



★★ WOMEN FOR AMERICAN VALUES AND ETHICS ★★



IMPACT REPORT 2020

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OUR MISSION, VISION, AND BELIEFS

OUR MISSION

WAVE (Women for American Values and Ethics) is a fast-growing grassroots organization dedicated to engaging, educating, and empowering our community to advance progressive American values and ethics.

OUR VISION

A THRIVING AND INCLUSIVE DEMOCRACY

We believe in the fundamental values of:

- Human, civil, and constitutional rights
- Respect, diversity, and inclusion
- Collaborative leadership
- Environmental conservation

OUR BELIEFS

We believe in our ethical responsibility to:

- Ensure a transparent and accountable government
- Elect officials who practice cross-party compromise to achieve shared resolutions
- Create fiscally responsible solutions for current and future generations

OUR HISTORY



Women for American Values and Ethics (WAVE) was established to provide a community for activists to address policy changes and ensure the survival of a healthy democracy. WAVE's story began after the 2016 election, when 21 women gathered to reject apathy, bigotry, and ignorance, and to ensure that progressive values and ethics would not retreat into the background of political discourse.

WAVE'S VISION IS A THRIVING AND INCLUSIVE DEMOCRACY. WE BUILT A MOVEMENT TO ACTUALIZE THIS VISION.

“ WAVE IS ONE OF THE MOST DYNAMIC ADVOCACY GROUPS WITH A WIDE RANGE OF ACTIVITIES AND DIVERSE MEMBERSHIP.”

- Julian and Kathy J.

From our initial group, WAVE has grown into a strong force of more than 2,300 people: a powerhouse of political activists; a breeding ground for citizen-advocates; a network of community partners and organizers; a collaborative of donors; and a political home for leaders and thinkers. Our work is recognized in our communities. Since 2016, WAVE has been sought out by national, state, and local candidates for endorsements, volunteer support, and funding. We have been instrumental in increasing voter registration and turnout in the communities in which we work, and we have been key in winning a progressive majority in Congress and dozens of local elections. We also contributed to taking back the White House and flipping the U.S. Senate through our work and funding in the presidential election and Senate elections in Arizona and Georgia.

WHO WE ARE: A SNAPSHOT

WAVE is a women-led, all-volunteer organization of more than 2,300 activists, donors, and supporters dedicated to advancing progressive values and ethics. We are a diverse group of individuals from different cultural and ethnic backgrounds, religions, and political affiliations. Members include professionals in the fields of education and research, medicine and healthcare, law, business and entrepreneurship, innovation and technology, finance, information and communications, arts and sciences, and philanthropy and social work.



WAVE MEMBERS ARE HIGHLY ENGAGED

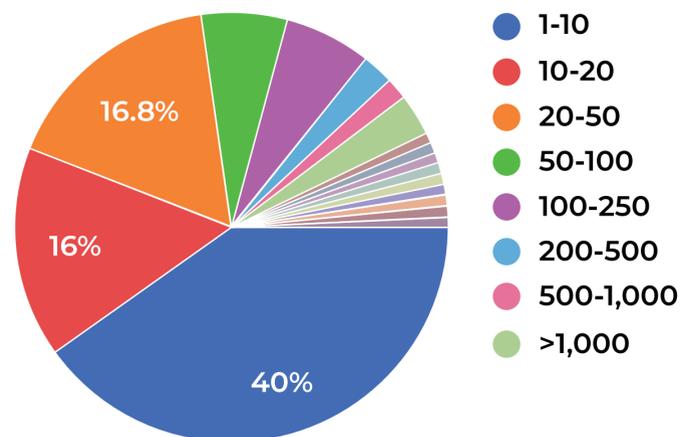
15,000 hours volunteered

92% of members donated to a candidate

93% of members volunteered for 2020 elections

96% of members would recommend WAVE to a friend

WAVE ELECTION SEASON VOLUNTEER HOURS (MARCH - NOVEMBER 2020)



Source: WAVE's 2020 Volunteer Feedback Survey

“WAVE MAKES IT VERY EASY TO GET POLITICALLY INVOLVED AT EVERY LEVEL OF GOVERNMENT AND AT EVERY LEVEL OF ACTIVISM IN WHICH YOU’RE WILLING TO ENGAGE.”

- Amy C.

“I GOT PERSONAL SATISFACTION IN THE SENSE THAT I WAS DOING MY PART TO HELP IN THE MOST IMPORTANT ELECTION OF MY LIFETIME.”

- WAVE member

WAVE MEMBERS ARE BOTH NEW AND EXPERIENCED ACTIVISTS

- **23%** of members surveyed were first-time volunteers in an election
- **77%** of members surveyed had previously volunteered in an election

WAVE MEMBERS VOLUNTEER FOR CANDIDATES AT ALL LEVELS OF GOVERNMENT

- **87%** volunteered at the national/federal level
- **67%** volunteered for candidates at the state level
- **67%** volunteered for candidates at the local level (county, city, school district, water district)

MESSAGE FROM THE FOUNDER AND PRESIDENT



I am extremely proud to release WAVE's second, biennial Impact Report. This report details WAVE's significant electoral and grassroots contributions for 2019 through 2020. I am especially proud of WAVE for how we rose to the unique challenges presented by the worldwide pandemic in 2020, and the thoughtful and creative ways in which we supported each other, our partners, and our endorsed candidates, resulting in a stronger organization and a more deeply connected community.

Since our formation in December 2016, we have strategized and worked to ensure a Democratic presidential victory, and we achieved that goal. We also endeavored to flip the U.S. Senate, and with Mark Kelly's victory in Arizona and the special elections in Georgia, we achieved that result. Although we fought hard to hold the four congressional seats we flipped in Orange County in 2018, the two losses make it apparent that Orange County remains a political battleground between progressive and conservative forces.

WAVE's success is a tribute to the power of a collective vision. I am forever grateful to our army of members and activists who have contributed significant time, talent, and treasure to ensuring the success of our community programs, our endorsed candidates, and WAVE as an organization. I am also indebted to the WAVE Executive Board and Advisory Council for believing in our vision and mission, and for dedicating immeasurable volunteer hours to advocate for our shared values.

With this report, I celebrate our courage, our conviction, and our steadfastness in fighting for the values and ethics in which we believe.

In unity,
Joanna Weiss

WAVE EXECUTIVE BOARDS

WAVE PAC BOARD OF DIRECTORS

Joanna Weiss, Founder and President
Ali Monge, Vice President
Danea Riley, Treasurer
Arlene Joyce

WAVE ACTION FUND BOARD OF DIRECTORS

Joanna Weiss, Founder and President
Kia Westhead, Secretary
Danea Riley, Treasurer
Michele Johnson



2018-2020 ADVISORY COUNCIL

Charlotte Finklea, Advisory Council Chair
Helayne Angelus
Teri Bassman
Piper Benom, Chair, Gun Safety Working Action Group
Rita Conn, Fundraising Program Director
Beth Daley Ullem, Chair, Endorsement Committee
Julie Frost, Communications Committee
Lara Horgan, Endorsement Committee
Toni Iseman (Honorary)
Irene Kinoshita, Co-Chair, Membership Committee
Judith Lukomski, Co-Chair, Social Justice Working Action Group
Crista Martin, Chair, Communications Committee
Liana Miller
Sue Ellen O'Connor, Chair, Migrant Rights Working Action Group
Audrey Prosser, Chair, Fundraising Committee
Gena Reed, Co-Chair, Membership Committee
Toni Rios
Kathleen Treseder, Chair, Environment Working Action Group
Rebecca Visconti, Endorsement Committee

HOW WE WORK

WAVE effects change through two distinct organizations:

WAVE POLITICAL ACTION COMMITTEE (WAVE PAC)

WAVE PAC is a hybrid super PAC, also referred to as a *Carey* PAC, that advances political candidates, organizations, and policies that support progressive American values and ethics. WAVE PAC endorses and contributes directly to candidates at the federal, state, and local levels. It also provides opportunities for advocacy, community organizing, meet-and-greets with candidates, listening events with elected officials and policy-makers, and partnerships with other PACs. WAVE PAC also operates as an independent expenditure committee (also known as a super PAC) that advances candidates through social media advertising, direct mail campaigns, and voter mobilization.



WAVE ACTION FUND

WAVE Action Fund is a 501(c)(4) nonprofit that supports WAVE's civic activism, philanthropy, and community involvement work. The WAVE Action Fund is divided into six working action groups: Environment, Government Integrity, Gun Safety, Migrant Rights, Social Justice, and Voter Mobilization. These working groups encourage citizen-advocates to bring about change through local initiatives and partner programs. WAVE Action Fund also provides opportunities for issue-based advocacy, civic engagement, community outreach and organizing, youth programs, and partnerships with local organizations.

WAVE PAC OVERVIEW

2020 PRIMARY AND GENERAL ELECTIONS

Through our efforts leading up to the 2020 elections, WAVE has proven that what started as a ripple of change can build to a tsunami of impact.

WAVE PAC successfully impacted both the March 2020 primary election and November 2020 general election through endorsements and campaign contributions, fundraising events, volunteer opportunities, and education and outreach. Although the pandemic required WAVE to pivot from field operations like canvassing and in-person candidate meet-and-greet events to socially distanced activities like phone banking, text banking, letter writing, and virtual meet-and-greets, we were successful in engaging members and achieving most of our strategic goals.



- **52** WAVE-endorsed, progressive candidates in federal, state, county, city, and local races
- **71%** average win rate
- **43%** of WAVE-endorsed candidates were Black or people of color
- **65%** of WAVE-endorsed candidates were women
- **5,000** voters registered by WAVE volunteers
- **\$500,000+** raised to support WAVE's electoral advocacy work
- **\$110,000+** contributed to WAVE-endorsed candidates
- **78%** win rate in the March primary election
- **66%** win rate in the 2020 election cycle
- **76%** win rate for Black, Indigenous, People of Color (BIPOC) candidates
- **69%** win rate for women candidates

WAVE PAC expanded its network by partnering with individual campaigns and other grassroots organizations, such as Indivisible, Sea Change PAC, local Democratic clubs, and Vote Forward. These strategic partnerships enabled WAVE to offer more volunteering opportunities for our members and increase WAVE's impact.

WAVE contributed to an outstanding "GET OUT THE VOTE" effort with 87% voter turnout in Orange County for the Presidential Election – a 24.8% increase over 2016.

Source: Orange County Registrar of Voters, Orange County, CA November 2020 Election: Voter and Service Level Data. A Recap of the Presidential General Election.



OUR 2020 STRATEGIC GOALS

GOAL #1:

HELP FLIP THE WHITE HOUSE AND SENATE

WAVE's new Arizona chapter mobilized in the Maricopa County/Paradise Valley area to help turn Arizona blue in 2020, delivering a win for Mark Kelly to the U.S. Senate, as well as Arizona's 11 Electoral College votes for Biden/Harris. WAVE's Orange County members also provided significant support to Biden/Harris and Kelly through direct contributions, phone banking, text banking, and letter writing campaigns. We conducted similar advocacy to impact the U.S. Senate special election wins in Georgia, contributing funds to support Warnock and Ossoff, and conducting letter writing and phone banking campaigns that resulted in the Democratic Party winning the majority in the Senate.

GOAL #2:

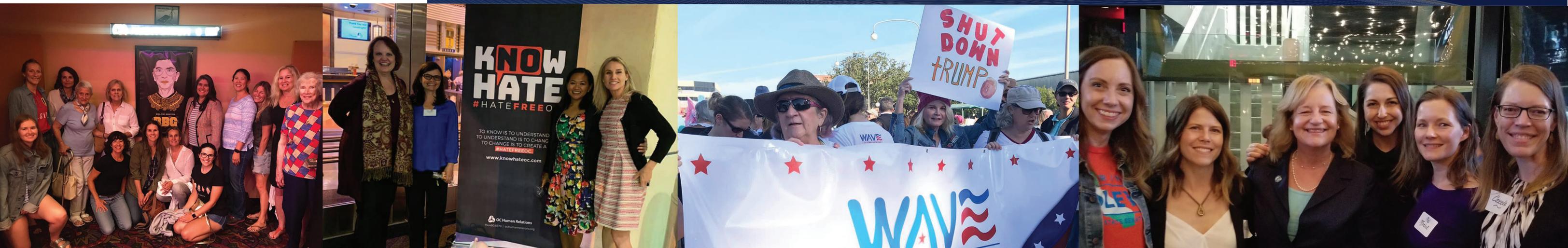
HOLD ORANGE COUNTY CONGRESSIONAL SEATS WE WON IN 2018

In 2018, WAVE fought hard to achieve the remarkable success that turned Orange County blue. In 2020, we invested significant time and financial investment to hold onto these seats. We are proud to have contributed to re-electing Congressmembers Katie Porter (CA-45) and Mike Levin (CA-49). We were unable to hold the seats in the 39th and 48th districts, despite vigorous campaigning and significant super PAC spending. We will strategize and win back these crucial seats in 2022.

GOAL #3:

ENDORSE AND SUPPORT STATE AND LOCAL CANDIDATES

WAVE endorsed 52 diverse, progressive candidates at the federal, state, county, and local levels, directly contributing more than \$110,000 to these campaigns. The majority of these endorsements (47) were at the state and local levels. Forty-three percent of our endorsed candidates identify as Black, Indigenous or People of Color (BIPOC), and 65% of our candidates were women. On average, our win rate for 2020 was 71%. Notably, our ethnically diverse candidates had the highest win rate, with 16 of 21 winning their races (76%).



WAVE PAC VOLUNTEER ACTIVITIES

WAVE PAC: "EVERY ACTION COUNTS" CAMPAIGN

This campaign was the heart of our political action in 2020, providing members and the extended community with a myriad of electoral advocacy opportunities. "Every Action Counts" is WAVE's rallying cry to inspire activism. We value every member's efforts and believe an inclusive democracy and sustainable change depend on the actions of many.

WAVE DAYS OF ACTION

WAVE hosted 66 "Days of Action," which featured a variety of activities in conjunction with our endorsed candidates' campaigns. We organized volunteers to write letters/notecards, phone bank, and text bank for WAVE-endorsed candidates and to support voter rights. We outreached through local campaigns and initiatives for Orange County races and communicated with voters nationwide on federal campaigns. Text banking activities ensured that voters in key races had the information they needed to cast their ballots.

HOW WE ENGAGE, EDUCATE, EMPOWER

- Fundraising
- Volunteering
- Education and outreach
- Endorsements and campaign contributions
- Social media and direct mail campaigns
- Advertising

1,000+ donors
supported
WAVE's Political Action
work in
the 2020 cycle



**" I LIKE THAT ANYONE CAN
PARTICIPATE AS MUCH OR AS LITTLE
AND IN ANY WAY THAT THEY ARE ABLE.
AND EVERY EFFORT IS APPRECIATED."**

- WAVE member

THE BIG SEND

Research shows that handwritten letters are one of the most impactful ways to influence inactive or inconsistent voters to cast a ballot. WAVE joined The Big Send, a major grassroots campaign spearheaded by Vote Forward, to write tens of thousands of personalized letters to voters in battleground states. To train volunteers and to keep volunteers' momentum going, WAVE hosted 23 virtual training classes attended by more than 150 people and hosted four monthly The Big Send letter-writing parties. **WAVE volunteers wrote more letters per person than any other The Big Send partners, for a total of more than 32,500 letters.** WAVE volunteers ALSO personally picked up and delivered more than 3,500 letters to the post office and provided postage to ease the financial burden on our many letter writers. Nationwide, The Big Send/Vote Forward program resulted in 16.1 million letters written and sent to voters in battleground states.



“ I KNOW THAT WHATEVER VOLUNTEER OPPORTUNITIES ARE PRESENTED, THEY ARE WORTH MY TIME AND ENERGY.”

- Artyn G.

MOTIVOTE

WAVE leveraged the Motivote mobile platform to enable volunteers to track their activism while earning points for exciting prize incentives. Motivote helped more than 100 WAVE volunteers stay positive, on track, and of course, motivated, as they dedicated their time and energy towards electing progressive leaders. In all, more than 400 actions were tracked – from following candidates on social media to hosting virtual trainings or writing letters for The Big Send campaign.

- **57** education and outreach events held
- **2,300+** event attendees
- **2,500** WAVE Voter Guides shared with WAVE activists – shared thousands more times by individuals!



“ I WAS VERY IMPRESSED WITH THE BALLOT ZOOM MEETING. I FELT I GAINED A LOT OF USEFUL INFORMATION.”

- Theresa D.

VIRTUAL BALLOT PARTIES

WAVE created and offered access, tools, and guides to help members educate themselves and their communities on how to best support their progressive values on the ballot.

WAVE created a fun, easy way to help voters feel confident about voting the whole ballot by making it social. At each ballot party, a trained WAVE member led and facilitated discussion about the candidates, ballot propositions, and local measures. Because many attendees were voting by mail due to the pandemic, these parties had the added bonus of allowing attendees to walk through the ballot together and vote in real time. In total, WAVE educated hundreds of voters through two Spanish-language ballot parties, one Next WAVE ballot party for students and young professionals, and six English-language ballot parties.

For those unable to join the ballot parties, WAVE's Voter Guide provided an important resource. A product of the WAVE Endorsement Committee's work, the Voter Guide detailed candidate information, as well as their key affiliations and endorsements. The Voter Guide was shared with more than 2,500 people through emails, social media, and the WAVE website. Anecdotally, it was shared thousands more times by our members and activists through personal email and social media.

VOTER PERSUASION TRAINING

WAVE enabled members to host virtual voter persuasion training events using our "Take Back the White House" training video featuring Sara El-Amine, former National Organizing Director for President Obama. Ms. El-Amine provided science-based strategies for determining which registered voters are most open to influence, which styles of communication are most effective with potential supporters, and how to support these voters in casting their votes. The training video was available on our website and also sent directly to grassroots organizers in battleground states.

CANDIDATE MEET-AND-GREET'S

WAVE provided members with access to virtual meet-and-greets with the WAVE-endorsed candidates on their ballot. These events allowed our members and their invited guests to interact with candidates, learn about their platforms, ask questions, and better understand candidates' qualifications.

RELATIONAL ORGANIZING

The pandemic required new, virtual ways of conducting organizing and community outreach. To support member efforts in using technology and social media, WAVE provided how-to training sessions, the WAVE Voter Guide, and a Relational Organizing Guide. WAVE's Relational Organizing Guide provided tips on how to increase positive engagement with a member's community, and how, when, and why to share personal political opinions on social media.



“ I APPRECIATED HEARING DIRECTLY FROM OUR CANDIDATES AND WORKING WITH THE WAVE TEAMS.”

- Gena R.

IRVINE MEET & GREET

OCTOBER 9
5 - 6:15 PM

[REGISTER](#)

DAVE MIN
FOR CA STATE SENATE

MELISSA FOX
FOR CA STATE ASSEMBLY

COTTIE PETRIE-NORRIS
FOR CA STATE ASSEMBLY

FARRAH KHAN
FOR IRVINE MAYOR

LAUREN JOHNSON-NORRIS
FOR IRVINE CITY COUNCIL

TAMMY KIM
IRVINE CITY COUNCIL

DR. KAREN MCLAUGHLIN
FOR IRVINE RANCH WATER DISTRICT

PAUL BOKOTA
FOR IRVINE UNIFIED SCHOOL DISTRICT

WAVE 2020

Every Action Counts!

WAVE PAC FUNDRAISING EVENTS

Through our annual membership drive and many successful virtual events, we are incredibly proud that WAVE PAC raised more than \$500,000 to support our political action work in the 2020 election cycle.

TAKE BACK THE WHITE HOUSE

In June 2020, WAVE gathered nearly 500 people for a virtual “Take Back the White House 2020” event featuring nationally acclaimed community organizer Sara El-Amine. She is the former National Organizing Director for President Obama and the National Grassroots Organizing Director at Organizing for Action, a 20-million-person strong movement. Ms. El-Amine provided easy-to-implement political strategies and techniques focused on campaigning during the pandemic, including how to determine which registered voters are most open to influence; which styles of communication are most effective with potential supporters; and how to support these voters in actually casting a vote. There also were special appearances by Representatives Katie Porter (CA-45), Mike Levin (CA-49), Harley Rouda (CA-48), Gil Cisneros (CA-39), and Hiral Tipernini (candidate for Arizona’s 6th Congressional District).

TakeBACK THE WhiteHouse 2020



JUNE 20, 2020

A virtual training session of Obama's campaign strategies and techniques

KEY SPEAKER **SARA EL-AMINE**

“ I LOVE THAT WAVE HAS BEEN A PLACE TO KEEP US UNITED IN SUCH A DIFFICULT YEAR. WAVE STEPPED UP TO THE COVID CHALLENGE BY EMBRACING ALTERNATIVE WAYS TO STAY CONNECTED AND PURPOSEFUL.”

- Sue Ellen O.

VIRTUAL
WINE & WAVE

WAVE hosted six Wine & WAVE events, attracting nearly 300 participants in 2020 alone and raising tens of thousands of dollars. At these member-hosted “friendraisers,” new and potential WAVE members were invited to learn more about WAVE and meet with a guest speaker, including Representatives Katie Porter (CA-45), Harley Rouda (CA-48), and Mike Levin (CA-49); as well as Assemblymember Cottie Petrie-Norris (AD-74); and State Senator Dave Min (SD-37). The Wine & WAVE events were successful in not only increasing WAVE’s membership recruitment efforts, but also in raising much-needed funds for our political action work and serving to engage hundreds more people in the political process.

VOTE OF OUR LIFETIME

WAVE hosted a virtual celebration to mark the 100th anniversary of the ratification of the 19th Amendment, which gave (white) women the right to vote. The event brought together a powerhouse of women – all accomplished individuals representing their respective fields and spheres of influence, and highly respected figures in the long journey towards women’s equality and the advancement of women’s interests and causes.

WAVE PRESENTS
THE VOTE OF OUR LIFETIME

A Fundraiser to Support this Momentous Year for Women!

OCTOBER 13TH
6-7PM



KEYNOTE SPEAKER
CONGRESSWOMAN
KATIE PORTER
(CA-45)

ALSO FEATURING:



Rep. Karen Bass
 U.S. Congresswoman
 (CA-37)



Martha Daniel
 2014 Presidential White House
 Champion of Change &
 CEO of IMRI



Jennifer Siebel-Newsom
 CA's First Partner & Founder of
 The Representation Project



Ashleigh Aitken
 Attorney & OC Fair
 Board Director



Julie Hill
 Board Director of Anthem &
 Chair, UCI Board of Trustees



Beth Daley Ullem
 Endorsement Chair
 WAVE



Joanna Weiss
 President & Founder
 WAVE

REGISTER HERE

Paid for by Women for American Values and Ethics Political Action Committee and not authorized by any candidate or candidate committee. Contributions to WAVE PAC are not deductible as charitable contributions for income tax purposes.

**I FELT
 EMPOWERED,
 RATHER THAN
 HELPLESS,
 TO CHANGE
 THE COURSE
 OF THE FUTURE.”**

- WAVE member

WAVE ENDORSEMENTS

WAVE uses a defined process to identify, vet, and endorse candidates that support WAVE's ethics and values on national, state, county, and local levels. WAVE's strategy was to not endorse in every race, but to identify the key races and candidates that aligned most strongly with WAVE and prioritize those races to have the most impact.

ENDORSEMENT PROCESS

WAVE refined our endorsement strategy to support an ethical and fair endorsement process and increase the number of endorsements. The process consisted of two questionnaires: one for federal and state races, and

another for county and local races. WAVE established set timelines for endorsement. Once WAVE received an endorsement application, we asked for and received feedback from WAVE members. We also outreached to WAVE's networks to gather additional information on candidates.

ENDORSEMENT RESULTS AND CAMPAIGN CONTRIBUTIONS

After an extensive review process undertaken by the endorsement committee, WAVE endorsed 52 candidates in 2020 (3 in the primary and 49 in the general elections). **WAVE donated more than \$110,000 to our endorsed candidates. WAVE also provided significant grassroots support through letter writing, phone banking, postcarding, voter education, ballot parties, and other campaign-support efforts.**

ELECTED



WOMEN FOR AMERICAN VALUES AND ETHICS

2020 ENDORSED CANDIDATES

Advancing Progressive American Values & Ethics



Joe Biden
President
United States of America

Kamala Harris
Vice President
United States of America



Mark Kelly
US Senate
Arizona

Mike Levin
U.S. Representative
49th District

Katie Porter
U.S. Representative
45th District

Dave Min
California State Senate
37th District

Josh Newman
California State Senate
29th District



Sharon Quirk-Silva
California State Assembly
65th District

Cottie Petrie-Norris
California State Assembly
74th District

Beckie Gómez
Orange County Board of
Education District 1

Katrina Foley
Costa Mesa Mayor

Farrah Khan
Irvine Mayor



Richard Hurt
Aliso Viejo City Council

Ross Chun
Aliso Viejo City Council

Susan Sonne
Buena Park City Council
District 3

Loren Gamos
Costa Mesa City Council
District 2

Frances Marquéz
Cypress City Council



Kim Nguyen
Garden Grove City Council
District 6

Natalie Moser
Huntington Beach City Council

Hong Alyce Van
Stanton City Council
District 2

Ann Marie McKay
Laguna Beach City Council

Thai Viet Phan
Santa Ana
City Ward 1



Tammy Kim
Irvine City Council

Letitia Clark
Tustin City Council

Beckie Gómez
Tustin City Council

Lorraine Prinsky
Coast Community College
District Area 3

Paul Bokota
Irvine Unified School
Area 5



Kelly Osborne
Laguna Beach Unified
School Board

Amanda Morrell
Saddleback Valley Unified
School District Area 4

Allyson Damikolas
Tustin Unified School Board
Area 1

Dr. Karen McLaughlin
Irvine Ranch Water District
Division 4



WAVE4ALL.ORG



WAVE-ENDORSED CANDIDATE DEMOGRAPHICS

One of WAVE's core values is to be inclusive of color, religion, race, ethnicity, nationality, age, disability, sexual orientation, and gender identity – both in terms of WAVE membership, and for the candidates WAVE endorses.

- **65%** women
- **42%** Black, Indigenous, people of color (BIPOC)
- **4%** lesbian, gay, bisexual, transgender and queer or questioning (LGBTQ)



SUPER PAC SPENDING RESULTS

WAVE SUPER PAC SPENDING

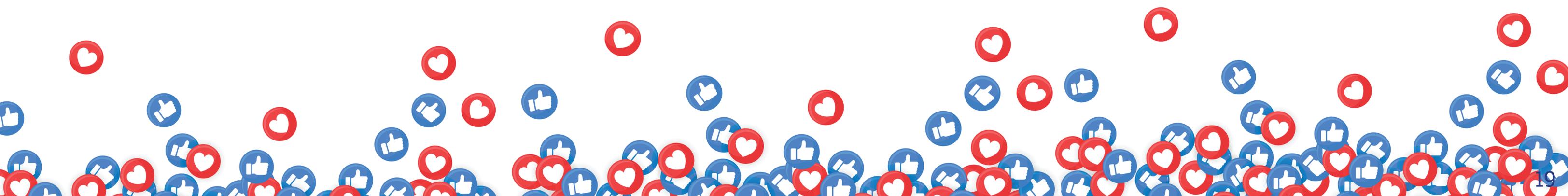
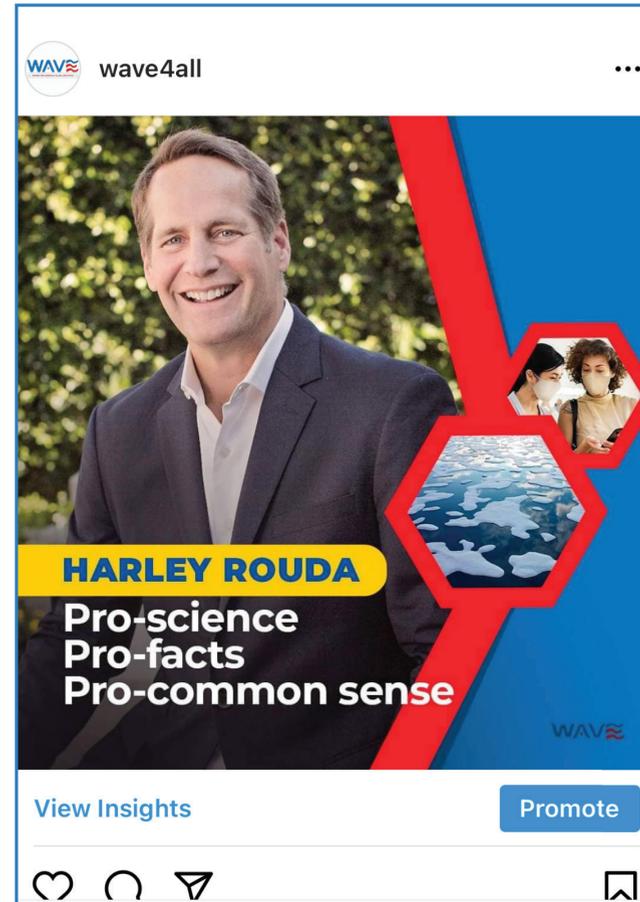
WAVE's independent expenditure committee enables us to raise and disburse unlimited funds to advance candidates and promote issues. For the 2020 elections, WAVE's objective was to produce and distribute content that would increase support and engagement for our endorsed candidates. In order to comply with laws prohibiting coordination with campaigns while at the same time determining how WAVE could be most effective, we surveyed the public-facing strategies of each of our endorsed candidates, communicated with other super PACs, and then used our resources strategically to fill in any gaps.

For this cycle, WAVE focused on the following contentious races: Congressional Districts 39, 45, 48, and 49; State Assembly District 74; and OC Board of Supervisors, Districts 1 and 3.

- **\$230,000** total funds spent
- **120,000+** direct mail pieces sent to swing voters in support of Rep. Harley Rouda to counteract a stream of negative digital and print ads
- **64,000** texts sent supporting Rep. Gil Cisneros (CD-39), Sergio Contreras (BOS-District 1), and Asm. Cottie Petrie-Norris (AD-74)
- **2.7 million+** social media impressions
- **2.6 million impressions** from digital ads that featured geo-targeted candidate persuasion and voter education information
- **54,000 engagements**, including social media likes, comments, and shares of the ads
- **185,000 total impressions of video ads** on websites and connected TV ads supporting Rep. Katie Porter (CA-45) and against Michelle Steel (CA-49)

SOCIAL MEDIA CAMPAIGNS

Several weeks prior to the November elections, WAVE launched static and animated social media ads on Facebook and Instagram. We worked with Trusted Messenger Marketing, a seasoned branding, communications, and strategy consultant, to identify unique audience subsets that we wanted to target with our ads.



DIRECT MAIL CAMPAIGNS

WAVE produced two mailers for the 48th Congressional District race that exposed Michelle Steel's bigotry and dubious record of managing the COVID-19 crisis in Orange County, while bolstering the accomplishments of Rep. Harley Rouda and highlighting a key endorsement from the Orange County Register.



VIRAL VIDEO

We produced a 2-minute video featuring Rep. Katie Porter's Top 10 Moments during congressional hearings, showcasing her skill at questioning administration officials and business leaders. The video was viewed 11,000 times on Twitter. On Facebook, it generated more than 250,000 impressions and 7,000 engagements. A shorter 30-second version featuring her Top 3 Moments was viewed by more than 130,000 people on pre-roll (video advertisements that appear on certain websites).



WEBSITE AD PLACEMENT

Working with technology firm IQM, WAVE placed video ads on websites and connected TV in three target locations: Congressional Districts 45 and 48, and around the Capitol Hill area in Washington, DC. The campaign ads shown were in support of Rep. Katie Porter and against Michelle Steel (congressional candidate for CD-48).

TEXT CAMPAIGNS

In the week prior to and on Election Day, WAVE executed a text campaign strategy to mobilize voters in three key races – Congressional District 39, Assembly District 74 and OC Board of Supervisors – as a final Get Out the Vote effort to ensure voters headed to the polls. More than 64,000 image and text messages were sent in support of Congressman Gil Cisneros, Assemblymember Cottie Petrie-Norris, and Councilmember Sergio Contreras.



WAVE ACTION FUND

WAVE Action Fund is a 501(c)(4) nonprofit that supports WAVE's work in civic engagement, philanthropy, and community outreach. Currently, WAVE supports six active working groups (WAGs), each dedicated to a specific cause or issue. Their common mission is to encourage citizen-advocates to effect change through local initiatives and partner programs.



■ ENVIRONMENT WORKING ACTION GROUP

WAVE's Environment Working Action Group focuses on three key areas: educating city officials on Community Choice Energy (CCE), educating community leaders to identify local climate change issues and solutions, and advocating for clean energy. WAVE joined forces with other local stakeholders to form OC Clean Power, a coalition advancing CCE. CCE is a program implemented city by city that allows residents to directly purchase power in bundles from renewable sources like solar and wind farms.

Over the past two years, WAVE also has provided funding support for a role at the Climate Action Campaign: Orange County Climate and Energy Organizer. This position is dedicated to advancing Community Choice Energy in all cities in Orange County.



**In December 2020, the Clean Energy
OC Power Authority launched with
five cities: Irvine, Fullerton,
Huntington Beach, Buena Park,
and Lake Forest.**

■ GOVERNMENT INTEGRITY WORKING ACTION GROUP

WAVE's Government Integrity Working Action Group was formed in early 2020 as a response to the politicization of many government offices and functions and to help ensure the integrity of government procedures and practices. WAVE was awarded a \$25,000 grant from Charitable Ventures to conduct 2020 Census outreach and education among hard-to-count (HTC) communities in Orange County. Outreach initially focused on South Orange County and then expanded to the central and northern parts of the county. To help increase response rates, this WAG leveraged digital and socially distanced strategies including social media, flyering, radio public service announcements (PSAs), text banking, and bilingual (Spanish-English) direct mailers.

As a result of our contribution to the OC Census effort, WAVE has been invited to take part in the OC Census Civic Engagement Advisory Council (OCCEAC). The OCCEAC is a body of select census partner organizations that aims to develop a lasting framework for collaboration that will carry us through to Census 2030.

- **26,781** texts sent to Orange County residents about the Census
- **19,768** Spanish-English direct mailers sent to low-response rate areas in north Orange County in response to other flyers giving misleading and false information about the Census
- **76.6%** Census self-response rate achieved in Orange County, compared to overall California rate of 69.9%



GUN SAFETY WORKING ACTION GROUP

The goal of the WAVE Gun Safety Working Action Group is to reduce shootings by promoting gun safety in homes and communities. We do this by educating law enforcement and the community on red flag laws and supporting common-sense gun violence prevention legislation. Issues of GVROs (gun violence restraining orders or red flag laws) and safe gun storage have taken on new importance during the pandemic with children distance learning at home. The WAG developed and distributed an educational flyer entitled “Gun Safety and CA GVRO Laws,” which explains red flag laws and highlights safe gun storage guidelines. WAVE also worked to promote two gun safety educational campaigns: Parents’ Promise to Kids (PPTK) and Be SMART. PPTK is a pledge that adults make to the children they care about to vote for leaders who support common sense gun safety. Be SMART educates gun owners about safe gun storage to reduce suicides and unintentional shootings that occur when children find guns that are not stored responsibly.

GUN SAFETY IN OUR COMMUNITIES

WAG members visited the January 2020 gun show at the OC Fairgrounds with Steve Lindley, former California ATF chief and Brady Center partner. We were invited to speak to the OC Fair & Events Center Board of Directors about the disturbing proliferation of unregulated ghost guns sold on their property. WAVE has requested that the OC Fair Board of Directors work with the gun show vendors to expedite the implementation of AB 897, which requires ghost gun sellers be licensed and buyers undergo background checks.



LEGISLATIVE OUTREACH AND ELECTORAL ADVOCACY

In 2020, we campaigned for two candidates who are champions of common-sense gun legislation: Dave Min for CA State Senate District 37, and Melissa Fox for CA State Assembly District 68. Dave Min won his election and kept his campaign promise: the first bill he introduced as a state senator was SB 264, which will ban gun shows from state property, including our local OC Fairground. We also collaborated with Assemblymember Cottie Petrie-Norris to submit a request-for-signature letter to Governor Newsom on AB 2061, which ensures all vendors at California gun shows are subject to inspection by the Department of Justice.

AB 2061 – making vendors at CA gun shows subject to inspection – passed and was approved by Governor Newsom on September 29, 2020.



■ MIGRANT RIGHTS

WAVE's Migrant Rights Working Action Group aims to provide relief to underrepresented and underserved immigrant communities. WAVE partnered with several migrant/human rights organizations to support their missions and advocacy work with organizational support and community volunteer support, including the Orange County Justice Fund (OCJF), The Coalition for Humane Immigrant Rights (CHRILA), Minority Humanitarian Foundation (MHF), Friends of Orange County Detainees (FOCD), and Padres Unidos.

ASYLUM SEEKER OUTREACH

In February 2020, WAVE partnered with Friends of Orange County Detainees (FOCD) to train WAVE members on how to visit and provide friendship to isolated asylum seekers being held in local detention centers. Approximately 20 WAVE volunteers attended and completed the training program. After visits were prohibited due to the pandemic, WAVE and FOCD pivoted to a letter-writing program. Over video calls, WAVE members were trained and given the resources needed to begin pen pal friendships.

LEGAL CLINIC OUTREACH

WAVE, in partnership with community organization Padres Unidos, continued to support and educate the undocumented community about their rights in the event of an ICE raid on their home or families. Due to the pandemic, WAVE was not able to hold in-person legal clinics in 2020. In 2021, WAVE will transition from holding legal clinics to working with community partners to support the Biden Administration's immigration policies.

Since March 2020, WAVE outreach has sustained more than 20 volunteer-detainee friendships.

GET OUT THE VOTE

In partnership with our Social Justice Working Action Group, WAVE's Migrant Rights Working Action Group participated in getting out the vote for Candidate Sergio Contreras and his bid to win a seat on the Orange County Board of Supervisors by phone banking for his campaign.

HOLIDAY OUTREACH

WAVE helped fulfill the holiday needs of 10 families who are supported by Padres Unidos. Padres Unidos is a non-profit, grassroots community organization committed to working with and empowering low-income families in Orange County through a variety of child, youth, and family services. During the third week of December, WAVE members donated more than 100 wrapped gifts that were distributed by Padres Unidos to the families in need.

THE BIG SEND

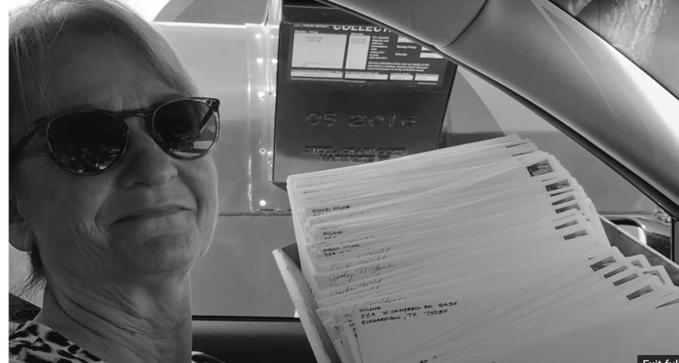


■ VOTER MOBILIZATION

To help increase voter turnout, WAVE established an official partnership with The Big Send/Vote Forward, joining other prestigious progressive organizations, including Indivisible, Women's March, Swing Left, and change.org.

In addition to The Big Send, WAVE's Voter Mobilization Working Action Group hosted a training in activism for local youth in the Breakthrough San Juan Capistrano program, a college access and persistence program supporting underserved students. The training featured local elected officials and issue advocates who shared their journeys to activism. This pilot program will serve as a model for other youth.

WAVE members in California, New York, Arizona, Florida, and Colorado wrote more than 32,000 letters to swing voters – the most letters per person among all the organizations that participated.



SOCIAL JUSTICE WORKING ACTION GROUP

WAVE's Social Justice Working Action Group strives to ensure marginalized voters are engaged, educated, and mobilized. This WAG is committed to addressing systemic racism and supports elected officials committed to finding progressive solutions to essential issues from homelessness, housing, and healthcare, to environment safety, education, and equity economics to drive forward an inclusive culture.

In 2020, our Social Justice WAG hosted a series of events to provide education and a safe space to unpack difficult issues, including a roundtable series called "Candid Conversations with WAVE" featuring a Netflix screening and discussion of Ava Duvernay's award-winning documentary *13th*; a fireside chat about implicit bias with L. Song Richardson, Dean and Chancellor's Professor of Law at the University of California, Irvine School of Law; and letter writing to educate voters on their rights and the importance of voting in 2020.

**Our education series –
"Candid Conversations with
WAVE" – provided a safe space
to unpack difficult issues. The
format varied from speakers and
screenings, to fireside chats and
interactive events, each with
specific calls to action and
volunteer opportunities.**



WAVE ACTION FUND'S INAUGURAL FUNDRAISER



WOMEN FOR AMERICAN VALUES AND ETHICS
Presents

LIGHT
THE
WAY



FOR
CHANGE

HOPE INSPIRATION ACTION

SUNDAY, MAY 19, 2019

LAGUNA BEACH ARTISTS THEATER
625 Park Ave, Laguna Beach, CA

KEY SPEAKERS



Dr. MARILYN HARRAN
Holocaust Studies,
Chapman University



Dr. PETE SIMI
Expert on Political Extremism,
Chapman University



R. DEREK BLACK
Former White Nationalist



**JEANNE & GIDEON
BERNSTEIN**
Parents of Blaze Bernstein

ADDITIONAL SPEAKERS

Victoria Mendez, Cool 2 Be Kind

Anna Mendez, National Association of People Against Bullying

Shelley McMahon, Moms Demand Action

LIGHT THE WAY FOR CHANGE FUNDRAISING EVENT

In May 2019, WAVE held its inaugural fundraiser to benefit our Action Fund. Entitled "Light the Way for Change, An Afternoon of Hope, Inspiration, and Action," the event showcased inspirational stories about turning intolerance and tragedy into positive action. The event raised more than \$80,000 to support WAVE Action Fund's grassroots programs and working action groups.

Featured speakers included R. Derek Black, a former white nationalist whose godfather was David Duke, leader of the KKK; Jeanne and Gideon Bernstein, parents of Blaze Bernstein, an Ivy League college student murdered in an alleged anti-gay hate crime; Dr. Peter Simi, Wilkinson College of Arts, Humanities, and Social Sciences, Department of Sociology, Chapman University; and Dr. Marilyn Harran, Director, Rodgers Center for Holocaust Education, Chapman University.

More than \$80,000 was raised by generous donors to support WAVE Action Fund.

LOOKING AHEAD

1. RECRUIT AND SUPPORT PROGRESSIVE CANDIDATES

We are incredibly proud to announce the formation of our Candidate Development Initiative, which will educate and support members of our community who are interested in running for office. This initiative will guide prospective candidates through the initial steps and key considerations of running for office. After an initial informational seminar, our Development Initiative will cultivate these candidates, offering training in specific areas crucial to a successful campaign, including messaging, finance, volunteer and staff management, media relations, and volunteer mobilization. Our program differs from other candidate training programs in a few key ways: 1) it is nonpartisan; 2) it is open to all individuals, regardless of gender identity; and 3) it is low-cost/low commitment.

2. ADVOCATE FOR PROGRESSIVE POLICIES

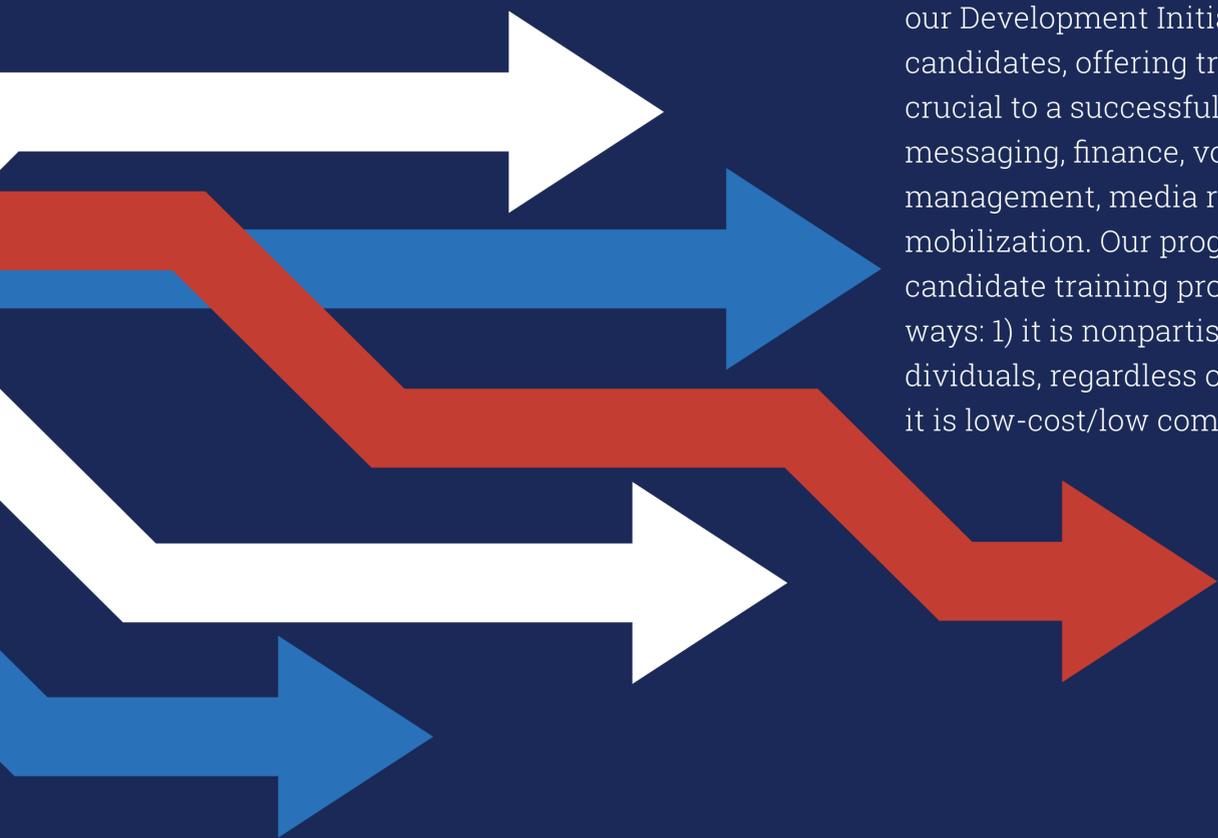
Through our working action groups, WAVE will support and advocate for progressive policies to build a more inclusive democracy. We will hold our elected leaders accountable as we urge them to pass more comprehensive gun safety legislation, campaign finance reform, D.C. statehood, humane immigration reform, and voter protection laws, among other issues.

3. RAISE PAC FUNDS

We anticipate 2022 will be a battleground for the House and the Senate. We will focus on early political fundraising to position us to best support our candidates in 2022.

4. RECRUIT AND ENGAGE MORE MEMBERS

In order to win back the two congressional seats lost in 2022, and to continue to elect more progressive leaders in our communities, WAVE will recruit more members and engage them in our work.





★★ WOMEN FOR AMERICAN VALUES AND ETHICS ★★

ENGAGE ►► EDUCATE ►► EMPOWER

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please email INFO@WAVE4ALL.ORG.

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MEMBERSHIP@WAVE4ALL.ORG.