

**MARCH
FOR OUR
LIVES** 

2020

IMPACT REPORT.



REFLECTIONS ON 2020.



Alexis Confer
Executive Director

Kelly Choi
Board Member

Bria Smith
Board Member

Daud Mumin
Board Member

David Hogg
Board Member

When March For Our Lives was founded in 2018 after the shooting at Marjory Stoneman Douglas High School in Florida, millions of young people across the nation and world spoke up. They walked out of their classrooms and marched in their communities to demand an end to America's gun violence epidemic that claims 40,000+ lives each year.

The MFOL movement made history by catalyzing unprecedented support and energy for action on the issue. We did so in the footsteps of activists and organizers—namely Black, Indigenous and people of color on the frontlines of this crisis—who have long been denied the resources they need to live free from the threat of gun violence and its root causes.

As we reflect on 2020—a year when physical and emotional ills were felt deeply by our nation's young people and the entrenched plagues of American racism and inequity were laid bare—we are proud to have persevered in our work to save lives as an organization and movement. And we're grateful to our community of supporters and activists who stand with us as our mission, team, and programs continue to evolve to serve those most impacted.

We set out to make 2020 a year to continue our gun violence prevention advocacy through direct actions, and to drive record youth voter turnout in the November election. Despite upended plans to mobilize young people on the ground and daunting barriers to the ballot box, we did just that. Today, we have over 300 MFOL chapters across the country made up of young people who continue to fight for gun violence prevention measures at the local, state, and national levels. We are constantly redefining those measures and transforming the long-calcified debate over the freedom to live without the threat of daily



OUR MISSION:

Our mission is to harness the power of young people across the country to end all forms of gun violence in America.

gun violence vs. the right to unfettered access to deadly firearms.

In 2020 and beyond, we've committed to going further to address the deep-rooted conditions that drive the scourge of gun violence. We're dedicated to creating awareness and action around the many inequities that affect lives and drive gun tragedies—from reimagining community safety and ending America's police and carceral state; to treating gun violence like the public health crisis that it is; to ensuring free and fair elections for disenfranchised people; to dismantling the corrupt gun lobby and ending the careers of politicians who place profits over people.

Our collective capacity to end gun violence in all its forms and rid America of its toxic gun culture is only limited by the narrow goal posts set by gun rights extremists, bigots, and those who profit off racism and senseless deaths. March For Our Lives seeks to advance solutions to gun violence that are widely accepted as common sense and to also build a new understanding of peace and justice for our generation. We deserve and demand it.

ENDING AN EPIDEMIC.

Every day in America, **more than 100 lives are taken by the deadly epidemic of gun violence**, and another 200+ people are non-fatally injured. Gun violence has many root causes including poverty; armed supremacy and extremism; political apathy and corruption; and the glorification of guns in American society. We're working on a deeply intersectional issue, inextricably bound with our fight for racial justice, economic justice, gender justice, immigrant rights, and LGBTQIA rights. In 2020, as the nation grappled with a deadly pandemic, gun sales skyrocketed and gun death rates climbed at disturbing rates in cities already ravaged by illness and violence.

The scope of this crisis demands bold action from each and every one of us.

100+

Everyday, over 100 Americans are killed by gun violence—another 200+ suffer non-fatal gunshot wounds

(Centers for Disease Control and Prevention)

GUN HOMICIDES SOARED 50% OR MORE IN OVER A DOZEN AMERICAN CITIES IN 2020, DEVASTATING COMMUNITIES ALREADY HIT HARD BY COVID AND DECADES OF VIOLENCE

(The Trace)

23,000

People die by gun suicide every year, and gun suicide is the leading cause of death for young people

(Pew Research Center, Patch)

Black Americans are more likely to be shot & killed by police than white Americans

5x

(Journal of the National Medical Association)

3,000,000

(The Official Journal of the American Academy of Pediatrics)

youth are exposed to gun violence each year, and 15,000 are killed by guns

10x

Black Americans experience rates of gun homicide 10x that of white Americans

(CDC)

OUR STORY.

Turning a Moment Into a Movement



THE MARCH

On March 24, 2018, MFOL organized the largest protest against gun violence in history. Millions came together in Washington, D.C., and in 800 sibling marches around the world to protest our political leaders' inaction.

NATIONWIDE ADVOCACY TOUR

MFOL embarked on a 60+ stop bus tour in the summer of 2018 to meet young people across the country who were organizing in their communities around a shared goal to end gun violence. The tour included town halls and rallies, making connections with groups and people who could speak to the everyday gun violence that is underreported by the media.

2018 MIDTERM ELECTIONS

Leading up to the 2018 midterm elections, MFOL registered and educated young voters across the country. As a result, young people turned out to vote in record numbers for the midterm elections in November 2018, electing a gun safety majority to Congress for the first time.

OUR POWER 2020

In March 2020, MFOL launched Our Power, a national campaign designed to continue our gun violence prevention advocacy, drive record-breaking young voter turnout for the general election, and empower a generation of young people to continue participating in civic engagement opportunities for the rest of their lives.



OUR POWER SUMMIT

In July 2019, MFOL held a national summit with over 300 students who learned from fellow chapter members and experts in the field on organizing, advocacy, movement building and lobbying — empowering a new generation of grassroots activists.



GUN SAFETY FORUM

MFOL and Giffords hosted the Gun Safety Forum in October 2019, inviting nine of the leading Democratic Presidential candidates to a substantive discussion on gun violence prevention policy.

Youth-led, from chapters to organizational leadership.

75%+

Of staff is Gen Z

4

youth board members

300

youth-led chapters

Young people are at the forefront of our movement. Students and young activists make up the majority of our staff; our youth advisory committee advises on organizational programming and strategies; and 300 local youth-led chapters are implementing change in their communities across the country.

MEET THE TEAM



AMANDA CONLEE, DIRECTOR OF OPERATIONS

MFOL is focused on how we provide lasting support to the movement, and we are constantly working to center the young organizers who fuel our efforts on the ground. The staff has grown tremendously in a short time; the product of an organization working to create infrastructure and provide sustainability so that we can affect change in a tangible way. As the organization continues to grow, we will keep looking for innovative ways to empower young leaders across our network and place youth voices at the center of the conversation around ending gun violence.



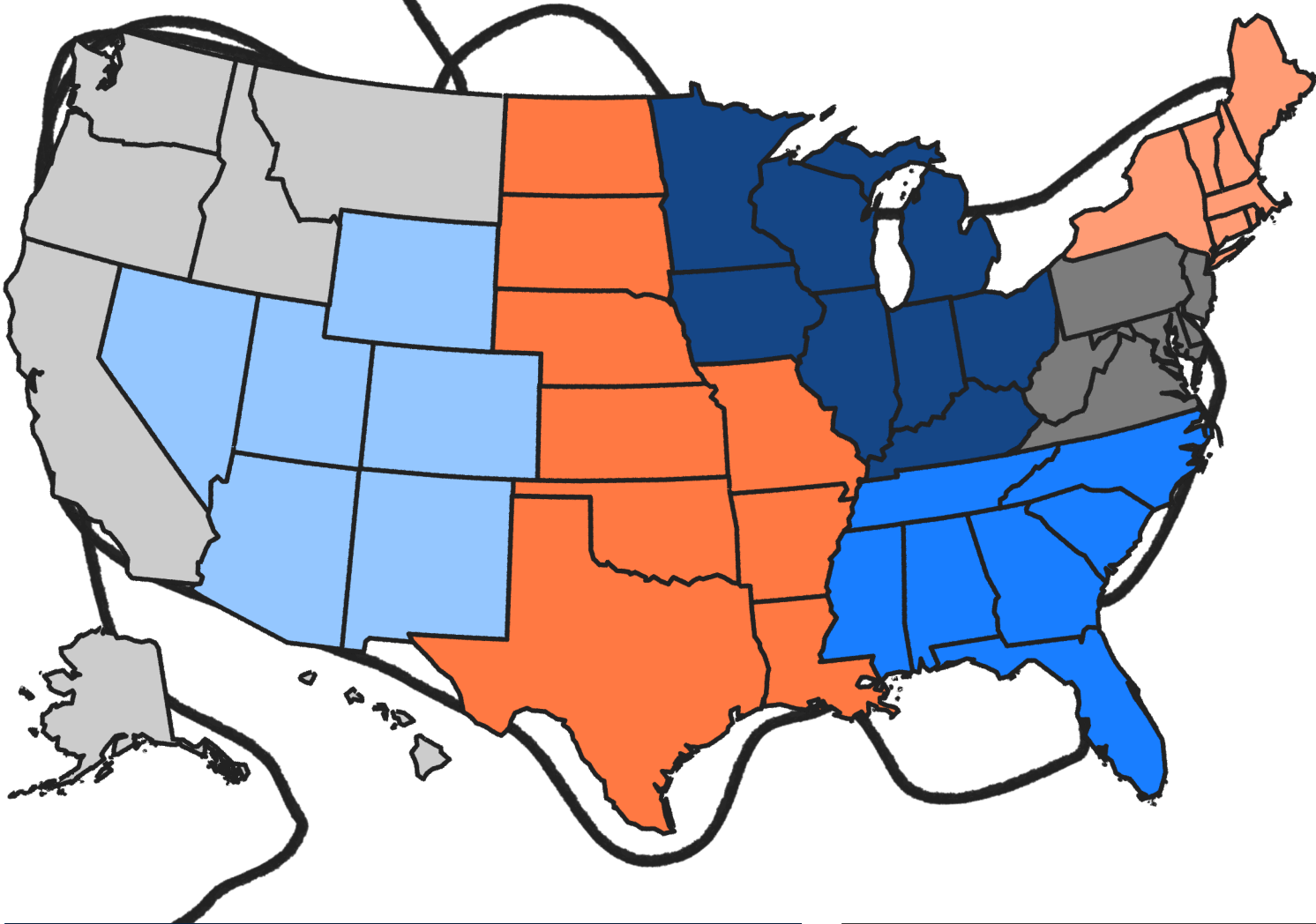
OUR IMPACT.

Organizing

TAKING ACTION

Since the very beginning of March for Our Lives, thousands of young people across the country have been organizing to create change in their local communities to bring an end to our gun violence epidemic. The strength and impact of our movement is in the committed, energized young people who make up our grassroots base. Today, MFOL has 300+ chapters nationwide who are mobilizing to address gun violence and usher in a safer future for us all. Our National Organizing Team works everyday to ensure our chapters have the resources and support they need to grow and thrive.

Our Voter Activation Efforts



West Coast

70,982

Texts & Calls

REGIONAL DIRECTOR

Jessica Riestra

Southwest

155,316

Texts & Calls

REGIONAL DIRECTOR

Amanda Schuerman

South-Central

184,035

Texts & Calls

REGIONAL DIRECTOR

Alexa Browning

Midwest

105,080

Texts & Calls

REGIONAL DIRECTOR

Linnea Stanton

Mid-Atlantic

168,873

Texts & Calls

REGIONAL DIRECTOR

Elena Perez

Northeast

9,766

Texts & Calls

REGIONAL DIRECTOR

Tej Gokhale

Southeast

585,476

Texts & Calls

REGIONAL DIRECTOR

Serena Rodrigues

Youth Civic Engagement

Electing Morally-Just Leaders

We saw record-high youth voter turnout among Gen-Z and Millennials in November 2020. MFOL's get-out-the vote (GOTV) initiative empowered a generation of young people to show up at the polls this past November with the goal of creating lifelong participants of civic engagement. Through direct actions, organizing activities, over 200 virtual events, and in partnership with organizations and movements in local communities, MFOL organizers helped to mobilize young people to turn out the vote in record numbers.

2020 YOUNG VOTERS, NATIONAL TURNOUT

2020

53%-56%
Estimate: Projection of Total Votes Cast

2016

45%-48%
Estimate: Projection of Total Votes Cast

This is an adapted set of data from our friends at CIRCLE. You can access this data at circle.tufts.edu

SOURCES: Early estimates based on 2016 and 2020 vote tallies as of 6 to 14 days, respectively, after each election; projections based on 2016 and 2020 US Elections Project data; all estimates based on 2016 and 2020 National Election exit polls by Edison Research.



OUR POWER IN THE STATES: VOTE FOR OUR LIVES

Art as a Form of Advocacy

MFOL launched Our Power in the States: Vote For Our Lives, a series of on-the-ground art interventions in nine major cities across the country and parallel digital rallies to drive voter turnout. In partnership with national and local groups in each city, the public art interventions raised awareness on the systemic issues that intersect with our mission of gun violence prevention, including racial injustice, immigration, healthcare and economic inequality.

NRA IS OVER PARTY

Taking Down the Corrupt Gun Lobby

In 2018, MFOL filed a complaint with New York Attorney General Letitia James to look into the NRA's finances and other illegal activity, sparking a massive investigation. In August 2020, AG James filed a motion to dissolve the NRA in an historic move toward dismantling the corrupt organization. MFOL hosted a virtual rally for our chapter members to recognize this significant milestone in our fight to end the gun violence epidemic, as well as a virtual event where AG James spoke to youth activists and supporters. We also showed up at NRA headquarters to help them move out.



MAXWELL FROST, NATIONAL ORGANIZING DIRECTOR

The National Organizing Team at March For Our Lives is a group of dedicated and motivated young people who span across the country. We work to engage our 300 chapters and expand our base of supporters and organizers. On any given week, our team is responsible for the training and education of thousands of young people. In 2020, our top leaders came together to create a new foundation of digital organizing at MFOL and it has led to a new type of advocacy that is pushing boundaries nationwide.

A Problem with Proven Solutions

America will not end our gun violence epidemic without passing sweeping legislation to address the grossly inadequate laws that flood our communities with deadly weapons. In a country with more guns than people, it is simply unacceptable that a person is able to buy assault-style rifles without even passing a background check. We can and must do more to address gun violence in all its forms by implementing proven and broadly-supported policy solutions at the local, state and federal levels.



Virtual Lobby Days

Throughout the year, we held multiple virtual lobby days including a federal lobby day in June when MFOL organizers met with 44 offices on both sides of the aisle and in both chambers. In 2020, MFOL advocated for gun violence prevention measures, increased funding for violence prevention programs, and more.

Progress in Statehouses

Since our founding, 180 gun violence prevention laws have passed in states across the country, including laws to expand background checks, tighten gun storage requirements, and provide funding for community violence intervention programs. In 2020 alone, states passed 42 laws to prevent gun tragedies.

The Intersection of Gun Violence & Voter Suppression

In July, MFOL partnered with Brady and Team ENOUGH to launch the Voting Access Saves Lives campaign, which sought to mobilize GVP activists, equipping and engaging them in voting reform efforts that aim to dismantle historical and systemic barriers to voting.

Judicial Advocacy & the Second Amendment

In 2020, MFOL formed the Judicial Advocacy Team (JAT), a group of four students focused on defending the constitutionality of gun violence prevention laws. In 2020, JAT filed a unique storytelling amicus brief in the NYSRPA SCOTUS case. The team's brief was cited as helping to push SCOTUS over the edge. Additionally, JAT researched potential SCOTUS appointees to fill Justice Ruth Bader Ginsburg's vacancy, and led efforts to oppose the nomination of Judge Coney Barrett. JAT will continue this important work this year to bring MFOL's unique voice into the courts, ensuring the youth perspective is part of these critical processes and decisions.



PEACE IS ESSENTIAL

Supporting Essential Violence Prevention Workers

In May, we launched the Peace is Essential Campaign in partnership with Community Justice Action Fund. We held a virtual rally highlighting the essential violence intervention work being done in communities despite the pandemic and advocated for funding for these programs at the state and national level, and financially supported seven on-the-ground violence prevention organizations. We drove calls to elected officials urging them not to cut funding to these programs.

THE PRESIDENTIAL ELECTION AND BIDEN-HARRIS ADMINISTRATION

After co-hosting the 2020 Gun Safety Forum with nine of the leading candidates for President, MFOL pushed to keep gun violence prevention front and center as candidates campaigned in 2020. Since Biden's nomination and the inauguration of the Biden-Harris administration, we have played a leading role within the youth advocacy and gun violence prevention spaces to ensure young people—especially those most directly impacted by gun violence—have a seat at the table to demand action and drive solutions. This work included a letter to the Biden campaign that MFOL signed onto with the nation's other leading youth movements, including those fighting for climate justice, racial justice, and against voter suppression, naming our demands of the incoming administration. MFOL youth met with top campaign/administration officials before and after they took office to ensure young BIPOC voices are central to the administration's efforts to curb gun violence. Young people played a decisive role in delivering Biden and Harris the White House—now we must ensure they deliver on their promises to our generation.



MAX MARKHAM, POLICY DIRECTOR

Policy is too frequently made inaccessible to young people. At MFOL, we are striving to change that narrative, uplifting the experiences of young folks and channeling energy towards policy change and innovative solutions. We are building a pipeline because we cannot afford the status quo any longer.

SHARING OUR MESSAGE

MFOL's communications platform amplifies the voices of our youth activists. From the beginning, MFOL has used savvy communications strategies and tactics to push the gun violence prevention conversation in new directions—2020 was an innovative continuation of that powerful tool. In addition to sharing our message, our communications also serve to provide resources and information on issues related to our fight to end gun violence. Communications efforts were an essential component of the campaign, reaching young and first-time voters across the country.



CRYSTAL COOPER, DIRECTOR OF COMMUNICATIONS

Since its founding, MFOL has leveraged a variety of communications tools to grow our movement and advance our programs. In 2020, we utilized our paid, earned, and owned media channels to amplify stories of youth activists who are too often overlooked in the national conversation about gun violence, and to highlight the importance of using every tool at our disposal—from protest, to lobbying, to showing up at the polls—to end gun violence.



OUR POWER: NEXT TIME

Our First-Ever TV Ad

MFOL launched the “Our Power: Next Time” TV and digital ad campaign. The ad gained 1.3 million organic views within 48 hours of launching on social media and aired on national television, connected TV, and in airports across the country. The ad continued to perform well on all platforms, directing viewers to the “Make Your Voting Plan” page on our website. Notably, the top three states with the highest reach among young audiences for the digital campaign were on our priority states list: Florida, Georgia and Texas.



Amplifying Youth Voices

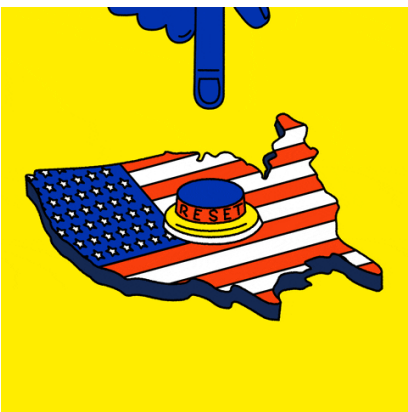
MFOL's efforts to get out the vote involved nonpartisan activities designed to drive voter registration and vote-by-mail among young people, leveraging different technological mediums and tools with a focus on peer-to-peer engagement, educating and reaching a broad audience of young voters.

OUR IMPACT.

Communications

In the Media

March For Our Lives continues to consistently appear in national and local print and broadcast media as the leading voice for the youth gun violence prevention movement.



THE SHORTY AWARDS

An Award-Winning Campaign

MFOL was announced the winner in Civic Engagement in the 5th Annual Shorty Social Good Awards for the Our Power campaign.

An Online Movement

March For Our Lives worked with artists to create a library of gifs about harnessing Our Power and our vote. These gifs have been naturally used on Instagram, Twitter, messages, and other platforms. Our goal was to create shareable content that avoided organizational branding, impacting organically and culturally through social media. Our set of gifs have been interacted with over 400 million times.



STORIES OF THE MOVEMENT



Tej Gokhale
Data Director

As the Data Director for March For Our Lives, I measure, evaluate, and track our progress toward eradicating gun violence in all forms across the country — whether that's reporting on the incredible events our chapters put together or determining from intersectional factors which high need cities we should invest in for mutual aid efforts. So much goes into powering one of the biggest youth-led movements, and data is a critical piece of the puzzle. Coming from a digital and organizing background, the best parts of my day are when I get to explain analyses and it "clicks" for our organizers and staff, who then use those insights to make smarter decisions that move us closer to our shared vision for the future.



Tabitha Escalante
Judicial Advocacy Team

I initially joined MFOL in 2018 as part of the Ohio network, organizing sister marches across my home state. I became involved with the organization not only to support the Parkland community but also to uplift the stories of violence that disproportionately plague Black and Brown communities like my own. This past summer, I was lucky enough to come across the opportunity to engage in legal work with the organization, and ended up rejoining MFOL through our newest staff branch, the Judicial Advocacy Team! Throughout our time together, we've established ourselves as a legal force in the GVP space, participating in a number of court cases alongside Brady, Everytown, and Giffords. Currently, we're working to draft a storytelling amicus brief in the Michigan Supreme Court on campus firearm bans, where we'll highlight stories of people impacted by gun violence to ground the constitutional discussions in the real, human stakes of the case. In the future, we hope to build on our advocacy efforts and equip young people with innovative constitutional arguments for gun violence prevention!



Trevor Wild
National Distributed Organizer

I've bounced around this organization since day one, starting out as a chapter member and then forming a club at my university. I worked statewide with the MFOL Florida team, and most recently served as Southeast Organizing Director at MFOL headquarters. In these roles, I've edited videos, made graphics, and worked behind the scenes on the email and texting program too. Nothing beats my summer interning at headquarters — I do miss running to Chipotle and Dunkin Donuts for the team between conference calls. I've seen the organization grow from the meeting notes on a scratch sheet of paper on the back of my Voter Registration clipboard to the all-star staff of organizers we have today. We've been able to accomplish amazing things — with millions of text messages or phone calls, petition signers or rally-goers, we are truly building a people-powered movement that will end gun violence.



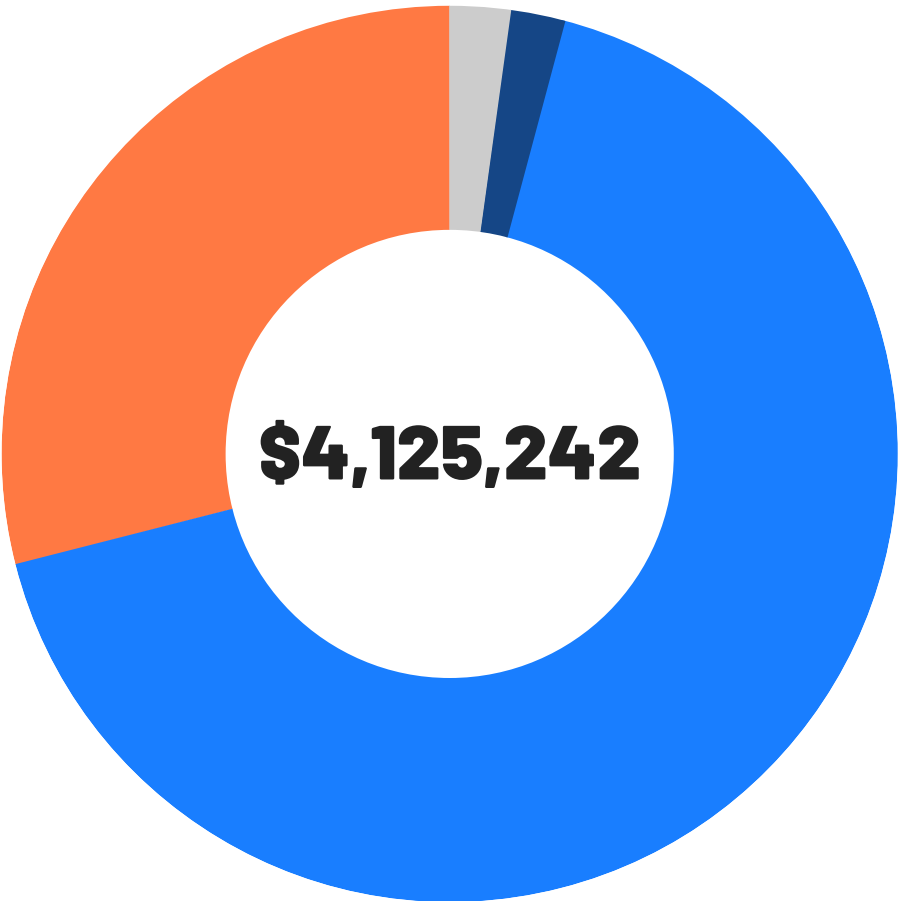
Kruti Patel
Deputy Operations Director

As the very first staff person hired at MFOL, I've seen this organization evolve from a small group of student founders in the Marjory Stoneman Douglas community to a large-scale movement that represents hundreds of communities nationwide. When I started in April of 2018, no one could have known that our team and movement would eventually become a national leader on gun violence prevention, pushing the movement to center young people most impacted by everyday gun violence and providing a home for thousands of young people's activism. As the Deputy Operations Director, I spend my days ensuring our chapters and staff are supported and have the resources they need to keep working and growing. That can mean anything from planning and executing our summit bringing together hundreds of young people, to coordinating speaking opportunities for activists so our message continues to spread, to sending lunch to our state directors working tirelessly to turn out the vote. I'm grateful and excited to continue watching our team grow throughout MFOL's next phase!

FINANCIALS

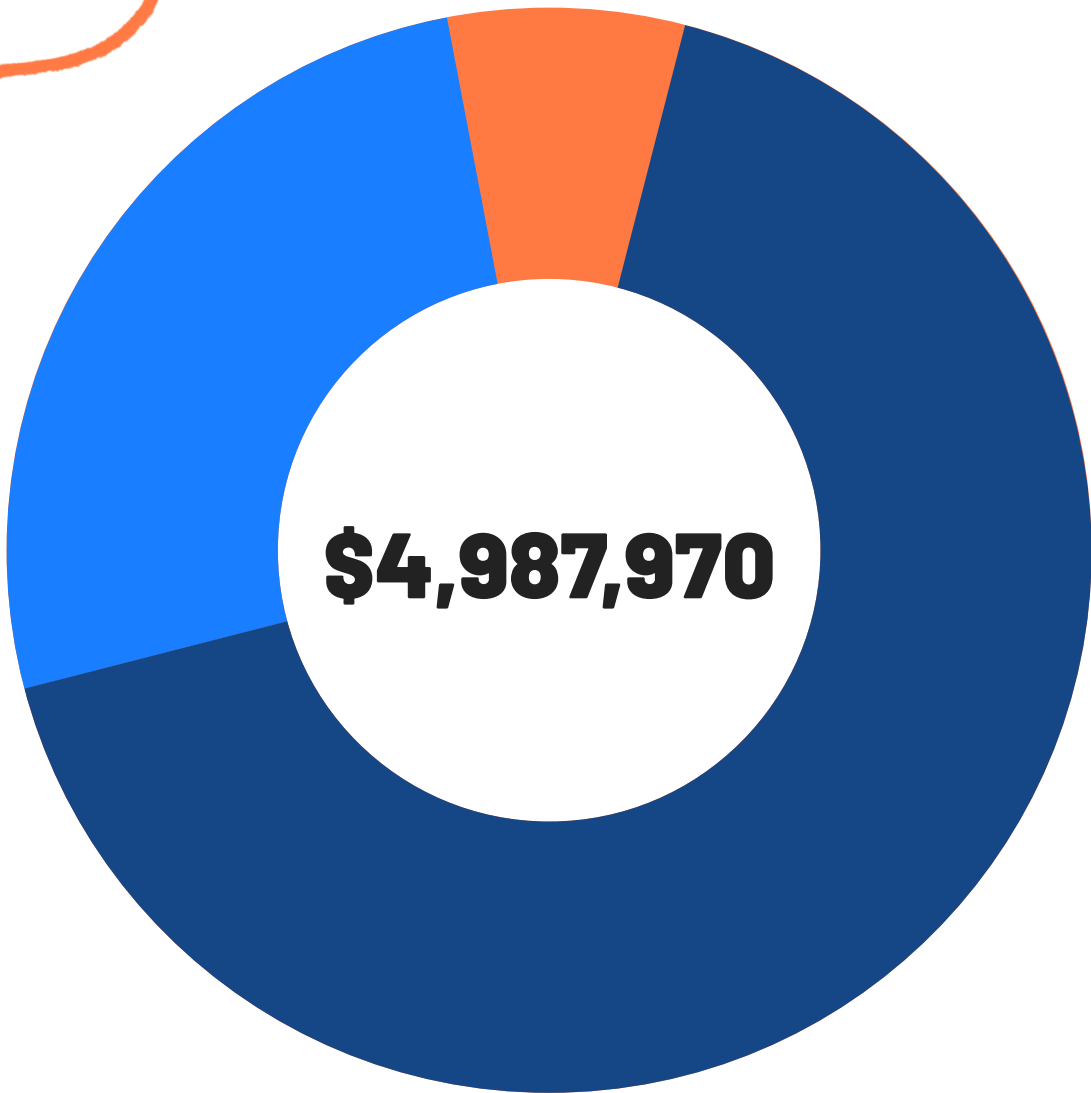
Figures in the below graphs represent financial activities of the March For Our Lives Action Fund, a 501c4 organization. Tax-deductible contributions made to the March For Our Lives Foundation, a 501c3 organization, are granted to the 501c4 to support charitable efforts to educate and engage young people through nonpartisan activities.

Revenue



Individual Contributions	\$1,213,486 (29%)
Grants	\$2,752,000 (67%)
Other Revenue	\$84,116 (2%)
In-Kind	\$75,640 (2%)

Expenses



March For Our Lives has been awarded the GuideStar Gold Seal of Transparency.

Program Services

Organizing	\$1,767,243
Policy	\$443,957
Artivism	\$579,729
Programs General	\$569,404
Total:	\$3,360,333 (67%)

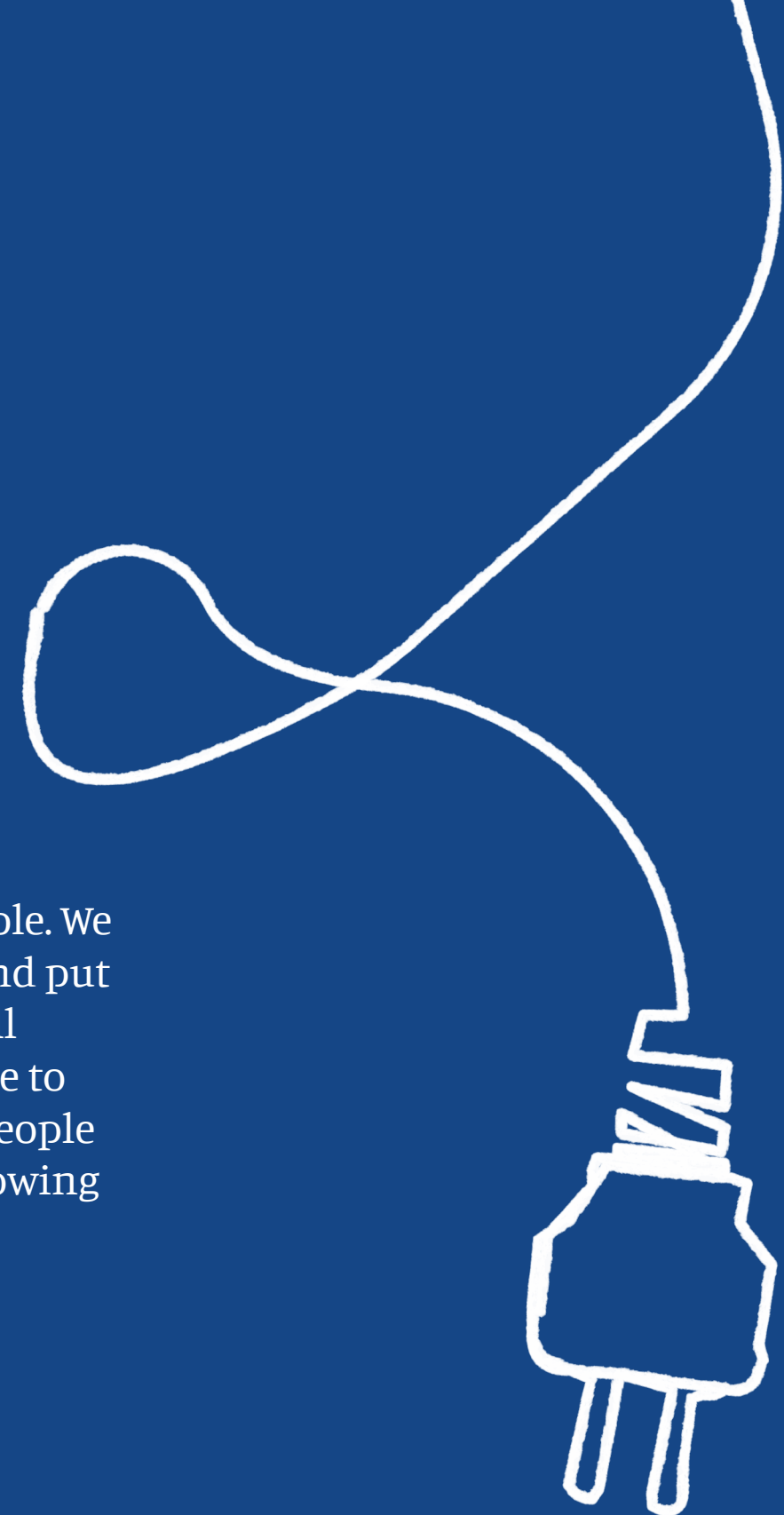
Supporting Services

Fundraising	\$348,201 (7%)
Administration	\$1,279,436 (26%)
Total:	\$1,627,637

In 2020, March For Our Lives received support from donors in all 50 states, for a total of over 21,000 donations from over 9,800 people. The individuals, foundations, and corporations that financially supported us in 2020 strengthened our organization and made this work possible.

POWER OUR MOVEMENT.

March For Our Lives has changed the once-stagnant debate on gun violence faster than anyone thought possible. We are building a grassroots movement of young people and supporters that hold elected officials accountable and put gun violence prevention at the top of their agenda. By bringing more young people into our movement, we will change the face of our democracy for generations — but we cannot do this alone. The change we have been able to create in our local communities and beyond is made possible by the steadfast support and generosity of the people standing alongside us in the fight to end gun violence. Support the MFOL movement by joining a chapter, following us on social media, or making a gift to support our work.

[DONATE](#)

Contact the development team.

Hi everyone, Natalie Fall, Director of Development and Partnerships along with Alison Lee, Development and Partnerships Manager, here. If you'd like to chat about supporting MFOL or you have questions about this report, contact us at donations@marchforourlives.com.

Designed with love in Brooklyn, NY.

I'm Matthew Hogenmiller, Digital Manager, Artist, and Organizer with March For Our Lives. I'm so glad you've read through our 2020 Impact Report. This was an incredibly fun project to design. I started working with March For Our Lives in 2018 when I was 16 years old as an organizer in Austin, TX. Now, I'm completing a Bachelor's Degree at night and creating designs, managing our email/sms program + more, full-time, for MFOL in the day. It's my job, so I have to ask, can you sign up for our email list? It's the best way to keep up to date.

