

A Division of "Charity for People Powered Democracy"

Our Year in Review

"A Journey Through 2024"

Statements from our President and Vice President



Charles Thomas, Jr.
Founder and Director
When You Vote I Win (WYVIW)
Vice President
Charity for People Powered Democracy

For an organization whose central focus is on voter engagement, 2024 was an amazing year for When You Vote I Win (WYVIW). We were able to expand our footprint and voice in the voting space through the vital support of our funders, and the indispensable relationships with our partners and collaborators. Despite the great work put in, it is clear that the “ripe harvest” is even more expansive.

As Founder and Director of WYVIW, I look forward to the new year. The work can be grueling, but I am grateful that I have a team that is up to the challenge, and, in numbers, is growing. They (as well as I) are a team of “all volunteer” workers committed to this work of voter mobilization, and my commitment is to match their energy to bring about greater results. Many thanks to you all. Let’s get to work...



Scott Reilly
President
Charity for People Powered Democracy

CPPD’s incorporation in 2022 was the beginning of a commitment from a group of human rights activists who believed that human society is best served when our governing system is based in democracy. We worked diligently this year to encourage the active and informed participation of individuals of all communities and backgrounds

in the electoral process. While WYVIW took on the challenge for getting people to vote during this election year, as Charity for People Powered Democracy, we were also engaged in building the organizational foundation such that we can maintain this effort

for the long run. It is abundantly clear to us that our democracy is continuing to be under attack. We understand that our contributions to the defense of our democracy will be needed for many years to come. Organizations talk about wanting to be bold and innovative. We believe our initiatives demonstrate a unique, well thought out, and strategically implemented approach to turn low voter participation groups into habitual voters. The funding we have attracted in 2024 and the volunteer hours donated is a clear indicator that others recognize the efficacy of our approach.



Our mission:
“Informing citizens
of the value
attached to voting
in a democracy”

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Our Foundation

When You Vote - I Win is directed by Charles Thomas, Jr., a direct descendant of Alice Moore and Denise Holt, two members of the Student Nonviolent Coordinating Committee in 1965. At the ages of 16 and 14 respectively, both powerful ladies marched and protested in all of the 1964 and 1965 Civil Rights marches. They were 2 of only 300 individuals who made the march all the way from Selma to Montgomery, Alabama.

When You Vote – I Win is an extension of the work that resulted in the signing of the Voting Rights Act. We are honored to build upon Moore and Holt’s legacy. The privilege of them continuing the work and being a part of their team makes the work rewarding. They honor us with their effort and continued advocacy as we seek to honor them.



Alice Moore



Denise Holt

Foot soldiers revisit Brown Chapel during the 59-year anniversary of the march from Selma to Montgomery.

Who We Are

Charity for People Powered Democracy

When You Vote - I Win

Games for Democracy



Charles Thomas Jr., Founder and Director
When You Vote - I Win
Vice President
Charity for People Powered Democracy

Charity for People Powered Democracy was created by a group of human rights activists who believe that human society is best served when the governing system is based in democracy. We work toward:



Scott Reilly, President
Charity for People Powered Democracy

- Encouraging active and informed participation of individuals of all communities and backgrounds in the electoral process.
- Strengthening democracy by educating the public regarding the importance of voting and understanding the voting process.
- Assisting citizens in becoming informed voters so that they can participate in electing individuals that will help to improve their communities and lives.

Charity for People Powered Democracy Board Members



Warner Mach
Treasurer



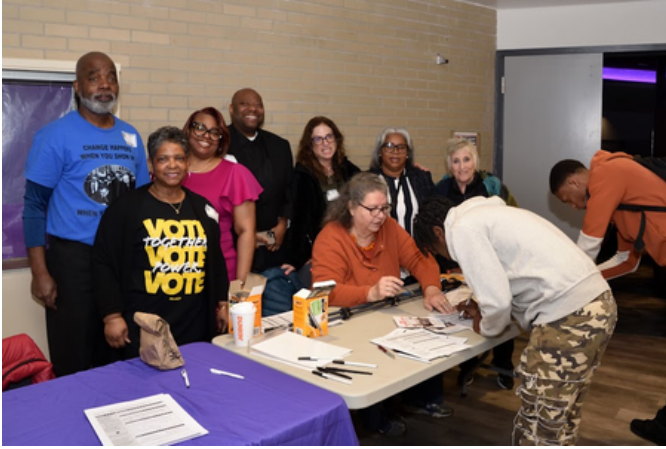
Kathi Harris
Secretary



Cassandra Floyd
Member at Large

Our Impact

Value of the Vote



Pontiac High School, MI



Selma, Alabama: Presentation of Proclamation and Key to the City Secretary of State Jocelyn Benson

This work afforded us opportunities to present before audiences as massive as 400 or more in some school venues as well as smaller venues of 30 - 40 in our collaboration with Speak Life and the Black Achievement Fund. This led to a statewide “Barbershop Tour” effort.

These sessions allowed us to inform listeners on the history of voting in America from the Constitutional Convention to the current state of voting in America. WYVIW has developed a program that clearly demonstrates the relationship between voting and the American democracy and thereby demonstrates the “Value of the Vote”.

In our “Value of the Vote” sessions we were able to take our message into multiple and varied spaces. In 2024, those spaces included middle and high schools, seniors’ complexes, houses of worship and more.

Many of the visits included collaborations with multiple organizations. We were able use the visits as platforms to also promote messages from the leaders of organizations like Voting Access for All Coalition, Detroit Change Initiative, and Oakland Forward. In addition to this, we worked in collaboration with the Michigan Department of State in combined sessions with their Mock Elections program.



Anointed Cuts, Ypsilanti, Michigan



General Election Day 2024, Southfield, MI

Our Impact, cont.

Value of the Vote

The expansion of our work and our methods and messaging resulted in recognition in a number of ways:

- In October 2023, When You Vote - I Win was honored for our work as our Founder received the NAACP-NOCB Judge William J. Waterman “Courage in Leadership” Award.
- In April 2024, WYVIW was honored by the Oakland County Bar Association and received the Allene and Martin Doctoroff “Liberty Bell” Award.
- Our work continued to expand nationally.
- In September, we partnered with Spark the Vote and the decision was made to submit a video entry for their “Social Media and Film Challenge”. We contracted with our videographer to create what would essentially be the trailer for our planned documentary, “Three Marches - Two Sisters - One Bridge”, a story of the women who are our foundation. Our entry in the national competition was chosen as the award-winning effort.



Awards and Recognition



Roots 101 Museum
Louisville, Kentucky



“Barbershop Tour” in Detroit



Early Voting Rides to
the Polls, Detroit, MI



Secretary of State Jocelyn Benson
Saginaw High School



Awards and Recognition



“Zeta’s Wear Pink”
Breast Cancer
Awareness Event



Men’s Health Day
Ford Field



People’s Community
Church, Detroit, MI

Recognition of Funders

Increased **impact** resulted from increased **funding**

Special thanks to:



Partners and Collaborations

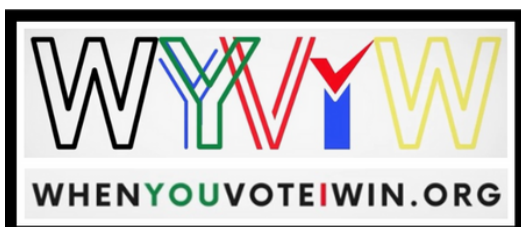
- Michigan Department of State (MDOS)
- Voting Access for All Coalition (VAAC)
- People's Community Church
- Northern Oakland County Branch (NAACP-NOCB)
- Barbershop Tour
- Detroit Symphony Orchestra
- League of Women Voters (LWV)
- All Voting is Local (AVL)
- Black Voters Matter (BVM)
- Michigan Voices (MV)
- The Skillman Foundation
- Fair Voting Alliance
- Speak Life
- The Black Achievement Fund



Games for Democracy

The team that is supporting the GOTV video game has continued to meet throughout 2024. We have continued to refine our vision of how the game will be shaped. We are holding steadfast to the concept of a game that will be addictive because it will be enjoyable to play, yet players will understand the message that voting and civic participation can change their communities for the better.

We have approached a variety of foundations. However, we are still seeking the most compatible match. We will be working with University of Michigan's Ross Business school during the first quarter of 2025. We will receive guidance from MBA students on strategies for marketing our effort in order to attract funding. The team of MBA students will also create a marketing plan that will encourage gamers to play the game.



What's Ahead in 2025!

As we move into the future, our work is expanding but in scope, unchanging. **When You Vote - I Win will continue to:**

- Put on programs before high school upperclassmen to prepare them for voting in future elections. We will help them to continue understanding the value of their vote and the importance of participating in the electoral process.
- Expand our footprint by holding sessions on more college campuses, in group and club settings, and houses of worship throughout the state of Michigan and the United States.
- Engage in collaborative efforts with our community partners and expand our partnering with the Michigan Secretary of State; conducting mock elections in conjunction with our “Value of the Vote” sessions.
- Pursue necessary funding for our major projects:
 - a. The potentially groundbreaking production of “Building Our Successful Society” (BOSS) game application
 - b. The production of the film documentary “Three Marches - Two Sisters - One Bridge” - the story of our two Selma Foot Soldiers.

Given the audience to which our work is targeted and the nature of our program, this is a work in perpetuity. We are committed to the work of engaging voters, especially those who are coming into voting age. We will equip them with the knowledge on the importance of voting in a democracy and help them to understand the power and effect of voting.

We are excited about the prospects that lie before us. The numbers show that one thing is clear: The largest voting bloc has become those who do not vote. We are ready to engage in the work.

*This year review booklet is a representation of the wonderful events that we hosted and partnered in during the year 2024. We appreciate all who contributed to our mission, including those who were not mentioned or pictured. With the support of our funding partners, we were able to achieve more than can be captured in this booklet. Thank you for your support.



Contact Us

To get involved, email

youvoteiwin@gmail.com

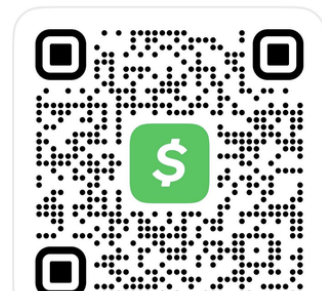
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