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**2023 in Review**

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# Who We Are

The Fairness Project is a nonprofit, nonpartisan organization dedicated to advancing social and economic justice by using citizen-initiated ballot measures. Born out of the labor movement, our organization puts political power directly into the hands of voters where traditional legislative paths have failed due to gridlock and polarization. Since 2016, no organization has a better track record of winning progressive issues at the ballot box.

## Our Issues:

- Raising the minimum wage
- Guaranteeing paid leave
- Expanding Medicaid
- Ending predatory debt collection
- Defending reproductive rights
- Protecting direct democracy

Learn more at  
[thefairnessproject.org](https://thefairnessproject.org).

## Our Impact:

- ➔ 34 victories in 19 states and localities
- ➔ 1 million patients now have access to Medicaid expansion as a result of our campaigns
- ➔ 9 million workers have seen a raise as a result of our minimum wage campaigns
- ➔ Reproductive rights enshrined in Ohio, Michigan and Vermont
- ➔ Direct democracy defended in South Dakota, Arkansas, Arizona and Ohio

# Our Process



## Incubate Campaigns Early

We help local partners build a solid foundation through a rigorous incubation process that includes polling, legal and policy vetting, coalition building, and realistic budgeting. When we greenlight a campaign, we know it has a path to victory.



## Build “Odd Bedfellows” Coalitions

Winning progressive change in red and purple states requires that we bring together grassroots advocates, business leaders, faith groups, and other allies to serve as messengers to moderate or conservative voters.



## Win with High-Caliber Campaigns

We not only invest in campaigns, we offer hands-on support from start to finish on everything from messaging to modeling to vendor selection – making sure our campaigns have all the tools they need to win.



# 2023 VICTORIES

## One Person, One Vote: Defending Direct Democracy

The Fairness Project was the central architect of the successful opposition campaign against a legislatively-referred constitutional amendment that would have ended majority rule in Ohio and required all future ballot measures to win by a 60% supermajority. Our team led a coalition of over 200 groups to a 57-43 victory on August 8, 2023.



## Ohioans United for Reproductive Rights

On November 7, 2023, Ohio voters passed a constitutional amendment to establish a broad right to reproductive freedom, including the right to abortion up to fetal viability and at any point in the pregnancy to protect the life and health of the pregnant person. The Fairness Project was proud to contribute to every aspect of its success, including fundraising, field, communications, vendor management, and strategy.

## Our Past Wins



### Medicaid Expansion

Idaho, Maine, Missouri, Nebraska, Oklahoma, South Dakota, Utah



### Paid Family & Medical Leave

Colorado, Michigan, San Antonio TX



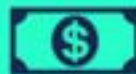
### Reproductive Rights

Michigan, Ohio, Vermont



### Police Accountability

Austin, Cleveland OH, Los Angeles CA



### Minimum Wage Increases

Arizona, Arkansas, California, Colorado, Massachusetts, Maine, Missouri, Nebraska, Washington state



### Protecting Direct Democracy

Arkansas, South Dakota, Ohio



### Ending Predatory Lending

Arizona, Colorado, Nebraska



# LOOKING AHEAD TO 2024

States with citizen-initiated ballot measures

## No state is too “red” to make progress.



### Raising Wages

Citizens have the power to vote themselves a raise in the eight states where the minimum wage is still below \$10/hour.

### Reproductive Rights

Nine states where abortion is currently banned or threatened have citizen-initiated ballot measure processes that can amend state constitutions and restore reproductive freedom.

### Ending Predatory Lending / Debt Collection

More than 1 in 4 Americans has debt in collections. Voters have the power to cap interest rates on short-term “payday” loans and on medical debt, as well as limit how debt collectors can come after families who get a little behind.

### Paid Family & Medical Leave

Eleven states with citizen-initiated ballot measures have absolutely no requirement for paid sick days. Even more ballot measure states lack paid family leave.

### Defending Direct Democracy

Extremist state legislatures are attacking ballot measure processes themselves - changing the rules of the game to make it harder for voters to put issues on the ballot and win on Election Day. These accelerating efforts must be defeated.

The Fairness Project is working to support the **Arizona for Abortion Access** campaign as it collects signatures to qualify for 2024.



The **Paid Sick Leave For Nebraskans** campaign, supported by the Fairness Project, is actively collecting signatures to qualify a 2024 measure for the ballot.



### Get In Touch

Ballot measure experts at the Fairness Project are available to speak on and off the record, in print, audio, and video formats, about upcoming initiative campaigns and analysis of political news relating to direct democracy. Members of the media can reach out to us at [press@thefairnessproject.org](mailto:press@thefairnessproject.org).

### SXSW 2024

Join the Fairness Project at SXSW in Austin on March 8, 2024 for our panel, Ballot Measures: How Voters Protect Abortion and Democracy.

