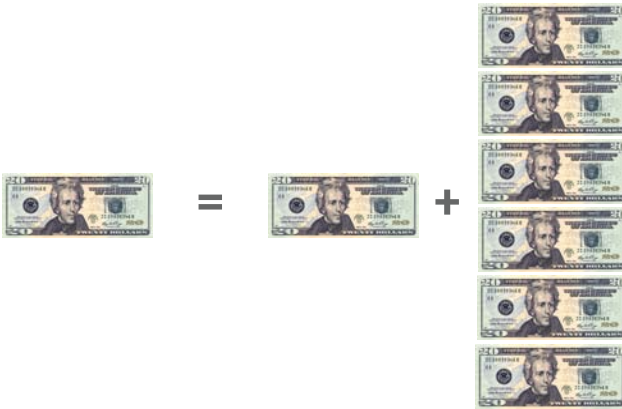


Why Do We Have Public Financing of NYC Elections?

New York City's landmark Campaign Finance Program is one of the strongest in the country at any level of government. But what do New York City taxpayers get for their investment in the political process? Here are the facts.

FACT: Matching funds mean small contributions can have a big impact.



Small contributions from individuals are matched with public funds at a rate of \$6-to-\$1, encouraging candidates to spend more time talking to potential voters instead of special interest groups. A modest \$20 contribution to a participating candidate is worth \$140 (the initial contribution plus \$120 in matching funds).

Matching funds can turn small house parties into big-dollar fundraisers. That means candidates build competitive campaigns with grassroots support even without access to deep-pocketed donors or personal wealth.

The most common individual contribution size for candidates participating in the Campaign Finance Program for the 2009 election was \$100. At the state level, large donations are the norm: almost half of all money that candidates raise is in contributions of \$5,000 or more.

FACT: Matching funds get more New Yorkers involved in City elections.

More than half of all candidates in 2009 were seeking office for the first time. Challengers clearly believe that participating in the Program gives them a fair chance at success — nine out of ten candidates on average, join the public matching funds program.

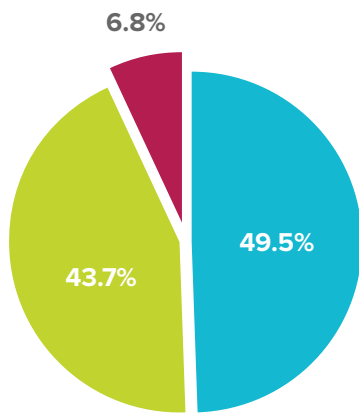
As candidates seek small donations, they encourage more New Yorkers to get involved in City elections. More than half of all contributors in the 2009 elections were donating for the first time. These first-time donors overwhelmingly make small contributions: more than 80 percent gave \$175 or less.

FACT: Candidates who join the Campaign Finance Program can run competitive campaigns by relying on average New Yorkers, instead of big-money special interests.

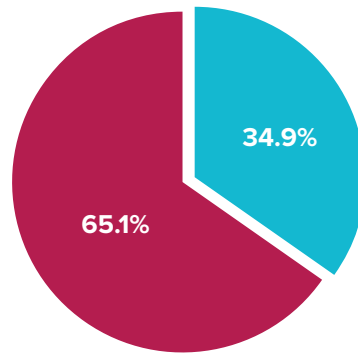
For candidates who joined the Campaign Finance Program during the last citywide election in 2009, nearly half of their campaign funds came from contributions made by New York City residents, while only *seven percent* came from organizations, including political committees, business entities, or unions.

Compare that to the 2010 election for statewide offices — 65 percent of money raised by candidates for state office came from organizational contributions.

**2009 New York City Elections
(Participating Candidates)**



2010 New York State Elections*



■ contributions from individuals† ■ public funds ■ contributions from organizations‡

* Source: National Institute on Money in State Politics, *Followthemoney.org*. Candidates for Governor, Attorney General, Comptroller, Senate and Assembly.

† Excludes candidate self-financing.

‡ Includes political committees, business entities, employee organizations.

Challengers and incumbents alike believe that the public matching funds system provides them with the opportunity to communicate effectively with voters. That’s why more than 90 percent of active candidates joined the Program for the 2009 primary elections, and 80 percent of active candidates for the general elections.

Public financing makes New York City taxpayers the largest single source of funds in city politics. Candidates who join the matching funds program don’t have to be accountable to the special interests — they’re accountable to the **public** interest.

For more information about the Campaign Finance Program, please contact the External Affairs unit at (212) 306-7100.