Greetings Friends,

What will our nation look like when the federal budget—and by extension, federal policy—reflects the priorities of a broad diversity of people, instead of a powerful few?

**In 2012, National Priorities Project built a public voice to answer that question.**

We became the *people’s guide* to the federal budget – providing ever-more creative tools, research, and materials to help citizens understand and effectively engage with a high-stakes presidential election, a looming “fiscal cliff,” and myriad other national budget debates.

Our constituents and partners rallied around NPP’s work in exciting new ways. Here’s a brief look at how we went beyond the spin, moved people to action, and made the federal budget personal:

- Junior high school students in **Montana** used our Federal Budget 101 pages to create a YouTube video about the federal budget.
- **Minnesota** residents put NPP’s numbers on a southbound I-35 billboard, igniting a state-wide conversation about Pentagon spending.
- Young delegates representing **400 U.S. Student Association campuses** took our budget fact sheets to the Hill for critical meetings with lawmakers.
- People in **New Mexico, Massachusetts, Illinois, and beyond** wrote letters to the editor using NPP data, making the federal budget both local and personal.
- Community members in Durham, NC, Binghamton, NY, and beyond passed **budget priorities resolutions through their city councils**, taking grassroots voices to the state and federal level.
- **Bookstore windows from Denver to Chicago** featured stacks of NPP’s *People’s Guide to the Federal Budget*, offering readers a solid way to make sense of our nation’s budget in the midst of political lock-down and spin.
- And dozens of partner organizations downloaded, linked to, shared, tweeted, emailed, mailed and fleyered with our **2012 Voter’s Guide** and unique side-by-side election comparisons – sending millions of informed, impassioned, and engaged Americans to the polls on Election Day.
Here’s one example of how NPP’s materials hit home for people in 2012. In New York City, Research Director Mattea Kramer spoke to a packed gathering at the New York Public Library about *A People’s Guide to the Federal Budget*. Two days later, she received an email from Helga of Nassau County, Long Island. Helga attended Mattea’s talk and wrote how helpful it was to learn from a “skilled teacher,” noting that with Mattea’s budget explanations and NPP’s materials she was no longer “lonely” while grappling with this difficult but important topic.

Another testimonial came from Lila, a student at New York University who finished reading *People’s Guide* and wrote that it was, “a real eye-opener...I can clearly see the importance of the federal budget and of electing people who will work to make sure it supports the American people.”

I think of Helga and Lila often. They’ve come to embody a broad cross-section our constituents: deeply rooted in local communities, resilient, hungry for information, and searching for ways to make their voices heard.

**Dozens of partner organizations shared our 2012 Voter’s Guide—sending millions of informed, impassioned, and engaged Americans to the polls on Election Day.**

Your dedicated support in 2012 made it possible for us to get our materials into the hands of millions of people like Helga and Lila. Time and again, National Priorities Project’s information turned an individual thought or question into a touchstone for collective action. Good data does that. At NPP, we call it the “Aha” factor. Information wakes us up, motivates us, bolsters our resolve and sharpens our arguments. We are no longer alone in a sea of complex and politicized spin. This year our partners told us our numbers were “like gold” – “brilliant” and “just what was needed.”

In our 30th Anniversary year, National Priorities Project is leveraging your partnership to reach more and more people who, like Helga and Lila, want to be more active and effective participants in our democracy. Together, we’re creating the next generation of Democracy Champions – impassioned, equipped with information, and motivated to reclaim our nation’s budget – *our budget*.

Stay with us.

Jo Comerford
Executive Director

2013 is NPP’s 30th Anniversary Year. Stay tuned for celebratory events and updates.
Going Beyond the Spin

Through expert research and analysis, interactive tools, rich national partnerships, and expanding communications, NPP solidified our role as the people’s guide to the federal budget—a reliable, go-to source for organizations, individuals, and media looking for clear, concise, relevant information about the budget debates of our time.

Major 2012 Accomplishments

- Published the critically-acclaimed *A People’s Guide to the Federal Budget*
- Produced a 2012 Voters Guide with candidate comparisons on key budget issues
- Explained the opposing priorities in the Romney/Ryan and Obama/Biden budget proposals through a series of side-by-side comparisons
- Launched the Build a Better Budget tool reflecting the impact of sequestration
- Created “If Paychecks Could Talk” animated video
- Expanded the localized federal spending data available in our Federal Priorities Database

NPP’s information and our blogs were featured in top national media outlets including the Christian Science Monitor, Bill Moyers, Huffington Post, MotherJones, the Washington Post, Reuters, the Associated Press, the San Francisco Chronicle and more.

As part of the If I Had a Trillion Dollars National Youth Video Contest, 93 young people from 15 cities traveled to Washington D.C. to participate in AFSC- and NPP-led workshops breaking down the barriers to the federal budget. Youth then had 29 meetings with legislators on Capitol Hill to express their own national priorities. One participant said, “I think it’s very important for people my age to be able to have our voices heard. I feel like change is going to happen in the future.”
Moving People to Action

100% increase in visits to nationalpriorities.org
800,000 visits to NPP’s online interactive tools
500,000 visits to our 2012 Voter Guide and election materials
900% increase in views of NPP videos
190% increase in views of NPP’s blog
120% increase in use of our “Take Action” resources
100% increase in Facebook followers

Top 10 states by number of visitors to our website:
- California
- Florida
- Illinois
- Massachusetts
- Michigan
- New York
- Ohio
- Pennsylvania
- Texas
- Virginia

NPP’s Build a Better Budget tool moved tens of thousands of Americans to create federal budgets based on their own priorities and to send their better budget proposals to Congress.

Brilliant and helpful.
Thank you for getting the word out in a way that we can take hold and influence trends.

–Pushkara Sally Ashford, via Facebook
Boosting Advocacy with Data

**RESEARCH** Our research team spent countless hours analyzing and distilling complex federal budget data so that millions of people could finally make sense of where their tax dollars go and how the federal budget affects their lives.

- Released 8 in-depth publications including Tax Day, President’s Budget, the Untold Story of Deficits, a 2012 Voter Guide, and a Fiscal Cliff Primer
- Wrote 122 blog posts and filmed 79 short Budget Briefs

**PARTNERSHIPS** Collaborating with national groups across multiple sectors and issue-areas allows NPP to scale the reach of our materials while supporting important, highly effective national, state and local efforts.

- Produced a report with Young Invincibles on the impact of federal budget decisions on young people
- Collaborated with and/or fielded research requests from Caring Across Generations, U.S. Student Association, MomsRising, USAction, National People’s Action, Coalition on Human Needs, Grassroots Global Justice, National Women’s Law Center, Committee for a Responsible Federal Budget, Free Press, Friends Committee on National Legislation, and many more
- Organized a national youth video project with American Friends Service Committee

**CAPACITY BUILDING** NPP conducted national book talks and Federal Budget 101 workshops. We also developed a new training curriculum in partnership with Peace Action and launched an educator’s toolkit in conjunction with *A People’s Guide*.

- Conducted 41 public speaking engagements and 15 training workshops nation-wide
- Hosted 22 live webinars

NPP’s military spending analysis bolstered advocacy efforts of groups from Albany to New Haven to Minneapolis, as well as an international group assembled in San Diego. International participants at the Institute for Training & Development in San Diego used NPP materials to deepen their understanding of U.S. national security policy.

“Excellent site for understanding what the US gov really cares about and debunking myths on deficits, costs of war, health care and education spending.” – Alisa Mariani, via Facebook
Making the Budget Personal

At a TEDx talk in November, Executive Director Jo Comerford inspired listeners to use NPP’s individualized tax receipt tool to find out how their own federal tax dollars were spent.

Our 2012 Voter’s Guide and Candidate Side-by-Side Comparisons helped people cast informed votes on November 6th. We heard accolades from our constituents such as these:

“It feels darn good to be an educated voter!”

“NPP is a breath of fresh air.”

NPP co-developed and piloted a participatory training curriculum with labor, faith, and human service organizers in Ohio, Maryland, and Washington. After the workshops, 92% of participants said they felt more prepared to engage in federal budget debates; 91% said they had a better understanding of the federal budget; and 97% said they would take action to make their own budget priorities heard.

With our interactive federal tax receipt, NPP gave people the tools to trace how their individual income taxes were spent by the government. Here’s what one person told us:

“Ah ha! I’ve been wondering what happens to the money taken out of my paycheck for taxes – thanks National Priorities Project!”

Praise for A People’s Guide...

This primer on the complicated federal budget process is offered in readily understandable language for all readers—novices, those with more information, and high school and college students. This is a valuable resource for a wide range of library patrons. – Booklist
Our Supporters

NPP relies solely on support from individuals and foundations to fulfill our mission. We are honored to have dedicated donors from across the U.S. who, like us, believe in building a better federal budget.

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We have done our very best to list donor information accurately. If we have inadvertently made an error, please accept our apologies and contact us with corrections.
I just recently discovered the National Priorities Project with their amazing interactive tools that help demystify the federal budget. As a young Washingtonian, it’s great to have such a resource to help break through the white noise and media coverage. I found that their recent publication, A People’s Guide to the Federal Budget, really enhanced my understanding of the federal budget process, the actors involved and their responsibilities, and where — as a taxpaying citizen — I can provide feedback on my priorities when it comes to investments and federal expenditures.

– Tarsi Dunlop
Communications Director,
Roosevelt Institute Pipeline, DC Chapter
Mount Holyoke’s mission of providing access to excellence for talented women from all socio-economic backgrounds is inextricably linked to the nation’s historic commitment to educating for democracy. In fostering the next generation of women leaders, I am reminded every day of the critical importance of making our voices heard as citizens in a democratic society. National Priorities Project understands that we, the people, should be deciding what values should be reflected at the national level and how these should inform the allocation of our collective resources. National Priorities Project’s leadership, in making the federal budget more democratic and responsive to citizens’ priorities, is truly indispensable in framing complex issues in a way that promotes civic engagement.

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President, Mount Holyoke College
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† NPP celebrates the lives of three dedicated supporters who passed away in 2012:
Dennis Delap, Helen Ladd, and Carlos Vega.
We remain honored by their long-time commitment to and belief in our mission.

nationalpriorities.org
NPP Financial Summary

Expenses and Revenue for the year ended December 31, 2012 with comparative totals for 2011.

REVENUE & SUPPORT

<table>
<thead>
<tr>
<th>Source</th>
<th>2012</th>
<th>2011</th>
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<tbody>
<tr>
<td>Grants</td>
<td>$492,991</td>
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<tr>
<td>Donations</td>
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<tr>
<td>In-Kind</td>
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<tr>
<td>Earned Income</td>
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<tr>
<td>Other Income</td>
<td>$44</td>
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<tr>
<td><strong>TOTAL REVENUE AND SUPPORT</strong></td>
<td><strong>$870,214</strong></td>
<td><strong>$645,386</strong></td>
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EXPENSES

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<tr>
<td>Program</td>
<td>$673,678</td>
<td>$475,614</td>
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<tr>
<td>Administration</td>
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<td>Development</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$831,001</strong></td>
<td><strong>$624,675</strong></td>
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OPERATING SURPLUS/(DEFICIT)  

<table>
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<tr>
<th>Year</th>
<th>2012</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td><strong>Surplus</strong></td>
<td>$39,213</td>
<td>$20,713</td>
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CASH AND CASH EQUIVALENTS

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<tr>
<th>Point of the Year</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of Year</td>
<td>$369,364</td>
<td>$216,008</td>
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<tr>
<td>End of Year</td>
<td>$411,401</td>
<td>$369,364</td>
</tr>
</tbody>
</table>

Pie charts illustrate the percentage breakdown of revenue and expenses for the year ended December 31, 2012.
Praise for *A People’s Guide to the Federal Budget*:

It’s nice to have an easier way to understand what exactly is going on before I vote.
– Naomi Wymer via GoodReads

This is a readable and informative little book. I would recommend that it be required reading for every high school senior in America.
– Mike Monanon via Amazon

**STAFF**
Robin Claremont, Director of Development and Communications
Jo Comerford, Executive Director
Kris Elinevsky, Director of Administration and Finance
Chris Hellman, Senior Research Analyst
Mattea Kramer, Director of Research
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NPP’s work was augmented by the skills and contributions of more than 25 talented graduate and undergraduate interns in 2012.

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