



DEFENDING MICHIGAN'S ENVIRONMENT AND DEMOCRACY IN 2024

2024 Impact Report



Published June 2025

A LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Michigan LCV Family,

As we reflect on 2024, I am filled with gratitude for the work we accomplished together and our unwavering dedication to Michigan's land, air, water, and democracy.

With your steadfast support, our family of organizations engaged with thousands of Michiganders, ran hard-hitting campaigns, and worked in communities across the state to lift up environmental champion lawmakers — and that work was very much worth it as we helped:

- Four incredible representatives keep their seats in some of the toughest races in the state;
- Two strong, amazing women get on Michigan's Supreme Court; and
- More Michigan voters make their voices heard this year than ever before — and that is very much a win for our democracy.

Despite other disappointing electoral outcomes, especially on the federal level, we held our utility companies accountable for their poor service and high prices, fought back against harmful legislation, and empowered communities to demand a more sustainable and just future. And, we engaged hundreds of thousands of Michiganders around the many tax refunds and credits available through the Inflation Reduction Act to save money while improving energy efficiency.

Our democracy work was equally impactful. Through the Michigan LCV Education Fund, we connected with hundreds of thousands of voters in Detroit and Grand Rapids to help them confidently cast their ballots under new, expanded voting rules — ensuring that their voices shaped our state's future.

After the November elections, Michigan LCV pivoted quickly to hit the ground running in the new political landscape. We prepared to defend key environmental protections including Michigan's historic Clean Energy and Jobs Act, which makes Michigan a climate leader by putting us on a path to 100% clean energy by 2040.

We could not have done any of this without you. Your support fuels our ability to fight for environmental justice, advocate for clean energy, and strengthen our democracy.

As we look ahead, we are more determined than ever to protect what makes Michigan special and to continue building a movement that puts people and the planet first.

Thank you for being part of this journey. Together, we will keep winning for Michigan.

Sincerely,



Lisa Wozniak



YOUTH

Investing in and developing young leaders is key to our mission, and 2024 was our biggest year yet. Michigan LCV's Our Water Activist (OWA) program welcomed and graduated its largest class ever, equipping high school and college students with the organizing and advocacy skills, knowledge, and confidence to become the next generation of environmental champions. We also expanded our campus organizing efforts, launching our own registered student organization at Grand Valley State University, empowering students to lead climate action on campus.

The impact of these programs is clear: Four outstanding OWA alumni have pursued elected office, showing that our investment in youth engagement is building a pipeline of conservation champions and community leaders.

By fostering leadership, providing hands-on organizing experience, and creating opportunities for civic engagement, we are empowering the next generation to take bold action for Michigan's future.







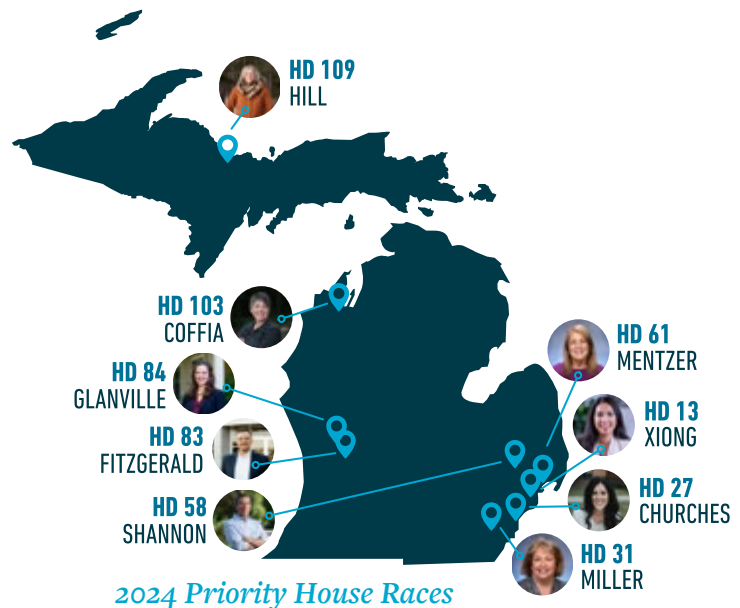
PROTECTING KEY ENVIRONMENTAL SEATS

80%
of our endorsed candidates
won their races

In 2024, The Michigan LCV PAC and Conservation Voters of Michigan PAC played a pivotal role in electing pro-conservation champions. With nearly \$8 million raised and spent, 80% of our endorsed candidates won their races. Our teams knocked over 753,000 doors, made 88,630 calls, and had 118,293 conversations with voters to ensure environmental priorities were front and center.



-  **753,381**
doors knocked
-  **88,630**
calls made
-  **118,293**
conversations with voters
-  **4,167**
staff & volunteer shifts





\$5,149,944

raised and spent in the
2023-2024 election cycle

\$1,936,314 deployed to candidates

\$3,213,630 in CVM PAC spending



*“I won by 715 votes in Macomb County, a tough district that went for Trump this election. **If it wasn’t for the persistent, hard work of Michigan LCV who showed up for me every step of the way, I don’t think I’d be here.**”*

— STATE REP. DENISE MENTZER

Through a strategic paid communications program, we fought to protect Michigan’s pro-conservation majority. From the State House to the Michigan Supreme Court, our ads engaged voters, countered misinformation, and energized supporters. With compelling storytelling and data-driven targeting, we made sure Michigan voters understood the stakes.

Through our efforts, we were able to elect and re-elect two environmental champions to the Michigan Supreme Court, securing a pro-environment majority on the state’s highest court.

ENERGY SAVINGS NOW

Michigan LCV's Energy Savings Now! campaign engaged thousands of Michiganders around taking advantage of historic federal funding and tax benefits when investing in energy efficiency and clean energy upgrades to their home or business through the Inflation Reduction Act. Multiple canvassing teams knocked on 223,531 doors and engaged nearly 30,000 Michiganders in Lansing, Grand Rapids, Ann Arbor, and Oakland County.



223,531 
DOORS KNOCKED



UTILITY ACCOUNTABILITY

In 2024, Michigan LCV took on utility giants and fought for affordability and accountability. After a series of power outages that left more than 300,000 homes in the dark, we launched a campaign targeting areas impacted by the outages. Through digital outreach, in-person mobilization and earned media, we built community where Michiganders could connect with people who were also without power. Our organizing efforts directed impacted people to submit official comments to the Michigan Public Service Commission, state officials who regulate utility companies in Michigan. Our campaign gave Michiganders a way to turn their anger into action.



2,367 PUBLIC COMMENTS
SUBMITTED

DATA CENTERS FIGHT

Michigan LCV's fight against legislation giving tax breaks to energy-guzzling data centers brought together environmentalists, local leaders, and grassroots activists to push back against unchecked corporate greed. By mobilizing public support and demanding transparency, we ensured

the legislation faced the scrutiny it deserved. Additionally, we engaged with the Michigan Public Service Commission to advocate for strong implementation of Michigan's new clean energy laws, ensuring community voices were heard in the process.

CELEBRATING AND DEFENDING THE CLEAN ENERGY AND JOBS ACT

DEFENSE AGAINST BALLOT MEASURE FIGHT

When fossil fuel-backed special interests launched a ballot measure to halt clean energy progress, Michigan LCV took action. We launched “Our Land, Our Rights,” a committee working with farmers to challenge misleading petition language. We filed a successful campaign finance violation against anti-wind and solar opponents for illegally using a 501(c)(4) organization to fundraise for its Ballot Question Committee, resulting in financial penalties. Our opponents later were unable to gain any momentum in signature-gathering and failed to put it on the ballot.



AMPLIFYING THE ECONOMIC BENEFITS OF MICHIGAN'S NEW CLEAN ENERGY LAW

In partnership with Evergreen Action and 5 Lakes Energy, Michigan LCV released a groundbreaking report showcasing how Michigan’s new clean energy laws will create thousands of jobs and lower energy costs for Michiganders. The report was covered by a number of influential media outlets in Michigan and gave lawmakers critical proof points to champion clean energy solutions.

ENGAGING MICHIGANDERS AS THE LAWS TAKE EFFECT

Michigan LCV mobilized hundreds of Michiganders to engage with state regulators at the Michigan Public Service Commission around the implementation of the new clean energy laws. Through testimony and written comments, we urged decision-makers to fully implement new clean energy laws — highlighting the public’s strong support for a cleaner, more affordable, and more reliable energy future in our state.



DEMOCRACY FOR ALL

Michigan LCV Education Fund's nonpartisan 313 Votes program continued its critical work in 2024, ensuring Michiganders in the Detroit metro area understand the importance of their vote and have access to accurate information about their voting rights. Through direct outreach, we helped thousands of people navigate new voting options and expanded access to the ballot box.



• **12 voter education events**
providing assistance and distributing voter information



• **520,191 calls made**
318,174 in the general
202,017 in the primary



• **23,621 contacts**
15,018 in the general
8,603 in the primary

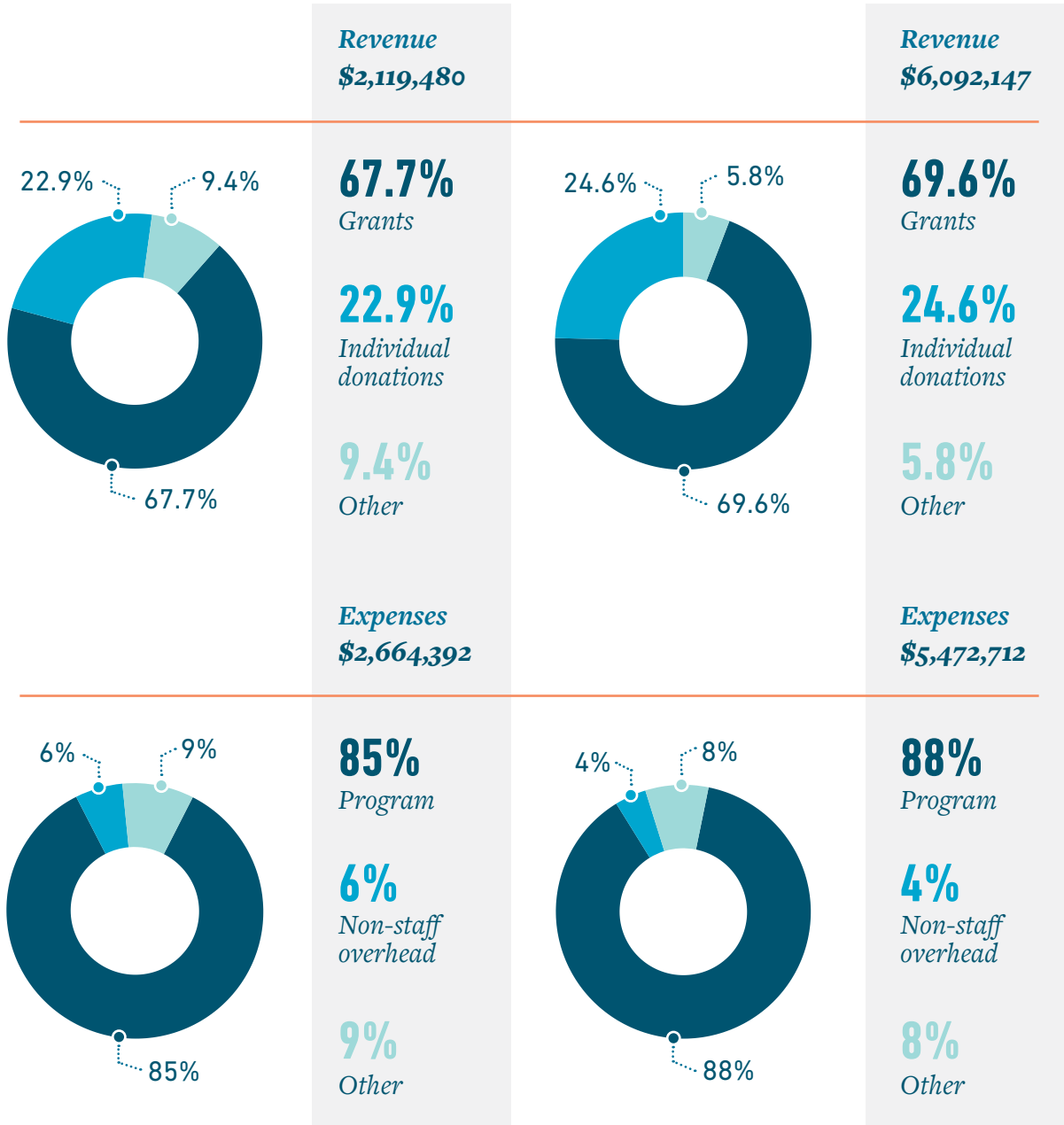
Our 313 Votes program is rooted in grassroots engagement. For years, we have engaged and targeted historically disenfranchised and predominantly African-American communities in the metro Detroit region, building relationships and providing voters information they need to make their voices heard. We set up booths at farmers markets, early voting locations, common foot-traffic areas and more. We also reach out to voters directly, with direct phone calls, phone banks, text messages and community events to meet voters where they are in community.



YOUR SUPPORT IN 2024

Michigan League of Conservation Voters Education Fund

Michigan League of Conservation Voters



Unaudited figures. If you would like additional information about Michigan LCV PAC or Conservation Voters of Michigan PAC, please contact us at info@michiganlcv.org.

WHY MAKE A GIFT?

You can protect the air your family breathes, the water you drink, the parks and open spaces you enjoy, and the integrity of our elections. **With your donation to Michigan LCV, you will help:**

- > Defend Michigan's clean air, clean water, and public land from legislative attacks.
- > Provide updates and new information to elected officials about the importance of protected land, clean air, and clean water.
- > Inspire Michiganders to work together and protect the Great Lakes State.

Together, we will fight to protect our precious resources for future generations.

Your Land. Your Air. Your Water. Your VOTE.

YOUR GIFTS IN ACTION

88,313 DOORS KNOCKED

13,786 CONVERSATIONS WITH VOTERS

385,976 PIECES OF MAIL

WAYS TO GIVE



... ○ ONLINE

Visit our websites at www.michiganlcv.org and www.michiganlcvedfund.org



... ○ GIFTS OF STOCK

We welcome gifts of appreciated securities. When you donate stock to either Michigan LCV or the Michigan LCV Ed Fund, neither you nor the recipient organization owes any capital gains tax.



... ○ BY MAIL

Please send a check made out to "Michigan LCV" or "Michigan LCV Education Fund" to 340 Beakes St. Ste 110, Ann Arbor, MI 48104.



... ○ IRA DISTRIBUTIONS

If you are 70½ or older, you can make gifts to our 501(c)(3) Education Fund tax-free. These 'Qualified Charitable Distributions' count toward your required annual minimum distributions.

Michigan LCV Education Fund's Federal Tax ID Number is 37-1430158.



OUR MISSION

Michigan LCV works to protect the air, land, and water in communities all across Michigan by activating voters to elect and hold accountable public officials who fight for an environment that sustains the health and well-being of us all.



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