



NATIONAL PRIORITIES PROJECT

Bringing the
Federal Budget Home

2014 ANNUAL REPORT





GREETINGS, FRIENDS OF NATIONAL PRIORITIES PROJECT.

I am honored to be writing this letter for the first time in my role as Executive Director of National Priorities Project. 2014 was an exciting year at NPP, with the rollout of a new state-focused project (“State Smart”), the continued deepening of relationships with partner organizations and supporters, and a humbling but also deeply gratifying nomination for the Nobel

Peace Prize (we celebrate the inspiring work of laureates Kailash Satyarthi and Malala Yousafzai).

Since taking the reins as Executive Director from our beloved Jo Comerford in early June, I have felt incredibly fortunate to lead such an amazing team, sharing in our mission to bring the federal budget to life so that the American people can engage more fully in our democratic process. The feedback and praise I’ve heard from you – our friends and supporters – has reinforced our commitment to bring NPP’s invaluable resources to more people and organizations nationwide.

Our work has grown over the past year with the addition of Lindsay Koshgarian, a stellar researcher and analyst, as our new Research Director, replacing our colleague Mattea Kramer. And, we said a recent farewell to our Director of Data and Technology, Becky Sweger, who will continue what she started at NPP by working on data transparency in the federal government.

As I write this in early February, we are wrapping up a strategic planning process for NPP that will guide our work for the next three years. Integral to our evolving vision is a commitment to maximizing our reach by working ever more closely with organizational partners on the front lines of key federal budget issues. We will focus on partnership campaigns where NPP’s unique, data-driven budget tools can make a real difference, helping to shape outcomes that reflect the collective priorities of the American people.

While feeling excited about NPP’s trajectory, we must acknowledge that our nation faces significant challenges. American men and women in uniform are still being asked to risk their lives in Iraq and Afghanistan, and now we are poised to ramp up a new military campaign against ISIS. Meanwhile, domestic needs such as infrastructure, education, immigration, climate change, and health care face uphill battles for funding. We have our work cut out for us, and I’m appreciative that you are in this fight alongside NPP.

Our work in pursuit of more people-centered budget priorities would not be possible without the support of our foundation partners and individual donors like you who share our vision.

To each of you, we extend a heartfelt “thank you”, and a commitment to forge boldly ahead in service of federal budget choices that both reflect and reinforce a revitalized democracy.

A handwritten signature in dark ink that reads "Doug Hall". The signature is fluid and cursive, with the first name "Doug" and last name "Hall" clearly distinguishable.

Doug Hall, Executive Director

National Priorities Project's mission is to make our complex federal budget transparent and accessible so people can exercise their right and responsibility to oversee and influence how their tax dollars are spent.

Our team takes a complex federal budgeting process and cracks it open for ordinary folks – providing the information, tools, and motivation necessary to catalyze strategic citizen action around fiscal issues that affect us all.

NUMBERS TELL OUR STORY

Number of times NPP website was visited:

1,000,000+

Percent increase in visitors to Federal Budget 101 webpage specifically:

51

Number of Facebook users NPP's content reached:

10,000,000

Dollars per hour the U.S. has spent fighting ISIS since June 2014, as tracked by our live "Cost Of" counter:

\$312,500

Total spent on ISIS as of February 2, 2015:

\$1,800,500,000

Number of visits to our new State Smart website in its first month:

20,000

States with media outlets that covered the release of State Smart:

22

Total number of media articles citing NPP's work:

900

Books in our founder's personal collection that became part of our Greg Speeter Social Change Lending Library:

200+

Number of people taking action through NPP-driven petition campaigns:

350,000

Number of Twitter users reached through a Tax Day tweetchat with MomsRising, National Women's Law Center, and Americans for Tax Fairness:

1,100,000

NPP NOMINATED FOR 2014 NOBEL PEACE PRIZE

"Within the world's largest-spending state in terms of military budgets, i.e. the USA, few have devoted as much energy to studying the budget process as National Priorities Project. And few have brought to the task such a clear and steadfast commitment to re-allocating the enormous sums devoted to the military, in order to instead address vital issues such as inequality, unemployment, education, health and the need to build a green economy." – *International Peace Bureau, in its statement nominating NPP for the 2014 Nobel Peace Prize*

We are incredibly honored to have been nominated for the 2014 Nobel Peace Prize, in company with such notable world leaders as Pope Francis, Edward Snowden, and the eventual winners, Malala Yousafzai and Kailash Satyarthi, whose bravery and dedication in standing for children's rights, including the right to an education, are truly inspirational.

STATE SMART

With NPP's brand new State Smart website, you can follow the money from the federal level to your state for things you care about, like education, the environment, and health care.

NPP was the first in the nation to provide detailed tracking of how federal dollars are funneled to states since the government stopped making this data publicly available in 2010. State Smart was featured in The Washington Post and Government Executive (part of Atlantic Media) and has been praised by folks at the Sunlight Foundation, Center for American Progress, Investigative News Network, Coalition on Human Needs, and many more national and regional partners.

HERE'S JUST A SAMPLING OF WHAT'S AVAILABLE IN STATE SMART:

- » How much money does the federal government spend on **contracts** in your state, and which agencies are footing the bill?
- » What kind of compensation do **federal employees** in your state receive?
- » Is your state getting more or less in **federal grants** now compared to a few years ago?
- » What's the average **per-person benefit** for federal programs like Social Security, food stamps, and unemployment insurance in your state?

WHAT PEOPLE ARE SAYING ABOUT STATE SMART

"Thanks @natpriorities for great resource on Federal Funds in Maryland. Read this and help build a #NewEconomy" – **NEW ECONOMY MARYLAND**

"#StateSmart is a huge contribution by @natpriorities to quantify how federal taxes and spending affect each state." – **HARRY STEIN, CENTER FOR AMERICAN PROGRESS**

"Heads up journalists. StateSmart is an incredible new resource tracking federal spending in every state." – **JOSH STEARNS, GERALDINE R. DODGE FOUNDATION**

"Here's a cool tool for activists and wonks of all stripes – track how federal funds are spent in each state." – **SEIU LOCAL 6 (SEATTLE)**

"#StateSmart tool makes federal budget data relevant to local audiences." – **INVESTIGATIVE NEWS NETWORK**

"We love apps like nationalpriorities.org/smart Built w/ Census, USASpending, BLS, & BEA #opendata. Be #StateSmart today." – **DATA.GOV**

"We're geeking out a little over this State Smart tool from @natpriorities, tracing federal funds to Texas." – **CENTER FOR PUBLIC POLICY PRIORITIES (TEXAS)**

"GREAT new tool from @natpriorities: Uncovering fed \$\$ in all 50 states." – **KELLY BORN, HEWLETT FOUNDATION**

STORIES FROM THE FIELD

NPP works with dozens of partner organizations at the national and regional levels, increasing awareness and advocacy around federal spending on issues such as education, women's rights, income inequality, health care, Social Security, and the military.

VICTORIES THROUGH PARTNERSHIP

- » A letter-writing campaign with USAction, Peace Action, and The Nation resulted in **75,000 letters to Congress** in just one week protesting the lack of transparency in spending on the War Slush Fund.
- » Working with Americans for Tax Fairness, CREDO, Rebuild the Dream, National Peoples Action, AFSCME, Campaign for America's Future and more, we sent more than **250,000 letters to Congress** on Tax Day demanding fairer tax policy.
- » Collaboration with journalists nation-wide resulted in more than **900 media articles** citing NPP's research, including CNN, the Wall Street Journal, The Hill, The Nation, The Atlantic, The Washington Post, Bloomberg, The Boston Globe, and Upworthy.
- » Campaigns led by Coalition on Human Needs, NETWORK, Center for American Progress, and others leveraged NPP's analysis of President Obama's 2015 budget request in comparison to how Americans want the government to spend their tax dollars.

PARTNER PROFILE: MOMSRISING

"MomsRising's mission is to increase family economic security, decrease discrimination against women and mothers, and build a nation where both businesses and families thrive. We bring the voices and real world experiences of women and mothers straight to our local, state, and nation's leaders. MomsRising works on many family economic issues which are critically impacted by federal budget policy decisions, like SNAP, WIC, Head Start, the Affordable Care Act, CHIP, Medicaid, the Child Care and Development Block Grant, and other federal programs that help so many hardworking families make ends meet.

"NPP has been one of our main policy partners on budget and tax issues. Together, we held a successful Tweetchat to educate and inform our members and the public about the importance of tax credits like EITC and the Child Tax Credit, as well as educate them on how their tax dollars are being used.



In addition, MomsRising has used NPP's Trade-Offs Tool, the Tax Receipt, and the various Voter's Guides to educate and organize our members and our thousands of MomsRising bloggers. NPP staffers, themselves, have been regular bloggers on the MomsRising blog and guests on the MomsRising radio shows which reach an audience of 500,000. We are deeply grateful for the excellent work of NPP."

Find out more about MomsRising at www.momsrising.org.



PARTICIPANTS AT A MOVE THE MONEY TRAINING IN WISCONSIN.

PARTNER PROFILE: PEACE ACTION



“Peace Action, one of the country’s oldest grassroots peace groups, is committed to demilitarizing U.S. foreign policy. We believe that one step towards demilitarizing foreign policy is to begin to raise a grassroots clamor about the trade offs that affect our communities when wars and new weapons are prioritized over public services in the annual discretionary budget. Every year, the spending priorities set by Congress in the federal budget either begin to close the equality gap or widen it. We must lift up one of the possible solutions to the inequality crisis: ‘Move the Money from wars and weapons to fund public services and jobs!’

“Over the last few years, we partnered with NPP to launch a daylong training for local organizers from labor, community, faith and peace groups called the Move the Money Training. Move the Money fosters both national and local coalition efforts to build a grassroots movement that can win a change in national spending priorities. Due to the invaluable resources provided by NPP, the program has become a critical tool for growing a vibrant grassroots movement aimed at cutting Pentagon spending and proactively advocating for ‘defense industry transition.’”

Find out more about Peace Action and Move the Money at www.peace-action.org.

PARTNER PROFILE: INVESTIGATIVE NEWS NETWORK



“The Investigative News Network’s (INN) mission is to support the work of nonprofit newsrooms across the United States. We have about 100 members in more than 35 states. INN helps them to achieve cost efficiencies by pooling resources and services. We also provide best practices for publishing and distributing content, and a robust communication network. Many of our members report on government and politics at the local, state and federal levels, all of which are affected

by the federal budget and policy decisions. Government accountability and helping the public understand functions of government is part of many of our members’ missions.

“INN has helped our members learn about NPP’s tools – specifically the local spending database and State Smart feature – through webinars and items in our newsletters.”

Find out more about INN at www.investigativenewsnetwork.org.

STORIES FROM OUR SUPPORTERS



YAJU DHARMARAJAH BEND, OR

From 2000 – 2005, I had the privilege of working on behalf of union families in Western Massachusetts. Through my role as a union, community and political organizer, I came across the wonderful work being done by the National Priorities Project.

In 2002, I started utilizing information compiled by NPP while conducting union organizing campaigns both in Western Mass and the rest of the state. The materials helped me to discuss the realities of public and private sector work and discrepancies in funding mechanisms for unorganized workers.

To this day (I now live and work in Oregon), I have continued to turn to NPP's resources, especially during collective bargaining sessions. The manner in which NPP breaks down fiscal and budgetary items

in a cost-benefit analysis helps me explain budgets both in state and local municipalities to working men and women, who have had relatively little experience in analyzing budgets.

The work NPP does in providing an easy-to-read and comprehensive template for tax payers and regular folks to understand the fiscal budgetary process and the inner workings of the economic engine of our political system, should be declared as essential reading for every person who votes and pays taxes.

Plus, what other small, locally run non-profits in the foothills of the Berkshires have been nominated for the Nobel Peace Prize?

For as little as a single Starbucks latte on a monthly basis (\$5/month) a donation to NPP has a great impact and ripple in helping the general public become aware of how Congress works. I personally cannot think of a better way to spend \$5 – 10 a month, than supporting NPP.

ABOUT ME: I am originally from Sri Lanka, but now hold US Citizenship. I have spent almost 15 years of my life working as a community, political and union organizer. I have found that when communities and workers are better informed of their rights, their responsibilities and the manner in which their elected officials behave fiscally, they tend to hold our elected officials more accountable.

“ The ability to educate oneself through the work of NPP and then hold elected officials accountable for their waste, their corruption, or in some cases their good work on behalf of voters, is a privilege that is not commonplace in every country. That is why I support the employees and the work of NPP. ”

LUCY STROOCK CAMBRIDGE, MA

My interest in the National Priorities Project began when I saw the counter recording the U.S. defense budget in a store window in downtown Northampton many years ago. I recognized the value of such an accounting because I was opposed to the focus on military preparedness which preempts budgeting for all the unmet human needs in our society. My first encounter with NPP would have been in the 1980s after the Vietnam War was over.

Once I became a donor I had the opportunity to understand more about NPP. I had become an activist for change in these war-making priorities working with the 20/20 Vision group addressing our concerns to legislators for the Boston metro area and Massachusetts. Our efforts to communicate about the federal budget were badly in need of the kind of detailed information which NPP provides. To be able to make the argument with real numbers about the budget losses which communities suffer due to military spending was useful to us. I continue to benefit from regular communications with NPP as this work goes on!

More recently I have valued the ongoing effort at NPP to inform the public about the workings of the budget process. Most citizens are overwhelmed by the complexity of the budget and the obfuscations of politicians. NPP is one place where it is possible to get a clearer picture of the steps involved and the decisions being made on our behalf. At a time when the normal budget process has been all but lost, it is helpful to be given the message that it should work differently!

My work with others as we send messages to Congress is enhanced by knowing the numbers and how they are being influenced by the politics of our time. We are able to make sense of what is happening as we hope to challenge the current priorities. State by state, city by city, NPP makes the picture clear.

I am pleased by the increased attention which NPP is receiving in the media and its partnerships with other organizations. The access to real information strengthens efforts for truly informed budget priorities. Bleak as things may look day by day there is progress made possible by the analyses done by NPP. I support this effort and trust others do too.

ABOUT ME: My activism has grown during a lifetime of concern for the lives and safety of children and their families. War and its destruction cannot solve the problems humanity faces. As a parent and a preschool teacher and a citizen I have felt betrayed by our nation's priorities.



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TOPHER HUNT NORTHAMPTON, MA

I know that this year's politics and federal budget decisions might make a difference in the opportunities available to me in 5 years, or the opportunities of my children a few decades from now. So anyone working to raise the level of discussion and keep the public focused on the most prominent facts, has my applause and my support.

I support NPP because I like the way it approaches complex budget issues, I like the even-keeled but blunt tone when exploring these issues, and I really want to see more of those things in our national politics. I rely on NPP's website and newsletter to get an occasional overview of "where things are at" — an objective, numbers-driven State of the Union, so to speak. I'd like to think that by supporting NPP I'm investing in a future where America's budget decisions are made in a saner, more coherent, and more transparent way.

To my knowledge there's no one else out there doing so much work to present an objective picture of our federal budget, let alone make this picture available to the lay person. NPP is fighting for a country that spends its money and energy more wisely and more transparently; that's rare. NPP addresses its readers as mature, rational adults, who have a responsibility to know and care about federal spending; I admire that.

For anyone who wants to see more transparency and objectivity in reporting on federal budget decisions, and more sensibility and less hysteria in the public discourse around those decisions, I encourage you to look at what NPP is producing and consider becoming a contributor.

ABOUT ME: I'm a freelance web application developer from Vermont. Before I die I'd like to see major revolutions in education, standardized testing, and our society's understanding of intelligence, and I plan to spend most of my career working towards those causes.



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THANK YOU TO OUR SUPPORTERS

GIFTS RECEIVED BETWEEN OCTOBER 1, 2013 AND SEPTEMBER 30, 2014.

GREG SPEETER LEADERSHIP SOCIETY

Gifts \$5,000+

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Bruce and Ruth Hawkins ♦
Jack Horner and Ron Skinn ♦
T. Stephen Jones and Adele Franks
James Levey and Christine Olson ♦
George and Ann Levinger ♦
Robert Speeter (Bequest Gift)
Lucy and Daniel Stroock ♦
Catherine Woolner and Daniel Croteau *

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Gifts \$1,983-\$4,999

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Chia Collins and Michael Cohen ♦
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Gifts \$1,000-\$1,982

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Gifts up to \$359

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Gifts made in honor or memory of the following individuals:

Frances Crowe

Arky Markham

Marilyn Sidwell

Catherine Woolner

★ Monthly Change Makers Club

♦ Annual Pledge

+ Community Partner Circle providing underwriting for NPP's 30th anniversary celebration

○ Deceased

WE HAVE DONE OUR BEST TO LIST DONOR INFORMATION ACCURATELY. PLEASE CONTACT US WITH ANY CORRECTIONS.

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OUR THANKS TO BILL BREITBART, WHO SERVED AS BOARD TREASURER UNTIL JANUARY 2015.

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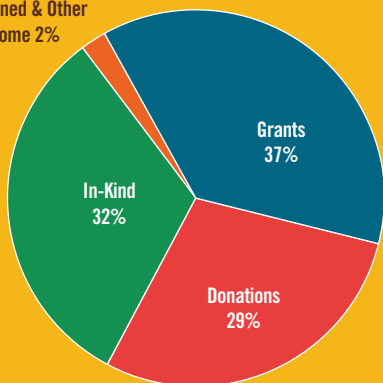
FINANCIAL SUMMARY

NATIONAL PRIORITIES PROJECT IS FIGHTING FOR A U.S. FEDERAL BUDGET THAT WORKS FOR ALL AMERICANS.

EXPENSES AND REVENUE for the fiscal year **October 1, 2013 to September 30, 2014**
with Comparative Totals for fiscal year 2013.

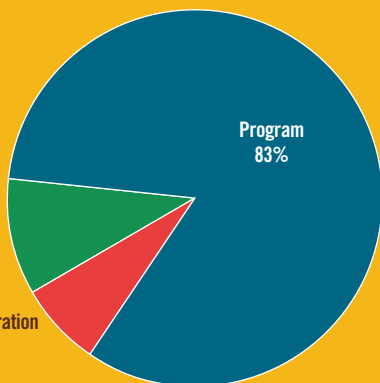
	FY 2014 12 MOS	FY 2013 9 MOS
REVENUE & SUPPORT		
Grants	\$388,335	\$395,000
Donations	\$304,773	\$141,850
In-Kind	\$340,895	\$326,004
Earned Income	\$19,262	\$27,546
TOTAL REVENUE AND SUPPORT	\$1,053,265	\$890,400
EXPENSES		
Program	\$923,499	\$776,442
Administration	\$80,208	\$56,117
Development	\$111,630	\$59,233
TOTAL EXPENSES	\$1,115,337	\$891,792
OPERATING SURPLUS/(DEFICIT)	(\$62,072)	(\$1,392)
NET ASSETS		
Beginning of the Year	\$403,645	\$405,081
End of the Year	\$341,573	\$403,645

Earned & Other
Income 2%



Development
10%

Administration
7%



NATIONAL PRIORITIES PROJECT

Bringing the
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243 King Street
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