



ANNUAL REPORT

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LETTER FROM THE DIRECTOR



This year was one of transition for me as I focused less on my individual activism efforts and became more involved in doing work more exclusively with APEX. This led us to closing out 2023 with our busiest guarter ever, organizing nine events and funding three additional events for our community. Not only were we highly active in the final months of 2023, but we have grown as an organization and are going into the new year for the first time ever with SMARTIE (Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, and Equitable) goals for our entire year. Ultimately, our goal is to add 100 new advocates to our APEX activism community in 2024. We hope these new members of our community will become future leaders in the fight for animal rights.

The difference between our 2024 and previous years is that all of our campaigns and activities now have a common thread and are hyper focused on advocacy. We have transitioned our monthly community check ins into monthly activism trainings; we will be producing our activism starter guide for BIPOC; and we will grow our annual flagship campaign Pre-Animal Activist Week (P.A.A.W.). Unlike in years past, all of our campaigns work in unison to achieve our theory of change and are deeply centered in advocacy for our BIPOC activism community. We have a sense of strategy and focus that has come not only from trial and error from our successes and failures, but also valuable input from our diverse board of directors. The entire team and I are excited about our plans for 2024 and the buzz surrounding our small but mighty organization.

Christopher "Soul" Eubanks

EXECUTIVE DIRECTOR. APEX ADVOCACY

OUR PEOPLE

At APEX Advocacy, our board of directors are intentionally all BIPOC, intersectional, and vegan, strongly opposing any form of animal exploitation. Our staff and team are predominantly advocates of color, and have a diverse range of backgrounds, skills, and life experiences dedicated to advocating for animal, human, and earth liberation.



EXECUTIVE DIRECTOR



Christopher "Soul" Eubanks (he/him)

EXECUTIVE DIRECTOR / BOARD MEMBER

"The majority of the world's population consist of people of color so we are going to need more BIPOC that accurately reflects the global population in order to ever achieve an anti-speciesist world, that's why APEX Advocacy exists."

BOARD OF DIRECTORS



Shriya Swaminathan (she/her)

BOARD MEMBER

"To create a just and equitable world for ALL, we must create a space that respects ALL. That's why I believe in the work that APEX is championing by encouraging humanity to recognize the inherent worth of all creatures whom we share this planet with."



Meghana Rajanahally (she/her)

BOARD MEMBER

"APEX believes in advocating for collective liberation and recognizing the interconnectedness between various systems of oppression. This is why I believe in the work APEX continues to do. We must center nonhuman animals but not ignore marginalized people that are affected by the same white supremacist, capitalist, colonized world we live in. No one is free until all of us are free."

BOARD OF DIRECTORS (CONT.)——



Leah Garcés (she/her)

BOARD MEMBER

"The work of APEX could not be more critical to end speciesism and gain collective liberation. I'm proud to serve its unique mission in building a large and powerful community of BIPOC advocates fighting for animals."



Kendrick Romonzo (he/him)

BOARD MEMBER

"We aim to increase the number of BIPOC individuals who participate in animal activism by advocating for collective liberation through animal rights. Building a community of BIPOC animal rights advocates by empowering their activism and providing them professional and personal development. Thank you Chris for providing a space like this within the animal rights movement. Collective liberation can often be overlooked. I am grateful to be a part of bringing on, educating and uplifting the BIPOC community."



OUR TEAM



Yvette Baker (she/her)

DIRECTOR OF ACTIVISM

"Embarking on this journey with APEX is exhilarating because it's been rare to find an animal rights organization whose mission aligns seamlessly with my fervent advocacy for collective liberation. The acceptance and commendation of my radical efforts have filled me with immense gratitude. It's truly inspiring to see how APEX manages to create the very spaces I've dedicated myself to nurturing."



Akbar Ali (he/him)

HEAD OF COMMUNICATIONS

"The longer I have worked in social justice, the more I realize that all forms of oppression are interconnected. For this reason, advocates of social justice need to understand that none of the causes they care about - be it animal exploitation, human rights, or environmental justice – can be solved in isolation. We need to transform our single issue advocacy movements into a movement of collective liberation."



Elizabeth Leach (she/her)

GRAPHIC DESIGNER

"Designing the visual language of APEX, where I get to elevate a message of collective liberation, has been such a powerful experience for me. I am so proud to be part of a team who recognizes and advocates for the dignity and rights of all nonhuman animals, wholly and unequivocally, but also extends that same level of understanding and compassion to the humans who are fighting parallel and connected struggles."

OUR TEAM [CONT.] —



Madhusree Chatragadda (she/her)

SOCIAL MEDIA EXPERT

"We need solutions that acknowledge the interconnectedness of social justice movements and no longer come at the cost of animals, climate and BIPOC communities."



Nikki Botha (she/her)

VOLUNTEER

"The more people know, the more they are empowered. The more they are empowered, the more they can do. APEX Advocacy empowers people to be effective intersectional advocates and I couldn't be prouder to be part of this team."

ALUMNI DEDICATION

APEX also extends deep gratitude and appreciation to team members that have moved on in the new year: Brialle Ringer (Global Majority Caucus Director), Alexa Weaver (Operations and Fundraising), Ketia Johnson (Global Majority Caucus Volunteer), and Chloë Hylkema (No Backyard Slaughter Volunteer). Their contributions to the organization have been monumental and we look forward to continuing our allyship in the fight for collective liberation!











Our Founder's Speaking Appearances & **Advocacy**

- APEX's Executive Director, Chris Eubanks, was featured on this year's **Vox's Future Perfect 50**, an annual list spotlighting thinkers, activists, and scholars who are working to transform the world for the better. It's a big step forward for collective liberation activists to have their work spotlighted by a mainstream media outlet like Vox!
- Chris was a featured speaker at numerous events in 2023, including Black VegFest (Brooklyn, NY) and BlueGrass VegFest (Louisville, KY). He also spoke at the Animal Liberation Conference, the largest grassroots animal rights conference in the world.
- Chris also gave a lecture for Factory Farm Awareness **Coalition's Advocacy Institute Program** in which he discussed the exploitation of animals and the intersecting themes of supremacy, patriarchy, and colonization.
- Sentient Media featured Chris in its Media Spotlight **Series** in which he discussed his history as an activist and how the animal rights movement must work to include more BIPOC in its ranks if it wishes to make meaningful changes for animals in any context in which they are exploited.
- Chris also penned an essay published in the widely-read animal rights anthology The Humane Hoax: Essays Exposing the Myth of Happy Meat, Humane Dairy, and Ethical Eggs. He was also a guest on the acclaimed Plant Based News Podcast and Vegan Empowerment Coaching with Mariguita Solis.

- Afro Vegan Society & Vegan Pop Eats both hosted live online events with Chris as a featured guest where he talked about his work as an intersectional activist and all the ways animal exploitation negatively impacts BIPOC communities. His collaboration with AVS also spotlighted Veguary, a program celebrating the contributions of Black trailblazers of the vegan movement!
- Chris participated in multiple protests against SeaQuest, an indoor petting zoo and aquarium operating in a suburban Georgia mall not zoned for animal exhibits. He also spoke publicly against SeaQuest at a hearing at Stonecrest City Hall, demanding that the location permanently cease operations. Chris's involvement with the campaign against SeaQuest was covered by local media outlets.



OUR YEAR IN REVIEW

In 2023, APEX refined its organizational focus on activating the animal rights advocate within **BIPOC.** To achieve this, APEX has deepened its intersectional focus by opting for a more radical yet inviting approach to activism which examines the fundamental and interconnected causes of oppression against both animals and BIPOC communities. Our outreach efforts and materials were created with this goal in mind, and we are thrilled at the positive reaction we have received from followers and supporters both within and outside animal rights spaces.

OUR ACCOMPLISHMENTS

- We developed and executed Pre-Animal Activist Week, the first direct training on anti-speciesism and animal liberation for BIPOC social justice advocates.
- We created new outreach tools, such as the BIPOC Animal Activism Starter Guide, specifically tailored to BIPOC activist experiences and concerns which will be released in early 2024.
- We collaborated with local community leaders and the municipal government in DeKalb County, Georgia to shut down a slaughterhouse that was operating illegally. The shuttering of this slaughterhouse saves the lives of more than 100 animals per month and spares the community the environmental and psychological consequences related to being in proximity to slaughterhouses. Having achieved this victory, we retired our No Backyard Slaughter campaign.
- APEX received numerous grants since the beginning of the year, making 2023 a successful year of fundraising with nearly \$75,000 in grants from donors such as LUSH Cosmetics, Stray Dog Institute, The People's Fund, Animal Charity Evaluators, and the William and Charlotte Parks Foundation.
- · We expanded our board of directors to include new members with a variety of experiences working as BIPOC in animal rights spaces. With their addition, we have been able to grow APEX's standing in the community and use our expanded reach to help other BIPOC-led organizations establish themselves.

 We participated in or hosted more than 30 events including protests, lectures, public appearances, online community events, etc.

OUR PROGRAMS





PRE-ANIMAL ACTIVIST WEEK

Continuing the legacy of Encompass, the Global Majority Caucus (GMC) has functioned to build greater equity in the animal protection movement by providing community, resources, and professional development to BIPOC and advocates of the global majority. Under Brialle's leadership, the Caucus offers events online and in-person to help foster belonging and increase leadership skills for BIPOC animal advocates.

P.A.A.W. is a week-long training event for six BIPOC activists hosted in Atlanta and offered at no cost to attendees. All expenses (lodging, flights, plantbased meals, etc.) are covered entirely by APEX to ensure accessibility to all participants regardless of ability to pay. Attendees must apply to be invited to the event, demonstrating a history of social justice advocacy and an interest in veganism and anti-speciesist ethics. Activities include daily training sessions with established BIPOC animal liberation activists who understand the unique challenges faced by minoritized individuals and groups in white-dominated spaces. Throughout the week, attendees received informed instruction on meaningful approaches to animal activism, including grassroots activism, street activism, workshops, and curating veganism at the personal level in a way that is sustainable and joyful.



MONTHLY ACTIVISM TRAINING

APEX evolves its caucus training series to an updated series of monthly activism training workshops designed to make preactivists into full blown advocates and current activists into even better advocates. Led by our new Director of Activism, Yvette Baker, the Monthly Activism Training picks up where the Global Majority Caucus left off: providing meaningful, individualized support to BIPOC animal rights advocates in the form of professional development, grassroots outreach training, and check-ins to further the vision of an inclusive animal rights movement. This new initiative will also include a monthly newsletter detailing developments in activism relevant to our community as well as the opportunity to connect one-on-one with Yvette virtually. This initiative focuses heavily on motivating and assisting APEX community members to take action in ways that are most meaningful and relevant to their circumstances. We wish to evolve away from the one-size-fits-all approach to animal activism and incorporate a more grounded and individually appropriate style which centers the needs and concerns of BIPOC activists.



BIPOC ANIMAL ACTIVISM STARTER GUIDE

While it will not be published until early 2024, the APEX team has spent much of 2023 working on the BIPOC Animal Activism Starter Guide which will be one of our primary resources used in our mission to Recruit, Embrace, and Activate animal rights activists of color. Written from the perspective of collective liberation and rooted in the knowledge that animal exploitation in the modern world is the direct and intended result of the co-mingling forces of capitalism and white supremacy, APEX has developed a concise activism starter guide for BIPOC activists detailing strategies and resources readers can use when engaged in animal advocacy. It is our hope that this guide will provide a meaningful counter to the history of the U.S. animal rights movement's centering of white bodies and identities while failing to develop organizing strategies that address heightened police scrutiny and violence directed at Black and Brown bodies.

HIGHLIGHTS of 2023



Closing of Illegal Backyard Slaughterhouse (No Backyard Slaughter)

Through concerted and collaborative effort, APEX was able to help Dekalb County residents shut down an illegal slaughterhouse known as Bradford Livestock operating near the Atlanta area. One of our most significant successes to date, the slaughterhouse was killing approximately 100 animals per month in the heart of a predominantly Black community and just one block away from an elementary school for close to 10 years. By working with a broad coalition that included local residents and community leaders, APEX organized a full pressure campaign consisting of email blasts, petitions, and protests which helped to pressure the DeKalb County government to take action against this backyard slaughterhouse. After years of operating, the slaughterhouse is no longer in operation!

Having achieved the goal of this initiative, APEX is officially retiring the No Backyard Slaughter campaign and developing new campaigns to build on its success. We have also halted work on the Black Vegan Everything campaign as it was deemed outside the scope of APEX's organizational focus.

Donor Connection Day

Donor Connection Day 2023 was a massive success! A unique initiative in animal rights spaces to bring startup nonprofits together with prospective donors, Donor Connection Day has helped disburse thousands of dollars to BIPOC-led organizations. As of the most recent tally, the 2023 event has resulted in the disbursement of more than \$50,000 to BIPOC activist organizations! Organizations which received funds this year include Animal Advocacy Africa, Animal Alliance Asia, Texas Eats Green, A Table in the Wilderness, and Nourishing Nigeria's Future.

Monthly Check-Ins

Part of our ongoing effort with the Global Majority Caucus is to provide collective space where BIPOC animal advocates can share their successes, challenges, and frustrations that come with being an activist in this space. With the year's major headlines impacting so many in our community - the reversal of Affirmative Action, continued police brutality against Black individuals and communities, the rise of antisemitism, and the ongoing genocide in Palestine we deemed it of the utmost importance that APEX remain an open outlet for all to share their experiences navigating these challenges.

Events

» ANIMAL AND VEGAN ADVOCACY SUMMIT

Team APEX was out in full force at this year's Animal and Vegan Advocacy (AVA) Summit. Global Majority Caucus Leader Brialle Ringer and board members Kendrick Romonzo and Leah Garcés all made substantial contributions to the event, but the highlight for us was the BIPOC Activist Meetup hosted by APEX! BIPOC activists got the chance to hold space with one another and engage in a forum that is intentionally inclusive. We talked about all things animal rights, social justice, and the many innovative programs being executed by BIPOC-led organizations in the movement.

» LEAD

Team APEX was out in full force at this year's Animal and Vegan Advocacy (AVA) Summit. Global Majority Caucus Leader Brialle Ringer and board members Kendrick Romonzo and Leah Garcés all made substantial contributions to the event, but the highlight for us was the BIPOC Activist Meetup hosted by APEX! BIPOC activists got the chance to hold space with one another and engage in a forum that is intentionally inclusive. We talked about all things animal rights, social justice, and the many innovative programs being executed by BIPOC-led organizations in the movement.

» ASIA FARMED ANIMAL DAY

Our social media expert Madhusree Chatragadda and board member Leah Garcés both attended Asia Farm Animal Day, a four-day event held in Kuala Lumpur in early October. Madhusree was able to meet incredible advocates in the region and build powerful relationships. Leah co-facilitated the closing keynote presentation alongside Wanyi Zeng. We definitely plan to be back in 2024 to strategize with our colleagues and allies in the Asia region.

Documentary Screenings

APEX hosted eight screenings of the acclaimed documentary The Smell of Money which explores the high human health and environmental cost of raising animals for food. An incredibly powerful instrument of intersectional outreach and advocacy, The Smell of Money has won numerous awards and is currently playing in cinemas across America.

We also started off the year with a discussion of the documentary The End of Medicine which examines the looming threat of antibiotic resistance due to factory farming with special guest Dr. Ayesha Akhtar!

Fundraising Made Easy

Partnering with the global coalition 50by40, APEX's multi-part Fundraising Made Easy training series continued to support BIPOC advocates in the food system and animal rights movement. The series featured Verónica Díaz Carrai of Tipping Point Private Foundation as well as Tom Conger and Lauren Kohler of Stray Dog Institute.

Microgrants

APEX has distributed microgrants of \$1,000 USD each to two deserving BIPOC-led vegan organizations in need of funds for their year-end events. These recipients are members of APEX's Global Majority Caucus:

- » UNITY COLLECTIVE is on a mission to elevate the voices of BIPOC activists working toward a more just food system. This is done through fiscal sponsorship, mutual learning, and research. With our help, activist LoriKim hosted an enlightening online session titled Activism vs. Organizing -What's the Difference and How to Optimize Your Efforts for Unity Collective.
- » CASA VEGANA is Puerto Rico's only vegan and animal rights outreach organization which focuses on educating the public about the moral, environmental, and health reasons for living as a vegan. Though based in Puerto Rico, its educational materials are distributed throughout the Spanish-speaking world. With the help of our microgrant, Casa Vegana provided a traditional Christmas dish in Puerto Rico for their December dish of "pasteles," rice and beans, and salad. The total number of beneficiaries was 90, including 84 meal share beneficiaries and 6 cooking staff and volunteers of SFM Charities located in Rio Piedras, Puerto Rico.

Community Meet & Greets

Throughout the year, APEX held numerous meet-and-greet events to connect with the local community of BIPOC vegans and animal activists in the Atlanta area. These inclusive and family friendly events were hosted at the Atlanta Vegan Experience and Bien Vegano where free meals were offered to all attendees who showed up to connect with the APEX community.

Additional Accomplishments



Plant Based Treaty

APEX took a symbolic public stance toward collective action when it joined the Plant Based Treaty, a coalition of nearly 2,000 organizations and governments working to stop the environmental catastrophe resulting from raising animals for food and to shift to sustainable, animal-free diets. The Plant Based Treaty aims to Relinquish, Redirect, and Restore food production processes to practices that are in balance with the environment and all earthlings.

F.E.P. Amy's Food Protest Support

APEX continued to support Food Empowerment Project's public stance against Amy's Kitchen which continues to exploit its workers and engage in retaliatory tactics such as union busting. APEX stands steadfast with the current and former employees of Amy's who continue to suffer unsafe working conditions, stagnant wages, and company management which engages in punitive attacks against workers who exercise their legal rights to sick leave and bathroom breaks. Amy's may be a vegetarian/vegan company, but its practices are rooted not in compassion but in exploitation.

Fellowship Sponsor

This year we also co-sponsored a fellowship with the Reducetarian Summit. The fellowship was an immersive 10-week residency at a partner organization in which fellows share ideas and encouragement with their cohort through twice-monthly group calls. They also received ongoing support and guidance through twice-monthly calls with the Fellowship Director.

Strategic Planning Workshop

Chris and APEX board member Leah Garcés held a two-day strategic planning workshop training for recipients of Mercy for Animals's The People's Fund Grant. This training series aimed to help The People's Fund grantees with any help they may need in fine tuning the vision of their organization, establishing goals, creating long term plans for their organization, and a lot more. Each organization that participated received a \$300 donation from Mercy for Animals for attending each session.

Animal Policy Alliance

In an effort to broaden its reach, APEX joined the The Animal Policy Alliance which is a wing of The Humane League (THL) that seeks to organize and empower local and state-level animal advocacy groups to unite them around legislative agendas, including animals raised for food.

This is an exciting opportunity for APEX to integrate a strong network of activists who are now well-versed in effective policy work.



C.A.R.E. Collaboration

Another significant partnership for APEX this year was with Companions and Animals for Reform and Equity (C.A.R.E.), a BIPOC-led and focused organization that works to ensure companion animals remain with their human guardians and that humans themselves have the resources to take care of both themselves and their animals. APEX is now an official CARE Center, providing support and knowledge to keep people and pets together!

Comments to the USDA

APEX joined a coalition of animal rights advocates in support of a request to the USDA that more plant-forward options that align with the USDA's Dietary Guidelines for Americans be included in school menus to accommodate all students who prefer or need plant-based alternatives. The requested vegan options include pulses, milk alternatives, expanding the list of allowable vegetables, adding traditionally prepared foods to school meals, and including plant-based proteins as protein sources.

VegOut Covers APEX for Giving Tuesday

VegOut Magazine named APEX Advocacy as one of its recommended charities to donate to for Giving Tuesday and throughout the holiday season. We're honored to be included on the same list as celebrated changemaking organizations such as Food Empowerment Project, Afro-Vegan Society, and The Raven Corps!



OUR SOCIAL MEDIA

In 2023, APEX took the intentional and bold step to create social media content that did more than follow the conversation of social justice: we wholeheartedly embraced a more radical, activist voice in our social media content which led the conversation around intersectional advocacy to newer, deeper insights that resonated deeply with our community. These highlights from APEX's 2023 social media posts reflect this change in voice and direction.







Palestinian Liberation

The siege of Gaza was no doubt the story of the year. To show our solidarity with the colonized people of Palestine, APEX released a statement expressing unwavering and unconditional support for the movement to liberate Palestine and to end the Israeli occupation. The struggle for Black civil rights in the United States and the fight for Palestinian liberation have a long shared history of allyship and we recognize that all antioppression work must include physical, economic, and political freedom for all Palestinians.

We Cannot Veganize Genocide

APEX took the occasion of "Thanksgiving" to remind those committed to animal rights that it is morally inconsistent to celebrate a vegan Thanksgiving. To know the true settler colonial history of the U.S. is to know that Thanksgiving is a celebration of land theft and genocide, and no amount of plant-based foods can cover up this truth. Our post detailing the many reasons why Thanksgiving cannot be veganized in a true moral sense resonated deeply with our followers and became our most liked and shared post to date!

Pride Month

We took to social media to share some thoughts on the true meaning of "Pride," returning to its abolitionist roots and resisting the corporate co-opting of LGBTQIA+ struggles to sell merchandise. This was especially important to highlight in the midst of the ongoing political attack against trans folks who continue to face widespread discrimination and physical violence against their identities and bodies.

OUR FINANCES

In 2023, we started with approximately \$100,000 and throughout the year we raised approximately \$80,000. In 2024, our aim is to grow our annual budget to \$400,000. We hope to achieve two goals with our new fiscal goal:

- 1. Provide fair and equitable salaries to our team members while allowing us to be more financially sustainable
- 2. Provide proper resources to our campaigns to increase our impact in developing more BIPOC animal rights advocates.

This is a brief overview of our finances from 2023 and we invite you to view our 990 via the IRS this year for more details on our finances.

OUR PARTNERS

- William And Charlotte Parks Foundation
- The People's Fund
- Stray Dog Institute
- LUSH Cosmetics
- Craigslist Charitable Fund
- Animal Charity Evaluators

PATREON SUPPORTERS

Amanda Campeau, Tim Carroll, Hemi Kim, Ayse Deniz, Marissa Garst, Cory Albrechtson, Elizabeth Green, Mary Britton Clouse, Christopher Krull, Jean Louise Engstrand, Tania Luna, Megan Kellums, C Que, Erin Ireland, Almira Tanner, Rachel Mathews, Ashley Frohnert, Jörgen Karlsson, Brandon Bacchus, Lea Goodett, Jessica Dadds, Amy Powers, Heatheyjoy Klein, Erika Gesue, Burtie, Carmen Pope, Ayla Anita, Kenna Schoeler, Liz Specht, Anna Hronis, Kristin Martin, Ryan Bulzan, Nino Vo, Carrie Freeman

2023 Finances*

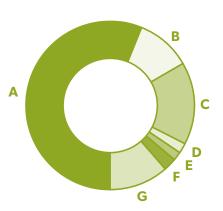
2023 INCOME

\$187,901.50

- A 2023 Reserves: \$104,289.57
- B 2023 fundraising from, grants, patreon, individual donors: \$83,611.93

TOTAL EXPENSES

- A Our staff of six: \$105,789.12
- **B** Travel for team events, founders speaking engagements, inperson events, etc: \$19,628.30
- C Pre-Animal Activist Week includes lodging, travel, food, support staff, etc: \$29,801.52
- D 8 film screenings of The Smell of Money: \$3,692.71
- E 6 community events (4 local, 2 external):\$3,031.40
- F Miscellaneous expenses: advertising, awards & donations to other advocates, contractors, etc: \$5,028.34
- G 2024 reserves: **\$20,930.11**



^{*}Exact finances will be reported via our public 990

OUR GOALS + VISION FOR 2024

With our refined focus resulting in tremendous advancement of APEX's mission in 2023, we are moving deeper into the framework of intersectional and collective liberation in 2024. To that end, APEX has hired a new Director of Activism (the first in her role) to lead monthly activism trainings which will guide BIPOC animal advocates as they evolve their activism into more expansive anti-oppression work. In line with our mission to Recruit. Embrace. Activate., we will publish and distribute APEX's BIPOC Animaal Activism Starter Guide which provides a baseline understanding for why all BIPOC individuals and communities must concern themselves with the liberation of animals and why resistance movements which leave out the 'question of the animal' are incomplete. And with the success of APEX's first Pre-Animal Activist Week, we plan to expand P.A.A.W this year to include more aspiring vegan activists with more relevant in-person programming and training. The new year is all about solidarity and we believe that collectively these objectives will help build power in BIPOC communities to challenge oppression and exploitation in all of its forms and wherever it is found. Join us for this journey in 2024 and beyond!





THANK YOU

2023 was a resounding success for APEX!
And we couldn't have done it without your continuous encouragement and support.
Please visit our website to make a tax-deductible donation which will help fund the many exciting and innovative programs we are developing for 2024 and beyond. We are grateful for your support!

apexadvocacy.org/support