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# A New Georgia This Way

## NO OFF YEARS

### Letter from the CEO

We've got a saying around New Georgia Project Action Fund: "We're not new to this, we're true to this." That's exactly what 2023 was about. We've been doing this work for years and, based on that experience, we know our strategies are effective. You've heard me say before, at NGPAF, there is no such thing as an "off" year, only odd years. In fact, it's the work we do in the odd years that makes our impact in the even years so huge. It's how we build power for the long term towards our vision of a new Georgia.

### 2023 was no different. We proved that we are making moves.

We doubled down on our time-tested strategies to increase the civic engagement of the New Georgia Majority—Black, Brown, and young Georgians who have been underestimated for too long. From Atlanta to Savannah and Augusta to Albany, **we crisscrossed the state** moving Georgians through our **strategic ladder of engagement** to not only turn them out to vote in 2023's local elections, but to get them primed for 2024.

“*New Georgia Project Action Fund has taken Georgia from a state that no one believed could change to a powerhouse for change. I am motivated every day by our vision for a new Georgia where folks can access the health-care they need, can make enough money to afford groceries and the roof over their head, can raise their kids in thriving communities, and can, of course, freely exercise their right to vote. Every day, I wake up and get to work towards that goal, and I will not be deterred from doing all that I can to make this vision a reality. I know a new Georgia is possible, and we are building it right now. -Kendra Cotton*

**2023 was also my first full year as CEO.** It was my top priority to **strengthen our infrastructure** and **governance mechanisms** even before challenges related to our internal operations came to light. We tightened our financial protocols, increased transparency, and expanded our board of directors to hold us to account. I am confident that NGPAF is primed for sustainability and long-term success.

As I consider the high stakes of 2024, I know that every move we made last year—and for the seven years since our founding—ensures we can meet this moment. NGPAF and our affiliated organization, New Georgia Project, have moved from four people around a kitchen table in Atlanta to a staff of more than **100 people working out of 12 offices** around the state. We've moved from a good idea to a **strong and thriving, grassroots organization** whose work can determine the outcomes of elections and the future of our country.

Our moves-making is all thanks to your investment in us. Because of you, we are now a **movement. We are ready for what lies ahead, and we are determined to keep building the Georgia of our dreams.**

**I hope you'll stick with us.**

Onward,



**Kendra Cotton**

CEO, New Georgia Project Action Fund







# Research and Data PI

## 1/2 MILE

Down in southeast Georgia, they have a saying: “Everything’s Better in Metter,” and our award-winning, internationally recognized research team traveled nearly 200 miles to **Metter, GA** to find out. In partnership with NGPAF’s GA Ignite Campaign that organizes local communities in rural areas, they held a focus group with Metter residents to hear first-hand their opinions about key issues, voting, and what’s needed to get more folks civically engaged.

Metter wasn’t their only stop. Our research team held focus groups in the **City of South Fulton** and in **Atlanta** and conducted two **statewide polls** to understand the issues Georgians care about, what messages resonate with them, how they feel about voting, and what solutions they want to see.

**Our research provides the insight we need to make our work strategic and effective.** It informs what messages we use, the issues we focus on, and the tactics we employ. Whether it’s a survey, a focus group, or a poll, conducting research with **Black Georgians is a move we are always going to make.**

## Thank you, Georgia! Campaign

In 2023, our research confirmed that Black Georgia voters are not hearing enough about what the Biden Administration has done for them since they voted the President into office in 2020. They aren’t seeing what their votes have gotten them and, as a result, are feeling less motivated to turn out and vote again. Enter NGPAF’s **Thank you, Georgia! Campaign**.

Thank you, Georgia! is a strategic field and communications campaign aimed at helping Georgians understand that their vote is **powerful**. Because Georgians helped elect President Biden and Senators Warnock and Ossoff in 2020, resources and investments are coming to their communities. We’re making sure Georgians know about those changes to motivate them to turn out again in 2024. **Georgians changed history, and we can do it again this year.**



*Research Director, Ranada Robinson, and Fulton County canvassers knock doors in Atlanta.*

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# Organizing Cir 2 MILES

Camilla is a town in southwest Georgia with a population of just over 5,000 people, 68 percent of whom are Black. Last year, Camilla demonstrated just how powerful organizing on the issues Georgians care about can be and how voting can create real change. In April 2023, NGPAF's **We Want All the S.M.O.K.E. Campaign** (Spreading Marijuana Opportunities and Knowledge Everywhere) worked with Camilla City Councilmember Corey Morgan to pass an ordinance decriminalizing marijuana.

Councilmember Morgan won his City Council race by just eight votes—those eight votes made all the difference between whether folks would face jail time or just pay a minor fine for simple marijuana possession. Those eight votes showed Georgians that when they show up—both to advocate and to vote—**real change is possible**.

Whether it's decriminalizing marijuana, advocating for more affordable housing, or working to end hospital closures, our organizing team engages Georgians on the issues important to them, recruits them to become activists with our campaigns, and connects these issues to the importance of voting.

**We build community power towards the changes Georgians want, while also giving voters an issues agenda to take to the polls.**



## NGPAF's Organizing Campaigns

**Agenda of Young Georgians' C.L.E.A.R Campaign** demands the cancellation of all student loan debt.

**Reproductive Justice's Black M.A.M.A.S. Campaign** organizes for better maternal healthcare in Georgia.

**V.I.B.E's We Want All the S.M.O.K.E. Campaign** builds power with Black men in support of marijuana reform.

**GA Cares' My Community, My Hospital! Campaign** aims to end hospital closures and expand access to affordable healthcare.

**GA Raise's H.O.P.E. Campaign** advocates for raising Georgia's minimum wage to \$25/hour.



*S.M.O.K.E. Lead Organizer, Takia Tinsley, advocates for marijuana reform at a press conference.*

**GA Home's Stop Tha Squeeze Campaign** fights for more affordable housing in Georgia.

**GA Ignite** provides organizing trainings and capacity building support to local organizers in rural Georgia.

**Black and Green Agenda's My Utilities. My Power! Campaign** is focused on climate resiliency and lowering utilities costs for Black, rural Georgians.

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# Volunteer and Membership Ave

## 3 MILES

One of our favorite moves is when community members join our work, learn, and then lead. That's exactly what happened when the members of the Theta Omicron Omega Chapter of the Alpha Kappa Alpha Sorority, Inc. got involved with NGPAF last year. Working in **Bartow, Polk, Carroll, and Floyd Counties northeast of Metro Atlanta**, these dedicated AKAs were trained with NGPAF and our affiliated organization, NGP, and held their own June-teenth voter registration drive. Then, they hosted a get-out-the-vote phone bank. Now, they are doing it all over again in 2024.

Our **dedicated volunteers and NGPAF members across the state**—and the country—are a huge part of why we are able to scale our work and ensure our impact. They **called and texted voters, hosted voter registration drives and organized house parties, helped at community events**, like our signature Collard Greens + Cornbread, and even joined NGPAF at the Center for Popular Democracy's People's Convention to get more involved in our movement.



## Mobilizing Georgians to Take Action and Vote



Georgia voters pulled up to NGPAF's signature event, Collard Greens and Cornbread.



An NGPAF member enjoys a volunteer and membership community event in Atlanta.

# 86,800

Calls to Georgia  
Voters

# 118,000

Texts to Georgia  
Voters

# 86

Community Events  
Across Georgia





# Voter Mobilization Blvd

## 1 MILE

If you want to know about southwest Georgia, then you need to talk to Tracey Jones, Field Manager in **NGPAF's Albany office**. She's lived in Albany for more than 40 years, and she knows how to turn folks out to vote.

In 2023, Tracey oversaw a team of more than 20 get-out-the-vote canvassers knocking doors in Albany as part of our state-wide field program to turn voters out for last November's local elections. In total, **our field team knocked 76,000 doors last year across the state and mobilized 29,000 Georgians to pledge to vote.**

Our data shows that voters who have pledged to vote with us turn out at higher rates than voters who don't. These folks—who we call **Our Voters**—are part of a universe of more than 250,000 Georgians who are making moves through NGPAF's **Our Voters ladder of engagement** to make sure they make it to the polls year after year. In 2023, we not only got these voters out for local elections, but we also began preparing them for 2024.

“ *When I hear folks tell me their vote doesn't matter, I ask them ‘what if this law or that law was passed that directly affects your life? You get to decide who makes those laws when you vote.’ I've been doing this a long time, and I'll tell you: that usually gets 'em moving.* -Tracey Jones



Clayton County Canvass Lead, Gregory Lester, shares a voter story with a fellow canvasser.



Albany Field Manager, Tracey Jones, knocks doors with her team in Dougherty County.

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# Voter Protection Ln

## 3/4 MILE

We know that voter suppression is still alive and well in Georgia and **protecting the right vote** is a move we make all year. That's why, last year, **NGP's Peanut Gallery team**—our eyes and ears at county boards of elections meetings—traveled to **Coffee County**, a rural county in southeast Georgia. After county officials were indicted for elections interference alongside Donald Trump, our Peanut Gallery staff worked with Coffee County community members to hold their elections officials accountable.

Coffee County wasn't our only voter protection stop last year. Let's head back to **Atlanta** where our voter protection team successfully mobilized Georgians to take action and **keep an election denier off the Fulton County Board of Elections**. NGPAF's rapid response campaign of email blitzing and public testimony sent a clear message and successfully blocked this Big Lie enthusiast from becoming the Chair of the Fulton Board of Elections.

And when it came time for voters to head to the polls, our **VoPro team** was out in full force. We deployed **46 VoPro volunteers to monitor 130 polling locations across 33 counties**, helping voters who faced any problems casting their ballot. We also made our FixMy.Vote virtual form and helpline available to voters to alert us to problems in real time, so we could help them find solutions to get their ballots cast.



## Protecting Democracy with the Peanut Gallery







# Winning the Narrative Rd

## 4 MILES

**The  
Guardian**

**“THE FOLKS THAT I WORK WITH HERE AT NGP ACTION FUND HAVE ALWAYS KNOWN THE POWER OF GEORGIA VOTERS” -KENDRA COTTON, CEO**



**“WE’RE GOING TO SEE COUNTY ELECTIONS OFFICES HAVE TO MAKE SOME REALLY DIFFICULT CHOICES.” – STEPHANIE JACKSON ALI**



**COMMUNITY ACTIVISTS AND GA. STATE REPS ARE CALLING FOR SUPPORT OF CANNABIS REFORM**

**Democracy  
Docket**

**BLACK AND BROWN VOTERS ARE BUILDING POWER IN RURAL AMERICA**

**The Atlanta  
Journal-Constitution**

**"VOTING IS A RIGHT. IF SOMEONE CHOOSES NOT TO USE IT, THAT DOESN'T MEAN THEY LOSE IT." – KENDRA COTTON, CEO**

**the  
grio**

**TRUMP’S ACTIONS IN GEORGIA WERE AN ATTACK ON BLACK POLITICAL POWER – AND NOTHING NEW.**

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# Standing On Business Hwy

## 2024 MILES

**New Georgia Project Action Fund stands on business.** We've been building power in Georgia for years, and we are ready for 2024. Our democracy hangs in the balance, and Georgia voters will, once again, be a deciding factor in a high-stakes Presidential election that will determine the direction of our country. Georgians will also vote in key down-ballot races this year. Every seat in the Georgia State Legislature is up for election—the offices that decide if Georgia expands Medicaid, if our reproductive rights are restored, and, of course, if we have greater access to the ballot box.

Every move we've made has prepared us for this moment and the future that's to come. **In 2024, we'll make the biggest moves yet to engage, mobilize, and turn out Black, Brown, and young Georgians and to build power for long-term progressive change.**



Clayton County Lead Canvasser, Shayla Jackson, trains a canvasser in Albany.



Georgia voters pulling up in community with NGPAF.



### 350K

350,000 face-to-face conversations with voters.



### 22K

Mobilize 22,000 Georgians to pledge to vote



### 75K

Engage 75,000 young people and turn 25,000 out to vote



### 3.7M

Knock 3.7 Million Doors

# New Georgia Way

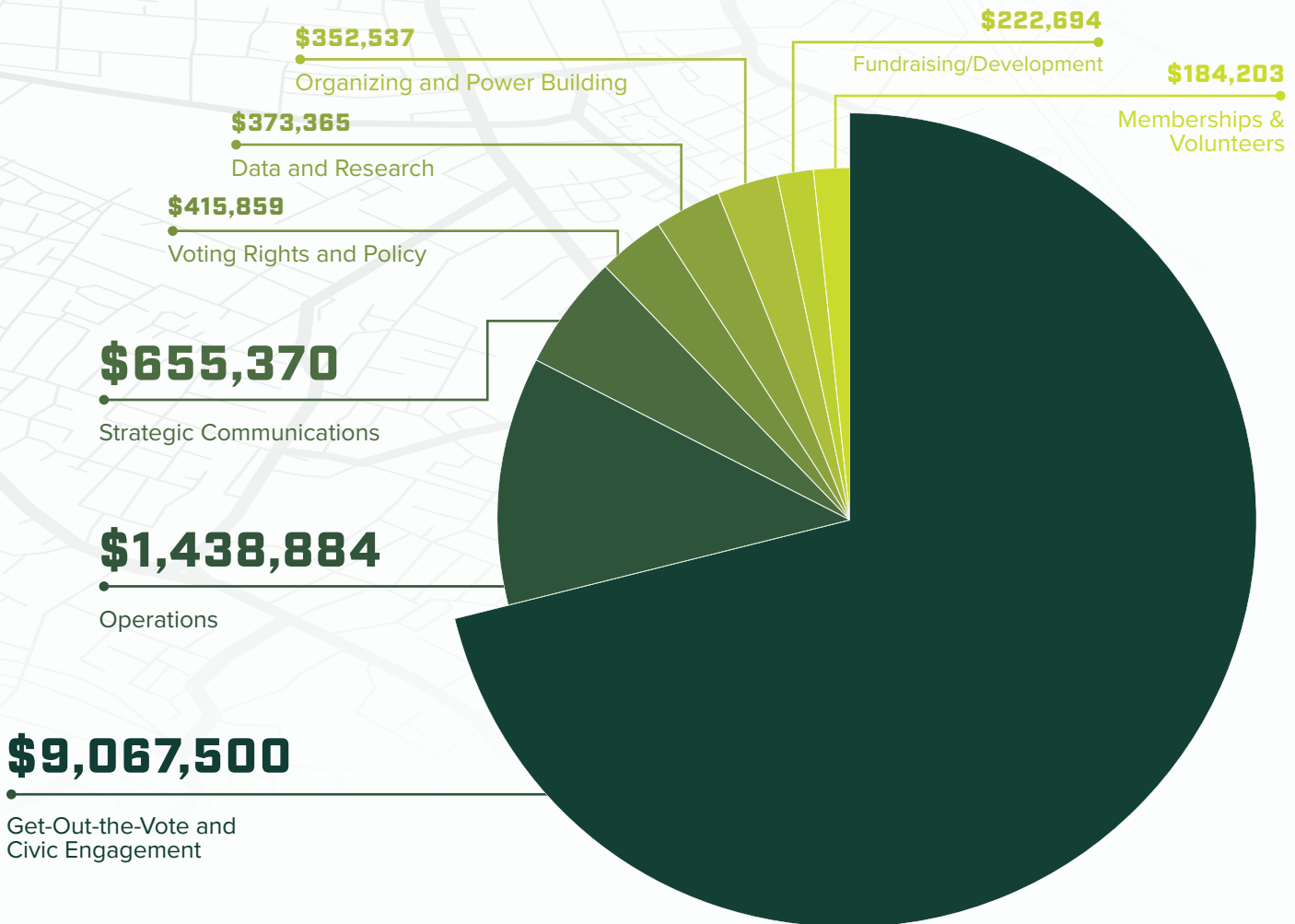
EXIT



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**NGPAF is making moves, and it's all thanks to your partnership.** Because of you, we've been able to scale our programs, increase our impact, and strengthen our infrastructure to ensure Georgians who have been intentionally excluded from the political process are included in—and actively shaping—our democracy.

We hope we can count on your partnership again in 2024. We know how to win this year and what winning will require. We are projecting a 2024 budget of \$12.7 million to go all out this year ahead of November.



NGPAF has made it this far because of supporters like you. As we scale our work during yet another pivotal election season, where Georgians will help decide the direction of our country, we hope you'll stick with us. **Thank you for being on our team.**



**New Georgia Project Action Fund**

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