



The Power to Win

PARTNERING WITH LEADERS AND
STATES TO BUILD PROGRESSIVE POWER

2020 IMPACT REPORT

A LETTER FROM OUR EXECUTIVE DIRECTOR

2020 was a year none of us will soon forget—a year that shone a spotlight on the immense work we have before us to address inequality and injustice.

It was also a year of extraordinary accomplishments and victories brought about by decades of hard work by community leaders from coast to coast.

And so at the crossroads that is 2021, from the dust of 2020, we draw three lessons that will guide our work going forward:

First, the future of the progressive movement lies in empowering Black, Brown, AAAP, and Indigenous communities that have historically been marginalized and ignored by political parties and traditional progressive organizations.

Second, we must not stop now. We must all recommit to sustaining the energy and urgency of the last four years over the next decade.

Third, the fate of the progressive movement hinges on its willingness to support bold leaders who are using PACs, corporate entities, and 501(c)(4)s—in addition to traditional 501(c)(3)s —to build and sustain power for their communities and maximize their impact.

While forming PACs and (c)(4)s may not sound sexy, it is a key part of ensuring our leaders and communities have the tools they need to win key battles, hold elected officials accountable for passing progressive policies, and protect progressive victories.

In 2020, NLA was proud to partner with grassroots leaders of color to build 501(c)(4)s and PACs in key states like Wisconsin, Arizona, Georgia, and Texas. Nimble, bold, and agile, these organizations were able to fight battles up and down the ballot, using both partisan and nonpartisan approaches to mobilize their communities.

The election is over but our work is just beginning. In 2021, we must all double down on our hard-won progress in order to defend and build upon it.

I hope you will join NLA in our commitment to investing year-in and year-out to build progressive power.

Sincerely,



DEBORAH BARRON, EXECUTIVE DIRECTOR, NEW LEFT ACCELERATOR

OUR VISION

New Left Accelerator imagines a world where the mobilization and enfranchisement of millions of people has realigned power in our country. Where grassroots, multiracial coalitions have the power to advance and protect social, racial, and economic justice policies that strengthen our democracy and liberate us all from systemic oppression.

We believe this vision will be reality when:

- The progressive movement has the power and influence not only to win elections but to secure and protect policy wins, hold elected officials accountable, and shape how policy is implemented.
- State ecosystems and organizations have the resources, funds, capacity, and expertise to utilize multiple legal entities—including 501(c)(4)s, PACs, and corporate entities in addition to 501(c)(3)s—to build and sustain power and influence.
- Those directly affected by harmful policies and inequitable systems are leading the movement for change.
- Those who have historical positions of privilege and power are using that power to transform the ecosystems and structures that lead to systemic oppression.
- All power-building organizations, including those led by frontline and underrepresented communities, are healthy and fully resourced to sustain deep organizing—year-round, every year.

“NLA provides specialized support to progressive leaders taking advantage of a range of legal entities to make change. It’s a smart—and essential—strategy.”

TOBY RUBIN, NEW LEFT ACCELERATOR BOARD CHAIR & FORMER EXECUTIVE DIRECTOR OF UPSTART

HOW WE BUILD POWER

NLA runs the only capacity-building program in the country focused exclusively on supporting progressive organizations that use multiple legal entities to build power, increase impact, and win.

All the organizations we work with are creating or scaling 501(c)(4)s, PACs, or other corporate entities to build power and influence at every stage of the political and policy process.

IN 2020, NLA RAN THREE PROGRAMS TO BUILD POWER FOR THE PROGRESSIVE MOVEMENT

1

Accelerator Program for Promising Multi-Entity Organizations

2

Technical Assistance for The Movement

3

Empower & Protect State Infrastructure Pilot Project

1

Accelerator Program for Multi-Entity Organizations

The Challenge

501(c)(3)s on their own are insufficient to win critical battles, advance progressive policies, and defend progressive victories. To secure and sustain power, the progressive movement must invest in 501(c)(4)s, nonprofit corporations, and PACs. However, because our movement relies heavily on restricted (c)(3) foundation grants, little infrastructure exists to help innovative multi-entity organizations grow and scale

The Solution

NLA runs the only Accelerator program that specializes in supporting multi-entity organizations. We provide in-depth training, resources, coaching, and financial support to help organizations build the infrastructure they need to build power and maximize impact.

Our Partners

In 2020, NLA launched its second cohort, **The New American Majority**, in partnership with RoadMap Consulting. Together, we supported leaders:

- In the critical states of Arizona, Colorado, Georgia, Minnesota, Texas, and Wisconsin
- Led by and/or serving BIPOC (Black, Indigenous, and People of Color) communities
- Advancing social, racial, and economic justice agendas at the local, state, and federal level
- Engaging in year-round organizing to build power outside the context of elections and the political party structure
- Using 501(c)(4)s, PACs, and corporate entities, in addition to traditional 501(c)(3)s, to build durable power

It worked! Our 2020 cohort members ran some of the most effective programs in the nation mobilizing women, young people, and communities of color. Read on to learn more about their work.



“NLA and RoadMap have focused on bringing voices that have been marginalized in the working class into the center, and ensuring that they have the partnerships, resources, and legal entities they need to build power. This is the behind-the-scenes work that’s needed to build a powerful progressive movement.” NIJMIE DZURINKO, ROADMAP, CO-LEAD NEW AMERICAN MAJORITY COHORT

Living United for Change in Arizona—LUCHA (AZ)



Their Work

Living United for Change in Arizona (LUCHA) is the largest and most influential organization building power among Arizona’s working families. A membership-led, grassroots organization dedicated to advancing social, racial and economic justice for all, LUCHA plays a critical role in mobilizing people of color in Arizona to vote and engage in year-round advocacy to improve the lives of working families.

Their Power

In 2020, LUCHA mobilized an unprecedented number of Arizona voters, playing a critical role in progressive victories in the state. By registering tens of thousands of new voters, distributing how-to-vote-safely guides, and hosting hundreds of events, LUCHA increased voter interest and turnout and developed long-term relationships that will enable a permanent progressive power base in Arizona.

NLA’s Role

Through ongoing Technical Assistance, NLA provided expertise and support to LUCHA to accurately track and report political activity to the FEC. Providing ongoing access to these resources empowered LUCHA to run bold programs, increase staff knowledge and capacity, and protect the organization from liability.



BY-THE-NUMBERS

400,000

LATINX HOUSEHOLDS REACHED

2.8 MILLION

PHONE CALLS TO LATINX VOTERS MADE

13,000+

NEW VOTERS REGISTERED

TWO

LEGISLATIVE DISTRICTS FLIPPED

ONE

U.S. SENATE SEAT WON

“I feel so grateful that every time we had a question we knew we could turn to NLA’s team. Building power means navigating complex legal and reporting requirements, and NLA has been there for us at every turn.”

**CHRIS GILFILLAN,
DEVELOPMENT DIRECTOR**

COLOR Action Fund (CO)



Their Work

With deep roots in Colorado's Latinx community, COLOR Action Fund is the new face of power in Colorado. As the only reproductive justice (RJ) organization in the state led by and for the Latinx community, they are building a multi-generational, intersectional movement to fight for reproductive justice, self-determination, and progressive governance statewide.

Their Power

COLOR Action Fund played a pivotal role in increasing Latinx voter turnout and changing the political narrative in Colorado. They flexed their (c)(4) muscles by endorsing 33 RJ candidates and spearheading the effective "No on Proposition 115" campaign to protect abortion rights and access. All the while, they were leading the fight to protect BIPOC voting rights, releasing a "Racial Justice Ballot Guide" in Spanish and English, and winning winning critical policy victories including accurate Spanish interpretations at state voting sites and paid sick leave and expanded health care for Colorado families.

NLA's Role

NLA partnered with COLOR Action Fund to scale their (c)(4) work for maximum impact. Developing a (c)(4) messaging strategy, strengthening internal systems, and increasing staff capacity, COLOR Action Fund was able to build power, impact the 2020 election and secure policy victories. In 2021, they will develop an integrated (c)(3)/(c)(4) strategic plan, scale their (c)(4) work, and explore the need for PACs to increase their impact and build and support more RJ Champion candidates and elected officials.

CO

BY-THE-NUMBERS

307,000+

HOUSEHOLDS RECEIVED
TARGETED MAIL

2,342,225

DIGITAL IMPRESSIONS

92,703

CALLS MADE TO LATINX
VOTERS

69,000+

TEXTS SENT

31/33

ENDORSED RJ
CANDIDATES WON

"NLA's coaching, consultants, and expertise have been essential as we scale COLOR Action Fund. Their two-year program provides exactly the kind of in-depth support we need to take our (c)(4) work to the next level."

**DUSTI GURULE,
EXECUTIVE DIRECTOR,
COLOR ACTION FUND**

Black Women for Wellness Action Project (CA)



Their Work

As the only 501(c)(4) organization in the country focused on Black women’s reproductive justice, BWWAP is building power to protect and advance the health and rights of Black women and girls. Engaging Black communities, BWWAP builds deep and durable power to galvanize community action, win key battles, and advance and protect legislative victories.

Their Power

In 2020, BWWAP ran aggressive social media and voter contact campaigns to mobilize Black voters. Through their “We Woke, We Vote” tool kit and “Rebel’s Guide to CA Propositions,” BWWAP became the leading voice advising Black women how to vote for a progressive state agenda. They endorsed and won races for Los Angeles Supervisor & District Attorney, and they achieved dramatic legislative success in a year of COVID and state budget cuts—protecting reproductive health programs, expanding access to maternal care, banning toxic chemicals in beauty products, and launching a coalition to declare racism a public health crisis.

NLA’s Role

NLA and BWWAP spent 2020 strengthening the organization’s (c)(4) operations and increasing their financial stability. NLA and BWWAP created resource-sharing agreements between legal entities, secured legal counsel, and built a fundraising team with the right mix of political and foundation experience to support scale. In 2021, BWWAP and NLA will focus on scaling BWWAP’s (c)(4) work and promoting BWWAP’s legislative agenda as a national model.

BY-THE-NUMBERS

81,693

TEXTS SENT TO BLACK VOTERS

27,335

CALLS TO BLACK VOTERS

39

VOTER HOUSE PARTIES HELD

15

VOTER EDUCATION EVENTS HELD

MILLIONS

REACHED WITH GOTV MESSAGING

“NLA was instrumental in helping our organization grow and strengthen our new (c)(4) during this historic year. The support NLA provided this year will continue to benefit us long into the future as we advance reproductive justice.”

NOURBESE FLINT, EXECUTIVE DIRECTOR, BLACK WOMEN WELLNESS ACTION PROJECT

Asian American Advocacy Fund (GA)



BY-THE-NUMBERS

1.7 MILLION

CALLS MADE

700,000

TEXTS SENT

21.5 MILLION

SOCIAL MEDIA IMPRESSIONS.

14,000

FIRST TIME AAPI VOTERS
MOBILIZED

1.4 MILLION

MAIL PIECES SENT

7

LANGUAGES FOR CONTACTS

“NLA’s support helped us set up our organization for maximum impact. Their team was a valued partner in a tough year. I wish there was more support like this for (c)(4)s in our movement. The investment pays off in spades.”

**AISHA YAQOOB,
EXECUTIVE DIRECTOR**

Their Work

The Asian American Advocacy Fund (AAAF) is building a politically-conscious, engaged, and progressive Asian American base in Georgia. A grassroots organization dedicated to mobilizing Asian American communities and advocating for their civil and human rights, AAAF is transforming the political landscape in this traditionally conservative state.

Their Power

In 2020, AAAF ran pioneering campaigns that mobilized Asian American and Pacific Islander (AAPI) voters across Georgia to support progressive candidates in key races. With a 501(c)(4), an affiliated (c)(3), and independent state and federal PACs, no group is proving more effective at turning the AAPI community into a force to be reckoned with. By endorsing candidates, running field programs in multiple languages, and developing long-term relationships within the AAPI community, AAAF is building progressive power in Georgia.

NLA’s Role

Through weekly coaching and technical assistance support and access to experienced consultants, NLA supported AAAF as it built the organizational capacity to run the most effective AAPI field program in Georgia’s history. In 2021, AAAF and NLA will work together to take AAAF’s work to the next level by crystallizing their strategy across legal entities and building the infrastructure to grow their power even more.

Unidos (MN)



Their Work

Unidos is a 501(c)(4) with a vision for a Minnesota where Latinos are able to achieve their fullest potential and contribute to the wellbeing and the prosperity of all Minnesotans. Along with Navigate, their affiliated 501(c)(3), and a Super PAC, Unidos We Win, Unidos has become the go-to organization mobilizing and building power for the Latinx community in Minnesota.

Their Power

In 2020, Unidos, Navigate, and the Unidos We Win PAC ran the largest and most effective field campaign targeting the Latinx community in Minnesota history - reaching more Latinx voters in the state than even the political parties! They ran the most extensive in-language communication program in the state, trained organizers statewide, and endorsed eight state legislative candidates who support a pro-family and pro-immigrant agenda. And they did all of this while working to increase Latinx census participation, fighting for safety protection and democratic reforms during COVID, and raising and distributing more than \$1.5 million in mutual aid.

NLA's Role

NLA partnered with Unidos during a period of unprecedented growth. In 2020, Unidos quadrupled its budget, formed independent PACs, and scaled its 501(c)(4) operations. Through coaching and technical assistance, NLA and Unidos' Executive Director partnered to troubleshoot the unique challenges that arise in election years, strengthening internal operations and systems to manage finances and staff effectively across legal entities.



BY-THE-NUMBERS

24

PODER FELLOWS TRAINED

47,803

PHONE CALLS MADE TO REGISTERED LATINX VOTERS

57,000

TARGETED MAIL PIECES TO LATINX HOUSEHOLDS

217,404

CONTACTS TO REGISTERED LATINX VOTERS

\$1.5MIL

RAISED AND DISTRIBUTED IN MUTUAL AID

“Whew! 2020 was a crazy year but NLA was there to help us build a strong foundation as we grew our organization dramatically and added new arms that give us a lot more leverage. We're so grateful for their expertise and support.”

**EMILIA GONZALEZ AVALOS,
EXECUTIVE DIRECTOR**

Workers Defense Action Fund (TX)



BY-THE-NUMBERS

200,000+

VOTERS CONTACTED FOR GOTV

2 MILLION+

YOUNG LATINX VOTERS RECEIVED TRUSTED BILINGUAL VOTING INFORMATION

\$30 MILLION

IN COVID-19 RELIEF FUNDS SECURED FOR FAMILIES

Their Work

Workers Defense Action Fund (WDAF) educates, organizes, and serves historically underrepresented communities in Texas, with a focus on people of color, youth, women, Latinx immigrants, and low-wage workers. Their work is paving a path toward a progressive majority in the rapidly changing Lone Star State.

Their Power

WDAF has become a force to reckon with in Texas. In 2020, they leveraged years of grassroots mobilization efforts and deep relationships with communities of color and working families to register and engage an unprecedented number of new voters. WDAF also continued to fight for voter protections and won critical policy battles to protect low-wage and immigrant workers during the pandemic, victories that will continue to serve Texas working families for years to come.

NLA's Role

WDAF had scaled so effectively that they were outgrowing their legal structures. NLA partnered with WDAF to help them switch their operating entity from their (c)(3) to their (c)(4), a change that now allows WDAF to run increasingly bold programs and better coordinate work across legal entities while protecting their (c)(3) status. Through TA and coaching calls, NLA and WDAF troubleshoot challenges, engaged consultants, and raised funds for a co-executive director transition.

“Working with a team who understands the complexity of managing work, money, and staff across multiple organizations was a blessing. NLA was a valued thought partner that connected us with resources and consultants who really understood our needs and challenges.”

EMILY TIMM, CO-EXECUTIVE DIRECTOR, WORKERS DEFENSE ACTION FUND

Voces de La Frontera Action Fund (WI)



BY-THE-NUMBERS

200,000+

VOTERS CONTACTED FOR GOTV

2 MILLION+

YOUNG LATINX VOTERS RECEIVED TRUSTED BILINGUAL VOTING INFORMATION

\$30 MILLION

IN COVID-19 RELIEF FUNDS SECURED FOR FAMILIES

Their Work

Voces de La Frontera Action Fund (Voces) is Wisconsin's leading immigrant rights and low-wage worker's center. As a multi-issue organization, they provide critical assistance to working families, fight year-round for legislative victories and protections, and play a central role in building a new progressive power base in Wisconsin.

Their Power

In 2020, Voces mobilized Latinx voters to help elect pro-immigrant, pro-worker candidates up and down the ballot. In addition, they won key legislative victories: restoring access to driver's licenses for immigrants and the poor, and fully funding public schools. The Latinx votes they mobilized in Wisconsin exceeded the margin of victory in the state.

NLA's Role

NLA collaborated with Voces to expand and scale their 501(c)(4) capacity in 2020. Voces grew their (c)(4) communications, field, and GOTV operations, strengthened their ability to manage staff and funds across legal entities, and developed a robust culture of legal compliance.

"NLA understands organizations like ours that use multiple strategies and legal entities to fight on all fronts for our community.

We value their partnership in developing our (c)(4) work."

**CHRISTINE NEUMANN-ORTIZ,
EXECUTIVE DIRECTOR, VOCES
DE LA FRONTERA ACTION FUND**

2

Technical Assistance for the Movement

The Challenge

Using multiple legal entities to build power is hard. Should we set up a 501(c)(4)? Where can I get solid legal advice on a small budget? Can we endorse candidates? How can I make 501(c)(4) grants? How do we track and report political activity? What is the best way to manage finances across multiple organizations? Can my 501(c)(3) buy my 501(c)(4)'s email list? Must I report partisan activity on Twitter?

"[NLA] really made our work on local and state campaigns possible. As a new organization doing everything for the first time, we had little experience with the technicalities and legalities of the work we were doing. The legal and accounting support NLA provided allowed us to be on the ground knocking on doors and talking to voters."

ARIS CORREA, ADVOCACY DIRECTOR, RURAL ARIZONA ACTION

The Solution

NLA works with bold leaders and philanthropic partners to provide Technical Assistance (TA) to answer these questions, and many more.

- **Technical Assistance to Leaders and Organizations:** We partner with leaders to create and scale the full range of legal entities they need to build power, maximize impact, and win.
- **Funder Partnerships:** We work collaboratively with (c)(3) and (c)(4) funders to design capacity-building and coaching programs that meet the unique needs of multi-entity organizations.
- **Free Technical Assistance for Emerging Organizations:** We provide free, rapid, one-on-one support and referrals to vetted experts and consultants.

TA Recipients

To date, NLA has provided Technical Assistance to more than 120 progressive organizations interested in creating or managing multiple legal entities. A few of the groups we've supported include:



3

Empower & Protect State Infrastructure Pilot Project

The Challenge

State campaign finance, taxation, and employment laws vary from state to state. So do the strategies, tactics, and legal entities best suited to build durable power in each state. Our movement needs state-specific solutions, resources, and infrastructure to meet the unique needs of hybrid organizations in key states.

“NLA listened to our needs and provided exactly what we asked for even when we didn't know what we needed. They helped us find experts in a timely manner which allowed us to focus on the real field and ground work.”

KABZUAG VAJ, CO-EXECUTIVE DIRECTOR, FREEDOM ACTION

The Solution

In 2020, NLA worked with state partners to launch pilot projects in three critical states: Arizona, Wisconsin, and Georgia.

The program had two goals:

- Empower progressive organizations to form the legal entities they need to design and run bold programs for maximum impact in 2020
- Protect leaders from potential attacks and fines by helping them build infrastructure, expertise, and a culture of compliance to navigate the complex federal and state laws that govern hybrid organizational work in an election year

The program focused on addressing operational challenges unique to hybrid organizations such as design of field programs, management of funds across legal entities, creation of resource sharing agreements between legal entities, and building systems to support best practices in legal compliance.

Our Partners

The pilot supported 12 progressive organizations. Many worked with NLA and our state partners, Arizona Wins, Instituto, and America Votes Wisconsin, to create and utilize 501(c)(4)s and/or PACs for the first time.



WHY MULTI-ENTITY ORGANIZATIONS MATTER

To build and sustain power, the progressive movement can't rely on 501(c)(3) nonprofits alone. Bold leaders are building 501(c)(4)s, PACs, and other legal entities to contest for power and influence at every state of the political and policy process. The path to durable progressive power lies through the formation and use of multi-entity organizations.

What is a “multi-entity” organization?

A multi-entity organization uses more than one legal entity—often 501(c)(4)s, PACs, or corporate entities (e.g., LLCs), in addition to a 501(c)(3)—to build power and influence.

Why does the progressive movement need organizations with multiple legal entities?

Although 501(c)(3)s do critical work, they cannot engage in the full range of strategies and tactics that build and sustain power, defend wins, and hold elected officials accountable. Only 501(c)(4)s, PACs, and corporate entities can participate in unlimited lobbying; political activity; endorsing and funding candidates; independent expenditures; and partisan registration, GOTV, and messaging.

What challenges do multi-entity organizations face?

Running an organization with multiple legal entities is dizzyingly complex. Leaders must navigate tax, employment, and compliance laws; build new systems to manage resources across legal entities; engage multiple stakeholders to align and coordinate strategy; find new attorneys and accountants; track political activity; and file campaign finance reports. Specialized knowledge, skills, and expertise are needed.

What risks do multi-entity organizations face?

With increased power comes increased risk. Sharing resources between 501(c)(3)s and (c)(4)s is common practice for multi-entity organizations. However, failure to set up and manage work properly across entities can endanger the tax-exempt status of the (c)(3). As new hybrid organizations gain increasing power, complex FEC, IRS, and state laws provide ample fodder for mistakes to occur, exposing nonprofits to investigations, lawsuits, fines, and potentially bad press.

What is the solution?

Work with state ecosystems and leaders to provide specialized support, expert resources, and training to set up multi-entity organizations for maximum impact and reduced risk.



The Capacity Shop, NLA's separate but affiliated 501(c)(3), serves as an education and resource center specifically designed to meet the unique needs of multi-entity organizations.

The work of TCS is non-partisan and includes:

- Fostering collaboration and learning among capacity-building intermediaries
- Conducting field research
- Documenting best practices
- Creating resources and tools
- Designing and conducting trainings
- Training consultants and intermediaries on multi-organization best practices
- Advising 501(c)(3)s on best practices in sharing resources with 501(c)(4)s

Together with our partners, NLA and The Capacity Shop are building the resources progressive organizations need to build and sustain durable power.

The Capacity Shop is a learning center where intermediaries, consultants, and leaders are coming together in community to share knowledge and best practices about how to safely and boldly use multi-entity organizations to build power. DEBORAH BARRON, EXECUTIVE DIRECTOR, NEW LEFT ACCELERATOR



COLLABORATION & PARTNERSHIP

NLA does not do this work alone. Collaboration and partnership are central to our work and how we make change in the world. We are honored to work in solidarity with a long-list of talented and bold organizations.

Collaborators

From our alignment with The Capacity Shop to generate learning and create resources, to our partnership with RoadMap to design and run Accelerator Programs, to ongoing work with progressive capacity-building providers like Bolder Advocacy and Instituto, we are proud to center collaboration in all of our work.



Thought Partnership

In 2020, NLA joined trusted capacity-building partners—RoadMap Consulting, Strategies for Social Change, Vision Change Win, and Information Ecology—to assess needs, create training, and provide thought leadership on how capacity builders might respond more effectively to the many challenges 2020 presented to our sector.



Funding Partners

NLA is honored to work with innovative funders who are leading the way in investing in hybrid organizations that use multiple legal entities to build power and win.





SUPPORT OUR WORK

In 2021, NLA is doubling down in our investments in the leaders, organizations, and states that are realigning power for the progressive majority in our country. Join us today to protect and build on our progress.

NewLeftAccelerator.org/Donate

