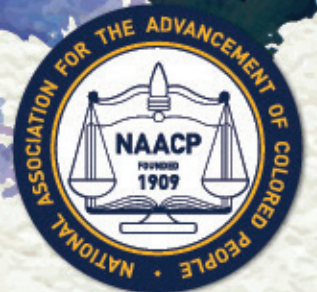


ALL IN FOR
JUSTICE
AND
EQUALITY.

NAACP 2014
ANNUAL REPORT



All in for Justice and Equality



Our Mission

The mission of the National Association for the Advancement of Colored People is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination.

Vision Statement

The vision of the National Association for the Advancement of Colored People is to ensure a society in which all individuals have equal rights without discrimination based on race.

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INTRODUCTION: *All in for Justice and Equality*

2014 was the year that covert, institutionalized racism at last became a national spotlight issue.

For years, biased people have pointed to the election of Barack Obama as proof that racism was over in America, and that those who continued to strive for true equality were being unreasonable. Every person of color each day feels the lie in that statement. *It is not unreasonable* to hold banks and other financial institutions to standards that preclude predatory lending practices. *It is not unreasonable* to expect the air, water, and land in communities of color to be as clean as they are in white communities. *It is not unreasonable* to want black children to have the same opportunities as any other child.

And *it is not unreasonable* to expect that officers of the law will protect the innocent regardless of skin tone, and will accord the same rights and respects to young black men as to every other citizen.

Then Michael Brown was killed in Ferguson, Missouri – and that was the case that at last ignited simmering tensions and inspired impassioned dialog across America. He was far from the only young black man to be killed unjustly by peace officers in 2014, but his death was a catalyst.

The upheaval that occurred in the aftermath will hopefully be cleansing for this nation. We would rather be Americans first and blacks second – but as long as the United States allows or even sustains institutionalized racism, then we must stand together as people of color to fight for the rights we were promised. We go “all in” for justice and equality. As African Americans do from coast to coast, we risk everything each day because to do any less would be a betrayal of our proud and bloody history, and a denial of our greatest potential.



INTRODUCTION: *All in for Justice and Equality*



We struggle in honor of those
who were unarmed people of
color killed by police.

Trayvon Martin, 17
Michael Brown, 18
Jordan Baker, 26
Miriam Carey, 34
Jonathan Ferrell, 24
Eric Garner, 43
Carlos Alcis, 43
Kimani Gray, 16
Rumain Brisbar, 34
Jamir Rice, 12
Dantre Hamilton, 31
Sheneque Proctor, 18

McKenzie Cochran, 35
Larry Eugene Jackson, Jr. 32
Akai Gurley, 28
Kajieme Powell, 25
Ezell Ford, 25
Tyree Woodson, 38
Yvette Smith, 47
Jordan Baker, 26
Dante Parker, 36
John Crawford, III, 22
Victor White, III, 22

FROM THE CHAIRMAN

As time moved inexorably forward in 2014, our 105th year, we of the NAACP launched our campaign battle cry “All in for Justice and Equality,” as we focused on the killings by the police, of young black men in several cities across the country.

During this problem fraught year, we welcomed our new President/CEO Cornell William Brooks to the NAACP during our 105th National Convention in Las Vegas, Nevada. More than 2000 NAACP delegates of the NAACP Units, in the fifty states shared this important moment in our history.

Following the Convention, President/CEO Brooks began a Journey to meet NAACP constituents across the nation. All too soon, this Journey for Justice added a March in which President Brooks and I engaged for 7 days and 134 miles from Ferguson, Missouri to the Governor’s Mansion in Jefferson City, Missouri to seek redress for the police killing of an unarmed black youth, Michael Brown. Later in December, 2014, we marched again in Washington, DC, against police violence.

In 2014, the NAACP renewed and rebuilt partnerships with a number of National organizations. President/CEO Brooks and I attended the Pan Hellenic Council of National Presidents’ meeting during the Black Congressional Caucus Weekend in Washington to review and coordinate our advocacy Agendas and our partnership commitments. The NAACP also renewed our relationship through a Memorandum of Understanding with the Ancient Egyptian Arabic Order Nobles Mystic Shrine of North and South America and Its Jurisdictions Inc., and the Daughters of Isis.

During the year, NAACP and members of these partner organizations participated in our respective National Conventions and Annual meetings. We also renewed our commitment to work together to address health care reform, voter mobilization, education, youth leadership development and economic empowerment issues in the black community.

Our Economic Department provided workshop guidance to some 21 NAACP State Conferences on economic security, entrepreneurship and financing higher education. Our Youth and College Department launched # I Matter Campaign via social media to address the value of Black lives in our country and engaged more than 8.5 million youth in conversations about police brutality.



FROM THE CHAIRMAN

Our NAACP Communications Department joined with our Health Department to host a Twitter Town Hall on World Health Day and hosted a "Google Hangout" with the U.S. Department of Health & Human Services on the Affordable Care Act. Through traditional media, NAACP leaders appeared on a variety of National programs including Face the Nation, CBS This Morning, CNN Wolf Blitzer, Al Jazeera America and English, NPR. NAACP features appeared in the New York Times, USA Today, Wall Street Journal and Washington Post and other such leading publications.

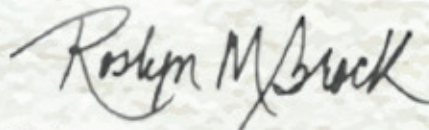
In this our 105th year, the NAACP has worked to ensure the political, educational, social and economic equality of all persons and consistently campaigned to eliminate racial discrimination. We are our nation's oldest and largest social justice organization and we intend to continue on that path until justice is won.

While the health of the NAACP is good, we cannot say that for the state of civil rights. Our new President/CEO and our dedicated staff are joined by our hundreds of thousands of volunteer activists in some 2, 200 NAACP Adult, Youth & College Units across the United States, Japan, Germany & Korea. They include generations of families who form an interracial army of ordinary people from every walk of life, race and class, committed to using all legal means to advance justice and equality.

This Annual report describes our activities and accomplishments during the past year and outlines our plans for the future.

We need you to come with us as we continue our March for Freedom.
The time is now - *Courage Must Not Skip This Generation!*

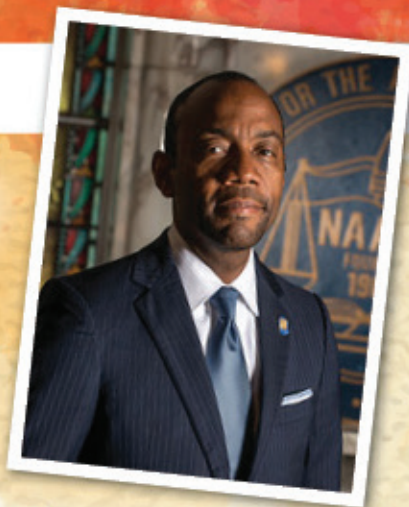
Roslyn M. Brock



Chairman
NAACP National Board of Directors

FROM THE PRESIDENT & CEO

The year of 2014 was but one in the life of a civil rights organization that is more than a century old, and yet this year was one in which the life of our democracy was called into question. The life of our democracy was called into question when we heard in the streets of our racially unsettled cities and in the clamor of politically unconstructive debate the words, “Black lives matter, our lives matter, and all lives matter.” For some, these words yet unsettle the conscience and upset the status quo. And yet these words ring hollow without the work of hundreds of thousands of NAACP activists in communities across the country; without over two thousand community grounded branches; without the data-driven and conscience-guided NAACP policy agenda; without the advocacy of our Washington Bureau; without our energetic and entrepreneurial youth and Youth and College Division; without our diverse and deeply substantive programs; or without our fundamental understanding that the NAACP must both change and drive change at this moment in American history.



In the course of 2014, both the need for the NAACP and the challenge to the NAACP were demonstrated in equal and ample measure. In the wake of the *Shelby v. Holder* Supreme Court Decision, the Voting Rights Act remains enfeebled by the judicial nullification of the very heart of what was regarded as the most effective civil rights law. In the wake of the great recession, and in a particularly great economic recovery, income inequality rises unabated and largely unaddressed. The seeming pandemic of police misconduct has left many of our young people feeling as though they are in the midst of a generational assault.

In the span of but a year, the NAACP has and is yet demonstrating our value to the nation: responding immediately in the summer of 2014 to the deaths of Eric Garner in New York and Michael Brown in Ferguson – including a visit to Staten Island’s District Attorney and the New York Police Commissioner; participation in a youth rally with approximately 800 peaceful demonstrators; and a 7-day, 134-mile-long Journey for Justice march beginning in Ferguson and culminating in a rally at the Governor’s Mansion in Jefferson. In December, 2014, calling attention to the tragedies of Michael Brown, Eric Garner, Tamir Rice, and other African Americans killed by police officers, the NAACP participated in a march held in Washington, DC, against police violence. These important and visible direct actions, which have in many cases been followed by policy and institutional changes, and which have been accomplished in concert with ongoing program work across the country, serve to remind this country of the never-ending importance of the NAACP.

As the work of the NAACP advanced, the traditional and social media presence of the Association grew substantially – with numerous national and international press outlets; 423,000 Facebook fans; 84,724 Twitter followers; and 135,455 NAACPconnect on Google Plus followers as of the end of December – all representing the vanguard of social justice for our nation.

For the 4.9 million unregistered and/or nonvoting voters, for the generation of African American men who are 21 times more likely to lose their lives at the hands of a police, or the more than 21 million children attending 56,000 public schools with high-poverty populations, for the 198,000 living near a polluting coal fire plant in a community of color, for the untold millions who are the heirs and beneficiaries of our civil rights work; they yet invoke the words of Langston Hughes: *“America never was America to me, and yet I swear this oath – America will be!”*

The NAACP in 2014 and in the years to come will continue to make real both the poetic promise of Langston Hughes and the political promise of our founding fathers and mothers. The foregoing words of this report attest to the real results, on the ground and across the country, in realizing those promises.

A handwritten signature in black ink that reads 'Cornell William Brooks'.

Cornell William Brooks
President and CEO
NAACP

SCF CHAIR'S LETTER



On behalf of the NAACP Special Contribution Fund Board of Trustees, it is with much pride and respect that I extend heartfelt greetings at the conclusion of our 105th year during which we collectively redoubled our commitment to provide vital financial support for the programs of our National Association for the Advancement of Colored People.

It should be noted that in 2014 our NAACP/SCF Trustees were responsible for raising securing \$6,325,150, which represents a 7% decrease from the \$6,804,900 raised in 2013. The fiscal year 2014 marks the first year since 2008 that there has not been an incremental increase in fundraising by the SCF. However, two things keep me from being despondent about those facts. First, the numbers obscure the in-kind contributions, products and pro bono services made by the SCF trustees, which were substantial. Second, in review of the SCF fundraising in the first quarter of 2015 our records indicate that the SCF Trustees have already raised more than 50% of the dollars raised in all of 2014. As we forge ahead into 2015, we are fully cognizant of our challenges and fervently committed to increasing our effectiveness to better the support the aims, mission and programs of the NAACP.

Lastly, we are deeply grateful for the generous and continued support of our sponsors and contributors.

Sincerely,

A handwritten signature in black ink that reads "Dwayne C. Proctor". The signature is written in a cursive, slightly slanted style.

Dwayne C. Proctor, PhD
Chairman, NAACP Special Contribution Fund
Board of Trustees

SPECIAL REPORT: *Endemic Racism*

July 17, 2014: Eric Garner, unarmed, is suspected of selling loose cigarettes without a tax stamp in Staten Island. New York City police officers approach and attempt to arrest him. When he swats them away, officer Daniel Pantaleo puts Garner in a chokehold that kills him.



August 9, 2014: Ferguson, MO police officer Darren Wilson fatally shoots 18-year-old Michael Brown after an altercation. Black, unarmed, was suspected of stealing cigarettes. When killed, Brown is purportedly approaching with his hands in the air, signaling the policeman not to shoot.

November 22, 2014: Tamir Rice, 12 years old, is sitting in a park in Cleveland, OH with an Airsoft replica gun. He is shot to death by police officer Timothy Loehmann (previously deemed emotionally unstable and unfit for duty in Independence, OH). The death is ruled a homicide.

November 24, 2014: A grand jury decides not to indict Wilson in the death of Michael Brown.

December 3, 2014: A grand jury decides not to indict Pantaleo in the death of Eric Garner.

SPECIAL REPORT: *Endemic Racism*

In the summer of 2014, the NAACP hosted community teach-ins and town halls, took part in youth rallies, created a seven-day, 134-mile long **Journey for Justice March** from Ferguson, MO to the governor's mansion in Jefferson. While most people were supportive, some challenging situations (including counter-marchers along the route and damage to one of our busses) did occur.

The Journey to Justice let us speak out about why we marched, and the need for systemic criminal justice reform. The governor of Missouri has agreed to implement a coalition strategy to realize our post-Ferguson criminal justice agenda.

We took to the streets again in December for the March Against Police Violence in Washington, DC, and a simultaneous march in New York City. The NAACP worked with the Department of Justice and other national civil rights groups to guide the national discussion and determine next steps. We used the media attention to renew the conversation about racial profiling and the need for increased law enforcement accountability.

Across the nation, NAACP state conferences and local units held town halls and coalition meetings to ensure the issue of systemic racism remained top-of-mind and a priority in setting new policies and strategies. And we worked from coast to coast on efforts to ensure that increased accountability included the appointing of special prosecutors who do not work directly with a city or locality's police department whenever a shooting involves the police, to secure impartial justice in these cases.

We know the treatment we've been suffering for decades cannot go on. We hold our nation and our law enforcement units to a higher standard; we demand justice, and we deserve respect.

DEMANDING SOUNDNESS OF BODY: *Health Programs*

Each individual takes responsibility for his or her own health; we make choices every day that define our health and our future – yet when social systems prohibit access to the best choices or limit opportunities to defend health, then as a collective we must take action to protect ourselves and our children. Who watches out for people of color when national policies are established? The NAACP does, every day from coast to coast – thanks to our united determination.

To promote the benefits of the **Affordable Care Act**, we held enrollment efforts in Atlanta, Baltimore, Dallas, Houston, Las Vegas, Miami, Phoenix, and northern New Jersey. And we prepared customized outreach activities on the campuses of three historically black colleges and universities so that those who can best benefit from affordable health insurance – the traditionally-unrepresented people of color and/or poverty – will know that their options have expanded.

Childhood obesity has become a national plague in recent years, and is most alarming in urban areas of poverty (largely populated by people of color) where researchers have identified “food deserts,” often without access to a single grocery store or other place to buy healthy foods. We’re supporting the efforts of local chapters to tackle the challenge of **childhood obesity** by looking into built environment and school food policies in Indiana, Mississippi, and Tennessee.

Communities of color have long been disproportionately affected by **HIV/AIDS**. Stigma and shame hampered important educational opportunities and NAACP has been active in our work with local units and our partners in the faith community to ensure black men and women knew how to protect themselves from getting and spreading the virus. We recognized World AIDS Day on December 1, and granted local units the funds to observe World AIDS Day in Boston, Prince George’s County Maryland, Jackson Madison County Mississippi, and on college campuses at Baylor, Case Western Reserve, Cleveland State, and Kentucky State University.

DEMANDING SOUNDNESS OF BODY: *Health Programs*

Childhood obesity has become a national plague in recent years, and is most alarming in urban areas of poverty where researchers have identified "food deserts," often without access to a single grocery store or other place to buy healthy foods.

Get H.Y.P.E. (Healthy Young People Everywhere) was developed to target healthy living messages to youth and young adults, with a special focus on college campuses. Health issues like obesity, HIV/AIDS, chronic disease, physical activity & healthy eating are national priorities that students hear from others including school officials, health professionals and in some cases celebrities that encourage them to not only get healthy but become civic minded citizens. This year we integrated the Get H.Y.P.E. goals into the homecoming festivities at Texas Southern University, and are planning our outreach to the University of Houston-Downtown.

We built on that effort by signing a Memorandum of Understanding with the Shriners, the Daughters of Isis and Prince Hall Masons, and the Order of Eastern Stars to renew our commitment to working together to address healthcare issues and voter education in the black community.



INVESTING IN OUR FUTURE: *Education*

Since long before the birth of the modern-day Civil Rights movement, men and women have fought against racism, oppression and bigotry not only because they could bear no more but because they wanted to leave a better world for their children. We vest our best hopes in the coming generation, and renew our determination to make a difference because we are so grateful for the gains of our fathers and mothers. As we work each day to promote the best education for our children, we do it in honor of those who came before us, and who achieved so much so that we could take up the mantle in our turn.

In 2014 the NAACP worked in collaboration with its Washington Bureau and the Leadership Conference on Civil and Human Rights on a draft unified statement from the Leadership Conference on the Elementary and Secondary Education Act (**No Child Left Behind**). This statement was prepared in anticipation of an ESEA reauthorization bill.

Our education and legal departments worked with local units in two states to address their respective school districts' responses to **English Language Learner** issues. In one state, our staff was joined by the state Education Department and the State Conference Education Chair; we were able to participate with them in a community forum sponsored by the branch.

The NAACP is a founding partner of the **Campaign for High School Equity**, whose member organizations focus on minority education issues. These issues include testing and annual assessments. We're working to see if it is possible to come to a consensus on a minority perspective on assessments. Annual assessments have become a political issue in some places, and will likely emerge in an ESEA reauthorization bill.

As part of the Annie E. Casey Foundation-funded early literacy **NAACP Reads Campaign**, the department is contracting with Blue State Digital to create infographics on the importance of early reading. Infographics are graphic visual representations of data, knowledge or information designed to present complex information quickly and clearly.



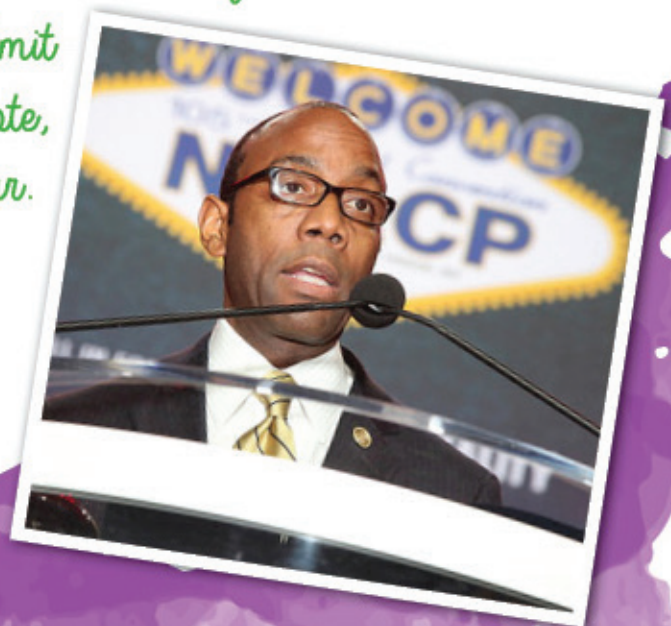
INVESTING IN OUR FUTURE: *Education*



Since long before the birth of the modern-day Civil Rights movement, men and women have fought against racism, oppression and bigotry not only because they could bear no more but because they wanted to leave a better world for their children.

UNYIELDING RESOLVE: *Voting Rights*

As the strength of the black vote grows, what we do in years without a presidential election are just as important as the activism that reaches its height every four years. We build our strong political power by working for full participation in the right to vote in every community of color in every year - and we remain ever vigilant to identify and oppose efforts to limit the right and the ability to vote, wherever they may occur.



UNYIELDING RESOLVE: *Voting Rights*

2014 included midterm elections for the U.S. House and Senate (as well as local and state elections), and we saw an unprecedented number of court decisions on **state voting measures**. Court rulings were issued in Arkansas, Ohio, North Carolina, Texas, and Wisconsin on issues ranging from early voting, same-day registration, and voter IDs. The NAACP supported state conference presidents in providing talking points to educate people on the new rulings and changes. Our voice made a difference via press releases, social media, and TV appearances by President Brooks.

In support of voting rights initiatives and civic engagement, the NAACP and the Democracy Initiative hosted a **two-day convention of activists** from 70 organizations. President Brooks participated in the opening remarks, facilitated the *Mobilizing Millions for Democracy* session, and participated on the panel *Income Inequality, Race and Democracy*.

Outcomes included a recommendation to engage in “place-based” mobilization for democracy, inclusive of strategies around money in politics and voting rights. We agreed to mobilize people around national days of action around significant anniversaries, such as the 50th Anniversary of the Voting Rights Act. The Democracy Initiative continues to play an important role on doubling down on NAACP’s efforts to advance voting rights.



REDRESSING WRONGS: *Criminal Justice*

Every individual must take responsibility for his or her actions – and yet when the system of purportedly impartial justice falls so heavily on those of color, it's clear that we cannot simply expect the individual to be “better.” A black man should be accorded the same respect as a white man by law enforcement, and have the same rights in a court of law. Statistics prove beyond the shadow of a doubt that he does not. The reason the NAACP exists is to fight for equality and justice – and that certainly applies to our legal systems.

Our report **Born Suspect: Racial Profiling** Report serves as the underpinning for a host of Association activities. The report has been widely distributed and earned the attention of the news media – particularly in the aftermath of violence in Ferguson, Missouri, in New York City, and in a host of other jurisdictions. We used the report in a teach-in workshop for marchers in Jefferson City, Mo. which assisted the Missouri state conference and other local advocates in developing sound strategies to strengthen the state's existing racial profiling law.

We also continue to focus on the inherent injustice faced by formerly incarcerated people. While one is said to have “paid your debt to society” with a prison term, those who are released after serving their time discover that the odds are very much stacked against their success. Too many employers include questions about an applicant's criminal record on their application, all but guaranteeing that even the most committed and determined parolee will be unable to find a job with a living wage. Given that the lifetime likelihood that a black man will be imprisoned is one in three, the treatment of the formerly incarcerated is a priority for the NAACP.

So we have secured the participation of major employers (including Target and FedEx, Walmart and Home Depot who have agreed to remove the question from their applications. We've reached out to a corporate partner from the transportation industry to do the same. Our intention is to create an accepted norm that all employers will follow, so that no person who has served his or her debt must continue to live a marginalized life.

REDRESSING WRONGS: *Criminal Justice*



Every individual must take responsibility for his or her actions - and yet when the system of purportedly impartial justice falls so heavily on those of color, it's clear that we cannot simply expect the individual to be "better."

INSISTING ON PROTECTION FOR ALL: *Climate Justice*

Climate change is affecting all life on earth (rising ocean levels and worsening storms and droughts create harm for all regardless of skin color) – but in far too many cases, the burden is borne in African-American communities where poverty weakens infrastructure and advocacy can be disparate. We unite the determination of members and supporters from coast to coast when we take action to benefit those who are harmed or could be harmed by a lack of adherence to climate justice and lack of protection regarding other environmental injustices.

This is an important issue in Florida (as in many states where coastal communities that are low income and communities of color are disproportionately vulnerable to coastal impacts of climate change), where we helped the Florida State Conference to get funding from the Alliance Institute to support **EcoDistrict** work in Bay, Santa Rosa, Okaloosa, and Walton Counties. In Mississippi, where a deadly tornado struck in Marion and Jones Counties, we provided technical assistance to ensure local leaders were able to **access all necessary resources**, and we linked the state conference to a FEMA residential training opportunity for their **emergency response team**.

Our report **Just Energy Policies: Reducing Pollution and Creating Jobs** provided a state-by-state guide to energy efficiency and renewable energy policies. We've worked with state conferences in 25 states to release their individual Just Energy Policies Report through press conferences and Energy Justice Roundtables which declared energy as a civil rights issue and laid out an advocacy agenda for justice based energy production. State Conferences in Indiana, Mississippi, Michigan, Colorado, Nevada, Utah, Oklahoma, Maryland and Missouri West Virginia and beyond, provided game-changing leadership on policies on energy efficiency, clean energy, distributed generation of energy, community ownership of solar, and more.

At the **United Nations' Framework Convention on Climate Change Conference of Parties**, the NAACP provided input on the equity and justice dimensions of climate change mitigation and adaptation. We believe that it is critical that our nation and the world integrate civil and human rights into the response to climate change challenges.

INSISTING ON PROTECTION FOR ALL: *Climate Justice*

Climate change is affecting all life on earth (rising ocean levels and worsening storms and droughts create harm for all regardless of skin color) , but in far too many cases, the burden is borne in African-American communities where poverty weakens infrastructure and advocacy can be disparate.

We continue to seek and strengthen our **partnerships** in the struggle for climate justice, including with the Interfaith Moral Action on Climate Change, the Partnership for Southern Equity/Advancing Equity and Opportunity, Climate Justice Alliance, EarthJustice, Sierra Club's Environmental Justice Program.

And we helped on a very local level – as with the Alabama State Conference regarding efforts to address coal ash toxins, wastewater disposal, and other issues in Uniontown and in Irvington, NJ regarding the **crumbling retaining wall and sinkhole** reported by the local branch.



COMMITTING TO PROSPERITY: *Economic Opportunity*

President John F. Kennedy once observed that prosperity would benefit all people. “A rising tide lifts all boats,” he said. But he spoke in the 1960s, when the average worker made enough to care for a family and had reason to hope for better in the future. In 2013, the average CEO made \$11.7 million – an astonishing 331 times the \$35,293 salary of the average worker. Today prosperity is not a rising tide for all the boats in the harbor; the yachts are rising while the row boats are sinking.

The NAACP Economic Department has a broad range of activities with the goal of ensuring that every person will have an equal opportunity to achieve economic success, sustainability, and financial security. At both the NAACP National Convention and at Leadership 500, we held workshops to share *information and expertise* on economic security, entrepreneurship, homeownership, and financing higher education. And we took these messages to 21 state conferences across the nation.

The NAACP Economic Department has a *micro-grant program* to state conferences and local units to support economic work on the ground. The NAACP Economic Department provides technical assistance to help state conferences champion economic issues – as when the Florida State Conference launched the Diversity Matters Initiative, a campaign focused on examining the procurement and diversity records of leading public and private organizations. Our *Community Economic Development* program focuses on building African American leadership, developing state policy agendas, and improving asset-building services.

The *Fair Lending Program* maintains relationships with federal agencies, banks, and consumer advocacy groups on the regulation of fair lending practices and on increasing access to safe lending products for the African American community.





prosperity

Now working in four industries, the **Diversity and Inclusion Program** is having an effect in hotel, banking and finance, franchising, and the hospital industry. This progress is based on our industry report cards, the **Diversity in Franchising Initiative** (which was launched in partnership with Dunkin Brands), and participation in the **Gateway to Leadership Initiative** which places students from historically black colleges and universities in paid financial services internships.

And we are exploring **social covenant bonds** – a new financial tool that can provide the African American community with a way to realize needed economic development objectives by allowing nonprofits to leverage their ability to facilitate low-cost financing. Social covenant bonds may well be a strategy to address the living legacy of racial and economic inequality, and could enable the expansion and construction of new facilities for colleges and universities, utilities, hospitals, museums, and more – providing benefits to communities that have not traditionally reaped gains from the development of these anchor institutions.

RALLYING OUR STRENGTH: *Field Operations and Membership*

Specialists at the national level would be limited indeed if the NAACP weren't built upon the strength of our state conferences and local units – the men and women who are dedicated to equity and justice in their own communities, and to keeping the NAACP membership vibrant, relevant, and growing. The work at the seven regional levels defines the goals pursued at the national level. We're grateful to every volunteer leader who upholds our mission in their own backyards.

Some highlights from the regions:

Region 1: Western

The California-Hawaii State Conference met with state legislators seeking support for a legislative agenda including body cameras, outside prosecutors for police abuse, and banning the box in private employment.

Region 2: Eastern

The New England State Conference of the NAACP fought for and won the passage of a new Massachusetts Early Voting Law, the New York State Conference and the Staten Island branch of the NAACP filed suit for the release of the grand jury transcripts in the case of Eric Garner, and the Connecticut State Conference of the NAACP participated in a rally calling for widespread education reforms in a state where 40,000 children are stuck in persistently failing schools.

Region 3: Midwest

Milwaukee Branch joined protestors on Dec. 22, 2014 when Officer Christopher Many was not indicted for the fatal shooting of Dantre Hamilton on April 30, 2014. Attorney James Hall, President, Milwaukee Branch questioned the conflict of interest when district attorneys investigate police shootings.

RALLYING OUR STRENGTH: *Field Operations and Membership*

Region 4: Midwestern

Its concerns about the justice system in Missouri now national news, the Springfield Branch worked with the St. Louis and St. Louis County Branches, supported the National Office in its “Journey for Justice” March and Rally. The Missouri State Conference applauded the halting of the execution of Marcellus Williams, relative to potential testing of DNA to establish his innocence. And NAACP Kansas challenged a multimillion-dollar expansion of the Douglass County jail even though crime rates are falling and there are resource deficits in other areas of concern to the community, including funding for mental health.

Region 5: Southeastern

The Alabama State Conference is calling for answers in the case of 18 year-old Sheneque Proctor who died while in custody in Bessemer Alabama after having been arrested for disorderly conduct and resisting arrest. In North Carolina we hired an independent pathologist to review evidence of what the courts ruled the “suicide” of teen Lennon Lacy; our findings prompted an FBI investigation. And the South Carolina State Conference prevailed in two cases heard by the Supreme Court. The first was a ruling on education equity in South Carolina which has been open for 22 years.

Region 6: Southwestern

The Corpus Christie Branch of NAACP held a “Healing the Breach” forum to bring together neighbors, friends and dignitaries to start a dialogue in the wake of the deaths of Michael Brown, Eric Garner and Tamir Rice, all shot and killed by police. The Oklahoma State Conference stayed abreast of a state bill that would set a fine of \$500 for individuals who wear hoodies in public.

Region 7: Mid Atlantic

At the Justice for All March in DC, the Region VII office took on responsibilities including driving regional turnout, on the ground logistics, and general support to senior field staff, volunteers and executive level staff. And regional staff held meetings with the State Presidents and State youth advisors in each of the states to do needs assessment..

LEADING TODAY AND TOMORROW: *The Youth & College Division*

The oppressions in our history have left us with a battle-tested and courageous legacy – never seen more clearly than in our Youth and College Division, the nation's largest organized group of youth activists. Within the Youth and College Division, young people under the age of 25 are taking their place as leaders in local communities and on college campuses across the nation. The experiences and wisdom they gain, while in the Division, are serving our movement well. We are confident in the future of the fight for civil rights because of our Youth and College activists.

The Youth and College Division launched the *#IMatter* campaign, an advocacy agenda that affirms the value of black lives and enhances community safety by addressing gun violence and police brutality. It empowers young people to offer youth-focused policy solutions, promotes diversity among local law enforcement, calls for police accountability and surveillance by the use of on-body and dash board cameras, and establishes local review boards to offer policy recommendations on police-involved shootings and killings.

#IMatter has engaged more than 8.5 million young people in the conversation, received local and national press attention, and received the endorsement of hip-hop icon Russell Simmons. Young people are marching and protesting – but they are also advocating and brainstorming about solutions.

The Youth and College Division gave particular attention to voter registration as part of our effort to address racial profiling and police accountability. The Division worked in collaboration with the Digital Media department to craft messaging and tactics specifically designed to encourage millennials to register to vote and to ensure their friends and family had current voter registrations.



LEADING TODAY AND TOMORROW: *The Youth & College Division*

The Youth and College Division hosted a digital action to promote voter registration and its impact on local policing strategies and tactics. This action discussed the impact of voting in shaping solutions to issues facing young people of color. We were pleased to welcome several partners including IMPACT Strategies, Campaign for Community Change, Vestige Strategies and national gospel recording artist Vashawn Mitchell. The action generated 863 individual posts reaching/impacting more than 526,000 people.

Many Youth and College units across the country also held local voter registration efforts to support our national push to increase youth voter turnout this election cycle. For example:

- The Michigan State University NAACP College Chapter registered more than 94 new voters during their campus-wide voter registration activities on National Voter Registration Day. This effort was coordinated through and supported by the Michigan State Conference and the Regional Office.
- The University of Michigan NAACP College Chapter launched a week of voter registration activities in September. Their week included voter registration tabling, campus canvassing and voter education regarding recent changes to voting laws that will impact college students during this election cycle.

Youth and College members across the country embraced the Missouri **Journey for Justice** and its demand that state legislatures across the country take seriously the issue of racial profiling and police brutality. Several local units in the Midwest sent buses of young people to participate in the march. Other units throughout the country engaged in the **Miles for Michael initiative**, where they marched, walked, jogged, or biked miles within their community in support of those participating in the larger march across Missouri. Youth and College units continue to carry the banner for social activism throughout the Association.

The campaign empowers young people to offer youth-focused policy solutions, promotes diversity among local law enforcement, calls for police accountability and surveillance by the use of on-body and dash board cameras, and establishes local review boards to offer policy recommendations on police-involved shootings and killings.

STANDING UP FOR JUSTICE: *Legal Advocacy*

Our nation is founded on ideals promoted in some of our most cherished phrases – including “...with liberty and justice for all,” from the Pledge of Allegiance. Too often those words are hollow, and citizens of color are denied justice by the system that purports to uphold it. But the law is supposed to be blind – and when necessary, NAACP lawyers will go to court to demand the equity we are all promised. We seek nothing more – and nothing less – than the rights and freedoms on which our nation was founded.



justice

STANDING UP FOR JUSTICE: *Legal Advocacy*

As a result of the Supreme Court's decision in *Shelby County v. Holder* (which invalidated critical parts of the Voting Rights Act), and in concert with the Voting Rights Department, field and NAACP leadership, the Office of General Counsel launched the **Vote Watch Project**. This project monitors state and local efforts to implement discriminatory voting changes to enable the Association to effectively pursue voting rights challenges.



SHAPING THE CULTURE: *Hollywood Bureau*

NAACP HOLLYWOOD BUREAU

Headquartered in Los Angeles, California, the NAACP Hollywood Bureau deals with issues of diversity programming and minority employment in Hollywood, and oversees the production of the NAACP Image Awards. Recognizing the national and international influence power of the entertainment industry, the Hollywood Bureau was established as part of the follow-up to the NAACP Diversity Initiative started in 1999. The Hollywood Bureau continues the NAACP's tradition of media monitoring and social advocacy. As early as 1915, it organized a nationwide protest against the negative portrayals of African Americans in "Birth of a Nation." The founding members of the Association immediately understood the power and influence of the then new media of film. The Association has also been at the forefront of the struggle for the inclusion of all Americans, regardless of race or color, in the entertainment industry.

Diversity in Hollywood

In 1999, the networks signed a landmark memorandum of understanding with the NAACP and the Grand Coalition greatly advancing the cause of diversity in the entertainment industry. As part of the MOU, the networks developed programs and workshops to assist individuals, as well as promoted diversity in the areas of acting, writing, directing, and production. The Hollywood Bureau serves as a resource to the networks and studios for emerging talent.

NAACP Writing Fellowship Program

As part of the on-going efforts to the diversity of emerging talent in Hollywood, the NAACP has joined with CBS and NBC to create Master's Degree Writing Fellowships. These partnerships are an effort to support, encourage and educate new voices within the industry. Each year, the Fellowship is awarded to a graduate student whose work offers a fresh perspective on ways in which minorities are represented. In addition to providing students with financial assistance for their studies, they are mentored throughout their academic program. The Fellows also participate in an internship at the NAACP Hollywood Bureau. The Fellowship provides new talent with a unique opportunity to gain hands-on experience by working alongside some of the best creative and executive talent the industry has to offer.

SHAPING THE CULTURE: *Hollywood Bureau*

The founding members of the Association immediately understood the power and influence of the then new media of film. The Association has also been at the forefront of the struggle for the inclusion of all Americans, regardless of race or color, in the entertainment industry.

Annual NAACP Hollywood Bureau Symposium
The Annual NAACP Hollywood Bureau Symposium focuses on a variety of topics related to the film industry. Symposium discussions center on business and technology and its influence on diversity in front-of and behind the camera. The Series' panelists and guests include industry professionals who will share their experiences and insight with university and film school students, minority-owned production companies and small businesses. The Symposium is held annually during the NAACP Image Awards week of events.

THE PROMISE OF A STRONG FEDERAL GOVERNMENT:

The NAACP Washington Bureau

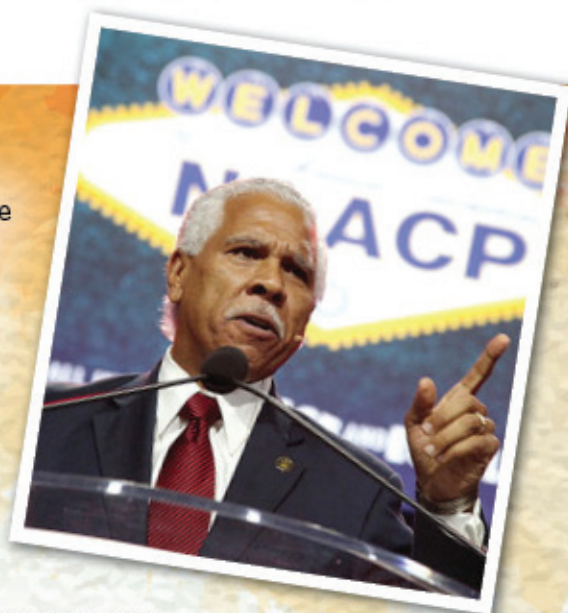
The NAACP's Washington Bureau is your voice on matters of national legislative and federal public policy. The process of government has become so complex (and often times so acrimonious) that few individuals believe they can honestly follow the details of even the most crucial issues – and that's why the NAACP created a division devoted solely to representing the interests of communities of color within the federal halls of power and government agencies. The job of the NAACP Washington Bureau is to promote and advocate in support of the issues that are important to our members and our units and the communities served and represented by the NAACP.

The NAACP Washington Bureau worked tirelessly in 2014 advocating a number of crucial issues before Congress, including: increasing the minimum wage to a living wage; repairing and strengthening the *1965 Voting Rights Act*; enacting meaningful sentencing reform to address the fact that too many of our nation's African American men and women are going to prison far too long; extending long-term unemployment insurance; and passing the *End Racial Profiling Act*. While we made progress on all of those issues, challenges remain.

One area in which we were successful, however, was in working with the Administration in urging that President Obama sign Executive Orders which affect not only the federal government, but all federal contractors as well. Furthermore, the NAACP Washington Bureau has worked with the Administration to ensure that the implementation of these Orders serves as a model for states and private industry to follow. In 2014, President

Obama signed Executive Orders which will: increase the minimum wage paid to all federal employees and federal contractors to \$10.10 an hour; require prospective federal contractors to disclose labor law violations and will give agencies more guidance on how to consider labor violations when awarding federal contracts; and take significant steps in the removal of impediments toward the normalization of U.S. relations with Cuba.

The Death in Custody Reporting Act: On December 18, 2014, President Barack Obama signed the Death In Custody Reporting Act into law. This vital legislation, which has been supported by the NAACP since 2007, will require states to report to the U.S. Department of Justice information on every instance in which a person dies while in the custody of a law enforcement official, and the circumstances regarding the death. Having this information in one central location will enable us to study trends and compare the records of jurisdictions, so that we may begin to see where there is a problem. It will go a long way toward understanding the phenomenon of the deaths of Americans while in the custody of law enforcement by providing much-needed transparency in our Nation's criminal justice system.



The NAACP Washington Bureau

Confirmations: During 2014, we saw the confirmation of a number of NAACP-supported nominees to a variety of posts within the federal government by the U.S. Senate. It is important to the NAACP that supporters of our agenda are in positions to affect policy. Nominations we supported included Keith M. Harper to serve as U.S. Ambassador to the United Nations' Human Rights Council; Julián Castro to be the Secretary of the U.S. Department of Housing and Urban Development; Shaun Donovan to be the Director of the Office of Management and Budget; Ronnie L. White to be a judge for the U.S. District Court for the Eastern District of Missouri; and of Rabbi David Nathan Saperstein to be the U.S. Ambassador at large for international religious freedom.

The one major disappointment faced by the NAACP Washington Bureau occurred on March 5, 2014, when the Senate blocked the nomination of Mr. Debo Adegbile to be Assistant Attorney General

for Civil Rights. Mr. Adegbile was an inspired choice for the position, not only because he is intimately familiar with the civil rights problems and challenges of racial and ethnic minorities throughout the United States, but he also has a proven track record in taking a proactive approach to implementing long term, permanent solutions to these problems.

Prison Phone Rates: On February 11, 2014, new FCC put into place new rules ensuring that prisoners making inter-state phone calls were not charged exorbitant, predatory rates. At the urging of the NAACP, the FCC is now looking at rates for intra-state calls. This was an especially gratifying win for the NAACP, given the disproportionate number of racial and ethnic minorities, especially African Americans, who are incarcerated today, and that fact that this is a population with little political voice.

HONORING EACH OTHER: *NAACP Annual Convention*

2014's annual National Convention met in Las Vegas on July 19-23, inspiring the theme "NAACP: All In for Justice and Equality." This was the 105th convention, and upheld the most important tradition of all: gathering like-minded men and women from across the nation to form and strengthen our bonds and our friendships. Our success as a whole is dependent on our commitment as individuals, and the National Convention was inspirational, rallying our enthusiasms and giving us cause to praise and celebrate.

President and CEO Cornell William Brooks was formally introduced to the Association, and we thanked Interim President and CEO Lorraine C. Miller for her service. She said "As we honor the contributions of heroes like Thurgood Marshall, Dorothy Height and Maya Angelou, we also continue to address the new Jim Crow of mass incarceration and the old Jim Crow of voter suppression. NAACP members and partners have never been content to simply memorialize historic icons; in fact we are inspired and energized by their example for the work that lies ahead."

We reflected on fifty years of civil rights history, and highlighted the current fight for voting rights, criminal justice reform, economic opportunity, education equality, and more. And we rededicated ourselves to the mission of securing black turnout in elections and pushing back on voter suppression.

As NAACP Chairman Roslyn M. Brock said, "The NAACP will continue to educate, mobilize, and agitate to create an informed and engaged populace and continue the work in ensuring that every American has unfettered access to the ballot box."

ACT-SO

The NAACP's Afro-Academic, Cultural, Technological and Scientific Olympics is a yearlong achievement program designed to recruit, stimulate, and encourage high academic and cultural achievement among African-American high school students.

The 36th annual ACT-SO Competition and Ceremonies were hosted in Las Vegas. Students competed in 27 categories including STEM, humanities, performing arts, visual arts, business, and culinary arts.

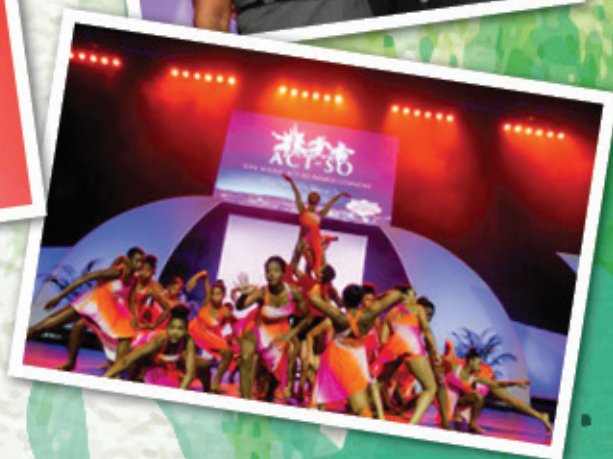
Five Master Classes were hosted that featured expert instructors/ACT-SO alum in classical voice, contemporary instrumental music, drama, creative writing and entrepreneurship/personal branding. The opening ceremony was hosted by the National Director and included the March of the Olympians, where each team carried banners and wore coordinated clothing to serve as their team uniform similar to the international Olympic games. The program was hosted by NAACP ACT-SO alum Bresha Webb (Grey's Anatomy/Love That Girl) and included

HONORING EACH OTHER: NAACP Annual Convention

a performance by McClain: China Anne, Sierra and Lauryn (Daddy's Little Girls). Additionally, the ACT-SO Olympians celebrated the life, work and legacy of Maya Angelou in a moving three-movement tribute.

Andrea Arceneaux, Houston ACT-SO Chair, was awarded the ACT-SO Chairperson award that was selected by nominations from local ACT-SO leaders. Arceneaux received an award in addition to \$2,500 in cash and \$2,500 in Southwest Airlines Love Vouchers.

Linda Clemons, motivational speaker and former CIA Body Language Expert, offered words of encouragement for the Olympians.



HONORING EACH OTHER: *Image Awards and Leadership 500*

The 45th *Image Awards* were a star-studded event, with the best of Hollywood's elite joining to honor those who promote social justice through creative endeavors. We celebrated the accomplishments of people of color in the fields of television, music, literature and film. Oprah Winfrey honored Nelson Mandela with a tribute, and host Anthony Anderson shared the stage with Lupita Nyong'o, Idris Elba, Tyler Perry, Regina Hall, Arsenio Hall, Dennis Haysbert, Lou Gossett Jr., Vin Diesel, Terry Crews, Nia Long, Tyrese Gibson, Ben Vereen, and many more to announce the winners, including:

Entertainer of the Year: Kevin Hart

NAACP Chairman's Award: Forest Whitaker

Outstanding Actress in a Drama Series:
Kerry Washington - "Scandal"

Outstanding Comedy Series:
"Real Husbands of Hollywood"

Outstanding Talk Series: "Steve Harvey" (Syndicated)

Outstanding Motion Picture: "12 Years A Slave"

Outstanding Actor in a Motion Picture:
Forest Whitaker - "Lee Daniels' The Butler"

Outstanding Actress in a Motion Picture:
Angela Bassett - "Black Nativity"

Outstanding Male Artist: John Legend

Outstanding Female Artist: Beyoncé

Outstanding Jazz Album: "The Songs of Stevie Wonder"

Outstanding Gospel Album: "Best Days Deluxe Edition"



HONORING EACH OTHER: *Image Awards and Leadership 500*

The 10th annual Leadership 500 is our annual conference to inspire leaders for today and tomorrow. Held in Naples, Florida over Memorial Day weekend, it tackled the issue of social justice in both the sports and faith communities. NAACP Chairman Roslyn M. Brock welcomed the director of the White House Initiative on Educational Excellence for African Americans and others to a venue where professionals and leaders engage with each other and with the NAACP.

Participants attended two and a half days of workshops and panels on critical social justice topics, including advocacy in sports, the intersection of faith activism and social justice, and the status of the African American family. Past participants in the Summit have moved forward to take prominent leadership roles in civil rights.



NAACP: Financials

Percent of Total Revenue



NAACP AND AFFILIATES

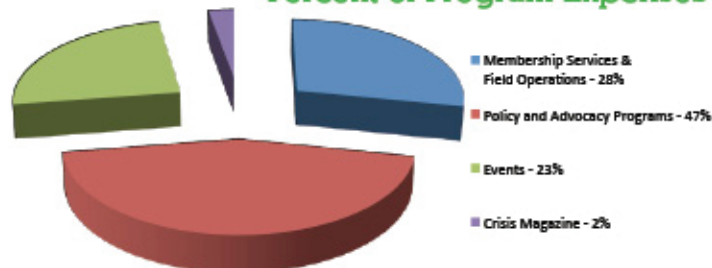
Consolidated Statements of Financial Position as of December 31, 2014 and 2013

	2014	2013
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 3,230,442	\$ 1,844,809
Investments	5,855,434	5,685,839
Accounts receivable, net	2,116,359	4,135,361
Other current assets	151,801	195,271
Total Current Assets	\$11,354,036	\$ 11,861,280
FIXED ASSETS		
Furniture and equipment, net	\$ 1,041,647	\$ 1,420,690
Land and building	315,659	315,659
Total Fixed Assets, net	\$ 1,357,306	\$ 1,736,349
OTHER ASSETS		
Other assets	15,583	15,583
Total Other Assets	\$15,583	\$15,583
TOTAL ASSETS	\$12,726,925	\$ 13,613,212
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	\$ 2,903,807	\$ 3,606,138
Line of credit	2,498,521	2,015,769
Deferred revenue	827,367	825,000
Pension benefits	5,592,675	2,703,357
Total Liabilities	\$11,822,370	\$ 9,150,264
NET ASSETS/SHAREHOLDER'S EQUITY		
Unrestricted	(5,372,702)	(1,781,751)
Temporarily restricted	6,277,257	6,244,699
	\$ 904,555	\$ 4,462,948
TOTAL LIABILITIES AND NET ASSETS	\$12,726,925	\$13,613,212

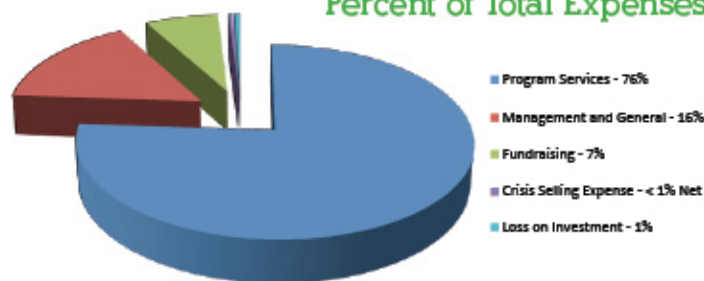
Consolidated Statements of Activities for the years ended December 31, 2014 and 2013

	2014	2013
SUPPORT AND REVENUE		
Support:		
Grants and Contributions	\$13,645,007	\$ 15,119,559
Legacies and bequests	189,570	614,092
Total Support	\$ 13,834,577	\$ 15,733,651
Revenue:		
Membership	\$ 3,043,985	\$ 3,092,138
Convention	2,110,367	2,358,268
Image Awards	3,251,672	4,237,646
Leadership 500	272,905	538,430
Legal	3,919,089	4,046,813
Regional Offices & Conferences	42,000	117,589
Freedom Funds	1,117,323	1,217,338
Investment income	428,166	729,190
Disaster Relief		21,363
In-Kind Contributions	169,392	181,223
Gain on Sale of Asset	-	342,178
Subscriptions	9,318	11,333
Advertising	36,228	49,176
Other revenue	571,113	438,930
Total Revenue	\$ 14,971,558	\$ 17,381,615
TOTAL SUPPORT AND REVENUE	\$ 28,806,135	\$ 33,115,266
EXPENSES		
Program Services:		
Membership Services	\$ 1,933,984	\$ 2,279,933
Field Operations	4,383,464	6,115,956
Convention	3,192,130	2,525,458
Image Awards	1,812,283	3,807,598
Leadership 500 Summit	512,650	601,847
ACT-SO	981,527	858,900

Percent of Program Expenses



Percent of Total Expenses



Consolidated Statements of Activities for the years ended December 31, 2014 and 2013 cont'd

	2014	2013
Civic Engagement	369,690	609,293
Legal Programs and Fellows	1,907,315	3,073,450
Direct Issue Education	546,485	2,869,461
Redistricting Project	60,962	80,518
Research and Policy	1,038,400	1,113,810
Education	718,849	456,601
Health	817,715	1,241,628
Economic Development	2,428,733	2,174,974
Disaster Relief	422	405
Climate Justice	302,869	458,647
Criminal Justice	341,476	425,569
Human Rights and Voting Rights	441,148	756,546
Cost of Sales - Crisis Magazine	626,564	711,218
Total Program Services	\$ 22,416,666	\$ 30,161,812
Support Services:		
Management and general	\$ 4,676,502	\$ 3,673,640
Fundraising	2,073,925	4,046,865
Selling expense	133,033	200,976
Net Investment Loss	165,858	
Total Support Services	\$ 7,049,318	\$ 7,921,481
TOTAL EXPENSES	\$ 29,465,984	\$ 38,083,293
Support and revenue over expenses	(659,849)	(4,968,027)
Change in defined pension plan obligation	(2,898,544)	2,006,938
CHANGE IN NET ASSETS	(3,558,393)	(2,961,089)
Net Assets/(Deficit), Beginning of Year	4,462,948	7,424,037
Net Assets/(Deficit), End of Year	\$ 904,555	\$ 4,462,948

Consolidated Statements of Cash Flow for the years ended December 31, 2014 and 2013

	2014	2013
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$(3,558,393)	\$ (2,961,089)
Adjustments to reconcile changes in net assets to net cash (used in) provided by operating activities		
Depreciation	388,759	282,121
Donated Assets	-	-
Unrealized (gain) loss on investments	165,859	(394,501)
Changes in assets and liabilities:		
Decrease (Increase) in Accounts receivable	2,018,902	1,351,335
Decrease (Increase) in other assets, net	43,470	389,010
(Decrease) Increase in accounts payable and accrued expenses	(702,331)	(261,579)
(Decrease) Increase in pension benefits	2,889,318	(1,665,506)
Increase in Deferred Revenue	222,897	222,897
Net cash (used in) provided by operating activities	1,468,481	(3,037,312)
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase/transfer of investments	(3,051,163)	(844,208)
Sale of investments	3,239,623	1,074,056
Reinvestment of interest and dividends	(426,381)	(126,681)
Purchase of property and equipment	(9,716)	(471,459)
Net cash (used in) provided by investing activities	(247,637)	(368,292)
CASH FLOWS FROM FINANCING ACTIVITIES		
Payments on Loan Management Account	(84,624)	
Advances on loan management account	469,943	2,000,000
Net cash (used in) provided by financing activities	385,319	2,000,000
Net (decrease) increase in cash and cash equivalents	1,385,633	(1,405,604)
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	1,844,809	3,250,413
CASH AND CASH EQUIVALENTS, END OF YEAR	\$ 3,230,442	\$ 1,844,809
Supplemental Data		
Cash paid for interest	\$ 44,659	\$ 15,975

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The NAACP is grateful to all our donors who support and share our efforts to advance civil and human rights. Our work would not be possible without their support. The NAACP values the support of its many supporters and works to ensure that all contributions are properly recognized. So, if your contribution has been inadvertently omitted or misrepresented, or for spelling errors, please contact the Development Office at 410.580.5777.

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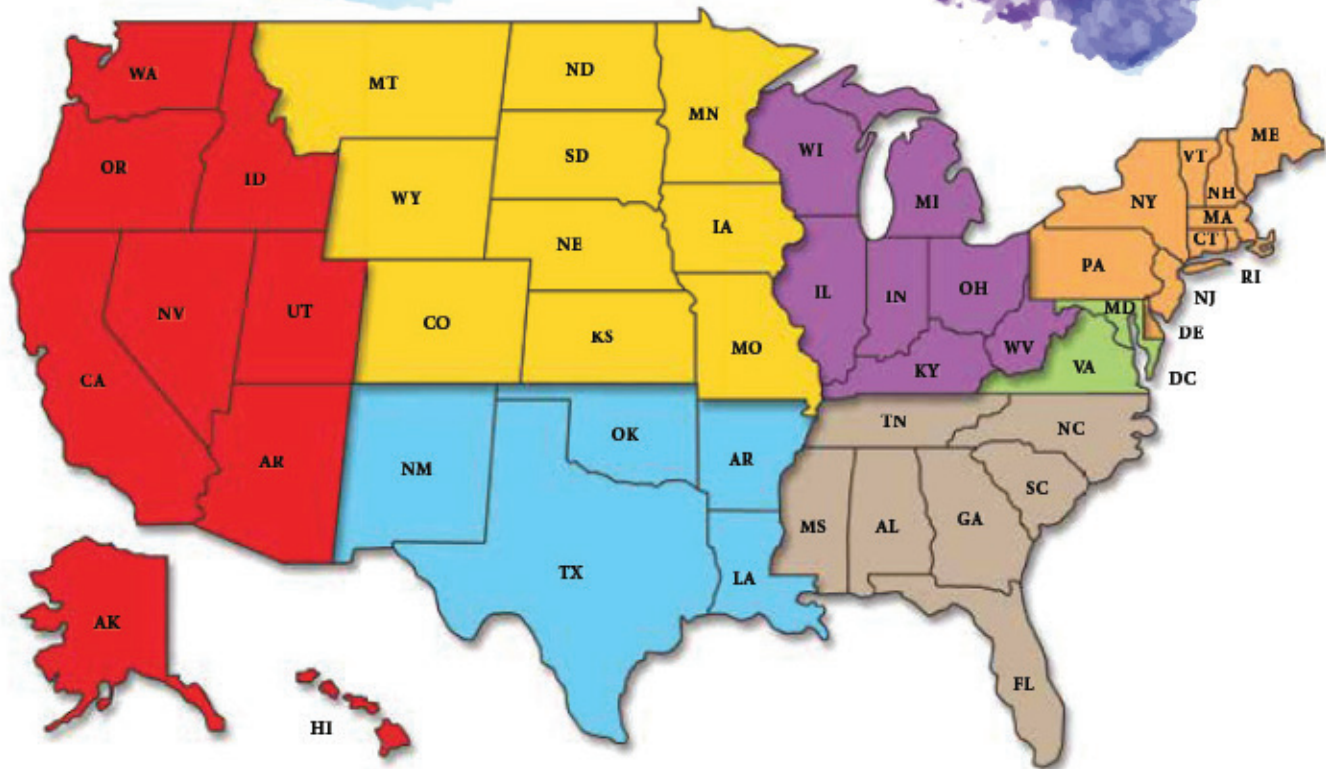
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- REGION I (*includes Japan*)
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- REGION III
- REGION IV
- REGION V
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- REGION VII



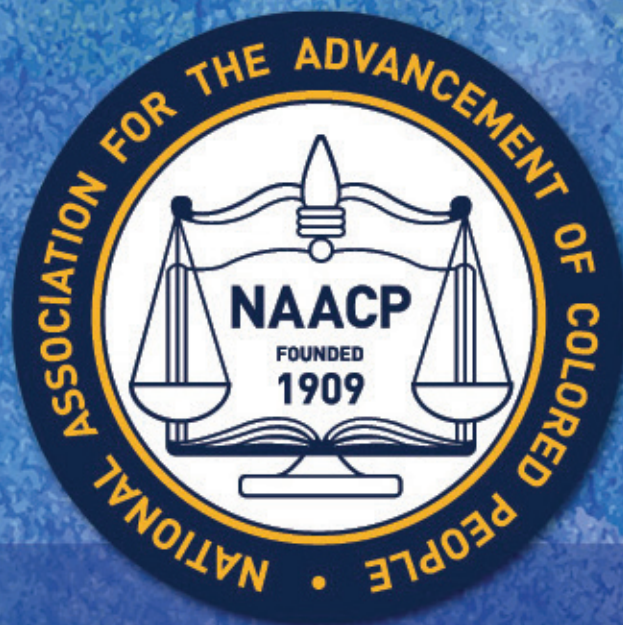
There is no other such organized group today that has had greater influence on our societal structure. The NAACP has indeed, served as America's conscience while consistently working to eradicate the idea of racial inferiority imposed by others...We hope you will feel called to join this one hundred five year old crusade for justice...Come on in - we need you. America needs us together.

Julian Bond

1940 - 2015

NAACP Chairman Emeritus





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