<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUR VISION</td>
<td>3</td>
</tr>
<tr>
<td>Freedom to Marry’s Roles</td>
<td></td>
</tr>
<tr>
<td>RECAPPING THE YEAR</td>
<td>4</td>
</tr>
<tr>
<td>Pre California Decision</td>
<td></td>
</tr>
<tr>
<td>Post California Decision</td>
<td></td>
</tr>
<tr>
<td>Post Election</td>
<td></td>
</tr>
<tr>
<td>Letter to the President-Elect</td>
<td></td>
</tr>
<tr>
<td>PURSuing the strategy</td>
<td>8</td>
</tr>
<tr>
<td>State Highlights</td>
<td></td>
</tr>
<tr>
<td>CATALYZING THE DEBATE</td>
<td>10</td>
</tr>
<tr>
<td>Articles &amp; Editorials</td>
<td></td>
</tr>
<tr>
<td>Publications</td>
<td></td>
</tr>
<tr>
<td>Voices of Equality</td>
<td></td>
</tr>
<tr>
<td>Let California Ring - 2008</td>
<td></td>
</tr>
<tr>
<td>Shaping the Story</td>
<td></td>
</tr>
<tr>
<td>BUILDING PARTNERSHIPS</td>
<td>15</td>
</tr>
<tr>
<td>The Marriage Justice Project</td>
<td></td>
</tr>
<tr>
<td>The NAACP Marriage Justice Project</td>
<td></td>
</tr>
<tr>
<td>AUGMENTING RESOURCES</td>
<td>16</td>
</tr>
<tr>
<td>Regranting &amp; Partner Support</td>
<td></td>
</tr>
<tr>
<td>Civil Marriage Collaborative</td>
<td></td>
</tr>
<tr>
<td>National Collaborative</td>
<td></td>
</tr>
<tr>
<td>STATEMENT OF FINANCIAL POSITION</td>
<td>19</td>
</tr>
<tr>
<td>DONORS</td>
<td>20</td>
</tr>
<tr>
<td>STAFF &amp; STEERING COMMITTEE</td>
<td>21</td>
</tr>
</tbody>
</table>
OUR VISION

Freedom to Marry’s singular mission — winning marriage for same-sex couples and their families in the U.S. — uniquely positions us to focus on fostering a strategic vision, framing the debate, and facilitating work and collaboration among the many players in the movement for marriage equality. It is this catalytic role that we play — providing the vision, building support, encouraging the players to stay on track and in sync — that allows Freedom to Marry’s partner organizations to accomplish their tasks more effectively while the movement and its allies keep their collective “eyes on the prize.” And the combined, collaborative work — the whole that is greater than the parts — summons more voices, more resources, more supporters to the cause of ending exclusion from marriage and the gains that come along the way.

FREEDOM TO MARRY’S ROLES

Since our founding in 2003, Freedom to Marry has pursued our mission through four key ways in which we add value and through which we help move marriage equality forward:

- **Strategist and Alliance Builder:** Freedom to Marry convenes diverse stakeholders, including national advocacy groups, state and local organizations, and funders to ensure maximum support, coordinated action plans, and the deployment of best practice tactics.

- **Advisor and Counselor:** Freedom to Marry offers direct advice and counsel to each state’s leadership as they tackle the day-to-day challenges presented by the nay-sayers on the right and the complacent or conflicted in the middle.

- **Funding Engine:** Freedom to Marry provides direct support to innovative programming with gay and non-gay groups working to advance marriage equality, often seeding activities and strategies for others to fund more fully as they develop.

- **Message Delivery:** Freedom to Marry program staff develop messaging and educational materials while providing key voices for the debate locally and nationally.

CONGRATULATIONS CONNECTICUT!

On October 10, 2008, the Connecticut Supreme Court upheld the freedom to marry in Kerrigan and Mock v. the Connecticut Department of Public Health. Connecticut joined Massachusetts and (at that time) California in ending the exclusion of same-sex couples from marriage. The high court decision stated, “Interpreting our state constitutional provisions in accordance with firmly established equal protection principles leads inevitably to the conclusion that gay persons are entitled to marry the otherwise qualified same sex partner of their choice.”

Following the example of the California ruling, the Connecticut high court found that indeed separate institutions such as civil unions or domestic partnerships are unequal to marriage. The Connecticut decision concluded, “in light of the history of pernicious discrimination faced by gay men and lesbians, and because the institution of marriage carries with it a status and significance that the newly created classification of civil unions does not embody, the segregation of heterosexual and homosexual couples into separate institutions constitutes a cognizable harm.” Just like the California ruling, the Connecticut high court understood that the only way to provide equality is through marriage.

Freedom to Marry salutes the leadership of Gay and Lesbian Advocates and Defenders (GLAD) which represented eight same-sex couples in this case, and Love Makes a Family which continually leads the way for marriage equality in Connecticut.

Anne Stanback, the Executive Director of Love Makes a Family in Connecticut for the last 5 years: “Freedom to Marry has been an invaluable resource to us in our work to win marriage equality for same-sex couples here in Connecticut. Whether we have needed research data for an immediate press call or the name of the right person to strategize with in another state, the Freedom to Marry staff has always responded in a helpful and timely fashion.”
2008 was a truly tumultuous year for the movement for the freedom to marry, as for the country, ending on a note of difficulty and tremendous hope. While marked by both successes and bumps, the past twelve months ultimately showed that when we and our allies engage early and work together in a sustained, affirmative effort, we can win marriage equality. After all, 2008 was the year we saw two powerful court rulings striking down exclusion from marriage and rejecting civil union as a substitute for equality.

In 2008, we won the freedom to marry in a second state, and then a third, with marriage secure now in Connecticut. The pain of having the freedom to marry temporarily taken away in California has already led to a new awakening for many not previously engaged, and renewed determination to do what is needed to restore marriage equality in California and ending the denial of marriage nationwide.

For Freedom to Marry, 2008 had three distinct phases — before the California State Supreme Court decision, post-decision, and post-election. And while each part of the year revolved around events in California, our work remained national.

PRE CALIFORNIA DECISION

Our 2008 began with Freedom to Marry Week and our annual Marriage Training Institute at The Task Force’s hugely attended Creating Change Conference, two important events that we use to grow buy-in for the strategy and enhanced capability nationwide. While we watched with cautious optimism the oral arguments in the California Supreme Court in early March, we simultaneously continued to provide coaching, advice and regrant support across the country in states such as New Jersey, New York, and Vermont. As the Court weighed the case, we cheered the issuance of reports documenting the inadequacy of civil unions in New Jersey and Vermont and strategized with state groups on how to maximize their impact in conveying that there is no substitute for equality in marriage.

When One Iowa and its partners successfully held off the passage of an anti-marriage constitutional amendment, we went to work encouraging and assisting in the shaping of an affirmative public education campaign to create the climate for the Iowa Supreme Court to affirm the constitutional right of same-sex couples to marriage equality. And we quickly updated our web site when newly named New York Governor Paterson instructed state agencies to honor any out of state legal marriage on the heels of state court decisions to that effect.

Maria Shriver
First Lady of California
“I believe in people’s right to choose a partner that they love.”

Senator Ted Kennedy
US Senator, Massachusetts (Dem.)
“There are now more than a thousand federal rights and benefits based on marriage. Gay couples and their children deserve to share in all these rights and benefits too.”
On May 15, we cheered, hugged, and cried (and happily plunged right into a new wave of work) when the California State Supreme Court handed down its landmark decision and we won the freedom to marry in the long-sought second state. We celebrated anew just 31 days later when the first gay couples there were legally wed, even as the intense work to defend those marriages was already underway.

Initially we worked closely with the lead groups in California that had brought the court case to ensure appropriate messaging and visibility for the marrying couples and their families, and to help gay couples across the country know what the best next steps were. Meanwhile behind the scenes, we helped bring together such partner groups as the Equality California Institute, GLAAD and the National Black Justice Coalition along with a host of institutional funders to adapt the ongoing Let California Ring public education campaign and deploy it quickly on the heels of the Court’s decision.

Built around the initial campaign begun the prior year, the 2008 version of Let California Ring had two parts. First the 2007 Garden Wedding television ad was aired in three major markets around the state: Los Angeles, San Diego, and Sacramento. The second pioneering component of Let California Ring in 2008 was the creation and deployment of a series of print and radio ads specifically designed for three people of color communities in California: Latinos, African Americans, and Asian Americans. Freedom to Marry lent virtually half its staff in support of this program. We helped recruit families to appear in the ads, helped develop the content of the ads, coordinated the production of the ads, and insured that content made it on line. The ads appeared in over a hundred ethnic and other media outlets throughout the state, and messages were translated into multiple languages.

As the election neared and the political campaign against Proposition 8 displaced this public education work, we shifted gears to prepare for the post-election era. We created messaging strategies for win or loss scenarios. With our partners at GLAAD and the Haas Jr. Fund, we developed background materials for journalists to encourage them to look carefully and contextually at exit polls of people of color.

And not to be forgotten was the thrilling news that arrived just weeks before the election when the Connecticut State Supreme Court handed down its ruling affirming the freedom to marry. Almost lost in the frenzy of the election, winning a third state (up from zero just five years earlier) continued the momentum of the year and gave us an opportunity for further positive messaging. But our success in Connecticut was also potentially in jeopardy with the election. On the ballot was a question asking voters whether to call a constitutional convention, a ballot item required only once every 10 years that if passed could create an opportunity for a constitutional amendment eliminating marriage equality.

So with good news in California and Connecticut and with groundwork laid in both states, we then held our breath along with everyone across the country on election night.

Iconic lesbian civil rights leaders Phyllis Lyon and Del Martin on their wedding on July 16, 2008 which was officiated by San Francisco Mayor Gavin Newsome. The legendary couple had been together for 55 years and were the first to wed in February 2004.

Charles Barkley
Retired professional basketball player
“I think if they want to get married, God bless them”

Martina Navratilova
Retired professional tennis player
Signed Freedom to Marry’s Marriage Resolution
November 5, 2008 was indeed a bittersweet day. We were elated at the change and meaning reflected in the election of the nation’s first African-American president and the end of a low, destructive era in American history. We celebrated great news in Connecticut, when voters there affirmed their comfort with marriage equality and defeated by a 60-40 margin the call for a constitutional convention. And we suffered the pain and frustration of Proposition 8’s narrow passage in California as well as anti-gay votes in Florida, Arizona, and Arkansas. But we leapt into action immediately, seeing in those disappointing outcomes important new opportunities.

Within hours, our staff was working with partner groups across the country to plan how best to win back California while ramping up for the possibility of marriage equality in 2009 in another 6 states and even the District of Columbia.

In California we helped mobilize members of the gay African-American coalition that we had worked with in Let California Ring. Those partners became an important voice in the days immediately after the election when blame for the passage of Prop 8 was being focused in the wrong direction. Simultaneously we worked with Haas, Jr. Fund and Equality California to fund additional polling and academic studies that would over time finally refute both the size of the African American support for Prop 8 and the erroneous notion that that constituency was singularly responsible for Prop 8.

Elsewhere in the country we moved forward in our consultations with partner groups in New Jersey, New York, Vermont, New Hampshire, Maine, Iowa, and the District of Columbia. In some cases we advised those groups on their plans for 2009, while in others we helped bring funding where it is needed most. In Iowa, the District, and elsewhere we also helped mobilize resources to provide legal and strategic support.

Even the overnight passion and protests spurred by the combined losses from California to Florida created opportunity. We connected with the many new individuals and groups that sprouted up to help them find productive new ways of contributing to the movement. At the same time, we listened and learned in order to understand the possibilities of new technologies and the people attuned to them so that we can offer that learning to partner groups and move our own work into a new phase.

Finally, we continued to develop and disseminate our own resources to the movement. First among them during this post-election phase was the research done that culminated in the publication at the end of the year of Pro-Marriage Legislators Win Elections, a study of over 1,100 state legislative races from 2005 to 2009 showing that no legislator who voted to end marriage discrimination lost his or her seat due to that support.
Dear Mr. President-elect,

Few presidents have taken office with greater challenges, and higher expectations, than you. Yet Americans, and many people around the world, already take pride in, and draw fresh hope from, your election, for few presidents have more embodied the American values of inclusion and equality that give our nation its admirable capacity for change.

With the many pressing problems confronting our country and the world, you certainly will not be able to address every injustice, every aspiration, equally in the first hundred days, or even in your first year. Gay and nongay alike, we all want to see our country back on track after the most deliberately divisive administration in history. We want an end to the Bush-Cheney abuses against the Constitution; responsible termination of a costly and misguided war; restoration of America’s standing in the world and real attention to our true security needs; more jobs and a reinvigorated economy; movement toward energy independence and universal health care; and improved education to assure a better life and stronger future for all.

Gay Americans, who, like others, have endured discrimination and exclusion at the hands of the government, have additional priorities arising from those injustices. In campaigning for president you committed yourself to many of these priorities — passage of an inclusive federal civil rights bill; ending the oppressive regime under which gay military personnel today serve our country in the armed forces; undoing current federal discrimination against legally married same-sex couples; and moving the nation toward equal protections and respect for our families, youths, and seniors. While pledging to work with Congress to repeal such oppressive measures as the federal anti-marriage law (the so-called Defense of Marriage Act), you also have committed to exerting presidential moral leadership to make the case for full inclusion, equality under the law, and human respect.

Discrimination based on sexual orientation, particularly government denial of fundamental rights such as the freedom to marry, is not a gay problem. It is an American problem. And the cause of equal rights for all must always hold a preeminent claim on any president.

At another defining moment of ferment, challenge, and choice, one of your predecessors stood before Congress and summoned the nation to a civil rights “program” with words most thought they would never hear from an American president. In his inspirational “We shall overcome” address, Lyndon Johnson told Americans, “There have been many pressures upon your president, and there will be others as the days come and go...I never thought [as a young man] that I would be standing here in 1965. It never even occurred to me in my fondest dreams that I might have the chance to help the sons and daughters of [my former] students, and to help people like them all over this country. But now I do have that chance. And I’ll let you in on a secret — I mean to use it. And I hope that you will use it with me.” Like Dr. King, Johnson understood that the “time is always ripe to do right.”

President-elect Obama, you have already made history, and are poised now, in Johnson’s words, “to make good the promise of America.” You, like these two great leaders and partners, have invoked “the fierce urgency of now.”

We are ready for your leadership, and ready to do our part. Together, yes, indeed, we can.

Evan Wolfson, Executive director of Freedom to Marry
Author of Why Marriage Matters: America, Equality, and Gay People’s Right to Marry
Richard M. Daley  
Mayor of Chicago  
Announced his support of Illinois’ pending bill enacting marriage equality in 2007.

Antonia Villaraigosa  
Mayor of Los Angeles  
On June 23, 2008, presided over a marriage for a same-sex couple in Los Angeles.

*Although always legal, both RI and NY had recognition reaffirmed by govt. officials; NM has not.

**ENDING MARRIAGE DISCRIMINATION:**  
THE STATE OF PLAY AS OF DECEMBER 31, 2008

**PURSUING THE STRATEGY**

**Marriage**  

**Civil Unions**  

**Equally Honoring Out-of-State Marriages***  
New York, Rhode Island, New Mexico

**Broad Domestic Partnerships**  

**Some Protections for Couples**  

**Marriage Equality Cases Pending**  
Iowa
Governor David Paterson
Governor of New York (Dem.)
Ordered the state agencies of New York to honor legal marriages of same-sex couples from outside of the state.

Governor Deval Patrick
Governor of Massachusetts (Dem.)
“If the government is going to give marriage licenses to anyone, it has to give them to everyone, regardless of whether the spouse you choose is of the same gender.”
ARTICLES & EDITORIALS

While Freedom to Marry sometimes spends as much time and energy working with others so that diverse faces and bylines are viewed delivering the right message, we also do our own share of public advocacy. In 2008, Freedom to Marry generated a wide range of material to frame and enrich the fight for marriage equality. Our articles, editorials, and publications — often reprinted and, we are happy to see, plagiarized — contributed to the needed drumbeat of information that moves the middle and reshapes the conventional wisdom. All these resources are housed on our revamped website which offers journalists, advocates, and searchers a library of content for use in broadening public approval of the freedom to marry.

Letter to the Editor: Do Not Deny a Minority the Right to Marry
The New York Times
November 30, 2008
“If fundamental rights can be stripped from a minority on a mere show of hands, why bother having courts and constitutions?”

Evan Wolfson on the Biden-Palin Debate and the Freedom to Marry
Towleroad
October 3, 2008
“[T]o end on a positive, it is good news that yet again we see that the discussion around marriage equality is moving politicians, sincerely or otherwise, to greater acknowledgment of gay families and the wrongness of discrimination against them.”

Congressional Quarterly
September 2008
“Couples who have made a personal commitment in life deserve an equal commitment under the law, and those whom a state has lawfully joined in marriage should not see their marriages selectively set asunder by federal law.”

Macy’s Joins the Parade for Marriage Equality
Huffington Post
May 30, 2008
“First comes love. Then comes marriage. Now it’s a milestone every couple in California can celebrate.”

The court got it right
USA Today
May 22, 2008
“Last week, the highest court in our nation’s biggest state got it right: Excluding loving committed couples from marriage…violates the constitution’s command of equality for all. American values of fairness and inclusion really do matter and apply to gay and non-gay people alike.”

Al Gore Endorses the Freedom to Marry
Huffington Post
January 23, 2008
“Gore is again pointing the way — and ending exclusion from marriage is one climate change the world will be better for.”

George Takei
Played Mr. Sulu on Star Trek
Married his husband in California on June 17, 2008

Leonard Nimoy
Played Mr. Spock on Star Trek
“I believe that gay people have every right to get married and share their lives.”
PUBLICATIONS

Recognizing that there really were two central themes in the media in 2008 — the presidential election and Proposition 8, Freedom to Marry in 2008 focused on publications and research that would help us move marriage equality forward through the lens of electoral politics. To that end we issued only two publications, but both were used by partner groups and by individuals, and provided information and important context for the relevant issues surrounding the 2008 elections.

Candidates’ Guide on How to Support Marriage Equality and Get Elected
Refreshed and reissued in 2008 pre-election, this brochure helps candidates understand how and why they can and should support marriage equality, and guides people on how to capitalize on the burgeoning presidential campaign to promote discussion of marriage equality and gay families.

Pro-Marriage Legislators Win Elections
A new study conducted by Freedom to Marry immediately following the 2008 election and issued just after the end of the year, this report showed voting in support of the freedom to marry helps — and does not hurt — legislators. For many years legislators across the country have voted on laws aimed at ending the exclusion of same-sex couples from marriage. Others have been asked to vote on state constitutional amendments aimed at discriminating against same-sex couples and their children by denying them the freedom to marry and other legal protections.

A review of all of these votes from 2005 to the present showed that legislators who vote to end marriage discrimination for same-sex couples are consistently re-elected. The success of more than 1,100 state legislators who voted to support the freedom to marry stands in bold contrast to the commonly held belief that supporting marriage equality ends political campaigns and careers. In fact, these legislators are re-elected no matter what party they represent or if they changed their vote from opposing to supporting marriage equality. Even better, legislators who run for higher office win after voting in favor of marriage for same-sex couples.

VOICES FOR EQUALITY

Throughout the battle over Proposition 8, we were also encouraged that so many high profile people voiced their opposition to Prop 8 and their support for equal rights. As a result, we began a new dimension of Voices of Equality. This new program, called Voices for Equality, inventories and showcases on line the array of celebrities and politicians, athletes and artists, and faith leaders and community leaders who support marriage equality. You will find sample Voices for Equality running across the bottom of most pages of this annual report.

Rep. Teresa Sayward
Republican New York State Assemblywoman
“The night I took the vote in June, I was told I would never be elected again. I’m running unopposed.” - Rep. Teresa R. Sayward, R-North Country, NY discussing in 2008 the reaction to her vote in favor of marriage equality in the New York legislative session the prior year.

CATALYZING THE DEBATE
Begun in 2007, the original Let California Ring public education effort was a pioneering model for engaging the non-gay population and helping persuade them to consider and shift their perspective on the freedom to marry. The logical next step after the successful test run in Santa Barbara County would have been to roll the program out statewide, but events got in the way. Short on the heels of the completion of the test, the campaign by those in opposition to get sufficient signatures to put Proposition 8 on the ballot was begun. That meant that Let California Ring had to be put on pause.

However once the California State Supreme Court handed down it’s historical ruling upholding the right of same-sex couples to marry, new action of the kind attempted by Let California Ring was necessary to help Californians understand and embrace the groundbreaking change introduced by the Court. Freedom to Marry then worked closely with partner groups Equality California, GLAAD, and And Castro For All to develop and fund a new public education plan. With significant funding from many progressive foundations, including lead support by the Haas Jr. Fund, this new phase of the Let California Ring program focused heavily on advertising — both for the original core target (middle age women) and a wide array of ethnic groups that represent a large portion of the population of California. Given that the No on 8 Campaign was also beginning, all Let California Ring activities were completed by very early in the fall.

Despite the tight timing, there was still plenty to do. First, the original Garden Wedding ad was aired in three markets — Los Angeles, Sacramento and San Diego — from late June through late August. As expected from the successful test in 2007, the ad proved successful in bringing people to the conversation in a positive engaging way. Even opposition leaders grudgingly acknowledged both the ad’s effectiveness and role as legitimate public education—not part of the ballot measure campaign.
While the Garden Wedding ad played in mainline communities in the state, we also worked with our partners to develop a unique series of print and radio ads targeted at three key people of color communities: Latinos, African Americans, and Asian Americans. A total of four ads were developed for each community. Each ad featured either non-gay community leaders or non-gay family members of gays as messengers of why marriage equality matters. Asian American mothers and Latino tias both spoke of welcoming into the family unit the new husbands and wives of their gay or lesbian offspring and the resulting joy and pride they felt.

The ads were placed in over 150 ethnic media outlets across the state and generated 4.5 million impressions in print, radio and online media. Ad copy was translated into multiple tongues including Spanish, Japanese, Mandarin, Korean, Vietnamese and Tagalog, and the program now serves as a unique resource for those seeking to reach out to diverse communities beyond California. The ads also stirred editors to develop stories in the news outlets on marriage equality, and even the effort to place the ads created conversation that persuaded some of those to change their editorial position.

Throughout this 4 month effort, Freedom to Marry staff played an integral role. Executive Director Evan Wolfson served on the Let California Ring Steering Committee along with Freedom to Marry Steering Committee member Rev. Ignacio Castuera. Our staff helped to find families willing to be featured in the ads, to develop core messaging, to shepherd the ads through review, approval and placement, and to move the materials on-line. During the core months of July and August, our entire program staff was virtually fully dedicated to this program.
SHAPING THE STORY - THE AFRICAN AMERICAN VOTE ON PROPOSITION 8

Having worked so diligently to engage people of color in the Let California Ring program and realizing how skimpy data is on those communities, Freedom to Marry also wanted to insure that everyone would be able to understand how those communities viewed marriage equality and how they had voted on Proposition 8.

First, together with our Let California Ring partners, we worked with a trio of distinguished scholars expert in political polling and systems. The three academics included Prof. Patrick J. Egan, Assistant Professor of Politics at New York University; Prof. Kenneth Sherrill, Professor of Political Science at Hunter College; and Dr. Daniel A. Smith, Associate Professor & Interim Director of the Political Campaigning Program at the University of Florida.

This team examined all the polling of people of color communities on marriage equality and Prop 8 to that time. We found data with very large margins of error due to small sample sizes. That work generated a Media Advisory with the message to be cautious in interpreting exit polls on Prop 8 among people of color.

Unfortunately that was not heeded, when in the early hours following the narrow passage of Proposition 8, a single data point in the CNN exit poll was used by many to “blame” that result on the African American community. Fortunately together with our partners, Freedom to Marry also commissioned a post-election, broad-based poll of the electorate to help understand how and why all demographics had voted.

Conducted by David Binder Research, the poll was combined with precinct level analysis conducted by Professors Egan and Sherrill who conluded that Prop 8 was supported by only 58% of African Americans - not the 70% reported on slim data the night of the election. More importantly it showed that race was not the driving factor in voting patterns. Rather it was the higher incidence of attendance at religious services within the black community that caused a slightly higher vote for Prop 8 than other ethnic groups. In fact the same study showed that we had made positive progress with all demographics except Republicans, conservatives and those over 65.

Together with our partners at Equality California, Haas Jr. Fund, the Task Force and GLAAD we held an on-line press conference to announce these results. Freedom to Marry also brought members of the African American network we developed in the Let California Ring program. Subsequent press finally put to rest the misconceptions that had been stirred by one bad piece of data.

Precinct Vote for Proposition 8 and African American Population in Five California Counties*
THE NAACP MARRIAGE JUSTICE PROJECT

No one working for the rights of a minority has ever won without support from the majority. Recognizing this, Freedom to Marry has been committed from the start to enlisting new and diverse non-gay voices into our campaign for marriage equality.

Since 2005 we have maintained a strategic partnership with the California State Conference of the National Association for the Advancement of Colored People and the National Black Justice Coalition. Together under the leadership of Alice Huffman, the courageous President of the California State Conference of the NAACP and Alexander Robinson, the founding Executive Director of the NBJC, we have worked to grow support for the freedom to marry within the NAACP, its local units, its leaders and its members.

In 2008, with a $200,000 grant from us, the local California NAACP group and NBJC partnered to educate the African American community in California about marriage equality following the landmark State Supreme Court decision there. The NAACP held workshops at its state conference there and educational materials, including a special Q&A on marriage equality for the black community, were distributed to African American households across the state. In addition, President Huffman was featured in the Let California Ring advertising campaign targeted at people of color communities.

Now we are working together to find ways to take this effort national, and our partnership is already bearing fruit. As a result of the work and relationships that have been built over the years and in this project, the national leadership of the NAACP agreed to a series of actions to confront homophobia in the black community and to push for greater acceptance of the freedom to marry for all same-sex couples. In letters to legislative leaders, NAACP national board chair Julian Bond and President and CEO Benjamin Todd Jealous urged passage of California House Resolution 5 and Senate Resolution 7 to put the legislature on record calling for invalidation of Prop. 8 as an improper and dangerous alteration of the California Constitution. The NAACP national leadership will also hold a series of programs at the upcoming National Convention in July on gay rights and marriage equality, while Chairman Bond, CEO Jealous and California President Huffman work to see resolutions passed in multiple state chapters in support of marriage equality.

“The NAACP’s mission is to help create a society where all Americans have equal protection and opportunity under the law. Our Mission Statement calls for the ‘equality of rights of all persons.’ Prop. 8 strips same-sex couples of a fundamental freedom, as defined by the California State Supreme Court. In so doing, it poses a serious threat to all Americans. Prop. 8 is a discriminatory, unprecedented change to the California Constitution that, if allowed to stand, would undermine the very purpose of a constitution and courts-assuring equal protection and opportunity for all and safeguarding minorities from the tyranny of the majority.”

NAACP President and CEO
Benjamin Todd Jealous

Coretta Scott King
Civil Rights Activist and Wife of Rev. Martin Luther King
“Gay and lesbian people have families, and their families should have legal protection, whether by marriage or civil union.”

Helen Chavez
Civil Rights Activist and Widow of Labor Leader César Chávez
“For 45 years, I stood with César for what is right. Today I celebrate his memory as I see so many newly married gay and lesbian couples...We must welcome them if we are all to have equality.”
AUGMENTING RESOURCES

In many respects, 2008 was a landmark year for funding provided for marriage equality. In fact, thanks to the contributions of thousands of individuals and organizations across the country, the more than $40,000,000 raised by the No on 8 campaign was the largest amount ever provided in support of the freedom to marry. Yet funding the work of the movement outside of a key campaign remains subscale.

In our ongoing role of working to take the marriage movement to the next level, Freedom to Marry remains committed to bringing new money to the marriage movement through our relationships with new and ongoing foundations that fund organizations working to win marriage. We also continue to advise important funders and stakeholders in their support. And Freedom to Marry’s own regranting program provides seed money for innovative ideas in the marriage campaign and offers support for important non-gay allies in the fight.

REGRANTING & PARTNER SUPPORT

In 2008, Freedom to Marry regranted funds to organizations — both gay and non-gay — working to win marriage equality in priority places or through model methodologies. The over $316,000 regrants made exceeded our target of regranting 25% of our funds. Consistent with our goals of working to engage non-gay communities, over two thirds of our regranted funds went to organizations in faith and people of color communities. Sample projects included:

- In New Jersey, Garden State Equality produced and ran a radio commercial to educate New Jersey citizens on the failure of New Jersey’s civil union law. The commercial highlighted a report released by New Jersey’s Civil Union Review Commission which found that the civil union law has denied equality to same-sex couples - and in fact, has brought legal, financial and emotional harm to them and their children. Besting world-wide competition, the advertisement won the prestigious Commercial Closet Award for the year’s best LGBT advertising campaign by a not-for-profit organization. The ad was produced by Blue Jersey and Kaplan Thaler and helped build momentum in the state for achieving the freedom to marry in 2009.

- In Maine, aggressive plans were developed by Equality Maine to take advantage of the unprecedented election day turnout in 2008 to talk with thousands of Mainers about marriage equality. The goal for the day was to identify 10,000 pro-marriage citizens and ask them to sign postcards providing their names and contact information. In preparation for the day, Equality Maine distributed 20,000 blank sign-up cards. Polls opened at 8am, and around noon the volunteers began making frantic calls asking for more sign-up cards. After waiting in line an hour or more to vote, people were waiting in line to sign the cards. By the end of the day the final tally was 33,190 new contacts — 300% of the original goal.

Communication Toolkit for talking about marriage equality with African Americans, prepared jointly by Equality California, NAACP of California, the National Black Justice Coalition and Freedom to Marry as part of our Marriage Justice Project regrant.
### AUGMENTING RESOURCES

#### REGRANTING

<table>
<thead>
<tr>
<th>Amount</th>
<th>State</th>
<th>Non-Profit Org.</th>
<th>Description</th>
<th>Anticipated Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PEOPLE OF COLOR/FAITH COMMUNITIES</strong></td>
<td>$217,125 • 68% of Total</td>
<td>- People of Color/faith Communities</td>
<td>- Perez Panel</td>
<td>Conduct a panel discussion at NBJC’s national conference on the Perez decision by the California State Supreme Court in 1948 and its relevance to today</td>
</tr>
<tr>
<td>$3,369</td>
<td>MD</td>
<td>National Black Justice Coalition</td>
<td>NBLC Conference</td>
<td>Build a network of support for marriage equality among African American lesbians at the Zuna Institute’s annual conference</td>
</tr>
<tr>
<td>$1,787</td>
<td>CA</td>
<td>Zuna Institute</td>
<td>NBLC Conference</td>
<td>Conduct a press conference with African American community leaders on the day of the first marriages by same-sex couples in California to reinforce African American support for marriage equality</td>
</tr>
<tr>
<td>$1,200</td>
<td>CA</td>
<td>And Castro for All</td>
<td>East Bay Marriage Press Conference</td>
<td>Increase support for marriage equality among African-Americans in California and within the NAACP’s local, state, regional, and national membership</td>
</tr>
<tr>
<td>$200,000</td>
<td>CA</td>
<td>NBJC / NAACP CA</td>
<td>NAACP-CA Marriage Justice</td>
<td>Support two interfaith gatherings in the African American community in California focused on healing and hope as a pastoral response to the passage of Proposition 8</td>
</tr>
<tr>
<td>$4,000</td>
<td>CA</td>
<td>And Castro for All</td>
<td>Ecumenical Gathering</td>
<td>Conduct a post election poll to gain a better understanding of what influenced voters on Proposition 8 with an emphasis through oversampling on people of color</td>
</tr>
<tr>
<td>$5,850</td>
<td>CA</td>
<td>Equality California Institute</td>
<td>Let California Ring Proposition 8 Polling</td>
<td>Share the positive message of marriage equality at a faith leaders conference convened by Bishop Yvette Flunders</td>
</tr>
<tr>
<td>$919</td>
<td>TX</td>
<td>The Fellowship</td>
<td>Fellowship Conference</td>
<td></td>
</tr>
<tr>
<td><strong>PUBLIC EDUCATION</strong></td>
<td>$99,850 • 32% of Total</td>
<td>- Public Education</td>
<td>- Polling and Focus Groups</td>
<td>Conduct a statewide baseline poll to gauge support for marriage equality and hold two focus groups to refine messaging</td>
</tr>
<tr>
<td>$10,000</td>
<td>ME</td>
<td>Equality Maine Foundation</td>
<td>Polling and Focus Groups</td>
<td>Create and air a radio commercial to educate New Jersey citizens on the failure of New Jersey’s civil unions</td>
</tr>
<tr>
<td>$9,000</td>
<td>NJ</td>
<td>Garden State Equality Ed. Fund</td>
<td>Radio Ads</td>
<td>Support the Marriage Ambassador program which trains and organizes local supporters to speak powerfully about marriage equality and develop and implement strategies to build support in their communities</td>
</tr>
<tr>
<td>$15,000</td>
<td>NY</td>
<td>Empire State Pride Agenda Foundation</td>
<td>Marriage Ambassador Training</td>
<td>Mount a blog advertising campaign to educate voters about the whole ballot in California and encourage voting on all the ballot initiatives</td>
</tr>
<tr>
<td>$10,000</td>
<td>CA</td>
<td>Let California Ring/Equality California Institute</td>
<td>Blog Advertising</td>
<td>Film a video featuring Iowans sharing positive and affirmative messages about the freedom to marry for use in public education forums across the state</td>
</tr>
<tr>
<td>$25,000</td>
<td>IA</td>
<td>One Iowa Educational Fund</td>
<td>One Iowa House Party Video</td>
<td>Identify, catalogue and outreach to 30,000+ marriage supporters on election day, 2008</td>
</tr>
<tr>
<td>$15,000</td>
<td>ME</td>
<td>Equality Maine Foundation</td>
<td>Maine Marriage Supporter ID</td>
<td>Conduct a statewide poll to assess the state of acceptance of marriage equality in order to educate New Jersey citizens and inform GSE’s strategic next steps</td>
</tr>
<tr>
<td>$10,000</td>
<td>NJ</td>
<td>Garden State Equality Educational Fund</td>
<td>Zogby Poll</td>
<td>General operating support for the federation of state groups with which we partner in support of marriage equality</td>
</tr>
<tr>
<td>$5,850</td>
<td>Ntl</td>
<td>Equality Federation Institute</td>
<td>National Collaborative</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CIVIL MARRIAGE COLLABORATIVE

The Civil Marriage Collaborative is the only national funder-led collaborative that directs resources to state-based organizations working on the ground to win the freedom to marry. An innovative philanthropic model, the CMC serves the important function of helping educate the broader progressive philanthropic community by incubating new strategies and new effective networks of philanthropists working to bring about social justice. CMC funder members are senior program staff of leading foundations with deep experience in LGBT issues, human rights, and related fields. Freedom to Marry’s Executive Director, Evan Wolfson helps guide CMC strategy as a principal advisor.

During its first five funding cycles (2004-2008), the CMC granted nearly $8 million to LGBT and allied organizations fighting for marriage equality in 17 states. $2.2 million was awarded specifically in 2008, 50% more than any previous year. The Civil Marriage Collaborative also expanded its member funders through outreach to other foundations as part of its ongoing investment in the freedom to marry movement.

NATIONAL COLLABORATIVE

In 2007 over 20 funders and national gay and lesbian organizations, launched an experimental “National Collaborative” to strategically deploy new resources to efforts in a small number of states that have a high potential to advance marriage goals (among others) over the next three years. Each participating funder expressed a willingness to review grant requests from organizations working in these states, and each national gay advocacy group expressed a desire to provide staff, program support and direct funding to help achieve these goals.

As part of our overall work to create a sustained, affirmative, to-scale national marriage campaign, Freedom to Marry was one of those who helped co-found the National Collaborative which has had considerable impact on the advocacy work being done in its targeted states. Freedom to Marry’s Evan Wolfson serves as a member of the National Collaborative’s Executive Committee.

These and other efforts are part of Freedom to Marry’s vision of moving past the state of play to engender a true national campaign, funded to scale and active nationwide, to meet the challenges and opportunities of winning a critical mass of states and public support that will set the stage for national resolution in favor of marriage equality. Just as the changes since 2003 have been immense, and warranted the adaptation of Freedom to Marry to meet the moment, so the next few years will be pivotal and, we believe, full of progress. With creativity, renewed commitment, redoubled contributions of time and resources, and support from people like you, we will meet our goals of ending exclusion from marriage and enlarged possibilities for all.

Slash
Guns & Roses, Lead Guitarist
"I married my sweetheart. You should be able to marry yours, too."

David Crosby
Crosby, Stills, Nash & Young, Original Member
Signed Freedom to Marry’s Marriage Resolution
ST ATEMENT OF FINANCIAL POSITION
FOR THE YEAR JULY 1, 2007 TO JUNE 30, 2008*

BALANCE SHEET (AS OF 6/30/2008)

ASSETS
Cash and cash equivalents $2,421
Investments 337,453
Other current assets 500,256
Long-term assets 31,900
Total Assets $872,030

LIABILITIES
Accounts payable $148,543
Other current liabilities 137,210
Long-term liabilities 0
Total Liabilities $285,753

NET ASSETS
Beginning net assets $762,666
Net surplus/(deficit) (176,389)
Total Net Assets $586,277

Total Liabilities and Net Assets $872,030

STATEMENT OF ACTIVITIES
FOR THE YEAR JULY 1, 2007 TO JUNE 30, 2008*

SUPPORT & REVENUE
Individual & corporate contributions $41,990
Foundation contributions 1,074,500
Total Revenue $1,116,490

EXPENSES
Program services $682,637
Regranting/Partner support program¹ 394,333
Fundraising 81,569
Management and general 134,340
Total Expenses $1,292,879
Change in Net Assets (176,389)

The mission of Freedom to Marry is to end discrimination in marriage nationwide. Freedom to Marry guides and focuses this social justice movement by bringing the work of gay and non-gay organizations and their many approaches—litigation, legislation, direct action, and public education—into a larger whole, a shared civil rights campaign that fosters heightened outreach to non-gay allies.

¹ Unaudited as of April 30, 2009. As Freedom to Marry is a sponsored project of the Astraea Lesbian Foundation for Justice, our financial reporting follows the Astraea fiscal year which is July 1 to June 30.
Freedom to Marry gratefully acknowledges the generosity and vision of the gay and non-gay foundations and individuals who have helped build this organization and support the cause of ending marriage discrimination nationwide. All contributions, regardless of size, are welcome and appreciated.

WE ESPECIALLY ACKNOWLEDGE OUR CORE SUPPORTERS:

- **$250,000+**
  - Anonymous
  - Evelyn + Walter Haas Jr. Fund

- **$100,000+**
  - Arcus Foundation
  - Gill Foundation

- **$20,000+**
  - Open Society Institute
  - The Overbrook Foundation

- **$10,000+**
  - The Calamus Foundation
  - Schwab Charitable Fund/Anonymous Donor
  - Thomas Stephens

- **$2,500+**
  - Anne R. Dow Family Foundation

- **$1,000+**
  - Laura Butterfield and Peter D. Wolfson
  - Bill and Melinda Gates Foundation
  - Michael and Roberta Gottesman
  - Lesbian Equity Fund/Jewish Community Federation
  - Russell Pearce
  - Scorpio Entertainment
  - Marla and Phyllis Stevens
  - David M. Wertheimer

WEDDING REGISTRY COUPLES

We also thank the following couples who asked their wedding guests to contribute to Freedom to Marry. Donations from each of these couples exceeded $1,000 in total:

- Sandy Bacharach and Chama Sanchez
- Eve Biddle and Joshua Frankel
- Gabriel Catone and Bruce Cohen
- J. Hobart and Mary Wilberding

VOLUNTEERS, IN-KIND GIFTS AND DONATIONS OF PROFESSIONAL SERVICES

Freedom to Marry is especially grateful for the many organizations and individuals who donated their time and talent to this organization and the freedom to marry.

IN-KIND:

- Bruce C. Davidson, Sonnenschein Nath & Rosenthal, LLC
- Michael Rogers, Page One News Media
- Roberta Sklar
- Google AdWords
- Select Office Suites
- TechSoup/Microsoft

FREEDOM TO MARRY VOLUNTEERS & INTERNS:

- Brendan Burke
- Lauren Hooghuis
- Michelle Marzullo
- Maria Riorio

HOSTING AND LODGING FREEDOM TO MARRY STEERING COMMITTEE & STAFF MEETINGS:

- GMHC (Gay Men’s Health Crisis)
- Club Quarters, Downtown
FREEDOM TO MARRY STAFF
AND STEERING COMMITTEE

STAFF

Scott Davenport
Managing Director

Tahlib Disney-Britton
Program Director, Voices of Equality

Heather Jensen
Senior Web Producer

Megan Kinninger
Program Manager

Richard Ledesma
Office Manager

Evan Wolfson
Executive Director

STEEING COMMITTEE

Brondi Borer
Judicial Education Director, The Williams Institute
UCLA School of Law, California

Leslye Huff, Esq.
Managing Member
HUFF LAW, LLC
Ohio

Jennifer Gerarda Brown
Professor, Quinnipiac
Law School
Senior Research Scholar, Yale
Law School
Connecticut

Jordan Roth
Vice President
Jujamyn Theaters
New York

Rev. John Buehrens
(Co-Chair)
Minister of the First Parish in Needham.
Past President, Unitarian Universalist Association
Massachusetts

Cherry Spencer-Stark
National Board Member
ACLU; Past President,
ACLU of Georgia
Georgia

Rev. Ignacio Castuera
Trinity United Methodist Church
California

Tim Sweeney
President and CEO
Gill Foundation
Colorado

Barbara Cox
(Co-Chair)
Professor Law
California Western
School of Law
California

Samuel Thoron
Board of Directors,
Former President,
PFLAG
Board of Directors,
Vice President,
Marriage Equality USA
California

Helio Fred Garcia
President and Founder
LOGOS Consulting Group
New York
FREEDOM TO MARRY accomplishes our work by filling four principal roles:

A Strategy and Support Center for our local, state, and national partners

A Catalyst that drives and influences the national debate on marriage equality

A Partnership and Alliance-Builder enlisting local and national non-gay allies and non-gay public support

A Regrantor and Engine of Funding to augment local, state, and national freedom to marry efforts