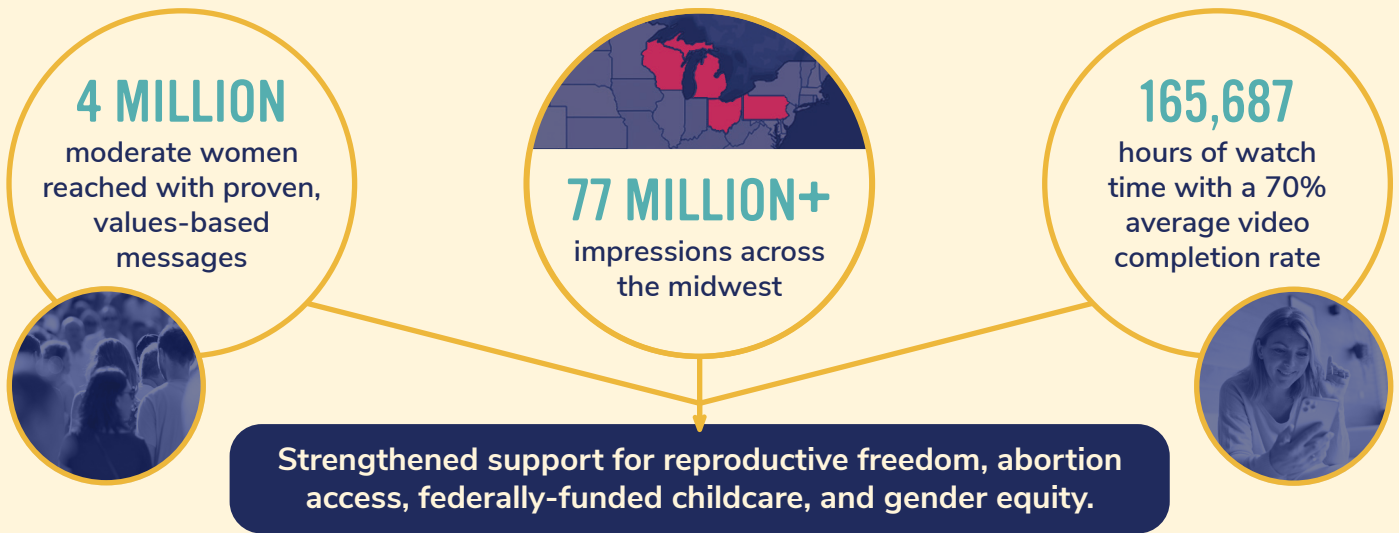




2023 ANNUAL REPORT

INNOVATIVE NEW RESEARCH

Galvanize USA and Galvanize Action worked with brilliant neuroscientists this year to **delve deeper into our audience's identity**. Understanding how women feel about caregiving, community, and their place in America allowed us to **develop impactful messages** for an **incredibly successful** issue education campaign.



ENGAGEMENT FOR CIVIC IMPACT

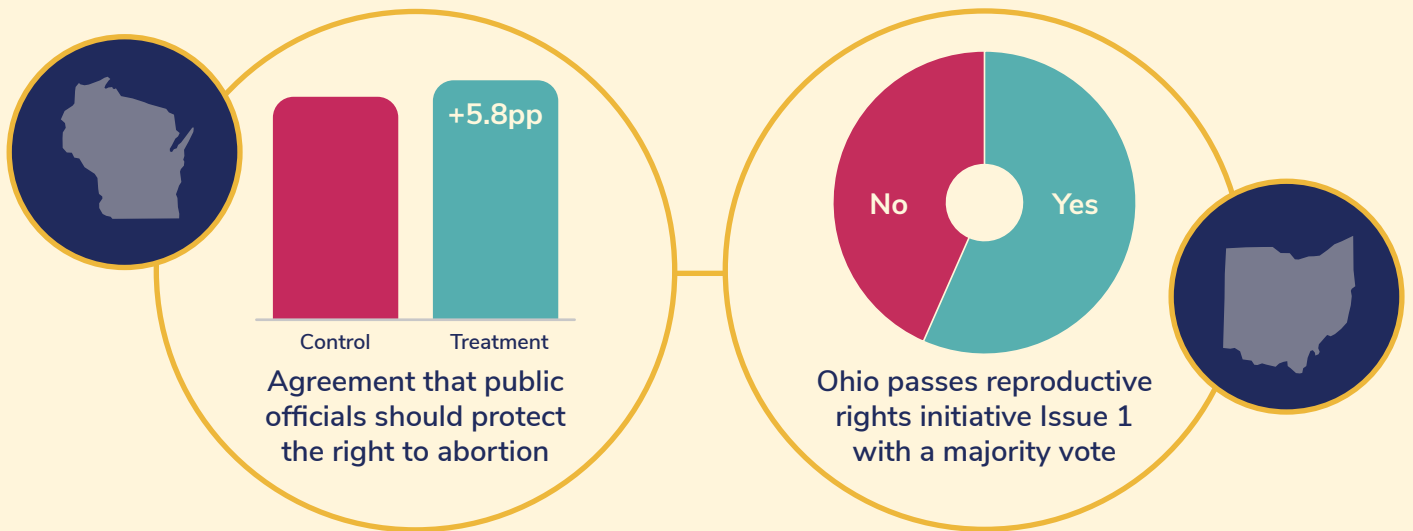
Galvanize USA introduced new programming uniquely designed to **engage our audience** and offer camaraderie and content to **increase knowledge of key issues, inoculate against disinformation, and build confidence and agency** to actively participate in civic life. Launched in July of 2023, our newly refreshed digital community includes a customized Dear Grace advice column, facilitated In Focus community conversations, and interactive polls and quizzes, all designed to **increase pro-democracy behavior** and drive support for an America that works for everyone.



ACTION TO PROTECT FUNDAMENTAL RIGHTS

Reproductive freedom was on the ballot, and **we were there to meet the moment when partners needed us!** The One For All Committee used Galvanize Action's research, messaging, and audience insights to help **deliver a decisive victory to Judge Janet Protasiewicz** in Wisconsin's Supreme Court race with ads (including a Pollie award winner!) that moved white women to increase support for reproductive freedom by 5.8pp.

Galvanize USA was proud to be a member of the Ohioans United for Reproductive Rights advisory committee, supporting the efforts that **delivered another victory for reproductive freedom** when Issue 1 passed with 56.6% of the votes.



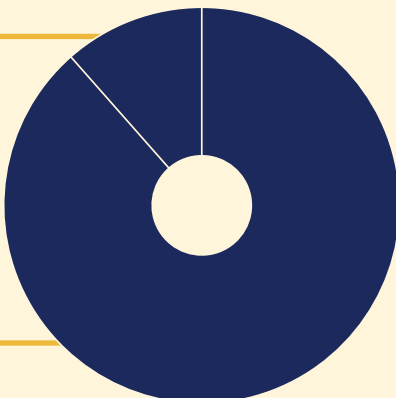
FINANCIALS

REVENUE

Total: \$14.75M

Individual
11.5%

Institutional
88.5%



EXPENDITURES

Audience Research

12.13%

Overhead

14.14%

Personnel

35.34%

Technology

2.35%

Program Dissemination

36.04%

