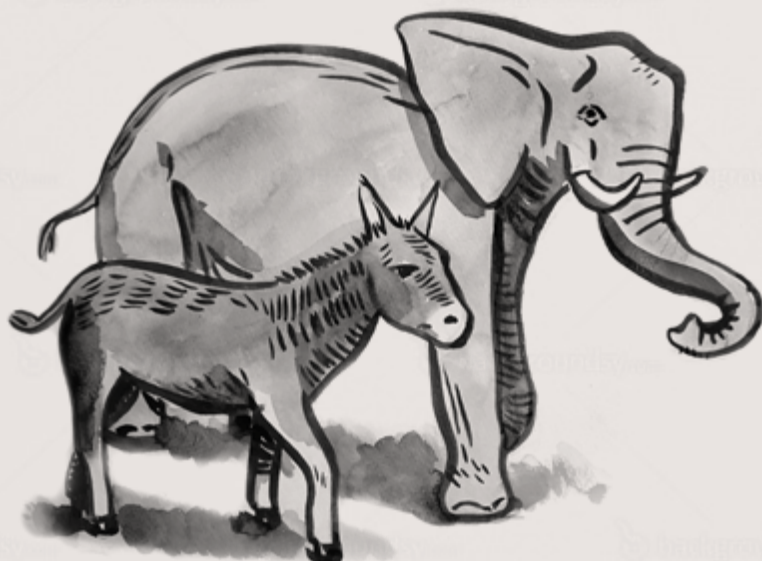


Results

AMERICAN FEDERATION *for* CHILDREN

2016 ELECTION IMPACT REPORT



Dear Friends,



The Education Revolution continues in America and, during the 2016 elections, voters demonstrated their strong support for educational choice throughout the country. The American Federation for Children and its affiliated organizations invested in 268 total races, winning 89 percent of general election races and building on the momentum from primary wins earlier in the year.

Our movement has continued to grow stronger each and every year as a result of legislative victories and election victories that have created and deepened school choice majorities in state legislatures all over the country. These election wins were achieved despite teachers' unions spending \$138 million compared to AFC and its affiliates spending only \$5 million on elections.

The Wall Street Journal recently described AFC as an organization that "...has fought in the trenches across the country for more school choice to liberate kids from failing schools. By trenches we mean hand-to-hand political combat in state legislative races against the teachers unions." The National Review said AFC "is arguably the most effective education-reform organization in the country." AFC has been recognized as an effective and successful organization that will fight every day to help every child, regardless of their family income or ZIP code, access a quality school that best meets their needs.

We are proud to be at the forefront of a school choice movement that is poised for tremendous growth on behalf of America's children in the coming year. None of this would be possible without your support. We thank you and look forward to your continued support as we work to expand access to high-quality educational options for children.

Sincerely,

A handwritten signature in blue ink, appearing to read "B. H." or similar, written in a cursive style.

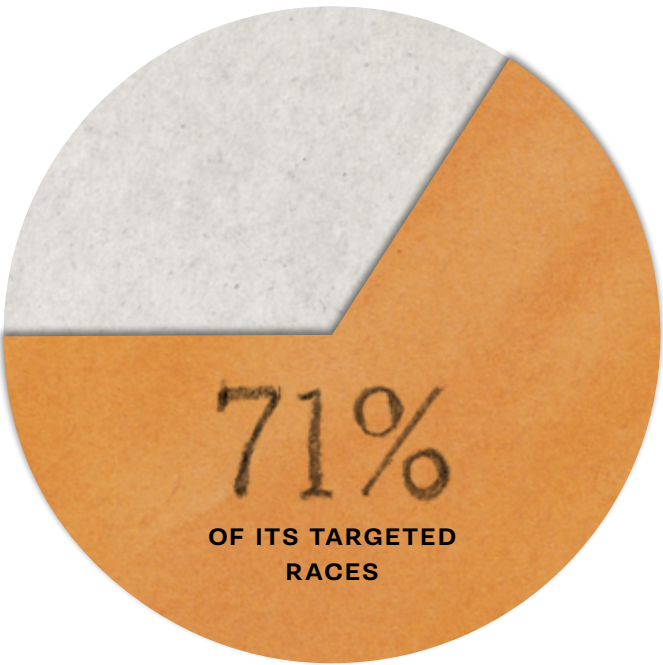
William E. Oberndorf
Chairman, American Federation for Children

Game-Changing Results

MIDTERMS PRODUCE BIG GAINS FOR EDUCATIONAL CHOICE

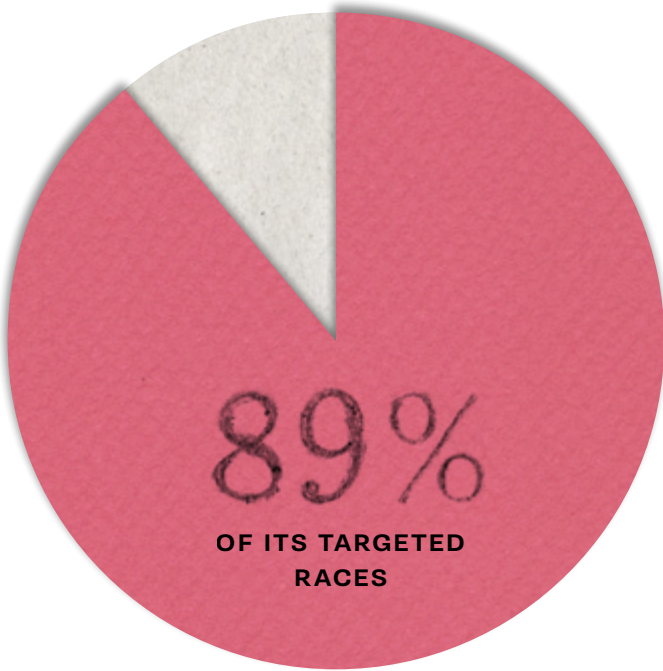
PRIMARY ELECTION

AFC and its affiliated organizations
school choice candidates prevailed in



GENERAL ELECTION

AFC and its affiliated organizations
school choice candidates prevailed in



Game-Changing Results

MIDTERMS PRODUCE BIG GAINS FOR EDUCATIONAL CHOICE

2016 VOTER CONTACT TOTALS



131,579
TOTAL CALLS



2,761,841
MAIL PIECES SENT



47 DIGITAL AD
CAMPAIGNS



7 TV ADS



25 RADIO SPOTS



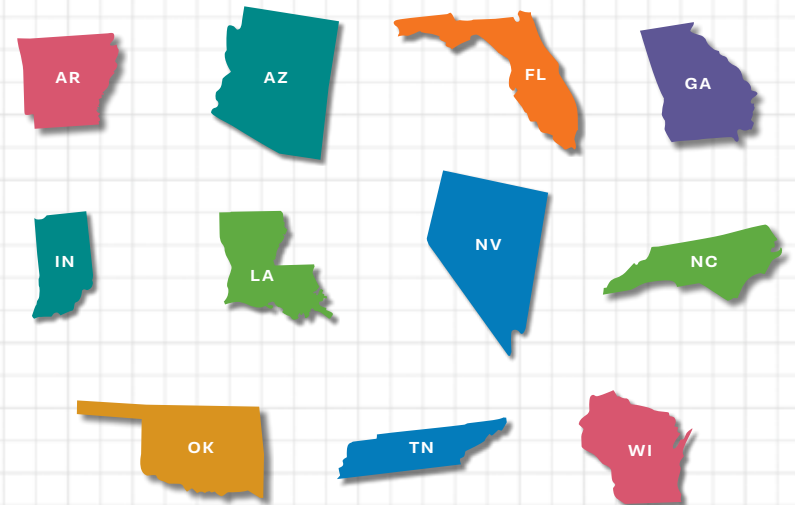
301 MAILERS

AFC INVESTED IN

268

TOTAL RACES IN THE PRIMARY
AND GENERAL ELECTIONS

AFC PARTICIPATED IN 11 STATES





Major Victories

AFC and its affiliated organizations achieved a great deal of success in state elections this year. AFC target states including Arizona, Florida, and Tennessee had exciting and positive results for pro-school choice candidates. The results out of Missouri, Kentucky, Iowa and New Hampshire present an opportunity to pass meaningful school choice and charter school legislation.

AFC saw the momentum for school choice as the returns in state races rolled in throughout election night, and this momentum also carried over to the federal level. AFC is primed and ready to seize these new opportunities to pass meaningful education reform throughout the year.

While AFC is not involved in federal elections, many pro-school choice candidates were elected or re-elected to the U.S. House and Senate, adding strength and momentum for AFC's federal strategy. AFC intends to work with Congress and the new Administration to leverage federal dollars in ways that will complement what states are doing to expand parental choice. AFC is also hopeful for increased bipartisan support for school choice in D.C. with three new pro-school choice Democrats elected to the House: former Florida state legislator Al Lawson, Florida state Senator Darren Soto and Pennsylvania state Representative Dwight Evans.



Arizona

For several years in Arizona, AFC has made consistent progress advancing school choice legislation despite only having a narrow school choice majority in each chamber. The goal of the 2016 elections was to maintain the pro-school choice majority in the state Senate and defend school choice champions against strong threats from opponents. In the state House, AFC looked to make gains both in terms of the number of legislators who support school choice, but also emphasize the importance of school choice to members.

AFC achieved these goals through independent expenditures, using direct mail, radio, digital media and phone calls in support of, or in opposition to, candidates in 26 races.

With these strong majorities and legislators who are committed to school choice, AFC looks forward to strengthening charter schools and pursuing an expansion of Arizona's strong education savings account program to serve even more students in the coming legislative session.

CANDIDATE HIGHLIGHTS

AFC helped newcomer and school choice stalwart Maria Syms win an open state House seat in LD 28, and helped David Stringer win an open House seat in LD 1. AFC also successfully defended school choice champion Jill Norgaard in LD 18.

In the state Senate, AFC successfully defended Senate Education Chairman Sylvia Allen against a strong opponent who raised nearly twice as much as Sen. Allen and had twice the independent expenditure support.

AFC also prevailed in preventing staunch school choice opponent and state House member Eric Meyer from winning an open state Senate seat, helping to maintain the pro-school choice majority in that chamber.



Arkansas

AFC's work in Arkansas during the election cycle was largely centered on reinforcing and expanding support for school choice in the state House and Senate. Arkansas had among the fewest competitive legislative races in the nation, so while the investment may not have matched some of the more competitive states, the results proved to be just as important when it comes to passing legislation in future sessions. AFC-backed candidates went two and one during the primary and three and one during the general, which included defeating a former legislator, and school choice opponent, in his bid to return to office. During the primary election, AFC worked to help pro-school choice candidates maintain their seats. This focus shifted during the general election where AFC defended two incumbent candidates as well as two political newcomers.

Overall, AFC's work during the primary and general elections will ensure that school choice remains a priority for both legislative bodies in Arkansas. While the number of races AFC competed in was relatively small, the results and the impact will have a huge effect in future efforts to expand the current school choice programs and create bolder program moving forward.

CANDIDATE HIGHLIGHTS

During the primary election, AFC successfully helped Senator Jane English, the chairwoman of the Senate Education Committee, and Representative Jana Della Rosa, a stalwart supporter of school choice, win their reelection bids.

During the general election, AFC supported Representatives Richard Womack and Rebecca Petty, and both were successfully re-elected to their seats. AFC also supported two candidates new to politics, Aaron Pilkington, who was able to win his open seat contest against an opponent who was a school choice opponent, and Dwight Gonzales. Gonzales came up short in his race, but AFC hopes to work with him in the future.



Florida

During the 2016 election, the teachers' union targeted the Florida Federation for Children's (FFC) major school choice supporters and spent almost \$2.7 million to FFC's \$1.1 million attempting to defeat them. While the Florida Federation for Children was outspent nearly three-to-one overall by the teachers' union in the state, the combination of superior messaging, engaged parents and strong candidates allowed school choice to prevail in Florida in 2016. Overall, FFC was successful in 20 out of the 21 races it invested in on election night.

Prior to the election, there was a school choice majority in the state Senate that included two strong pro-school choice Democratic State Senators, who were termed out or ran for higher office. FFC was successful in helping two pro-school choice candidates fill those seats during the primary election. During the general election, FFC focused on maintaining a strong school choice majority in the state Senate, and pro-school choice candidates prevailed in each contest.

In the general election House races, FFC defended 11 strong school choice incumbents and won three of the four open seats where there was a significant threat to a supporter. In the primary election, FFC was successful in one Democratic open race and three Republican open races.

While the teachers' union lawsuit continues to threaten the Florida Tax Credit Scholarship Program, participating parents defend the program and engaged in advocating for legislators who support their right to school choice. With almost 95,000 low-income, primarily minority, children now benefitting from the program, their parents are now a powerful force in determining elections. Scholarship families were featured in three different television ads for state Senate races, and in one race, the pro-school choice candidate saw a 10 point jump in polling with female voters after the ad ran, demonstrating the power of school choice.

FFC also took parental engagement to a new level in this election and encouraged parents to contact other parents in targeted districts to educate them on which candidates supported the tax credit scholarship program. These parents made more than 36,000 calls and knocked on the doors of more than 3,500 fellow scholarship parents in FFC targeted races. FFC also executed a direct mail campaign to these parents that coincided with the phone calls and an email campaign.

In the General Election the response was overwhelming, with more than 55% of scholarship parents voting early in FFC targeted races, and in a few races, they accounted for over 1% of all votes cast. Over 40% of these voters are registered Democrats, but went into the voting booth supporting candidates who were pro-school choice regardless of party.

FFC demonstrated that all forms of school choice—public, charter and private—are issues that resonate with all voters, and parents that directly benefit from these programs will turn out in large numbers to support the candidates that support all educational choice.

CANDIDATE HIGHLIGHTS

In the primary election, FFC played a pivotal role in helping two pro-school choice non-incumbent Democrats win their primaries, Darryl Rouson and Daphne Campbell, to maintain a school choice majority in the state Senate.

In one of FFC's most important races, Frank Artiles of Miami defeated incumbent Dwight Bullard, the teachers' union #1 candidate who received almost \$1 million from them. Nearly 3,000 registered voters benefit from the scholarship program in this district, and scholarship parents called each one at least four times reminding them who supports their scholarship. Similar efforts were waged in Miami to defend a major champion in the House, Manny Diaz Jr. Parents made up more than 1% of all votes cast in this district. Diaz and Artiles were major victories for FFC since these two races were the top priority for the teachers' union in the state.

Tampa Bay Times

PRO-VOUCHER FORCES CLAIM VICTORY IN FLORIDA STATE RACES

"The Florida Education Association might have massively outspent pro-voucher groups in Florida's election cycle, but it's not the teacher union claiming victory after the ballot tally."



Georgia

During the 2016 election cycle, AFC's affiliated Georgia political committees helped improve bipartisan school choice majorities in both the state House and state Senate by protecting school choice incumbents and defeating school choice opponents in key districts.

Overall, the political committees successfully supported 18 incumbents and elected seven candidates in open seat races. They also helped in defeating three incumbents who opposed school choice, replacing them with school choice supporters. The political committees supported both Republicans and Democrats.

Another victory for school choice occurred during the primary elections, which was the overwhelming support for a question that appeared on Republican primary ballots testing voter support for school choice. The question read: "Should Georgia empower parents with the right to use the tax dollars allocated for the education of their children, allowing them the freedom to choose among public, private, virtual and home schools?" More than 74% of voters said "Yes." Interestingly, the question passed in every Georgia county, a clear rejection of the previously held notion that voters in certain parts of the state, particularly rural areas, do not support school choice.

Georgia is another state that illustrates the impact and importance of public, charter and private school choice for families across the country

CANDIDATE HIGHLIGHTS

The race with the largest implications was the defeat of Rep. Tom Dickson in the HD 6 Republican primary. Dickson served in the legislature for more than a decade and was on both the House Education Committee and served as the Appropriations Subcommittee Chairman over education funding. He always sided with the traditional education establishment against school choice legislation. Dickson's loss not only improved overall support for school choice in the state House, but also opened up two critical committee positions.

Though most of the action came during primary election season, AFC's Georgia political committees played a critical role in a handful of competitive general races as well. Among the incumbent supporters AFC helped to defend were champions Rep. Joyce Chandler and Sen. Hunter Hill. AFC also helped defeat incumbent Rep. Taylor Bennett in favor of Meagan Hanson, adding to the school choice majority in the House.

NATIONAL REVIEW

GEORGIA REPUBLICANS ENDORSE EDUCATIONAL FREEDOM 3 TO 1

"The result was sweeping and deep. Over 580,000 Republicans voted on this question, more than voted in the Senate primary that was at the top of the ballot. The measure carried every county, and won handily even in high-income, high-education areas that have traditionally been resistant to school vouchers. It was simply the biggest election win for education choice advocates ever.



Indiana

In Indiana, educational choice supporters across the state had resounding victories that validated much of the highly popular choice reforms of the past eight years. At the top the list was the victory of Eric Holcomb (R) for governor, a school choice champion, who was supported by both American Federation for Children Action Fund and Hoosiers for Quality Education PAC. Holcomb replaces Vice President-Elect Mike Pence.

In the race for state superintendent, anti-school choice incumbent Glenda Ritz was upset by Jennifer McCormick, a result that bodes well for public education and educational choice in the state.

Hoosiers for Quality Education PAC backed a large number of legislative candidates and every single endorsed candidate won their general election race. This means that the large school choice majorities in both chambers will remain. Key victories included the elections of Ed Soliday, Julie Olthoff, Jim Pressel and Alan Morrison in closely contested House races, and John Ruckelshaus in the Senate.





Louisiana

During the 2016 legislative session, lawmakers passed Act 91, which outlines a timeline for the unification of New Orleans schools in the Recovery School District and the Orleans Parish School Board by July 2018. The law provides a framework for the transition of schools that seeks to protect the measures that have contributed to the progress schools have made over the last decade, including: preserving charter school autonomy, ensuring family choice through EnrollNOLA (a common enrollment application for all school choice options in New Orleans), preserving superintendent autonomy, providing critical services for students and families and creating a mechanism for engaging community members during the transition process. With the return of schools and the transfer of EnrollNOLA to the Orleans Parish School Board's control, it became more important than ever for the education reform election coalition to elect reform-minded school board members to ensure continued progress.

The school board is made up of seven elected officials. Four of the seven candidates supported by the Louisiana Federation for Children Action Fund for school board were elected outright. Three incumbents faced challengers. Two of the three candidates, Woody Koppel and Nolan Marshall Jr., faced strong opposition, with a large majority of the voting population undecided at the beginning of the race. The third candidate, Leslie Ellison, had strong support from the beginning but still had a large amount of undecided voters in her district.

The Louisiana Federation for Children Action Fund – through a concerted effort with a diverse education reform election coalition – sent mailers, ran radio ads, and deployed extensive digital ads through independent expenditures for the candidates. This work, as well as the great campaigns run by the candidates, helped ensure that all three incumbents were re-elected to the school board.

All seven candidates who were elected to the Orleans Parish School Board support private school choice, charter schools and the continued ability of local charter boards to govern individual charter schools throughout the unification process. The success in this election will ensure students and parents continue to have the ability to select from high quality school options through the unification process.

This election is indicative of the strong parental support for school choice in the nation's largest charter district. New Orleans' educational struggles of the past have created an electorate of strong school choice supporters. Parents have spoken loud and clear: they want school choice and the implementation of policies that will continue to ensure their children receive the best education possible.



Nevada

The 2016 elections in Nevada went against national trends as Democrats took control of both chambers of the legislature. It was the Nevada Federation for Children PAC's first election in Nevada and it focused primarily on supporting incumbents and new candidates from both parties who would help protect the innovative education reforms that were enacted in 2015.

Focusing primarily on the most competitive races in the state, the Nevada Federation for Children PAC supported 13 successful and 13 unsuccessful candidates during the primary and general elections through direct contributions and independent expenditures. This includes newly elected members Heidi Gansert (R) in the state Senate and Justin Watkins (D) in the state Assembly.

Although incoming legislative leadership opposes giving low- and middle-income parents the ability to choose the best public, charter or private school for their child, AFC is encouraged by the grassroots response to educational choice during the election. AFC remains hopeful that with the support of Gov. Brian Sandoval, Nevada parents will retain their rights and that legislators of all parties will see the importance and power of parent choice in public education.



North Carolina

In North Carolina, the 2016 election cycle was going to be a challenge for the school choice majority. Due to a number of retirements and resignations among some of the state's more ardent school choice supporters, there was a lot of work to be done to ensure that incumbent members, especially those who served on the Education and Appropriations committees, were protected. AFC's in-state allies, NC Citizens for Freedom in Education IE PAC drafted a primary and general election strategy that included a mixture of incumbent protection and open seat defense.

In the primary, NC Citizens for Freedom in Education engaged in the campaigns of nine candidates, seven in races for the state House and two in races for the state Senate. Overall, they were successful in eight of the nine races, including successfully defending the state House Majority Leader and a Democratic member of the state Senate.

During the general election, the focus was solely on incumbent protection, mainly in the state House. NC Citizens for Freedom in Education supported candidates in seven races, six in the House and one in the Senate. Candidates prevailed in five of the seven targeted races.

AFC is confident that through the choice coalition's success in 13 of the 16 races in which they invested that the existing educational choice options available in the state, including charter schools and the Opportunity Scholarship Program (which is locked in the budget for the next 10 years), will be protected from any future attempts to harm them or the children who are getting a better education because of them.

CANDIDATE HIGHLIGHTS

AFC's allies NC Citizens for Freedom in Education IE PAC successfully helped to elect candidates who hold very important positions in the legislature including Nelson Dollar, the Senior Chairman of the Appropriations Committee in the state House, and Chad Barefoot, the Co-Chairman of both the state Senate Education and Education Appropriations committees.



Oklahoma

With each election, the momentum for educational choice has grown in Oklahoma as voters have sent more school choice supporters to the state legislature.

In 2016, the state's education establishment attempted to stall momentum for greater educational options by recruiting dozens of school administrators, school board members and other opponents of parental choice in education to run for the Oklahoma legislature on a platform of opposition to education savings accounts (ESAs), charter schools and other programs meant to give parents options.

Thankfully, in race after race, when Oklahomans had a clear-cut choice between a candidate who supported giving parents more education options for their children and a candidate who did not, voters overwhelmingly chose the school choice candidate.

During the primary and general elections, the Oklahoma Federation for Children Action Fund successfully helped re-elect six school choice champions and helped send eight new supporters to the state Capitol.

CANDIDATE HIGHLIGHTS

Many of AFC's targeted races featured candidates with distinct views on educational choice and pro-school choice candidates were successful.

Rep. Elise Hall, an Oklahoma City Republican who co-authored legislation to give Oklahoma parents education savings accounts funded with a share of their child's per-pupil allotment, successfully defeated her opponent, a school administrator who campaigned against ESAs and families that homeschool children.

Sen. Dan Newberry from Tulsa was another high-profile victor. His opponent was a longtime school administrator who opposed ESAs as well as Oklahoma's popular and successful scholarship program for children with special needs.

In Senate District 25 in Tulsa, Republican candidate Joe Newhouse was elected as a champion of school choice. Newhouse's election follows an impressive victory in the Republican primary where his runoff opponent was a former school board member who not only opposed school choice, but also voted to deny state-funded scholarships to children with special needs, an act in defiance of state law.

In Senate District 29, Republican candidate Julie Daniels was elected after defeating a primary opponent who was a longtime union official and vocal opponent of school choice, and then beat a general election opponent who was a longtime school administrator also opposed to school choice.



Tennessee

The Tennessee Federation for Children for PAC (TFC PAC) made meaningful investments into principled candidates across the state, and the unions suffered staggering losses. TFC PAC candidates unseated incumbent legislators and beat back challengers in top tier races. While the education special interests attacked education reformers, their top tier targets all fell flat when voters stepped into the ballot box.

The TFC PAC supported 10 winning educational-choice candidates in the face of more than \$500,000 in union spending and aggressive campaigning across the state.

In both the primary and general elections, when candidates stood firm in their convictions for education reform policies in Tennessee, they won.

CANDIDATE HIGHLIGHTS

Incumbent Rep. Jay Reedy ran a strong campaign, despite well-funded attacks by the NEA state affiliate. Throughout the campaign, Reedy reinforced his opposition to federal mandates in education, his support for school choice, and his belief that all teachers, union and non-union, deserve respect and protection from union intimidation tactics.

Paul Sherrell ran and won a tough race against top union incumbent Rep. Kevin Dunlap. Sherrell used his personable nature to convince voters of his principled stances regarding local issues. Dunlap was heavily criticized after taking several pro-teachers union votes, even voting against Governor Haslam's proposal to give all non-union Tennessee teachers the same level of liability insurance they would receive if they joined a union. Sherrell's focus on school choice helped him win the seat.

During the primary, TFC PAC worked to support Mark Lovell's defeat of 20-year incumbent and anti-school choice candidate Rep. Curry Todd, ousting one of the legislature's most entrenched anti-school choice members.



Wisconsin

Wisconsin continues to show its support for school choice, not only through continued growth in the enrollment of the state's public, charter and private choice programs, but also through its vote.

The 2016 election results in Wisconsin were nothing short of historic. School choice supporters picked up seats in both the state Senate and Assembly and they now hold their largest majorities in decades. In addition to these expanded margins, Wisconsin voters increased the bipartisan coalition for school choice in the legislature by electing several Democrats who are supportive of school choice.

Many Democratic candidates, including former Representative Mandy Wright, Jack Redmond, Jeff Wright, David Gorski, and Alicia Leinberger, made demonizing school choice a central theme of their campaigns. Each of those candidates lost. Voters in these swing districts rejected this antiquated approach to education and supported candidates who believe every child deserves to attend the school that best meets their needs.

In races that AFC actively participated in with independent expenditures, candidates won six of six races. AFC also supported an additional 35 candidates through direct contributions and 34 of them won.

This election can be seen as a defining moment for school choice in the state where the first voucher program was born and where there is a healthy charter school and public school choice sector. After twenty-six years of school choice in Wisconsin, it appears time to finally put the debate to rest. The voters clearly believe school choice is working.

CANDIDATE HIGHLIGHTS

The Greater Wisconsin Committee, an anti-school choice PAC, ran attack ads against Rep. Todd Novak (AD51) for his support of school choice—and yet Novak won with the help of AFC and his position on school choice.

Additional Progress in 2016



Iowa

Despite losing some key Democratic supporters in tough general election races, the state Senate did add school choice supporters overall on election night, which presents an opportunity to pass strong school choice legislation in Iowa. Large numbers of lawmakers in both legislative chambers are public supporters of the state's scholarship tax credit law and proposed Education Savings Account legislation.



Kentucky

Kentucky's citizens elected a Republican majority in the state House. There has been strong bipartisan support for school choice in that chamber, but the additional Republican seats improves the opportunity to pass strong private school choice and charter school legislation. AFC believes there are majorities in support of school choice in the state House, Senate and with Gov. Matt Bevin.



Missouri

School choice supporter Eric Greitens was elected Governor. After many attempts at passing school choice legislation only to be shot down by an anti-school choice Governor, AFC is hopeful that this will be a good opportunity to pass a strong school choice program in the state.



New Hampshire

Voters elected pro-school choice Chris Sununu as Governor and flipped control of both chambers of the legislature to be more favorable to school choice. While the current school choice program in New Hampshire is small, there is an opportunity to pass legislation to expand the program and create more school choice in the state.

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