



VOTERIDERS 2021 Impact Report

Some may have considered 2021 to be an “off-year,” but for VoteRiders, it was anything but!

As states passed new or stricter voter ID laws in record numbers throughout the year, VoteRiders picked up right where we left off in [2020](#). Beginning with January’s Senate runoff elections in Georgia and continuing straight through November’s state and local elections, our nonpartisan tools and services reached more voters than ever before during a year without a federal election.

Day in and day out, we cultivated new partnerships, trained and deployed volunteers, expanded our reach, and laid the foundation for a uniquely powerful impact in 2022.

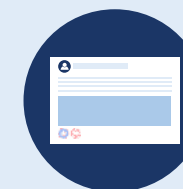
120,000+

Voter ID Information Cards
shipped for free to nonprofit organizations for distribution in their communities



12,000,000+

Digital Shares
by partner organizations of our Voter ID Information Cards, resources, and state-by-state voter ID rules



29,632

letters sent to voters by our trained volunteers, alerting voters to changes in state voter ID laws and offering our assistance



5,000+

voters received individual assistance and free ID help after calling or texting our Helpline, checking our Chatbot, or attending on-site or virtual Voter ID Clinics



52,648

text messages containing critical voter ID information sent by our volunteers to voters in need



5,800+

volunteers powered our efforts in person or virtually



825+

Partner Organizations
nationwide supported our efforts and shared our resources



2,200,000+

views of our PSAs in movie theaters



The Changing Landscape for Voter ID Laws: 2021 and Beyond

Heading into the 2022 midterm elections, the need for VoteRiders’ work has never been greater.

Thirty-six states currently have voter ID laws. In 2021 we saw legislation enacted or pending in 14 states to create new, highly restrictive voter ID laws -- or to make a state’s existing voter ID law even more onerous. With COVID-19 continuing to seriously impede the operations of governmental agencies (and given how long it can take to obtain ID even in normal times!), targeted voter ID outreach and assistance is urgent.

Throughout the year, VoteRiders’ staff and pro-bono attorney volunteers carefully monitored legislative developments, tracking changes in real time and updating our uniquely comprehensive [state-by-state resources](#) and [Voter ID Information Cards](#).

2021 Highlights

January

JANUARY: Georgia Senate Runoff Elections

VoteRiders coordinated in-person and virtual programs to help Georgia voters cast their ballots and navigate the state's strict voter ID law. On the ground in the Peach State, VoteRiders staff and volunteers organized a [Souls to the Polls](#) program with churches and faith communities, held [toy and food \(and ID!\) drives](#) with Black Voters Matter, put together a [Celebrate Georgia Concert](#) with When We All Vote, and placed [ID organizers on the ground](#) to meet voters with our free ID help wherever they were -- at health clinics, food pantries, schools, beauty salons and barber shops, libraries, and churches. Our virtual volunteers made over 3,600 calls to Georgia voters, energized by drop-ins from artists and influencers such as the [Hamilton](#) cast, [One Tree Hill](#), [Amy Schumer](#), [She Se Puede](#) with Eva Longoria and America Ferrera, [HBCU Heroes](#), and more.



February

March

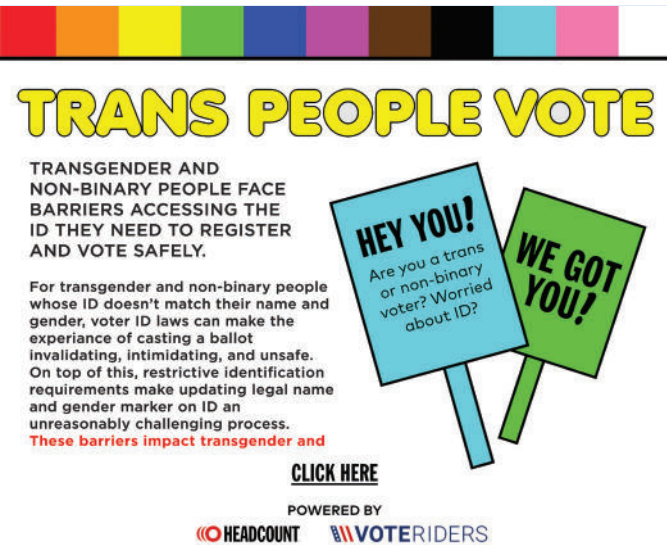
April

May

June

JUNE: #TransPeople Vote and Vote With Pride

For Pride Month, VoteRiders partnered with HeadCount to develop a uniquely comprehensive online resource site on ID laws for the trans and nonbinary voter community, who are disproportionately impacted by voter ID laws. The initiative was part of a larger "Vote With Pride" campaign to support the voting information needs of the LGBTQ+ community.



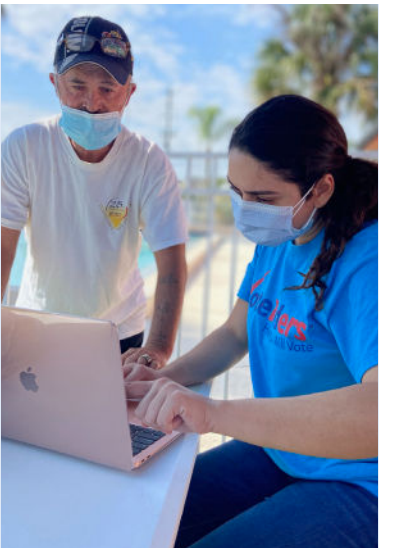
July

August

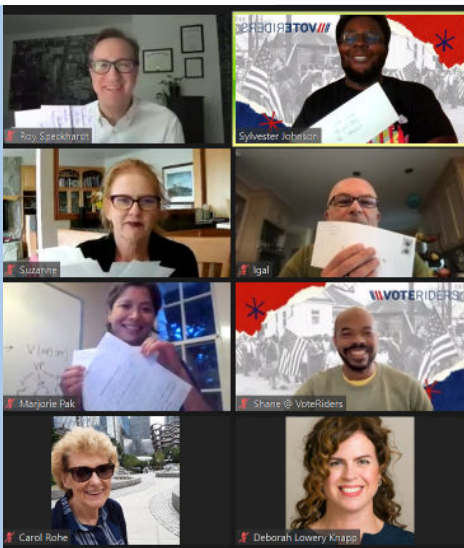
September

SEPTEMBER

Our Voter ID Clinics program took off throughout 2021, expanding to include new Voter ID Clinics programs in Florida, Georgia, North Carolina, and Texas. VoteRiders staff and trained volunteers set up shop at homeless shelters, in partnership with re-entry programs for formerly incarcerated citizens, in jails, at COVID-19 vaccine clinics, in churches, and more to get voters the ID they need to cast a ballot and also access employment, healthcare, and housing.



October



OCTOBER

Ahead of Atlanta's municipal elections, VoteRiders volunteers wrote over 22,000 handwritten letters to registered voters who lacked an ID on file with the state, alerting them to--and helping them overcome--the barriers they now face as a result of the state's new voting law. We also organized trainings on the new law for partners such as the NAACP Georgia Youth & College Division and Common Cause Georgia. In Florida, we worked with a diverse coalition of partner organizations to produce a voter guide that shared VoteRiders' free ID resources ahead of municipal elections.

November



NOVEMBER

Leading up to and through this month's elections, VoteRiders' resources were used by our 800+ partner organizations as part of get-out-the-vote drives, digital organizing, canvassing programs, and more to ensure that voters had access to the ID information and assistance they needed to vote with confidence.


December

VoteRiders in Action: Critical State Responses


While VoteRiders’ resources and assistance offers are available to--and relevant for--the entire voting public, we strategically target states with both voter ID laws and competitive federal elections.

In 2021, we sprang into action to respond to new laws in key states that made our work even more crucial.

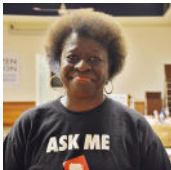
In **Wisconsin**, which has one of the country’s strictest voter ID laws, the state legislature passed several restrictive voting laws that were ultimately vetoed by the governor. VoteRiders helped Wisconsinites cut through the ensuing confusion, distributing our voter ID resources to ensure voters were equipped with the information they needed to cast a ballot with confidence. We continued our longstanding community-based programs to mitigate the impact of Wisconsin’s voter ID law, including Souls to the Polls-Milwaukee and far-ranging collaborations with diverse partner organizations.




In **Arizona**, where a new voter ID initiative is gathering signatures, we worked with a coalition of partners to integrate our ID resources and assistance services into their door-to-door canvassing programs. Throughout the year, we aired PSAs in Galaxy Theatres in Tucson and distributed our bilingual Arizona Voter ID Information Cards. A VoteRiders Arizona Voter ID Coalition Coordinator will be on the ground in early 2022 to further expand our programs in the state.




In **Texas**, a new voting law passed in September that imposed additional ID-related barriers on voters in the Lone Star State. VoteRiders worked with partners in San Antonio, Houston, Dallas, and the Rio Grande Valley to ensure voters were informed of these changes and had an acceptable ID to vote -- and provided fully-paid help to voters to obtain ID if needed. In partnership with Houston-based organizations and our trained volunteers, our year-round Voter ID Clinics program will be expanding to other populous centers in 2022.






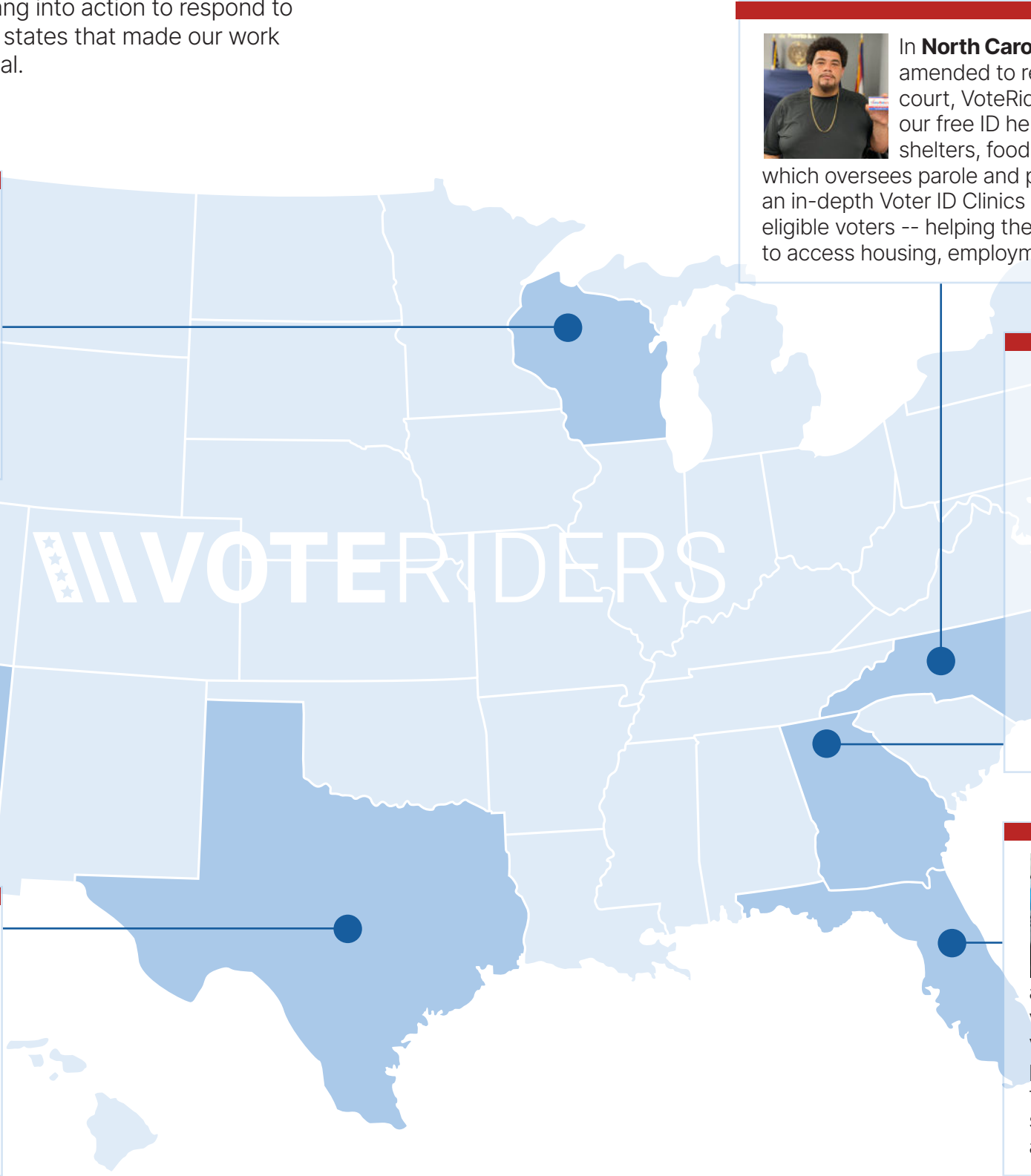
In **North Carolina**, where the state constitution has been amended to require voter ID but legislation is under review in court, VoteRiders helped voters avoid confusion and access our free ID help. Our partners in the state include homeless shelters, food banks, and the NC Department of Public Safety, which oversees parole and probation. With these partners, we implemented an in-depth Voter ID Clinics program that reaches the most marginalized eligible voters -- helping them obtain an ID for voting while also enabling them to access housing, employment, and healthcare.



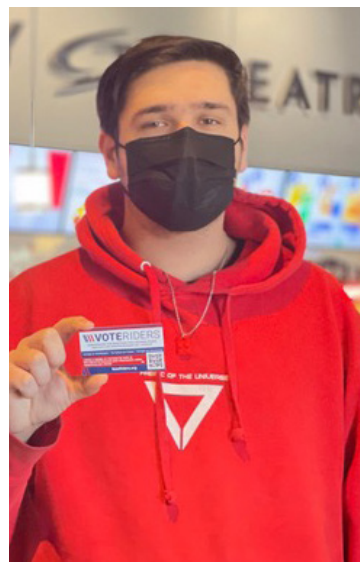
In **Georgia**, VoteRiders was in full swing all year long, beginning with the state’s Senate runoff elections in January and continuing through the passage of a new voting law in April that risks disenfranchising hundreds of thousands of registered voters with new ID requirements. With an ever-growing base of partners and volunteers, our work involved both in-person and virtual outreach, including sending over 22,000 letters to voters impacted by the new law. We launched a far-reaching Voter ID Clinics program in partnership with Aflac to serve the greater Columbus area, and held Voter ID Clinics at Atlanta-area high schools.



In **Florida**, a new voting law was passed in mid-2021. With a coalition of Florida-based partners, VoteRiders developed an educational voter guide and distributed thousands of flyers and Voter ID Information Cards via in-person and virtual events. We also assisted the state’s most vulnerable citizens with their ID needs through partnerships with homeless shelters, programs for formerly incarcerated individuals, and state agencies such as the Florida Department of Motor Vehicles and the Puerto Rican Federal Affairs Administration.



Growing Partners for Added Impact



Throughout the year, VoteRiders continuously expanded its partnerships with organizations of all stripes and sizes nationwide, reaching **800+ partner organizations** by year-end. We entered new and strengthened partnerships with national and state-level groups including: APIA Vote, Black Voters Matter, Democracy Works, Fair Count, Fair Fight, the League of Women Voters, the NAACP, the National Urban League, Rock the Vote, Vot-ER, When We All Vote, and many, many more.

We grew our partnerships with organizations engaging in **direct voter contact programs**, ensuring that our best-in-class ID resources and assistance offers were incorporated into their efforts. Alongside our partners, we were able to creatively meet voters wherever they are to ensure that voter ID laws did not prevent them from being heard at the ballot box -- including VoteRiders' first-ever "vax-and-votes" events at COVID-19 vaccination sites!

We expanded our **corporate partnerships**, including sponsored volunteer events and programs with Facebook and the Creative Artists Agency (CAA) Foundation. In partnership with Aflac, we trained their employees to work at Voter ID Clinics that they sponsored in their headquarters community of Columbus, Georgia at homeless shelters and the local United Way. Other partners provided important in-kind support, such as the airing of PSAs and distribution of Voter ID Information cards in Galaxy Theatres and donated rideshare credits from Uber to transport voters to and from ID-issuing offices.

VoteRiders In the News

VoteRiders was featured in numerous publications including [The Atlantic](#), [NPR](#), the [Huffington Post](#), and [The Guardian](#). Much of the coverage focused on the challenges to fully realizing voting rights in light of 2021's wave of restrictive voting legislation at the state level -- and how organizations like VoteRiders can make a difference and address mounting challenges to voter participation stemming from new or stricter voter ID requirements.

In July, VoteRiders welcomed Lauren Kunis as our new CEO/Executive Director. Later in the year, we welcomed Marc Bauer as Outside General Counsel, Roy Speckhardt as Development Director, and Reid Magney as Communications Director. Early in 2022, we look forward to hiring additional state-based staff in Arizona, Florida, and Wisconsin, as well as an Operations and Finance Director.



Looking Ahead: 2022 and the Two Million Voter Campaign Challenge

During the 2019-2020 cycle, VoteRiders set the ambitious goal of reaching 1 million voters with our ID-focused programming, outreach, and resources. We not only met that goal, but exceeded it, reaching nearly 1.5 million voters directly and many millions more indirectly.

In 2022, we're setting our sights even higher as we prepare to scale our work and directly reach **2 million voters**, while reaching millions more indirectly and online.

We'll do this by growing our partner coalitions, hiring state-based organizers, expanding our public profile, and building upon our base of volunteers and supporters. Through on-the-ground programs, partnerships, and virtual voter outreach events, we'll be particularly focused on the key states of Arizona, Florida, Georgia, Michigan, North Carolina, Pennsylvania, Texas, and Wisconsin.



Together, we can be the difference.

Join us as a [partner organization](#), [volunteer](#), or [supporter](#) in 2022!

In Their Words: The VoteRiders Community

Sylvester: VoteRiders' Georgia Coordinator

"Today I was at a high school, engaging with students and parents, helping them secure ID and the documents they need. I met a grandfather who wanted to get birth certificates for five members of his family. These documents don't just help you vote, they help people secure a life for themselves -- and for this grandfather, to secure the lives of his daughter and grandchildren."

An Aflac employee and Voter ID Clinics volunteer

"I didn't know there were this many residents who lacked the proper identification to vote. So I applaud you. I am happy to be part of this effort, to help anybody get situated. I'm about to send a text message to my family and friends to let them know to go to your website and on social media, to help other people, not just in Georgia, but everywhere else!"

Carolyn: A VoteRiders virtual volunteer

"I'm so thankful for the team at VoteRiders, for the work that is done. Please continue to have more letter-writing campaigns to offer information about voting. With everything happening around voting rights now, it's important to continue the fight to protect our communities and our democracy."



Steven: A veteran who was previously disenfranchised due to a felony conviction

"I've never been able to vote in my entire life. I now have the opportunity. I would like my voice to be heard. I want to feel like a member of society and I've earned my right to vote."

Jo-Anne: A VoteRiders donor

"VoteRiders helps us move closer to the ideal of a fair and just democracy. And I want to live in a fair and just democracy."

Montrell: A new Florida voter

"I've never voted in my life and I haven't had a driver's license in ten years. Now I get to vote and I get a driver's license. I really feel like I have what I need to make a difference."

Mildred: A new Virginia voter

"I reached out to VoteRiders for help. I couldn't get a job and was worried about becoming homeless because I didn't have an ID. I never received an official birth certificate from North Carolina, where I was born, and was having trouble getting a Virginia ID as a result. An ID will allow me the ability to exercise my right to vote."

