

**Legal Name of Organization:** IGNITE

**Website URL:** [www.ignitenational.org](http://www.ignitenational.org)

**Headquarters Location:** Oakland, CA

**Name and Title of Primary Contact:** Amy Zucchero, Chief of Resource Development and Communications.

**Email and Phone Number of Primary Contact:** [amy@ignitenational.org](mailto:amy@ignitenational.org); cell: 401-480-4819;

**Application Submission Date:** 3/23/2018

**Organizational Overview:**

**Organization Description: (please provide a very brief description of your organization – this can be a few sentences or a single short paragraph):** As a nonpartisan 501c3, IGNITE builds political ambition in high school and college-aged women in their own communities. IGNITE provides civic education, exposure to women in political leadership, hands on training, work opportunities, and a peer network of women who support and nurture each other's aspirations for civic and political leadership.

**Mission Statement:** IGNITE is a movement of young women who are ready and eager to become the next generation of political leaders.

**Organizational Budget:** \$1,554,200

**Program Budget: If your organization has a specific program focused on civic engagement, please list the name and budget for that program.**

- Program name:
- Program budget:

N/A

**Staffing: List the locations where you operate, and the number of staff in each location (you do not need to list staff names or titles)**

We are a national organization that currently delivers programming in 15 states. We have staff located in the San Francisco Bay Area (6 staff members); Central Valley, CA (1 part time staff) and North Texas (3 staff members), Houston, TX (1 staff member) and Seattle, WA (1 staff member). This fiscal year we have IGNITE Fellows in Southern CA; San Antonio, TX; Boston, MA; New York, NY; Seattle, WA; Atlanta, GA; Denver, CO; and, Minneapolis, MN. In FY 18/19 we plan to add Fellows in Madison, WI; Fresno, CA; and Birmingham, AL, with more depending on funding.

**Annual Report: Does your organization produce an annual report? Yes X No \_\_\_**

**Organizational Activities: (check all that apply)**

- Direct Service
- Advocacy
- Capacity Building (training, etc.)
- Awareness Building
- Convening
- Research and Publications
- Membership Organization
- Other(s):

**Organizational Strategy**

**1. Discuss your organization’s “theory of change” (how does your work contribute to change in the world) including the following:**

- a. What are your long-term organizational goals?**
- b. How does your current approach (advocacy, policy, impact legislation, research, direct service, etc.) help you achieve these goals?**
- c. Within the broad topic of ‘civic engagement’ discuss why your organization focuses in a particular area or areas (e.g. leadership training, voting rights, fair elections, etc.). In other words, why do you feel intervention in these areas is critical to positive change?**

**Theory of change**

Imagine a world where every young woman believes that being a civic and political leader is a personally compelling, viable career option, where her interest and excitement about solving her communities’ greatest challenges translates into the desire to lead. IGNITE envisions a world where hundreds of thousands of young women are civically engaged, actively working towards solutions around the most pressing issues in their communities, aspiring to become civic and political leaders and ultimately stepping up to serve in elected office - in their schools, on their campuses, and in their communities.

IGNITE’s theory of change is that the barriers to women’s political leadership are best overcome during adolescence and young adulthood when career aspirations are still in formation. We inspire young women to see political and civic leadership as a possibility. We bolster their sense of personal qualifications and provide them with the networks, role models, and opportunities to help advance their leadership.

**Current approach to achieve goals**

To do this work, IGNITE develops and delivers civic and political leadership training programs for young women on-site in high schools, on college campuses and in the broader community. Our goal is twofold: first, to create a culture shift whereby young women embrace political

ambition and political power; second, to provide training and other opportunities for them to realize that power. IGNITE specifically targets young women with less access to resources, so they feel that civic and political leadership is not just a possibility, but a calling.

We have grown significantly over the last few years and have plans to further accelerate that growth and take IGNITE to scale by 2020, with programming in all 50 states, thereby training 50,000 young women each year. IGNITE will: have 50 fellows in cities across the United States; support 1,000 college chapters; host 25 young women's political leadership regional conferences each year, license our high school curriculum to 1,000 schools; and, continue to serve our robust network of alumni who are launching political careers in cities across the country. Given the current social and political climate, we believe that this is the right moment to embark on dramatic expansion.

## **2. Do you work with partners to achieve your goals? If yes, please describe the role partners play in your strategy.**

IGNITE prioritizes and invests heavily in partnership and collaboration to advance our mission. We work with several well-respected national civic engagement and women's leadership organizations to design and deliver programming, amplify our message and reach new audiences. Examples include:

- IGNITE, Cosmopolitan Magazine and Rock the Vote are partnering on the [#VoteTwice campaign](#) to mobilize hundreds of thousands of young women across the country to vote in both their 2018 primary and mid-term elections. Rock the Vote will provide voter registration tools tailored to specific states and will partner with IGNITE to train young women to register voters on their campuses and in their communities. Cosmopolitan will amplify the campaign, using their magazine and digital platform to activate an expansive audience.
- IGNITE partners with the United State of Women on their high profile events. In May of 2018, IGNITE is hosting the Young Women's Hub at their LA Summit. They anticipate 5,000 women and girls will attend the Summit. The Hub is an intimate lounge-like setting where young women can come to network with each other and prominent women speaking at the event. The Hub will spotlight IGNITE programs and also host panel discussions on topics like "Leading in the era of #MeToo", "Living your Vision as a Political Leader" and "The Intersection of Art and Activism". Young women will also have the opportunity to engage in speed mentoring sessions with high-profile attendees.
- We collaborate with Amy Poehler's Smart Girls to reach hundreds of thousands of young women online and inspire them to become civic and political leaders, via our "Declare Your Ambition" campaign. In the fall of 2016 Smart Girls and IGNITE co-produced "[We All Belong Here](#)", a consciousness raising video that highlights how we can better inspire young women and girls to become the future generation of political leaders. The video has been viewed by over three million people and it yielded extraordinary press coverage including Huffington Post, Makers, Redbook Magazine, Mic., ABC News, EllenTube, and Refinery29. Key influencers including Secretary Hillary Clinton (9.8M followers); Arianna Huffington (2.52M followers); Actress Kristen Bell (2M followers); Actress Rosario Dawson (590K followers); Gloria Steinem (219K followers); Sen. Kirsten

Gillibrand (193K followers); CEO of Sprint, Marcelo Claure (250K followers) shared the video with their community.

- In addition to these high profile partnerships, IGNITE regularly partners with other non-partisan women's political training organizations like VoteRunLead, NEW Leadership, She Should Run, and Higher Heights on programming.

### 3. What distinguishes your organization from others working in this area?

IGNITE is one of only three young women's political leadership organizations in the country. We are the largest of the three, and the only one that provides sustained, ongoing training and opportunities for young women in the communities where they live, so as to remove barriers to participation. (The other two provide short, retreat type trainings to select small groups of young women.) Furthermore, IGNITE's participants are highly diverse so as to ensure that the next generation of political leaders truly reflects the changing demographics of America.

### **Programs**

Please describe the program(s) that best fits our funding focus – Civic Engagement (we understand that, in some cases, our funding topic will be the sole focus of your organization):

#### **1. Please provide a brief overview of the relevant program(s)**

IGNITE is training over 5,000 young women this year via the following programs:

- High school curriculum: 50+ hour of sustained high school programming that trains young women to understand government, analyze policy, see the connection between the two, and aspire to political leadership. The curriculum is available to license on a sliding scale basis in order to expand our reach to young women at high schools across the country.
- College programs:
  - Regional College Councils comprised of 20-30 politically ambitious young women from a group of local college campuses. Each College Council meets for bi-monthly weekend retreats to develop political leadership skills, learn in-depth information around a specific policy area, and receive mentorship from locally elected women. IGNITE currently has College Councils in the SF Bay Area, Southern CA, Dallas, Houston, Seattle, Atlanta, San Antonio, New York City, Minneapolis and Denver.
  - Student led IGNITE College Chapters, that build political and civic engagement among students. Chapters organize activities like voter registration drives, policy workshops, and panels with elected women and candidates. Chapters members have the opportunity to target their organizing efforts to the specific needs of their campus. There are currently 89 IGNITE college chapters across the country and we are on track to reach 100 by the end of the academic year.
- Annual regional conferences that include policy workshops, political leadership training, a networking lunch with elected women, and a keynote from a prominent woman leader. Past IGNITE conference speakers include: Congresswomen Mary Bono, Susan Brooks, Yvette Clarke, Michelle Lujan Grisham, Eddie Bernice Johnson, Barbara Lee, Sheila Jackson Lee, Grace Meng; Georgia Representative and 2018 Candidate for Governor Stacey Abrams; Minority Leader Nancy Pelosi; Senators Kirsten Gillibrand and Shelley Moore Capito; Civic Leaders like Tarana Burke, the founder of the #MeToo movement, and Mónica Ramírez, Co-founder & President, Alianza Nacional de Campesinas, and many more. Over the 17/18

fiscal year we hosted conferences in New York City, Dallas, San Francisco, Houston and Washington D.C. We have a Boston conference on the books for November 2018.

- IGNITE Fellows, a competitive fellowship for women who plan to run for office. Fellows strengthen their expertise and network with elected women while organizing College Councils and local College Chapters to build political ambition in young women in their respective communities.
- IGNITE alumni network for past participants to accelerate their path to political leadership. Alumni receive ongoing training and a platform to connect with each other and elected women who provide access to opportunities in the political realm that prepare them for candidacy.
- A robust network of 500+ elected women at the local, state and federal level who act as mentors, speak at trainings, and provide internships/volunteer opportunities on their campaigns and in their offices.

## **2. What are your current programmatic priorities?**

- As we discussed above, we are looking to do an expansion campaign to take quickly take us to scale. One of the most effective ways to scale is by increasing the number of Fellows we have on the ground in regions across the United States. These Fellows organize civic engagement activities, recruit and train young women to run, and generally spread the message that the time is now for young women to lead. Funding permitting we'd like to have a minimum of 15 fellows on the ground during the 18/19 FY.
- A second and immediate priority is to galvanize a significant voter registration efforts across the country. Leveraging the #VoteTwice partnership with Rock the Vote and Cosmopolitan Magazine, IGNITE will provide virtual and in person support so that our program participants are actively organizing voter registration drives on their campuses and throughout the general community. We will couple these drives with voter education and GOTV efforts. Our goal is to register 100,000 voters and ensure that 100% of IGNITE participants who are eligible to vote will do so in the 2018 midterm election.

## **3. What are your current programmatic challenges?**

The current cultural and political climate has made this year extraordinarily exciting and simultaneously challenging. IGNITE has seen a tidal wave of young women from across the country who are seeking out our programs. Everything we do is beyond capacity and our conferences are selling out months in advance. While this is a good problem to have, IGNITE staff is literally sprinting to keep up with demand. We need to continue to raise the resources to staff our programming in a manner that will allow us to respond strategically to the demand and quickly take our programs to scale.

## **Impact**

### **1. What, briefly, is your organization's approach to understanding your impact?**

We evaluate our impact via an anonymous post-programmatic survey. Every year we examine survey results to determine what curricular and programmatic changes are needed to increase our impact. In particular, we focus on responses to qualitative questions at the end of each survey, which poll participants as to how we might improve the program. Historically we have

found that responses to these questions give texture to quantitative survey responses. We use the information to revise and plan for each academic year.

This year we are partnering with academic researchers at Rutgers Center for American Women in Politics and at SMU to look at longitudinal outcomes for IGNITE participants and alumni.

## **2. What are your key output and outcome (or other) metrics?**

Our survey examines the following outcomes: voting behaviors; civic/political engagement; civic knowledge; and, political ambition.

## **3. What has been your impact to date? (please include demographic information about who you serve and how many are impacted by your work, annually and to date)**

Since 2009 IGNITE has trained close to 10,000 young women in their own communities; 5,000 of those were trained this year alone. This is an incredibly diverse group of young women: Hispanic- 49.5%; African American: 22%; Caucasian: 20%; Asian and Other: 8.5%.

Data reported below is for FY16/17. Current FY data will be available in August 2018.

Voting behaviors:

- 66% of IGNITE participants encouraged others to vote.
- 99% of IGNITE participants who could vote, did so (compared to 59% nationally).

Civic/political engagement:

- 58% of IGNITE participants volunteered in their communities (compared to the national volunteer average of 28%).
- 66% attended conferences or political events where they learned about community issues.
- 29% ran for office on their campus.
- 13% interned or volunteered on a campaign or in the office of an elected official.

Civic knowledge: As a result of IGNITE ...

- 84% of participants understand how government works.
- 81% of participants possess the political knowledge to be informed citizens.
- 73% of participants understand how to analyze public policy.

Political Ambition: As a result IGNITE:

- 70% of participants feel driven to run for office someday.

Putting IGNITE alumni and participants in public office, is a longer term goal. Because IGNITE works with high school and college aged women, that outcome may take some time to measure and so we rely on interim measures that signal our progress towards that goal, such as runs on campus, working for an elected official, getting appointed to a public board or commission, or

volunteering on a campaign.

### **Staffing**

#### **1. How does your staff reflect the populations you serve? Do you hire locally, and if so what percentage of regional staff are from that region?**

IGNITE currently has 11 full time and one part-time employee. We also contract program facilitators - many of whom are college participants or IGNITE alumni from the communities we work in - to teach our high school curriculum on the ground. We currently have eight Fellows, with plans to grow the program to 12-15 in FY 2018/2019. We recruit and hire Fellows who go to college and/or live in the region in which they will be working.

IGNITE's staff represents the diversity of the young women we train. Half of our staff and 88% of our fellows are women of color. Over 75% of our facilitators are women of color. We prioritize promoting leaders from within the organization. Our Chief Program Officer started working with IGNITE as program facilitator, was hired full time in 2015 to serve as our California State Director and promoted to Chief Program Officer in 2016 to manage national expansion efforts. Our Alumni Manager started as college intern with IGNITE, served as the Texas Program Manager for three years and was recently promoted to the national alumni manager position.

#### **2. Are there any key positions not currently filled?**

IGNITE needs more staff in almost every capacity and next year we are building a budget that encompasses additional staff including a Fellows manager, a development manager, and an online program coordinator.

#### **3. How long has your executive director been in her or his current role?**

Our Executive Director is the founder and President of the organization. She's been in the position since she launched IGNITE in fall 2009.

### **Governance**

1. Please attach a list of Board of Directors including affiliations, tenures, and Terms.

2. What percentage of the Board of Directors financially supports the Organization?

Board members are required to make a gift to IGNITE and 100% of Board members contribute to the organization. In addition, all members work to secure outside funding for IGNITE.

3. To what extent do board members represent the populations you serve?

Our board is comprised of business and non-profit professionals, each of whom offer a unique skill set and connections to help us execute our work. For instance, one board member, Anne MacDonald, is a senior communications and marketing executive based out of New York. She

has been instrumental in helping us expand into that market as well as design marketing campaigns that drastically expand our reach. Another board member, Rini Simpath, is a recent graduate of USC and is nationally recognized as the first woman student body president in a decade and the first dual-woman ticket to win in PAC-12 History. Rini currently serves as a Senior Strategy Consultant at Booz Allen Hamilton in Washington D.C. Because she is closer in age to IGNITE participants, Rini advises on new program development. Eighty percent of our board members are female and 40% are people of color.

### **Funders**

**1. Please attach a list of current funders** (or include the relevant link to your website)

**2. If you receive a grant from One Sky, how would the money most likely be**

**Used?** The money would be used for general operating, helping to underwrite costs related to our expansion efforts and specifically our fellowship program. In FY18/19 our Fellows will play an instrumental role in the #VoteTwice. Fellows will organize significant voter registration and voter education efforts on the ground in key regions across the country.

### **Charitable Purpose**

**Does your organization have audited financials?** Yes  No

If available on your website, please include a link here, or attach a copy to this form

If US-based

• Is your organization a registered 501(c)(3)? Yes  No

• If no, please explain:

If not US-based

• Can you provide evidence of NGO registration with relevant government authorities where required by local law? Yes  No

• If yes, please list the names of the forms required by your government that provide proof of NGO registration (you do not need to attach forms at this time):