

Annual Report 2023



NumbersUSA

For sensible immigration

www.NumbersUSA.com

1201 Wilson Blvd. 27th Floor, Arlington, VA 22209

NumbersUSA *exists to empower voters to achieve a sensible immigration policy*

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1. Message from our CEO

I don't need to tell you that our country is divided. Yet, poll after poll shows agreement that immigration is the #1 concern among voters of all political views this November. It's the reason I took this roll in October of 2022 – immigration policy has to change! I believe NumbersUSA is THE organization that can help voters achieve **sensible immigration** policy for America.

Sensible immigration is **legal immigration**. Sensible immigration is **less immigration**.

It's not that I have sat and concluded this. Rather, those are but two of the recommendations made in the bipartisan U.S. Commission on Immigration Reform, the Jordan Commission. We support the Jordan Commission's blueprint for immigration which puts the needs of Americans first, attracts individuals with extraordinary skills and talents, and balances America's international responsibilities for addressing critical-need refugee crises while protecting our most vulnerable American workers from being undermined or exploited.

It might surprise you that **NumbersUSA is the largest single-issue, grassroots advocacy organization in the country** with over a million supporters, members, and activists. Thanks to our efforts and the support of our member community over the last 25 years, NumbersUSA has reduced immigration by over 40 million fewer people in the country today (that's equivalent to the population of California) than there would have been had we not stopped bad immigration policies. We have also helped forge three sensible immigration federal laws and many more in over 18 states.

NumbersUSA's top priority is to empower voters. We do this with accurate, timely information and tools to easily and effectively reach members of Congress. We combine this with access to elected officials to influence their decisions on immigration policy. We are unique in that we address not only the national security risks posed by illegal immigration, but also the economic impact on businesses and workers, its disproportionate impact on Black Americans, and its negative impact on the environment.

In the information that follows, you will learn more about our track record of success through **our four main initiatives: Federal, States, The Hiring Line, and Sustainability**. We have reviewed leadership and technologies that will continue our defensive wins to stop bad immigration policies and bring about offensive wins with good, new immigration law. We have the expertise, experience, membership, and strategy to bring about sensible immigration. We lack just one thing. **We need YOU** to make sensible immigration a reality for the American people.



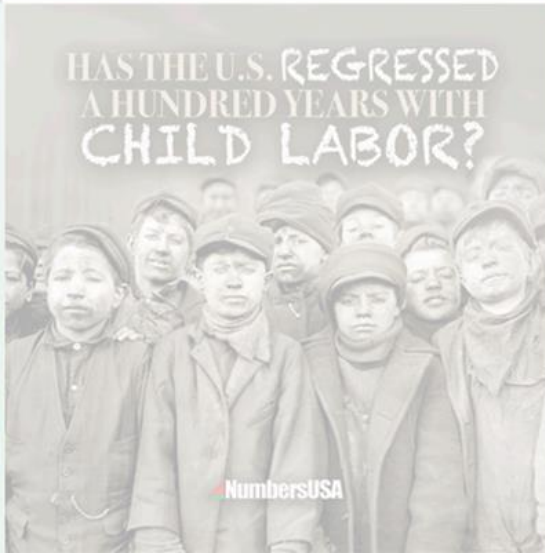
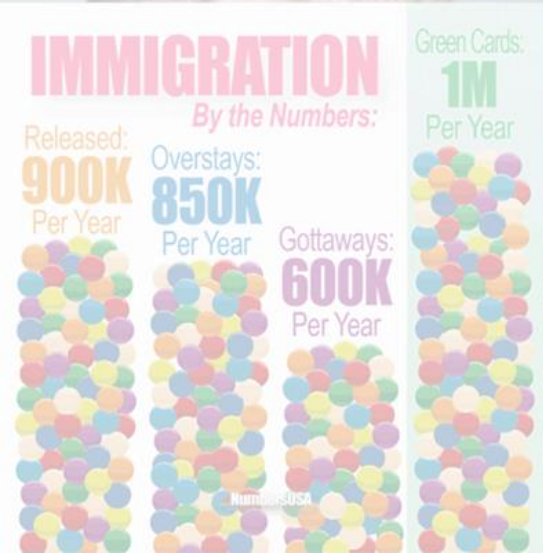
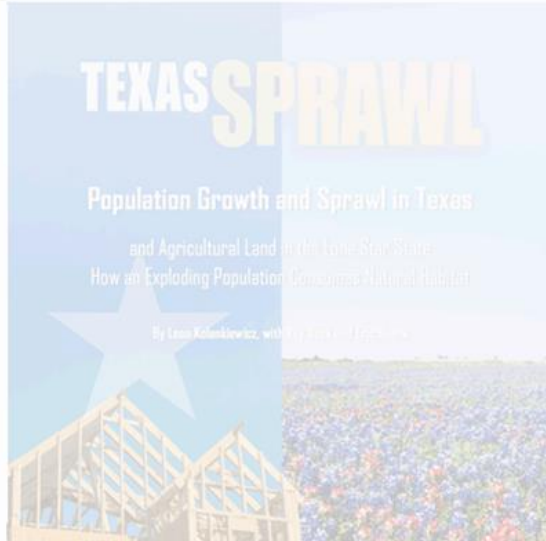
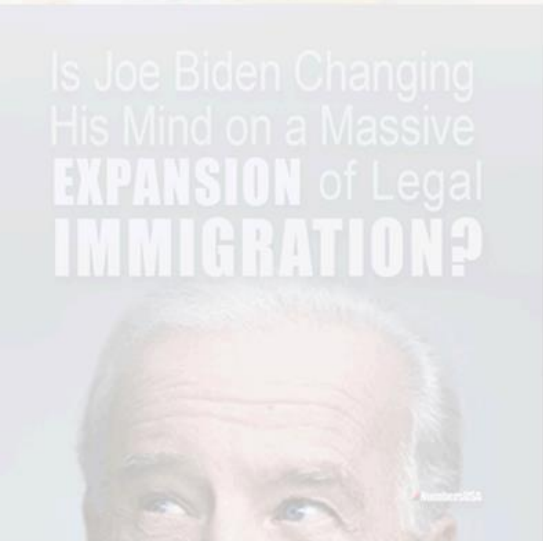
James Massa

James Massa, CEO, NumbersUSA

2. Our Mission

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.



3. Talks/Presentations

Presentations our team makes to conventions, conferences, roundtables, universities, schools, and civic gatherings around the country are some of the most important components of our public education efforts each year. Events such as the following highlight our 2023 educational efforts:

Earth Day: In April, NumbersUSA Founder Roy Beck, on behalf of his co-authors Leon Kolankiewicz and Eric Ruark, presented *"The Illusion of Limitless Texas Habitat,"* at the Green Speaker Stage at EarthX in Texas. The full 40-minute presentation was professionally recorded for EarthX TV. Most of the Texans attending the event were not surprised to learn that Texas has lost more open space than any other state in recent decades, mostly due to its rapid population growth which is increasingly driven by people moving to Texas from other states and other countries.

HBCUs: Andre Barnes, our Director of HBCU Engagement, is a frequent commenter on the history of immigration policy and its impacts on Black Americans. In 2023 Andre's audiences included students at HBCUs such as **Dillard University** and **Kentucky State University**.

Texas E-Verify: In April, NumbersUSA's CEO was invited to testify before the Texas legislature as it considered requiring Texas employers to use **E-Verify** to verify the legal right to work of new hires in the state.



Idaho Sprawl: In October we released our newly published Idaho sprawl study, *Californicating Idaho*, showing that Idaho, with the highest rate of population growth in the country, has 16% less open space than there was 35 years ago. Net international migration (post-1990) was related to 18% of Idaho's growth from 1990 to 2020. The study (on our new Idaho sprawl website <https://idahosprawl.com>) received significant media attention, including TV, podcasts, and print media coverage with the study's lead author, Leon Kolankiewicz. Success was fueled in large part by the presentation of our study at an event hosted by the **Idaho Farm Bureau** and our statewide poll finding that 77% of likely Idaho voters believe continuing the current level of population growth in Idaho will make the state worse.

"Stop the Buses": In a joint effort with Black American Voters Project, NumbersUSA sponsored the **"Stop the Buses"** rally in Chicago which featured NumbersUSA founder Roy Beck, Speaker and Newsweek Contributor, Denise Long, NumbersUSA's Director of HBCU Engagement Andre Barnes. The rally was designed to provide information about immigration policies and immigration's historical impact on Black Americans. Our team was interviewed by local Chicago CBS and Fox TV, as well as several radio and podcast stations. The event was also live streamed via X and Facebook to nearly 10,000 viewers.

Educating Legislators and Staffers: NumbersUSA was invited to educate Congressional staffers about immigration legislation at events hosted by the **Conservative Partnership Institute** in June and September. As well, NumbersUSA Founder Roy Beck made a presentation to the group of Hill staffers about the research in his book, *Back of the Hiring Line*, on the impacts of immigration policy on Black Americans.

● **National Environmental Policy Act:** In June, representatives from NumbersUSA were asked to present at the **National Civil Rights Conference** in Tallahassee. The topic of their joint presentation was the application of **National Environmental Policy Act** review to federal actions impacting Freedmen. One of their many revelations regarding immigration was the failure to do any sort of NEPA review on immigration actions.

● **Mandatory E-Verify:** Our States Government Relations hosted booths educating the public and state legislators about the importance of mandatory E-Verify legislation in protecting workers and disincentivizing illegal immigration at two major conferences: the annual meeting of the **National Council of State Legislators** in August, and the Western Conservative Summit in Denver in June.

● **Association of Mature American Citizens:** Our Capitol Hill team was invited to speak to the Texas Chapter of the **Association of Mature American Citizens** on the impacts of federal immigration policy on jobs and wages. As well, their presentation included an update on immigration legislation in Congress and efforts to control the border.

4. Sustainability Outreach Initiative

Our Sustainability Initiative is built upon our foundational pillar of reducing immigration in order to slow U.S. population growth. NumbersUSA has been the premier organization continuing the work of several federal commissions in seeking an American immigration population future in which both human and natural inhabitants can thrive since its founding in 1996. Recognizing its importance to our core mission, in 2019, our Board of Directors established the Sustainability Outreach Initiative as a dedicated initiative. Key aspects of this initiative include:

- Maintain the nation’s Center of Excellence on Sprawl education and research
- Serve as the chief repository of immigration-population [research](#)
- Educate the nation’s largest army of citizen activists concerned about the impacts of immigration-driven population growth and mobilize them to educate their elected officials.

2023 Key Successes:

In 2023 we added 2 new studies to our library quantifying the respective roles of population growth and growth in per capita consumption on the loss of rural land. In conjunction with each new study, we released a poll of likely voters in the area of study and published the results of the study and poll on a corresponding website. In addition, the following were results of the Sustainability Initiative's educational efforts:

- **2** Sprawl Studies (Californicating Idaho and Illusion of Endless Text Habitat)
- **2** Population & Immigration Polls
- **25** Educational videos created
- **872,000** Followers of our Congestion Ahead Facebook page
- **42** Sustainability-related Op-eds published
- **6** Public Education programs
- **1,616** attending those programs

5. Educational Tools

In addition to educational presentations, we provide a series of educational tools to inform the public about immigration's role in population growth and on jobs and wages.

- **DVDs and Online Videos:** Myriad videos detailing various impacts of U.S. immigration policy are available on the NumbersUSA YouTube channel and our website. A favorite of our video offerings continues to be Roy's video presentation "*Immigration, World Poverty, and Gumballs,*" originally made for DVD and now seen online over 150 million times. We make the DVDs of the presentation available to the public at no charge. The presentation, challenging the notion that U.S. immigration policy is an effective means of addressing world poverty, was requested by professors, students, activists, and community leaders throughout the year.
- **Legislative and Policy Analysis:** Our Capitol Hill Team produced reports and documents detailing various aspects of current immigration policy and legislative proposals to affect immigration policy. Analyses were 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.
- **Website cards:** Our ever-popular fold-over 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.
- **Polling:** NumbersUSA continued its polling program in 2023, sponsoring **27 national and state** polls designed to measure the public's pulse on annual immigration numbers, as well as various proposals to affect immigration numbers.

6. Disseminating Info to the Public

NumbersUSA is one of the largest grassroots public-policy organizations in the country, and certainly the largest of lower-immigration organizations. Our membership reach is evidenced in the following metrics from 2023:

- **51,480,013** individual email messages sent to our members;
- **2.6 million** visits to our website;
- **2.47 million** email members (counting only valid emails)

NumbersUSA boasts the largest Facebook presence of any single-issue advocacy organization and we are growing our other social media.

- **6.7 million** Facebook fans;
- **14.5 million** Facebook reach;
- **29,600** Instagram Followers;
- **3.2 million** Instagram reach;
- **34,698** Twitter Followers;
- **30 million** video views across all platforms.

We hosted 7 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 103 leaders irrespective of whether they participated.

We published **12 new public education videos** in 2023.

We sent **398** alerts to our local activists informing them about events with lawmakers.

7. Media

NumbersUSA staff are routinely asked to comment in the media about the impacts of immigration policy. This commentary influences the public dialogue over federal immigration policy. Staying true to our Mission Statement, our public comments across all media (print, digital, radio) seek to provide for civil discourse of this most important public policy while educating the public about the impacts of such policies.

In 2023 our experts were heard nationally and locally on radio, TV, and on a variety of Podcasts. Our team was quoted in publications such as *Politico*, *The Hill*, *Fox News*, *National Journal*, *Capital Press*, *RealClearPolitics*, *The Washington Times*, plus *Reuters*, and *AP* news stories.

Additionally, our media efforts included:

- **180** radio interviews;
- **79** Op-Ed placements



8. 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 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. *(Joined NumbersUSA Board in 2002)*

Directorships/Service

- Metropolitan Family Services Chicago – Board and Executive Comm. (Past Chair)
- Chicago Shakespeare Theater – Board of Directors (Past Chair)
- 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. *(Joined NumbersUSA Board in 2009)*

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).

Philip Cafaro

is professor of philosophy at Colorado State University 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 are in environmental ethics, population and consumption issues, and wild lands preservation. He is the author of *Thoreau’s Living Ethics: Walden and the Pursuit of Virtue* and co-editor of the anthology *Life on the Brink: Environmentalists Confront Overpopulation*, both from the 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). (Joined NumbersUSA Board in 2015)

Directorships/Service

- The Overpopulation Project, University of Gothenburg, Sweden (co-principle investigator)
- *The Concord Saunterer*, journal of the Thoreau Society (advisory board)
- International Society of Environmental Ethics (past president)

Lesley Blackner

is a lifelong Floridian and a member of the Florida Bar. She received a BA from Emory University and a JD from the University of Florida College of Law. Over the past two decades Lesley has represented citizen groups in numerous pro-bono environmental

law suits. She is particularly interested in Endangered Species Act and land use litigation. *(Joined NumbersUSA Board in 2018)*

Anne Scott

is an attorney and retired judge of Cook County (IL) Circuit Court. She has served as a member of her Florida town council and is a former elected county commissioner for Martin County, FL. Anne serves on the international Board of Trustees of the African Wildlife Foundation. *(Joined NumbersUSA Board in 2019)*

Roy H. Beck

is the President and CEO of NumbersUSA Education and Research Foundation which he founded in 2002 to amplify the work of the NumbersUSA.com website 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 five 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 since 2000 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. *(Joined NumbersUSA Board in 2002)*

Anne Manetas

is the Chief Operating Officer and Secretary of the Board. Having been with the organization for over two decades, she has had a hand in virtually all aspects of the operation, seeing it grow from a nascent grassroots group to the largest single-issue advocacy organization in the country. She is responsible for organizational brand, Human Resources, and the design graphics Creative Team that produces all visual content for NumbersUSA. She holds a B.A. from the College of William and Mary.

James Massa

brings a unique combination of executive experience with Fortune 50 high tech, a variety of commercial start ups, and global non-profit organizations, as well as expertise in public/private partnerships and policy. With all of his grandparents having immigrated and become naturalized citizens, and having lived in a border state and worked decades in DC, James provides the vision and capacity to galvanize the efforts of NumbersUSA to empower voters to achieve a sensible immigration policy.

9. Transparency/Accountability

Endorsements of NumbersUSA' Sound Financial Practices:


At NumbersUSA, we have an independent system for making sure that donations are handled legally, ethically, and for your purposes of giving. In order to provide just such an assurance, NumbersUSA has an annual audit by independent auditors and is governed by a Board of Directors that carefully examines all of our financial statements and activities monthly.

We run a muscular program and firmly believe that donors get the most bang for their buck at NumbersUSA. As further evidence of our solid accounting and management practices, NumbersUSA is recognized by four national non-profit watchdog groups listed below. The Independent Charities of America rate only 50,000 of the nation's 1,000,000 non-profits as meeting standards for the Combined Federal Campaign and judge NumbersUSA to be among the fewer than 2,000 of those awarded its Best In America seal. NumbersUSA is one of fewer than 400 charities that meet BBB standards.



- **One of top 2,000 of 1 million non-profits** (Independent Charities of America)
- **Meets all 20 BBB Charity Standards** (Better Business Bureau)
- **Four-Star top rating for non-profit excellence** (Charity Navigator)
- **Guidestar Platinum Recognition** Highest Level Offered (GuideStar)

10. Financial Statement/Activities:

 For sensible immigration		September 30, 2023	UNRESTRICTED	TEMP/RESTRICTED	TOTAL
REVENUE					
CONTRIBUTIONS:	SUPPORT ORGANIZATION:	\$40,450	\$3,704,519	\$18,249	\$3,722,768
	EDUCATION & RESEARCH:	\$3,664,069			
INVESTMENT INCOME:	SUPPORT ORGANIZATION:	\$377,646	\$1,260,801	—	\$1,260,801
	EDUCATION & RESEARCH:	\$883,155			
OTHER INCOME			\$32,178	—	\$32,178
NET ASSETS RELEASED FROM RESTRICTIONS			\$136,678	(\$136,678)	0
TOTAL REVENUE:	SUPPORT ORGANIZATION:	\$433,096	\$5,134,176	(\$118,429)	\$5,015,747
	EDUCATION & RESEARCH:	\$4,701,080			
EXPENSES					
PROGRAMS					
IMMIGRATION-DRIVEN U.S. POPULATION GROWTH, RURAL LAND LOSS, AND THE AMERICAN QUALITY OF LIFE			\$1,468,009	—	\$1,468,009
LABOR-FORCE COMPETITION, UNEMPLOYMENT, WAGE DEPRESSION AND INCOME INEQUALITY			\$1,488,637	—	\$1,488,637
IMMIGRATION LEGISLATION AND ENFORCEMENT			\$2,889,994	—	\$2,889,994
PUBLIC EDUCATION			\$1,964,844	—	\$1,964,844
TOTAL PROGRAMS			\$7,811,484	0	\$7,811,484
MANAGEMENT & GENERAL:	SUPPORT ORGANIZATION:	\$32,842	\$728,277	—	\$728,277
	EDUCATION & RESEARCH:	\$695,435			
FUNDRAISING:	SUPPORT ORGANIZATION:	—	\$222,746	—	\$222,746
	EDUCATION & RESEARCH:	\$222,746			
TOTAL EXPENSES:	SUPPORT ORGANIZATION:	\$1,997,686	\$8,762,507	0	\$8,762,507
	EDUCATION & RESEARCH:	\$6,764,821			
CHANGE IN NET ASSETS:	SUPPORT ORGANIZATION:	\$1,832,625	(\$3,628,331)	(\$118,429)	(\$3,746,760)
	EDUCATION & RESEARCH:	\$1,795,706			
NET ASSETS, BEGINNING OF YEAR:	SUPPORT ORGANIZATION:	\$5,576,373	\$12,435,850	\$308,441	\$12,744,291
	EDUCATION & RESEARCH:	\$6,859,477			
NET ASSETS, END OF YEAR:	SUPPORT ORGANIZATION:	\$3,600,836	\$8,807,519	\$190,012	\$8,997,531
	EDUCATION & RESEARCH:	\$5,206,683			

*Fiscal Years end on September 30.