About Dēmos

Dēmos is a public policy organization working for an America where we all have an equal say in our democracy and an equal chance in our economy.

Dēmos means “the people.”

It is the root word of democracy, and it reminds us that in America, the true source of our greatness is the diversity of our people. Our nation’s highest challenge is to create a democracy that truly empowers people of all backgrounds, so that we all have a say in setting the policies that shape opportunity and provide for our common future. To help America meet that challenge, Dēmos is working to reduce both political and economic inequality, deploying original research, advocacy, litigation, and strategic communications to create the America the people deserve.

Learn more at Dēmos.org
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Letter from the President & Board Chair

Dear Friend,

Looking back at this past fiscal year for Dēmos—the period of July 1, 2012 through June 30, 2013—so much has happened for the country and for the organization. For the country, President Obama's re-election was a huge moment. But a battle of ideas over our shared future has been raging, and Americans have been asked to choose between austerity or prosperity, an exclusive or inclusive democracy, a shrinking middle class or one that is expanding and diverse.

Underlying this battle is the greatest economic and political inequality this country has seen since the Great Depression. Not since then have a small number of wealthy individuals had such effective avenues for influencing our elections and swaying the votes of our elected officials. The November 2012 election underscored this: while ultimately the people spoke, unprecedented sums of money were spent on the election by a fraction of the electorate, and wealth and corporate interests continue to trump the common good in politics and policy all too often.

For Dēmos, our work has never been more important. We are helping to create a democracy that truly empowers people of all backgrounds, and an economy that provides everyone a truly equal chance and a strong common future. From our success in helping hundreds of thousands of low-income Americans register to vote in public service agencies, to our efforts to illuminate how low-wage work hurts the economy, Dēmos has been central over the past year to changing the public debate and helping to create an equal say and an equal chance for all.

A significant part of our success can be attributed to an intensive strategic planning process that Dēmos undertook in late 2011 through early 2012, which has borne wonderful fruits over the past fiscal year. Made possible by a very generous donor, this planning process allowed Dēmos to outline our 10-15 year goals for creating the America we believe is possible. We sharpened our focus for our 3-5 year plans for making that change tangible; gained clarity on our approach to the work; and restructured ourselves internally to capitalize on our strengths—all to make Dēmos even more effective and impactful, now and in the years ahead.

We have created a new Executive Team, cultivating the next generation of leaders at Dēmos and drawing upon their talents and fresh perspectives to help guide our work and strengthen our core operations. And we have reorganized our staff
into new team structures—legal, research, and advocacy teams—that help us connect across our issue areas and focus our work on the intersections of political and economic inequality.

What has resulted is a stronger, more nimble organization. We are driving toward our core commitments, and better able to respond to the shifting political landscape and the lightning-fast media cycle. We are finding and seizing new opportunities to partner with our allies in the movement.

Using the right approach, at the right time—whether that is original research, advocacy, litigation, or strategic communications—Dēmos is moving both short and long-term solutions for creating a more equal America and improving the lives of millions. This report highlights some of the accomplishments and impact we are most proud of—work made possible by the support of donors, allies and friends like you.

Thanks for partnering with us,

Miles Rapoport
President

Amelia Warren Tyagi
Board Chair
Dēmos means “the people.” It is the root word of democracy and reminds us that in America, the true source of our greatness is the diversity of our people. Our nation’s highest challenge is to create a democracy that truly empowers people of all backgrounds, so that we all have a say in setting the policies that shape opportunity and provide for our common future.

After completing an intensive strategic planning process in June 2012, Dēmos set to work over the past fiscal year reorganizing our staff structure and aligning our programmatic work to better meet that challenge and to help create an America that is truly by and for the people.

We created the following 10-15 year organizational guideposts that help us advance a vision of America we believe is possible:

- Regardless of class, race, gender, and origin, Americans have an equal voice in establishing the policies that impact their lives, and an equal opportunity to fulfill their needs and achieve their dreams

- America’s public debate and public consciousness reflects a new understanding about the role of the economy, government, and individuals that supports the common good

And established the following 3-5 year organizational priorities that guide all the work we do:

- Achieving true democracy by reducing the role of money in politics and guaranteeing the freedom to vote
• Creating pathways to ensure a diverse, expanding middle class in a new, sustainable economy

• Transforming the public narrative to elevate the values of community and racial equity

The strategic planning process gave us insight into our organizational strengths, and how to capitalize on them for maximum impact. Among these strengths are: our deep bench of emerging talent; our vision for both short-term solutions and long-term idea generation; our ability to work well with our partners at both the state and national levels; and our knack for telling a story and making personal what can sometimes be wonky policy data.

The People of Dēmos

We have exceptional talent here at Dēmos, at every level. In order to recognize that talent, draw upon their fresh perspectives to help guide our work and strengthen our core operations, and to cultivate the next generation of leaders, we have created a new Executive Team. Joining Miles Rapoport, President, are the following long-time Dēmos staff: Lucy Mayo, Vice President of Operations; Tamara Draut, Vice President of Policy & Research; Heather McGhee, Vice President of Policy & Outreach; Brenda Wright, Vice President of Legal Strategies; Donna Parson, Senior Advisor; and new Dēmos staff member Joseph DiNorcia, Vice President of Finance & Administration.

We have also reorganized the rest of our staff into new team structures—legal, research, and advocacy teams—that help us connect across our issue areas and focus our work on the intersections of political and economic inequality.

Working For The People

Building on our strengths mentioned above, Dēmos deploys original research, advocacy, litigation, and strategic communications to reduce both political and economic inequality—and create the America the people deserve.

We have rededicated ourselves to being a bold organization that is not constrained by the politics of the day. Our ideas aren’t tempered by what is currently possible; they are driven by what is necessary. We seek to regularly move forward policies that have been excluded from the debate on behalf of people who have been excluded from the conversation. We aim to be ahead of the curve, seeing problems on the horizon, finding solutions that seem out of reach, and working to bring them closer.

We recognize the power of narrative in shaping people’s worldview and building public will for change, which is why we are telling new stories about our country and our future. We bring balance to public debates, confronting extreme ideologies by our appearances in the media and on the airwaves nearly every day. By publishing reports, books and articles, and by organizing events, we work to help the public and policymakers see in a new light the challenges we face as a country, and the underlying causes of those challenges.

We also have deep connections to state advocates and community-based organizations, and are committed to building movements. We are true collaborators, unafraid to put others first and play whatever role is necessary to generate lasting wins. Today, our work supports advocates in almost all 50 states who are working to increase economic opportunity and democratic participation in their communities.

Dēmos makes good things happen—for the people.
A Stacked Deck
If there is one idea that most Americans can agree on it is that everyone should have a chance to improve themselves and reach their potential. We believe just as strongly that everyone should have a voice in the decisions that affect them. Yet today, there is wide recognition that America is not living up to either ideal. A host of indicators show that the middle class is struggling—and worse, shrinking—and that upward mobility is elusive for many Americans. Meanwhile, evidence abounds that wealthy interests increasingly dominate the U.S. political system, and strong majorities of the public believe that the deck is stacked against ordinary voters.

What is less understood, though, is the interplay between these two problems—the way that a tilting of political life toward business and the wealthy has served to undermine economic mobility. Dēmos has sought to bring attention to this crucial nexus since our founding in 2000. And in February we published Stacked Deck: How the Dominance of Politics by the Affluent and Business Undermines Economic Mobility in America, a foundational report on the link between economic and political inequality co-authored by Senior Fellow David Callahan and Senior Policy Analyst J. Mijin Cha.

Drawing on groundbreaking recent research by top political scientists, the report shows how wealthy Americans are far less supportive than their fellow citizens of policies that promote upward mobility and a strong middle class. Research shows that because of problems in our campaign finance and voting laws, these same wealthy Americans have far more influence over public policy.

Stacked Deck was covered in The New York Times with a feature by Reuters’ Chrystia Freeland entitled, “When Supercitizens Pull Up the Opportunity Ladder.” MSNBC weekend shows Up with Chris Hayes and Melissa Harris-Perry each devoted segments to the report.

For Dēmos, Stacked Deck is more than a report, it is a strategic roadmap for us and, increasingly, for our allies and policymakers. The data have been presented by and to grassroots advocates, labor leaders, pollsters, philanthropists for both economic justice and democracy, state legislators and members of Congress. The resonance of the message is clear: only by addressing the inequities of America’s democracy and economy in tandem can we hope to truly restore our nation’s promise.
The 2012 presidential election cost over $6 billion in private money and turned out a mere 60 percent of all eligible voters. High donor involvement and low citizen participation is a recipe for unequal voice in policymaking, and it erodes America’s promise of an equal say and an equal chance for all.

That is why Dēmos has been working over the past year to develop a new strategy to strengthen America’s democracy that rests on two pillars. First, we are mounting a fresh attack on money in politics that combines legal advocacy, policy analysis, and reform efforts to challenge a post- Citizens United status quo in which the strength of a citizen’s voice too often reflects the size of his wallet. Second, we are envisioning what an ideal election system looks like, and we are fighting for changes in voting rules that move us toward that vision. Simply put, our goal for America’s democracy is big money out, people in.

**Big Money Out**

The 2012 election cycle saw the rise of new and powerful Super PACs that engaged in unprecedented levels of political spending. Despite attention to this trend, most Americans—and even many in the media—still don’t understand just how much sway a tiny sliver of wealthy Americans now has over our politics.

Months before Election Day, Dēmos worked to raise the alarm about recent trends through a series of papers that analyzed federal election data to expose the dominance of large donors and secret money in our elections. Our August
2012 study, Million-Dollar Megaphones: Super PACs and Unlimited Outside Spending in the 2012 Elections, released jointly with U.S. PIRG, reported in detail about the new role of Super PACs and nonprofits in allowing wealthy Americans to channel unlimited funds into politics—what we called “the big story” of last year’s election. We also released two more policy briefings sharing our research just before and after Election Day, and in January 2013, published Billion-Dollar Democracy, our comprehensive analysis of the role of money in the 2012 elections co-authored again with U.S. PIRG.

The series drew extensive and ongoing media coverage, from multiple appearances on MSNBC, Fox Business to coverage from national publications such as The Washington Post, Mother Jones, The Nation, and The Atlantic and four appearances on various NPR programs. In addition, the reports were circulated widely among both federal and state legislators, and was the centerpiece of events in 15 states held in coordination with U.S. PIRG and other allies.

Raising public awareness about the growing role of money in U.S. politics is just part of Dēmos’ new strategy on campaign finance. Ultimately, our goal is to help topple—or circumvent—the Supreme Court’s flawed First Amendment jurisprudence that has damaged America’s democracy. The disastrous Citizens United ruling was the culmination of decades of flawed court decisions around money in politics that have undermined the First Amendment, letting high-dollar donations and corporate lobbying drown out the voice of average citizens.

Transforming this regime is a top Dēmos priority, and so our legal strategies team has launched the “Legal Reframing Project” to achieve long-term change in the constitutional landscape that for too long has circumscribed what is possible in curbing the role of money in politics. We aim to reframe a jurisprudence that will allow policy advocates to go on the offensive to start building a democracy that truly serves the people of our nation.

Another crucial front in Dēmos’ battle to get money out of politics is to advance public finance reforms at the state and federal level. In 2013, Dēmos worked closely with the Fair Elections for New York coalition to
create a statewide public financing system. By matching small donations with public money, “fair elections” makes it easier for ordinary citizens to run for office and reduces the influence of special interests—a result we documented in a first-of-its-kind report interviewing legislators in Connecticut who are now part of a reformed system. Dēmos President Miles Rapoport, a former Connecticut legislator and Secretary of State, co-authored the report, Fresh Start: The Impact of Public Financing in Connecticut with Senior Policy Analyst J. Mijin Cha.

The report was distributed to every New York state legislator, and current Connecticut Secretary of State Denise Merrill participated with Miles Rapoport in a press conference at the Albany capitol building. By the end of the session, the Fair Elections New York coalition was mounting one of the most coordinated and inclusive state reform campaigns in history. The legislature fell just two votes short of passing the historic bill, but will take it up again next year.

**People In**
The 2012 election showcased a voting system in dire need of reform: some voters waited for hours to vote, while others were turned away from the polls altogether—in some cases because of well-orchestrated voter suppression campaigns. Millions more Americans weren’t even registered on Election Day, thanks to antiquated rules that pose needless obstacles to voting.

Dēmos envisions a very different kind of voting system: one where any eligible citizen can walk into a polling place and vote that same day; where citizens get opportunities to register nearly every time they interact with government; where stronger laws prevent voter suppression; and where—ultimately—
all Americans are automatically registered to vote and their registration is permanent, following them when they move. Over the past year, Dēmos has worked to bring this future closer through a variety of efforts.

Especially notable is Dēmos’ success at helping enact Same-Day Registration in several new states. Dēmos offered model legislation, technical assistance, testimony, communications support and coalition organizing to support winning campaigns for SDR in both Maryland and Colorado in 2013. Ten years ago, when Dēmos first began fighting for SDR, just six states allowed residents to register and vote on the same day. By 2016, 12 states plus the District of Columbia will allow voters to register and vote at the same time. This represents 23 percent of the total population.

Over the past year, Dēmos has also ramped up our longstanding work to ensure full compliance with the National Voter Registration Act, pushing states to provide registration opportunities at social service agencies. Dēmos’ work to date on the NVRA has enabled over two million low-income Americans to register to vote. Most recently, as a result of Dēmos’ efforts, Pennsylvania began automatically mailing voter registration applications to public assistance clients in March. A whopping 260,000 registration forms were sent that first month, and hundreds of thousands of forms have been sent since then. A similar mailing in Massachusetts led to tens of thousands of new registrations there just prior to the 2012 elections.

All told, Dēmos was actively engaged in over a dozen states where we were either investigating, negotiating or litigating to ensure voter registration opportunities at public agencies, or monitoring states’ performance in the wake of successful settlements.

Even more exciting is Dēmos’ work to ensure that the new Affordable Care Act expands opportunities for voter registration. It is expected that 68 million working- and middle-class people will apply for subsidized insurance through the Health Care Exchanges being set up as a result of the law. Dēmos has launched a project to ensure that federal and state officials understand that the NVRA requires these new Health Care Exchanges to provide voter registration as part of the enrollment process.

This spring, Dēmos published a groundbreaking policy brief and legal memorandum outlining the case for inclusion, and co-hosted a convening in
Washington, D.C. to help advocates develop a uniform strategy in this area. We also played a key role in California’s decision to designate its State Based Exchange as a voter registration agency under the NVRA. This action by California’s Exchange—which is the largest in the country—sets a key precedent as we seek to ensure that other states follow suit as they implement the Affordable Care Act.

**Realizing the Promise of Voting Rights and the NVRA**

Brenda Wright, the Vice President of Legal Strategies at Dēmos, has been fighting for a stronger democracy for over twenty years. A graduate of Yale Law School, Wright served as Managing Attorney at the National Voting Rights Institute in Boston before joining Dēmos in 2007. Her fight to ensure an equal say for all citizens has twice brought her to argue cases before the Supreme Court. Lisa Danetz, Senior Counsel at Dēmos and a graduate of NYU Law School, joined Dēmos at the same time and has worked closely with Wright in the battle to protect voting rights.

During their six years at Dēmos, Wright and Danetz have been immersed in what may be their biggest battle yet: realizing the promise of the National Voter Registration Act. That law, signed by President Clinton in 1993, reflects the simple idea that it should be as convenient as possible for Americans to register to vote. Today, many Americans take for granted the availability of voter registration applications through the motor vehicle department, public assistance offices, or a mail-in application that can be printed out from a website.

In *Registering Millions: The Success and Potential of the National Voter Registration Act at 20*, a report written by Senior Policy Analyst J. Mijin Cha to commemorate the 20th anniversary of the NVRA, Dēmos found that over 255 million Americans have submitted voter registration applications or updated their registrations through methods made possible by the NVRA since the law’s passage. Most crucially, by helping millions register through public assistance offices, the NVRA has worked to bolster voter turnout rates among low-income American, which now stand at the highest level in over forty years.

Yet for all its successes, the NVRA’s full potential has never been realized. Even today, many states have failed to comply with Section 7 of the law, which requires public assistance offices to offer voter registration opportunities.

Thanks to Dēmos‘ work, however, this is changing fast. Wright, Danetz and the talented legal team at Dēmos have pushed one state after the other to fully comply with the NVRA. Every step toward realizing the law’s potential is another step toward a democracy that includes every citizen.
An Equal Chance

The middle class was America’s greatest invention, and it was no accident. It was the result of smart public policy and it required business, government and workers all to contribute. But over the past 40 years that social contract frayed as it expanded to include more Americans that were formerly excluded, including women and people of color. With government and business less committed to ensuring widespread gains, individuals are shouldering virtually the entire burden. This go-it-alone economic system is creating record inequality and it has stalled our engine of mobility for the next generation.

Fortunately, America still knows what it takes to create a strong middle class, and this past year Dēmos stepped up its fight for the idea that all Americans should have an equal chance in our economy. Our work to expand the middle class includes in depth analysis and policy proposals to improve job quality and access, advance worker rights and seek reform in our flawed credit system. Dēmos is also producing groundbreaking scholarship on how to reform Wall Street so that it better serves the real economy.

Millions to the Middle

Major economic and policy changes over the past three decades have widened economic inequality and reduced mobility in ways that go far beyond the impact of the recent recession. Too many people who play by the rules and do everything right find that they cannot climb into the middle class—or stay there. To meet this challenge, Dēmos published a comprehensive policy blueprint for recapturing the great American ideal of shared prosperity: Millions to the Middle: 14 Big Ideas to Build a Strong and Diverse Middle Class. This 60-page report lays out detailed plans for ensuring an equal chance from family leave policy that would let working parents spend time with newborns to a path to retirement security. Our
policy agenda is based on the three broad pillars of middle-class opportunity and security: investments in human capital and education; support for growth, job creation, and career development; and helping Americans build assets and dig their way out of debt.

Dēmos launched a wide promotion campaign for *Millions to the Middle*, and also packaged the report’s proposals in stand-alone policy briefs that would be more useful to busy lawmakers and public officials during the 2012 election and beyond. Dēmos Senior Policy Analyst Amy Traub testified before a Senate Banking subcommittee on *State of the American Dream: Economic Policy and the Future of the Middle Class*, drawing on many of the insights from our middle-class research.

Finally, one of the most visible parts of our middle class work over the past year has been our critique of America’s fraying retirement system, with Dēmos Policy Analyst Robert Hiltonsmith appearing in numerous media outlets, including being featured prominently in a PBS *Frontline* special and an interview with Terry Gross on NPR’s *Fresh Air*.

**Good Jobs**

In recent years dead-end jobs that pay poverty-level wages have become a major feature of the U.S. economy. Now, though, low-wage workers are pushing back—demanding higher pay and better benefits, along with more reliable work schedules. Dēmos has joined this growing fight by producing research on how low-wage work hurts us all and why America’s leading employers can afford to improve wages.

As part of Dēmos’ ongoing work examining the plight of young Americans entering the workforce, we issued a new report analyzing the lasting economic effects of youth unemployment. Surveying a full year of Bureau of Labor Statistics data from 2012, *Stuck: Young America’s Persistent Jobs Crisis*,...
by Dēmos Policy Analyst Catherine Ruetschlin, shows that 18 to 34 year-olds make up nearly half of the total share of the unemployed population and continue to face a serious jobs gap—with four million new jobs needed to return to pre-recession levels of employment. If job growth continues at its current rate, it will be another ten years before the country recovers to full employment. Even then, workers under 25 will face unemployment rates twice the national average. The report’s findings were widely covered, including in the New York Post and Andrew Sullivan’s popular and influential blog, the Dish.

In May, Dēmos released another major report that challenged the low-wage economy, this one targeting federal contractors. The report, Underwriting Bad Jobs: How Our Tax Dollars Are Funding Low-Wage Work and Fueling Inequality, by Amy Traub and Robert Hiltonsmith, showed that nearly two million private sector employees working on behalf of America (via federal contracts and federally supported programs) earn wages too low to support a family, making $12 or less per hour.

Dēmos released Underwriting Bad Jobs to coincide with the public launch of Good Jobs Nation, a campaign by workers who are employed by private companies through federal contracts, concessions, and leases, calling for President Obama to sign an executive order to raise job standards. That morning, a feature article in The Washington Post by Economic Policy Correspondent Jim Tankersley appeared, citing both the report and the campaign. Traub spoke at the launch event, joined by members of Congress Keith Ellison and Eleanor Holmes Norton. Dēmos continues to work with Good Jobs Nation to support the campaign.

Releasing new research in coordination with allies working on the ground is a signature of Dēmos’ approach. Again and again, advocates and policymakers use our reports to make the case for a more equal economy. And again and again, Dēmos’ experts have spoken up in the media for disempowered workers, helping to shift the narrative about low-wage employment.

Debt and Assets

Dēmos’ work on credit card debt stretches back over a decade and continues to provide new insight into the challenges households face...
in making ends meet. In partnership with the AARP, we released a new study this year called *In the Red: Older Americans and Credit Card Debt*. This report, underscoring the troubling insecurity of America’s seniors, was featured in *The New York Times*, *The Wall Street Journal’s MarketWatch*, *USA Today*, and NBC News.

Across the nation, Dēmos is leading the effort to ensure that personal credit information is not used to discriminate against job seekers. Drawing on our credit card research, we released the first study ever to quantify the impact of employment credit checks on job applicants. We found that credit checks can have a racially discriminatory impact, and that poor credit is linked to factors that reflect the poor economy and personal misfortune but have little relationship with how well a job applicant would

**Standing with Workers**

Dēmos has worked closely over the past year with labor unions and advocates on the ground to fight for better jobs. In November 2012, as low-wage Walmart employees staged walkouts and protests around the nation, Dēmos released a study by Policy Analyst Catherine Ruetschlin to support these actions: *Retail’s Hidden Potential: How Raising Wages Would Benefit Workers, the Industry and the Overall Economy*. The study made the economic case for a wage increase for large chain retail workers. It showed how a higher wage floor—to $25,000 per year for a full-time, year-round employee for retailers with more than 1,000 employees—would lift 1.5 million retail workers and their families out of poverty or near poverty, add to economic growth, increase retail sales and create up to 130,000 new jobs.

Dēmos released the study on Black Friday at the same time that a wave of worker strikes was hitting Walmart stores around the country. Within days, Dēmos policy experts had appeared in a dozen major television and radio segments including Fox News, MSNBC, CNBC and NPR. In conjunction with the strikes, the report was prominently featured in Black Friday news coverage with hits in *The Nation*, *The Atlantic*, Slate, Politico, *The Washington Post* and CNN. Coverage in The Huffington Post, which repeatedly cited *Retail’s Hidden Potential*, led to the publication’s boycott by Walmart’s public relations representatives. The retail giant thought it was unfair to so publicly criticize their labor practices.

The publication of *Retail’s Hidden Potential* was just the beginning of Dēmos’ push for higher standards in the retail industry. Author Catherine Ruetschlin traveled to Chicago, Washington D.C., Oakland and Los Angeles to speak at hearings on part-time workers in retail and other service industries.
perform at work. The result of this research was the major report: Discredited: How Employment Credit Checks Keep Qualified Workers Out of a Job. The report was covered in Bloomberg Businessweek, The Wall Street Journal, and helped inspire a series of editorials in The New York Times.

Drawing from our findings, Dēmos worked with public officials at both the national and local level to pass laws to stop the abusive use of credit reports in hiring. In addition to coordinating the release of our new report with Congressman Steve Cohen from Tennessee, the sponsor of a bill in Congress to restrict employment credit checks, we provided expert testimony in Vermont and Colorado as they considered legislation restricting employment credit checks, which ultimately became law in both states. In support of legislation in New York City, author Amy Traub co-authored an opinion piece with Council Member Dan Garodnick that appeared in the New York Daily News.

Redirecting Wall Street, Rethinking Prosperity

America’s economy no longer works for ordinary people, and hasn’t for decades. Beyond the problems of low-wage work or the soaring cost of higher education lie deeper challenges, including corporations’ narrow focus on profits and the outsized role of the financial sector. Whereas once the U.S. economy revolved around making things and providing services, much of the business sector is now dangerously tilted toward speculation and extracting wealth from U.S. households. Over the past year, Dēmos has moved forward with new efforts to challenge these trends and develop a new economic paradigm for ensuring broadly shared growth.

In addition to restoring the financial sector to a proper, more limited role in the U.S. economy, Dēmos is looking at how to better measure and value economic activity. For decades, an obsessive focus on Gross Domestic Product (GDP) has made it hard to achieve a true understanding of whether the economy is going in the right direction, both for Americans and for the environment that must sustain future generations. Over the past
year, Dēmos has moved to the forefront of efforts to dethrone GDP and adopt alternative measurements of progress. Lew Daly, the director of this work, has been working closely with both federal and state policymakers on this challenge, and several states are moving forward to embrace alternative indicators.

This spring, Dēmos convened a national conference in Maryland that brought together public officials, advocates, and scholars working to better measure progress. The keynote speaker of the conference was Governor Martin O’Malley of Maryland, who has become an important ally in this work and made his state a leader in this area.

**Leaving Wall Street to Fight for Main Street**

Senior Fellow Wallace Turbeville worked in financial services for over 30 years. He was at Goldman Sachs for over a decade, where he specialized in infrastructure finance and public/private partnerships. Later, he founded his own consulting firm and worked closely with derivatives markets.

But now Turbeville has chosen to work at Dēmos to tame finance and ensure that Wall Street fulfills its true mission: to increase prosperity on Main Street. After playing an important role in shaping the Dodd-Frank law in 2010, Turbeville began examining the deeper challenge of how to reform financial markets so that they better serve the real economy. A key part of that work has been exposing the ways that Wall Street, with its culture of speculation and excess, diverts wealth away from productive purposes.

Over the past year, Turbeville has published three installments in his Financial Pipeline series. These reports explain the ruptured link between financial markets and the real economy, what we call a broken pipeline. By highlighting Wall Street’s greed, waste, and inefficiencies, the reports strengthen the argument for better financial regulation at a time when Dodd-Frank is being actively undermined in Washington. Dēmos argues that not only must Wall Street be regulated in order to ensure stability and avoid future crises, it must be regulated to increase the productivity of our economy, allowing it to grow faster and create more jobs. Turbeville has been actively promoting his arguments to policymakers, testifying before several Congressional committees, and cultivating relationships with influential financial journalists. His input on the battle over cross-border derivatives regulation resulted in an editorial in The New York Times. He is also working closely with Americans for Financial Reform, the lead national organization pushing for greater oversight of Wall Street.
The American experiment tests whether we can forge a true democracy out of a multi-origin, multiracial citizenry and afford everyone an equal say and an equal chance. For too long, however, our country has been marked by racial and class hierarchy instead of solidarity. Today, across our politics, we suffer the effects of failing to settle the question of who is included in “of, by and for the people.” That is why Dēmos decided over the past year to place a greater emphasis on racial equity in all our work. We are advocating not just for people but for the very idea of the people—of one nation, united by a shared fate.

An attention to the racial inequities in America’s democracy is hardly new to what Dēmos does. Our efforts to advance voting rights have targeted barriers to full participation that disproportionately affect communities of color. And numerous Dēmos policy reports have highlighted the economic challenges facing African-Americans and Latinos, from paying off credit card debt and student loans to saving for retirement.

But we believe we can and must do more to focus attention on racial disparities and advance a more inclusive vision of America’s future. At the start of the 2013 fiscal year, Dēmos became an anchor organization in the W.K. Kellogg Foundation’s America Healing initiative, a five-year effort to promote racial equity. Other anchor groups that are part of this effort include the NAACP, the Urban League, the National Congress of American Indians and the National Council of La Raza. In April, Dēmos President Miles Rapoport spoke at Kellogg’s 2013 “America Healing Conference,” joining other leaders of anchor organizations for a panel discussion moderated by CNN’s Soledad O’Brien. Later that month, Dēmos Counsel Lisa Danetz testified in front of the U.S. Commission on Civil Rights.

And throughout the year, Dēmos staff and
fellows have been prominent voices in the media on the most important racial issues of our time, from voter suppression to affirmative action.

Dēmos also provided statistical research support and legal counsel to the United States Students Association (USSA) for an amicus brief in the case challenging diversity programs in college admissions, Fisher v. University of Texas. The USSA is the nation’s oldest and largest student-run organization.

Together, Dēmos and USSA—with help from the law firm Shearman & Sterling—argued that today’s college-age students are part of a generation for which the importance of diversity in higher education has never been greater. They are more diverse than the general population, more diverse than the same age group was even ten years ago, and they will emerge into a workforce that is more diverse than any past generation’s. Yet, because of residential segregation, large numbers of America’s young people have been and will continue to be deprived of any opportunity for cross-racial interaction in schools at the elementary and secondary level. In June, the Supreme Court ruled in our favor, affirming that achieving diversity remains a compelling governmental interest.

TODAY, ACROSS OUR POLITICS, WE SUFFER THE EFFECTS OF FAILING TO SETTLE THE QUESTION OF WHO IS INCLUDED IN “OF, BY AND FOR THE PEOPLE.”
**IMPACT: THE DEBATE**

Dēmos is changing the debate around our democracy and our economy by being an increasingly influential voice in the media. In our work we strive to push forward an honest dialogue about the challenges facing the nation, and to speak up for economically and politically disempowered citizens in forums where they are too often forgotten.

Skilled at communicating a progressive viewpoint, Dēmos gets our message out via television, radio, print, social media, events and expert testimony. Our stable of fellows and policy analysts are just as capable of producing a studied in-depth analysis as they are to offer a quick and timely take, whether on the radio or on our blog, PolicyShop. The debate moves daily; we move not only to meet it, but to change the terms.

At a glance, here are some highlights of our ability to raise public awareness in the media and other public forums on important policy questions as a result of coordinated efforts between our researchers, communications team, fellows and bloggers:

- **Appearances on cable or broadcast news by Dēmos staff and fellows, from Distinguished Senior Fellow Bob Herbert on MSNBC’s *Daily Rundown* to Senior Fellow David Callahan on Fox’s *O’Reilly Factor*, to Vice President Tamara Draut on *CBS Evening News*.**

- **Published commentary pieces by Dēmos staff and fellows in outlets including Policy Analyst Robert Hiltonsmith in Reuters on student debt, Senior Fellow Sharon Lerner in *The Atlantic* on paid leave, and in *The New York Times*, our research informed an editorial on ending unjust employment credit checks.**
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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<tr>
<td>13</td>
<td>Times Dēmos staff or fellows testified on issues at both state and national levels, including Senior Policy Analyst Amy Traub’s testimony before U.S. Senate Committee on Banking, Housing and Urban Affairs on the “State of the American Dream – Economic Policy and the Future of the Middle Class,” and Counsel Liz Kennedy in support of the New York Attorney General’s proposed regulations on electioneering disclosure.</td>
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<tr>
<td>67%</td>
<td>Increase in unique visitors to Dēmos.org and 30% increase in unique visitors to the Dēmos blog, PolicyShop.</td>
</tr>
<tr>
<td>53</td>
<td>Events hosted or participated in by Dēmos staff and fellows, including “America, Debt and Recovery: Robert Kuttner and Joseph Stiglitz in Conversation,” and Senior Fellow Rich Benjamin co-leading the 2013 Racial Equity Leadership Development Program, sponsored by the Aspen Institute.</td>
</tr>
<tr>
<td>53</td>
<td>Total write-ups, quotes, or mentions of Dēmos research, staff and fellows in print and online news and 30 appearances on radio.</td>
</tr>
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<td>344%</td>
<td>Increase in Facebook likes</td>
</tr>
<tr>
<td>25%</td>
<td>Increase in email subscribers.</td>
</tr>
<tr>
<td>73%</td>
<td>Increase in Twitter followers.</td>
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On May 30, 2013, Dēmos gathered with 450 friends, partners, and allies at Capitale in New York City for our biggest fundraising event of the year. This year’s Transforming America Awards & Gala exceeded our fundraising goals, and allowed us the chance to reflect on our accomplishments and re-commit ourselves to our important work ahead of ensuring that all Americans benefit in our economy and participate fully in our democracy.

The event also gave us the opportunity to honor individuals whose work is helping to create an America where we all have an equal say and an equal chance. We were pleased to present the Transforming America Awards to:

Mary Kay Henry and the Service Employees International Union, for their role at the forefront of labor’s efforts to protect and advance the rights of all people to work that provides a living wage and a path to economic security. Along with Gregory Reynoso, a Domino’s pizza delivery driver, who is fighting for a union for himself and his colleagues.

Rashad Robinson and ColorofChange.org, for their work for racial equity, and a democracy and economy that work for all, including their efforts to fight voter suppression in the 2012 election.

Fair Elections for New York and its campaign partners and allies for their work to limit the influence of big money in politics by creating a
public financing system for New York’s statewide and legislative elections, through grassroots organizing, leadership advocacy, and communications strategies.

Amy Poehler, for her work both onscreen and off to champion progressive values, as an advocate for The California Domestic Worker Bill of Rights, and for her role on Parks and Recreation, highlighting government’s important role in accomplishing together what we cannot do alone.

We also presented a special tribute to Arnob Miller, founding Dēmos board member and an anchor of the progressive community for 50 years. Active both as an issue advocate and a political organizer, and then founder of an executive search firm, Arnie has helped launch and nurture the careers of countless individuals in the non-profit community and strengthened the sector as a whole.
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