

One Sky Giving Circle Slate Executive Summary

IGNITE

Budget: 2018 Budget: \$1,554,200

Number of Staff: 11.5 (Bay Area – 6 FTE, Central Valley – 1 PT, N. Texas – 3 FTE, Houston – 1 FTE, Seattle – 1FTE)

Location: Headquartered in Oakland, CA with programming in 15 states (goal to reach 50 states by 2020)

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

Organizational Overview

As a nonpartisan 501c3, IGNITE builds political ambition in high school and college-aged women in their own 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. They inspire young women to see political and civic leadership as a possibility. 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.

Summary of 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. (\$250-\$2,000)
- **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 College Chapters:** student-led to build political and civic engagement among students. Chapters organize activities like voter registration drives, policy workshops, and panels with elected women and candidates. Currently 89 chapters, will be 100 by Fall of 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. Receive a \$10,000 stipend with detailed goals they must achieve over their year-long commitment. Currently 8 fellows, want to grow to 15 by 2018/19 and 50 by 2020.*
- **Annual Regional Conferences:** includes policy workshops, political leadership training, a networking lunch with elected women, and a keynote from a prominent woman leader. In the last year hosted conferences in NYC, Dallas, Houston, DC, SF (Stacey Abrams, GA Governor candidate, keynote) and Boston (Nov 2018).
- **IGNITE Network:** 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. (A who's who of women in elected office nationally and locally.)

Unique Strengths

IGNITE is unique in that they are focused on BOTH long term goals (inspiring the next generation of female candidates) and short-term gains (get the vote out in 2018):

- IGNITE is the leading organization providing education, training and mentoring to aspiring *young* women interested in political office. Through their curriculum and trainings, they are showing high school and college age women what it looks like, what it takes and what the path is to have a career in politics. IGNITE is, in essence, helping fill the bench with the next generation of women political leaders. As Andrea Steele said in her talk, we need to get girls thinking so much earlier about running for elected office. We can focus on 2018 but we also need to be focused on 2020, 2024, etc.
- More immediately, they are mobilizing 2018 get the vote out campaigns on college campuses. Through their unique Fellows program, they have women leaders on the ground organizing local efforts at colleges (and the surrounding communities) to get the vote out. *They are partnered with Cosmopolitan and Rock the Vote on the #VoteTwice campaign.* The campaign is to mobilize hundreds of thousands of women across the country to vote in BOTH their primaries and mid-term elections in 2018. Rock the Vote is providing the voter registration tools for specific states and IGNITE is training women to register voters on campus and in their communities.

IGNITE has other key partnerships that help amplify their message and reach. They partner with the United State of Women on their events. IGNITE is hosting the Young Women's Hub at their LA Summit in May where they expect 5,000 attendees. They collaborate with Amy Poehler's Smart Girls to reach hundreds of thousands of young women online. Check out their PSA "[We Belong Here](#)" that has been viewed by more than 3 million.

Anne Moses, IGNITE's founder and President, is the former COO of Emerge America. She held senior positions at Emily's List and Girl Source. Their foundation supporters include the Barbara Lee Foundation and the Susie Thompkins Buell Foundation.

Impact

Every year IGNITE examines anonymous, post-programmatic survey results to determine what curricular and programmatic changes are needed to increase impact. The survey examines the following (data for FY 16/17, FY 17/18 data available in August):

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.

This year IGNITE is 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.

How will OSGC's funds be used?

IGNITE has seen a tidal wave of young, diverse women from across the country who are seeking out their programs. Everything they do is beyond capacity and their 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. *Since 2009 IGNITE has trained close to 10,000 young women in their own communities; 5,000 of those were trained this year alone.*

If received, the OSGC grant would be used for general operating, helping to underwrite costs related to expansion efforts and specifically the *fellowship program*. In FY18/19 the Fellows will play an instrumental role in the #VoteTwice campaign. Fellows will organize significant voter registration and voter education efforts on the ground in key regions across the country. Fellows are gaining hands-on experience in organizing to impact not only this election but to prepare them for their own turn to run for office in the future.