



Victory Fund is the only national organization dedicated to electing openly LGBTQ people who can further equality at all levels of government.

## Representation is power.

When LGBTQ elected officials are in the room, it changes the debate, humanizes LGBTQ lives and leads to more inclusive legislation. That is why Victory Fund, for more than 28 years, has endorsed and supported thousands of LGBTQ candidates that change the face and voice of America's politics for the better.

“ We are shattering lavender ceilings all over America, providing candidates with crucial support so they win on Election Day. ”

- Mayor Annise Parker, President & CEO



### Our First Gay Governor

Colorado Governor Jared Polis hugs his partner Marlon Reis at his Election Night victory party in November 2018.

# The Power of Victory Fund

## A Rainbow Wave

Victory Fund endorsed an unprecedented 274 openly LGBTQ candidates during the 2018 election cycle and 64 percent won on Election Night – creating a Rainbow Wave of LGBTQ victories that captured attention in the U.S. and around the world. We invested more than \$2 million to support our 2018 candidates, provided hundreds of pro-bono consulting hours, launched persuasion campaigns and raised the media profile of candidates to bolster their fundraising.



## Rainbow Wave Appears Over Kansas



Kansas voters had never elected an LGBTQ person to their state legislature or the U.S. Congress – and only seven LGBTQ people served in the entire state. But in 2018, Victory Fund recognized the potential of three Kansas candidates – Sharice Davids for U.S. Congress and Susan Ruiz and Brandon Woodard for the state House – and invested heavily in their races. Victory Fund contributed and raised more than \$30,000 for Sharice and spent more than \$60,000 in persuasion ads for Susan and Brandon. In the days leading up to Election Night, the Victory Fund team was on-the-ground in Kansas to get out the vote and provide last-minute logistical support. The result in this deep red state: groundbreaking victories for all three.

# Being the Difference-Maker

Victory Fund provides a myriad of services to ensure our endorsed candidates win on election day. Our political team:

- Advises candidates on field strategy and mail programs to guarantee a strong ground game;
- Hosts fundraisers and bundles contributions through our national network of supporters;
- Leverages partnerships to garner additional endorsements and financial support;
- Secures media visibility for candidates and their policy agenda; and
- Organizes staff and volunteers to get out the vote on election day.



The support of Victory Fund can be the difference between a win and a loss on Election Day. That is why hundreds of LGBTQ candidates from all parties and at every level of government apply for our endorsement each year.

## 2019 Results and Beyond

LGBTQ people remain severely underrepresented in government, making up just 0.1 percent of all elected officials nationwide. Americans must elect more than 20,000 more LGBTQ leaders to public office to achieve equitable representation – and Victory Fund is taking the lead.

### Year of the Lesbian Mayor

Four lesbian candidates were running to be mayors of top 100 cities – and electing all four would triple the number of lesbians who have served as mayor of those cities. By the end of April 2019, Victory Fund helped elect three of those women – Lori Lightfoot in Chicago, Jane Castor in Tampa and Satya Rhodes-Conway in Madison, Wisconsin. To view our results from the 2019 election cycle, please visit this page: [victoryfund.org/about/past-elections/results2019/](https://victoryfund.org/about/past-elections/results2019/)

### Victory in the States

In 2018, Victory Fund helped elect state legislative candidates in Indiana, Kansas and Nebraska, leaving just four states to have never elected an openly LGBTQ state legislator. In 2019, Victory Fund helped reelect Virginia Delegate Danica Roem – the first openly out-and-seated transgender state legislator ever elected in the United States. To view our results from the 2018 election cycle, please visit this page: [victoryfund.org/about/past-elections/results2018/](https://victoryfund.org/about/past-elections/results2018/)

### Looking to 2020

Victory Fund is preparing to support an unprecedented number of LGBTQ candidates for the U.S. House and U.S. Senate in 2020 and have already endorsed 91 candidates. There are opportunities to elect groundbreaking federal candidates all across the country, including the first openly LGBTQ Democratic presidential candidate in American history, Mayor Pete Buttigieg. Learn more about our candidates here: [victoryfund.org/our-candidates/](https://victoryfund.org/our-candidates/)