### General Information

- **Organization Name:** Center for Arizona Policy
- **U.S. Tax ID#:** 86-0618922
- **Year Founded:** 1995
- **HQ Street Address:** 4222 E Thomas, Ste 220, Phoenix, AZ 85018
- **Phone:** 602.424.2525
- **City & State:** Phoenix, AZ
- **Website:** https://www.azpolicy.org/
- **Primary Contact & Title:** Cathi Herrod, President
- **Primary Program Area:** Advocacy & Public Policy
- **Other Program Area(s):** Justice

### Growth Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>Paid Staff (FTE)</th>
<th>Clients Served</th>
<th>Annual Income</th>
<th>Donors</th>
<th>Key Activity</th>
<th>% Change</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2015</td>
<td>14.0</td>
<td>15</td>
<td>$1,197,966</td>
<td>2,990</td>
<td>6</td>
<td>29%</td>
<td>Staffing levels fluctuate in election year &amp; based on need</td>
</tr>
<tr>
<td>FY 2016</td>
<td>14.0</td>
<td>15</td>
<td>$1,832,352</td>
<td>2,874</td>
<td>15</td>
<td>2%</td>
<td>Families and people of Arizona, private schools</td>
</tr>
<tr>
<td>FY 2017</td>
<td>11.0</td>
<td>5</td>
<td>$1,759,706</td>
<td>2,095</td>
<td>5</td>
<td></td>
<td>'18 Unaudited. Voter Guide costs incr. income even years</td>
</tr>
<tr>
<td>FY 2018</td>
<td>10.0</td>
<td>9</td>
<td>$1,882,289</td>
<td>2,535</td>
<td>15</td>
<td></td>
<td>Election year Voter Guides increase donations/donors</td>
</tr>
</tbody>
</table>

### Fundraising

- **Donor Retention Rate:** 69%
- **Gov't Funding %:** 0%
- **Cost to Raise $1 (Actual):** $0.12
- **Self-sustainability %:** 0%
- **Largest Gift for FY2018:** $125,000
- **Gift Income % from Largest Gift:** 6.7%
- **Invested Endowment Fund Balance:** $0
- **Donors Listed by Gift Size for FY2018:**
  - Gift Size: < $1,000
  - # of Donors: 2,169
  - Total Amount: $358,540
  - Gift Size: $1K - 4,999
  - # of Donors: 286
  - Total Amount: $499,971
  - Gift Size: $5K - 24,999
  - # of Donors: 66
  - Total Amount: $641,763
  - Gift Size: $25K - 49,999
  - # of Donors: 12
  - Total Amount: $381,750
  - Gift Size: $50K - 99,999
  - # of Donors: 1
  - Total Amount: $50,000
  - Gift Size: $100,000 +
  - # of Donors: 1
  - Total Amount: $125,000

### Financial Management

- **Cash & Equivalents on Hand:** 3-6 Months
- **Near-term Expendable Net Assets:** $725,700
- **Total Current Debt:** $0
- **Reserve Coverage %:** 40%
- **Independent Financial Audits:** Yes

#### Fiscal Year 01/01 TO 12/31

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned Revenue</th>
<th>Gifts in Kind</th>
<th>Cash Donations</th>
<th>Total Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2015</td>
<td>$12,698</td>
<td>$0</td>
<td>$1,905,268</td>
<td>$1,917,966</td>
</tr>
<tr>
<td>FY 2016</td>
<td>$9,546</td>
<td>$0</td>
<td>$1,822,806</td>
<td>$1,832,352</td>
</tr>
<tr>
<td>FY 2017</td>
<td>$2,704</td>
<td>$0</td>
<td>$1,757,002</td>
<td>$1,759,706</td>
</tr>
<tr>
<td>FY 2018</td>
<td>$8,846</td>
<td>$0</td>
<td>$1,873,443*</td>
<td>$1,882,289</td>
</tr>
</tbody>
</table>

#### Income

- **Program Services:** $1,529,723
- **Administrative:** $207,659
- **Funding:** $237,291

#### Expenses

- **Program Services:** $1,529,723
- **Administrative:** $207,659
- **Fundraising:** $237,291

#### Surplus/Deficit

- **Surplus/Deficit:** $56,707

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*FY18 Gift Income excludes $183,581 in $501(c)(4) revenue, included in Gift breakdown ABOVE.*

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Center for Arizona Policy (CAP) is a nonprofit advocacy group whose mission is to promote and defend the foundational values of life, marriage and family, and religious freedom.

Arizona is in the bullseye. It is being targeted by liberal national groups who are opposed to the sanctity of life, parental rights like educational freedom for children, a historic view of marriage, and religious freedom for all. They are pouring millions of dollars into the 2020 election to achieve their goals.

The mission/vision is: 1.) The sanctity of human life is valued and protected from its very beginning to its natural end. 2.) Marriages and families are esteemed and thrive with enduring generational impact. 3.) Religious freedom is affirmed, free from government interference.

Over the past three legislative sessions, 19 CAP-supported bills and measures upholding life, marriage and family, and religious freedom have been enacted or signed into law. In the 2019 legislative session alone, 75 “bad bills” opposed to these values were blocked by CAP’s legislative influence at the Arizona Capitol. During the legislative session, CAP meets with 30-35 friendly legislators bi-weekly for a meeting of the Arizona Values Action Team (AVAT) to plan its legislative strategy. This coalition is a key element of the successful passage of good legislation and the defeat of bad bills.

In a broad sense, CAP serves the citizens and families of Arizona with a particular emphasis on expanding and protecting educational freedom for children.

CAP distributed 131,500 copies of its 2018 Voter Guide and had 218,917 visits to its azvoterguide.com website, which educated voters across AZ.

School boards & city councils; Lack of a client relationships; Extremist messaging of the Left; Client relationships; Staff turnover; Reaching next generation; Messaging; Understanding demographics; Expanding base; Inability to educate constituency on fast-moving issues; Aging donor base; Church relations; Staff turnover; Reaching next generation; Messaging; Understanding demographics; Expanding base; Inability to educate constituency on fast-moving issues; Aging donor base; Church relations; Staff turnover; Reaching next generation; Messaging; Understanding demographics; Expanding base; Inability to educate constituency on fast-moving issues; Aging donor base

CAP promoted and defends the sanctity of life.

Prior to ’18, CAP conducted various small educational events (50-100 people) on current policy issues. These events were beneficial to those attending but were not able to speak to the broader CAP constituency and beyond. Instead, we now distribute via podcasts/videos, thereby expanding reach.