



GROUNDSWELL  
ACTION FUND



# Fueling the Frontlines

2024 IMPACT REPORT

# 2024: Fueling the Frontlines

2024 tested the strength of our movements and affirmed the power of grassroots organizing. As we faced escalating attacks on bodily autonomy, voting rights, and human rights across the country, one truth was undeniable: **our democracy hinges on who has power and how they use it.** Our grantee partners—led by women, transgender, and gender-expansive people of color—rose to meet the moment with moral clarity, bold strategy, and transformative impact.



Image courtesy of  
APEN ACTION

**Groundswell Action Fund has been guided by one simple but revolutionary truth: those most excluded from our democracy must be at the center of transforming it.**

**At Groundswell Action Fund, reproductive justice and democracy are inseparable because self-determination is the foundation of true freedom.** In a critical election year, we swiftly invested over \$3.4 million in grants and capacity-building into 501(c)(4) organizations on the frontlines of major policy and electoral battles. Across the country, our grantees organized, mobilized, and won, proving that real power is built from the ground up.



Image courtesy of  
CHIRLA

# Advancing Our Blueprint

**Groundswell Action Fund and Groundswell Fund’s shared five-year Blueprint is a bold commitment to move \$100 million to the field by the end of 2025.** More than a financial milestone, this is a values-driven investment in the vision, leadership, and long-term power of grassroots movements led by women, transgender, and gender-expansive people of color.

Since launching in 2017, Groundswell Action Fund has partnered with more than 100 donors and funders committed to the transformative potential of C4 strategies.

Together, this community has invested in movement leaders building power where it’s needed most—across the South, Midwest, and other historically underfunded geographies.

But we must be honest: in this era of rising authoritarianism, attacks on bodily autonomy, and erosion of democratic rights, C4 funding is declining, just when the stakes are highest. We are

hearing from donors and movement partners alike that now is not the time to pull back. Now is the time to step up and take bold, coordinated action.

**GROUNDSWELL  
ACTION FUND  
HAS MOVED  
\$16M  
TO THE FIELD AS OF  
EOY 2024 AS PART  
OF OUR 2020-2025  
BLUEPRINT.**

Groundswell Action Fund exists to meet that moment. Our work strengthens democracy by funding those on the frontlines of gender and reproductive justice. When people most impacted by injustice lead, they bring us all closer to freedom. In this fight, resourcing grassroots C4 work isn’t optional—it’s essential to building the multiracial feminist democracy we all deserve.

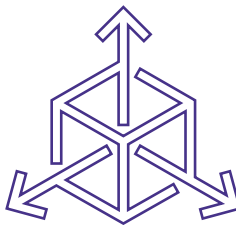
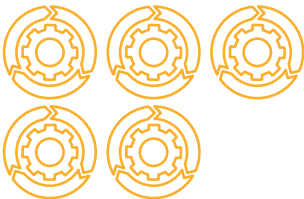
# ADVANCE DEMOCRACY, FUND GRASSROOTS ORGANIZING

**In 2024, Groundswell Action Fund distributed \$3.4 million in direct grants and capacity-building support.**

Funding was provided to 50 organizations, including 48 returning grantee partners and two new grantee partners. In addition, we worked with consultants and vendors to deliver tailored assistance, including coaching and training in data management, legal compliance, leadership development, communications, finance and operations, fundraising, and digital organizing.

**Since launching our 2020 Blueprint, we've moved nearly \$16 million to the field.**

## MOVED \$3.4M TO THE GRASSROOTS IN 2024



**\$3.4M**

IN GRANTS AND CAPACITY-BUILDING SUPPORT

Image courtesy of  
VOCES DE LA FRONTERA ACTION



## GRANTEES ACROSS THE COUNTRY

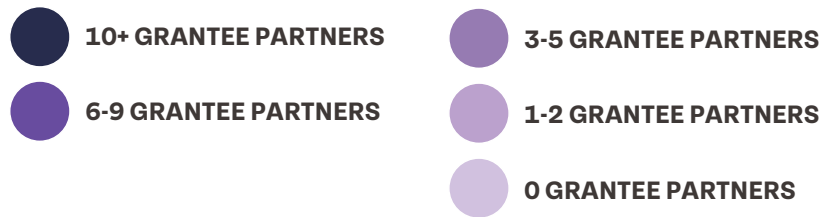
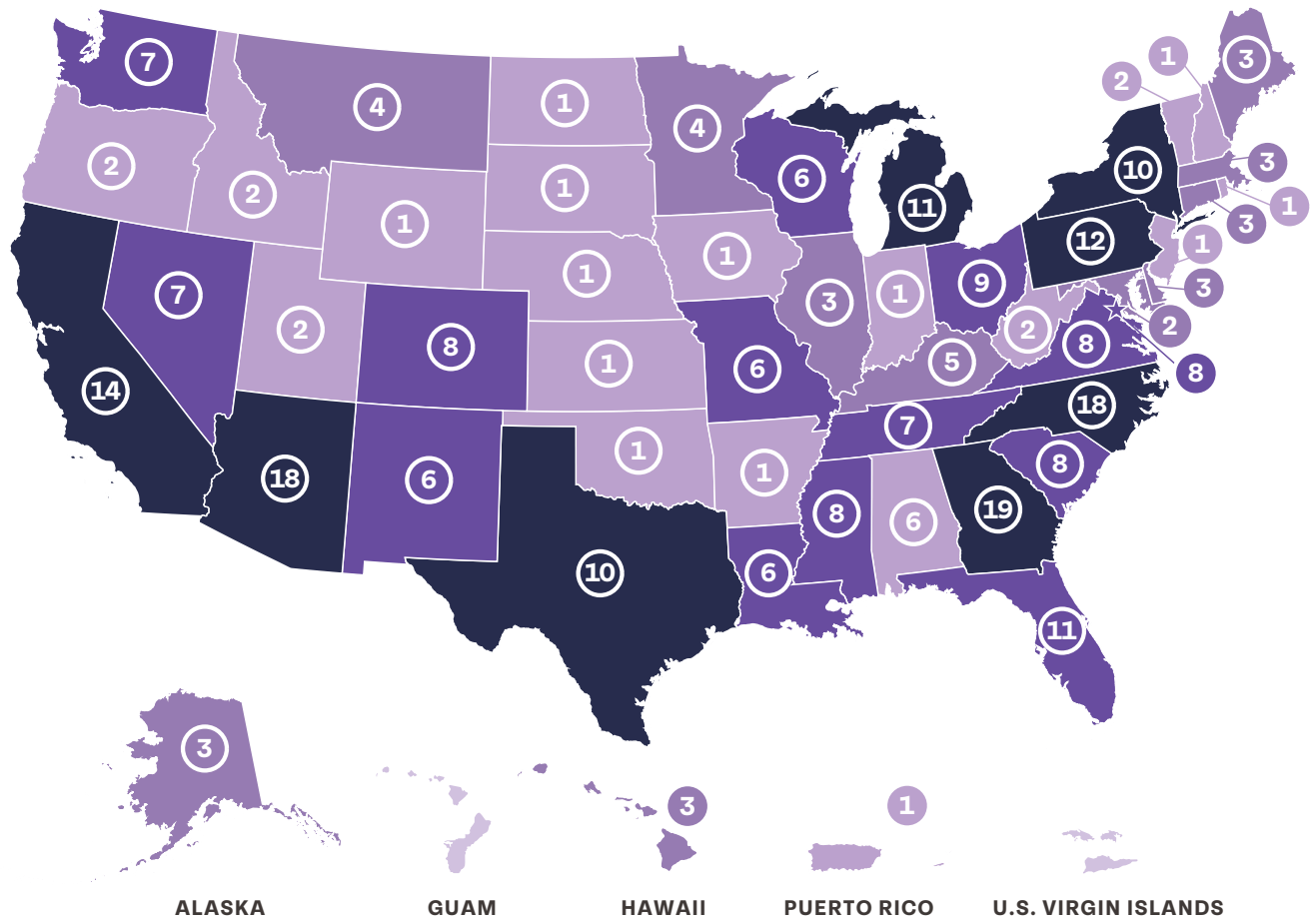




Image courtesy of  
WESTERN NATIVE VOICE

# Three Pillars of Support

Groundswell Action Fund plays a unique role in philanthropy by providing sustained **501(c)(4) funding**, strategic **capacity building**, and proactive **funder organizing**, strengthening the movement infrastructure we need to build a multiracial feminist democracy.

1

## GRANTMAKING

Our grantmaking is **unrestricted and general operating support**, giving organizations the confidence and flexibility to invest in their people and priorities. We also offer **rapid-response funding** in moments of crisis or opportunity, guided by the insights of movement leaders on the ground.

2

## CAPACITY BUILDING

Traditional electoral organizing models often strain staff and stretch organizational infrastructure. We **bolster our grantee partners' stability, health, and sustainability** by providing capacity-building funds year-round for coaching, technical assistance, data management, leadership development, and other needs prioritized by organizers.

3

## FUNDER ORGANIZING

We're committed to **driving more resources to electoral organizing led by women of color, those impacted by economic injustice, transgender, and gender-expansive people**, whether or not those funds pass through us directly. Through deep relationships with funder networks and philanthropic advisors, Groundswell Action Fund raises the visibility of our partners and mobilizes additional support. We also coordinate with peer institutions to amplify the impact of our collective giving.



Image courtesy of  
VOCES DE LA  
FRONTERA ACTION

# Funding Year-Round Power

## PILLAR ONE: GRANTMAKING

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For many grantees, Groundswell Action Fund is the only or most consistent source of sustained support. **Across the country, our grantee partners stepped up their c4 policy advocacy work in the face of extreme opposition and division**, lifting and amplifying the voices of women of color and LGBTQIA+ people and their allies at the local, state, and national levels.

**GROUNDSWELL  
ACTION FUND  
REMAINS THE ONLY  
FUNDER IN THE  
CIVIC ECOSYSTEM  
FOCUSED ON  
BUILDING 501(C)(4)  
CAPACITY FOR  
RJ MOVEMENT  
GROUPS.**

# GRANTEE PARTNERS IN ACTION

## APEN Action

*In Richmond, CA, residents fought and won \$550 million from Chevron.*

APEN Action is California's leading environmental justice organization, advancing the leadership of Asian Pacific Islander communities. Through comprehensive, integrated voter engagement, APEN empowers low-income Asian American immigrants and refugees to expand the API voter base and hold officials accountable on environmental and climate justice issues.

In 2024, after years of grassroots organizing and building ballot initiative infrastructure, APEN advanced the local Polluter's Pay Initiative in Richmond, which requires big polluters like Chevron to pay for the harm to the community's health and environment over the past 120 years. The Richmond City Council voted unanimously to put the initiative on the November ballot, and in August, to preempt this, Chevron agreed to a \$550 million settlement with the city.

This historic win will yield critical services Richmond residents need, like clean air and water treatment, funding for parks, street repairs, improving public health access, and youth services. Additionally, APEN Action mobilized the API community in Richmond for the 2024 election using WeChat, which is popular in the Chinese community, and publicized a voter guide in multiple API languages.



Image courtesy of  
APEN ACTION

**“ From the ballot box to the halls of power, we hold our elected officials accountable to representing our communities – not Big Oil. ”**

**— APEN Action**  
SOURCE: [apenaction.org](https://apenaction.org)

Image courtesy of  
WESTERN NATIVE VOICE



## Western Native Voice

*In just three months, they did what the state couldn't do in four years.*

Western Native Voice (WNV) is a Native-led organization dedicated to empowering Native American communities across Montana through grassroots organizing, voter engagement, education, leadership development, and advocacy. Covering eight reservations and major cities, WNV ensures Native voices are heard and their votes are counted, making it the leading Native American voter engagement organization in the state.



Image courtesy  
of WESTERN  
NATIVE VOICE

WNV conducted a 35-community tour addressing redistricting and voter registration while developing Montana's first comprehensive mapping system to locate Native voters, accomplishing in three months what the state had struggled with for four years. WNV successfully blocked efforts to reduce Native legislative districts from nine to three and continued advocating for language and cultural preservation, voting rights, education, healthcare, and tribal sovereignty.

Leading up to the 2024 elections, WNV worked to register 10,000 new Native voters, expanded its staff by 17, and developed a Native Voter Data System to enhance voter engagement. In 2025, Western Native Voice plans to open a Washington, D.C. location to strengthen federal advocacy efforts.

**“ Empowerment begins with engagement; by championing the voices of Native communities, we pave the path towards a world where equality reigns, opportunities abound, and every individual thrives without barriers. ”**

**— Ronnie Jo Horse, Executive Director, Western Native Voice**

SOURCE: [westernnativevoice.org](https://westernnativevoice.org)

# GRANTEE PARTNERS IN ACTION

## Voces de la Frontera Action

*From poll watching to policy wins, they're mobilizing Latinx voters to reshape Wisconsin's future.*

Voces de la Frontera Action (VDLFA), alongside its 501(c)(3) partner, Voces de la Frontera, stands as Wisconsin's leading statewide immigrant rights organization.

Dedicated to empowering hard-to-reach, new, and infrequent Latinx and youth voters, VDLFA champions worker rights, economic justice, democratic expansion, and humane immigration policies. Their multifaceted approach includes candidate endorsements, policy advocacy, door-to-door canvassing, phone banking, and their flagship relational voter program, "Voceros por el Voto."

In 2024, VDLFA launched its Election Protection initiative, deploying 31 poll watchers across 13 locations in Milwaukee, Waukesha, Fitchburg, Racine, and Green Bay. Simultaneously, their core program, Voceros, reached 28,000 voters, playing a pivotal role in securing a victory in the 2025 Wisconsin Supreme Court race.

VDLFA works to amplify the Latinx vote in Wisconsin, oppose the 287(g) program (which allows local law enforcement agencies to partner with U.S. Immigration and Customs Enforcement), and advocate for driver's licenses for all. During the last election cycle, they registered an additional 4,000 voters before the November elections through traditional canvassing and digital outreach, and knocked on approximately 200,000 doors in key Latinx-populated areas such as Milwaukee, Racine, Kenosha, and beyond. In light of Wisconsin's recent redistricting, VDLFA's Get Out The Vote (GOTV) efforts are poised to be instrumental in shaping the state's legislative landscape in 2025.



Image courtesy of  
VOCES DE LA  
FRONTERA ACTION

**“We're here to win back driver's licenses, in-state tuition, and well-funded public schools.”**

**— Christine Neumann-Ortiz, Executive Director, Voces de la Frontera Action**

SOURCE: [fspa.org/news/may-day-actions-with-voces-de-la-frontera](https://fspa.org/news/may-day-actions-with-voces-de-la-frontera)

Image courtesy  
of EQUALITY NC



## Equality NC

**From courtrooms to classrooms, Equality NC is fighting for lived equality in every corner of the state.**



Image courtesy  
of EQUALITY NC

Founded in 1979 as a legal defense fund, Equality North Carolina (ENC) has evolved into the nation's oldest statewide LGBTQ justice organization. While continuing to champion legal rights, ENC now embraces a broader mission of achieving “lived equality”—ensuring safety, protection, and acceptance for LGBTQ individuals across all facets of life.

The organization mobilized 447 community members to testify at legislative hearings opposing anti-LGBTQ bills, including the “Don’t Say Gay” bill, SB49, which saw 39 individuals testify within 24 hours of organizing. Volunteers completed hundreds of canvassing and phone banking shifts, participated in over 30 rallies, and facilitated meetings between 118 advocates and 42 state legislators to promote pro-LGBTQ legislation.

These concerted efforts contributed to the veto of three anti-LGBTQ bills and the passage of 22 local non-discrimination ordinances.

In 2025, ENC plans to expand its advocacy, combat discriminatory bills, and mobilize voters who support equality-focused candidates in eight North Carolina counties. The organization will continue to serve as a hub for racial justice and LGBTQ policy training, work to increase political representation, defend the governor’s office, and grow its organizing team to advance equality throughout the state.

**“ We are our own best resource. In this critical moment, we must continue to leverage our collective power—our relationships, networks, and resilience—to protect and uplift our community. ”**

**— Equality North Carolina**

SOURCE: [equalitync.org/2024/07/12/pride-is-forever-your-guide-to-activism-with-enc-in-2024](https://equalitync.org/2024/07/12/pride-is-forever-your-guide-to-activism-with-enc-in-2024)



Image courtesy of  
ALLIANCE FOR  
YOUTH ACTION

# Mobilizing Our Movements

## PILLAR TWO: CAPACITY BUILDING

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Groundswell Action Fund believes that the health of 501(c)(4) organizations is essential to the health of U.S. democracy. We invest in the long-term infrastructure needed to sustain year-round organizing. Our capacity-building support is always **grantee-led** and designed in direct response to their needs and priorities, with participation entirely optional.

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# CAPACITY BUILDING HIGHLIGHTS



## DIGITAL STRATEGY & DEMOCRACY DEFENSE

Groundswell Action Fund sponsored five grantee partners to participate in a six-month Kairos Fellowship to strengthen community leadership and digital campaign strategies to defend democracy.



## C4 LEGAL & STRUCTURAL SUPPORT

We continued our partnership with a consultant to provide expert guidance on 501(c)(4) compliance and reporting.



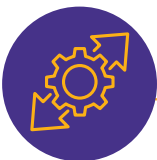
## THOUGHT LEADERSHIP & MEDIA STRATEGY

Grantee partners received writing and strategic communications support to craft and place narrative pieces that elevate reproductive justice.



## LEADERSHIP DEVELOPMENT FOR WOMEN OF COLOR

Two grantee partners joined **re:power's Women of Color Leadership cohort**, a 12-week program to nurture management and leadership skills rooted in identity and collective care.



## ORGANIZING TOOLS & BEST PRACTICES

Two grantee partners attended **State Voices' Changemaker Skills Camp**, where they were trained in cutting-edge tools and campaign practices.



## DATA ACCESS & ELECTORAL TECH

Through Groundswell Action Fund's membership in **The Movement Cooperative**, five emerging reproductive justice (c)(4) partners gained access to tools like the **Voter Activation Network (VAN)**, texting platforms, and other critical voter engagement technology.



Image courtesy of BLACK TO THE FUTURE ACTION FUND

# Shifting the Field

## PILLAR THREE: FUNDER ORGANIZING

501(c)(4) funding is far less abundant than tax-deductible 501(c)(3) dollars, making it essential to grow a strong, committed base of donors who understand the stakes. Since the fall of *Roe v. Wade*, our grantee partners have faced steep challenges sustaining work at the intersection of reproductive justice and civic engagement.

Groundswell Action Fund responded with early funding to stabilize these groups and educated new donors on why 501(c)(4) support is critical, especially during what many organizers call the most

difficult election cycle of their lives. To amplify this need, Executive Director Quanita Toffie published an op-ed in *Ms.* magazine on the importance of year-round and multi-issue funding for Florida-based reproductive justice organizers.



We also played a leadership role in funder spaces like **Funds for Aligned Transformation (FATE)**—formerly the **Collaborative Funds Alignment Group**—alongside peers, including the State Infrastructure Fund, AAPI Civic Engagement Fund, Youth Engagement Fund, and others. Together, we shared insights, coordinated resources, and co-hosted grantee trainings.

In 2024, Groundswell Action Fund helped plan **IGNITE’s “Democracy Through a Feminist Gender Lens”** conference and participated in the **Nonprofit Quarterly** panel “Playing to Win,” where Quanita Toffie urged funders to invest in organizations running powerful (c)(3)/ (c)(4) strategies.



Image courtesy of  
APEN ACTION

## This impact report reflects what's possible when we fund these visionary leaders with trust, urgency, and strategy.

It's a tribute to the women of color, people impacted by economic injustice, transgender, and gender-expansive people building political power all year round and from the ground up—and to our growing community of donors and funders who made this work possible.

### What we invest in now will decide the future.

Your support fuels the frontline movements led by women, transgender, and gender-expansive people of color who are defending our freedoms and reimagining what's possible.

Thank you for joining us and the movements shaping a more just and liberated tomorrow.



Image courtesy of  
ALLIANCE FOR YOUTH ACTION



Image courtesy of  
VOICES DE LA  
FRONTERA ACTION

**Thank you for partnering  
with us in supporting  
bold movements to  
protect democracy, bodily  
autonomy and social justice.**

Your support fuels the frontline movements led by women, transgender, and gender-expansive people of color who are defending our freedoms and reimagining what's possible. As the fight intensifies, one thing is clear: **the future depends on our collective work to build a multiracial feminist democracy rooted in justice and liberation.**



**GROUNDSWELL**  
ACTION FUND

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