

# DEVELOPMENT & FINANCIAL REPORT

The majority of funding for the ACLU and ACLU Foundation comes from individuals like you. The ACLU receives no government funding and never charges its clients for legal representation. Its effectiveness and impact depend entirely on private donations, foundation grants, court-awarded legal fees from successful cases, bequests, and membership dues from individuals who are dedicated to preserving the fundamental liberties written in the Constitution and its Bill of Rights.

The ACLU and the ACLU Foundation are separately incorporated nonprofit organizations operating in Northern California. The ACLU Foundation conducts litigation and public education programs in support of civil liberties. The Foundation is a 501(c)3 organization, so contributions to it are tax-deductible to the extent allowed by law. The ACLU conducts membership outreach and organizing, as well as legislative advocacy and lobbying. It is supported primarily by membership dues. It is a 501(c)4 organization, which means that donations to it are not tax-deductible.

## Fundraising Campaigns and Volunteers

Individual contributions to the ACLU and the ACLU Foundation provide the resources necessary for a vigorous defense of liberty and justice. Founded on the firm belief that one-on-one conversations are the most efficient and friendly way to raise funds, our fundraising activities allow us to maintain strong ties with our supporters and remain informed about their civil liberties concerns.

## Joint Fundraising and Sharing

All gifts and membership dues are shared between the national ACLU and the ACLU of Northern California. A portion of national ACLU's share is allocated to help smaller affiliate offices around the country that otherwise would be unable to address the serious civil liberties needs in their states.

## Ways of Giving

You can help support the work of the ACLU or ACLU Foundation in any of these ways:

**CASH OR CREDIT CARDS:** The organization is grateful to accept your donation, or your monthly, quarterly or annual pledge via cash, check or credit card (Visa, Discover, Mastercard or American Express) at any time. Gifts may be made via mail or online at [www.aclunc.org](http://www.aclunc.org).

**WORKPLACE GIVING/PAYROLL DEDUCTION:** You may choose to designate the ACLU Foundation through your workplace giving campaign or via United Way Donor Option.

**GIFTS OF STOCK OR SECURITIES:** Making a gift of appreciated stock, securities or mutual fund shares can be very advantageous from a tax point of view. Call the Development Department for information for the easiest ways to make stock gifts.

**INSURANCE AND RETIREMENT ACCOUNTS:** You may designate the ACLU or ACLU Foundation as beneficiary of your life insurance policy, IRA, retirement plan or pension.

**BEQUESTS:** In your will or revocable living trust, you may designate the ACLU or ACLU Foundation as beneficiary of part or all of your estate.

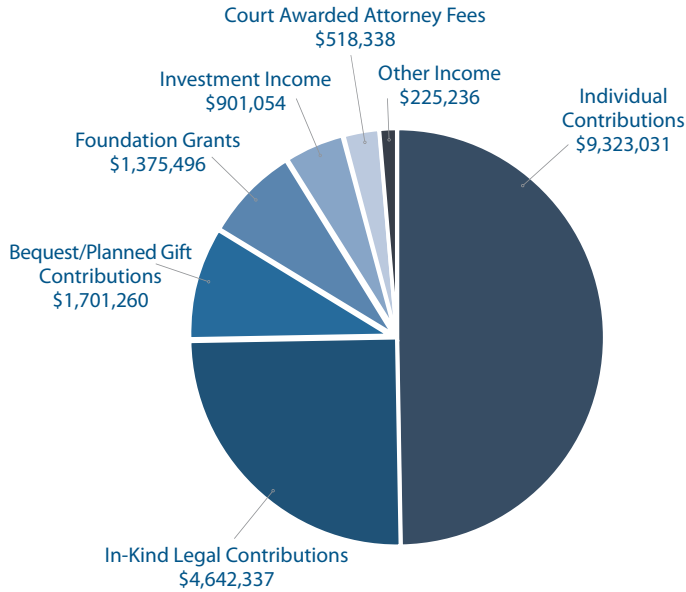
**GIFT ANNUITIES:** You may use cash or securities to make a gift to the ACLU Foundation and receive fixed annual payments (a portion of which can be tax-exempt) for life, and a substantial tax deduction.

**CHARITABLE TRUSTS:** You can establish a charitable trust which benefits the ACLU Foundation while providing tax advantages and a variety of financial planning options for you and your family.

*For more information on ways to support the ACLU, contact Director of Development Cheri Bryant (415) 621-2493 or at [cbryant@aclunc.org](mailto:cbryant@aclunc.org).*

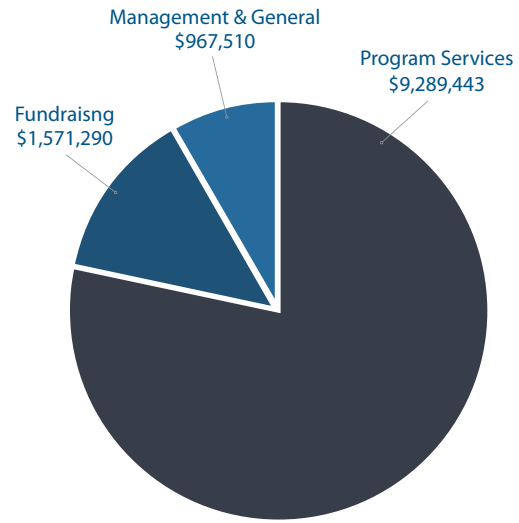
## ACLU FOUNDATION OF NORTHERN CALIFORNIA OPERATING INCOME & EXPENSES 2014-15

### SUPPORT & REVENUE



TOTAL \$11,828,243

### EXPENSES

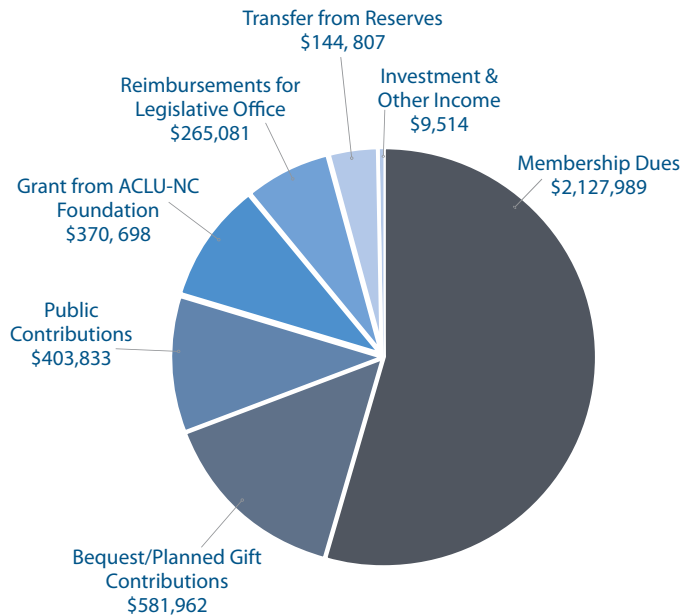


TOTAL \$11,828,243

*In order to illustrate comparative percentages, these figures exclude a transfer to reserves for future use of \$3,144,176 and funds shared with the National ACLU of \$3,714,333 to support our programmatic partnership.*

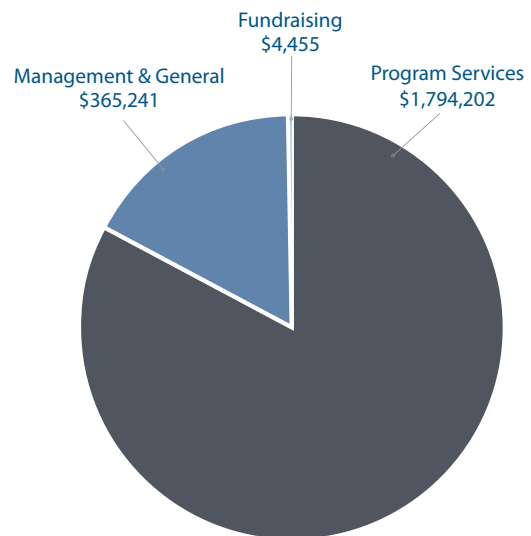
## ACLU OF NORTHERN CALIFORNIA OPERATING INCOME & EXPENSES 2014-15

### SUPPORT & REVENUE



TOTAL \$2,163,898

### EXPENSES



TOTAL \$2,163,898

*In order to illustrate comparative percentages, these figures exclude \$1,739,986 of funds shared with the National ACLU to support our programmatic partnership.*