

# COLOR OF MONEY : 2004

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## POPULATION

Throughout the report, we use total population over 18 years of age as our comparison point for calculating per capita campaign contributions, etc. We do this for two reasons: one, only people over 18 can vote; and two, while there are certainly examples of minors giving campaign contributions, almost all campaign contributions come from the adult population.

For lists of top ranking zip codes, we omitted zip codes with populations under 100 residents. Including them would have skewed the data, since low-density population areas would not normally provide very much campaign money, regardless of their racial and ethnic makeup. In addition, zip codes with population of 10 or under were excluded from calculations.

## CAMPAIGN FINANCE DATA

Campaign finance data in this report were provided by the Center for Responsive Politics ([www.opensecrets.org](http://www.opensecrets.org)), a nonpartisan, nonprofit organization dedicated to analyzing campaign finance data from the Federal Election Commission (FEC). Campaign contribution data include all contributions from individuals of more than \$200 to presidential candidates. The FEC does not require the itemization of contributions under \$200, so addresses and zip codes are not available for these transactions and therefore cannot be included in this report. Data for the 2004 presidential election were downloaded from the FEC in August 2004 and reflect reports filed by the candidates on July 31, 2004.

We use zip codes to link the campaign finance data to census data on race/ethnicity, a method that brings its own problems. The FEC does not require contributors to list their race/ethnicity along with their campaign contributions, so it is necessary to consult the census data. We use zip codes as the best, if imperfect, option. Because we are using zip codes, however, there is some inevitable distortion of the data. For example, there are a number of cases in Washington, DC, where there are downtown zip codes with high numbers of people of color as residents that are also generous sources of campaign contributions. This is most likely not because people of color are giving the campaign contributions, but rather because a large number of lobbyists and other professionals either reside or, more likely, have offices in the same zip codes, and skew the picture.

In addition, contributions associated with zip codes with no Census information on race/ethnicity are not included in this study, since we cannot determine what the racial/ethnic makeup of the neighborhood is. There are a number of reasons why this situation may occur. For example, a zip code may be taken up entirely by the headquarters of a company, or may be the location of an airport or an Army base.

In rare cases where there are negative campaign contribution amounts—which are attributable to refunded contributions—these contributions are added to totals.

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## ABOUT US

### PUBLIC CAMPAIGN

Public Campaign ([www.publiccampaign.org](http://www.publiccampaign.org)) is a non-profit, non-partisan organization dedicated to sweeping reform that aims to dramatically reduce the role of big special interest money in American politics. Public Campaign is laying the foundation for reform by working with a broad range of organizations, including community groups around the country that are fighting for change in their states and national organizations whose members are not fairly represented under the current system. Together we are building a network of national and state-based efforts to create a powerful national force for change.

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### THE FANNIE LOU HAMER PROJECT

Founded in 1999, the Fannie Lou Hamer Project ([www.flhp.org](http://www.flhp.org)) is a national education and advocacy organization dedicated to strengthening our democracy through bringing justice and equity to the campaign finance system. The Fannie Lou Hamer Project recognizes that any system of privately financed election campaigns, if only because private wealth is so unequally and unjustly distributed, guarantees grossly unequal political opportunity. As such, it makes impossible full and equal access to the political process that is all our people's birthright.

Committed to building an intergenerational, multicultural constituency, the Project is guided by perspectives and interests of people of color, youth and disenfranchised communities around the world. The Project advocates for an authentically democratic campaign finance system that ensures political power and voice to everyone.

Through issue education, constituency training and power public policy advocacy, the Fannie Lou Hamer Project is raising the consciousness of the electorate, galvanizing a grassroots movement for a transformation in the way we finance our elections. Together, these efforts bring the people's perspective and human dignity to the electoral process in the United States.

Fannie Lou Hamer Project  
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### THE WILLIAM C. VELASQUEZ INSTITUTE (WCVI)

The William C. Velasquez Institute (WCVI) is a tax-exempt, non-profit, non-partisan organization chartered in 1985. The purpose of WCVI ([www.wcvi.org](http://www.wcvi.org)) is to conduct research aimed at improving the level of political and economic participation in Latino and other underrepresented communities. WCVI holds a unique position among national Latino organizations. In its tradition of working with grassroots organizations, academic institutions and local elected officials, WCVI fills the gap between intellectual think tanks and community groups. WCVI conducts research in selected areas of concentration and follows up the implementation stages: WCVI translates ideas into research, research into education, education into policy advocacy and policy advocacy into action. WCVI was created:

- To provide information to Latino leaders relevant to the needs of their constituents
- To inform the Latino leadership and public about the impact of public and international policies on Latinos
- To inform the Latino leadership and public about political opinions and behavior of Latinos

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**(Endnotes)**

<sup>1</sup> News Release, Campaign Finance Institute, August 25, 2004.

<sup>2</sup> *ibid.*

<sup>3</sup> Contributions of more than \$200 increased by \$220.7 million in 2004 compared to 2000, while contributions under \$200 increased by \$143.7 million.

<sup>4</sup> While we are able to trace the geographic origins of large contributions, to paint a complete picture of presidential fundraising, it would be necessary to conduct a similar analysis of contributions from donors contributing \$200 or less. However, when campaigns, parties, and PACs report contributions to the FEC, they are required to provide detailed addresses only for donors of more than \$200. They do not provide such information for donors under \$200; nor do they report, for donors at any level, the contributors' race and ethnicity. Therefore, we are limited in this study to analysis of donors of more than \$200, and our link to geographic information is the donor's zip code, which provides a rough but not perfect indication of race and ethnicity (for more details, see our Methodology section).

<sup>5</sup> Most contributions over \$200 are attributable to zip codes, but there are inevitably some records that are incomplete and do not contain this information. In addition, we do not include zip codes with no corresponding Census information on race/ethnicity. There are a number of reasons why this situation may occur. For more information, please read the Methodology section.

<sup>6</sup> News Release, Presidential Public Financing Reform Project, November 4, 2003.

<sup>7</sup> "Wealthy" is defined as any zip code where more than 24.6% of the households enjoy incomes of \$100,000 a year or more, twice the national average.

<sup>8</sup> For more information on the concept of the wealth primary, see, Jamin B. Raskin and John Bonifaz, "The Wealth Primary: Campaign Fundraising and the Constitution," Center for Responsive Politics, 1994.

<sup>9</sup> <http://www.opensecrets.org/presidential/donordems.asp>

<sup>10</sup> "Bush Finished June With \$64 Million On Hand To Kerry's \$36 Million," *The Frontrunner*, July 21, 2004.

<sup>11</sup> John Green et. al., "Individual Congressional Campaign Contributors: Wealthy, Conservative and Reform-Minded," The Joyce Foundation, 1998; [www.opensecrets.org/pubs/donors/donors.asp](http://www.opensecrets.org/pubs/donors/donors.asp).

<sup>12</sup> News Release, Presidential Public Financing Reform Project, November 4, 2003.

<sup>13</sup> "Reclaiming Democracy in Arizona: How Clean Elections Has Expanded the Universe of Campaign Contributors," Clean Elections Institute, July 16, 2004.



