



GROUNDSWELL
ACTION FUND

2020 Docket





GROUNDSWELL ACTION FUND

Since its inception three years ago, Groundswell Action Fund (GAF) has invested deeply in the leadership of women of color, particularly Black, Indigenous, and transgender women of color, because they are transforming our democracy and saving our planet.

GAF plays a unique role in philanthropy by providing ongoing general support funds to shore up electoral organizing infrastructure. For many grantees, we are the only or primary source of this kind of support, which is essential to maintain operations that can withstand one-off, short-term electoral investments. We trust our grantee leaders with ongoing general support funds because building durable power and strong organization is the path to liberation. This year, GAF doubled support to 48 organizations, up from 26 organizations in 2019. GAF is the only funder in the ecosystem focused on supporting reproductive justice (RJ) movement leaders to develop 501(c)(4) capacity. We funded only four 501(c)(4) RJ organizations in 2017 and more than doubled that number in 2020. Given the extreme climate in which our grantees organize, GAF provided capacity building support through legal and compliance training during the year to ensure that organizations leveraged our general support funds toward bold political work safely. When the COVID-19 pandemic struck, GAF streamlined the grant application process even further, to allow for maximum ease to our grantees focused on adjusting large-scale field plans to account for their communities' safety. We also provided an additional \$1M in "election relief" bumps to 40 grantees in the months of August through October to get out the vote during the pandemic in one of the most volatile election cycles in recent history. GAF's grantee leaders were prepared to meet the needs of their communities and to expand the electorate, all while navigating personal impacts of an unprecedented global health crisis.

This election year, women of color propelled our country forward and actualized change up and down the ballot.

Our grantee partners engaged millions of youth and voters of color—organizing them to choose progressive values. In Arizona, Mijente, Living United for Change (LUCHA) and Our Voice Our Vote (OVOV AZ), in coordination with a BIPOC coalition, enabled a new generation of Arizonans to flip the state blue—the first time since 1996. The coalition made nearly eight million calls and knocked on more than 1.15 million doors, all while centering the health and safety of their field staff and their communities. In Georgia, Asian American Advocacy Fund, Black Progressive Action Coalition (BPAC), Black Voters Matter Fund, Care in Action, M4BL Electoral Justice Project, Mijente, and New Georgia Project Action Fund (NGPAF) collectively engaged millions of Black, Latinx, and AAPI voters, ultimately resulting in the flipping of the state. This was due to the decade-long organizing led by women of color, who engaged voters in every local and state election, year after year, on issues communities cared about. In Pennsylvania, Asian Pacific Islander Political Alliance (API PA), a new organization formed to build long-term power for APIs in Pennsylvania made 1.3 million calls to voters with support in ten languages. In Wisconsin, where the margin of victory was a mere 20,539 votes, new GAF grantee organizations Black Leaders Organizing Communities (BLOC) and Voces De La Frontera Action (VDLFA) engaged Black and Latinx voters using culturally competent outreach across the state to ensure unlikely voters turned out and voted their values.

In states without top-of-ballot wins, GAF grantee leaders and the communities they engaged ensured progressive down-ballot victories.

In Florida, New Florida Majority and Dream Defenders Action Fund ensured down-ballot wins, such as Amendment 2, which will increase the minimum wage to \$15 an hour, and saw the election of progressive Black and Latinx candidates in Broward, Duval, Miami-Dade, Palm Beach, Orange, and Osceola counties. Historic voter turnout in Texas resulted in a close election, and Texas Organizing Project (TOP) ensured changes to the state's

criminal legal system with wins in nine judicial races, and two sheriff races, where progressive incumbents threatened by white supremacist candidates held onto their seats thanks to the engagement of voters of color and young voters. TOP also turned out 310,000 infrequent voters of color who had not cast a ballot in 2016 via early voting and engaged 1.75 million voters of color.

Not only did GAF grantees expand their base and their power, as they continued year-round, year-out electoral organizing, they also provided aid and support to their communities immediately and consistently in response to COVID-19 pandemic.

These leaders have built deep trust in the communities they come from and serve, and acted nimbly and effectively by pivoting organizing to community support. In many communities, they were the first responders, providing masks and other PPE, food, money, gift cards, legal and medical support, transportation, and more when the pandemic struck. They helped people access government support, and for those who were ineligible for support because of immigration or employment status, they provided the support that kept families afloat. With ally organizations, they created large mutual aid funds and advocated for systemic solutions such as rent and mortgage payment moratoria. Already trusted in their communities, these organizations showed that whole-person organizing is not just a catch phrase; it is instead a statement of deep human values that must be manifested to be real. It is probably impossible to quantify the concrete support GAF grantees offered to their communities, although it must total in the tens of millions of dollars, just as it is impossible to quantify the emotional and human support they provided—and continue to provide—as the virus rages on.

GAF grantees also applied these whole-person principles to their own operations and staff members. Most of our grantees are staffed by people from the communities they serve, and every one of our grantees made personnel

policy decisions rooted in the progressive, humane values that guide their external work. They offered flex time, cut hours, and reduced expectations of efficiency; provided broadband, computers, ergonomically correct chairs, and new phones where they were needed; and made decisions centered on the health and well-being of staff, not numeric goals. They made and kept commitments to keep staff on, even newly hired staff; organizers recently hired to do door-to-door canvassing were trained in digital organizing and provided the tools and ongoing support they needed to do their new jobs well. They encouraged innovation and were willing to take risks, make mistakes, and learn—but never in ways that risked the health and safety of their people.

Many states put racist, politically motivated laws and policies in place in hopes of preventing specific communities—Black Americans, Native Americans, Latinx Americans, and young Americans—from voting.

But in every state where this was the case, GAF grantees and their allies fought back and won, even as they endured the worst of the COVID virus. While final numbers are not yet available, it's safe to say that all of these communities turned out in record numbers. Montana Native Vote (MNV) enacted a major voting rights victory in the state by defeating an unconstitutional law called the Ballot Interference Prevention Action (BIPA), intended to severely restrict ballot collection on tribal lands. MNV overcame unimaginable obstacles due to the severe lack of broadband access and devastating impacts of COVID-19 on tribal nations to achieve 100 percent enumeration of three tribal nations in the 2020 Census and catalyze Indigenous voter turnout this cycle by training and hiring local Indigenous community members to go door-to-door in safe, respectful, and culturally competent ways. Montana Native Vote, New Mexico Native Vote, and Advance Native Political Leadership manifested the power of Native Americans, not just in voter engagement, but also in the election of more Indigenous people to public office than ever before. Similarly, the work of the

Alliance for Youth Action and its affiliates and partners across the country resulted in a continued surge in voter participation among people aged 18-39, with an anticipated five to ten percent increase in turnout from 2018, when voter participation increased 10 percent over 2016 levels.

With the state-sanctioned murders of George Floyd and Breonna Taylor, the anti-racist movement in this country exploded into the streets, protesting and demanding justice for the tens of thousands of Black Americans who have been murdered and subjected to state-sanctioned violence since the first Europeans brought enslaved Africans to what is now the United States.

Led by Black organizations and leaders, these protests and uprisings brought millions of people into the streets to demand an end to white supremacy and in support of the bold, progressive agenda created by the Movement for Black Lives. As protests and direct actions continued, GAF grantees M4BL Electoral Justice Project, Black Voters Matter Fund, Working Families Organization, Black Progressive Action Coalition, Black to the Future Action Fund, and their allies, including all the organizations in this docket, continued their long-term power-building efforts, building a base, engaging and mobilizing voters, and holding public officials accountable. This work included the first Black National Convention in 48 years, hosted by the M4BL Electoral Justice Project, which brought movement leaders and community activists from across the nation together virtually to ratify a Black political agenda rooted in intersectionality and liberation and engage the thousands of participants in power building. Movement leaders such as Alicia Garza, Latosha Brown, and Jessica Byrd paved the path to liberation by connecting Black voters through intersectional organizing and creating entry points from Black Liberation uprisings to electoral justice.



Living United for Change in Arizona (LUCHA)

Reproductive justice continued to be a rallying point for progressive, intersectional organizing even as far-right white supremacists continued to use abortion as a wedge issue.

With the new conservative majority in the U.S. Supreme Court, the fight for reproductive justice will be front and center, even with a transition to a new administration. COLOR Action helped defeat Proposition 115, which would have banned abortions in Colorado after 22 weeks of pregnancy, and All Above All* Action Fund continued organizing to repeal the Hyde Amendment. Over the coming years, RJ organizing will be essential to ensure all people have autonomy over their bodies, no matter what the Supreme Court decides, by enacting state laws that protect abortion rights and access. All the groups on this docket will be at the center of those fights. e to the promises they make after the campaign is over.

Groundswell Action Fund grantees and their allies turned the devastation of 2020 into concrete possibilities for change and liberation.

They were nimble and bold; they made political and cultural meaning from that devastation. They built power that manifested at the ballot box, in state capitols and city halls, and on the streets; and they built a bigger “we,” one centered in the leadership of women of color, low-income women and transgender and gender non-conforming people of color.

The election of Congresswoman Cori Bush, who began her political journey in the streets of Ferguson, MO, after the murder of Michael Brown, as the first Black woman ever to represent her state in the U.S. Congress is a concrete reminder of what movement can do and where our journey can take us.

As she told her community on election night: “This moment is brought to us, by us—by our movement for social, racial, and economic justice....We will meet the challenges of this moment as a movement: side by side, arm in arm, and with our fists in the air—ready to serve each other until every single one of is free.” We are excited to share the powerful work of our grantees with you, and we invite you to join us to make this path of liberation together.

Table of Contents

NATIONAL ORGANIZATIONS	8
Advance Native Political Leadership	8
All* Above All Action Fund	8
Alliance for Youth Action (AYA)	9
Black Progressive Action Coalition (BPAC)	10
Black to the Future Action Fund (B2FAF)	11
Black Voters Matter Fund (BVMF)	12
Black Youth Project 100 Action Fund (BYP100AF)	12
Care in Action (CA)	13
Cultural Engagement Lab (CEL)	14
Movement For Black Lives Electoral Justice Project (EJP)	14
Forward Together Action (FTA)	15
Jobs With Justice (JWJ)	16
Mijente	16
MPower Change Action Fund (MPowerAF)	17
New American Leaders Action Fund (NALAF)	17
One Fair Wage (OFW)	18
Progressive Governance Academy (PGA)	19
Sisters Lead Sisters Vote (SLSV)	20
Trans United Fund (TUF)	20
Woke Vote	21
Working Families Organization (WFO)	21
STATE-BASED ORGANIZATIONS	23
ARIZONA	
Living United for Change Arizona (LUCHA)	23
Our Voice, Our Vote Arizona (OVOV Arizona)	23
CALIFORNIA	
Asian Pacific Environmental Network (APEN) Action Fund	24
Black Women for Wellness Action Project (BWWAP)	25
Californians for Humane Immigrant Rights Leadership Action Fund (CHIRLA Action Fund)	25
People Powered Action Fund (PPAF)	26
COLORADO	
COLOR Action Fund (COLORAF)	26

FLORIDA	
Dream Defenders Action Fund	27
New Florida Majority (NewFM)	28
GEORGIA	
Asian American Advocacy Fund	29
New Georgia Project Action Fund	29
MICHIGAN	
Mothering Justice Action Fund (MJAF)	30
MONTANA	
Montana Native Vote (MNV)	31
NEVADA	
Make It Work Nevada (MIWN)	32
NEW MEXICO	
NM Native Vote (NMNV)	32
Organizers in the Land Enchantment (OLÉ)	33
NORTH CAROLINA	
Equality North Carolina (ENC)	34
Fortaleza	35
PENNSYLVANIA	
Asian Pacific Islander Political Alliance (API PA)	35
TENNESSEE	
The Equity Alliance Fund (TEAF)	36
TEXAS	
Texas Organizing Project (TOP)	36
VIRGINIA	
New Virginia Majority (NVM)	37
WASHINGTON	
Washington Community Action Network (Washington CAN)	38
WEST VIRGINIA	
West Virginia Free Reproductive Education & Equality Action Fund (WVFreeAF)	39
WISCONSIN	
Black Leaders Organizing for Communities (BLOC)	39
Freedom Action Now, Inc.	39
Voces de la Frontera Action Fund (VFAF)	40
GRANTEE MAP	41



Advance Native Political Leadership

National Organizations

Advance Native Political Leadership | \$80,000

The **only national Native American-led organization addressing the vast inequities that exist in funding and support for Native American-led, especially Native women-led, electoral work**, Advance Native Political Leadership Action Fund develops and implements national political power-building strategies for Native people in both urban and tribal communities. 2018 saw huge wins for Native people as Representatives Deb Haaland and Sharice Davids became the first Native women ever elected to the U.S. Congress. These wins took years of coordinated efforts, support, and resources.

Since 2018, more Native American candidates, especially Native women, are running for and winning elected office than ever before because of the resilience and persistence of local leaders, allied organizations, and Indigenous communities to protect land, rights, and sovereignty. The Fund is working to ensure that there is a multi-pronged national and state-level strategy to achieve a truly reflective democracy and leadership inclusive of Native people. Over the past year, the Fund created infrastructure to ensure that Native communities are engaged and included in important political

strategies, nationally and locally, especially in states with significant Native populations. It built the digital organizing capacity of Native communities, creating the first national database of Native candidates, electeds, activists, vendors, and consultants, and planning its second Power Building Summit for more than 200 leaders, activists, organizers, and allies. Originally planned as an in-person event, the Summit will now be held virtually.

In the past, Native political power-building and civic engagement organizations worked in isolation. The Fund is building a national network of these organizations, a network that now encompasses seven states and includes both national Native organizations and non-Native progressive civic engagement organizations. It is also helping to build political infrastructure where none has existed; in 2019, San Juan County Utah elected its first majority Native County Commission, thanks to the Fund's training and technical assistance to groups on the ground.

All* Above All Action Fund | \$105,000

Founded in 2014, the All* Above All Action Fund **builds the political power necessary to lift all bans that deny abortion coverage**, including the Hyde



Leaders Igniting Transformation

Amendment. It advances a vision of self-determination, dignity, and personal decision-making for all women, regardless of race, geography, or income level. In 2019, the Action Fund launched the All* Above All Road Trip, which stopped in key locations, including debate sites and other Presidential campaign locations, and hosted reproductive justice (RJ) round table conversations with national RJ leaders and presidential campaign staff in Houston, Atlanta, and Los Angeles. These intimate conversations centered communities of color and brought the dialogue on abortion to the national stage.

After the pandemic struck, the Action Fund's leaders continued to speak to the media about abortion and RJ, demanding that all candidates be held accountable on Hyde. To anchor relationships within the economic justice sector, the Action Fund partnered with One Fair Wage and Jobs with Justice in the Reimagine Elections campaign, which calls for the lifting of all abortion bans, a \$15/hour minimum wage, worker rights in this time of virtual and gig work, and a Supreme Court justice nominee committed to economic and reproductive justice. To mark the 44th anniversary of the Hyde Amendment, the Action Fund broadcast a Facebook live event with Congresswomen Ayanna Pressley and Barbara Lee that had over 7,000 views and calls to repeal the Hyde Amendment. The Action Fund also testified before the Democratic Platform Committee to ensure that repeal of Hyde and a larger vision of RJ was central to its platform.

Alliance for Youth Action (AYA) | \$105,000

AYA **empowers young people to make change in their communities and across the country** by supporting and scaling the work of state and local partner organizations in order to build a movement of young people, by young people, and for all people. AYA encompasses 10 state-based affiliates and another 10 local partners in a total of 19 states.

This year, millennial and Gen Z voters will be the largest voting cohort, surpassing baby boomers; they are diverse by all measures and they are also the most progressive generation in terms of values. Over the next year, AYA plans to run a locally driven youth voter mobilization, registering at least 150,000 young (18–35-year-old) voters, making two million voter contacts, and collecting 50,000 pledge to vote cards in at least 20 states. Assuming that voter work will have to remain virtual for the foreseeable future, AYA will support its grassroots partners by covering the costs of some three million texts and 2.4 million calls.

The organization will also produce a voter guide that can be tailored to local and state races, and distribute at least 1.25 million of these guides in hard copy as well digitally and online. It will also use culture and events to make voter participation a community act. Through its Democracy Done Right campaign,



Black to the Future Action Fund

AYA has made increasing access to the ballot box one of its core values, supporting its partners in advancing democratic reforms (vote by mail, same-day registration) at the state and local levels and opposing efforts to suppress the vote. Finally, AYA will continue to build the capacity of its partners and develop both individual and organizational leadership through mentoring, technical assistance, access to technology and data, and other forms of support.

Black Progressive Action Coalition (BPAC) | \$105,000

BPAC is an **independent progressive coalition committed to empowering Black communities through civic engagement, community mobilization, and campaigns** that turn issues into policies that change peoples' lives. Anchored by a base of 150,000 individual supporters and activists across 21 states, BPAC is a hub for more than a dozen 501(c)(4) organizational partners around the country that rely on BPAC for qualitative and quantitative research, coordination, and strategic communications assistance.

Since 2016, BPAC has engaged over two million Black voters, added 71,000 members, trained nearly 3,500 community leaders, and helped

win seven statewide races and five U.S. House of Representative races. Thanks to deep relationships, BPAC was able to weather the COVID-19 pandemic by supporting partners as their civic engagement plans pivoted from in-person to digital, fortifying their memberships and providing capacity-building support. BPAC develops strategic relationships with Black communities, including with Black professional associations, to counter disinformation efforts and to get credible messengers on the doors.

In 2020, BPAC and partners worked in eight states—GA, IL, OH, MI, NC, TN, TX, and VA—mobilizing voters via text, phone, and in-person door knocking where it was safe to do so. BPAC also supported digital organizing in these states while being a lead content creator for #TheSipHour, a weekly political education session on Facebook. In addition, BPAC launched its Black Citizenship in Action (BCIA) campaign, modeled after the civil rights schools of the 1960s, in TX, IL, OH, and TN.

BCIA is now virtual, but the hope is to move to off-line and in person in 2021. BCIA workshops are rooted in explicit challenges to anti-Black racism and designed to build the collective ability of Black people and Black communities to analyze and sharpen strategies for taking down the existential threat of anti-Black racism and understanding how



Black Voters Matter Fund

those strategies can be used to build independent Black political power. BPAC also worked with partners in NC and MI to ensure enumeration of Black communities in the 2020 Census and have focused on vote-by-mail education to ensure Black voters are mobilized for the 2020 Election.

Black to the Future Action Fund (B2FAF) | \$60,000

B2FAF is a **think-act tank created to build the political power of Black communities and to give voice to the Black Agenda**, a multi-issue document that creates a roadmap toward racial justice and Black political power. B2FAF believes that the Agenda's progressive and innovative vision and policy platform speaks directly to the needs and aspirations of Black Americans, and will drive voter interest and turnout across all Black voter constituencies. This, in turn, will result in the election of leaders who are committed to race-forward, progressive policies, positioning Black Americans to drive meaningful policy reform in 2021 and beyond. B2FAF's overarching goals are to increase its reputation as a trusted, credible resource for Black voters, elected officials, and candidates; support the election of Black and pro-Black candidates, up and down the ballot, whose

race-forward policy platforms align with the Black Agenda and aim to uplift all Black communities; and fight voter suppression and intimidation with information, education, and targeted attacks on secretaries of state and others who conspire to steal votes or impede/restrict voting.

B2FAF plans to reach 250,000 sporadic Black voters aged 35-55 in four tier-one target states and to endorse a slate of candidates for U.S. Senate and House of Representatives in those states. B2FAF will mobilize its base and turn them out in November by running a layered, integrated digital voter contact program, including digital voter guides that explain the functions of elected positions and how they connect to key issues and rate candidates against the tenets of the Black Agenda, all of which will be enhanced by robust paid and earned media campaigns. It is also partnering with other progressive organizations to ensure that everyone who wants to vote can vote.

Black Voters Matter Fund (BVMF) | \$105,000

Now on the ground in 11 states, BVMF **builds political power in marginalized, predominantly Black communities**. In 2017, its first year, BVMF supported 32 community-based organizations and scores of individual activists in largely Black regions of AL and GA ignored by mainstream political operatives and funders. Today, it provides support—mini-grants, strategic training and assistance in everything from data management to communications, and opportunities for networking and coordination—to more than 120 organizations in 11 states.

Over the next year, it will reach over two million voters via text, knock on at least 10,000 doors in each state once it is safe to do so, and use strategic media to advance key issues such as police accountability and defunding, criminal justice reform, and democracy/voting reforms and voter protection. Its goal is to increase Black voter registration and turnout, and to build the power of Black communities to hold elected officials at all levels accountable. BVMF joined the ACLU in a lawsuit to ensure that the state of GA prepaids postage on absentee ballots, and is working with the Advancement Fund on a national campaign to expand vote by mail and other options such as early voting.

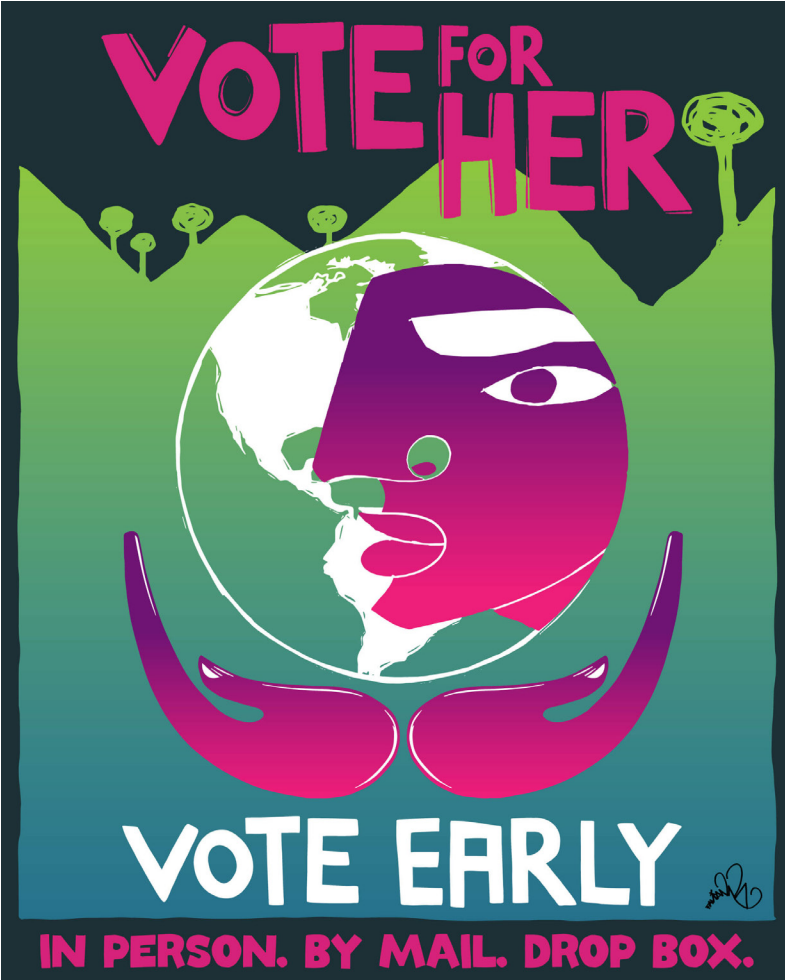
In response to COVID-19, BVMF has modified its work plan, replacing all face-to-face organizing with virtual strategies. The plan includes a \$150,000 rapid response fund to support community partners as they pivot to new forms of organizing and to provide material support to community members. BVMF is also providing additional technical training and tools to frontline groups in MS, MI, GA, and AL, and is challenging state re-opening plans in nine Southern states because they disproportionately endanger the lives and health of low-income Black community members.

With its on-the-ground partners, BVMF has also developed a nine-point agenda to address disparities in health care and information and protect the health of immigrants and those who are incarcerated; ensure basic economic needs and rights are guaranteed; and protect democracy, including extending the Census. BVMF aims to increase Black voter turnout by 10 percent over 2018 levels. BVMF will also increase communications support, both digital and mainstream, to partners. To support its dramatically increased scope, BVMF has added staff and focused resources on building its own organizational capacity.

Black Youth Project 100 Action Fund (BYP100AF) | \$50,000

Founded in 2013 in the aftermath of the acquittal of George Zimmerman for the murder of Trayvon Martin, BYP100AF is a **national, member-based organization of Black activists and organizers, 18–35 years old, dedicated to creating justice and freedom for all Black people**. Headquartered in Chicago, BYP100AF has a membership of 200 young Black people across the country, including chapter-based members in ten cities (Durham, NC; Detroit, MI; Jackson, MS; Milwaukee, WI; New Orleans, LA; New York City; Washington, DC; Dallas, TX; Chicago; and Atlanta), as well as national members in cities without chapters. BYP100AF is building a network of activists engaged in transformative leadership development, direct action organizing and advocacy, and political education using a Black queer feminist lens.

Responding to both the COVID-19 pandemic and this year's elections, the organization is focused on the development of infrastructure and resources, expanding membership, mutual aid and COVID-19 response, training, and political education. It signed onto the Movement for Black Lives national policy agenda, which includes national, state, and local demands to transform the lived experience of Black people across the United States, and is one of the leads in a coalition to repeal the 1994 federal



Cultural Engagement Lab

crime bill. In NY, BPP100AF is part of a coalition to repeal the state law that bans loitering for the purposes of prostitution, which is unfairly used to target trans people of color. Legislative action on the “walking while trans” law was halted by the pandemic, but BPP100AF continues to advocate and build support for its repeal. It is also part of a divest/invest coalition pushing for the defunding of the NYPD.

BPP100AF plans to increase its membership to 1,500 and to hire a full-time membership manager to support chapter work. In partnership with local, state, and national coalitions, it is creating protocols to guide local mutual aid efforts in chapter cities, as well as an internal mutual aid fund for BPP100 membership, while at the same time pushing for more radical and transformative responses to the pandemic. It will also develop a digital organizing strategy and produce a Digital Organizing Training Series, in addition to creating public opportunities for political education using culture and Black joy.

Care in Action (CA) | \$105,000

Founded in 2016 by Ai-Jen Poo and Alicia Garza of the National Domestic Workers Alliance, CA **works on behalf of women of color, especially domestic workers, to build the civic power of this critical segment of the U.S. electorate, protect democracy, and advance policies** that promote equity and justice. Women of color are among the most reliable voters for progressive values and candidates, but have not been given their seat at the table of electoral and power politics, nor have they been provided the leadership and resources necessary to increase their already-robust participation as voters and community leaders. CA’s goal is to change that.

Over the past year, CA has expanded its field program using the strategies honed in GA in 2018 for African American voters and in NV for Latinx voters. It also created a cross-organizational immigration narrative to motivate voters during the 2020 general election and bring its Family Care agenda, particularly Universal Family Care and the Federal Domestic Worker Bill of Rights, into the national election conversation.

In 2020, CA will undertake scaled field programs aimed at sporadic and drop-off women of color voters. It will undertake canvassing programs that employ local domestic workers and low-wage women to reach voters in targeted districts with high-potential voters. CA is running statewide programs in NC, GA, VA, SC, NV, AZ, PA, and NM; working with partner organizations in MI, WI, IA, ME, and MN; and organizing in targeted districts in TX. The goal is for women of color to be recognized as the core progressive constituency that can deliver electoral and policy victories. It plans to make at least 2.5 million voter contacts, partner with People’s Action and America’s Voice to do “deep canvassing” in six targeted states aimed at creating a new and positive message around immigration, and use its Family Care Agenda to press for state legislative changes in 20 targeted states and as a deep canvassing vehicle in selected states.



Movement for Black Lives Electoral Justice Project

Cultural Engagement Lab (CEL) | \$70,000

Collaborating with artists to create irresistible and inspiring **content that powers electoral campaigns and creates a more just and equitable world**, CEL provides tools and training to support a wide-scale integration of cultural strategy as a core component of strong, long-term campaigns, especially those that engage and inspire young people and people of color. CEL is the 501(c)(4) partner of the Center for Cultural Power, both of which are led by artist and activist Favianna Rodriguez and a team of women of color who are artists and electoral experts. Its goal is to activate a strong network of seasoned artists and culture makers from affected communities hungry to lend their storytelling talents to meaningful electoral engagement.

CEL believes that while grassroots organizations know how to reach their base, they often lack the creative digital content that allows them to reach important parts of their communities—Black, Indigenous, and people of color (BIPOC) communities. Working with select campaigns and grassroots partners with strong cultural strategy, CEL brings authentic and compelling storytellers

into their approach to increase turnout of key demographics in the short term and lay the groundwork for long-term narrative and power shifts.

This year, CEL will work in at least one targeted state, likely AZ, and more if funding is available, where it has BIPOC community partners on the ground. Working with those partners, CEL will develop digital content, using local artists and artists from its team and a strategic media campaign to guide distribution to key constituencies and communities and to influential national and regional media outlets. CEL believes that if progressive campaigns—especially those trying to reach BIPOC and young people—deeply involve artists who can breathe life, hope, and representation into political efforts, the result will be civic engagement campaigns that can win in the short term and inspire long-term, lasting systemic change.

Movement for Black Lives Electoral Justice Project (EJP) | \$105,000

Founded in 2017, EJP's goal is to **close the gap between Black political potential and Black political power**. EJP works in partnership with Movement for Black Lives (M4BL) organizations to build the largest-ever political mobilization of Black people in the United States. Building civic power and strengthening an affirming political vision, EJP equips local leaders and organizations with the skills and knowledge required to build the political power necessary to win in the short term, while developing a lasting Black-led electoral infrastructure for the long term.

This year, in the wake of the pandemic and the challenges of safely accessing and participating in local and national elections, EJP has launched a new movement-building program: The Black National Convention and virtual People's Movement Assemblies, held two weeks before the Convention. The Convention, to be held virtually, expands upon the vision of the 1972 Black National Convention

and will feature a live national livestream broadcast aimed at ratifying a National Black Agenda that centers EJP's vision and demands for an end to white nationalism and the transformation of political and economic systems at all levels. Through mass digital engagement strategies, EJP plans to engage 10 percent of all Black people in the United States, or approximately four million people. Additionally, EJP will mail "a love letter" to every registered Black voter in the United States, inviting them to attend the convention digitally. Targeted digital ads will reach voters via social media and web browsing, inviting them to watch the broadcast and download the vision and action plans to secure a future of safety, prosperity, and wellbeing for all Black people through electoral and civic engagement and policy change.

Goals include a joyful and heartfelt gathering of the entire M4BL ecosystem of over 250,000 Black leaders representing at least 20 states to plan, strategize, and convene through online conferences and platforms; ratification of state-based Black agendas; creation of a National Black Agenda that shapes the narrative for the 2020 election, engages Black voters, and holds elected officials accountable in the first 100 days of the next administration; creation of a lasting political infrastructure in the M4BL and EJP ecosystems; strengthened partnerships with peers across the M4BL network as well as with allies outside; and building EJP's base and producing a digital hub of educational materials and toolkits for sustained direct action, dialogue, and resourcing of leaders.

Forward Together Action (FTA) | \$50,000

Launched in December 2019, FTA is a new 501(c)(4) organization created to **organize women and gender nonconforming people of color to build power so all families can thrive**. One of the only women of color-led 501(c)(4) organizations in the national reproductive justice movement, FTA is affiliated with Forward Together, now in its 30th year of leading cross-sector movement building,

power building, and culture shift work by and for women and gender nonconforming people of color, Indigenous people, LGBTQ people, and people living in rural areas. In its first year of operation, FTA will build political power that uplifts the leadership of women of color, gender nonconforming people, and Indigenous communities, and holds elected officials accountable to ensure all families get the support they need to thrive and will support leaders and legislators who share its commitment to strong families.

FTA works nationally and in five priority states: NM, OR, CO, GA, and VA. Its issue priorities include healthcare access; supporting the expansion of health care, including abortion, to those who are most often denied access; safe communities, or prioritizing investments in behavioral health care and economic opportunity and ending over-incarceration and systemic institutional violence; and family recognition, which involves ensuring that all families, whether related by blood or affinity, have access to the dignity and resources they need to thrive.

In this election year, FTA is leading voter education and outreach in OR and NM that includes in-person outreach, when it is safe to do so, as well as phone banking, text banking, mailers, etc. In other priority states, FTA will collaborate with partner organizations to develop and expand digital outreach and to create and disseminate voter guides. It will also continue its policy advocacy work. In NM, FTA will press for Medicaid Buy-In to provide healthcare for the uninsured and for the decriminalization of abortion statewide. In OR, FTA will advocate for legislation to improve maternal and infant health outcomes for people of color communities and advance family recognition in the criminal justice system. In other states and nationally, policy priorities will include immigrant justice, abortion access, anti-discrimination, and paid medical and family leave.



New American Leaders Action Fund

Jobs With Justice (JWJ) | \$90,000

JWJ believes that **all workers should have collective bargaining rights, employment security, and a decent standard of living** within an economy that works for everyone. It brings together labor, community, student, and faith voices at the local, state, and national levels to win improvements in people's lives and shape the narrative on workers' rights and the economy. JWJ CA is at the forefront of a national battle over the rights of gig economy workers, educating and mobilizing voters to oppose an initiative on CA's November ballot that would overturn the state's pioneering law that reclassifies gig workers as full-time employees entitled to all the rights and benefits of full-time employment.

Financed heavily by Uber and Lyft, Prop 22 would overturn the law and return gig workers to contract employee status. Nationally, in response to the pandemic, JWJ is working with allies across the nation to support rent cancellation and rent strikes. JWJ sent letters to 41 major corporate landlords and private equity firms who together control 2.2 million rental housing units in the U.S., demanding they cancel rent and mortgage payments. One of these corporate landlords, American Campus Communities, responded, saying it will forgive \$17 million in rent.

To address directly the ravages of COVID-19 on working communities, JWJ launched a \$500,000 Worker Solidarity Fund that provided cash assistance to support undocumented people and struggling families and governed by worker leaders from the most affected sectors. JWJ combined these direct relief payments with long-term organizing to change power relationships and win funding for immigrant workers in CA, MA, NY, and DC and restaurant and hospitality workers in MO and TN, and also the city of Chicago. Funds will also be used to support long-term work through new organizing models such as unemployed councils and gig worker councils.

Mijente | \$80,000

Mijente is a **digital and grassroots hub for Latinx and Chicanx movement building and organizing**. Launched in 2015, Mijente raises the profile of policy issues that matter to Latinx communities and increases the participation of Latinx and Chicanx people in broader movements for racial, economic, climate, and gender justice. Mijente is committed to reaching Latinx people who have been locked out of leadership roles in Latinx organizations—Black, LGBTQ, transgender or

gender nonconforming people; women; and those who are low-income, working class, or formerly incarcerated—focusing on regions of the country without adequate organizing infrastructure or resources.

In 2020, Mijente is partnering with Siembre, an NC immigrant rights organization, to build the power of that state's 400,000+ Latinx residents, more than half of whom are not registered to vote. The goal is to register at least 30,000 new voters and engage and mobilize another 100,000 voters using relational, digital, phone, and other contactless organizing techniques, switching to community-based and door-to-door organizing when it is safe to do so. Mijente and Siembre will ground outreach in issues important to the community: immigration justice, access to education, and increased voter access. Mijente will also mobilize its members from around the country to support voter register and GOTV through texting, letter writing, and virtual phone banks.

MPower Change Action Fund (MPowerAF) | \$80,000

MPowerAF's mission is to **harness the untapped the power of Muslim Americans as activists and voters** to influence the decisions of corporations, media entities, and elected officials at the local, state, and federal levels through electoral organizing, call-in campaigns, in-person meetings, and direct action. Last year, MPowerAF created a Muslim surname voter list to capture as many Muslim voters as possible in the Voter Activation Network; expanded and deepened its voter engagement work (#MyMuslimVote); and carried out in coalition with on-the-ground partners in MI, OH, PA, WI, VA, TX, AZ, NC, and FL.

Through a voter website and a partnership with the National Muslim Student Association and a variety of other organizations, MPowerAF leads ongoing organizing that includes in-person events, phone banking, and online and digital engagement to register new voters and ensure that already-

registered voters know their rights and turn out to vote. It also works with imams and mosques to encourage civic participation, last year engaging more than 150 mosques nationwide.

This year, MPowerAF will continue to coordinate the #MyMuslimVoter coalition, training 100 organizers to work nationally and on the ground in nine states in order to reach 50,000 low-propensity Muslim voters. It will organize several national events—National Muslim Voter Engagement Days, phone banks, etc.—and build out a powerful national media and digital strategy that includes traditional and social media. It will engage prominent Muslim influencers, including activists, hip hop artists, actors, comedians, leaders, and scholars to amplify its message. It will also continue to work with more than 150 Muslim student associations and campus-based organizations to register and engage young voters, and hire three #MyMuslimVote fellows to increase get-out-the-vote capacity on the ground. Finally, it will continue to update mymuslimvote.org as the go-to Muslim voter engagement clearinghouse.

New American Leaders Action Fund (NALAF) | \$50,000

NALAF was created to **increase the political representation and power of first- and second-generation immigrant Americans**; only 3.5 percent of state legislators in all 50 states and just 13 percent of the U.S. Congress are first- or second-generation immigrants, despite the fact that New Americans comprise nearly 30 percent of the population. Also driving NALAF is the fact that immigrants and their children are too often ignored by political campaigns and parties.

NALAF believes that New Americans, as leaders and voters, can provide solutions to the political crisis confronting this nation. NALAF's goal is to build a democracy that represents and includes all people by engaging New American voters, supporting New Americans as they run for office, and expanding New Americans' civic engagement.



Woke Vote

Its strategies include: uplifting diverse candidates whose campaigns and platforms reflect progressive values; engaging New Americans to create a lifelong commitment to voting; carrying out research to identify the needs and opinions of New American voters; and supporting policies that help immigrants and their communities thrive.

NALAF is the 501(c)4 partner of New American Leaders, an organization that trains and supports New Americans to engage in the electoral process as candidates and campaign leaders. In 2020, NALAF is engaging New American Voters in seven states (AZ, GA, MA, MI, NC, NY, and TX), using a sophisticated methodology to identify new and infrequent voters and to reach them via culturally and linguistically appropriate materials and methods. NALAF is also endorsing 38 candidates in seven states, 68 percent of whom are women, in races from the most local to Congressional. To date, 84 percent of NALAF-endorsed candidates have won their races. It is also conducting research among young New American voters about priority issues and identifying the best ways to reach them.

In the face of COVID-19, NALAF quickly transitioned its field strategies and candidate training and support services to online. Finally, NALAF is developing a state-focused policy agenda

aimed at eliminating barriers that keep New Americans from voting, and from running for office and winning.

One Fair Wage (OFW) | \$90,000

OFW is a **national coalition, campaign, and organization created to lift millions of tipped and subminimum wage workers—most of whom are women and women of color—out of poverty**, engage them civically, and reduce sexual harassment in their workplaces by requiring all employers to pay the full minimum wage plus tips. Initiated in 2013 by the Restaurant Opportunities Centers (ROC) United, a national organization of restaurant workers who receive a tipped worker subminimum wage of \$2.13/hour, OFW has grown to include many other workers for whom tips are considered wage replacement, including nail salon technicians; car wash workers; tech platform delivery workers and drivers; hairdressers; massage therapists; as well as other subminimum wage workers, including disabled, incarcerated, and teenage workers. OFW employs three core strategies: changing policy, which includes building multi-sector coalitions of workers to educate local, state, and federal policymakers on the need for a full livable wage for all workers, engaging workers in



Working Families Organization

nonpartisan electoral work, and mobilizing workers from different sectors to demand policy change; industry shift, which includes engaging “high road” employers and pressuring “low road” employers to change; and changing narrative and culture shift.

In response to the COVID-19 crisis and the mass closures of restaurants and other personal services, OFW launched an Emergency Fund in March 2020 to provide direct cash assistance to hundreds of thousands of workers, creating a new opportunity to engage tens of thousands of low-wage workers to vote, build their leadership and voice, and mobilize for political power. More than 160,000 workers have already contacted the Fund seeking assistance, and over the summer of 2020, OFW will conduct its version of Freedom Summer to organize and mobilize some of these workers.

Based on the success of its organizing in MI in 2018, this year OFW is also running a relational voter program in MI, PA, and potentially WI, with a goal of reaching at least 55,000 people in each state. At the same time, OFW will continue to work at the local, state, and federal levels to raise the minimum wage and eliminate the two-tier system for tipped workers.

Progressive Governance Academy (PGA) | \$100,000

PGA, a joint project of Local Progress, State Innovative Exchange, and re:power (formerly Wellstone Action), was launched in 2019 to fill a critical gap: **training and support for newly elected local and state legislators**. As PGA notes, many organizations are now preparing progressives to run for office and helping them win, but almost none are helping them succeed, learn, and grow once they get into office. Most legislators lack the necessary support and resources to succeed—dedicated staff, constituent response services, or tools to operationalize effective public policy—which creates a disconnect between elected representatives and the communities they serve, and impedes the ability to translate the energy generated through winning elections into effective governance. This is especially true for those who are “firsts” in legislative bodies or who are part of newly created political formations. PGA was created to change that dynamic, which can have devastatingly negative consequences for the communities who put these new legislators in office.

In its first year, PGA developed training modules; created a cohort of 19 local and state

elected officials to serve as trainers; and hosted in-person trainings for over 357 state and local elected officials in PA, FL, CA, MI, TX, CO, WA, DC, and NY, as well as four online trainings.

Through mid-2020, PGA's second year, the organization trained 12 new trainers and 279 local and state elected officials, including 140 women and 131 people of color, through 14 pre-pandemic in-person and virtual trainings. The organization plans to offer at least another seven trainings before the year is out. PGA's goal is to train legislators to build the human and political capital necessary to make bold change, which will have lasting impacts on public policy, electoral politics, and the entire political ecosystem in which they operate.

Sisters Lead Sisters Vote (SLSV) | \$50,000

SLSV was created to **promote Black women's political leadership, voice, and power by building a pipeline of Black women for local, state, and national leadership positions.** Even though Black women are recognized as the heart of the progressive movement, and the people most likely to turn out and vote in election after election, they remain underrepresented in elected offices and senior leadership positions across the country. SLSV was created in 2018 by intergenerational Black women leaders from across the U.S. and across the issue spectrum to change that dynamic. Its mission is to identify and develop leadership opportunities; ensure that Black women have a fair shot at leadership by holding institutions accountable; and provide a broad range of resources, including training, data, and research, to sustain Black women leaders.

A membership organization, SLSV cultivates opportunities for Black women to lead by working with community, advocacy, and political organizations to promote Black women's leadership; developing a platform and tools to recruit, train, and support Black women in elected, appointed, and

political leadership; using media and digital tools and events to promote the positive impact of Black women's leadership; and partnering with media influencers to promote and protect Black women's leadership at all levels, including bringing young women aged 18-30 into leadership roles.

The organization also monitors important institutions to identify leadership opportunities and partners with progressive institutions to create leadership opportunities for Black women; it also uses online petitions and other tools to build support for Black women leaders under attack. SLSV also conducts research and collects data on Black women leaders, and identifies systemic barriers to leadership and ways to take them down. SLSV is also creating and maintaining a database of Black women leaders, and tracking and surveying Black women who run for office.

In 2020, SLSV's goals are to develop and implement a strategic plan; position its leaders as experts regularly quoted and featured in the media during the election cycle; and continue to build its membership.

Trans United Fund (TUF) | \$90,000

TUF is a **majority trans women of color-led national organization that builds the collective capacity of the trans community to improve the lives of transgender people, their families, and their allies.** TUF bridges the gap between marginalized grassroots organizations focused on the survival of their members and larger sources of support and resources; advances policies that affirm and protect the rights of trans people, especially those who face multiple oppressions based on their full identities; educates the public and builds broad understanding of, and support for, trans and gender-expansive communities; and increases the representation of marginalized people with bold, progressive values in policy-making positions.

Through its Trans Justice Voter Program, TUF will address two important issues: the lack of trans

candidates and the challenges that trans people, especially trans people of color, face when voting, such as unstable housing, incarceration, and name and gender marker changes. To inspire and support trans candidates, TUF will launch free one- to two-day training and mentorship sessions to prepare trans people to run for public office or manage electoral campaigns. It will also prepare and distribute a Know Your Voting Rights Guide to help trans and nonbinary people navigate issues such as legal name changes or name and gender discrepancies, and discrimination and intimidation at the polls, including guidelines about how to vote without a stable address or with a record of previous incarceration.

The Voter Program will also reach out to trans allies, encouraging them to sign a Trans Justice Voter pledge card and learn more about how to vote as a trans ally. It will also create a series of trans ally testimonials to be shared via social media and mainstream media outlets. TUF will continue to build relationships with candidates who are trans and GNC rights proponents and educate them on issues that impact the community, working in partnership with grassroots transgender people of color and Black trans women communities in the South and Midwest. TUF will continue its legislative and advocacy work through the Sex Worker's Advocacy Coalition in Washington, DC.

Woke Vote | \$70,000

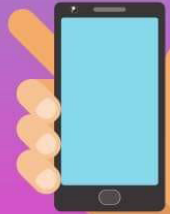
Founded in 2017 by veteran political organizer DeJuana Thompson, Woke Vote's goal is to **engage historically disenfranchised people of color and to ensure that their engagement results in progressive wins at the ballot box and in public policy**. It also trains new organizers, working in targeted communities and precincts with high numbers of residents of color and residents who have not registered to vote or who do not vote regularly. Using canvassing, social media

TRANS VOTER PROTECTION HOTLINE

CALL OR TEXT
(239) 946-2718
ELECTION DAY FROM
6AM TO MIDNIGHT
EST



MESSAGE US AT
OUTVOTERS.ORG



Trans United Fund

outreach, campus and faith-based outreach, direct actions and demonstrations, and intense get-out-the-vote efforts, Woke Vote has been able to raise turnout rates in all its target precincts by an average of 17 percent, and as high as 54 percent, and has been able to change electoral outcomes in close races.

This year, Woke Vote is targeting 100 precinct in 12 counties in four states (NC, MI, WI, PA) and working statewide in AL, its home base. The goal is to turn out 25,000 new voters, train 500 organizers and 200 fellows, partner with 60 organizations on the ground, make nearly three million phone calls, and knock on nearly 300,000 doors.

Working Families Organization (WFO) | \$80,000

Founded in 2006, WFO **organizes a multi-racial working-class movement around economic, social, gender, and environmental justice issues**, partnering with its sister organization, the Working Families Party, to work nationally and in 19 states. Its strategies include education and communication, base building, leadership development, policy advocacy at all levels, and integrated voter engagement. Its state and local organizing has helped



Mijente

win paid family and medical leave, minimum wage increases, increased funding for public schools, Medicaid expansion, and progressive election and voting reforms. Its issues include L LGBTQ justice, climate change/green economy, immigration reform, tax fairness, affordable housing, criminal justice reform, fair scheduling, racial justice, healthcare, and worker rights.

This year, WFO is expanding its base and leadership in SC, largely through Bet on Us, a program aimed at building the leadership and power of Black women and nonbinary people. In early 2020, WFO hosted a Women Run Campaigns training in Charleston as part of a national program to increase the number of women, including trans femme, gender nonconforming, and nonbinary people, leading political campaigns.

Working with other progressive organizations, it is building a table of progressive people of color strategists, organizers, and other stakeholders in order to build progressive infrastructure and power

in the state. It is hosting a series of virtual monthly training/political education sessions, and in August, will convene (online or in person, depending on COVID-19 risk) those leaders for a two-day training aimed at creating local voter contact plans for their communities. Additionally, WFO will run mass text and phone bank programs that include voter education and protection efforts. WFO will also ensure that voters are equipped with correct information about how and where to vote in November.

State-Based Organizations

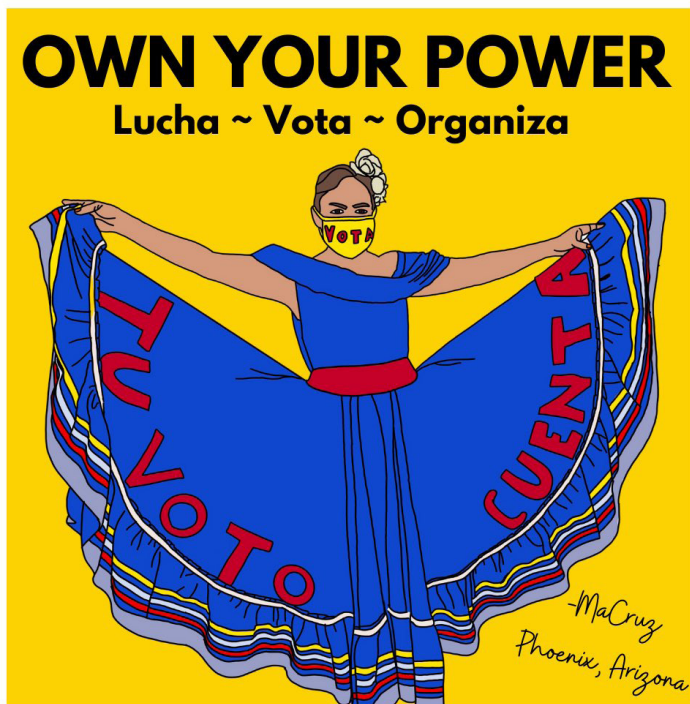
ARIZONA

Living United for Change Arizona (LUCHA) | \$80,000

LUCHA is a **community-led and -driven organization that builds new leadership in order to confront the urgent needs of AZ's most underserved communities**. Through people-centered, metrics-driven campaigns and programs, LUCHA's civic engagement efforts tackle core issues including immigration, voting rights, living wages, and education, and address both the immediate and long-term needs of its base communities. In 2016, thanks to LUCHA's leadership and organizing, AZ voters overwhelmingly passed Proposition 206, which provides a minimum of five sick days per year to AZ workers, and raised the minimum wage to \$12/hour by 2020. AZ's governor and his allies in the state legislature immediately attempted to gut the new law, but LUCHA once again organized, via thousands of phone calls and

door knocks and hundreds of people showing up to the state legislature. As a result, the new law remained intact. This year, LUCHA has planned a massive voter engagement and turnout program to support progressive candidates up and down the ballot. Members of the organization will knock on 125,000 doors (three passes each) in targeted districts across four counties; it will also increase membership through a field canvass, employing deep canvassing/listening techniques, and relational organizing.

Using a combination of traditional and digital communications, LUCHA will connect with its base and progressive voters via targeted ads and geofencing in addition to more traditional social media, email, and digital campaigns. It will host a series of townhalls (in-person or virtual, depending on the status of the pandemic) and youth training academies. Finally, LUCHA will continue its legislative advocacy work, hosting Lobby Days and developing an AZ People's Budget and a 2020 Census campaign.



Living United for Change Arizona

Our Voice Our Vote Arizona (OVOV Arizona) | \$70,000

OVA is a **member-led organization that advocates for lasting progressive public policies and builds power by mobilizing voters, training the next generation of leaders, electing champions into office, and holding elected officials accountable**. It centers its fight for justice in Black, Latinx, and millennial communities, and core issues include fair elections, affordable housing, education, economic justice/living wage, criminal justice reform, and environmental justice.

Over the past few years, AZ politics have become increasingly progressive, with people of color and women elected as never before. In 2020, OVA plans to run a get-out-the-vote program targeting voters of color in both the primary and



Our Voice Our Vote Arizona

general elections. It used the primary to test its integrated canvass program, build capacity, and track low-propensity voter behavior. OVA plans to knock on 250,000 doors, send nearly 150,000 text messages, and make 125,000 phone calls in targeted communities in AZ's two largest counties, Maricopa and Pima. Its multi-layered approach includes running a legislative accountability program monitoring proposed voter rights legislation, legislation to benefit working families, and the state's independent redistricting process that will engage people digitally and via a direct action program. OVA is also using paid media, text messages, and phone calls to mobilize and activate its base, and is hosting live and virtual voter protection convenings to inform the community about possible voter suppression and how to challenge it.

CALIFORNIA

Asian Pacific Environmental Network (APEN) Action Fund | \$80,000

APEN Action **builds the power of poor and working-class Asian American immigrant and refugee voters in California.** After APEN Action discovered that mainstream political parties had failed to contact nearly three-quarters of Asian American

voters in CA, whose numbers had doubled between 2008 and 2016, it began to close the gap, using culturally and linguistically appropriate integrated voter engagement (IVE) strategies including in-language ads in ethnic newspapers and radio. In addition, in 2020, APEN Action pushed for in-language ballot information statewide to enable its members to make informed decisions about voting. APEN Action is part of California Calls Million Voters Project, an alliance of six powerful state-based networks that has increased turnout by four percent and helped to win and implement dozens of state and local environmental justice policies. As part of a statewide effort to place the Schools and Community First initiative on the November ballot, APEN Action gathered 5,000 of more than 1.7 million signatures, the largest signature gathering campaign in the state's history. The initiative reforms the state property taxation system and will increase property taxes on the largest corporations, creating \$12 billion annually in new and needed funding for schools and community services. Simultaneously, APEN Action is educating voters about the Green New Deal platform, pressing for 100 percent equitable, clean, renewable energy; electrification of transportation; climate solution investments in poor and working-class communities of color; and strong regulations to reduce local emissions of greenhouse gases.

ONE VOTE CAN FIGHT SEXISM

ONE VOTE CAN MAKE A DIFFERENCE



VOTE ON OR BEFORE NOV 3RD

Black Women for Wellness Action Project

By the end of 2020, APEN Action will have contacted over 16,000 voters via phone, text messages, and digital organizing tactics, and distributed a voter guide, available in eight languages, to explain the dozens of propositions on the ballot and endorse candidates in Bay Area races. It is also pushing Governor Gavin Newsom to take bolder climate action. APEN plans to build on this work in 2021 with a strong base of community leaders to hold elected officials accountable and push progressive policies that center people, planet, and a just economic recovery framework.

Black Women for Wellness Action Project (BWWAP) | \$50,000

Founded in 2017, BWWAP **builds and exercises electoral power of Black women in CA through advocacy, and civic and political engagement.** BWWAP's goals are to hold elected officials accountable to the community; create, support, and advocate for policy and candidates that will improve the lives of Black women and girls; increase voter education around issues that affect Black women and girls; and engage in culture-shift work that catalyzes social and political change. In 2020, BWWAP plans to reach 8 million Californians by organizing, educating, and radicalizing

the Black women's vote. In response to the pandemic, BWWAP has shifted its organizing and outreach to digital and other virtual technologies, targeting low-propensity voters in key regions such as south Los Angeles, northern LA County, the San Joaquin Valley, the East Bay, and South San Francisco. To educate and motivate voters, it is hosting What's at Stake lunchtime chats focused on key issues for Black women and girls; regular virtual office hours to give community members information about how to vote and changes in the voting process; and virtual ballot conversation parties for community members to discuss the issues, ballot initiatives, and candidates on this year's ballot. It is also running a robust paid media campaign that includes bus ads, billboards, bus shelter ads, social media, and digital ads and producing get out the vote information, including door hangers, postcards, and stickers with voter information or cultural sayings to inspire people to vote. Finally, the organization is creating a campaign website where people can get information about how to vote and about how to join BWWAP. After the election, BWWAP will continue to engage its base around reproductive justice fights in CA and at the federal level.

Californians for Humane Immigrant Rights Leadership Action Fund (CHIRLA Action Fund) | \$75,000

The Action Fund **speaks up for the full inclusion of immigrant families throughout CA.** For the past 11 years, the Fund has increased voter participation in neighborhoods with low-propensity working and low-income immigrant voters. Over the past year, the Fund helped obtain ballot petition signatures and build support for the Schools and Communities First initiative, which will appear on the November 2020 CA ballot. The initiative aims to reform Proposition 13 by increasing property taxes for the largest corporations, and thereby increasing funding for schools and community services.

Over the next year, the Action Fund will engage low-propensity voters and new American voters in civic engagement activities through in-language over the phone and, once it is safe to do so, face-to-face activities. It will contact at least 300,000 people and, from those

VOTE FOR REPRODUCTIVE JUSTICE



COLOR Action Fund

contacts, identify 240,000 potential new voters and add them to its existing base of 200,000 voters. All voters will receive three to six contacts, or touches, before Election Day. The Fund will coordinate mixed-status immigrant youth from CHIRLA's Wise Up! and California Dream Network programs to engage their parents and communities in the elections. Through its Immigrant Political Power Project (IPPP), the Action Fund now organizes in 43 counties with large Latinx and immigrant populations as it expands from Los Angeles, its home base, statewide.

In addition, it will continue this expansion, looking for regions where growth is most promising. It will train at least 150 new electoral volunteers and conduct at least three media events. The Action Fund will also provide training and technical support to immigrant organizing groups in other states. In addition to its voter and policy work, the Action Fund builds new leaders, the majority of whom are undocumented people who are able to reach voters in their families and communities to build power.

People Powered Action Fund (PPAF) | \$30,000

The 501(c)(4) affiliate of Groundswell Fund grantee Khmer Girls in Action (KGA), PPAF **centers the**

leadership of young women of color and queer youth to build the power of working-class communities and communities of color in Long Beach, CA, the second largest city in Los Angeles County. KGA has built a youth-led network that is pushing the city to support racial, economic, and gender justice, and to become more accountable to the community, by changing its budget and investment priorities. Two years ago, KGA recognized the limitations of its structure and decided to launch a political action arm that could carry out the harder-hitting organizing, advocacy, and voter engagement strategies necessary to win economic security for children, youth, and their families in neighborhoods that have long faced disinvestment and marginalization.

In 2020, PPAF hopes to win dedicated funding for city programs for marginalized children and youth. With the pandemic, the primarily volunteer-staffed and volunteer-run organization had to quickly change its organizing and outreach strategies, and received Groundswell Action Fund support to undertake a strategic planning process aimed at strengthening its power-building capacity for the next two election cycles. PPAF anticipates a local special election in 2021 and wants to be ready to bring communities of color into the electoral process in numbers commensurate with their population. It plans to build the leadership and participation of young voters of color and women voters in order to shift city and county budget investments toward equity through funding services and programs for underserved communities. PPAF believes this will have long-term, positive effects on the quality of life for Long Beach residents, especially communities of color.

COLORADO

COLOR Action Fund (COLORAF) | \$50,000

Founded in 2017, COLORAF's mission is to enable Latinx families in CO to lead safe, healthy, and self-determined lives. It **engages Latina voters and their families and allies in reproductive health and justice issues to create a political climate that supports access for all people** to the full range of



New Florida Majority

reproductive health services; increase the number of RJ champions elected at the local, state, and national levels; hold elected officials accountable; engage Latina voters and their families; and change laws and transform systems to support these goals. While CO's population is 22 percent Latinx, only 13 percent of its elected officials are Latinx. COLORAF seeks to change that dynamic, while helping to elect strong RJ champions of all races and genders to the state legislature. Latina-led and Latina-focused, COLORAF is using the 2020 election year to build its base and increase its political power, focusing both on federal and state offices, endorsing 36 candidates for state legislature via its Small Donor Committee, and working to defeat a state ballot measure to ban abortion. COLORAF plans to turn out at least 3,500 voters and reach 60,000 households via direct mail and more than 40,000 digitally. COLORAF is part of the state's 501(c)(4) Racial Justice Table.

In 2121, it plans to deepen its legislative advocacy, building on the increased power of Latina voters and their families at the ballot box by holding its endorsed RJ champions in the legislature accountable and activating its growing base of members across the state.

FLORIDA

Dream Defenders Action Fund | \$70,000

Dream Defenders Action Fund is a FL **membership-based organization of Black and brown youth, young adults, and students fighting for a better future.** Established in 2012 in response to the murder of Trayvon Martin, Dream Defenders organizes campaigns and provides services and political education via 10 chapters across the state. It focuses on issues of policing and incarceration, including ending cash bail and challenging the FL-based GEO Group, the largest private prison corporation in the nation, and creating real community safety and security.

Its goals for 2020 include: electing decarceral candidates in state attorney, judge, and sheriff races across the state, including running independent expenditure campaigns; using cultural and digital organizing, voter education, bailouts, candidate engagement, and direct actions to popularize its vision of community safety and pressure state attorneys, judges, and sheriffs to decarcerate jails in the wake of COVID-19 and city councils to defund the police; registering



New Georgia Project Action Fund

30,000 Black and immigrant youth and formerly incarcerated people to vote and work with them to develop a plan to vote in August and November and engage them in decarceration and divestment campaigns; and using mutual aid (meals, health care, and other supports to homeless and people unemployed due to the virus) and service delivery to organize people, build public support for issues, and pressure decision makers to support demands around decarceration and community investment.

Partnering with New Florida Majority, Dream Defenders is running a statewide campaign taking on FL governor Ron DeSantis for his inaction during the pandemic, and using his administration's failures to drive voter registration and mobilization. The planned launch of a Trauma Response Center in Liberty City was postponed due to the pandemic, but will take place as soon as it is safe to do so. The Center will develop community responses to gun violence and gender-based violence beyond police and prisons and engage a coalition of youth organizations, service providers, medical doctors, and artists who are coordinating a multi-pronged, holistic approach to community safety. Dream Defenders plans to reach nearly 300,000 Black voters aged 18–34 via mail/digital and another 250,000 by direct canvass.

New Florida Majority (NewFM) | \$100,000

Using a sophisticated integrated voter engagement (IVE) strategy, NewFM **moves a racial, climate, and gender justice agenda in FL and makes progressive social and political change possible for its constituents—Black, Afro-Caribbean, Latinx, low-income communities, women and specifically women of color, LGBTQ people, and youth.** NewFM originally focused its work in Jacksonville and Miami-Dade, but has expanded into Tallahassee, Palm Beach, and the Panhandle. In 2018, NewFM was part of the coalition that won passage of Initiative 4 on the November ballot and subsequently restored voting rights to 1.6 million Floridians disenfranchised by the criminal justice system.

Over the past two years, the Governor and the legislature have tried to undermine this victory but, thanks to the continuing work of NewFM and the coalition, the law remains intact, and as a result of an early 2020 court decision once-disenfranchised people will be able to register and vote this year. In 2020, as part of the national Win Justice coalition, NewFM hopes to expand the FL electorate by nearly 2.3 million voters, primarily Black, Latinx, young people, and young women, and to increase voter turnout to nearly 62 percent, with a focus on increasing Black and Latinx turnout. Its Win Justice voter outreach program will span 19 counties, focusing on 1.8 million voters in just over one million households in majority-minority precincts. Doors, phone, text, and digital modes of contact will be used in a multi-layered, multi-touch strategy to engage voters. NewFM will also register 150,000 new voters (as part of Win Justice's overall goal of 500,000), recruit 2,000 new members, engage 1,000 volunteers, and carry out an extensive multilingual communications campaign. It will build out long-term organizational infrastructure in three counties, and increase Census participation by at least 30 percent. Finally, it will continue to advocate for progressive state and local policies, and will be part of a campaign to win a \$15/hour minimum wage via a statewide ballot measure.



Mothering Justice Action Fund

GEORGIA

Asian American Advocacy Fund | \$70,000

The Fund is a **grassroots organization dedicated to building a politically conscious, engaged, and progressive Asian American base in Georgia.** The Fund advocates for federal, state, and local policies that will improve the lives of Asian Americans, Native Hawaiians, Pacific Islanders, and all immigrant populations in the state. Its issue priorities include immigrant and racial justice; increased educational, health, and economic opportunities; and voting rights and democracy, including the Census and redistricting. GA faces a particularly important election year, with both of its U.S. Senate seats in play, one of which will be decided in a special election that may not be completed until a January 2021 runoff.

In 2020, the Fund will mobilize Asian American Pacific Islanders (AAPI) through statewide education, persuasion, and turnout programs utilizing digital, direct mail, and paid and earned ethnic media with a goal of expanding turnout in local, state, and national elections in order to elect progressive candidates who share its values. In key counties in the Atlanta region that are home

to the majority of GA's AAPI population, the Fund will engage in focused person-to-person contact, including door-knocking, peer-to-peer texting, in-language work, and outreach in communities where traditional voter outreach has been overlooked.

In addition, its media and digital strategy will include in-language ads, as well as targeted ads on digital platforms used by AAPI voters in GA. It will also continue to focus on issues most salient to the community: Medicaid expansion, access to in-state tuition for undocumented students, and drivers' licenses for all. It plans to make 55,000 at-the-door contacts; mail close to 700,000 pieces to its base; and reach nearly 200,000 voters through digital and phone contacts. The Fund will also help AAPI votes take advantage of vote by mail.

New Georgia Project Action Fund | \$90,000

Founded in 2017, the Action Fund **registers and civically engages the Black, Latinx, Asian American, and Pacific Islander; youth; unmarried women; and LGBTQ+ communities in GA.** Its mission is to make large-scale, transformative social change, including registering one million unregistered people of color to



NM Native Vote

vote by the end of the decade. The Action Fund fuses civic engagement, capacity building, and advocacy to build permanent infrastructure that will help win, implement, defend, and expand the progressive agenda in GA and across the South.

Prior to the pandemic, the Action Fund and its sister 501(c)(3) were registering 1,500 Georgians to vote each week, and having 10,000 face-to-face conversations at the door weekly; the Action Fund had also collected 5,000 pledge to vote cards. However, in the wake of COVID-19, the Action Fund transformed its work from in-person to digital campaigns, all informed by extensive long-term canvassing and organizing. Its 100- person on-the-ground team is now engaged in seven programs: voter protection and election board monitoring to ensure that all Georgians can vote and every vote is counted; advancing its GA CARES economic justice agenda with an immediate goal of winning Medicaid expansion; Loose the Chains, a campaign for Black liberation rooted in ending mass incarceration and anchored by more than 1,100 faith institutions (churches, synagogues, mosques) that

will encourage voting by mail this year; AMPLIFY, a campaign to expand abortion and reproductive rights in GA and, in the short term, to ensure that low-income and BIPOC Georgians have access to healthcare during the pandemic; advancing a safe and clean environment and promoting community resilience, especially in rural communities; VIBE, a program designed to encourage Black men to register to vote and become civically engaged; the Young Georgians' agenda, which focuses on the voting rights and needs of Georgians, aged 18-25, to ensure they are registered and able to vote; and overall voter registration and get out the vote among the Action Fund's base, with a particular focus on monitoring new voter registrations to ensure that they are recorded and approved.

MICHIGAN

MOTHERING JUSTICE ACTION FUND (MJAF) | \$50,000

MJAF was created to organize mothers of color in MI and build their power. Its Mama Agenda **focuses on paid medical and family leave, fair wages, affordable childcare and early education, and maternal mortality, and it uses advocacy, organizing, base-building, leadership development, and electoral engagement to advance its issues.** In 2018, MJAF partnered with One Fair Wage coalition to win a statewide ballot measure to raise the minimum wage and eliminate the two-tier system that pays tipped workers a lower minimum wage. While the measure passed, the state legislature gutted it, and MJAF and its partners are working to reinstate the law. This year, MJAF will partner with For Our Future Action Fund to register, identify, and turnout mother of color voters in Detroit and nearby Oakland County, contacting at least 10,000 people at the door, as soon as it is safe to do so and using texting, phone banking, and other get-out-the-vote strategies to get people to the polls. It will hire 20+ canvassers and canvass managers to carry out its 2020 program.



Organizers in the Land Enchantment

MONTANA

Montana Native Vote (MNV) | \$60,000

This year, MNV, in partnership with several tribal governments and the ACLU, won a huge Indigenous voting rights victory when a state district court ruled Montana's Ballot Interference Prevention Act (BIPA) unconstitutional. The law outlawed ballot collection, a ban that would have made it nearly impossible for Native Americans living on reservations to cast a ballot and have it counted. Due to the vast distance they have to travel to cast their ballots at a polling place and the lack of reliable mail service, many Native voters rely on organizations such as MNV to collect and deliver their ballots to election offices.

Founded in 2011, MNV is MT's only statewide, Native-led organization developing and advocating for policies and programs to achieve political and economic power and cultural self-determination for Indigenous communities. MNV carries out year-round organizing, community outreach, leadership development, electoral engagement, and candidate endorsement on MT's seven tribal lands and in urban areas, where more than half of the Indigenous population lives.

Tribal nations make up seven percent of MT's population, including nearly 60,000 people of voting

age, a significant number in a state with 700,000 registered voters—and where recent statewide elections were won by small 3,000-20,000 vote margins.

Pre-COVID-19, MNV's 2020 plans included adding at least 1,000 new members and building its infrastructure across the state; registering at least 2,000 new Native voters; training 10 people in voter engagement skills; and increasing Native turnout over 2016's 65 percent, an historic high. However, with COVID-19 ravaging tribal nations, MNV had to quickly transform its organizing to virtual, which presented a significant challenge because broadband access is limited or non-existent in rural areas, and only 35 percent of tribal lands have internet access. Even with these barriers, MNV trained and hired 70 new leaders by late summer, and planned to train and deploy 200 in total before Election Day. Working on all seven tribal lands, each with its own language and protocols, MNV trained and hired local community members to go door-to-door in safe, respectful, and culturally competent ways. Each organizer was provided with a cellphone, a hotspot, and PPE packs.

MNV also focused on the 2020 census, ensuring that tribal nations had the information they needed to participate. By early fall, MNV census efforts resulted in three tribal nations achieving 100 percent enumeration, a remarkable achievement. Finally, with BIPA overturned, MNV will protect and



Fortaleza

support tribal nations' right to vote by working with county election officials and Tribal leaders to get more ballot drop boxes in convenient locations. It will also continue to ensure all tribal nations have access to voting through digital ads on Facebook, radio ads on local tribal radio, and in-language ads in local tribal newspapers; MNV also reached Indigenous voters in urban areas through paid ads in newspapers in Billings, Missoula, Helena, and Butte.

NEVADA

Make It Work Nevada (MIWN) | \$50,000

Founded in 2018, MIWN is the **first and only organization in NV focused on increasing the community and civic engagement of Black women and their families**. Centered on reproductive justice, MIWN addresses issues intersectionally, building demand for an economic security policy agenda (paid leave, equal pay, living wage, fair scheduling, quality affordable childcare, and ending sexual harassment) and building the power to move its issues legislatively. MIWN also attempts to change mainstream cultural and political conversations to shift the narrative towards the needs and voices of women, with a focus on Black women and families; develop and support new leaders; and bring a gender and racial justice lens to all progressive organizing and advocacy. Last year, MIWN was part of a coalition that won the state's

first mandatory paid sick days law, and engaged more than 1300 Black women and residents via a face-to-face survey asking them what they needed to thrive.

This year, MIWN will continue to advocate for reproductive justice, criminal justice reform, and its economic policy agenda, and to build its base. Using its issues as a motivator, MIWN will also reach out to 30,000-45,000 low- to moderate-income people in southern Nevada (Las Vegas metro area) to encourage voter registration and ensure voter turnout. It will use a combination of paid advertising (radio, social media ads, bill boards, etc.) and a phone/text bank and geo-targeted social media to reach voters. MIWN will also sponsor "safety pop-ups" in targeted communities to give away PPE and food, and connect with voters.

NEW MEXICO

NM Native Vote (NMNV) | \$60,000

NM Native Vote **organizes to build an informed, active Native American electorate empowered to develop and win policies that will improve the quality of life for Native families living in New Mexico, and to elect leaders who support those policies**. The organization is developing a new generation of civic engagement organizers, increasing their capacity to win on progressive issues, while increasing the Native vote. In 2020, in response to



Asian Pacific Islander Political Alliance

the pandemic, NMNV focused on three specific areas of work—Census outreach, voter registration, and voter protection—employing new tactics, including a robust digital organizing program, a micro-targeted mail program, and partnering with the state Native American Voter Taskforce and the NM Secretary of State to encourage voter turnout.

The pandemic devastated Native communities in NM, with death rates for Native people 19 times that of all other populations in the state. As a result, tribal governments imposed restrictions on travel in and out of tribal lands, which severely affected voting organizing and voting itself. The state had planned to open new polling places on tribal lands for the primary election, but was unable to do so because of the virus. Instead, voters were encouraged to vote by mail, which presents an additional set of challenges given poor mail service and other problems. As a result, Native voter participation in NM went down in this year's primary, even though overall turnout across the state went up. In response, NMNV focused on four Native communities with historically low voter turnout.

In addition to its voter engagement work, NMNV is providing PPE to people in need, and deploying its members and staff to provide these communities with in-language information about

absentee voting and early voting, the locations of polling sites and ballot drop boxes, and other information and support to ensure that Native New Mexicans are able to exercise their right to vote and that those votes are counted.

Organizers in the Land Enchantment (OLÉ) | \$70,000

Founded in 2009, OLÉ is a nonprofit, grassroots membership organization of working families in NM, centering the experiences of people of color, parents, workers, young people, and immigrants. Its members and staff work together to **strengthen communities via issue-based campaigns and electoral engagement to ensure that working families have the power to shape the state's future**. NM's population is 63 percent people of color, but until recently voter demographics did not look like the population. OLÉ's theory of change is rooted in transformational power building versus transactional election cycles, so while one of its strategies is to expand the voter base, its long-term goal is to build its member base and develop new leaders.

Prior to the COVID-19 pandemic, OLÉ was already engaging voters on a variety of issues,



The Equity Alliance Fund

including paid sick leave, climate change, education, and voting rights, using door-to-door canvassing in the communities of the southwest Albuquerque metro region. This canvass is unique in that it is not a seasonal and electoral canvass, but rather year-round and engaging community members several times a year. Many of these households have never been canvassed before or received campaign and issue-related literature, which is typically reserved for regular voters.

OLÉ has pivoted to digital and phone-based organizing to keep its workers and community safe. In addition to ramped up phone banking, the organization is using “online to offline” tactics, which connect with people via social media, and then, when it’s safe and possible, convert those relationships to face-to-face. OLÉ won a policy battle recently using entirely online organizing that stopped the state from cutting eligibility for subsidized childcare. Member engagement varies from creating personal storytelling videos, running their own virtual community meetings and town halls, to testifying virtually at the state legislative session. This year, OLÉ plans to expand its canvass and its base.

NORTH CAROLINA

Equality North Carolina (ENC) | \$70,000

Founded as a legal defense fund in 1979 and the nation’s oldest statewide LGBTQ justice organization, ENC is today an **LGBTQ social justice organization working for legal rights, justice, and “lived equality,” including safety, protections, and acceptance in the community at large.** It works with both grassroots partners and policymakers to win and ensure equal rights and justice for all LGBTQ North Carolinians regardless of their immigration status, socioeconomic status, gender or gender identity, race, and standing with the justice system. Its core strategies include advocacy, training and education, leadership development, and base building. Given the combination of NC’s importance to the national political map and state-level battles over redistricting in the most gerrymandered state in the nation, along with ongoing attacks on voting rights, racial justice, and immigrant rights, this year ENC is carrying out its largest civic engagement program ever.

It will work with statewide partners to identify and register more than 800,000 new voters of color, and make sure that they turn out in November. It has also endorsed 168 candidates across all levels of

government. ENC works with leaders and candidates through its Out Electeds & Electeds for Equality Program, a bipartisan peer network of elected officials representing communities from across NC, and in every level of state and local government, who are supportive of progressive issues, including LGBTQ rights and justice. To create stronger advocates within government and on the campaign trail, ENC will train these leaders on intersecting oppressions, provide briefings on national trends of pro/anti-LGBTQ legislation, consult on policies/legislation, and increase constituent access to elected/appointed officials. These trainings will include mainstream LGBTQ+ movement issues (e.g., bathrooms and marriage equality), but also elevate larger issues such as the social determinants of health, the plight of LGBTQ+ people facing incarceration, the unique challenges of undocumented immigrants, domestic violence, violence against trans and gender nonconforming (GNC) people, youth homelessness, and racial equity.

The organization will also continue its work on the 2020 Census as a foundation for redistricting. In light of the pandemic, ENC will use technology to deepen engagement with registered voters and bridge the digital divide to unregistered voters. ENC will use new digital tools to engage with new majority voters—especially those who live in hard to reach areas—on women’s issues, trans rights, and electoral democracy.

Fortaleza | \$40,000

Founded in 2020, Fortaleza is the 501(c)(4) partner of El Pueblo, a 25-year-old organizing, **advocacy, civic engagement, and leadership development organization that builds the power of NC’s Latinx community**. Its core issues of focus include immigrant rights and justice; reproductive justice (RJ); and access to education, including free tuition for all in-state students regardless of their immigration status. Its goals for this year involve creating strong organizational infrastructure, including legal compliance procedures; developing, with community input, a process for evaluating and

endorsing candidates at the local, state, and national levels; creating user-friendly bilingual voter education materials and digital content aimed at progressive Latinx voters; and increasing Latinx voter turnout. Fortaleza has identified a universe of about 100,000 progressive Latinx voters and plans to increase turnout by five to 25 percent.

PENNSYLVANIA

Asian Pacific Islander Political Alliance (API PA) | \$65,000

API PA, the first-ever base building 501(c)(4) organization in PA’s growing API community, **fosters long-term power by coordinating political, electoral, and legislative work to hold elected officials accountable**; engaging in culturally competent and linguistically accessible nonpartisan direct voter contact; and building solidarity with other communities of color. Despite being the fastest growing electoral cohort in the nation and the state, API voters are typically ignored or taken for granted by the political establishment, and this year have been scapegoated as a result of Donald Trump’s frequent references to the “China virus.” To combat this, API PA’s 2020 program targets the communities that are home to the majority of the state’s API population to ensure that API voices are heard at the ballot box and in policy debates.

API PA is organizing and advocating for pro-immigrant, pro-worker policies and candidates at all levels of government; it also orchestrated PA’s first multimodal, in-language (Hindi, Chinese, Vietnamese, Korean, and English) field program led by and for API communities. API is engaging voters and educating them on issues of importance to them (health care, education, immigration, the economy, and climate change). The organization plans to hire four new bilingual organizers; recruit, train, and foster the leadership of 50-75 volunteers; and increase API turnout by at least 11,000 new voters through a robust program of mail, phone, text, and possibly door contacts in the weeks right before the election. This direct contact will be

augmented by in-language paid and earned media in mainstream and digital outlets. In addition, API PA is combatting growing anti-Asian sentiments and actions, working to protect its community physically and legally. API PA is also coordinating and building coalitions with other immigrant and people of color organizations to increase long-term progressive power. It is laying the groundwork for year-round integrated voter engagement and power building in 2021 and beyond.

TENNESSEE

The Equity Alliance Fund (TEAF) | \$80,000

Launched in March 2018, Nashville-based TEAF **equips African Americans and other communities of color with tools and strategies to engage in the political process and to take action on issues affecting their daily lives in TN** and across the nation. As the only year-round Black-led civic engagement organization in the state, TEAF's goals are to build Black political power and to hold governments and elected officials accountable. In 2018, TEAF debuted Black Women for Tennessee, a statewide nonpartisan coalition that united Black women-led and women-led organizations across the state to register, inform, and ultimately bring 91,000 voters to the polls. TEAF and its partners worked in all 95 TN counties, increasing voter participation by 413 percent to the highest levels ever recorded and building statewide IVE infrastructure. It also teamed up with two other powerful grassroots organizations to create the Nashville Justice League, which helped to elect the most diverse, progressive City Council in the city's history.

In 2020, TEAF plans to register 50,000 Black and Brown voters, contact 100,000 voters, and distribute 100,000 copies of its TN Voter Guide in six targeted large population counties, with a goal of increasing turnout by at least 10 percent. In partnership with four other organizations, TEAF carried out a Census Awareness and Outreach

Program aimed at hard-to-count Black communities in the state's largest cities, which resulted in TN being named the number one state in the South in terms of Census response rate. In alliance with another set of organizations, TEAF created the TN Democracy Hub, which is developing and advocating for policies and programs that will increase voter participation and remove barriers to voting, including pushing to enfranchise 400,000 formerly incarcerated Tennesseans and leading a successful lawsuit that enables TN voters to vote by mail during the pandemic.

Finally, TEAF launched the Our Fair Share Nashville Needs Assessment to ensure that Black and Latinx communities received their fair share of federal CARES Act stimulus funds. Over the next year, it will continue its efforts to push to end restrictive election/voter laws and the disenfranchisement of Black and Latinx Tennesseans, to win Medicaid expansion, and to build its network of trained grassroots leaders across the state via ongoing political education and skills-building workshops and trainings.

TEXAS

Texas Organizing Project (TOP) | \$105,000

With nearly 300,000 supporters and a core of more than 4,000 activist leaders, primarily low- to moderate-income residents and people of color, TOP is the **largest women of color-led, grassroots, progressive, membership-based organization in TX**. Its long-term vision is transforming TX into a state in which working class people of color have determinative power and representation. Using issue organizing, advocacy, and electoral organizing, TOP tackles seven primary issues: quality education, access to healthcare, neighborhood infrastructure, family sustaining wages and job training, criminal justice reform, affordable housing, and immigrant rights. TOP's theory of change is rooted in a "cities out" strategy, since nearly two-thirds of Texans live in Houston, Dallas/ Fort Worth, or San Antonio, including



Voces de la Frontera Action Fund

52 percent of low-propensity voters and 60 percent of unregistered voters. From its base in those four cities, TOP is building progressive statewide leadership, with a goal of establishing long-term governing power by 2022.

In 2020, TOP will continue to work on local issues—criminal justice reform in Harris County/Houston; dismantling the school-to-prison pipeline in Dallas; continuing to build resilient, thriving neighborhoods in Houston post-Hurricane Harvey; and supporting and protecting immigrants in all its communities. It also plans to continue its successful voter registration, education, and get-out-the-vote program in all its communities, with a goal of engaging at least 15,000 voters of color, and adding 15,000 new members statewide. Using its successful formula and working across its four metro areas over the next year, TOP will train 250 new grassroots leaders for itself and allied organizations, and develop 90 new grassroots policy experts who will advocate with elected officials and help to win at least one significant new progressive policy in each of its four base counties.

VIRGINIA

New Virginia Majority (NVM) | \$90,000

NVM has helped transform VA politics over the past decade. Centered in working-class communities of color in Virginia's urban areas, NVM **engages, educates, and develops the leadership**

of communities of color, women, working people, LGBTQ people, immigrants, and youth, centering the leadership and demands of working-class women of color. Together, its base communities

mobilize and engage to end mass incarceration, build just economic policies, protect immigrants, and preserve the environment. Since 2015, NVM has registered more than 200,000 voters and knocked on over one million doors. In 2017, NVM organizing helped elect a legislature that reflects the state's demographics, including 11 more women and the first two Latinas ever elected; this sea change helped enable the expansion of Medicaid to nearly 400,000 people. In 2016, NVM's organizing helped win the restoration of voting rights to more than 150,000 formerly incarcerated people; since then, it has registered more than 20,000 of them to vote.

In 2020, in light of the pandemic, NVM is transforming its voter engagement work by focusing on digital strategies to protect the health of its canvassers and communities. This requires an overhaul of its technology infrastructure and an increase in staffing to support grassroots communities and canvassers. NVM advocacy helped move the state to no-excuse absentee ballot voting to encourage vote by mail. Following this success, NVM has ramped up public education about how to register to vote and obtain an absentee ballot and created a new app that allows people to register online. It is also developing a program to ensure that everyone who requests an absentee ballot receives one.



Texas Organizing Project

In response to the effects of COVID-19 on its base, NVM is fighting for an agenda that includes no net loss in funding for preserving and expanding affordable housing; widespread access to affordable healthcare, regardless of immigration status, for testing and treatment related to COVID-19; direct support for families who most need it, including undocumented people; and a Cancel the Rent Campaign that advances rent moratoriums, eviction freezes, and other actions to prevent mass displacement during and after the pandemic.

Finally, NVM is also preparing a contingency plan to protect voting rights in response to a potential massive voter purge that could affect 1.6 million registered voters in November. Its plan includes public education and outreach, advocacy, and a legal strategy.

WASHINGTON

Washington Community Action Network (Washington CAN) | \$60,000

Washington CAN, originally founded in the 1970s, **fight for economic justice, immigrant rights, health care for all, housing justice, an end to mass incarceration, and expanded access to the ballot box and fair elections.** With 44,000+

members statewide, WACAN is the largest grassroots organizing group in the state. Over the past year, WACAN led the successful fight to pass a statewide eviction reform bill that dramatically increases tenants' rights and options. Thanks to the campaign's effective strategic communications, WACAN has begun to change the narrative around evictions and tenants' rights, with regular coverage highlighting community members in mainstream media. It was part of the coalition that successfully defended Seattle's pioneering democracy voucher program that has helped get money out of city elections, and led efforts to win a post-conviction review bill in the state legislature that would allow for the early release of prisoners in the state system. The bill stalled in a senate committee, but will be reintroduced next session.

Over the next year, WACAN will continue to lead this campaign, and will push for the state's progressive coalition to champion the restoration of voting rights for incarcerated people and returning citizens. It will also press for all Washingtonians, regardless of immigration status, to vote in local elections. It will also advance state legislation to win just cause evictions or statewide rent control; if the legislature refuses to act, WACAN will place a tenants' rights initiative on the ballot in the next statewide election. Finally, it will continue its organizing in Federal Way, a city just south of Seattle, to develop,

with community engagement, a just eviction measure and then gather the signatures necessary to place it on the ballot and win its passage.

WEST VIRGINIA

West Virginia Free Reproductive Education & Equality Action Fund (WVFreeAF) | \$60,000

WV's only reproductive justice organization, WVFreeAF (with its 501(c)(3) partner, WVFree) has a base of more than 11,000 supporters across the state. WVFreeAF is **building 501(c)(4) infrastructure through the creation of a statewide progressive 501(c)(4) voter table, and activating and mobilizing voters who support a state and local reproductive justice agenda** that puts women's reproductive health and the health of the environment first, fights back against regressive state-level policies and programs, and advances pro-reproductive justice policies. It is also rating candidates in state legislative races, via a questionnaire to all candidates.

In 2018, WVFreeAF and its allies experienced a heartbreaking loss when a ballot initiative to eliminate the right to abortion language enshrined in the state constitution passed by a small margin. However, the campaign helped mobilize voters across the state, and as a result progressives swept the Charleston city council races, a progressive state Supreme Court justice was elected, and several state legislators with terrible RJ voting records lost their races, replaced by RJ allies. The state legislature has subsequently rejected a bill to restrict abortion, and passed bills to approve over-the-counter birth control, expand Medicaid and CHIP coverage for pregnant people, end a waiting period for tubal ligations, and improve maternal mortality research and data.

In 2020, while continuing to build its base and advocate for pro-RJ policies, WVFreeAF will use integrated voter engagement strategies to increase voter participation, including public education, get out the vote, and digital organizing.

WISCONSIN

Black Leaders Organizing for Communities (BLOC) | \$70,000

Founded in 2017, BLOC ensures a high quality of life and access to opportunities for Milwaukee's Black community and Black people across WI. It carries out **year-round civic engagement and education programs aimed at increasing the power of Black people at the ballot box and shaping public policies and priorities**. Milwaukee's population is 40 percent Black, but the community is not fully represented or reflected in the elected leadership or priorities. BLOC was created to change that equation. Through its Ambassadors program, BLOC trains community leaders who organize full time, talking with community members about issues and how to connect to public officials to make their voices heard.

In 2020, BLOC plans to train and deploy 100 Ambassadors, including 20 lead Ambassadors, who will make at least 500,000 door knock attempts once it is safe to do so. It is supplementing its face-to-face organizing with digital and online contacts and phone banking. The 2020 program represents a significant expansion from last year, when 20 Ambassadors were in the field. BLOC also trains community Fellows via a 12-week program that includes guest speakers, learning the basics of relational organizing, understanding how local government works, and developing professional skills such as email etiquette and resume building. Last year BLOC trained 30 fellows and plans to double that number in 2020.

Freedom Action Now, Inc. | \$30,000

Freedom Action Now, Inc. (FAN) is in its inaugural year as an organization committed to ending violence against and within low-income communities of color, specifically Black and Southeast Asian Wisconsinites. FAN's affiliated 501(c)(3) organization, Freedom, Inc., is a participant of Groundswell Fund's Integrated Voter Engagement (IVE) Program through which they have developed year-round voter engagement

organizing to build power within low- to no-income communities of color in Dane County, Wisconsin. Freedom Action Now will advance work that focuses on a set of interconnected issues such as criminal justice reform, ending gender-based violence and incarceration, and ending the school-to-prison pipeline.

Recent involvement and leadership within the Black Liberation uprisings in Wisconsin during the summer of 2020 accelerated their political strategy. They are taking steps to build 501(c)(4) infrastructure by developing systems, implementing strategic planning, and continuing to work in partnership with progressive coalitions in Wisconsin to hold elected officials accountable for the policy change that Wisconsinites deserve in 2021.

Voces de la Frontera Action Fund (VFAF) | \$80,000

Founded in 2004 as the 501(c)(4) arm of Voces de la Frontera, an immigrant rights organizing, advocacy, and service organization based in Milwaukee, WI, VFAF was created to organize and mobilize voters and endorse candidates who share its values of workers' rights; economic justice; and fair, humane immigration policies. VFAF fights at the local, state, and national levels for progressive policies, and is part of a variety of coalitions, including the national Fair Immigration Reform Movement. In 2018, it launched Voceros por el Voto to mobilize 48,000 Latinx voters in the midterm elections and elect pro-immigrant, pro-worker candidates up and down the ballot. This year, VFAF is moving nearly 1,700 Voceros into the field (when it is safe to do so) to build a base of 23,000 voters.

During the chaotic April 2020 WI primary, VFAF's field work increased turnout in Milwaukee's precincts with the highest Latinx population by 59 percent over 2019 levels. VFAF was part of the lawsuit to postpone the primary, which was unsuccessful, but which gave voters six additional days for their mail ballots to be counted, adding a total of 126,000 voters to the election and helping to fuel progressive wins, some of which were obtained by tiny margins.

Over the remainder of 2020, VFAF will use a combination of in-person and digital techniques to focus on six regions of WI with large Latinx populations, most of them in the Milwaukee area. It will also reach into more rural areas and smaller cities such as Kenosha. It also plans to add 1,200 new members, drawn from its base of new voters. Finally, VFAF's youth organizing arm, YES, will continue to organize in high schools in Racine and Milwaukee; their engagement helped to win a local ballot measure on the 2020 primary ballot to cut funding to police in Milwaukee public schools and instead use those resources to improve the quality of education.

**To learn more about Groundswell Action Fund, please contact
Senior Director Quanita Toffie at qtoffie@groundswellactionfund.org**

2020 GROUNDSWELL ACTION FUND GRANTEES

ALABAMA

Black Voters Matter Fund
The Electoral Justice Project
Six Action-Progressive Governance Academy
Trans United Fund

ARIZONA

Alliance for Youth Action
Care in Action
Cultural Engagement Lab
Jobs With Justice
Living United for Change Arizona
Mijente
MPower Change Action Fund
New American Leaders Action Fund
Our Voice Our Vote Arizona
Six Action-Progressive Governance Academy

ARKANSAS

The Electoral Justice Project

CALIFORNIA

APEN Action
Black Progressive Action Coalition
Black Women for Wellness
Action Project
CHIRLA Action Fund
The Electoral Justice Project
Jobs With Justice
People Power Action Fund

COLORADO

Alliance for Youth Action
COLOR Action Fund
Six Action-Progressive Governance Academy

CONNECTICUT

Six Action-Progressive Governance Academy

FLORIDA

Alliance for Youth Action
Black to the Future Action Fund
Black Voters Matter Fund
Dream Defenders Action Fund
The Electoral Justice Project
Jobs With Justice
MPower Change Action Fund
New American Leaders Action Fund
New Florida Majority
Sisters Lead Sisters Vote
Six Action-Progressive Governance Academy

GEORGIA

Asian American Advocacy Fund
Black Progressive Action Coalition
Black to the Future Action Fund
Black Voters Matter Fund
Black Youth Project 100 Action Fund
Care in Action
The Electoral Justice Project
Mijente
New Georgia Project Action Fund
Sisters Lead Sisters Vote
Six Action-Progressive Governance Academy
Trans United Fund

ILLINOIS

All* Above All Action Fund
Alliance for Youth Action
Black Progressive Action Coalition
Black Youth Project 100 Action Fund
The Electoral Justice Project
Jobs With Justice

IOWA

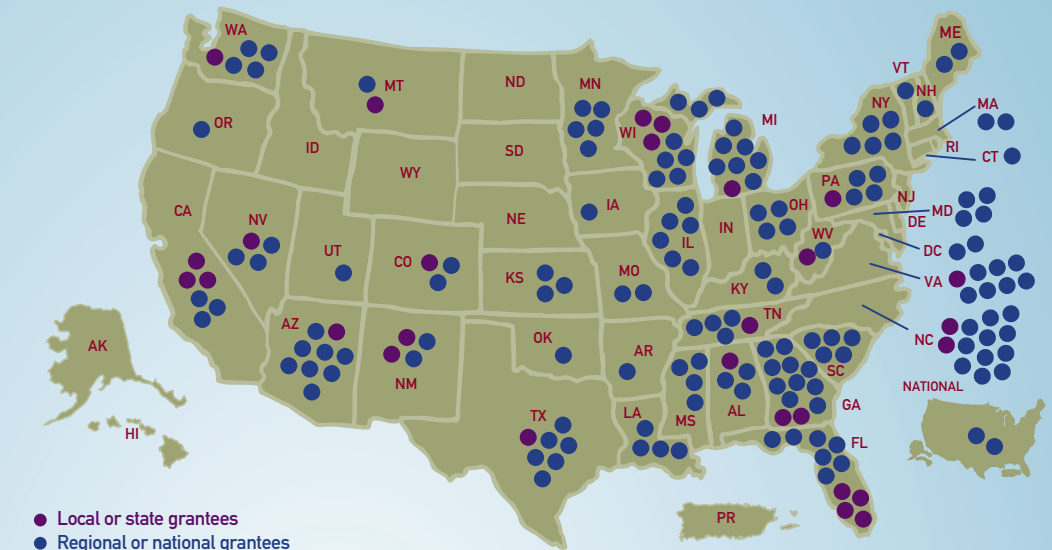
Care in Action

KANSAS

Alliance for Youth Action
Black Youth Project 100 Action Fund
The Electoral Justice Project

KENTUCKY

Black Progressive Action Coalition
Six Action-Progressive Governance Academy



LOUISIANA

Black Progressive Action Coalition
Black Voters Matter Fund
The Electoral Justice Project
Six Action-Progressive Governance Academy

MAINE

Care in Action
Six Action-Progressive Governance Academy

MARYLAND

The Electoral Justice Project
Sisters Lead Sisters Vote
Six Action-Progressive Governance Academy
Trans United Fund

MASSACHUSETTS

The Electoral Justice Project
Jobs With Justice

MICHIGAN

Alliance for Youth Action
Black Progressive Action Coalition
Black Voters Matter Fund
Black Youth Project 100 Action Fund
Care in Action
The Electoral Justice Project
Jobs With Justice
Mothering Justice Action Fund
MPower Change Action Fund
One Fair Wage
Six Action-Progressive Governance Academy

MINNESOTA

Alliance for Youth Action
Care in Action
The Electoral Justice Project
Six Action-Progressive Governance Academy
Trans United Fund

MISSOURI

The Electoral Justice Project
Sisters Lead Sisters Vote

MISSISSIPPI

Black Voters Matter Fund
Black Youth Project 100 Action Fund
The Electoral Justice Project
Six Action-Progressive Governance Academy

MONTANA

Alliance for Youth Action
Montana Native Vote

NEVADA

All* Above All Action Fund
Care in Action
Make It Work Nevada

NEW HAMPSHIRE

Alliance for Youth Action

NEW MEXICO

Care in Action
Forward Together Action
NM Native Vote
Organizers in the Land Enchantment

NEW YORK

Alliance for Youth Action
Black Youth Project 100 Action Fund
The Electoral Justice Project
Jobs With Justice
Trans United Fund

NORTH CAROLINA

Alliance for Youth Action
Black Progressive Action Coalition
Black Voters Matter Fund
Black Youth Project 100 Action Fund
Care in Action
The Electoral Justice Project
Equality North Carolina
Fortaleza
Jobs With Justice
Mijente
MPower Change Action Fund
New American Leaders Action Fund
Six Action-Progressive Governance Academy

OHIO

Alliance for Youth Action
Black Progressive Action Coalition
MPower Change Action Fund
Sisters Lead Sisters Vote

OKLAHOMA

The Electoral Justice Project

OREGON

Alliance for Youth Action

PENNSYLVANIA

Asian Pacific Islander Political Alliance
Black Voters Matter Fund
Care in Action
MPower Change Action Fund
Six Action-Progressive Governance Academy

SOUTH CAROLINA

Black Progressive Action Coalition
Black Voters Matter Fund
Care in Action
The Electoral Justice Project
Working Families Organization

TENNESSEE

Black Progressive Action Coalition
Black Voters Matter Fund
The Electoral Justice Project

The Equity Alliance Fund

Six Action-Progressive Governance Academy

TEXAS

Alliance for Youth Action
Black Progressive Action Coalition
Care in Action
The Electoral Justice Project
MPower Change Action Fund
Six Action-Progressive Governance Academy
Texas Organizing Project

UTAH

The Electoral Justice Project

VERMONT

The Electoral Justice Project

VIRGINIA

Alliance for Youth Action
Black Progressive Action Coalition
Black Voters Matter Fund
Care in Action
The Electoral Justice Project
MPower Change Action Fund
New Virginia Majority
Sisters Lead Sisters Vote

WASHINGTON

Alliance for Youth Action
The Electoral Justice Project
Sisters Lead Sisters Vote
Six Action-Progressive Governance Academy
Washington Community Action Network

WASHINGTON DC

Black Youth Project 100 Action Fund
Trans United Fund

WEST VIRGINIA

Six Action-Progressive Governance Academy
West Virginia Free Reproductive
Education & Equality Action Fund

WISCONSIN

Alliance for Youth Action
Black Leaders Organizing for
Communities
Black Youth Project 100 Action Fund
Care in Action
The Electoral Justice Project
Freedom Action Now, Inc.
MPower Change Action Fund
Voces de la Frontera Action Fund

NATIONAL

Advance Native Political Leadership
Action Fund
Woke Vote



GROUNDSWELL

ACTION FUND

Groundswell Action Fund strengthens U.S. movements for reproductive and social justice by resourcing intersectional electoral organizing led by women of color, low-income women and transgender and gender non-conforming people of color.

www.groundswellactionfund.org