THE HARRY POTTER ALLIANCE
ANNUAL REPORT
FY2014 (July 1, 2013 - June 30, 2014)
The Harry Potter Alliance turns fans into heroes.

We’re changing the world by making activism accessible through the power of story.

Since 2005, we’ve engaged millions of fans through our work for equality, human rights, and literacy.
Our Team

During the 2013–14 fiscal year our senior staff expanded by leaps and bounds, and our impact increased accordingly. This year included unprecedented campaign victories and the rapid growth of our membership and chapters due to the concentrated efforts of the following 2014 senior staff members—the world’s most magical group of professional activists.

PAUL DEGEORGE, EXECUTIVE DIRECTOR
Paul cofounded the Harry Potter Alliance with Andrew Slack and Seth Soulstein in 2005. In 2002, Paul and his brother, Joe, started Harry and the Potters, the band credited with founding wizard rock (a genre of music based on the Harry Potter series). Each year the band tours the country, performing in libraries and promoting the powers of love, reading, music, and enthusiasm.

ANDREW SLACK, MOVEMENT DIRECTOR
An Ashoka Fellow and a former Nathan Cummings Foundation Fellow, Andrew laid the groundwork for Imagine Better: an HPA program that unites educators, professional storytellers, workers, and activists to amplify their messages through the HPA’s model of “cultural acupuncture.” Andrew is leading the charge of an unprecedented movement that is grounded in the notion that fantasy is not an escape from our world, but is an invitation to change it for the better.
ACACIA LUDWIG, CREATIVE DIRECTOR
Growing up in a family of artists and surrounded by the vibrant world of Chinatown, New York, Acacia developed a deep and sincere love for artistic expression, good storytelling, and social justice. Acacia’s most dedicated work is in music and design. As a musician, Acacia has had the honor to collaborate with some of the world’s greatest rock musicians, and as a designer, she has created a large array of logos and websites for a variety of bands and social justice organizations. Her artwork and attitude has literally shaped the face of the HPA since her arrival in 2007.

JACKSON BIRD, COMMUNICATIONS DIRECTOR
Jackson began working with the HPA as a volunteer in 2010. After graduating from New York University in 2012, he was hired as Communications Director and went on to produce the HPA’s online videos—which have been featured on Upworthy, Huffington Post, BuzzFeed, and Mashable—and to star in the organization’s YouTube channel as “The Boy who Vlogged.” Jackson currently lives in New York City, where he runs the Giant Squidstravaganza fanblog, Cephanloblogcast, and can be found on YouTube answering the age-old question, “Will It Waffle?”

MATT MAGGIACOMO, CHAPTERS DIRECTOR
Joining the HPA in 2007 as a founding member of its Board of Directors, Matt began his service just as he was quitting his day job in favor of touring the country with his wizard rock band, The Whomping Willows. Matt has been unable to pry himself from the Harry Potter fandom since, going on to marry Lauren Fairweather of The Moaning Myrtles and landing a job as the HPA’s Chapters Director in July 2013. His leadership was instrumental in the rapid expansion of the chapters program and the development of Granger Leadership Academy: the HPA’s fan-activist leadership conference.

ALICIA RADFORD, OPERATIONS MANAGER
While at the HPA, Alicia has spearheaded the launch of the Wizard Activist News Dispatch (W.A.N.D.), a quarterly donor newsletter, and has contributed greatly to the creation of the HPA’s new three-year strategic plan. Alicia previously worked as a web developer and graphic designer at Jewish National Fund in New York and holds a certificate in nonprofit management from the University of Washington.

CLAUDIA MORALES, SOCIAL MEDIA
Raised in Miami, Claudia is a first-generation immigrant of Honduran birth and Cuban ancestry. Claudia began as an HPA volunteer in 2011 and was hired for the social media team in 2014. When she’s not tweeting or blogging on the HPA’s behalf, she spends too much time thinking about Teen Wolf, Captain America, and One Direction.
VOLUNTEERS

Over 50 volunteers contributed more than 20,000 hours to the HPA’s campaigns, programs, and projects during the 2013–14 fiscal year. Many of the HPA’s greatest achievements have been led by its volunteers, including our new Chapter Organizer training program (created by Janae Phillips) and our Fandom Forward project (managed by Auden Granger).

BOARD OF DIRECTORS

MELISSA ANELLI
Melissa runs LeakyCon and LeakyNews, co-hosts PotterCast, and wrote the New York Times best seller Harry, A History, which chronicles the Harry Potter phenomenon. She thinks the HPA is the best thing to happen to the Harry Potter fandom since the invention of the midnight release party.

SETH SOULSTEIN
Before founding the HPA together, Seth and Andrew created the sketch comedy troupe the Late Night Players, which toured the country for seven years playing at universities, benefits, and social justice events. Seth holds a master’s degree in Theater for Social Change from the University of British Columbia and is working on a performance and theater studies doctorate at Cornell where he teaches undergraduate courses on fans and cult audiences.

ANDREW SLACK

PAUL DEGEORGE
Accio Books 2014 raised a total of 53,009 books for schools, shelters, and community centers across the world. Nearly 60 HPA chapters participated in the campaign; the Deluminators in Sydney, Australia won the Chapters Cup by donating an incredible 9,512 books, and the Keep Austin Wizard chapter from the University of Texas at Austin provided enough books to start a library at a local elementary school. The primary recipient was the Brightmoor Community Center in Detroit where our first-ever Apparating Library giveaway provided residents with over 10,000 free books.
In November 2013, we launched Odds in Our Favor, an ambitious campaign designed to shift the cultural narrative surrounding the Hunger Games to focus on real-world economic inequality. Our Odds in Our Favor street team, District 13, distributed three-finger-salute stickers at the Catching Fire movie release and sent congressional Howlers encouraging legislators to raise the minimum wage. Our Chapters Staff launched We Are the Districts, a blog promoting awareness of economic inequality; it amassed over 1,200 followers during this first phase of the campaign.
LGBTQ+ Rights

We sent 1,761 Howlers to Governor Jan Brewer of Arizona asking her to veto SB 1062 and HB 2153; the bills aimed to legalize discrimination against LGBTQ+ individuals.

The W.A.N.D. (WIZARD ACTIVIST NEWS DISPATCH)

We started our quarterly magazine in January 2014. The W.A.N.D. keeps our donors, members, and partners up to date on our accomplishments and provides an exclusive look into the chapters and volunteers who make our work possible.

Not in Harry’s Name

Our long-running antislavery campaign received a great boost when we partnered with Walk Free to raise awareness about our efforts among their one million members. We continued our correspondence with J.K. Rowling, and in June 2014 she arranged to have our founder Andrew Slack meet with Warner Bros. to discuss solutions for ethical sourcing of their Harry Potter chocolate.

Net Neutrality

When the FCC introduced new rules that had the potential to end net neutrality, we immediately launched a campaign encouraging our members to leave comments on the FCC’s website, and approximately 6,000 of our members commented. Additionally, we partnered with Public Knowledge to launch Video Creators for Net Neutrality, which brought together 20,000 video creators and their fans to demand net neutrality.
Apparating Library

In the summer of 2013, we created the Apparating Library, a progressive community-generated library built by HPA members around the world. The library was launched at LeakyCon London and subsequently appeared at the Yule Balls in New York City and Boston, the Midwest Media Expo in Detroit, and Vidcon in Anaheim.

Equality FTW & Project for Awesome

In 2014 our membership raised over $234,000 in support of the work we do. Equality FTW, our annual fundraiser, featured perks from J.K. Rowling, who donated a full set of signed Harry Potter books, John and Hank Green, Maureen Johnson, Evanna Lynch, the Potter Puppet Pals, Team StarKid, Patrick Rothfuss, Anthony Rapp, Chris Colfer, Geek Girl Con, and LeakyCon. In P4A 2013, we were voted the top charity and received a grant of $50,000 from the Foundation to Decrease World Suck.
CHAPTERS PROGRAM GROWTH
Over the course of the 2013–14 fiscal year we grew from 114 to 249 chapters; we’re especially excited that our global representation more than tripled, growing from 14 to 50 chapters and adding Brazil, England, Germany, Argentina, Vietnam, New Zealand, Wales, Ireland, Norway, Spain, United Arab Emirates, Scotland, and the Balkans to our existing global community of Portugal, France, Canada, Australia, Belgium, Mexico, India, and the Netherlands. **We’re proud that 20 percent of our chapters are located outside the United States.** This year we also began developing stronger relationships with public libraries and added our first library-based chapters.

STAFF EXPANSION
As our program has grown, so has our volunteer staff. In order to continue to provide the best support for Chapter Organizers, we doubled our staff team to 18 volunteers who contribute a total of 135 hours of their time each week.

MORE RESOURCES
Many of those volunteers are supporting new programs to give Chapter Organizers even better resources.

**Global Project:** Many of those volunteers are supporting new programs to give Chapter Organizers even better resources.

**Fandom Forward:** To expand our model to other fandoms, we created a team to develop campaign and discussion ideas for everything from *Star Wars* to *Game of Thrones*.

**Training Program:** To prepare our Chapter Organizers to be the best leaders they can be and to increase chapter resiliency, we launched an eight-level leadership- and activism-skills training program.

**Granger Leadership Academy:** The first of its kind, GLA is an all-ages fan- activism leadership conference open to not only chapters, but to anyone interested in learning about our methodology.
## Statement of Assets & Net Assets - Cash Basis

**June 30, 2014**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>NET ASSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets:</td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$146,597</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$146,597</td>
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</tbody>
</table>

## Statement of Revenue & Expenses - Cash Basis

**June 30, 2014**

<table>
<thead>
<tr>
<th>REVENUE AND SUPPORT</th>
<th>FUNCTIONAL EXPENSES</th>
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<tbody>
<tr>
<td>Donations</td>
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<td>Grants</td>
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<td>Merchandise Sales</td>
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<td>Program Service Fees</td>
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<td>Interest Income</td>
<td>23</td>
</tr>
<tr>
<td>Total Revenue &amp; Support</td>
<td>379,731</td>
</tr>
</tbody>
</table>

Net assets, beginning of year | $169,596
Net assets, end of year | $146,597