

ANNUAL REPORT

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MISSION STATEMENT

NUMBERSUSA® EDUCATION & RESEARCH FOUNDATION provides a civil forum for Americans of all political and ethnic backgrounds to focus on a single issue, the numerical level of U.S. immigration. We educate opinion leaders, policymakers and the public on immigration legislation, policies and their consequences. We favor reductions in immigration numbers toward traditional levels that would allow present and future generations of Americans to enjoy a stabilizing U.S. population and a high degree of individual liberty, mobility, environmental quality, worker fairness and fiscal responsibility.

2017 ACTIVITIES

In 2017, the focus of most of NumbersUSA's educational activities focused on two primary widespread problems in the United States: (1) Despite recent good news on the official unemployment rate, the labor participation rates for the working-age U.S. population remain near record lows. These individuals and communities are left behind in today's economy in part because employers decline to form creative and aggressive recruitment channels to identify, engage and train from this idle potential workforce, preferring foreign labor channels. (2) The numerical level of population growth -- driven almost entirely by federal immigration policies -- continues to force massive destruction of farmlands and natural habitats to provide housing, transportation, workplaces, education, waste management and much more for the tens of millions of additional residents.

The following examples of NumbersUSA activities during 2017 illustrate some of the key ways in which we educated the public on immigration information and equipped them with the tools to respond to these pressing problems.

MEDIA

These figures from 2017 indicate the tremendous reach and educational impact NumbersUSA spokespersons have had the past year:

- 5,400+ media mentions;
- 5,845,380,384 Impressions (The estimated number of times a particular news item has been delivered to a single individual);
- \$54,069,769 Equivalent Ad Value (Media Value = What your coverage would cost if it were purchased as advertising space or time);
- Media mentions with an equivalent ad value of more than \$100,000: 127;
- Media mentions with impressions of over 1 MILLION: 691

NumbersUSA met one on one with a number of influential reporters in 2017 including The Atlantic, The New York Times, The Washington Post, Wall Street Journal, Reuters, and Politico. As well, NumbersUSA experts appeared in more than 65 radio and TV segments including appearances on CNN, Fox, C-Span, Sinclair Broadcasting and nationally syndicated radio shows.

CORRECTING MEDIA COVERAGE OF IMMIGRATION ISSUES

While our Media Standards Project (MSP) is not designed primarily to gain media attention for NumbersUSA, its efforts to shape media coverage of immigration dovetail with the media's interest in seeking comment from NumbersUSA. MSP continues to play an important role in reminding journalists about the impact immigration policy has on workers and U.S. population growth.

- In November, we hosted a two-day educational conference on immigration legislation and the impacts of federal immigration policies on jobs, wages, and population size, for 20 volunteers from across the country who traveled to Arlington to be trained on educating the media on immigration issues.

TALKS & PRESENTATIONS

In 2017 NumbersUSA made presentations – about immigration's impact on struggling workers, unemployment, U.S. population growth and the deterioration in quality of life – to dozens of conventions, conferences, roundtables, universities, schools and rallies across the country. For example:

- **Earth Day Texas:** In April, for the eighth year in a row, NumbersUSA had a major presence at the largest Earth Day exposition in the nation, Earth Day Texas. Our interactive booth used NumbersUSA's signature gumballs, maps, and artificial turf to educate students and the public about the role of immigration-driven population growth in land loss in Texas. As usual, the booth was one of the most active in the number of children and parents.
- **American Studies Program of the Dellenback Center:** In February, Director of Research Eric Ruark addressed a group of students and spoke about U.S. immigration policy and legislative proposals to change immigration policy;
- **The College of St. Scholastica:** NumbersUSA Board Member Phil Cafaro was the featured speaker as part of the Alworth Center for Study of Peace and Justice Speaker Series in February. His presentation, "The Progressive Case for Reducing Immigration" educated the public about current U.S. immigration policy and its impact on population growth and the environment;
- **League of Women Voters:** In October, Eric was invited to speak to the League of Women Voters of Baltimore County. He was asked to talk about federal immigration policy and its impact on the environment;
- **Williams College:** Eric spoke to Political Economy Department students from Williams College about U.S. immigration policy and its impact on assimilation;
- **Educating Students:** Our reports and tools provide the intellectual basis upon which representatives from NumbersUSA make educational presentations about the effects of immigration policy on jobs, wages, and the environment. In 2017, we made presentations to groups of students from places such as: the International Visitors Leadership Program; the American Studies Program of the Council of Christian Colleges and Universities; UCLA; and University of Maryland Baltimore College.

EDUCATIONAL TOOLS

Following are some of the tools we relied on in 2017 to inform the public about immigration's role in population growth and on jobs and wages.

- **Website cards:** Our ever-popular foldover website cards showing the respective roles of each sprawl factor in population growth nationwide were distributed to students, educators, civic leaders, and activists nationwide for use at meetings and public events at no charge;

■ **Legislative and Policy Analysis:** Our Capitol Hill Team produced a series of documents detailing various aspects of current immigration policy and legislative proposals to affect immigration policy. Documents such as “Chain Migration Under Current U.S. Law,” “Categories of Migrants Recognized Under U.S. Law,” and “Legislative Alternatives for DACA fix,” were widely requested and provided to legislators, the media, and the public. All of our legislative and policy analyses are made available at no cost on our website as well;

■ **Polling:** In 2017 NumbersUSA sponsored a series of national and state polls to measure the public’s interest in various proposals to affect immigration numbers. The polling helps all of us understand what the receptivity is to various of our messages so our grassroots activism and our advertising can be the most effective. We share the polling results with our activists, the public, and the media. In addition, our Capitol Hill team distributes these polls on the Hill to help legislators see how strongly their constituents want to reduce overall immigration, in particular by ending chain migration and the lottery.

■ **Public Education Television Ads:** We ran a series of educational television ads that focused on chain migration in 2017. From its impact on population growth to its link to expanded amnesties, the television ads educated the public about this little known aspect, yet major component of federal immigration policy.

DISSEMINATING INFORMATION TO THE PUBLIC

All of our education tools are available at no cost to the public:

- Our “engagement rate” that measures the level of activism among our 8.25 million Facebook fans each week continues to soar above industry standards. An 8.8% engagement rate is considered highly successful. Ours tends to run between 25% and 50%.
- Total membership in NumbersUSA’s online network has grown to over 9 million today (including our Facebook members);
- We hosted 21 conference calls to educate regional activist leaders nationwide about the status of immigration legislation and enforcement efforts, particularly on the state level. Participation ranged from 15 to 40 leaders per call and a call summary was sent to all 116 leaders irrespective of whether they participated.

BOARD OF DIRECTORS

C. Gary Gerst

is Chairman of the Board of Directors of NumbersUSA Education and Research Foundation.

He received an engineering degree from Duke University and an MBA from Northwestern University’s Kellogg School. He was a founding partner of LaSalle Partners, the predecessor to JLL, one of the world’s largest real estate investment management and consulting firms and served as its co-chairman and chief executive officer. He was the independent chairman of the board of Henderson Global’s family of U.S. mutual funds until his retirement at the end of 2015. He had also served as the chairman of BMO Harris’s Insight Funds. He has also served on the boards of a number of non-for-profits including Metropolitan Family Services, a large social service agency in Chicago and Chicago Shakespeare Theater. He is a past chairman of the Board of both organizations. He was a former chairman of the Board of Visitors for the School of Engineering at Duke University.

Directorships/Service

- Metropolitan Family Services Chicago – Board and Executive Comm. (Past Chair)
- Chicago Shakespeare Theater – Board of Directors
- Northwestern Memorial Hospital Foundation – Life Trustee

Laura Gutman

is the Chair of the Compensation Committee. She is a pediatrician at the Child Maltreatment Clinic in Fayetteville, NC. After living overseas for many years, she received a B.A. from Scripps College and a medical degree from Stanford. She served as Official Consultant to the US Navy, Taipei Taiwan, at NAMRU-2, 1966-1968 during which she was the leader of field trials of the vaccine that is now used to prevent rubella. After completing a medical residency and fellowship in Pediatric Infectious Diseases at the University of Washington University, she joined the faculty of the Duke University Medical Center in Durham, NC where she divided her time between the division of Infectious Diseases and the Child Protection Team. She was the Director of Graduate Medical Education for the Department of Pediatrics for 10 years, Director of the Pediatric STD program for 20 years, and member and Director of the Child Protection Team for 30 years. She was voted onto the Academic Council from the Medical Center for a decade, and served for 4 years on the Executive Committee. The medical issues on which she has focused have included extensive studies of the transmission of HIV to children through child sexual abuse. She organized and carried out studies leading to a major change in the treatment of herpes simplex disease in newborns, now adopted by numerous institutions and which has led to a great improvement in outcomes. She is now Emeritus from Duke University.

Directorships/Service

- The Israel Center of the Durham Jewish Community Center – Co-Founder and Board of Directors;
- Durham-Chapel Hill Federation - Board of Directors;
- Fayetteville Child Advocacy Center;
- Centers for Disease Control (Atlanta GA) - Advisor to STD Treatment Guidelines;
- Burroughs Wellcome Company - Consultant (past);
- Lederle Laboratories - Consultant (past);
- Project Hope (past);
- Reviewer for NIH grants (past)
- Child Fatality Prevention Team for NC – Governor’s Appointee (past);
- NC Institute of Medicine Taskforce for Child Care for the 2000’s – Governor’s appointee (past).

Stuart L. Scott

is chair of the Audit Committee. He retired on January 1, 2005 as Chairman of Jones Lang LaSalle Incorporated, the world's leading real estate services and investment management firm with approximately 80,000 employees based in more than 100 key markets on five continents. He had served as Chief Executive Officer of LaSalle Partners, where he led the firm's rapid growth, initial public offering in 1997, and aggressive merger and acquisition program culminating in the 1999 merger of LaSalle Partners and Jones Lang Wooten. He was the first Chairman and Chief Executive Officer of Jones Lang LaSalle. He began his career at LaSalle Partners as President of the Development Division. Prior to joining the firm in 1973 he was an attorney for the Securities and Exchange Commission and a member of the Board of Directors of Arthur Rubloff & Company. Mr. Scott received the distinguished "Real Estate Executive of the Year" award in 1999 during the Commercial Property World real estate conference in New York. He was the recipient of the 2004 Urban Land Institute Lifetime Achievement Award. Mr. Scott is a graduate of Hamilton College and Northwestern University School of Law.

Directorships/Service

- Rehabilitation Institute of Chicago (Retired member of the Board of Directors/Board Chair for seven years);
- Hamilton College in Clinton, New York (Life Trustee and Chairman Emeritus of the Board of Trustees);
- African Wildlife Foundation, a Nairobi based NGO (Trustee);
- LaSalle Hotel Properties, a New York Stock Exchange company (Chairman of the Board of Directors).

Don Weeden

is the Executive Director of the Weeden Foundation which supports a wide range of programs that aim to preserve biodiversity, nationally and internationally. The Foundation has helped preserve more than 6,000,000 acres of biologically important habitat worldwide. Currently, the Foundation focuses on the temperate rainforest habitat along the coast of northern California to Alaska and Chilean Patagonia. It has also supported or currently supports projects in environmentally sensitive regions of the western United States, central Russia, Bolivia, Namibia, Mexico and various Caribbean nations. Prior to his work at the Foundation, Don had a nearly 25-year career in the international population and economic development field, serving in various field and management positions for Columbia University and other non-governmental organizations devoted to increasing access to family planning services. He is a specialist on South and Southeast Asian population issues, where he lived and worked for nearly 20 years. Don has a Masters in Population Planning (Public Health) from the University of Michigan.

Directorships/Service

- Consultative Group on Biological Diversity's International Programs Working Group – Co-chair
- Steering Committee of the Funder's Working Group on Sustainable Production and Consumption

Frank Wylie

is the former owner of **Wylie Steel Fabricators, Inc.** He was chairman and served a number of terms on the Board of The American Institute of Steel Construction based in Chicago. He chaired for seven years AISC's Code of Standard Practice committee, a committee of fabricators, erectors, engineers, contractors, architects and lawyers charged with rewriting a Code once closed to all but fabricator members. Mr. Wylie is a graduate of Vanderbilt University. After serving as a SAC Navigator in the Air Force, he joined the sales department of Volunteer Structures, a structural steel fabricator, in Nashville. He became President in 1973 and resigned in late 1976 and soon started a construction products manufacturer's representative company which he sold in 2002.

Directorships/Service

- Southern Association of Steel Fabricators (former Board Member and President)
- Panel Line Dealers Association (former Board Member and President)
- Brentwood United Methodist Church (former Trustee)
- Brentwood, TN Chamber of Commerce (former Board Member and Chair)
- Battle Ground Academy, college preparatory school (former Trustee)

Roy H. Beck

is the **Founder, President and CEO of NumbersUSA Education and Research Foundation**

which he founded in 1996. A graduate of the University of Missouri School of Journalism, Mr. Beck was one of the nation's first environment-beat newspaper reporters in the 1960s. He received more than two-dozen awards for his environmental, business and religion reporting during nearly three decades as a journalist in Michigan, Missouri, Ohio, Texas and Washington, D.C. where he covered Congress for the Newhouse Newspapers chain. He has reported from most states and a dozen countries. Author of four books on ethics, religion and public policy and on immigration, environment and the U.S. labor market, Mr. Beck has been published in scores of magazines, academic journals and newspapers. An article in the *Atlantic Monthly* was chosen by the Encyclopedia Britannica to include in its *Annals of America* as one of the most important writings in the 1990s. He is co-author of numerous studies of sprawl and the loss of America's natural habitat and farmland. He has appeared on all the national news networks and hundreds of TV shows, radio programs, congressional hearings, university presentations, think tank and conference panels, and speaker's forums. Mr. Beck was awarded the U.S. Army Commendation Medal (non-combat service) in 1972. His record of volunteer leadership includes clothing closets for inner city children (Dallas), Multiple Sclerosis Society (Grand Rapids, Mich.), nursing homes (Columbia, Missouri), United Methodist Sunday school teaching (Ohio, Texas, Virginia), and food/transportation assistance to poor immigrants and others (Arlington, Va.). For more than 20 years, he led an annual week-long trip for teenagers, building Habitat for Humanity houses and rehabbing homes of the elderly poor.

Philip Cafaro

is professor of philosophy at Colorado State University (CSU) in Fort Collins, Colorado, and an affiliated faculty member of CSU's School of Global Environmental Sustainability. He holds degrees in philosophy and history from the University of Chicago, the University of Georgia, and Boston University. A former ranger with the U.S. National Park Service and a life member of the Sierra Club, Cafaro's main research interests center in environmental ethics, population and consumption issues, and wild lands preservation. He is the author of Thoreau's Living Ethics and co-editor of the anthology Life on the Brink: Environmentalists Confront Overpopulation, both from University of Georgia Press, and author of How Many Is Too Many? The Progressive Argument for Reducing Immigration into the United States (University of Chicago Press). He currently serves as President of the International Society for Environmental Ethics and on the editorial board of the journal Biological Conservation.

Directorships/Service

- International Society for Environmental Ethics (President);
- Biological Conservation (editorial board)

FINANCIAL STATEMENT OF ACTIVITIES

NUMBERSUSA EDUCATION & RESEARCH FOUNDATION STATEMENT OF ACTIVITIES

For the Year Ended September 30, 2017

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
REVENUE			
Contributions	\$5,255,017	\$1,775,837	\$7,030,854
Interest and Dividend Income	213,871		213,871
Gain on Investments	775,557		775,557
Other Income	4,606		4,606
Net assets released from restrictions	205,949	(205,949)	
TOTAL REVENUE	6,455,000	1,569,888	8,024,888
EXPENSES			
Programs			
U.S. Population Growth, Rural Land Loss & the American Quality of Life	1,518,438		1,518,438
Labor-force Competition, Unemployment, Wage Depression and Income Inequality	2,543,885		2,543,885
Research & Education on Immigration Legislation and Enforcement	1,909,467		1,909,467
Public Education	729,045		729,045
Total Programs	6,700,836	0	6,700,836
Management & General	478,494		478,494
Fundraising	173,048		173,048
TOTAL EXPENSES	7,352,378	0	7,352,378
CHANGE IN NET ASSETS	(897,378)	1,569,888	672,510
NET ASSETS, BEGINNING OF YEAR	7,582,537	2,057,558	9,640,095
NET ASSETS, END OF YEAR	\$7,582,537	\$2,057,558	\$9,640,095