

Annual Report 2019

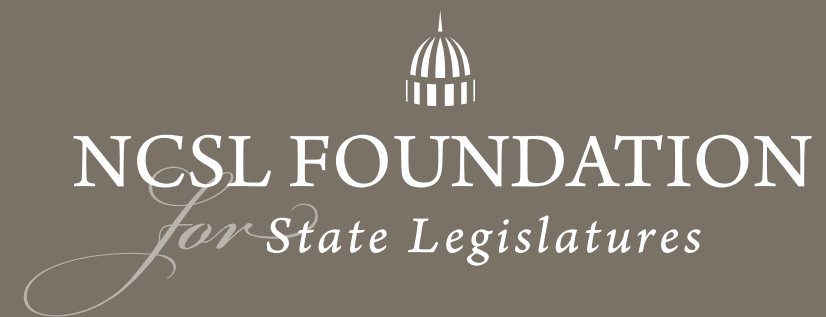


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FOUNDATION MISSION

The NCSL Foundation for State Legislatures is committed to the important work of strengthening state legislatures, counteracting cynicism and distrust of the legislative process, and helping lawmakers confront and solve the critical issues of our time through a public–private dialogue.

FOUNDATION MESSAGE

The NCSL Foundation for State Legislatures exists to enhance NCSL’s services to strengthen all state legislatures. The Foundation is sponsored by a distinguished group of leaders who represent the nation’s most prestigious and influential corporations, unions, nonprofits and associations. None of this work would be possible without the continued support and dedication of the Foundation Board of Directors and our Foundation sponsors. Your generous support has allowed the Foundation to provide \$1,420,000 along with \$75,000 in supplemental grants to NCSL for projects and activities and \$466,743 for NCSL Foundation programs. Awards to NCSL for fiscal year 2019 totaled \$1,961,743.



EXECUTIVE DIRECTOR'S MESSAGE

DEAR FOUNDATION SPONSORS,

Your support of the NCSL Foundation is critical for NCSL to accomplish its mission of strengthening state legislatures. Funds from the Foundation help NCSL delve deeper into the broad range of policy issues facing lawmakers and provide professional development opportunities to legislators and legislative staff. This important work would not be possible without your annual support. Thank you.

Awards from the Foundation in fiscal year 2019 allowed NCSL to bolster activities and research initiatives on capital punishment, school safety, election security and much more. Support for the Leaders' Center, state legislative strengthening work and member outreach and engagement continued at a high level as well.

Your generosity supported work on topics important to legislators and staff. This year, NCSL was able to expand its research on state cannabis policies and train legislative staff at George Washington's Mount Vernon. In addition, we conducted webinars on topics such as redistricting, cybersecurity and de-escalation techniques in the legislative environment. All of these efforts provide legislators and staff with vital information to support their work. A detailed list of all the awards your contributions supported are provided in this report.

These programs and projects were made possible this year with your generosity. We greatly appreciate your commitment to the NCSL mission of strengthening state legislatures. I sincerely thank you for your sponsorship and for directly helping make NCSL the premier bipartisan organization of the 50 states and territories.

Sincerely,

A handwritten signature in black ink that reads "Tim Storey". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Tim Storey

NCSL Executive Director



PRESIDENT'S MESSAGE

DEAR FOUNDATION SPONSORS,

I am excited to report the NCSL Foundation surpassed its fundraising goal for another consecutive year. The Foundation offered many opportunities for sponsors— from the annual Legislative Summit in Los Angeles to the NCSL Capitol Forum in Washington D.C.— to network with legislative leaders, legislators and key legislative staff.

The Foundation hosted private sector networking opportunities by way of happy hours, luncheons, receptions and dinners with NCSL Standing Committee members, members of the NCSL Executive Committee, and other key legislators and staff from across the country. A full listing of all offered events is available in this report. NCSL and the Foundation look forward to offering more opportunities for sponsors to engage with our constituents.

Thank you for helping us exceed our ambitious fundraising goal of \$2.8 million. Sponsorship grew to 226 sponsors including 36 new sponsors this year. This is the largest the NCSL Foundation has ever been! Our platinum level grew by more than 35 percent with seven new platinum sponsors and five upgrades from the gold level. Your generosity allowed the foundation to award more than \$1.8 million to NCSL programs. Also, you provided support for public-private partnerships on smart communities and disaster mitigation and recovery.

I sincerely appreciate your continued support and I'm honored to have served as your president. As you look through this year's annual report, I encourage you to find ways to participate at the highest possible level and share feedback on how to serve you better.

Thank you for your commitment to NCSL.

A handwritten signature in black ink, appearing to read 'Curt Bramble', with a stylized flourish at the end.

Curt Bramble

State Senator, Utah

President, NCSL Foundation for State Legislatures

2018-2019



AWARDS VIDEO

Watch our video for more information on how the Foundation supports the work of NCSL.

AWARDS OVERVIEW

ACTIVITIES

| | |
|--|-------------|
| Leaders Services..... | \$250,000 |
| Member Outreach..... | \$225,000 |
| Center for Legislative Strengthening..... | \$185,000 |
| Association Management System..... | \$175,000 |
| Challenge Grants..... | \$120,000 |
| Web Graphics and Design | \$100,000 |
| Legislative Staff Management Institute | \$75,000 |
| Senior Legislative Staff Training | \$75,000 |
| Database and Research Development..... | \$60,000 |
| International Programs..... | \$40,000 |
| New Legislator Training Video | \$40,000 |
| E-learning | \$30,000 |
| KnowWho Database | \$25,000 |
| Stand Committee Officers Orientation | \$20,000 |
| ■ Award Subtotal | \$1,420,000 |

SUPPLEMENTAL AWARDS

| | |
|--|----------|
| Legislative Summit | \$30,000 |
| Communications Program Consulting..... | \$25,000 |
| Redistricting & Elections | \$20,000 |
| ■ Supplemental Award Subtotal | \$75,000 |

FOUNDATION PROGRAMS

| | |
|---------------------------------------|-----------|
| Center for Ethics in Government | \$335,329 |
| Women's Legislative Network..... | \$131,414 |
| ■ Foundation Programs Subtotal | \$466,743 |

| | |
|-----------------------------|-------------|
| TOTAL SUPPORT TO NCSL | \$1,961,743 |
|-----------------------------|-------------|

“Since 1984,
the Foundation
has transferred
and awarded more
than \$24 million
to NCSL.”

AWARD DESCRIPTIONS

LEADER SERVICES: \$250,000

This award supports the NCSL Leaders' Center, which provides legislative leaders with specialized products and services including high-caliber training, timely public policy briefings and innovative ideas to effectively lead legislative chambers. Specifically, the award supports two symposiums and the development and delivery of programs for targeted groups of leaders.

MEMBER OUTREACH: \$225,000

Member outreach and engagement is one of NCSL's most critical functions. We work year-round to ensure that members are aware of the full range of services NCSL provides, from policy information and expert assistance to networking opportunities and professional development. NCSL contacts legislators and legislative staff through a variety of channels to encourage their involvement with NCSL. These include print promotions in State Legislatures magazine, brochures, postcards, and digital promotions through e-mail, social media, the NCSL Blog and the Our American States podcast.

The support of the NCSL Foundation allows us to continue our ongoing work of developing messages, products and materials targeted to both new and seasoned legislators and legislative staff. As part of a comprehensive campaign following the November 2018 election, flyers and brochures were created to introduce and welcome new legislators to NCSL. These were sent throughout the legislative session in coordination with a detailed e-mail campaign. Due to the refresh of NCSL's logo, there was a reprint of all promotional materials and giveaways to align with updated brand standards. Outreach mailing in early 2019 included these updated materials, as well as new Tools of the Trade training briefs. In addition, we continued to host Legislative Staff Week (December 2018 and May 2019), during which we produced dedicated content for legislative staff and highlighted NCSL resources available to them as members.

CENTER FOR LEGISLATIVE STRENGTHENING: \$185,000

State legislators face extraordinary pressure as they develop public policy in a contentious political world characterized by difficult fiscal and policy choices. This environment emphasizes the value of institution strengthening and the

need for professional skills development for legislators and their staff. The NCSL State Services Division and its Center for Legislative Strengthening makes such resources and technical assistance available to legislatures. The Division is unique in the United States for its long record of collecting and analyzing comparative data about legislatures, legislators and legislative staff. The Center's information base and staff expertise provide legislators and staff with training in innovative collaboration and negotiation techniques, organizational skills needed to lead committees, best practices in office and staff management, information on key legislative operations and procedures, strategies for constituent outreach and communication, and training on essential staff skills. This award allows NCSL staff to bring unique expertise and many years of experience to these important services.

ASSOCIATION MANAGEMENT SYSTEM: \$175,000

This award allows for the purchase of an association management system to meet the Conference’s strategic initiative of replacing Personify, the current system that was purchased over 10 years ago. This one-time expense will fund the development of the system. Since being implemented, NCSL has absorbed all costs of operation. The new management system allows NCSL to track legislator and legislative staff issue interests and membership information. The conference has the ability to target outreach and information according to legislator and legislative staff preferences. The system is user friendly, allowing constituents to update their preferences and change their contact information on-line.

CHALLENGE GRANTS: \$120,000

This award supports the entrepreneurial spirit of NCSL staff, who are challenged to develop innovative ideas to expand services and support legislators and legislative staff in the 50 states and territories. Strong consideration is given to proposals that not only expand services but also generate

revenue. Proposals are submitted to the NCSL executive director and approved at his discretion.

WEB GRAPHICS AND DESIGN: \$100,000

This award allows NCSL to continue to bring consistency to our print and digital publications, branding, web materials and other information distributed to our constituents. This award facilitates centralized oversight and allows focus on:

- Infographics that offer a quick way to understand the complex policy issues confronting state lawmakers. These can be used both in print/PDF formats and on webpages.
- Interactive graphics on the web that provide powerful tools to understand the different variables involved in public policy decisions.
- New data visualization tools that are especially helpful in demonstrating how policy issues change over time.
- Design that ties all these tools together to present consistent and professional digital and print materials to NCSL constituents.

**LEGISLATIVE STAFF
MANAGEMENT INSTITUTE (LSMI): \$75,000**

Since 1990, the Foundation has supported the operation of the annual Legislative Staff Management Institute. The Institute is the nation’s premier program for developing and enhancing management and leadership skills for America’s leading legislative staffers. The Foundation’s assistance enables NCSL to provide scholarships for senior legislative staff attending this executive management program. The LSMI program has been co-sponsored by the University of Southern California Sol Price School of Public Policy and California State University’s Sacramento Center for California Studies since 2005. In the summer of 2019, NCSL solicited bids from public policy schools to co-sponsor the LSMI program from 2020–2025. A school co-sponsor was finalized winter of 2019. Part of the RFP process included two to three site visits to select schools in November/December of 2019 to learn more about their location, their proposed program and to meet with the appropriate school staff. NCSL staff, along with a few members of the Legislative Staff Coordinating Committee (LSCC), participated in these site visits. The additional \$20,000 supported site visits during the LSMI re-bidding process.

SENIOR LEGISLATIVE STAFF TRAINING: \$75,000

The development and execution of 2 1/2 day leadership development retreat for 20–30 senior legislative staff. Through small group exercises, interactive presentations and peer-to-peer coaching, attendees learned about the adaptive leadership framework and used this framework to work through a complex management, leadership or organizational challenge they are currently facing. The goals of this staff leadership development program were to 1) facilitate and strengthen peer-to-peer relationships among staff participants; 2) provide attendees with the adaptive leadership framework and customized programming that can be applied to their role in the legislature; 3) create a supportive network for staff leaders to share successes, challenges and obstacles that come with their unique roles.

DATABASE AND RESEARCH DEVELOPMENT: \$60,000

This award allows NCSL to expand the development of online databases on key issues such as autonomous vehicles, elections, immigration, transportation finance & funding, licensing of health professionals, prescription drugs and

more. Having access to the full text of state and federal legislation through LexisNexis State Net enhances NCSL’s research resources overall in response to information requests, preparing articles, briefs and publications, and developing pending and enacted legislation summaries.

INTERNATIONAL PROGRAMS: \$40,000

This award supports the ongoing work of NCSL’s international program. For more than 20 years, NCSL has promoted communication, understanding and the exchange of ideas among state legislators and legislative staff and the members and staff of national and sub-national parliaments and other counterpart organizations throughout the world. Requests for information from NCSL are most often about federalism, public policy issues such as economic development, fiscal relations, social services, infrastructure development and technical assistance projects involving staff training and the legislative institutions in developing countries.

NEW LEGISLATOR TRAINING VIDEO: \$40,000

NCSL’s Strategic Initiatives includes a mission-driven goal to create educational and motivational programming directed at state legislators focused on their role as stewards of representative democracy and the state legislative institution. NCSL developed new services and products designed for use at new member orientation programs and at other legislative settings. Through a combined curriculum featuring optional video, facilitated discussions, in-person presentations, readings and other resources, NCSL offers a unique and timely opportunity for state legislatures and legislative leadership to introduced new and returning legislators to the historic context of their roles as public servants and to the principles upon which America’s unique system of representative democracy is based. NCSL made this service available to legislatures after the November 2018 elections.

E-LEARNING: \$30,000

This award provides online learning and training for legislators and legislative staff; funds NCSL’s new podcast series, Our American States and provides support for NCSL

videos featuring Republican and Democratic members speaking about the value of NCSL. E-learning technologies assist NCSL in expanding opportunities for legislators and legislative staff to participate in NCSL programs when they are unable to travel. This award also provides on-going content for the podcast series which features conversations telling the story of America’s state legislatures, the people in them, the politics that drive them, and the important work of democracy. NCSL videos are sent to newly elected legislators and housed on the website to enhance the message that NCSL is a bipartisan organization working for lawmakers and staff.

KNOWWHO DATABASE: \$25,000

This award allows NCSL to expand its data collection on legislators and staff. It allows for collecting and analyzing pre-election and post-election results and enhance existing data collection efforts to download in the new association software management system NCSL implemented in FY19.

**STANDING COMMITTEE
OFFICER ORIENTATION: \$20,000**

This award covers the costs related to a 2018 Standing Committee officer orientation and meeting of the Policy Working Groups (PWGs) scheduled on Dec. 4-5, 2018 in Washington D.C. as part of the NCSL Capitol Forum. The meeting provided officers an opportunity to learn about their roles and responsibilities, receive leadership skills training, and identify committee priorities for the coming year. The meeting also provided an opportunity for the new PWGs to meet in person. The PWGs were created in 2018 to allow for a dedicated number of Standing Committee members to be a guiding force for the work of the Standing Committee. While in recent years NCSL has forgone an extensive workshop and training for new standing committee officers, there has been strong support voiced by the current committee officers for NCSL to provide this training. In addition, it was a recommended activity in the NCSL Strategic Plan. The meeting was open to Foundation sponsors and provided an opportunity to offer their input.

SUPPLEMENTAL AWARDS

LEGISLATIVE SUMMIT: \$30,000

Due to higher than anticipated attendance, this award helped offset unforeseen costs at NCSL events and convenings at the 2019 Legislative Summit in Nashville.

COMMUNICATIONS PROGRAM CONSULTING: \$25,000

A redesigned State Legislatures magazine was launched in January 2019. This award is used to assess the satisfaction of our readers—primarily legislators and legislative staff—with the magazine’s content, digital and print formats, and how those preferences relate to other regular publications from the Communications Program.

REDISTRICTING & ELECTIONS: \$20,000

NCSL’s elections and redistricting team used this award to develop, design and publish materials on redistricting processes in all 50 states. This new product was in addition to the publication of Redistricting Law 2020, the fifth edition of this book commonly known as the “red book.”

2019 EVENTS AND ACTIVITIES: JULY 1, 2018 – JULY 30, 2019



In July the 2018 NCSL Legislative Summit held The Women's Legislative Network meeting in Los Angeles.



Foundation Sponsors Pete Jacobson (International Council of Shopping Centers) and Jenn Stowe (The Carpet & Rug Institute) at the July 2018 NCSL Foundation President's Reception Honoring Senator Deb Peters.



In December Donald Balfour, Speaker Pro Tempore Brian Patrick Kennedy, Susan Bramble, and Senator Curt Bramble attended the 2018 NCSL Foundation Signature Dinner during the NCSL Capitol Forum.



The December 2018 New Leaders Training attendees at a control panel in New York City.

**NCSL PRESIDENT-ELECT'S RECEPTION
HONORING SENATOR TOI HUTCHINSON**

July 29, 2018 | Los Angeles, Calif

NCSL LEGISLATIVE SUMMIT
July 30–Aug. 2, 2018 | Los Angeles, Calif

NCSL FOUNDATION BOARD OF DIRECTORS MEETING
July 30, 2018 | Los Angeles, Calif.

**NCSL FOUNDATION PRESIDENT'S RECEPTION
HONORING SENATOR DEB PETERS**
July 31, 2018 | Los Angeles, Calif.

NCSL FALL EXECUTIVE COMMITTEE MEETING
Sept. 7–8, 2018 | Portland, ME

NCSL CAPITOL FORUM
Dec. 5–8, 2018 | Washington D.C.

NCSL FOUNDATION SIGNATURE DINNER
Dec. 6, 2018 | Washington, D.C.

NEW LEADERS TRAINING
Dec. 11–12, 2018 | New York City
Platinum sponsors only.



Sherry Monteith (American Electric Power), Caroline Carlson (NCSL Foundation), and Taylor Beis (Edison Electric Institute) at the Smart Communities Summit in Columbus, Ohio, May 2019.



Senator Bob Duff prompting a question for presenter, Nancy Koehn, Author of *Forged in Crisis*, at the 2018 Legislative Leaders Symposium in New York City.



Foundation Sponsors Mike McBrierty (Biogen), Ben Chandhok (SAIM Coalition), and Jordan Craig (American Forest & Paper Association) at the June 2019 NCSL Spring Executive Committee Meeting.



Attendees at the HP reception and tour during the Emerging Leaders West meeting.

LEGISLATIVE LEADERS SYMPOSIUM

Dec. 12–14, 2018 | New York City
Platinum sponsors only.

NCSL WINTER EXECUTIVE COMMITTEE MEETING

Jan. 18–19, 2019 | New Orleans, LA

NCSL FOUNDATION BOARD OF DIRECTORS MEETING

Jan. 18, 2019 | New Orleans, LA

NCSL EXECUTIVE DIRECTOR'S LUNCHEON

March 12, 2019 | Washington, D.C.

NCSL FOUNDATION AND SGAC LUNCHEON

April 2, 2019 | Washington, D.C.

NCSL SPRING EXECUTIVE COMMITTEE MEETING

June 7–8, 2019 | Madison, WI

EMERGING LEADERS WEST

June 13–14, 2019 | San Jose, Calif.
Platinum and Gold sponsors only.

LEGISLATIVE LEADERS WORKSHOP

June 24–26, 2019 | Snoqualmie, Wash.
Platinum sponsors only.

The NCSL Foundation for
State Legislature's volunteer board
of directors is made up of
corporate and union executives
as well as state legislative leaders
and senior legislative staff.

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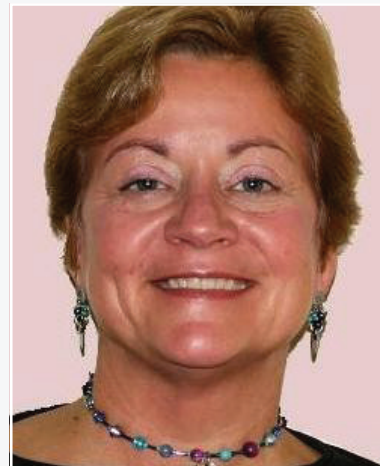
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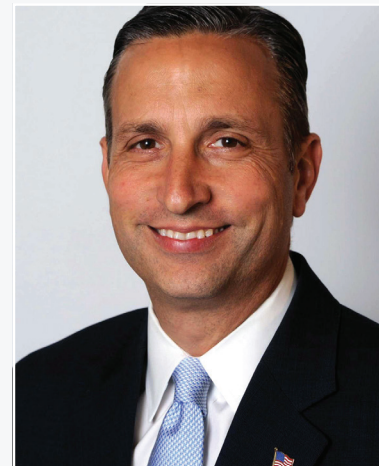
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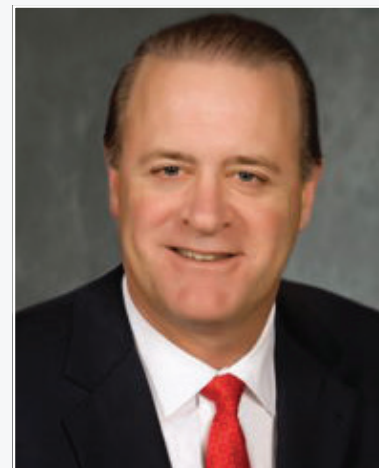
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In August 2018 legislative leaders attended the NCSL Executive Leadership Development Meeting in Normandy, France.

Mylan
National Beer Wholesalers Association
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Coalition of State Rheumatology Organizations
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Everytown for Gun Safety
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Google
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Molina Healthcare

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National Athletic Trainers’ Association
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Reason Foundation
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Salt River Project
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American Federation for Children
American Financial Services Association
American Forest & Paper Association
American Gaming Association
American Hospital Association
American Medical Association
AmerisourceBergen
Aqua America
Association of American Railroads
Association of National Advertisers
Auto Care Association
Axon
BOMA International
Boston Scientific
Brewers Association
Bristol-Myers Squibb
CEDIA
CenturyLink
The Coca-Cola Company
CompTIA
Consumer Healthcare Products Association
Council for Affordable Quality Healthcare
CropLife America
Cummins
Diageo
Dominion Energy, Inc.
eBay Inc.
Educational Testing Service



Foundation sponsors and legislative leaders rock climbing in Washington state during the 2019 Snoqualmie Leaders workshop.

Everbridge
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Hallmark Cards
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The Humane Society of the United States
Johnson Controls
Johnson & Johnson
JPMorgan Chase & Co.
Lime
MAGNA International
McGuireWoods Consulting
McLane Company, Inc.
Motorola Solutions
National Association of Chain Drug Stores
National Association of Home Builders
National Community Pharmacists Association
National Federation of Independent Business

National Marine Manufacturers Association
National Retail Federation
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