

ANNUAL REPORT

20
22



About Us

Founded in 2007 by MacArthur 'Genius' Fellow, Jonathan Rapping, and former educator, Ilham Askia, Gideon's Promise has trained and supported over 1,500 public defenders across the country to transform the way public defense is practiced in America. Over 80% of Americans arrested cannot afford a private attorney, and will have a public defender appointed to them. Gideon's Promise answers the need to have caring, confident and committed public defenders in every courtroom across America.



"I envision a world where public defenders actually lead a charge to decarcerate and end mass incarceration."

JONATHAN RAPPING, GIDEON'S PROMISE PRESIDENT

Meet Our Team

Founder/CEO

Jonathan Rapping

**Project Management Specialist for
Defender Development**

SarahGrace Alexander

**Project Management Specialist for
Programs**

Elyssa Baker

Office Manager

Trinity Hummons

Grants and Stewardship Manager

Nancy Montini-Robinson

Director of Defender Development

Zanele Ngubeni

Finance & Operations Director

Nazem Rabadi

Programs Sr. Administrative Assistant

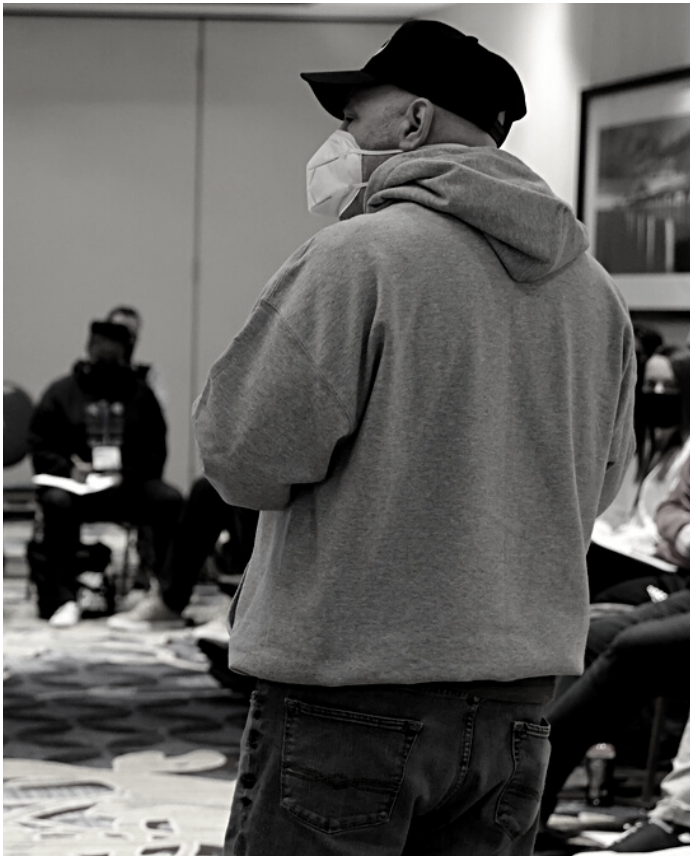
Jo'Toria "Tori" Snelling

**Marketing & Communications
Specialist**

Ebony Willis

OUR MISSION

Gideon's Promise is a nonprofit public defender organization whose mission is to transform the criminal justice system by building a movement of public defenders who provide equal justice for marginalized communities.



The Why • A Movement of Public Defenders

Our [6] Core Values



We respect the dignity and autonomy of all public defender clients and strive to build a community of advocates committed to learning each client's priorities.



Create a community where public defenders work together to strengthen their skills, invigorate their commitment, support and inspire one another.



Everyone is treated fairly and represented by public defenders with the highest degrees of passion, courage and commitment to their clients.



We strive to build cultures that reinforce the importance of public defense and the dignity and humanity of those we serve.

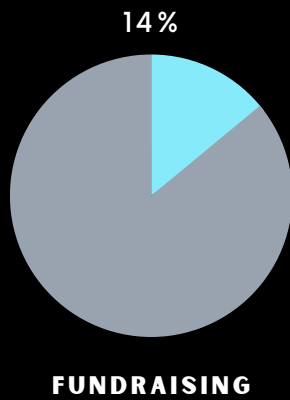
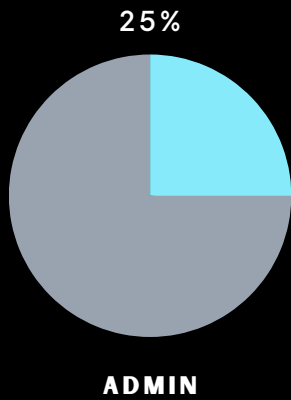
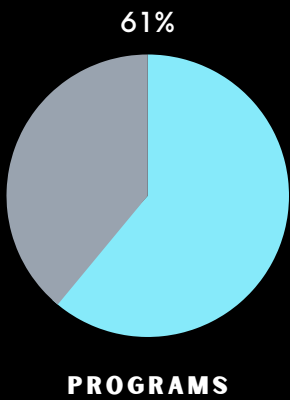
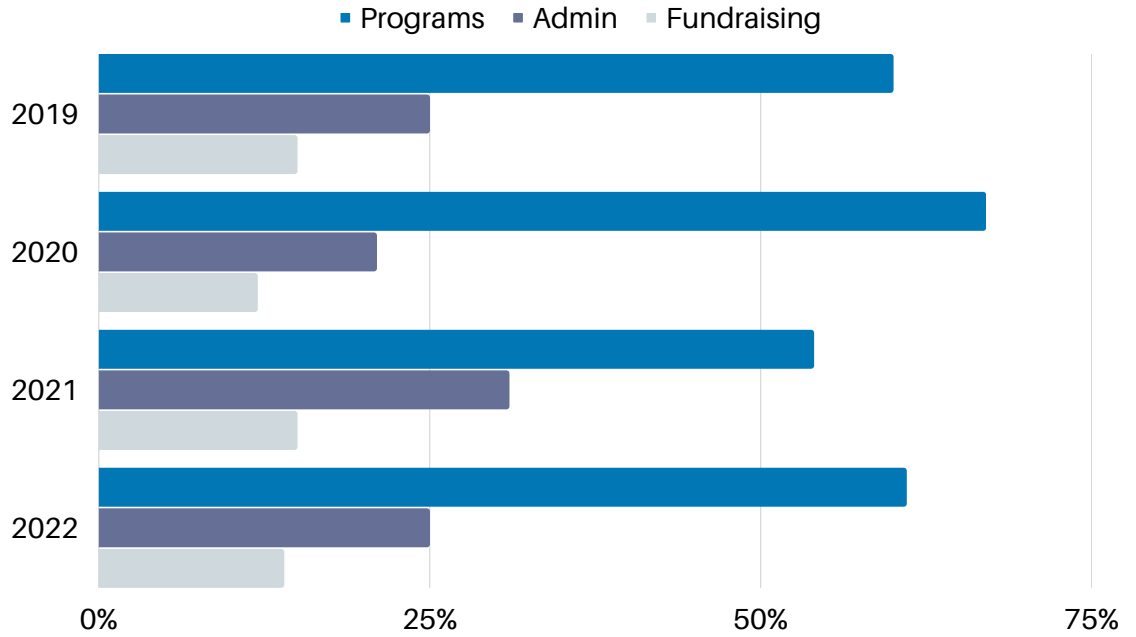


Commitment to ensuring that public defenders have the skills necessary to allow them to engage productively with the widely diverse constituencies



We value and promote public defenders who advocate for change to positively impact their clients and communities.

FINANCIAL REVIEW



2022 BUDGET

- **PROGRAMS**

Supported 3 Major Programs: CORE 101, Alumni Program, and our new Texas program, the Future Indigent Defense Leaders program.

- **ADMIN**

Supported organizational operations and technology enhancements.

- **FUNDRAISING**

Supported our campaigns, virtual events, and in-person fundraisers such as A Night to Celebrate in New York City, Jazzed for Justice & Igniting Change in Atlanta, and the Holiday Reception held in Washington, D.C.



PLAY VIDEO 

As part of our mission to train, develop and support public defenders, Gideon's Promise is launching a new national campaign: "Keep Gideon's Promise." We launched the PSA early summer 2022, it grossed 30,865,000 impressions and in June 2023 it will be dispersed in a digital marketing campaign, so please stay tuned!

The public service announcement (PSA) and digital campaign's objective is to generate awareness about the importance of public defenders, and how their work is essential in protecting the civil rights of America's most vulnerable citizens. Gideon's Promise is celebrating 15 years in fighting to end mass incarceration, which makes the campaign's timing even more impactful. It's time the country takes notice of the important work of public defenders.

Gideon's Promise is named after the 1963 U.S. Supreme Court ruling of *Gideon v. Wainwright*. In this landmark decision, the Court ruled that the Sixth and Fourteenth Amendments of the U.S. Constitution guarantee a right of legal counsel to anyone accused of a crime representation and advocacy of the country's most marginalized people.

PROGRAMS

IMPACT REPORT

Programs Overview

In 2022, Gideon's Promise trained over 400 public defenders. Our programming was executed through our trademarked Atlanta based model, as well as several export models in Michigan (Wayne County), New York (Leaders' program), Pennsylvania (Philadelphia) and Texas (Statewide comprehensive programming export known as the Future Indigent Defense Leaders.)

124

January 2022 - Gideon's Promise held our 3-day Winter Institute welcoming 124 CORE 101, alumni and returner participants and faculty

30

April 2022 - We welcomed the first FIDL class of 30 public defenders and assigned counsel practitioners that were facilitated by 19 Gideon's Promise faculty in San Antonio, Texas.

158

July 2022 - Gideon's Promise hosted our annual Summer Institute training was delivered by 30 Gideon's Promise faculty members to 36 leaders, 52 alumni and returners, and 70 new CORE 101 class members.

D,E, & I Report

Gideon's Promise program participants are rich in their diversity and passion for justice.

- Ages 18-67 years old
- 65% women and 32% men, 3% non-Binary
- 71% White Americans; 18% Black/African Americans; 11% Hispanic/Latino
- Including representation from Alabama, Arizona, California, Florida, Georgia, Illinois, Kentucky, Louisiana, Maryland, Mississippi, New York, Nevada, Pennsylvania, South Carolina, South Dakota, Tennessee, Virginia, Washington DC and West Virginia

SOCIAL MEDIA REPORT



Our Social Media Report indicates that our engagements, posts clicks, and audience growth has increased by 158.9% since 2021.

During the year 2022 we highlighted the importance of the civil rights case, *Gideon v. Wainwright*, the historic nomination of Judge Ketanji Brown-Jackson, our return to in-person training and fundraising events; and our first national PSA!

Compared to January 2021 - December 2021



AUDIENCE

Total: 19,397

INCREASED BY

173.1%



PUBLISHED POSTS

Total: 655

INCREASED BY

120.5%



IMPRESSIONS

Total: 418,729

INCREASED BY

50.8%



ENGAGEMENTS

Total: 23,199

INCREASED BY

73.3%



CARMEN BROOKS

Federal Death Penalty
Resource Counsel

“It was Gideon’s Promise faculty who pushed me to keep taking the exam and got me my first job. It was my classmates who kept me in the fold and committed to indigent defense.”

Carmen Brooks is a member of our Class of 2012 and a mentor, teaching public defenders since 2018. Brooks currently serves on the Federal Death Penalty Resource Counsel in Atlanta, GA. She earned her BA and MA from Washington University in St. Louis, MO. Her interest in indigent defense was sparked during a criminal law clinic at Georgetown University Law School, inspiring her to join the Nashville Public Defender’s Office immediately after graduating with her JD. After serving as a paralegal for post-conviction death penalty cases, her return to public defense was with the Office of the State Public Defender in Colorado Springs where she was a faculty member for the state-wide mandatory public defender trial advocacy program.

Ms. Brooks is also an alumni faculty member with Gideon’s Promise. She has brought her expertise as a public defender and a teacher to various other indigent defense systems like the Kentucky Office of Public Advocacy and the Wisconsin Office of the State Public Defender. An engaging and energetic presenter, Brooks has given innovative trainings such as “Litigating Race Issues in Criminal Cases” while embodying the adaptability of the Gideon’s Promise family with “Litigation in the Time of COVID: Overcoming Logistical and Legal Challenges” training. No matter the format, Brooks brings her all to preparing public defenders to fight for justice. However, she acknowledges this is no easy task, citing taking the Bar exam four times as the biggest career challenge she has had to overcome. Brooks always advocates that public defenders should be 100% themselves in their careers: “You’ll build the strongest relationships with clients and be the most effective advocate when you’re genuine.”

PD SPOTLIGHT

JEMILA LEA
Assistant Public Defender

Jemila Lea is a member of our Class of 2020, practices law in the Misdemeanor Division of the Dallas County Public Defender's Office. Hailing from Fort Worth, TX, Lea began her career in indigent defense during her time at Atlanta's John Marshall Law School where she interned with the Georgia Public Defender Standards Council's Office of the Mental Health Advocate. This allowed her to hone her focus on the often-disregarded topic of mental health in criminal law.

Lea was chosen for the second class of Future Indigent Defense Leaders of Texas, a highly selective, state-wide partnership that offers unparalleled professional and leadership opportunities for public defenders. She is impassioned by the client-centered approach that is core to Gideon's Promise and her love of solving jigsaw puzzles in her spare time aids greatly in her pursuit of public defense. Fortunate to have found a supportive mentor, Lea urges new public defenders to find a mentor who can be trusted with any questions they might have. Lea knows the importance of finding colleagues who can "share the emotional weight" and building a support system. She is inspired by having the privilege to offer uncompromising representation that would normally be inaccessible.



"IT INSPIRES ME TO MAKE SURE MY CLIENTS KNOW I WILL ADVOCATE ON THEIR BEHALF REGARDLESS OF THEIR FINANCIAL SITUATION."

NFL's Inspire Change Grant

We were honored and excited to be a part of the NFL Presents Inspire Change panel, Empowering Communities Through Representation, in November. This panel was moderated by Steve Wyche from NFL Network, the event featured Michael Vick, NFL Legend, four-time Pro Bowl quarterback and founder of the Vick Family Dream Fund; Vaughn Bryant, Executive Director of Metropolitan Peace Initiatives; Vanessa Perry DeReef, Director of Training at Metropolitan Peace Academy; and Jon Rapping, Founder and Chief Executive Officer of Gideon's Promise. They highlighted the importance of bringing heart and understanding of the "whole human" to this work and shared the meaningful impact representation can have in strengthening communities.



NFL PANEL

[PLAY VIDEO](#) 

Speakers discussed the disparities in our country's criminal legal and policing systems and the ways in which representation and a community-based approach can help overcome entrenched barriers.



NFL PSA 'STATS'

[PLAY VIDEO](#) 

For a more in depth this behind the scenes feature of Dyan, the Gideon's Promise defender highlighted in the NFL ad. These ads were in the rotation during NFL games and their NFL Network through December 2022.

Chief Executive Officer Letter

After two years of supporting our defenders virtually during the pandemic, we began the transition back to in-person programming. 2022 was a year of learning to balance the benefits of virtual convenings with the irreplaceable power of in-person connection.

We welcomed two new classes into our community in January 2022, offering a hybrid training model. We trained 124 defenders including members of the new classes and alumni who had been thirsting for a live reunion during these trying times.

Taking care to ensure the well-being of our community, we returned to a full in-person summer gathering including nearly two hundred CORE 101 new defenders, alumni, leaders, and faculty. Attendees brought an energy that reflected the toll the isolation of the pandemic took on our defenders.

We also focused on exporting our model to further spread our vision of client-centered public defense. We brought the model to Texas as we trained our first Texas-based class in San Antonio, and began a partnership with the Defender Association of Philadelphia.

We complimented these in-person sessions with virtual programming, including monthly meetings with leaders from a dozen counties in New York; a Summer Law Clerk Series for roughly 85 law students working with our partner offices throughout the nation; and the second of a two-part training series for indigent defenders in Wayne County, Michigan.

Recognizing the importance of scaffolding training with real-time support, we trained a new crop of alumni mentors for our new defenders. Appreciating the need to attract future justice advocates earlier in their development, we hosted 19 college interns throughout the year. This included a continued partnership with Morehouse and Spelman Colleges.

We doubled our alumni faculty as our existing faculty continued to dedicate their time and talents. Our efforts to develop a network of human resources at the heart of our change model have paid off. I am proud to say, it could not be stronger.

CEO Letter (Continued)

However, as I reflect on all that we accomplished in 2022, it was not without considerable challenges. As we returned to in-person training, unanticipated pandemic-related costs drove expenses up considerably. However, in the final quarter of 2022, we turned to our most loyal supporters to help us weather the storm. You certainly came through. With the help of so many friends answering the call, we are poised to continue to climb out of pandemic-related challenges and ignite defender-led transformational change throughout the country.

After an eight-year tenure on the Board of Directors, four as Chairman, Giles Davidson passed the baton to returning Chairman, Mark Rochon. Thank you, Giles, for your unwavering service and welcome, Mark.

Finally, for me personally, no challenge in 2022 has been greater than to see my co-founder, wife, and life's partner move on from Gideon's Promise after 15 years of leading the charge to build this amazing organization. I have accepted the torch, stepped in as the President and CEO, and rely on her as my trusted advisor.

With such an incredible network surrounding Gideon's Promise, I could not have entered 2023 filled with more optimism.




Jonathan Rapping
JONATHAN RAPPING

JONATHAN RAPPING BIO

Jonathan Rapping is a nationally renowned criminal justice innovator who is the Founder and Chief Executive Officer of Gideon's Promise, a nonprofit, public defender organization whose mission is to transform the criminal justice system by building a movement of public defenders who provide equal justice for marginalized communities.

**We
couldn't
have
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without
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generous
support.**

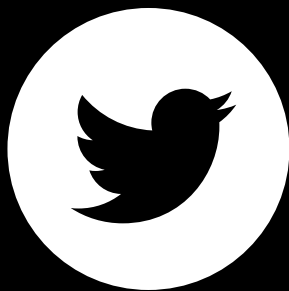


**GIDEON'S
PROMISE[®]**

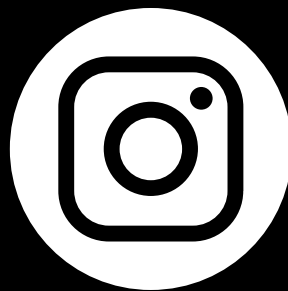
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