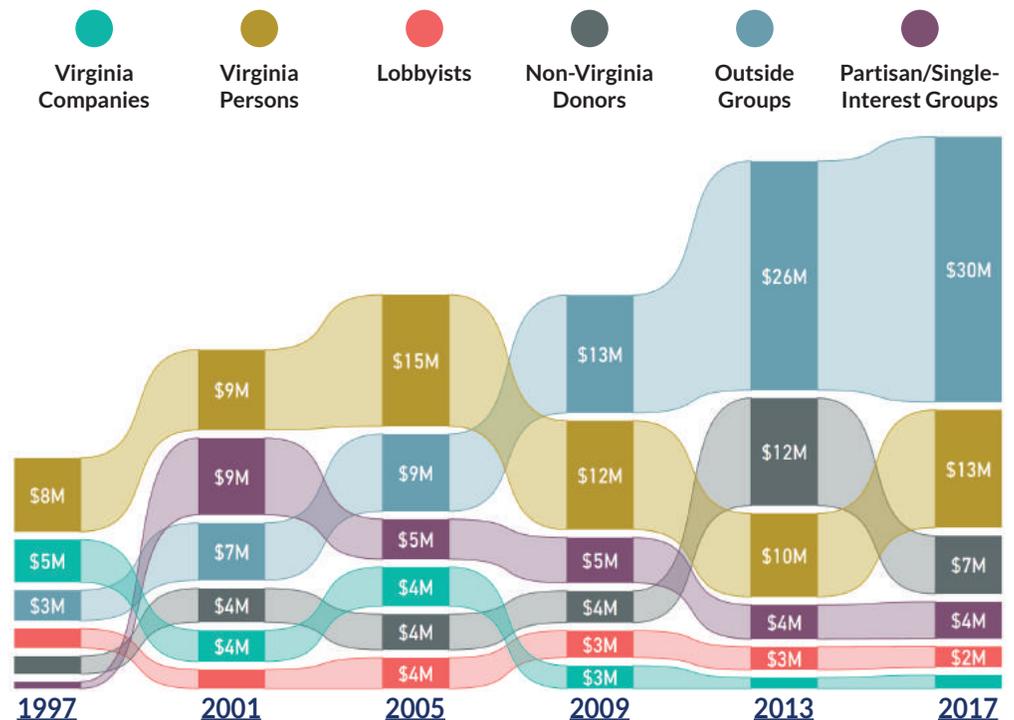


## 2017 ANNUAL REPORT

# VPAP VISUALIZATIONS TAKE OFF!

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Making our content more visual is a key way VPAP is opening a window into Virginia politics.



### The Rise of 'Outside' Money

It used to be that Virginia residents from both political parties represented the largest group of donors to candidates for governor. The top block of donors is now what VPAP calls 'outside groups.' These are partisan committees, labor unions and single-interest groups that seek to make their mark here.