

# KEEPING OUR COMMITMENT

A vision of hope for Arizona families





CENTER FOR ARIZONA POLICY (CAP)  
is a nonprofit advocacy group committed  
to promoting and defending the foundational  
values of life, marriage and family,  
and religious freedom.

Established in 1995 as a nonprofit organization dedicated to strengthening Arizona families through policy and education, CAP has worked with elected officials and members of the community to make Arizona the best state to raise a family.

2016

TOGETHER WE...



SUPPORTED 15  
BILLS SIGNED INTO LAW

## EDUCATED FAMILIES

Our Summer Issues Series educated Arizonans about the facts on some of the latest topics being discussed in today's culture.



## EMPOWERED PASTORS

Pastors' Summits provided the tools pastors needed to speak from the pulpit on key issues impacting today's churches.

## DEFEATED RECREATIONAL MARIJUANA

We were among the leaders in the coalition against Prop 205, a ballot measure to legalize recreational marijuana in Arizona.



## PARTNERED WITH LEGISLATORS TO BLOCK HARMFUL LEGISLATION TO:

Repeal safety regulations for abortion clinics

Restrict school choice

Legalize physician-assisted suicide

Force pregnancy resource centers to promote abortion



HUNDREDS GATHER AT SCOTTSDALE BIBLICAL CHURCH FOR A TOWN HALL WITH GOV. DOUG DUCHEY ON THE DANGERS OF LEGALIZING RECREATIONAL MARIJUANA

# MOBILIZING THE GRASS ROOTS & DRIVING THE CONVERSATION

CAP's determination to raise a voice in the public square and speak out on issues that affect the safety and freedoms of Arizona families is a cornerstone of our commitment to you. This fall, a measure to legalize recreational marijuana (Prop 205) threatened to put impaired drivers on our roads and expose our kids and teens to dangerous high-potency forms of the drug.

We answered the call and took action.

With the odds against us, CAP engaged with community leaders and parents to expose the dangers of Prop 205. We hosted briefings, pastors' summits, town halls, and conference calls to unmask the hidden agenda and lies of proponents.

**"We have found a strong ally coming alongside us as we stand for biblical moral values," says Mark Martin, Senior Pastor at Calvary Community Church. "Center for Arizona Policy's resources have enabled us to be equipped to educate our church and help us have a part in making a positive impact in our state."**

Our voices together sparked a powerful grassroots movement that sent ripples across the state, forging lasting partnerships between CAP and the faith community, and directly resulting in the narrow defeat of this measure. Arizona now stands alone as the only state with legalization of recreational marijuana on their ballot this November to stand up and say "no!"



MARICOPA COUNTY ATTORNEY BILL  
MONTGOMERY SPEAKS AT A BRIEFING

***Arizona stands  
alone in  
defeating  
recreational  
marijuana.***



MORE THAN 1,000 GATHER FOR A RALLY ON NOVEMBER 6 TO  
PRAY FOR OUR LEADERS AND THE FUTURE OF OUR STATE AND NATION

# EXPANDING OUR REACH

Expanding our reach to new constituents was a core focus throughout the year. CAP's Community Relations Director Obed Escobar engaged with Hispanic pastors and students across the state to drive the conversation about Prop 205.

Obed's appearances on Spanish-language television reached tens of thousands of Arizonans who would have otherwise not been influenced.

We gathered more than 1,000 people to the State Capitol for a Prayer and Worship Rally to pray for our state and nation.

Our get-out-the-vote efforts reached more than 1.5 million Arizona residents through targeted social media and internet marketing campaigns.

Strong messaging, purposeful design, and precise targeting delivered our message efficiently and with the greatest impact.

Public engagement surged in 2016, and digital marketing analytics will allow us to hone the process for a higher rate of engagement in 2017 as we continue to expand our reach across a wide range of ages and groups.

PASTOR OBED ESCOBAR, CAP COMMUNITY RELATIONS DIRECTOR,  
SPEAKS TO THE HISPANIC COMMUNITY AT A RALLY AGAINST PROP 205

*Get-out-the-vote  
efforts reached  
over 1.5 million  
Arizona residents.*





PASTORS LIFT UP OUR LEADERS IN PRAYER AT THE STATE CAPITOL

# STANDING UP FOR ARIZONA

CAP's work at the Arizona State Capitol saw 15 CAP-supported bills signed into law, including laws to prohibit the trafficking of aborted baby body parts and to double the Charitable Tax Credit.

This allows taxpayers to direct more tax dollars to foster care and adoption agencies, pregnancy resource centers, and other organizations that help the working poor.

CAP's advocacy also worked to prevent bad laws from being enacted. According to Josh Kredit, CAP General Counsel and VP, Policy, **"We lean in and listen as much as we stand up and defend."** We then advocate for you at the Capitol.

More than 50 potentially harmful laws failed in the state Legislature in 2016, many of which would have restricted school choice and infringed on the privacy rights of your children, while threatening religious freedoms.

There is much more work to be done as more harmful laws are proposed and these issues continue to challenge the values we hold to, but CAP promises to continue standing up for you and your family, and to be a stable voice in a shifting culture and during times of uncertainty.

***CAP stands for you and your family...  
a stable voice in a shifting culture.***



GOV. DOUG DUCEY SIGNS SB 1474 & SB 1485 INTO LAW BESIDE CATHI HERROD, CAP PRESIDENT, AND JOSH KREDIT, GEN. COUNSEL & VP, POLICY



# PRESERVING OUR FUTURE

What is ahead for Arizona?

What issues will CAP be called to advocate for in the coming year?

The months ahead present new challenges and the resurgence of old. Proposed laws that put personal privacy and religious freedoms at risk will continue to come up at the legislature and before city councils. Abortion activists have already planned their agendas for 2017, and we will undoubtedly face more ballot measures that benefit the few and put millions at risk. We are ready to face these challenges and create new opportunities.

CAP promises to continue to trust in God for His guidance and provision. To not grow weary in our calling. We rely on His faithfulness as never before.

With you by our side, CAP will continue to be there for the big fights, to stand up for you and your family, and to preserve the future for our children and grandchildren.

We are keeping our commitment to never back down, and we're asking you to recommit your support as we work together to help keep Arizona a state where families can thrive.

*Let's work together to  
keep Arizona a state  
where families can thrive.*



Donate Here



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