



CIVITAS
INSTITUTE

Annual Report 2018

Strengthening Freedom and Prosperity in 2018 and Beyond

When Civitas was founded in 2005, the North Carolina state government was dominated by Leftist policies and politicians who supported those policies. Civitas set about helping to change that environment through rapid response to bad policy, policy analysis, quality research, polling and communicating conservative ideas and solutions to concerned citizens and lawmakers. Now, in 2018, the state has benefited from a shift to the right, including more educational freedom for families, election law reform, regulatory reform, and the historic triumph of tax reform – which continues to serve as a model to the nation.

Even so, in 2018 and beyond, North Carolina conservatives must remain vigilant to protect our hard-won progress for liberty. In that line of thinking, Civitas has increased its efforts to bolster freedom and prosperity in North Carolina:

- The Left has been adept at using new media. Civitas has responded by bolstering our online presence and re-designing our website to reach more people in the most effective ways.
- Left-wing groups never relent in their quest for power, yet few people realize or admit how well-funded they are. Civitas has added more data and analysis to our Mapping the Left website to expose the activity of these groups, and their increasing ties to state government.
- The Civitas Institute is reinforcing its research capabilities with new staff and a focus on core areas of policy, such as agriculture, education, fiscal policy, and elections/ethics policy. Facts are on the side of conservative policy principles, and Civitas is dedicated to bringing those facts to light.
- The Civitas Poll has been a trusted source in North Carolina and nationally for more than a decade now. That is because Civitas is the only organization providing regular, statewide, live-caller polling – all based on a decade worth of data. At the same time, we have started a new polling partnership and will provide in-depth, timely and comparative analysis of the Civitas Poll.

As our nation winds down 2018, the people of the Old North State will enjoy noticeably more freedom, opportunity, and prosperity in 2019. More North Carolinians will have jobs, lower tax rates, and more educational freedom for their families than ever before. That is remarkable progress, and we continue to build upon it. And you, through your support of Civitas and our mission, are responsible for making it possible.

The Civitas Institute will never slacken our established efforts in education and empowering North Carolinians. North Carolina has become one of the perennial epicenters of American politics, and so our efforts are even more vital than they were when Civitas was founded 13 years ago. At Civitas, we promise to continue the fight and continue to be the watcher at the gate for the freedoms you hold dear.

Donald Bryson
President



Civitas Institute



Policy Achievements

In the General Assembly and amongst the populace, Civitas has continually supported lower taxes, secure elections, and championing more school choice.

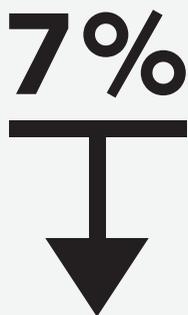
Expanding Education Savings Accounts



State Income Tax Cuts



A Lower Tax Cap Amendment (pending voter approval)



Voter ID Amendment (pending voter approval)



Amplifying the Conservative Voice in North Carolina

Making the case for liberty and limited government is of paramount importance to the Civitas team. We exist to remove barriers to freedom so that all North Carolinians can enjoy a better life.

However, a vital component of our success depends upon our ability to amplify the state's conservative voice. To that end, we are committed to ensuring that Civitas is viewed as the authority on a variety of policy issues affecting citizens, ranging from budget and tax policy to education and elections.

Whether it be polling analysis, a policy explainer, infographic, or a public speaking engagement, we are persuasively making the argument for conservative ideals through traditional and new media.

We have seen success in obtaining earned media in rural and urban state newspaper outlets, such as The Laurinburg Exchange and News & Observer. We have also been cited and interviewed by numerous national outlets, like NBC

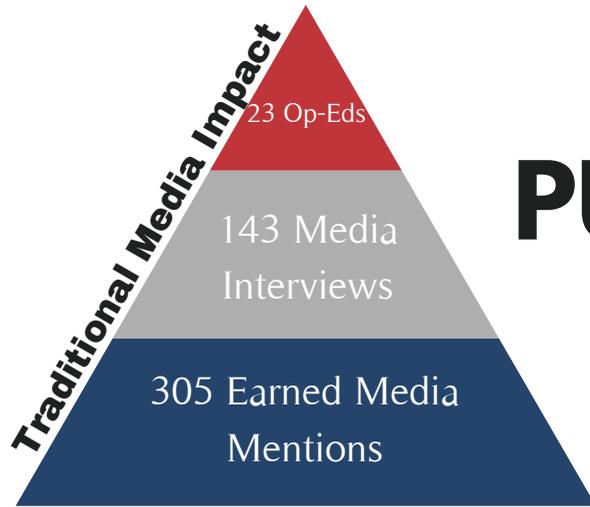
News, The Hill, Forbes, FiveThirtyEight, and McClatchy DC Bureau.

Our public relations progress has also extended to regular radio and television interviews, providing us with the opportunity to reach an even wider audience of North Carolinians, especially those that might not be as inclined to seek out conservative thought on policy issues.

A few of this year's highlights are best represented visually (see next page for details). We have made strides in growing Civitas brand recognition, both through traditional media channels (print and digital newspapers, radio, and television) and social media platforms.

Perhaps the most important takeaway from this annual communications report is that these numbers reveal a growth in Civitas' ability to effectively convey conservative ideas in ways that reach our intended audience – active North Carolina conservatives – while also laying the necessary groundwork for reaching future audiences.





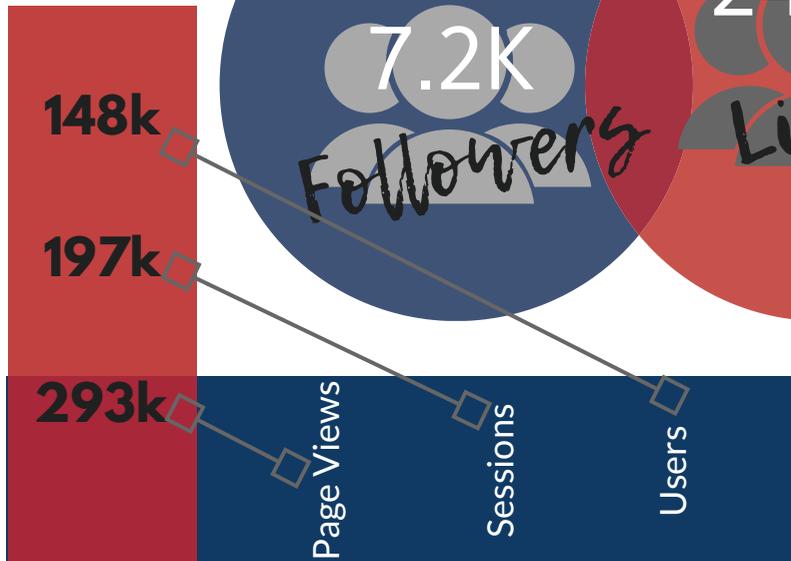
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PUBLICITY
VALUE**

 **CIVITAS**
July 1, 2017 to June 20, 2018

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Social Media Footprint

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Connecting Citizens to State Government

Our biggest goal and mission with the print edition of North Carolina Capitol Connection is to connect citizens with what is going with their government in Raleigh. A common concern we hear is that it can be tough to receive reliable and accurate analysis about the inner workings of state government on Jones Street.

This year we offered featured pieces from national experts on issues like polling and Trump's latest U.S. Supreme Court nominee Brett Kavanaugh. While our primary focus is

state government and policy, we are committed to adding more features content and narratives on pertinent news from across the state.

The print edition of Capitol Connection has reached over 221,000 mailboxes across North Carolina in just seven months, with four more issues to complete before the end of the calendar year. We are not only working to expand our reach but use the latest technology and voter data to inform the conservative network.



Civitas Action Releases 2018 Legislative 'Freedom' Scorecard

BY RAY NOTHSTINE

Civitas Action ranked North Carolina legislators on ten votes in the House and eight votes in the Senate for 2018. House and Senate members are ranked on an effectiveness scale from zero to 100, with zero being the least conservative and 100 being most conservative.

Three of those grades were for constitutional amendment votes that North Carolina voters will ultimately decide on during November's midterm election. Civitas Action or the Civitas Institute did not take a position on three of

North Carolina and Florida are the only states in the Southeast without language protecting the right to hunt and fish in their state constitution.

In addition to the three amendments, Civitas Action scored:

SB 325, "The Uniform & Expanded Early Voting Act"

HB 933, "Reciprocity/School Psychologist Licensure"

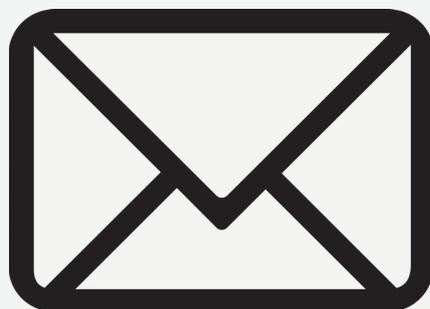
HB 998, "Improving NC Rural Health"

HB 379, "Recodification Working Group"

SB 758, "Build NC Bond



Expanded Reach Through Precise Targeting



NC Capitol Connection

221,091 mailboxes
across North Carolina

(Feb-August 2018)

Toxic Agenda Shines Light on Policy Disasters

Earlier this year the Civitas Institute announced the launch of a multi-part policy series, Toxic Agenda: What the Left Really Wants for North Carolina. The goal of the series is to identify how policies championed by liberals and progressives at both the state and federal level harm North Carolina and threaten our freedoms.

The Toxic Agenda series is a clarion call to educate North Carolinians about how policies such as light rail, gun control, or free community college tuition, really work and only work to expand government and distort market incentives.

Most citizens lack the time to focus on policy proposals and their impacts. Civitas has the staff and expertise to inform readers about the dangers of embracing the Left's proposals.

"Toxic Agenda, lays out what to expect if and when the Left returns to power," said Bob Luebke, Director of Policy at Civitas. "We chronicle the Left's response to major policy problems and the disasters that followed. Unfortunately, there is no shortage of examples."

North Carolina and our nation face serious challenges. Our difficulties have been compounded by the adoption of policy proposals from the Left that make our problems worse and lead to a steady erosion of freedom. Consider The Toxic Agenda series a big warning label that highlights the discomfort that follows a wrong diagnosis by the Left.

Find out more about the Left's real plans for North Carolina and access Toxic Agenda at www.toxicagenda.org.



Making North Carolina More Transparent: Mapping the Left

The Mapping the Left project includes more than 140 activist organizations currently comprising seven significant networks, including Blueprint, Moral Monday, Democracy NC, Together NC, ACORN and the Z. Smith Reynolds Foundation. More than 1,800 individuals are working in even more positions (including staff and board members) within the groups. Included in the database are more than 300 funders which have awarded grants in the hundreds of millions of dollars to the involved organizations. MTL was created to educate citizens and policymakers. Additionally, it is a repository of relevant information which adds transparency to the largest progressive funders and participants in today's North Carolina political battles.

If you are a frequent visitor to Mapping the Left (mappingtheleft.com), you have watched the website grow and transform since 2015. Since then, Civitas has redesigned Mapping the Left with advanced searching capabilities.

You will notice faster, yet simple, searches, plus mountains of new data, profiles, and photos. We've also added flowcharts, to allow for better

tracking of the Left's networks in North Carolina. And whether you have used the site before or are new, the website's changes will make it easier for you to find out what liberal and progressive non-profit groups are up to, even as we have kept the incredible original features of Mapping the Left. For instance, the option to visualize connections between groups, funders, people and networks has been refined, and now it includes a simple search and a feature to allow simple downloads of the resulting images.

Even though Mapping the Left is mobile-friendly, we are excited to continue the Mapping the Left mobile app that was released in 2016. Liberal groups come and go. Alliances shift and reform. But Mapping the Left is here to follow the dynamics of the progressive movement and show its intricate and ever-changing form. Mapping the Left will continue to combine data and ongoing analysis about the organizations, but with a renewed emphasis on activity (i.e., how was the money spent?) and not merely on the exchange of funds between progressive donors and organizations that make up the radical Left in North Carolina.

MAPPING THE LEFT

140+
activist orgs.

7
major
networks

\$400M+
in grants

1,800+
people

300+
funders

mappingtheleft.com

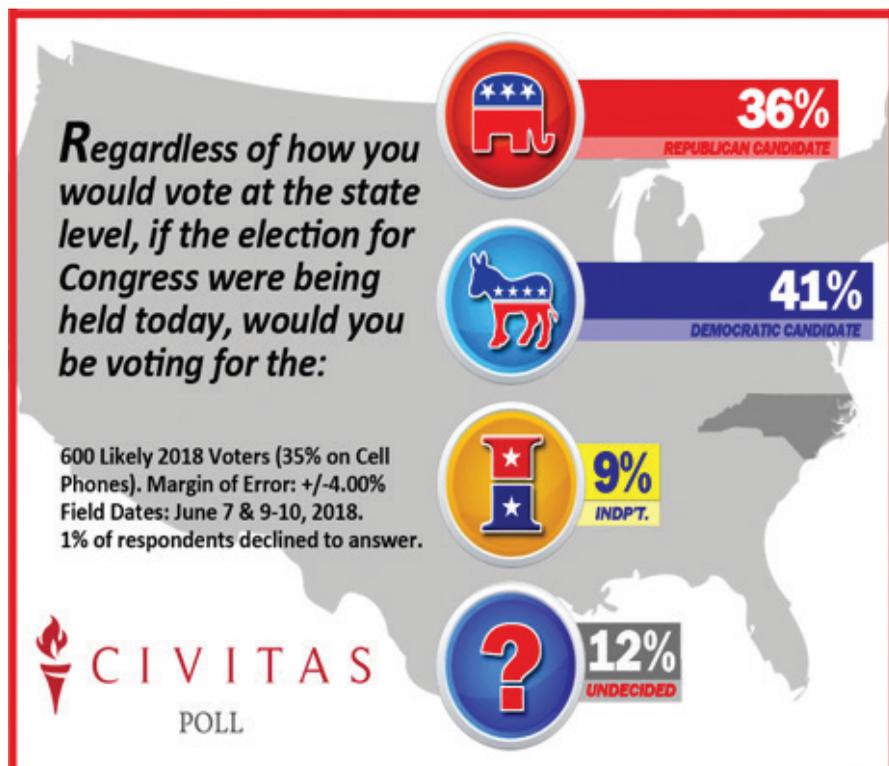
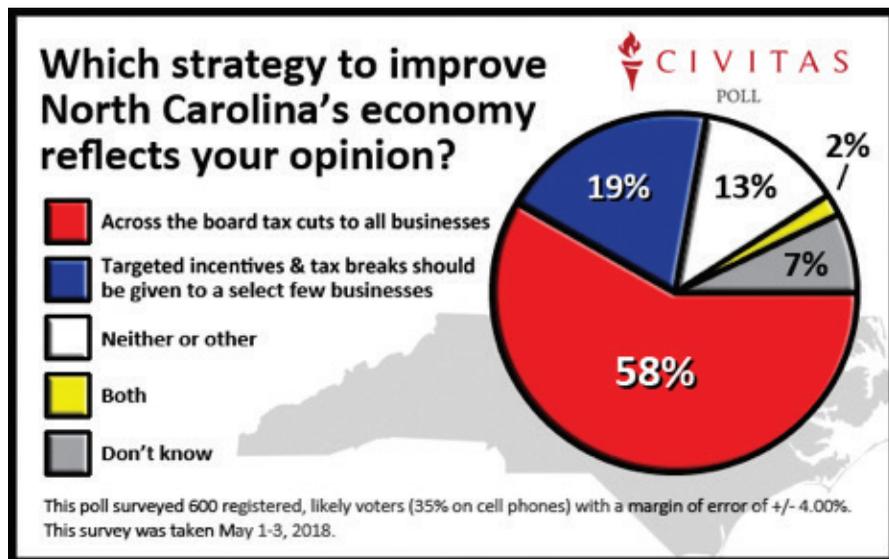
Polling in a Changing World

Polling is a major brand and driver of the work accomplished by the Civitas Institute. Our published polls are essential for connecting lawmakers to grassroots public opinion across North Carolina. Civitas frequently hears from lawmakers that are polls are not only trusted, but counted on to help bolster support and energy for specific policy proposals.

Particularly this year, Civitas Polls are receiving lots of national media attention because of the many indicators that the balance of power in the U.S. House of Representatives might flip. NBC News, The Hill, FiveThirtyEight, Breitbart News,

and the Daily Kos are just some of the media organizations that have highlighted our polling in the last few months.

Civitas Polls are trusted and with the ever-increasing attention on North Carolina they are an essential barometer for public opinion not just here, but nationally. They are an essential vehicle for our growing brand recognition and credibility. We are willing to ask the tough questions about policy in our state even when it may not be to our advantage. That in itself helps us to respond to public opinion and continue to directly engage areas where freedom may be constricting.



Banner Year for CLC

The 2018 CLC was held at the Marriott Crabtree Valley Hotel on April 13th and 14th and was a tremendous success thanks to Civitas' generous supporters, sponsors, and attendees. The 2018 theme of the conference mirrored the Civitas Institute's mission to "Break Down Barriers to Freedom."

Of all the important work our donors help us do, one of our most critical functions is to supply North Carolinians with true information about what their elected officials are doing, and to combat the steady flow of faulty narratives about conservative ideas from the liberal establishment and media in our state. We believe that the biggest obstacle to freedom in our time is the constant tidal wave of mis-information from the Left. The Conservative Leadership Conference is one of Civitas' most powerful tools to combat that misinformation and deliver truth to North Carolinians.

This year's CLC gathered thought leaders from around the country and North Carolina's most effective change-agents to educate and inspire

nearly 500 attendees about how to eliminate major obstacles to freedom. Dennis Prager, who has made it his life's work to educate as many people as possible about the fundamental principles of freedom gave the keynote address on Friday evening to rave reviews. (you can view his speech on YouTube)

Greg Gutfeld, host of Fox News' "THE FIVE", closed out the event with entertaining and informative commentary on the state of conservatism in America today. Along with the North Carolina legislative leadership, attendees heard from speakers about strategies to end abortion, cut taxes, advance small government legislation, save the university system from radical liberal takeover, and much more.

Civitas hosts the Conservative Leadership Conference to inform, inspire, and engaged conservatives in the fight to eliminate barriers to freedom. Thanks to you, we were once again successful in that goal.



Finances & Support

Revenue

\$98,395.18

Events Income

\$254,200.54

**Individual
Supporter
Contributions**

\$1,492,000

**Total Foundation
Support**

\$866.72

Misc.

Expenses

\$122,846.26

Administration

\$167,684.56

**Events
and Training**

\$136,059.16

Communications

\$908,911.96

**Personnel
Expenses**

\$30,336.06

**Policy
Content**

\$91,385.51

**Center
for Law
& Freedom**

\$86,562.61

Development

\$156,417.23

Polling

\$21,975.41

**Professional
Development**

**The Civitas Institute fights to remove barriers to freedom
so that all North Carolinians can enjoy a better life.**

