

TO: Our Supporters

FROM: Frank Xu  
Statewide Finance Chair, Californians for Equal Rights/ NO on 16

**Prop 16 Soundly Rejected.** As you know, the latest ballot numbers indicate that Proposition 16 is losing by a margin of 57.1% to 42.9%, 6,987,533 yes votes, compared with 9,300,733 no votes. That is, a margin of 14.2 points; thus, Prop 16 lost by more than 2.3 million voters, and that number grows as more ballots are tallied.

**A Tale of Two Campaigns.** As the information below summarizes, the YES on 16 campaign was not only richly and quickly endowed, but its pace of fundraising increased as it publicly proclaimed its daily tracking polls showed it running even. In a kind of churning operation, YES on 16 continued to raise money from elitist billionaires, tax-exempt foundations, politically correct “progressive” organizations, government and other unions, campaign committees, utility companies subject to government regulation, and a network of organizations and individuals linked financially and otherwise to the “diversity” industry. In the end, the lavish Yes on 16 campaign funded extensive campaign outreach efforts to voters, as well as an \$11,000,000 television and radio campaign. The NO on 16 campaign was primarily volunteer-based and spent no money on television or radio advertising; instead, it supplemented its grassroots effort with a focused and authentic digital ad media campaign.

**Funding/Genesis.** Our No on 16 campaign operated under a severe disadvantage, because we were hastily created to oppose a ballot measure which would have amended the State Constitution, that is, Proposition 16 which was put on the November ballot at the last minute. The proponents were ready and abundantly equipped to move ahead with a charm offensive. We were not. We soon found that Prop 16 was viewed as a sure winner by the state’s political establishment and the media. Even donors sympathetic to our cause of equal opportunity and no racial preferences were unwilling to open their checkbook. Moreover, we then faced substantial legal expenses trying, unsuccessfully, to change Attorney General Xavier Becerra’s ballot language (ballot label) which was designed to favor Proposition 16.

**Funding/Americans of Chinese Descent.** The overwhelming majority of donors to the NO on 16 campaign were Americans of Chinese descent, mainly people of modest means who contributed small amounts — \$25, \$50, \$100. They felt directly threatened by Proposition 16 because its supporters had publicly targeted them. State Assemblywoman Cristina Garcia once commented on the Asian grassroots opposition to racial preferences: “I want to punch the next Asian person I see in the face.” This quote was later confirmed by *Politico*. California State Senator Steven Bradford, Prop 16’s co-author, admitted on a news segment aired on NBC-LA that Prop 16 would lead to reduction of Asian-American enrollment at UC by over 50%. NO on 16 was funded almost entirely by more than 8,000 small donors, and those were overwhelmingly Chinese Americans.

**Funds Raised/How to Compute.** Under campaign law, the media can review online the reports filed by our campaign — Californians for Equal Rights NO on 16 — as well as the more advanced and richly endowed Yes on 16. The reports filed with the FPPC were for the period ending 9/19 (due 9/24) and ending 10/17 (due 10/22). In addition, since the last report, each campaign was required to file online updates for any donors who cumulative contributed \$1,000 or more.

**Comparing Campaigns/Total Funds Raised.** Our campaign, No on 16, raised a grand total of \$1,720,000, including all contributions. In comparison, the other side, as of the last FPPC report, raised a total of \$16,336,412.01. Since that reporting date as of 10/17/2020, the campaign’s daily filings showed an additional \$11 million reportable was raised (not counting small contributions not instantly reportable), thus leading to a grand total in excess of \$27,000,000. This means that the Yes on 16 campaign out-raised the No on 16 campaign by a ratio of 16-to-1.

**Comparing Campaigns/Composition of Donors.** Of the total funds raised by NO on 16, approximately 2.9% was from donors who contributed a total of \$50,000 or more. Of the total funds raised by YES on 16, approximately 95.5% was from donors who contributed a total of \$50,000 or more. The Yes on 16 Committee received substantial contributions from major donors that are controversial. For example, PG&E —under continued scrutiny by the State Legislature and state regulators for its alleged negligence relating to billions of dollars in fire damage, contributed \$250,000. perhaps to curry favor with the politicians who supported Prop 16. We are in a COVID pandemic, yet Blue Shield contributes \$500,000. What must its insured think?

**Appendix:**

Here are the top 27 donors of YES on 16 (contributed a total of \$200,000 or more) based on [their FPPC report](#). They donated \$23,260,769.54 in total.

NAME OF CONTRIBUTOR	CITY	AMOUNT
M. QUINN DELANEY	OAKLAND	\$7,900,000.00
AMERICAN CIVIL LIBERTIES UNION, INC.	NEW YORK	\$2,450,538.70
OPEN SOCIETY POLICY CENTER	WASHINGTON	\$2,000,000.00
KAISER FOUNDATION HEALTH PLAN, INC. AND THE HOSPITALS	SACRAMENTO	\$1,500,000.00
ACLU OF NORTHERN CALIFORNIA ISSUES COMMITTEE	SAN FRANCISCO	\$1,253,599.14
PATRICIA QUILLIN	SANTA CRUZ	\$1,000,000.00
CALIFORNIA TEACHERS ASSOCIATION / ISSUES PAC	BURLINGAME	\$574,229.70
NEIGHBORS FOR A BETTER SAN FRANCISCO	SAN FRANCISCO	\$536,000.00
ANNE E. DELANEY	NEW YORK	\$500,000.00
BLUE SHIELD OF CALIFORNIA	SAN FRANCISCO	\$500,000.00
AMERICAN FEDERATION OF STATE, COUNTY AND MUNICIPAL EMPLOYEES, AFL-CIO (MPO)	WASHINGTON	\$500,000.00
CONNIE E. BALLMER	BELLEVUE	\$500,000.00
STEVEN A. BALLMER	BELLEVUE	\$500,000.00
OUR VOICE OUR VOTE - ASM. LORENA GONZALEZ BALLOT MEASURE COMMITTEE YES ON PROP. 16	ENCINITAS	\$389,365.50
<a href="#">SALESFORCE.COM</a> , INC.	SAN FRANCISCO	\$375,000.00
SF WORKFORCE HOUSING ALLIANCE PAC 2020, SPONSORED BY NEIGHBORS FOR A BETTER SAN FRANCISCO	SACRAMENTO	\$306,150.00
CALIFORNIA NURSES ASSOCIATION INITIATIVE POLITICAL ACTION COMMITTEE	OAKLAND	\$300,000.00
CALIFORNIA DEMOCRATIC PARTY	SACRAMENTO	\$290,346.50
PG&E CORPORATION	SAN FRANCISCO	\$250,000.00
AMERICAN FEDERATION OF STATE, COUNTY AND MUNICIPAL EMPLOYEES LOCAL 3299	OAKLAND	\$235,540.00
CISCO	SAN JOSE	\$200,000.00
CABRERA CAPITAL MARKETS, LLC(CABRERA, JR. MARTIN)	LOS ANGELES	\$200,000.00
SEIU LOCAL 1021	OAKLAND	\$200,000.00

FACEBOOK, INC.	MENLO PARK	\$200,000.00
GWENDOLYN MARION MATHILDE SONTHEIM	MINNETONKA	\$200,000.00
THE SAN FRANCISCO FOUNDATION	SAN FRANCISCO	\$200,000.00
GENENTECH USA	SOUTH SAN FRANCISCO	\$200,000.00

Here are the top 34 donors of No on 16 (contributed a total of \$5,000 or more) based on [our FPPC report](#). They donated \$345,748.65 in total.

NAME OF CONTRIBUTOR	CITY	AMOUNT
STUDENTS FOR FAIR ADMISSIONS, INC.	AUSTIN	\$50,000.00
GAIL HERIOT	SAN DIEGO	\$49,999.00
MANUEL KLAUSNER	LOS ANGELES	\$25,030.00
FRANK XU	SAN DIEGO	\$16,040.00
JOHN GRASSI	SAN FRANCISCO	\$15,000.00
IVYMAX SAN MARINO CORP.	SAN GABRIEL	\$11,000.00
IVYMAX INC	CUPERTINO	\$10,000.00
JOHN LOTT	BERKELEY	\$10,000.00
SUSAN XU	SAN JOSE	\$10,000.00
SHUOYI ZHANG	DUBLIN	\$9,999.00
YU-JEN CHEN	SAN JOSE	\$9,388.88
JOAN CHEN	SAN DIEGO	\$8,000.00
XUECHENG JIN	PALO ALTO	\$7,500.91
JONATHAN WONG	FOSTER CITY	\$6,700.00
ASIAN AMERICAN COALITION FOR EDUCATION	IRVINE	\$6,600.00
XIAODONG ZHANG	SAN DIEGO	\$6,392.17
HONGXING LI	PALO ALTO	\$6,222.90
MAIMON SCHWARZSCHILD	SAN DIEGO	\$6,000.00
SARAH YANG	IRVINE	\$5,999.91
CHUNHUA LIAO	DUBLIN	\$5,500.00
CHENG HUANG	FOSTER CITY	\$5,375.88
AMERICAN COALITION FOR EQUALITY	BELLEVUE	\$5,000.00
DAN LIU	SOUTH PASADENA	\$5,000.00
FRITZ MAYTAG	SAN FRANCISCO	\$5,000.00
JOSEPH LATHAM	PASADENA	\$5,000.00
LARRY SMEAD	ESSEX	\$5,000.00
NEIL FERGUSON	NEWPORT	\$5,000.00
NORMAN ROGERS	LAS VEGAS	\$5,000.00

ORANGE CLUB, PRIMARILY FORMED TO OPPOSE PROP 16	SANTA ANA	\$5,000.00
RICHARD CHAO	LAS VEGAS	\$5,000.00
WILLETTE KLAUSNER	LOS ANGELES	\$5,000.00
WILLIAM YOUNGER	ATHERTON	\$5,000.00
YAN LI	SAN JOSE	\$5,000.00
YONG HUANG	MENLO PARK	\$5,000.00