

Michigan Women: Case for Support

Democracy shouldn't require a Political Science degree.

The decisions that shape our schools, taxes, courts, and communities deserve more than headlines and campaign ads. Michigan Women gives voters the context campaigns won't.

The Problem

Michigan voters are overwhelmed by political information but starved for understanding. Every election asks people to make important decisions, yet most don't have time to research every candidate, office, and ballot proposal.

Instead, they're left to rely on headlines, campaign ads, social media, or name recognition. When people can't confidently understand their ballot, everyone pays the price — that's not just a voter problem, it's a democracy problem.

The Solution

Michigan Women is a Saginaw-based, nonpartisan 501(c)(3) nonprofit building Michigan's trusted source for plain-language voter information. Our living voter guides are continuously monitored, researched using primary sources, and updated throughout the election cycle. Candidates from every covered race are invited to submit factual corrections — because accuracy, not advocacy, is the mission.

Proof It's Working

- 8,500+ views year-to-date on the Governor Race Voter Guide
- 57% of website traffic comes from Google—with zero advertising
- Email subscribers have tripled since January
- YouTube subscribers increased 700% in six months
- Guide download rates of 20–41%, among the strongest in civic education

2026 Investment Plan

Annual Investment	Supports
\$40,000	Statewide voter guides and civic resources
\$40,000	Local voter engagement pilot and community outreach
\$4,000	Fundraising to build long-term sustainability
\$11,000	Administration and operations
\$95,000	Total Annual Budget

The Ask

Michigan Women has already proven the model.

The founder has personally invested more than \$19,000 in documented cash and volunteer time to build the organization from the ground up. Today, thousands of Michigan voters rely on these resources.

We're raising \$30,000 during the second half of 2026 to sustain statewide voter guides, expand local coverage, and transition from founder subsidy to a sustainable nonprofit serving communities across Michigan.

If you believe every Michigan voter deserves clear, trustworthy, nonpartisan information before casting a ballot, we invite you to invest in Michigan Women.

Want the full picture? Read our complete [Strategy & Impact Guide](#).

To give or learn more, visit michwomen.com/donate or contact:

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Michigan Women Education Fund is a 501(c)(3) nonprofit (EIN 39-4368092), registered to solicit contributions in Michigan, MICS No. 71373. Contributions are tax-deductible to the fullest extent allowed by law.