



ANNUAL REPORT 2012

Dear Friends,

2012 was a year of transition for the Alternatives to Marriage Project (AtMP). For many years, AtMP's Board of Directors has considered changing our name for easier comprehension. A good replacement was not found, but this year we revived our efforts to reposition this 15-year-old organization. We convened a group of representative members to talk about their **vision for AtMP** and what language would convey that vision. We then looked for volunteers who would be willing to create a new name, logo, and website that would take us into the next phase of our growth. By the end of the year, everything was in place to create our **new identity**.

We lost 3 Board members this year. In March, **Kevin Maillard** decided not to renew his term as he and his partner had just welcomed a baby into the family thus reducing his availability. **Tom Amoroso** also resigned in March, as he and his family were in the process of adding children as well. **Kim Fox** relocated from Denver to Boston for a new, demanding job, and she decided not to stay on the Board when her term ended in December. However, we gained a wonderful new board member, **Nicole Cook**, who joined us in December. Her bio may be found in this report. We owe Kevin, Tom, and Kim a huge debt of gratitude for leading us this far.

We continued our push for **media coverage** on issues related to equality for unmarried individuals, and challenged the distribution of misinformation about our constituents. We were interviewed extensively about our positions and responded to criticisms in real-time.

We expanded our use of **social media**. We are pleased to report a growing Facebook fan page, and have begun tweeting! We know that the majority of our fans are between the ages of 25-44, and they are primarily female. A goal for 2013 is outreach to males. With Facebook, in a good week, we can reach 25,000 people. Social media is beginning to play a large role in our ability to reach the 112 million unmarried adults in this country.

Another effort during this transition has been creating new ways of handling ongoing work so that it is more efficient and **cost-effective**. These changes have made a big difference in our ability to be effective despite a small staff.

Our individual donors continue to lead the way toward achieving unmarried equality. Without your support, we would not be able to continue our work on your behalf. We are so very thankful and grateful for you, and we look forward to representing you for another year.

Cindy Butler, Executive Director



AtMP IN THE MEDIA

JAN **Boston magazine** **Boston Magazine** interviews AtMP's board member, Tom Amoroso, for "Single by Choice: Why More Of Us Than Ever Before Are Happy To Never Get Married."

FEB **The New York Times** **The New York Times** features an op-ed by Associate Professor of Law at Syracuse University and AtMP board member Kevin Maillard titled, "Beyond Marriage, Blood or Adoption."

MAR **Atlanta Journal-Constitution**, "More Couples Stay Happily Unmarried." AtMP Executive Director, Cindy Butler, addresses the unfair difficulties cohabiting partners face in an effort to care for one another.

Relationship360 BlogTalkRadio, "Single: The New Married?" Cindy Butler talks about the implications of the rising rate of singlehood and the declining rate of marriage.

MAY **New York Times** Room for Debate. A panel of debaters includes AtMP board member Kevin Maillard whose piece is titled, "The Myth of the Traditional Family," and Cindy Butler's "Unmarried and Ignored by the GOP."

AUG **Time magazine** interviews former AtMP board member Tom Amoroso in, "I Do, I Do, I Do, I Do."

NOV **ESSENCE.com** **ESSENCE** **Essence magazine**, "Not Married, Not Single," written by former AtMP board member Kevin Maillard, includes a AtMP mention.

The Washington Times interviews Cindy Butler in, "Cindy Is Speaking Up for Unmarried Americans."

DEC **The KJ5000 Show on BlogTalkRadio**. Cindy Butler talks about the growing rate of cohabitation on, "Should Couples Live Together Before Marriage?"

The Good Men Project publishes an article written by Cindy Butler, "Unmarried And Unequal," in which Cindy discusses considerations for cohabitation and unmarried parenting.

Cindy participates in UE's first Twitter chat, hosted by the **Women's Media Center**. The topic is the Supreme Court deliberation on same-sex marriage.

COMMENTS BY OUR MEMBERS

*"I was made aware of your organization via the discussion forum in the New York Times this morning. You have changed my life and I don't feel so locked out and outside of 'mainstream' society anymore. It's a great feeling to know that there are others like me and that we have this organization." **E.B., Minnesota***

*"I wanted to take a moment to thank you for the work you do- particularly on the policy and awareness fronts. Thank you- truly- for being out there and advocating for the diverse group of people who aren't married. It means the world to me." **A.J., New York***

*"I am making this contribution to mark the occasion of my wedding. Just over a year ago, I was married to someone I love very much. Prior to that time I had been single for much of my adult life. I often struggled with the societal pressures against single people... When M and I met and decided to marry, I wanted to do something to show that I was not forgetting those experiences, and would not be swept up in that tide that often comes with weddings, in which people are encouraged to see the event as a "happy ending" and the only legitimate path for all individuals. ... Good luck with the continuing work you do to help all people hold their heads high in the world....married or not!" **RG, New York***

**Alternatives to Marriage Project
Board of Directors 2012**

Chair, Ann Schranz
 Treasurer, Gordon Morris
 Secretary, Kim Fox
 Directors: Tom Amoroso (term ended June)
 Nicole Cook (joined December)
 Kevin Maillard (term ended June)

Staff

Executive Director, Cindy Butler
 Communications Assistant, Jessica Gafkowitz

**MEET OUR NEWEST
BOARD MEMBER, NICOLE COOK!**

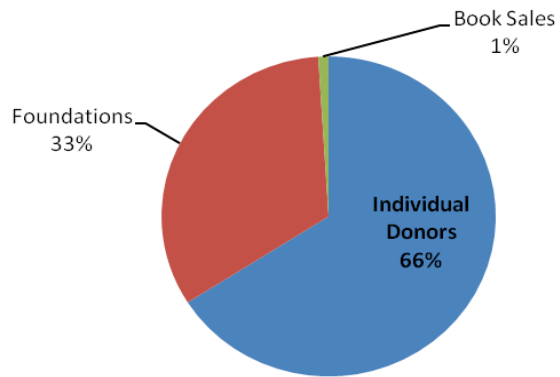
NICOLE is a staff attorney in the General Counsel’s Office for Employers Mutual Casualty Company. She resides in Des Moines, Iowa. Nicole brings a wealth of board experience to AtMP; she currently serves as Chair of the Vegetarian Community of Iowa and serves on the Executive Committee of the Sierra Club’s Iowa Chapter. She is a former officer of the New Hampshire Womens Bar Association. In her application to join AtMP’s Board, she stated, “My personal mission is to promote respect for all nurturing relationships between consenting adults, and equal treatment for people who are or are not married.” We are delighted to welcome Nicole to the leadership team!



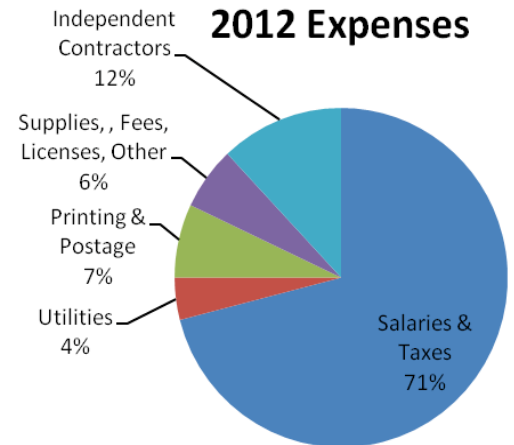
**2012
ACCOMPLISHMENTS**

- AtMP met with the Executive Policy Officer for Washington State Governor Christine Gregoire, to discuss future implications of the same-sex marriage law facing approval.
- We promoted National Healthcare Decisions day to encourage members to prepare legally binding documents for health and life care decisions.
- We continued to add helpful content to our website.
- 692 New Members joined through www.unmarried.org.
- Since 2010, we have increased Facebook fan page “likes” by 55%.
- AtMP searched for new board members and added Nicole Cook to the team.
- We investigated technology for webinars and petitions to expand our advocacy reach. We moved from internal petition implementation to www.change.org. We held our first webinar to discuss the renaming project.
- Our website developer volunteer began working with Cindy Butler on revamping our website.
- We secured pro bono services from a branding expert to help us determine a new name and logo, to be revealed in early 2013.

2012 Revenues



2012 Expenses



FINANCIAL REPORT

REVENUES

Contributions	\$25,571
Foundations	\$13,000
Book Sales	\$456
Total Revenues	\$38,571

EXPENSES

Salaries	\$35,159
Utilities	\$2,088
Printing & Postage	\$3,579
Supplies, Fees & Licenses, Equipment	\$2,842
Independent Contractors	\$5,909
Total Expenses	\$49,577

AtMP SUPPORTERS, 2012: THANK YOU ALL!

We are grateful for everyone who invested in our work this year -

VISIONARIES \$5,000 and up

Abraham Fuchsberg Family Foundation

BENEFACTORS \$4,999 to \$1,000

Morris Foundation
Nancy Polikoff
Amber Settle & André Berthiaume
Ann Schranz
Katherine Franke
Nicky Grist & Doyle Warren
Jeremy Peirce, & Deirdre Cusack, & Kala Pierson
Catherine Reuben & Scott Glanzman
Janette Smith

SUSTAINERS \$999 - \$500

Gerard Palmeri
Marshall Miller & Dorian Solot
Alexandra Chasin
Martha Ehrenfeld
Thomas Maiorana
Suzanne Miller & Walter vom Saal
Mark Schubin & Karen McLaughlin
Alice Yew & Björn Sandstede
Noah Zatz

LEADERS \$499-\$250

Jo VanEvery
Michele Hirsch
Will Marcotte
Jeremy Pittman
Greta de Jong
Ashton Applewhite & Bob Stein

FRIENDS \$249-\$100

William Gulvin
Michael Leibensperger
Tom Amoroso
Rajiv Garg
Michael Gentile
Melissa Smith
Virginia Brock & Daniel Schmeltzer
Kevin Maillard & Iris Chiu
Stephen Gumnit & Julie Bluhm
Kostia Bergman
Mary & Eric Folley
David Graves
Sarah Rowley
Paul Sawyer
Cesidio Tallini
Dr. Karen Gail Lewis
Paul Christensen
Janie Fronck
Tom Giesler
Lani Ka'ahumanu
Susan Lent
Sharon Woznicki
Melinda Brown
Ed Lesen & Clarice Pollock
Christy Byrd
Sandra Cunha
Tala de los Santos & Julio Vazquez
Robert DeVries
Skip Drumm & Alan Gross
Lisa Gordon
Deborah Johnston
Isaac Kikawada
Roger Kohn
John Lapham
James Larson
Zoe Mizuho
Karen Mock
Donna Riley
Michael Carmine Romano
Melora Rush & David Booth
'Becca Stallings & Daniel Efran
Marya Torrez
Kenneth Vickers
Robert West & Petey Young

SUPPORTERS \$99 and Under

Harry Major
Travis Fritsche
Computer Associates
Anna Jacobs & Albert Carafas
Nicole Woo
Thomas Yamin & Patti Schulte
Eric Tubbs
Bella DePaulo
John DeThomas
Roger Lake
Julie Smith
Robyn Steely & Varner Seaman
Bob and Issa Graves
Roxanne Alvarez
Mary Andres
Teresa Barton
bettykay
Michael Cammer & Dianne Cox
Bob Cook
Michelle Edwards
Christina Fields
Jeanne M Garbisu
Dr. Peter Giannini
Rebecca Gutterman
Frederick Hertz
Todd Horowitz
Alison Johnson
Rev. Jonalu Johnstone
Jonathan Krall
Erika Kretzmer
Lisa Lassner
Tom Limoncelli
Lisa Arnold and Christina Campbell (Onely.org)
Sarah Lovering
Larry Lozares
Jennifer Maloney
Gary Meyer
Jon Niehof
Beth Nienow
Katy Otto
Dorcas Phelan
Priscilla Rivera

SUPPORTERS
\$99 and Under *(continued)*

Samra Seymour
Anna Marie Smith & Megan
McLemore
Grace Tazewell
Wilson Taylor
Deborah Chalfie
Miriam Greenwald
Carolyn Wiesner
Marc Rosen
Rachel Aparicio
Yolanda Brantley
Tree Bressen
Christian Burgess
Kelly Carter
Erin Casteel
Joel Dubow
Julia Field
Carolyn Fugit
Jessie Gladin-Kramer
Bob and Issa Graves
Geoffrey Graybill
Nancy Hile
Rodney Hoffman
Mary Klehr
Betsy Lehrfeld
Alice Leibowitz
Ronald Lett
Susan Piontek
Kim Pratt
Jonathan Shapiro
Celine and Dan Shimizu
Sarah Timberlake
Kelly Webster
Jen Yoder
Natalie DeWitt
Lisa Marchal
David Glassman
Laura Poyneer
C.T. Butler
Viannah Duncan
Lucy Jones
Judy Kaplan-Levitt
Mary Laner, Ph.D.

Arnold Schwab
Tom Thorogood
Nancy Treder
Kate Xavier
Beatrice Vicere
Donna Becker
Penelope Miller
Bobbie Traverso-Estes

**DONATIONS WERE MADE
IN HONOR OF:**

Rachel Buddeberg
Cindy Butler
Kirsten Igro
Tom Maiorana & Vida Mia Garcia
Priscilla Yamin
...and...
to the Success of Non Married Life

**OUR GRATITUDE TO THE
VOLUNTEERS OF TIME AND
TALENT:**

Kelly Carter
Rainworks Web Development
Julia Field
Ulla Figwer
John Kilguss
Rebecca Levine
Cori Lewis; Jeanne Stevens
Nancy Treder,
Treder Communications



10002 Aurora Ave N, #36, PMB 136
Seattle, WA 98133-9348
www.unmarried.org
347-987-1068
ue@unmarried.org