

DRAG
★ OUT THE ★
VOTE

2022 IMPACT REPORT



Jackie Huba

Founder and President
of the Board

MESSAGE FROM THE FOUNDER & PRESIDENT OF THE BOARD

When I established Drag Out The Vote in 2019, our mission was simple: to educate, register and turn out voters using the artistry of drag. I was driven by learning that 100 million people didn't vote in the 2016 election and that one out of five LGBTQ+ people were not registered to vote or did not vote. This had to change.

Since then, Drag Out The Vote has created an extensive network of over 300 drag ambassadors around the country. We also have worked hand in hand with the Employee Resource Groups of large corporations such as Best Buy and Meta (Facebook) to better educate their employees about their rights as well as to provide resources and information they need to make a concrete plan to get to the polls.

I am incredibly proud of the work we have done thus far. But I want to be clear that none of this would be possible without the support of our fierce drag ambassadors, partners, donors, sponsors, National Co-Chairs, consultants, volunteers & board members. From the bottom of my heart, Thank You all for giving of your time, your talents and for making sure we have the foundation to get people to sashay to the polls.

Drag Out The Vote continues to build upon our existing multi-year partnerships with Fair Wisconsin and OnePA while fostering new relationships with organizations such as the Texas based Radical Registrars. This past year, for the first time in our organization's history, we were fortunate enough to be the recipients of grants from The Rockefeller Brothers Foundation, PublicWise, and the Phluid Phoundation.

In 2022, we saw an unprecedented increase in the number of threats directed at drag artists. Artists simply serving their communities by reading books to children at Drag Story Hours hosted by their local public libraries has now become the nation's newest culture war. We witnessed a rapid proliferation of bills targeting trans kids, aimed at muzzling free speech and self expression. No person in the United States of America should have to live in fear simply because of who they are. Drag Artists and the LGBTQIA+ community have the right to thrive and prosper in this country without having their livelihoods threatened, their bodies abused and their voices stifled.

Even through all the hate, venom and vitriol, this past December, the President signed into law the Respect for Marriage Act which formally repealed the DOMA and required the US Federal Government and all States and territories to recognize same-sex and interracial marriages. This is a monumental accomplishment and one that works to rectify the damage done to the LGBTQIA+ community. But our work is not yet finished. Drag Out The Vote will continue to work hand in hand with our partners and allies until everyone has the right to live as their authentic self without fear of harm or persecution. The march for Equity and Equality continues. I hope that you will join us.



DRAG ★ OUT THE ★ VOTE

BOARD OF DIRECTORS

Jackie Huba

Founder, President of the Board, Treasurer

Virginia Miracle

Vice-President, Secretary

Chad Kampe

OVERVIEW

Drag Out The Vote is a nonpartisan, nonprofit organization that works with drag performers to promote participation in democracy. We educate and register voters at drag events online and offline by organizing local and national voter activations. Led by fierce drag kings and queens across the nation, we advocate for increased voter access and engagement.

Conceived in 2017, and formally established in 2019, Drag Out The Vote was born out of one woman's determination to get the LGBTQ+ and Allied communities engaged about voting. In realizing that 1 in 5 LGBTQ+ people is not registered to vote, and that 100 million people did not vote in 2016, Jackie Huba set out to find a solution.

Inspired by her friend Phi Phi O'Hara's Puerto Rico benefit (a massive drag production held in 2017 to raise funds for Hurricane Maria disaster relief), Huba decided to use the power of drag to motivate voters at events across the country. With a strong history of activism, the art of drag has made a significant impact on social justice movements across the United States.



FAREWELL MESSAGE FROM OUR FORMER EXECUTIVE DIRECTOR

When I first joined Drag Out The Vote in late 2019, I had no idea the deep impact the organization would have on my professional and personal life. As the organization grew, so did I. During my time with Drag Out The Vote, I have served as a finance and political strategist, as the national campaign manager in 2020, as Director of Government Relations, and for a year and a half as Executive Director. During my time at Drag Out The Vote, I was privileged to spearhead the creation of the Drag Ambassador Program resulting in recruiting and training more than 300 drag artist organizers in 44 states, raised a quarter of a million dollars during 3 years in incredibly difficult circumstances relating to the pandemic and the resulting global economic crisis, worked and engaged with countless organizations across the country from Arizona to Wisconsin, from Georgia to New York, and most of all we contacted, educated, and engaged with millions of voters through digital and relational organizing.

Now more than ever the power of drag is evident. We see this and know this because of an increasingly violent, far-right reaction to the art and activism of drag artists. If there was one single thing I take away from my time with Drag Out The Vote it is that it is the drag artists who are among the most inspiring, fearless, and caring individuals. They are not just artists, or activists, they are people who care about their community and their country. For that very reason I say thank you to them, for all they have done and all they will continue to do. All of us must work to defend them and stand up for them.

I know I leave Drag Out The Vote in good hands, with our new Executive Director Chris Diaz, who managed not just our successful 2022 Midterm Campaign, but kept us all on time and under budget as our administrator. I wish him and the team all of the success. My final message to all of you, from fans to supporters to drag artists, is this...I am a high school and college drop out who was told that if I didn't follow the specific path laid out before me, that I'd fail. Guess who has the last laugh? Believe in yourself, fight for what you believe in, and use the fierceness and confidence that drag artists show us every day as inspiration. Never stop, always keep going. And always remember to sashay to the polls so we can DRAG OUT THE VOTE!

- Liam C. Kahn



Chris Diaz

Executive Director

MESSAGE FROM OUR NEW EXECUTIVE DIRECTOR

Hello Guys, Gals, Non-Binary Pals, Theys & Thems,

My name is Chris Diaz & I am the new Executive Director of Drag Out The Vote. It is a privilege for me to serve in this role and have the opportunity to engage and work with drag artists, stakeholders, elected officials, activists, and allies from all across our country.

I immigrated to the United States with my mother from the Republic of Panama. While I was excited to come to America, I could not have dreamed of either the opportunities or the tribulations that awaited me. Learning English was a struggle and I remember constantly being made fun of for my accent. One day I ran to my mother in tears, confessing that this was too hard and I didn't want to do this anymore. My mother sat me down and just held me as I cried. However, she showed me that perseverance pays off. She pushed through, learned English, and went to college, earned her Master's Degree and became a teacher. My father, an Air Force veteran who worked as a Correctional Officer and then as a Counselor, put in countless hours of overtime to make sure we had a roof over our head, food in our bellies and that we didn't want for anything. Watching their determination, day in and day out, inspired me to keep pushing.

I earned an MFA in Acting from Florida State University/ Asolo Conservatory for Actor Training, where I experienced some of my most meaningful personal and professional moments but my experience at the confluence of money and power opened my eyes. I then moved to New York City, to pursue the dream of being a stage actor. A dream I have not given up on. I joined Drag Out The Vote in early 2021, and I've been privileged to create and grow relationships with drag artists, our partners, and elected officials across the country. In 2022, I was proud to execute our programs and initiatives during the midterm elections across multiple states including Wisconsin, Pennsylvania and Texas. When I was asked to serve as Executive Director, I couldn't say no.

I couldn't say no because today, the world of drag and politics is colliding with an all out assault on drag artists that traffic in violent and hateful anti-LGBTQIA+ rhetoric, conspiracy theories & harmful stereotypes. The state of Texas, for example, has introduced or passed multiple, identical bills that define a "drag performance" as "a performance in which a performer exhibits a gender identity that is different from the performer's gender assigned at birth..." This would require any venue who meets this criteria to be categorized as a "sexually oriented business." This is insane. What happens to local theatre productions of Peter Pan, Hairspray, or Chicago who all have roles traditionally played by individuals whose gender identity differs from that of their characters?

These bills and those like them across the country expose themselves as blatant attempts to attack and criminalize speech while continuing to marginalize & "other" members of our community. They play on long held anti-LGBTQIA+ tropes and hurtful stereotypes that equate members of our community as dangerous or predators. The damage this does to our community is immeasurable.

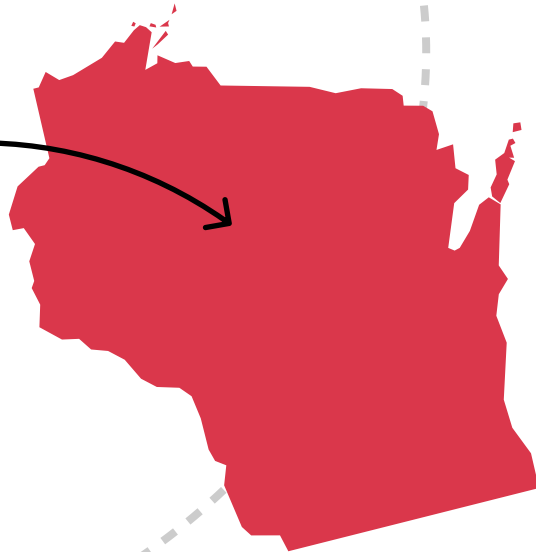
My father instilled in me early on that all we have in this world is our word. It is our bond and something that is sacred. As the Executive Director of Drag Out The Vote, I give you my word that I will work tirelessly in this role to defend our community from those who would seek to harm and demonize us. We must continue to be engaged and vote in every election, from President right on down to town-board. Every election is an opportunity for our community to show our strength, our love, our passion. The world is our stage. Now is the time to raise our collective voice and demand our seat at the table and our time in the spotlight.

-Chris Diaz

IMPACT SPOTLIGHT

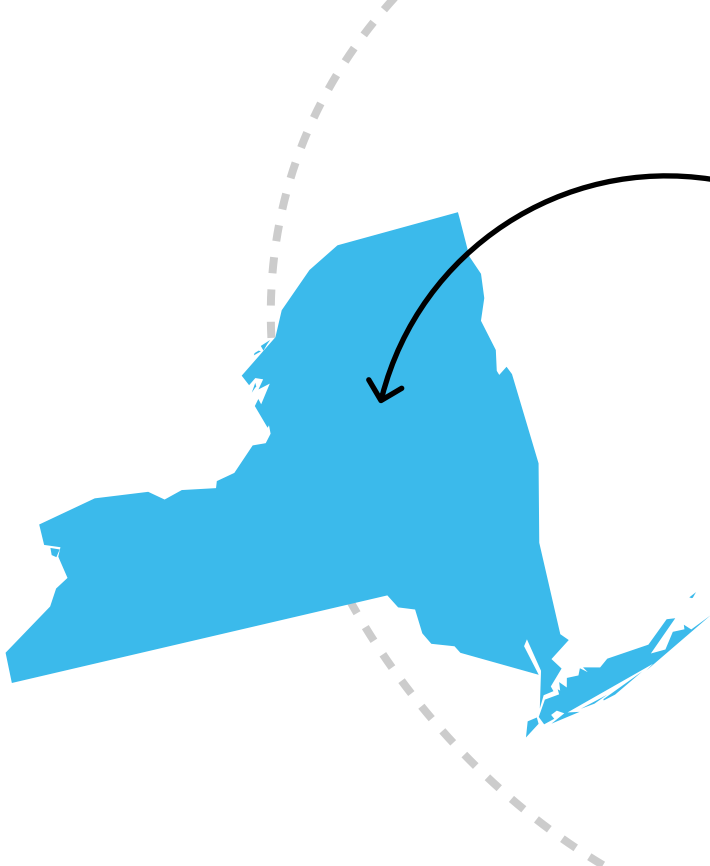
Wisconsin Texting Program

We paid for a texting program, allowing our partner Fair Wisconsin to work with us to reach 125,000 voters in critical state house and state senate districts across the state.



Voter Outreach Efforts

We funded drag voter outreach through our friends at Radical Registrars to the BIPOC and Latino/LatinX communities in San Antonio and South Texas resulting in multiple drag events for voter outreach and pedicab rides to the polls!



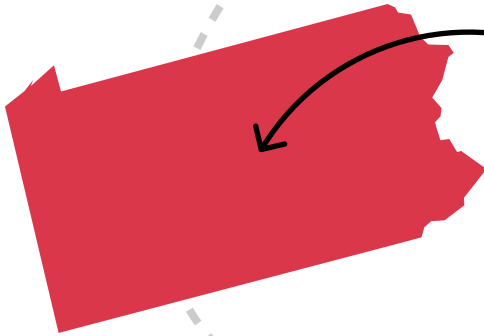
“The Library is Officially Closed” Talk

The LGBTQ Bar NY, in conjunction with the Metropolitan Black Bar Association and Fried, Frank, Harris, Shniver & Jacobson LLP hosted “The Library Is Officially Closed: The Rise of Book Bans & Threats Against Drag Story Hours. Drag Out The Vote was invited, alongside Drag Story Hour and The American Civil Liberties Union (ACLU) to discuss the proliferation of books being banned with queer authors, characters, and subjects as well as the unacceptable rise in violence targeting drag artists across the nation.



PublicWise Fundraising

This year, Drag Out The Vote teamed up with the incredible folks at PublicWise on a joint fundraising. The event was attended by elected officials, activists, industry insiders of NYC’s nightlife and entertainment community.

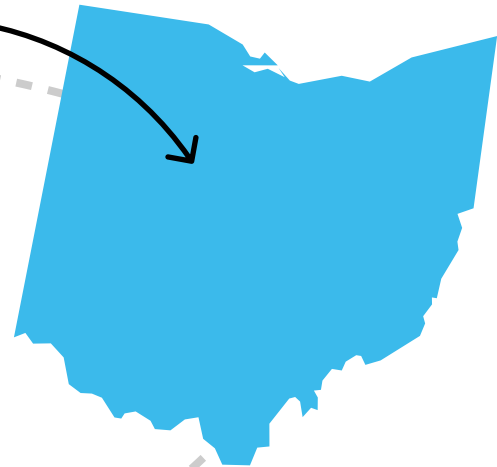


OnePA collaboration

We funded drag organizers to work with our partners at OnePA to contact over 80,000 black voters in Philadelphia, Pittsburgh, and the suburbs.

Denison University Outreach

We funded outreach to and engaged with local, student drag artists at Denison University in Ohio to encourage change in voter registrations, education on why voting is so important, and to get college students involved.



“The Beauty President” Screening

Drag Out The Vote worked with the fabulous Leslie Lohman Museum on a NYC screening of “The Beauty President.” Brought to us by Director Whitney Skauge of Breakwater Studios, Executive Producer Lena Waithe and in partnership with the LA Times, “The Beauty President” documents the phenomenal Terence Alan Smith aka Drag Queen Joan Jett Black, as they made a historic bid for the White House as one of the first openly queer write-in candidates in 1996.





2022 BY THE NUMBERS

OVER

205,000

voters engaged through
direct voter contact program

OVER

\$123,000

raised for organizing in 2022





PARTNERSHIP AND GRANT ORGANIZATIONS



Phluid Project + Smirnoff

These funds were used to create unique, specially designed Drag Out The VOTE + Phluid Project branded dresses that our drag artists wore to voter engagement events.



Rockefellers Brothers Fund

These funds were used as part of organizing and our operations for 2022.



PublicWise

These funds were used to organize this year across multiple states and allowed Drag Out The Vote to make thousands of Direct Voter Contacts in Pennsylvania & Wisconsin. In addition, for the first time in our organization's history, we were able to allocate funds to our partner organizations, Radical Registrar and Fair Wisconsin Education Fund, to assist in their organizing efforts.



2023 FINANCIALS

Starting up a niche voting rights and voter activation organization and then facing down a pandemic and global economic crisis as a result of said pandemic made life difficult for us, we can promise you that. However, through grit and determination we kept going. We are very proud to say that in 2022, we had our most successful financial year yet! Through a mix of private donation, corporate sponsorship, and grants we were able to raise \$123,000.

Fundraising is so important to the health and success of our organization. As you can see, through just growing our financial base we were able to positively impact voting trends, educate voters and potential voters across diverse demographics and geographies, and most of all we fulfilled our mission to Drag Out The Vote!

REVENUE

Grassroots Donations: \$21,057.18

Corporate Donations: \$2,000.00

Grants: \$100,000.00

TOTAL: \$123,057.18

EXPENSES

Operations: \$37,037.03

Marketing: \$7,879.08

Grants to Partners: \$25,000.00

- \$15,000.00 to Fair Wisconsin Education Fund
- \$10,000.00 to Radical Registrars

Stipends for Drag Artists: \$12,477.25

TOTAL: \$82,393.36

As we head into 2024, it will be more important than ever to continue to raise the necessary funds to perform this work on the scale necessary for a Presidential election which we estimate will require a minimum of \$175,000 in funds for our work in 2024.

LOOKING AHEAD

In 2023 Drag Out The Vote is dedicated to engaging voters not just virtually or digitally, but on the ground. As we face a growing chorus of anti-drag voices and heinous legislative attacks, Drag Out The Vote knows we need to fight back.

In 2023 we have three very specific targets for activation:

2

New York City Council Races

All 51 members of the New York City Council are up for re-election in 2023 and New York City has abysmal turnout rates. What's even more surprising is that with automatic voter registration coming into effect many New Yorkers are registered to vote, but don't access their democracy. Drag Out The Vote will endeavor to increase voter education and awareness so that we can increase turnout in the Big Apple!

1

Texas State Legislative Session

They say everything is bigger in Texas. And there is no bigger "NOPE" than the amount of anti-drag legislation being proposed by members of the Texas State Legislature. There are over 50 bills proposed and up for debate in the state house.

3

Wisconsin State Supreme Court Races

Wisconsin is home to some of the worst effects of gerrymandering in our nation. Furthermore, State Supreme Courts have tremendous power over the lives of individuals, from abortion rights to redistricting to taxes and more. As one of our first activations for 2023, we engaged with our state partner Fair Wisconsin and local drag artists on a digital campaign to raise voter awareness and we saw record voter turnout! We want to highlight in particular that youth voters turned out in record levels in what we normally call an "off year" election. This showcases the power of our model of organizing in communities that are historically not spoken or reached out to by campaigns.

ANTI-DRAG BILLS (2023)

Drag Out The Vote is concerned with the rapid proliferation of anti-drag bills that have been introduced in state's legislatures across the country:



Montana State Legislature

HB359 - This bill would prohibit minors from attending drag shows as well as prohibit any drag performances at any location that receives state funding or wherever children are present.



Texas Legislature

HB643, HB708, HB1266 & SB476 - These bills would define a "drag performance" as a performance in which a performer exhibits a gender identity that is different than the performer's gender assigned at birth using clothing, makeup, or other physical markers and sings, lip syncs, dances, or otherwise performs before an audience for entertainment. In addition, it would categorize any establishment that puts on a drag show as a "sexually-oriented business."



Arizona Legislature

SB1698 - Would categorize drag shows as an "adult-oriented business" and would punish any individual who performs or allows a minor to view such a performance. Those found in violation would be charged with a class 4 felony (up to 3yrs in prison) or potentially with a "dangerous crime against children" which could come with a 10yr sentence and would require those convicted to register as a sex offender



Tennessee General Assembly

SB0003 & HB0009 - As introduced, creates an offense for a person who engages in an adult cabaret performance on public property or in a location where the adult cabaret performance could be viewed by a person who is not an adult.



South Carolina General Assembly

HB3616 - In addition to categorizing drag shows as a "sexually-oriented business" and prohibiting any entity that receives public funds from using such funds on drag performances, this bill would consider "allowing a minor to view a drag show" as "disseminating harmful materials to minors."

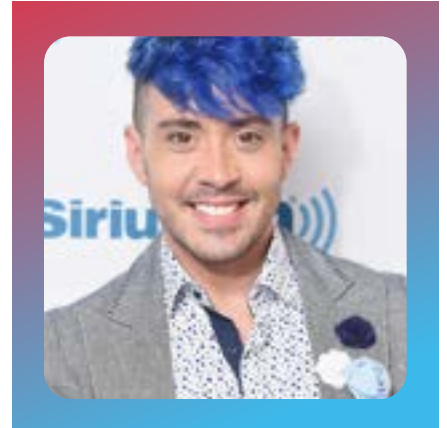
NATIONAL CO-CHAIRS



Brita Filter



Marti Gould Cummings



Jaremi Carey



Cynthia Lee Fontaine

Drag Out The Vote is thrilled to announce our newest National Co-Chair, the inimitable Cynthia Lee Fontaine, star of Seasons 8 and 9 of RuPaul's Drag Race. Season 8's Miss Congeniality is ready to represent her state of Texas! Drag Out The Vote & Cynthia Lee Fontaine will work together to get native Spanish speakers the resources and information they need to avail themselves of their rights and to get their cucu's to the polls.

SPECIAL THANK YOUS!

To all of the incredible drag artists with whom we have had the privilege of working with this year: thank you for sharing with us your talents, your time, your passion and your voice! Drag Out The Vote is where we are today because of your hard work and advocacy. Let us continue to march forward towards the bright future of equality and equity for all!



Brita Filter



Olivia Lux



Jaremi Carey



Ginger Ladd



Plasma



Kiki Ball Change



Marti Gould Cummings



Bob the Drag Queen



Cynthia Lee Fontaine



Cynthia Mooseknuckle



Joan Jett Black



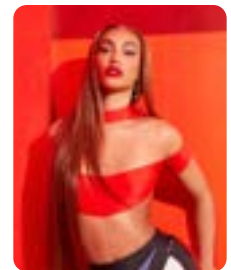
Essence



Castrata



Julie J



Kerri Colby



Jeff Eason

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