

THE HOMETOWN PROJECT



2022

IMPACT REPORT

2022 IMPACT REPORT

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2022 STORIES, VOICES, VOTES.

2022 IMPACT REPORT

Artists hailing from hometowns in Michigan, Arizona, North Carolina, and Ohio, including: Ariana DeBose, Phillipa Soo, Ernie Hudson, Kathryn Hahn and Kate Walsh, created videos in support of civic engagement initiatives in the 2022 midterm elections. The Hometown Project partnered with organizations such as Forward Justice Ohio, Planned Parenthood Illinois, and One Arizona as well as Democratic state parties in Michigan and North Carolina to produce and amplify GOTV campaigns and fundraising campaigns, as well as support a slate of progressive candidates at the local level.

OUR STORY

The Hometown Project is a political advocacy organization founded in 2017. We recruit well known artists to support local campaigns in their hometowns. Our efforts bring attention to important local candidates, campaigns and issues.

Since 2017, The Hometown Project has supported more than 150 local candidates and GOTV campaigns in 18 states. Over 80 influential Hometown Energizers, including Mark Ruffalo in Wisconsin, Connie Britton and Selena Gomez in Texas, Billy Crudup in Florida, Sarah Jessica Parker in Ohio, and Wanda Sykes and Patton Oswalt in Virginia have appeared in geo-targeted video messages to help elect progressive candidates in their hometowns or promote statewide GOTV efforts in their home state.





**WELL-KNOWN ARTISTS
SUPPORTING LOCAL CAMPAIGNS
IN THEIR HOMETOWNS**

HOW IT WORKS



BUILD COALITIONS

We partner with local organizations to support their priority candidates in competitive races.

RECRUIT

We recruit Hometown Energizers and facilitate their engagement in campaigns.

CONNECT

We introduce Energizers to local candidates running for office in their hometowns.

CREATE TO MOTIVATE

We produce creative content to motivate voters and increase name ID of local candidates.

OUR HOMETOWN ENERGIZER STRATEGY



Motivate voter turnout



Bring visibility to local elections



Support the next generation of leaders

CLEAR BENEFITS TO LOCAL CAMPAIGNS & CANDIDATES

- ✓ Generate awareness about candidates
- ✓ Drive traffic to website and social media pages. Reach key demographics and “unreachable voters” in a new way
- ✓ Boost morale among campaign volunteers and staff
- ✓ Provide a creative and fun way for voters to learn more about candidates’ goals as a community leader
- ✓ Energize voters and motivate voter turnout

“ — — — —

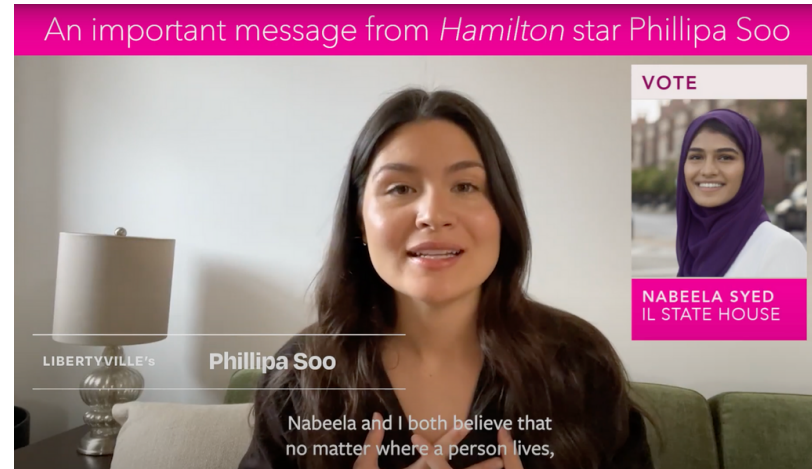
“We needed something to energize the voters and speak to the electorate that was fresh and simple and new and positive. All of us who are working in political field are looking for something different, something special, something to cut through all the noise. I would encourage every state, every caucus to work with The Hometown Project”

LIZ SHIREY - FORWARD JUSTICE OHIO

— — — — ”

2022 HIGHLIGHTS

- ✓ 27 Energizers supported 30+ local candidates in priority races in their hometowns.
- ✓ 30+ voter-facing, geo-targeted videos
- ✓ 35+ banner ads concentrated in Michigan and Ohio.
- ✓ Energizers helped Get Out The Vote with dedicated videos and a compilation showing their hometown pride and rallying voters to cast their ballots.

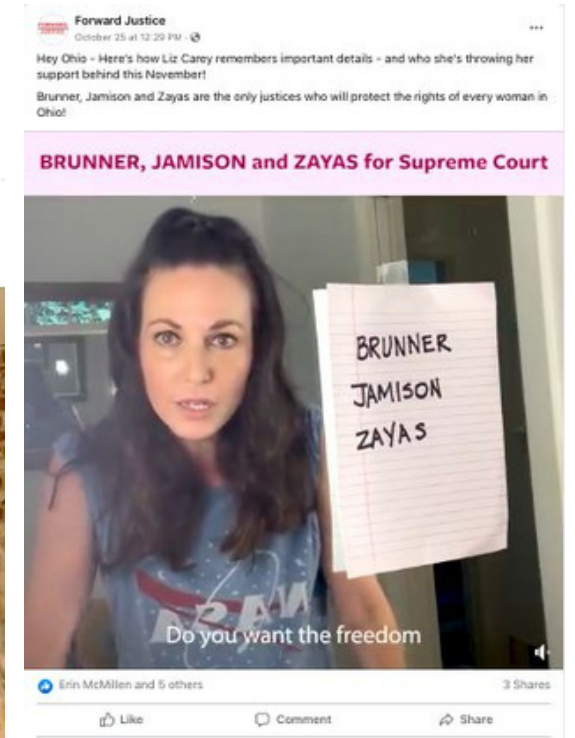


CAMPAIGN DESIGN

2022 CREATIVE CONTENT

Creative content made by people in the progressive space can tend to focus on the base, making content that "we" like, as opposed to what will appeal to those that actually need to hear the message.

We were pleased to work with Harmony Labs in a most efficient scalable model for audience segmentation messaging this year. Using their media research we identified our key audience as "Tough Cookies" and by using creative comedic concepts, soft colors, and messages that focused on shared values, we kept voters engaged and led to higher view count and completion rate.



2022 DIGITAL DISTRIBUTION

This content reaches beyond the “usual suspects”, the relatively small slice of the electorate that Democratic campaigns frequently micro-target. **We adopted a robust targeting strategy: Progressives, Democrat-leaners as well as many persuadable voters on the conservative side of the middle.**

More than 70% of our 2022 ad spend budget went to programmatic ads, **reaching voters where they are in their online usage/behaviors instead of relying on them to visit a specific platform.**

We balanced programmatic with social media platform placements giving us the best chance of contacting our target voters in the two weeks before the election. Complimenting video ads with programmatic banners helped us reach voters with different digital media consumption habits. We also explored OTT placement this year with our statewide campaign in Arizona.

POLITICS

Amid midterm voting, Biden warns of 'chaos,' fears of political violence ahead of Nov. 8 election

Maureen Gropp and Michael Collins USA TODAY

Published 10:05 a.m. ET Nov. 2, 2022 | Updated 4:04 p.m. ET Nov. 3, 2022



President Joe Biden warns Americans about 'risk' to democracy as election day approaches

Days before election day, President Biden gave a warning to voters about the threats against democracy in Washington, D.C. Claire Hardwick, Associated Press



TURNING OUT VOTERS: 3 TYPES OF CAMPAIGNS FOR 2022

Michigan's David Alan Grier wants to talk about Bernstein and Bolden and why he is supporting them for State Supreme Court!

Richard Bernstein (@TheBlindJustice) & Kyra H. Bolden (@KHBforjustice) are the candidates who will uphold a woman's right to choose in this critical year!



ELECTORAL



Strategic partnerships with key progressive organizations to support their candidates running in critical races.



GOTV



Mobilize and energize voters to get out the vote and increase civic engagement.



FUNDRAISING



Leverage celebrity's influence to increase funding at the local level, where it's needed its most.

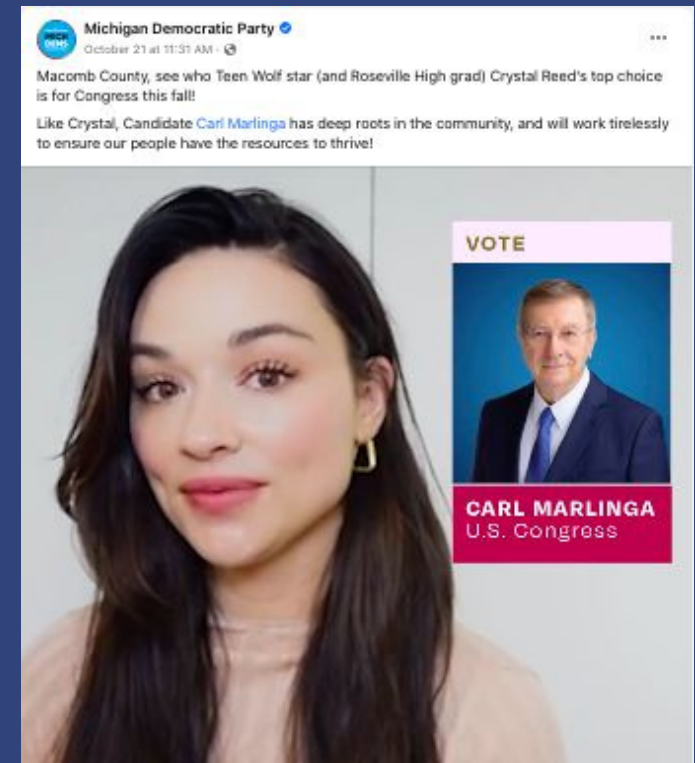
TURNING OUT VOTERS: ELECTORAL



Jerry Minor for Jasper Martus



Yvette Nicole Brown for Brunner, Jamison, and Zayas



Crystal Reed for Carl Marlinga

TURNING OUT VOTERS: ELECTORAL



ANN ARBOR'S
Jack Falahee
Supports

Jennifer Conlin
Michigan State
Rep 48.

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Jack Falahee for Jennifer Conlin

Judge Elizabeth Rochford for Supreme Court
@JudgeRochford

Libertyville native and Original @HamiltonMusical cast member, @Phillipasoo, is encouraging voters to use their voice and support my campaign for Illinois Supreme Court! @HometownVoices

#RochfordforSupremeCourt #ExperienceMatters

An important message from Hamilton star Phillipa Soo

VOTE

ELIZABETH
ROCHFORD
IL SUPREME COURT

who's running for Illinois Supreme Court
in the second District, where I'm from.

0:21 2,158 views

Phillipa Soo for Elizabeth
Rochford

GROSSE POINTE'S
Lisa LoCicero
Supports

Kevin Hertel
Michigan State
Senate 12.

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Lisa LoCicero for Kevin Hertel

TURNING OUT VOTERS: GOTV



The Hometown Project @HometownVoices · Nov 4, 2022
So happy to see a super hero encouraging her home state AZ folks to vote! Thank you @RealLyndaCarter

Lynda Carter @RealLyndaCarter · Nov 4, 2022
A special message from me and @HometownVoices... Remember to VOTE VOTE VOTE! #Arizona

A video thumbnail featuring Lynda Carter. The text on the video reads "ARIZONA'S Lynda Carter" and "You can request a mail in ballot or a hot to drop off at your polling place." The video has 13.3K views.

-1:0-1:0-1 13.3K views

Lynda Carter for Arizona

The Hometown Project @HometownVoices · Nov 2, 2022
From Downriver to the U.P. - get out there MI and bring it home!
Go to michigan.gov/vote to make your plan.

A graphic with a blue background. The word "VOTE" is written in large, white, hand-drawn letters. Below it, in white text, is "VOTE EARLY OR ON ELECTION DAY" and "TUESDAY NOV 8". At the bottom, it says "michigan.gov/vote" and "THE HOMETOWN PROJECT". A small note at the bottom left says "Paid for by The Hometown Project, a project of Tides Advocacy".

VOTE

VOTE EARLY OR ON ELECTION DAY
TUESDAY NOV 8

michigan.gov/vote

THE HOMETOWN PROJECT

Paid for by The Hometown Project, a project of Tides Advocacy

GOTV Campaign Endcard

The Hometown Project @HometownVoices · Nov 2, 2022
From Downriver to the U.P. - get out there MI and bring it home!
Go to michigan.gov/vote to make your plan.

A video thumbnail featuring Judy Greer. She is smiling and waving her hands. The text on the video reads "Happy voting!".

Happy voting!

Judy Greer for Michigan

TURNING OUT VOTERS: FUNDRAISING



The Hometown Project
October 24, 2022

Ariana DeBose tells us why we need to help support her home state of North Carolina this year!

ARIANA DEBOSE HAS AN IMPORTANT MESSAGE FOR YOU

NORTH CAROLINA's Ariana DeBose

0:00 / 1:02

North Carolina Democratic Party
October 5, 2022

Ariana DeBose is right: Democracy is on the line! But by preserving Governor @RoyCooperNC's veto power & holding the state Supreme Court, we can defend reproductive freedoms, voting access, & so much more. Please pitch in to help us turn out thousands of voters this November: [NCDP.org/debose](https://www.ncdp.org/debose)

Ariana DeBose for NC Dems

The Hometown Project
October 25, 2022

Billy Crudup has family roots in North Carolina - please help him support this state in the upcoming election!

BILLY CRUDUP HAS AN IMPORTANT MESSAGE FOR YOU

NORTH CAROLINA's Billy Crudup

I have roots in North Carolina.

0:03 / 0:49

North Carolina Democratic Party
October 18, 2022

UNC Alum Billy Crudup knows North Carolina is pivotal for the midterms. Our state may be the deciding factor in who controls the House and Senate after November, & it's crucial that we stop Republicans from rolling back our rights. Donate today: [NCDP.org/crudup](https://www.ncdp.org/crudup)

Billy Crudup for NC Dems

The Hometown Project
October 25, 2022

Amy Sedaris is a Raleigh girl and she knows how important the upcoming election is for her home state. Help her support North Carolina Dems!

AMY SEDARIS HAS AN IMPORTANT MESSAGE FOR YOU

NORTH CAROLINA's Amy Sedaris

Thank you so much for listening. Bye.

0:00 / 0:15

North Carolina Democratic Party
October 11, 2022

North Carolina girl Amy Sedaris has an important message for you! Democracy, voting access, & health care are ALL on the line this year. NC Dems need your help to preserve Governor Cooper's veto power & protect our freedoms. Can you chip in \$25 today to help? Go to [NCDP.org/sedaris-lb](https://www.ncdp.org/sedaris-lb)

Amy Sedaris for NC Dems



THE HOMETOWN PROJECT

SPOTLIGHT: MICHIGAN

2022 MICHIGAN HOMETOWN ENERGIZERS



**DAVID
BURTKA**
Canton



**PATCH
DARRAGH**
Birmingham



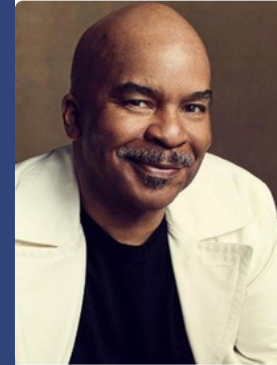
**JACK
FALAHEE**
Ann Arbor



**PAUL
FEIG**
Mount Clemens



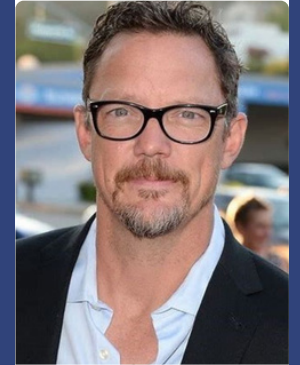
**JUDY
GREER**
Livonia



**DAVID ALAN
GRIER**
Detroit



**ERNIE
HUDSON**
Benton Harbor



**MATTHEW
LILLARD**
Lansing



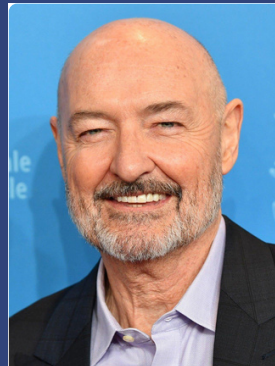
**LISA
LOCICERO**
Grosse Pointe



**JERRY
MINOR**
Flint



**TIM
MEADOWS**
Detroit



**TERRY
O'QUINN**
Newberry



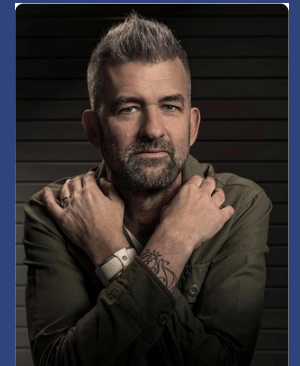
**MARY LYNN
RAJSKUB**
Trenton



**CRYSTAL
REED**
Macomb



**TONI
TRUCKS**
Manistee

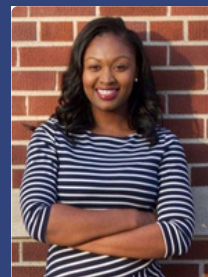


**BRIAN
VANDER ARK**
Grand Rapids

2022 MICHIGAN ELECTORAL CANDIDATES



JOEY ANDREWS
HD, 38



SARAH ANTHONY
SD, 21



DR. PATRICIA BERNARD
HD, 55



RICHARD BERNSTEIN
SC



KYRA HARRIS BOLDEN
SC



DARRIN CAMILLERI
SC, 4



JAIME CHURCHES
HD, 27



JENNIFER CONLIN
HD, 48

16 well-known Michiganders, our Hometown Energizers, supported 22 different candidates running in key State House and Senate districts, as well as State Supreme Court.



CAROL GLANVILLE
HD, 84



KEVIN HERTEL
SD, 12



JENN HILL
HD, 109



BRIAN HOSTICKA
HD, 102



VERONICA KLINEFELT
SD, 11



MATT KOLESZAR
HD, 22



PADMA KUPPA
HD, 9



DAVID LAGRAND
HD, 30



CARL MARLINGA
USHD, 10



JASPER MARTUS
HD, 69



DENISE MENTZER
HD, 61



TERRY SABO
SD, 32



ANGELA WITWER
HD, 76



“

“We're incredibly excited to work with The Hometown Project again after our 2020 collaboration. The Hometown Project is dedicated to supporting down-ballot candidates who often get overshadowed by the big-name campaigns. Plus, the individual Hometown Energizers help us reach voters who may not pay as much attention to politics. Working with Hometown is delightful, and more importantly, it's also extremely effective.”

LAVORA BARNES - MICHIGAN DEMOCRATIC PARTY CHAIR

”

MICHIGAN GOTV CAMPAIGN IMPACT RESULTS



Programmatic ads targeted MI Dems priority voters. This campaign contained no Facebook ads. In practice, the people in these audiences were particularly hard to reach (not surprising if they're tough voters to turn out in the first place).

- **Total impressions:** 455,939
- **Video impressions:** 256,846
- **Video completions:** 128,695 (50.1%)
- **Banner impressions:** 199,093
- **Est reach:** ~35,000

Total spent: \$5,873



Michigan Democrats ✓
@MichiganDems



'Tis the season...for voting! David Burtka has a festive message for you to ring in the midterm elections.

Voting season is that special magical time of year when we can come together and preserve our Democracy. To get in the seasonal spirit, go to michigandems.com/vote/



MICHIGAN ELECTORAL CAMPAIGN IMPACT RESULTS



PROGRAMMATIC

All ads targeted registered voters who had not yet cast their ballots in the current election.

In Michigan, when launched, the ads targeted audiences composed of in-district MI Dems priority voters. As we approached the weekend before Election Day, and as early voters cast their ballots, the strategy evolved and the targeted ads adjusted to a wider swath of left-leaning voters of voters in-district while removing those in the audience who had already voted during early voting.

TOTAL PROGRAMMATIC AD IMPRESSIONS:

2,787,091

- **Video ad impressions:** **1,676,667**
- **Video ad completions:** **1,063,629 (63.4%)**
- **Banner ad impressions:** **1,110,424**
- **Estimated reach:** **~300,000 voters in targeted districts, including Bernstein/Bolden**

Total spent:

\$41,180

MICHIGAN ELECTORAL CAMPAIGN IMPACT RESULTS



FACEBOOK / INSTAGRAM

- **Video ad impressions:** 231,161
 - **Video ad completions:** 20,476 (8.9%)
 - **Reach:** 94,256 voters and nonvoters over 18, geotargeted by zipcode to district
 - **Organic Facebook reach:** 120,864 (most generated by likes/shares of video ads)
-
- Total spent:** \$2,482



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Michigan Democratic Party ✓

October 23, 2022 · 🌐

Michigan moms like Toni Trucks know what's at stake this November - and you should too!

A vote for Brian Hosticka for State Representative is a vote for Michigan's education, environment, and farmers rights!
See less

👍❤️😂 48

24 💬 3.7K 👁️

MICHIGAN ELECTORAL CAMPAIGN AD CASE STUDY



ANDREWS / HUDSON AD CAMPAIGN

- ✓ Targeted: left-leaning registered voters who had not cast a ballot yet and who might need a nudge (middle-to-high-propensity voters)
- ✓ Reached targeted voters an average of 14 times each, primarily with videos (videos viewed to completion ~60% of the time)
- ✓ Spent \$2200 - Cost per targeted voter: 22 cents
- ✓ Reached ~10,000 targeted voters in the district

★ **Andrews won by 398 votes**



OUR WORK IN OH, NC, IL & AZ

2022 OHIO CAMPAIGN SUMMARY



ENERGIZERS:



YVETTE NICOLE BROWN
Warrensville Heights



LIZ CAREY
Toledo



CARRIE COON
Copley



KATHRYN HAHN
Cleveland Heights

CANDIDATES:



JUSTICE JENNIFER BRUNNER
Ohio Supreme Court



JUDGE TERRI JAMISON
Ohio Supreme Court



JUDGE MARILYN ZAYAS
Ohio Supreme Court



We collaborated with 4 Hometown Energizers to support the 3 progressive women who were running for Ohio Supreme Court.

- **Total impressions:** 2,400,000
- **Video impressions:** 1,630,699
- **Video completions:** 1,149,569 (70%)
- **Banner + video impressions:** 2,241,636
- **Est reach:** ~200,000 voters

Total spent: \$28,475

0.11¢ cost to reach a single voter

2022 NORTH CAROLINA CAMPAIGN SUMMARY



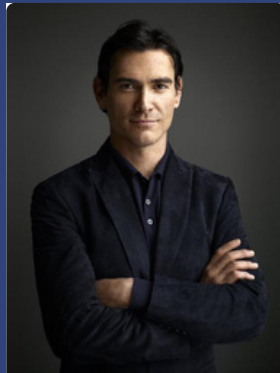
✓ 4 Energizers rallied support for a fundraising campaign for the North Carolina Democrats!

ENERGIZERS:



ARIANA DEBOSE

Raleigh



BILLY CRUDUP

UNC Grad



PIPER PERABO



AMY SEDARIS

Raleigh



2022 ILLINOIS CAMPAIGN SUMMARY



✓ In Illinois, we had 1 Energizer who supported 3 state and local candidates running for contentious State Supreme Court, State Senate and State House seats

ENERGIZER:



PHILLIPA SOO

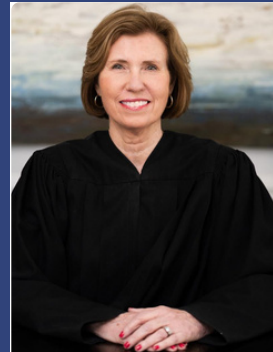
Libertyville

CANDIDATES:



MARY EDLY-ALLEN

Illinois Senate, 31



JUDGE ELIZABETH
ROCHFORD

Illinois Supreme 2



NABELLA SYED

Illinois House 31

The screenshot shows a Facebook video ad. At the top, it says "The Hometown Project" and "November 7, 2022". The text reads: "Tomorrow's the day, Illinois! Phillipa Soo wants you to remember Mary Edly Allen when you vote on Election Day. Daily Herald #libertyville". Below this is a pink banner with the text "An important message from Hamilton star Phillipa Soo". The video itself features Phillipa Soo speaking, with a pink box overlaid that says "VOTE MARY EDLY-ALLEN IL STATE SENATE". The video player shows "LIBERTYVILLE'S Phillipa Soo" and "Phillipa Soo here to talk to you". Below the video, the ad is attributed to "Mary for Illinois" and dated "October 30, 2022". The text of the ad says: "!! Important message from Phillipa Soo !! Libertyville native and Hamilton star, Phillipa Soo, wants to be sure you make your voice heard for Mary Edly-Allen. Mary believes reproductive rights are human rights. Don't throw away your shot. Make a difference: #vote."

IL Campaign Ad Example

2022 ARIZONA CAMPAIGN SUMMARY



✓ We supported GOTV efforts to increase voter participation and turnout of suburban women in down-ballot races.

✓ We formed two successful strategic partnerships with **One Arizona** and the **Voting Rights Defense Fund**

ENERGIZERS:



LYNDA CARTER

Phoenix



KATE WALSH

Tempe



- Total impressions: **1,937,873**
- Video completions: **128,695 (95%)**



THE HOMETOWN PROJECT

IMPACT ANALYSIS

WE SUPPORTED 27 RACES ACROSS MULTIPLE STATES

✓ **17 RACES WON**

✓ **26% CANDIDATES OF COLOR**

✓ **63% FEMALE CANDIDATES**

2022 MARGINS: OUR RACES AND THEIR DETERMINING VOTES

14 RACES

< 5,000 VOTES

8 RACES

< 2,000 VOTES

5 RACES

< 1,000 VOTES

3 RACES

< 500 VOTES

2022 TOTAL IMPACT

9 MILLION

TOTAL AD IMPRESSIONS

1.2 MILLION

VOTERS REACHED

\$.0125 PER VOTER CONTACT

\$0.11 TO REACH A SINGLE VOTER

2022 TOTAL IMPACT

66%

VIDEO COMPLETION RATE

7-12X

**INTERACTIONS PER VOTER
ACROSS MULTIPLE CHANNELS**

OVER 4 MILLION

VIDEOS WATCHED TO COMPLETION

OUR ROAD AHEAD

2023

We are excited to start the 2023 year off by reconnecting with returning and potential new partners to discuss 2023 priorities and to share ideas on how we might collaborate this coming year. As we lay our groundwork for our 2023 year, we are exploring work with state-based partners in Alabama, Kentucky, Louisiana, New Jersey, Ohio, Pennsylvania, Texas, Virginia, West Virginia and Wisconsin.

2023 goals include; taking back the Virginia House of Delegates , mobilizing voters in key districts in the state, building local progressive voting power and supporting a cohort of candidates in Virginia at the state and local level.

BUILDING FOR

2024

In addition to our state based 2023 efforts, with a national lens building for 2024, we will work in tandem with these goals by exploring and building partnerships in key states as well as exploring opportunities to mobilize and engage potential voters in voter registration initiatives and voter information campaigns over the next two years.

We plan to review data, research and potential testing in the voter registration space-- particularly in states with low registration in relation to potential voters.

2023 AND BEYOND

PREPARING FOR THE FUTURE

This year we are also working with donors for capacity building for our own organization and for the larger progressive movement. There is traditionally a greater investment in funding at the top of ticket in midterm and presidential years, though in order for the progressive movement to grow and be effective we need to reach and engage donors in the importance of state and local elections and leadership.

The Hometown Project, founded in 2017, is preparing for its 10-year milestone mark. As a non-profit organization, The Hometown Project aims to be financially and legally self-sufficient approaching our anniversary. In preparing for this pivotal occasion, we are taking necessary steps to explore spinning off our 501c3 and c4 entities away from our fiscal sponsor at Tides, in order to be financially independent. Our core team at The Hometown Project is embarking on an exploratory process to identify resource needs, budget requirements and potential fiscal savings in forging the independent entity, with a timeline tied to our 10-year milestone mark. This is something that many organizations embark on in their formative years and we are we looking to our current and new donors for counsel and investment in this area.

THE HOMETOWN PROJECT TEAM



Founder & Chair of
Advisory Board
Peter Salett



Executive Director
Erin Frederick



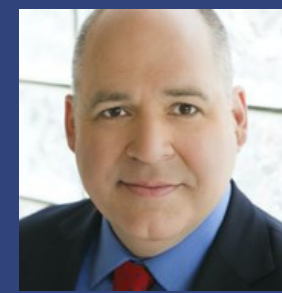
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Amy DiPrima Forste



Program Coordinator
Alexa Smith



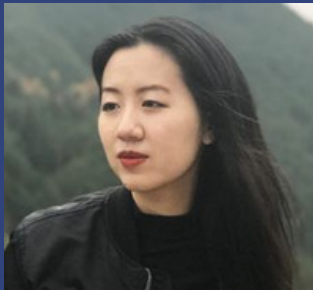
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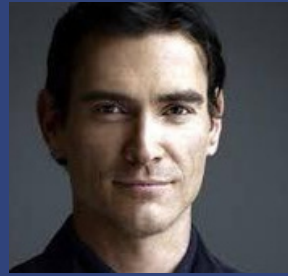
THE HOMETOWN PROJECT ADVISORY BOARD



Connie Britton
Actor, Producer & Activist



Josh Charles
Actor & Activist



Billy Crudup
Actor



Laura Dawn
Art Not War Founder



Joel de la Fuente
Actor & Activist



Kelly Convirs-Fowler
Virginia Delegate



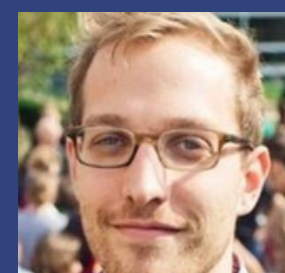
Jason George
Actor, Producer & Activist



Qasim Rashid
Civil Rights Attorney &
Activist



Piper Perabo
Actor & Activist



Whit Jones
Lead Locally Founder



Paul Kogan
Tech Entrepreneur, ex-CEO



Edward Norton
Actor, Filmmaker & Activist



Mark Ruffalo
Actor & Activist



Chris Sampson
EVP Programming at
Superfly



Tracey Scott-Wilson
Film & TV Producer & Writer

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The Hometown Project is a 501c4 nonprofit organization currently under the fiscal sponsorship of Tides Advocacy