

2022 ANNUAL REPORT



released March 2023









Our nation's future is in our hands.

All photographs in the 2022 Annual report were taken at Bridge Alliance events, unless noted.
The cover bridge photo is from stock photography.

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Alexa, Nicole and Brian at JEDI gathering

Bridge Alliance is
creating a path that leads to
mutual respect and equal opportunity.
A culture where individual freedom is
honored and supported
by a sense of belonging.



EXECUTIVE SUMMARY

Since 2015, Bridge Alliance has maintained a strong presence of support and innovation as a hub for healthy self-governance. We have evaluated what is working well, what is missing and what can be improved each year. 2022 was a year of integration between the three major projects adopted and initiated in 2021 with our member community within Bridge Alliance. Through these three programs, Bridge Alliance is focused on filling gaps in the movement.

Specifically, for our movement to scale and amplify, there must be an onboarding path for new constituents to the field. Citizen Connect provides this path. An impactful movement must have a source for news on issues related to achieving healthy self-governance. The Fulcrum fills this gap. And lastly a powerful social media presence is needed to amplify network events to the public. Coffee Party USA with close to 1M followers fulfills this role. As we grew our team, programs and outreach efforts, we did so with inclusion; increasing the participation of people with diverse perspectives and lived experiences. Readers will find details of these programs' impact discussed later in this 2022 Annual Report.

As we began planning our work for 2023, realizing the political conditions today are quite different from when we began, eight years ago, we asked ourselves this important question:

If we were to start today, what would our nation and our movement need now?"

We will respond to this question by making 2023 "The Rebuild Year." We will amplify and scale our existing programs of Bridge Alliance to focus on the activation of millions of Americans. This means identifying, recruiting and attracting millions of new people who agree to become part of the solution. Our 2023 plan begins by addressing a gap within the field; how many people are already in the movement, working towards pro-democracy ends? What is needed to excite and engage citizens so we can meet them where they are?

Once this question is answered, our movement can grow through specific outreach to underrepresented groups, seek partnerships with adjacent networks, and build a base of power to set our nation on a course towards a more perfect union.



OUR VISION, MISSION

We envision a thriving, just and healthy democratic republic.

Our mission is to welcome and support people and organizations in a co-created movement. Bridge Alliance serves as connective tissue between individual, community and national efforts to strengthen our republic.

We believe the most effective solutions are found through rigorous engagement across differences with a shared result.

We See the Best in People

We Educate Each Other

We Seek Solutions

We Acknowledge Our Differences

We Act on Our Commonalities



2022 ACHIEVEMENTS

GROW THE NETWORK

- We gained dozens of new, dues-paying Bridge Alliance organizational members
- We added an additional 137 organizations to Citizen Connect
- We began the year with 450 organizations and completed the year with nearly 600

ADD NEW COLLABORATIVE OPPORTUNITIES

- We held a retreat at the Omega Institute and launched the JEDI (Justice, Equity, Dignity and Inclusion) Fellows Program
- JEDI's meet monthly to discuss expansion and how to diversify and thrive in the healthy governance movement

AMPLIFY COMMUNITY VOICES

- Citizen Connect experimented with a social media amplification program to break through algorithmic barriers
- The Fulcrum reached over 622,000 unique readers
- Led by Coffee Party USA, the combined social media accounts of Bridge Alliance highlighted thousands of events, essays, podcasts and videos for nearly 40,000,000 impressions and 3,619,958 engagements
- We published hundreds of leadership essays, podcasts, videos and more

INCREASE CAPACITY TO SCALE

- Citizen Connect is the operational backbone of National Week of Conversation
- Citizen Connect hosted an election resources page that generated over 7,500 click-throughs to voting resources
- Nearly 600 organizations are informed, supported and ready to advance our movement

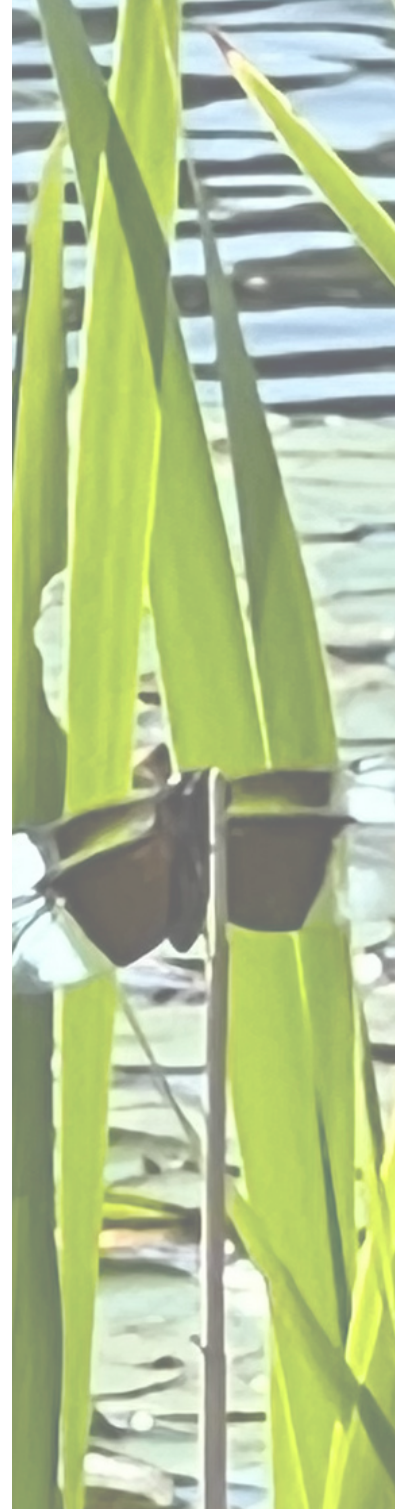


photo credit: Connie Dueker

“People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully.” - Steve Jobs

“Let us reflect on what is truly of value in life, what gives meaning to our lives, and set our priorities on the basis of that.” - Dalai Lama

“The colonizing mind invites itself wherever it wishes to intrude; it is a worthwhile practice for the coming millennium to train ourselves away from such a mind.”
— Alice Walker

Maybe the fact that you are living in the darkest of time means that Allah thinks you can be the strongest source of light. Allah thinks you -- you -- were born for this time.
— Nouman Ali Khan

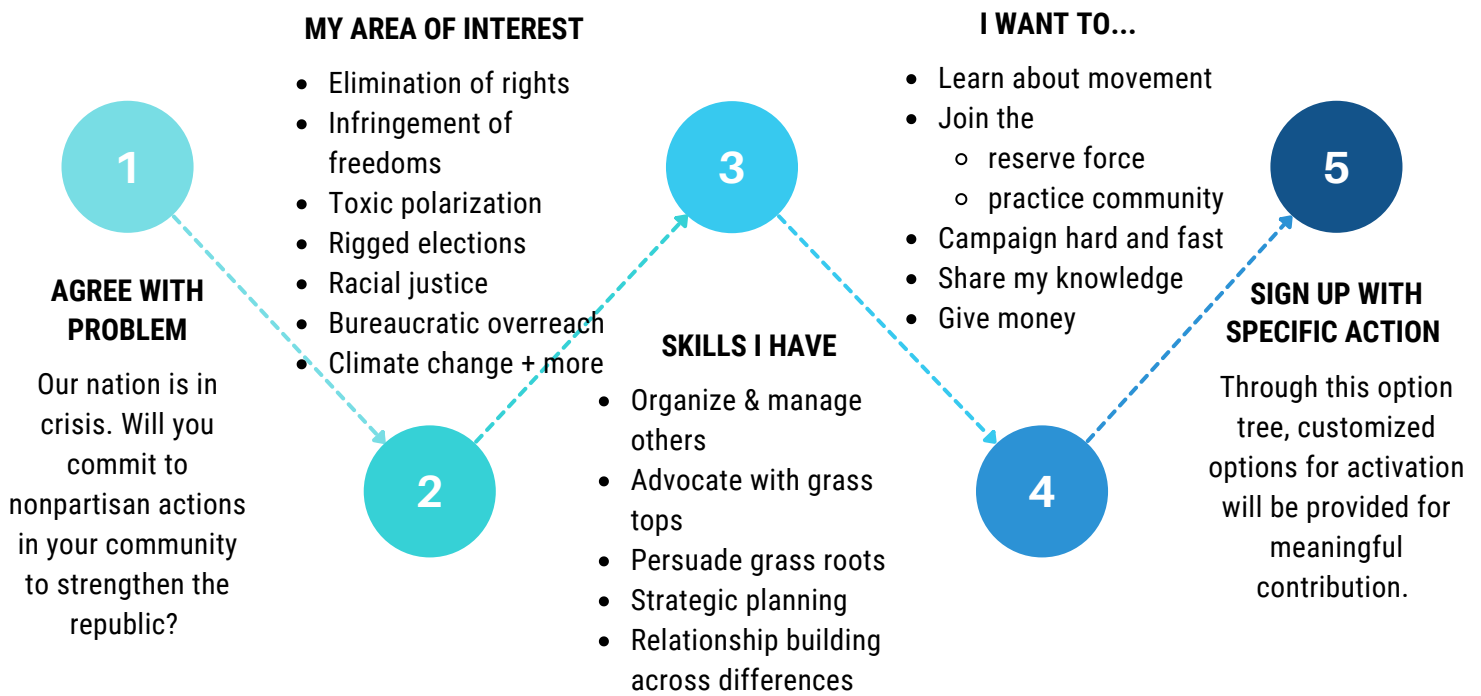


2023-24 PRIMARY GOAL

Provide a path for 12 million fellow Americans to connect to meaningful work in the movement. Together, we can bring about a thriving, just and healthy democratic republic.



stock photography



More details are available at:
<https://tinyurl.com/BridgeAlliance2023Plan>





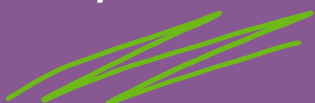
MEMBER IMPACT

In our 2022 annual membership survey, we asked specifically what Bridge Alliance services had impacted each member the most. We heard from over 70% of our members and strategic partners. This is what we learned:

Key Indicator	Activity / Project	Data / Outcome
Membership Satisfaction	Bridge Alliance Newsletters	<ul style="list-style-type: none"> • 87% of members stay informed • 82% use to inform others
Collaborations with other organizations	Various projects to coalesce the movement	<ul style="list-style-type: none"> • 70% have collaborated since joining
PR Services	Consultation, custom media lists, Op-Ed pitching, media appearance booking and more	<ul style="list-style-type: none"> • 50% have used PR services since joining

Bridge Alliance has been an important factor in NFRPP's efforts to educate and inform the public on contentious issues impacting the public interest. NFRPP cannot praise your work enough.

**Rhoda Schermer, Chairperson,
Network for Responsible Public Policy**





CITIZEN CONNECT



Chief Engagement Officer, Brian Clancy
General Manager, Morris Efron

In 2021 we launched Citizen Connect to be the movement "front door" that many had talked about for years. 2022 has seen dramatic growth.

- **Community growth**
 - 550+ organizations
 - 1,000 events
 - 250 on-demand content items
- **Website growth**
 - 75,000 visitors
 - 55,000 views of an individual organization, event or on-demand item
 - 11,000 click-throughs to the member's offering
- **Custom project support**
 - Midterms Action webpage with 4 partners
 - 13,000 visitors
 - 7,500 click-throughs to voting resources (register, vote, work the polls, get out the vote)
- **Amplification**
 - Coordinating movement-wide co-amplification of social media messages across membership
 - Increasing unified outreach to citizens and cross-support of one another's work.

ActiVote was thrilled to partner with Citizen Connect during the midterm election season.

Our partnership brought more visitors to ActiVote's platform thereby enabling more people to vote confidently in the midterm election. We look forward to a continued partnership with them!

**Sara Gifford,
COO and Co-Founder,
ActiVote**



Moving forward

Citizen Connect is excited to enter its third year! Our priorities for 2023 are to:

- 1) embed opportunities for positive action into the news ecosystem
- 2) create entertainment-driven citizen onboarding campaigns
- 3) continue growing movement-wide social media amplification

Our overall goal continues to be:

Make civic participation so obvious, easy, and appealing that every one of our fellow Americans can find something constructive that they want to do.



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COFFEE PARTY USA



Director, Jeanene Louden

Coffee Party USA is the amplification arm and volunteer corps of Bridge Alliance, with expansive social media reach.

- Amplified events for Citizen Connect members
- Shared content for Bridge Alliance members
- Engaged with volunteers to manage social media channels
- Continue merging of organizational cultures following the asset transition to Bridge Alliance

Social media highlights for 2022

- Reached 38 million unique people
- Engaged 3.7M people
- Shared 2,000+ events and content from members
- Median engagement per post is 2,425, 118% above 2021

"We have been offering online conversations for a long time with varied attendance results. When we made sure to add the conversation to Citizen Connect, the conversations almost always filled to capacity. At one point, the team had to recruit more people to host conversation opportunities to keep up with demand. We've found Citizen Connect really valuable in amplifying our reach!"

**Becca Kearl,
Living Room Conversations**

Moving forward: Coffee Party USA will play a critical role in the 2023-24 plan to activate 12 million Americans to protect and defend our democratic republic.



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CATALYTIC LEADERS - 1



Chief Program Officer, Rev. Dr. F. Willis Johnson, Jr.

Community Foundation partnership

This initiative addresses the following field-related challenges:

- bias and inequality
- effectiveness
- efficacy
- investment
- programming

The Columbus Foundation pilot matched funding to elevate and provide agency to local leaders

- Eight-month training and coaching relationship assisted a cohort of six organizational leaders in amplification, networking, and scaling their capacity and professional cohesion
- Aramis Sundiata and People’s Justice Project received more than 30K of funding—a record organization gift, as a result of this program

JEDIs for Democracy Fellowship

Justice, Equity, Dignity and Inclusion (JEDI) Fellows program was launched in August 2022.

- In-kind contribution from Omega Institute provided an in-person retreat (\$40,000 value)
- 36 leaders
- Recruited to be inclusive within our four-fold diversity model; specific outreach to conservative, BIPOC+, young, and female thought leaders
- Ongoing monthly conversations on how to bring about social cohesion, achieving diversity, equity, and inclusion within our movement and our government



"Everyone is equally powerful in this space. Bridge Alliance was the first time I've been in a room where there's not a majority (social justice) movement people."

**Aramis Sundiata, Founder
People's Justice Project**



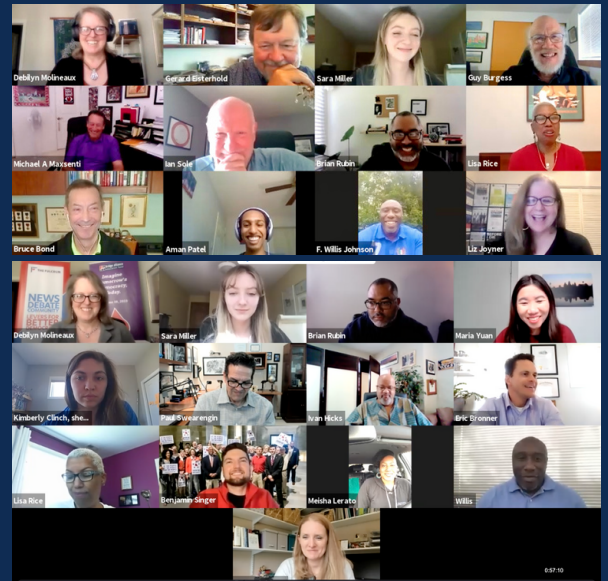


CATALYTIC LEADERS - 2

Chief Program Officer, Rev. Dr. F. Willis Johnson, Jr.

MasterMind Cohorts (MMC)

- Seventh cohort concluded in March 2022.
- Alum members engaged throughout 2022
- Program sunset in December 2022
- 2022 highlights from MMC alums include:
 - Guy Burgess with Moving Beyond Intractability collaborated with the Conflict Resolution Quarterly to launch a Conflict Resolution Challenge!
 - Dorian Spears became the Program Partnerships & Strategy Lead for GET Cities (Gender Equality in Tech), and
 - Benjamin Singer with Show Me Integrity published Proposition R for Reform on April 5, 2022, ballot to ban gerrymandering and conflicts of interest!
- Our esteemed alums have achieved exceptional success following their participation in our program, and we remain committed to amplifying their ongoing endeavors. Our alums regularly reconvene with us to provide updates on their projects and share resources with other cohort members, fostering a strong network of collaborative leaders. Through this initiative and others, we aim to further the progress toward a more diverse and inclusive culture.



This was one of the few experiences I've had this year where I've had a person, and people, pour into me.

Dorian Spears
GET Cities





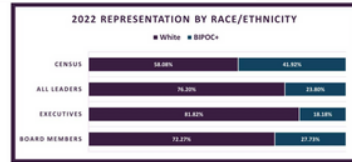
CATALYTIC LEADERS - 3

Chief Program Officer, Rev. Dr. F. Willis Johnson, Jr.

The Diversity Report

- 2022 was third annual edition
- Initiated to track progress for our four-fold diversity matrix
 - ideological
 - race/ethnicity
 - generational
 - gender
- 2022 report showed tangible impact with statistically significant increases in the following groups:
 - BIPOC+ Board Members (since 2020)
 - Ideologically independent and right-of-center leaders, including both Executives and Board Members (since 2020)
 - Younger (25-44) Board Members (since 2021)
- We also continue to see organizations in the movement hiring and promoting female executives.

2022 ALLIANCE-WIDE COMPARISON TO "BASELINE"



2022 Bridge Alliance membership representation by race/ethnicity reflects that board members are closer to the reflective representation of the larger U.S. adult population than executives.

The opposite is true of the 2022 membership representation by sex. Female executives heavily weigh the overall representation toward reflective representation against male-heavy board member representation.



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We seek to raise awareness of the importance of including diverse perspectives and lived experiences, and by doing so encourage the field as a whole to reflect the values, experiences, and backgrounds of the country we are looking to empower.

Debilyn Molineaux

Moving forward: Bridge Alliance will continue to facilitate opportunities for diverse people to connect, engage, and develop authentic relationships. Bridge Alliance will also expand the size of the coalition in the 2023 report. The first three reports only included Bridge Alliance member organizations. Our fourth annual diversity report will include the other 400+ organizations that are listed on the Citizen Connect platform. Our network is growing rapidly, thus, our “operating system” should reflect a membership that continues to represent the whole of the USA.



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THE FULCRUM



General Manager, Mitchell Schmale

The Fulcrum continued to provide the reform community with the latest news, commentary and reporting on their efforts

Outcomes & Reach

- 1.6 million website page views
- 500,000 unique people engaged on social media
- More than 11K pieces of content since 2019
- Top performing content continues to center around redistricting/gerrymandering and voting
- Increased diversity of monthly columnists
- Alternating weekly columns, "Ask Joe" and "Your Take" saw 50% increased engagement with readers

We continue to honor our important mission as a platform where insiders and outsiders to politics are informed, meet, talk, and act to repair our democracy and make it live and work in our everyday lives.

COLUMNISTS



Moving forward: The Fulcrum will pivot to showcase more opinion and debate content rather than day-to-day news coverage. Our goal is to inform activated citizens, helping them learn, engage, and find their path forward; a path that reflects their values and priorities for a healthier democratic republic and a path that fits in with the Bridge Alliance 2023 primary goal to activate 12 million Americans to protect and strengthen our republic.



DEMOCRACY INTERNS

Chief Operations Officer, Kristina Becvar



Developing the next generation of democracy reform leaders is a vital part of our mission of creating an inclusive culture that values and respects different backgrounds and experiences.

Our Democracy Internship Program has brought diverse interns with unique perspectives and ideas that have led to innovative solutions and improved decision-making within our organization. In 2022 we relied on the talent of 8 interns, this is a new high bar!

In 2023 we will expand our internship program to include more universities in diverse locations and interns studying diverse topics. This will support the primary goal to activate 12 million Americans.



CONCLUSION

The journey we started in 2015 emerged from a shared sense that we could achieve more through collective action. As we have coalesced, we recognize the power we wield through our community. Today we stand on a precipice of transformation.

Our nation is deeply divided. The demagoguery, rampant dysfunction and lack of common decency threatens our republic. By our estimation, the next few years will be pivotal to the chosen path of our nation.



Bridge Alliance meetings 2017-2022

What the Bridge Alliance community offers is:

- A path of opportunity and network
- A path of inclusion and collaboration
- A path of hope and amplification
- A path of growth and scale
- ***A path to healthy self-governance.***

Investment in Bridge Alliance means support of a better future for America. Beyond the marketing reach and outward appearances of success, we seek to enrich the soul of the people.

The layers of systems that keep us afraid of each other and focused on self-preservation in a world designed for madness has resulted in the re-emergence of autocratic leanings. Autocrats promise safety.

We must dedicate ourselves to constructing new infrastructure to make healthy self-governance the new norm in society. It is our best opportunity to live into the ideals we inherited from the founders. We are tasked with advancing the promise of the democratic republic for our descendants.

E pluribus unum. Out of many, we are one.

**We envision a thriving just and healthy democratic republic.
How do you, or will you, support this mission?**



OUR GRATITUDE

The Bridge Alliance thanks its dedicated operational team, specifically:

- *Debilyn Molineaux, President and CEO
- Kristina Becvar, Chief Operating Officer
- *Rev. Dr. F. Willis Johnson, Jr., Chief Program Officer
- *Brian Clancy, Chief Civic Engagement Officer
- Morris Efron, Co-Founder, Citizen Connect
- *Jeanene Loudon, Chief Volunteer Officer
- Michelle Dickson, Services Coordinator, Citizen Connect
- Vince Lamb, Coffee Party USA Ambassador
- Sachi Bajaj, Healthy Self-Governance Intern
- Sophie Sperber, Healthy Self-Governance Intern
- Lennon Wesley III, USC Dornsife Center Intern

Our Boards of Directors for Bridge Alliance and Bridge Alliance Education Fund:

- *Operations team members listed above plus
- Joan Blades
- John Gable
- Jacob Hess
- Francis Johnson
- Justine Lee
- Carolyn Lukensmeyer
- Manu Meel
- David L. Nevins, Chairman of the Boards
- Bill Shireman
- Lauren Snow
- John Steiner
- Maria Yuan

We also thank our former team members, who contributed to our success:

- Jeremy Garson, Chief of Staff and Legal Counsel
- Shakira Mills, Deputy Chief of Staff
- Sangeeta Kurada, Healthy Self-Governance Intern
- Grace Ryan, Healthy Self-Governance Intern

Our generous benefactors since inception:

- Acton Family Giving
- Civic Health Project
- Common Ground Committee
- Democracy Fund
- The Dudley Foundation
- Konar Foundation
- Lodestar Foundation
- Omega Institute
- Open Primaries
- Rockefeller Brothers Fund
- Rodel Foundation
- Stand Together Trust
- Steiner King Foundation
- National Conference on Citizenship
- Unify America
- Unite America Institute
- ***and over 200 individuals***

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Empowering citizens. Strengthening democracy.

