

# 2014 Fannie Lou Hamer Report

How the Democratic Party Can Diversify Spending & Win Back Their Base

## DATA POINTS:

Over

**45%**

of the votes cast for President Obama in 2012 came from voters of color.



spent by the party on consultants during the 2010 & 2012 election cycles was disbursed to firms with people of color in significant leadership roles.

**\$13 MILLION OUT OF \$517 MILLION**



Was disbursed to firms with people of color in significant leadership roles.



awarded contracts by the Democratic Party were minority-led political consulting firms



**17 FIRMS OUT OF 287 WERE MINORITY-OWNED CONSULTING FIRMS**

**\$1.136.855.565.00**

expenditures by the main Democratic Party committees DNC, DCCC, DSCC during the 2010, 2012 Election Cycles



**HALF OF EVERY DOLLAR**

that a small donor contributed to a Party member went to a consultant

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