memorandum FOR Leader Nancy pELOSI

2/5/2014 2:11 PM

**TO:** Leader Nancy Pelosi

**FROM:**  Amy Soenksen, Nancy Pelosi for Congress Finance Director

**DATE:** January 26, 2016

**RE: NP4C & PTF Mid-Cycle Financial Overview**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Enclosed is a mid-cycle financial overview of Nancy Pelosi for Congress and PAC to the Future for the 2016 cycle.

**2015 End of Year Cash on Hand Balance**

|  |  |  |
| --- | --- | --- |
|  | **NP4C** | **PTF** |
| 12/31/15 balance: | $898,104.47 | $633,604.46 |

**Summary and Comparison of the 2016 Fundraising Cycle vs 2014 Fundraising Cycle:**

|  |  |
| --- | --- |
| **PTF** | **Total** |
| 2015 Q1 | $158,500 |
| 2015 Q2 | $115,166 |
| 2015 Q3 | $166,940 |
| 2015 Q4 | $114,500 |
| **2015 Raise Total** | **$555,106** |

|  |  |
| --- | --- |
| **NP4C** | **Total** |
| 2015 Q1 | $510,007 |
| 2015 Q2 | $448,462 |
| 2015 Q3 | $430,632 |
| 2015 Q4 | $302,033 |
| **2015 Raise Total** | **$1,691,134** |

**\**In 2015, a combination of $2,246,240 was raised for NP4C and PTF.***

|  |  |
| --- | --- |
| **PTF** | **Total** |
| 2013 Q1 | $225,100 |
| 2013 Q2 | $99,505 |
| 2013 Q3 | $178,193 |
| 2013 Q4 | $141,700 |
| **2013 Raise Total** | **$644,498** |
|  |  |
| 2014 Q1 | $232,500 |
| 2014 Q2 | $138,135 |
| 2014 Q3 | $173,940 |
| 2014 Q4 | $40,727 |
| **2014 Raise Total** | **$585,302** |
| **PTF Cycle Total** | **$1,229,800** |

|  |  |
| --- | --- |
| **NP4C** | **Total** |
| 2013 Q1 | $344,852 |
| 2013 Q2 | $327,857 |
| 2013 Q3 | $260,461 |
| 2013 Q4 | $361,548 |
| **2013 Raise Total** | **$1,294,718** |
|  |  |
| 2014 Q1 | $283,853.00 |
| 2014 Q2 | $374,287.35 |
| 2014 Q3 | $381,191.20 |
| 2014 Q4 | $479,134.85 |
| **2014 Raise Total** | **$1,518,466.40** |
| **NP4C Cycle Total** | **$2,813,184** |

***\*During the 2014, cycle a combined total of $4,042,984 was raised for NP4C and PTF.***

**NP4C Year Comparison**

|  |  |
| --- | --- |
| **Year** | **Total NP4C Raised** |
| 2009 | $1,547,085 |
| 2010 | $1,055,231 |
| 2011 | $1,226,925 |
| 2012 | $1,078,258 |
| 2013 | $1,294,718 |
| 2014 | $1,518,466 |
| 2015 | $1,691,134 |

***\*The 2014 fundraising cycle exceeded the 2012 fundraising cycle by a total of $508,001. The 2014 fundraising cycle exceeded the 2010 fundraising cycle by $210,868.***

**PTF Year Comparison**

|  |  |
| --- | --- |
| **Year** | **Total PTF Raised** |
| 2009 | $655,095 |
| 2010 | $558,919 |
| 2011 | $564,806 |
| 2012 | $549,790 |
| 2013 | $644,498 |
| 2014 | $585,302 |
| 2015 | $555,106 |

***\*The 2014 fundraising cycle exceeded the 2012 fundraising cycle by a total of $115,204. The 2014 fundraising cycle exceeded the 2010 fundraising cycle by $15,786.***

**Summary of 2015 DCCC Dues Contributions**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **NP4C** | **PTF** | **Combined** |
| 1/21/2015 | $85,000 | $15,000 | $100,000 |
| 1/22/2015 | $50,000 | $0 | $50,000 |
| 3/19/2015 | $150,000 | $0 | $150,000 |
| 4/29/2015 | $50,000 | $0 | $50,000 |
| 5/29/2015 | $50,000 | $0 | $50,000 |
| 6/18/2015 | $200,000 | $0 | $200,000 |
| 7/28/2015 | $72,500 | $0 | $72,500 |
| 7/29/2015 | $27,500 | $0 | $27,500 |
| 8/28/2015 | $100,000 | $0 | $100,000 |
| 9/28/2015 | $10,000 | $90,000 | $100,000 |
| 12/2/2015 | $100,000 | $0 | $100,000 |
| **Year to Date TOTAL** | **$895,000** | **$105,000** | **$1,000,000** |

**Summary of Digital Fundraising Program**

|  |  |  |
| --- | --- | --- |
| **Year** | **NP4C Online Raise** | **% of Total Raise amount** |
| 2013 | n/a | 0% |
| 2014 | $635,809 | 39% |
| 2015 | $842,326 | 50% |

***\*Please note, the online fundraising firm, Wells & Lighthouse, was hired in late August 2014. Between late August and November 4th, 2014 the firm raised approximately $485,000 for Nancy Pelosi for Congress.***

**Contribution Break Down By Type**

**NP4C Individual Contributions Comparison**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | **Low Dollar Contributions (<$1,000)** | **Low Dollar % of Ind Contributions** | **High Dollar Contributions $1,000 or greater** | **High Dollar % of Ind Contributions** | **Total Individual Contributions** |
| 2013 | $193,519 | 28% | $496,600 | 72% | $690,119 |
| 2014 | $735,862 | 69% | $333,550 | 31% | $1,069,412 |
| 2015 | $856,735 | 78% | $237,195 | 22% | $1,093,930 |

**PTF Individual Contributions Comparison**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | **Low Dollar Contributions (<$1,000)** | **Low Dollar % of Ind Contributions** | **High Dollar Contributions $1,000 or greater** | **High Dollar % of Ind Contributions** | **Total** |
| 2013 | $13,295 | 5% | $236,000 | 95% | $249,295 |
| 2014 | $12,190 | 6% | $197,850 | 94% | $210,040 |
| 2015 | $5,665 | 3% | $167,000 | 97% | $172,665 |

**NP4C PAC Yearly Contributions Comparison**

|  |  |  |
| --- | --- | --- |
| **Year** | **PAC Raise Amount** | **% of Total Raise Amount** |
| 2013 | $578,900 | 45% |
| 2014 | $538,400 | 33% |
| 2015 | $579,700 | 34% |

**PTF PAC Yearly Contributions Comparisons**

|  |  |  |
| --- | --- | --- |
| **Year** | **PTF PAC Raise Amount** | **% of Total Raise amount** |
| 2013 | $361,500 | 56% |
| 2014 | $362,000 | 62% |
| 2015 | $364,500 | 66% |