



COMMUNITY
CHANGE

RISING WITH RESILIENCE



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June 2021

Beloved Community,

When we look back, there will always be a before 2020 and an after. Each one of us experienced that year with our own unique mix of pain and fear, determination and hope, grief and grit.

A series of events reshaped each of our lives — a global pandemic, economic devastation, the uprising for Black lives, our democracy at a precipice. Their impact, however, depended on the color of our skin, the location of our birth, and the resources available to us. We may still be bound together in a single cloth of destiny, as Dr. King preached, but it does not cover us equally.

Even amid the upheaval, core principles have remained true: there are no shortcuts on the Path to Power. Community Change rooted ourselves in the fundamentals of organizing to build Black, brown, and immigrant power, and we rose to meet the year's sky-high stakes with innovation and imagination.

Our community of partners, supporters, allies, organizers, leaders, and every member of this Community Change family— you helped us see that we cannot return to the old normal that never worked for so many of our communities.

Together, we began to build a political home with grassroots leaders hungry for connection and agency in the fights ahead.

Together, we protested, organized, voted, and as one part of this movement ecosystem, we changed the country.

In this annual report, we explore the many forces that drove our actions and defined our impact in 2020— the victories won and dreams deferred.

We cannot lose sight of the crisis we endured and the authoritarianism we averted in 2020. But the work continues. We must deliver for the people who put their faith in a democracy designed to exclude them, and we cannot squander this “New Deal meets Civil Rights” moment for transformational change.

**Thank you for
standing with us
in the struggle.**

Onward,

Dorian Warren
Co-President

Lorella Praeli
Co-President



BUILDING POWER FROM THE GROUND UP SINCE 1968

Our Mission

To build the power and capacity of low-income people, especially low-income people of color, to change the policies and institutions that impact their lives.

Our Vision

All people and communities thrive as low-income people of color, immigrants, and women wield power to reshape our democracy and our economy to be just, equitable, and inclusive.



ACTION: WE PROTESTED

Just as 2020 defined a before and an after in our lives, key moments of uprising sliced through the year.

May 25, Memorial Day, the day the Minneapolis Police Department murdered George Floyd.

The largest protests in American history began that night with nearly 1 in 10 people in the United States taking to the streets over the next months because [Black Lives Matter](#).

Over the past year Community Change has:

Centered Black leaders and leadership in the conversation, appearing in the New York Times, Fortune, Washington Post, NPR, CNN, and MSNBC.

Looked internally to confront anti-Black racism within the movement. FIRM led the way with a series of trainings to equip partners with resources to engage their communities on understanding the Black uprising, movement, and how [to stand in solidarity](#). 225 people joined the English/Spanish training.

Supported our partners, providing 3,000 pieces of personal protective supplies (gloves, masks, hand sanitizer) to partners protesting in Minneapolis and engaging voters in the Georgia primaries on June 9.

On September 10, we honored the Movement for Black Lives as the Disruptor Change Champion at the [2020 Community Change Champions Awards](#).

“

“I am a 34-year-old man who knows that at any point I could be the next George Floyd. I could run out to the grocery store and run across the wrong police officer and find myself gasping for breath, calling for my mother. That’s something I’ve learned after nearly two decades living in the ‘nice’ Midwest. And that’s why I am a protester.”

MIKE GRIFFIN, SENIOR ELECTORAL ORGANIZER AND ADOPTED SON OF MINNEAPOLIS WHO SHARED HIS EXPERIENCE OF THE PROTESTS— AND MINNESOTA ‘NICE’— [WITH NBC NEWS](#)

November 3, Election Day, and November 7, when the presidential race was called for Joe Biden and Kamala Harris.



Looking back after the January 6 insurrection at the U.S. Capitol, the potential for violence — averted in November — is chilling.

Community Change organized local outreach to secretaries of state, naming the tactics of voter suppression in order to make them less effective, and our partners called out these tactics through a series of opinion pieces in local press.

Community Change Action led the Democracy Defense Coalition, a national table of social justice organizations, to push back against false claims of election fraud and organize a united front from the capital to the grassroots.

We met threats of violence with [spaces for healing and joy](#). In Washington, D.C. :

Community Change joined the DeWitt Proctor Conference and The Poor People's Movement calling on people of faith to bear witness and pitting light against shadow two blocks from the White House.

SPACES in Action brought Go-Go music to Black Lives Matter Plaza on election night, celebrating our democracy, de-escalating interactions with D.C. police, and inviting everyone—regardless of political preference—to dance.



Injustice
Anywhere
is a threat
TO JUSTICE
HERE

#BLACK LIVES MATTERS
WE WON'T
BE SILENT
NO JUSTICE NO PEACE

**ACTION:
WE ORGANIZED**

2020

was an organizing moment. But the pandemic took bedrock tactics of in-person organizing off the table.

In our fear and isolation, we craved connection. Surrounded by uncertainty, we needed agency. We turned to experiments, leaning on the digital tools that kept our in-real-life social networks connected but physically distant. We leaned into that hunger to build the base of directly impacted people to fight for economic, racial, and immigrant justice. We used digital advertising to capitalize on viral moments of growth opportunities like virtual town halls and rallies to bring 58,000 new people into our organizing pipeline.

May 8

#WeAreEssential Town Hall with immigrant leaders in conversation with Rep. Joaquin Castro (D-TX), Rep. Judy Chu (D-CA), Rep. Yvette Clark (D-NY), and Rep. Pramila Jayapal (D-WA) on the COVID-19 pandemic and an inclusive relief package.

May 12

Building a Caring Economy Town Hall with child care providers and parents, predominantly women of color, sharing their stories with Stacey Abrams.

June through Dec

Black at the Polls Series with partners in the Black Freedom Collective, organizers, and leaders in conversations on the Black vote, building power, reimagining public safety, fighting patriarchy, and more in the struggle toward Black liberation.

July 30

#StandWithImmigrants Town Hall with grassroots leaders joined by Sen. Ron Wyden (D-OR), Sen. Patty Murray (D-WA), and Sen. Catherine Cortez Masto (D-NV) to demand immigrant inclusion in all future relief efforts.

Aug 14

Housing Is Essential Town Hall with organizers and grassroots leaders sharing their solutions and policy ideas to ensure everyone has a place to call home with former HUD Secretary Julián Castro.

Oct 20

Be a Child Care Voter Rally moderated by Dr. Melissa Harris-Perry and featuring grassroots leaders and organizers from partners in Michigan, Ohio, and California.



Building on these moments, we connected people with our issues:



CHILD CARE

We built a base of child care providers and parents who became Childcare Changemakers, advocating for quality, affordable child care that also delivers good jobs for providers. This digital organizing is the next space for building the power and reach of the child care justice movement that we have been leading for the past six years.



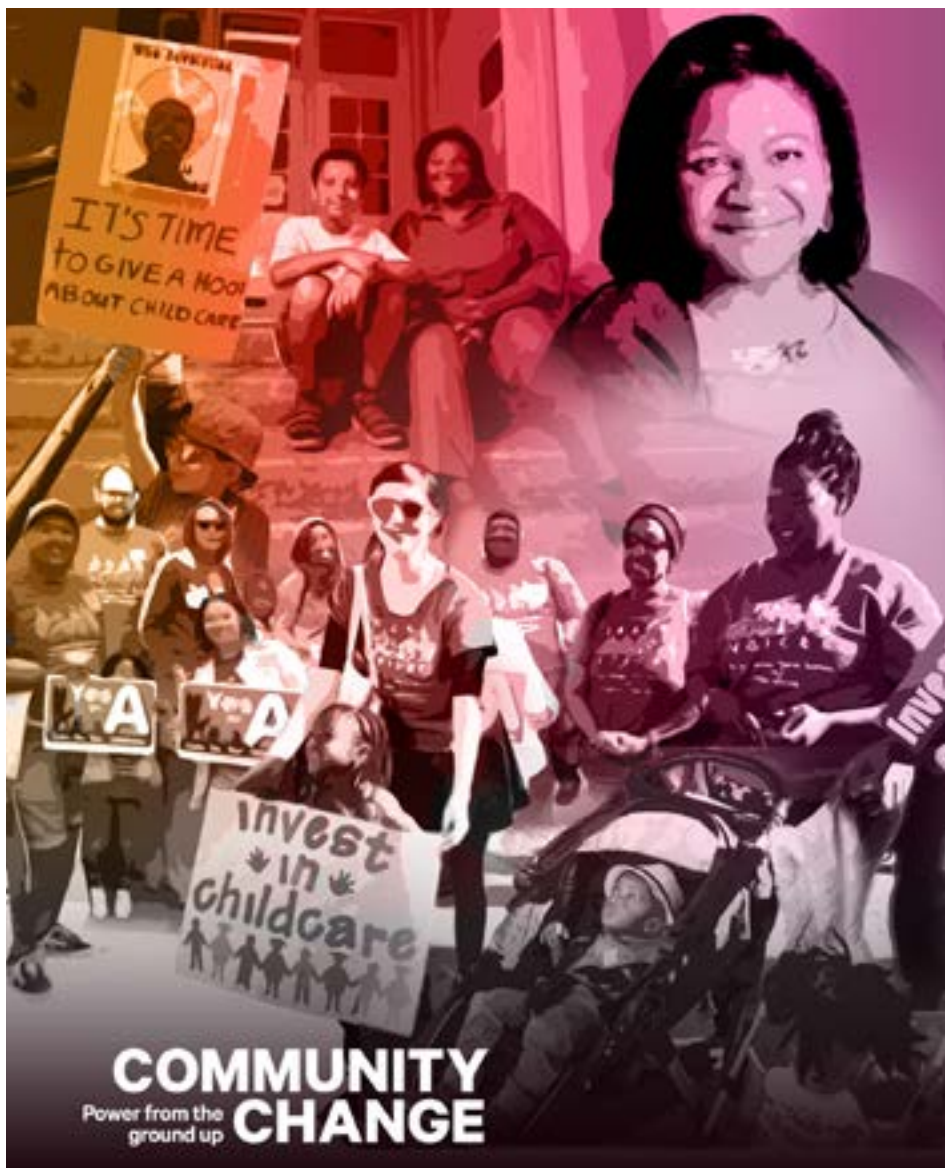
IMMIGRATION

Fair Immigration Report Movement built on 20 years of organizing and advocacy to directly engage 200,000 people via text messages as part of the FIRM Action network and activate the FIRM network's base to move federal demands for immigrant inclusion and relief.



BLACK LIBERATION

The Black Freedom Collective grew to include 19 partners in eight states and the District of Columbia that are building the power of Black communities.



On March 3, days before the pandemic brought the country to a standstill, voters in Alameda County, Calif., went to the polls and passed Measure C, a ballot initiative to raise their taxes to support children, child care providers, and parents. The victory came less than two years after a similar measure fell short. Organizing made the difference. Parent Voices Oakland was an early partner in Community Change Action’s digital organizing program that uses digital advertising, private Facebook groups, and SMS messaging to identify and engage volunteer leaders.

Using this approach, Parent Voices Oakland identified a base of 350 supporters and recruited more than 50 volunteers to knock on doors and collect signatures to get the issue on the ballot. Leading up to the election, they mobilized a cadre of 85 activists who knocked on more than 14,000 doors to secure the \$150 million in revenue for child care. We honored Parent Voices Oakland’s Clarissa Doutherd as our 2020 Emerging Change Champion.

At the same time, 2020 reaffirmed the core principles of organizing.



As Dorian Warren and Seth Borgos wrote in The American Prospect in October, **“organizing can transform a social problem into a political issue.”** Organizing grows the roots that anchor protest. It is behind the millions moving into the streets and the movie moments when David beats Goliath. It is the long growing season for a rich harvest. Community Change doubled down on the fundamentals of building power from the ground up:

Women of color in the movement are leading the work that Ruha Benjamin describes as imagining and crafting the worlds we cannot live without. Community Change seeks to equip women of color to provide the sort of leadership the progressive movement needs right now to achieve its lofty goals of building an America where everyone can thrive.

Since 2018, 44 women have been part of the three annual cohorts of Power 50, designed for the unique challenges women of color face in leading movement organizations, and 22 women have been part of the two cohorts of the women’s fellowship, designed to support justice-involved women so they can envision themselves out of their current realities and craft an agenda that is for them and by them.

Calling In & Up: A Leadership Pedagogy for Women of Color Organizers shares lessons learned from Community Change’s work to cultivate leaders who build community power through transformation of themselves, their organizations, and their communities, separate from the prescribed ladders of professional development.



Base-building is a priority for an overwhelming majority of our partners. Many are seeking to reach new members called to action by the interlocking crises of 2020.

Community Change's resident organizing networks in California, Louisiana, Oregon, and Washington grew to include 5,000 resident leaders.

United Today, Stronger Tomorrow launched as an experiment to build a base of people impacted by COVID-19 with support from Community Change.



Racialized narratives of poverty, deservingness, and belonging continue to shape our politics and culture. Community Change pushed back with research-based alternatives, by building narrative infrastructure, and with digital experiments to drive narrative change.

The Housing Justice Narrative Project began in 2019 in collaboration with PolicyLink and Race Forward. Through focus groups and other methods, we developed messages to reframe housing as a public good, and as the housing crisis has escalated over the past year, we began working with organizers to embed these new narratives in local and state policy campaigns.

Changing narrative requires an infrastructure of storytellers—artists, writers, videographers—who shape our understanding of the world. Our Communications Fellows are the core of that narrative infrastructure. In 2020, they produced 115 pieces that garnered 42,992 Facebook shares and 59,524,631 impressions on Twitter.

As part of our political program, Community Change Action created culturally competent, digital-first content to move infrequent voters of color to the polls, collaborating with experts like Anat Shenker-Osorio, Cultural Engagement Lab, Frameshift, and Way to Win. Our program deployed creative tools to shape the narrative for our universe and target compelling user-generated content over platforms like Facebook.



Movements are rooted in community-based organizations that create a political home for directly impacted people to build and wield their power. Community Change supports and connects these groups to move key issues and co-create strategies to expand what is politically possible to win.

As the pandemic disrupted organizing practices, we helped our partners pivot:

Providing training, tools, and resources on digital organizing.

Bringing partners together to provide holistic support, both from Community Change as an organization and from the connections that can be made for peer learning.

Sharing emerging trends from the field, such as partners' efforts to provide direct aid such as emergency cash assistance, health, and income support for members.

Community Change partners are more diverse than ever and driven to achieve change that centers racial, gender, and immigrant justice.

Reflecting on the changes and growth in our partner organizations from 2017 to 2020, we are proud to share the statistics behind their intentions:

+13.3%

More partner EDs are people of color.

-57.1%

Fewer partner EDs are white men.

+15.4%

More women of color are leading our partners

88%

said that racial justice was an essential core to their work.

3/4

of executive directors are women.

42%

reported gender justice as an essential core.

34%

of partners' membership are immigrants.

HALF

of partners' membership or constituency are women of color.




**ACTION:
WE VOTED**

2020 revealed the gulf between American democracy as we imagine it to be and the rising authoritarianism that shapes its reality. Black, brown, and immigrant voters put their faith in a system designed to exclude them—and saved our democracy.

Community Change Action, Community Change Voters (our PAC), and our local partners invested heavily in organizing and turning out the voters in 20 states and Washington, D.C., including playing key roles in all six of the final states to be decided for the presidential election—Georgia, Arizona, Nevada, Michigan, Wisconsin, and Pennsylvania.




\$40
million
program



3 million
real
conversations
with voters



280
hours of
community-centric
training for leaders
on the frontlines



13.9
million
voters
engaged



20
years
of electoral
organizing



41
partners

Community Change Action’s Win Justice collaboration—with our allies at Color of Change PAC, Planned Parenthood Votes, and SEIU—organized some of the largest progressive, field-focused independent expenditure programs to turn out voters in four 2020 presidential battleground states. With our in-state partner organizations and affiliates, Win Justice ran the largest field program turning out voters of color across Florida, rebuilt the “blue wall” in Minnesota and Wisconsin, and delivered Nevada.



5.5
million
voters targeted
across the Win
Justice states.




20x
the difference
between the
of voters we
targeted and
the presidential
margins of victory/
loss in these four
states in 2016.



14,898,644
phone calls made



1.9 million
conversations with
voters across the
Win Justice states



9,155,039
texts sent

Our success builds on every cycle before—deep voter contact, long-term organizing, and year-round investments in issue campaigns, local leadership, and organizational infrastructure. We rely on trusted messengers on the ground and use culturally appropriate outreach to drive turnout and combat disinformation.


Community Change Action turned out voters and delivered elections that showcased our political power.



5 Senate
seats in Arizona,
Colorado, Georgia,
and Minnesota.



16 House
seats in 10 states.



\$15 minimum
wage in Florida
with the passage
of Amendment 2.



Prop 118
for paid medical
leave in Colorado.

We fought, moving the bar of what is politically possible even with our losses.

We demanded bold action for the safety and health of all, calling for protections for undocumented frontline workers carrying the country through the pandemic. As Sulma Arias, director of immigration and power building, wrote in The Hill: “The country is facing health and economic crises that are exacerbated by the inaction of

Republican lawmakers who prefer Trump’s racist agenda to helping families survive.” We won inclusion in the House-passed HEROES Act, but 5 million undocumented immigrants continue to be called essential but treated as expendable and deportable.



3 statewide
ballot initiatives to
expand affordable
child care.

We issued 118 recommendations for administrative actions and guidelines for policy change to address the housing crisis in our New Deal for Housing Justice. This policy playbook gathered the wisdom of housing policy experts, leaders in our resident organizing networks, and an advisory committee co-chaired by former Secretary of Housing and Urban Development Julián Castro, Ford Foundation Vice President for U.S. programs Maria Torres-Springer, and Community Change President Dorian Warren.



Relational Organizing

The pandemic changed the calculations for our electoral program. With the risks of door-to-door canvassing too high for most of the election year, the relational organizing program that Community Change Action tested in 2018 grew even more important. Community Change Action's Kristee Paschall described the basic idea in [The New York Times](#): **“At churches and block parties and in classrooms, our experiment offered this call to action: You are the most qualified person to engage the people you love...** Strengthening our democracy isn't just about Election Day. It is also about building community ties that pull people sitting on the sidelines into public life.” And because we sustain so many of those relationships through calls or SMS or messaging apps, the strategy lends itself to the pandemic realities of social distancing. We began weekly calls with partner groups to support their programs, and we trained volunteers who connected with our issues.

Training voters to reach out to their friends and family is one of the most effective strategies for increasing turnout, with 100 times the impact of text messages from strangers. For hard-to-reach communities and folks who may not even appear in records used to organize a voter canvass, in-real-life social networks are essential. In this election cycle, we recruited 7,000 volunteer leaders who generated 7.8 million actions through their networks to reach 4.3 million voters.



Georgia

On January 5, 2021, the voters of Georgia gave Democrats control of the U.S. Senate, electing the first Black Democratic senator from the South since Reconstruction in Reverend Raphael Warnock and the first Jewish senator from Georgia in Jon Ossoff.

The conventional wisdom and the well-honed tools of voter suppression dismissed the possibility of this victory. Yet local organizations, built over decades of grassroots organizing, made sure a multi-racial coalition of voters turned out once again to overcome the odds. Because of their work, Black voters made up 35% of the electorate, Latino support more than tripled between November and January, and voter registration efforts netted 75,000 new registrants between November and January.

The New Georgia Project Action Fund (NGPAF) knocked on 1.66 million doors, made 4.84 million phone calls, and sent 3.68 million texts—connecting with over 800,000 voters. Community Change Action staff embedded with NGPAF to boost their capacity, and we hosted over a dozen virtual gatherings with volunteers to encourage their friends and family to vote. Our PAC—Community Change Voters—ran digital ads targeting young, Black, and Latino voters that garnered over 2 million impressions.



**Impact:
We Won Change**



Community Change works in the tension between what we can win and what we can dream.

In 2020, we delivered.

On June 18, in a 5-4 ruling, the Supreme Court of the United States reinstated the Deferred Action for Childhood Arrival program (DACA), ensuring that 700,000 Dreamers continued to be protected from deportation. This victory is rooted in the ongoing struggle for racial justice and the power built by our movement—in large part because of FIRM's work and leadership. And with DACA in place, immigrants delivered the 2012 election.

FIRM Action built the power of the immigrant vote through years of organizing and turning out—years of the unglamorous, behind-the-scenes work of leadership development, political strategizing, and movement building. We honored our partner in that fight, United We Dream, at the 2020 Community Change Champions Awards.

FIRM partners used DACA to both transform lives and build durable power. They made DACA status accessible to tens of thousands of undocumented people and used those connections to bring more people into the movement. In 2021, leaders and organizers with DACA status are leading the next fight for legalization, relief, and recovery.

In states across the country, we helped our partners win \$646 million for child care and housing services.

\$5m

restored to the child care subsidy program in Washington, D.C., as SPACES in Action reversed the mayor's decision and made emergency relief funding available to child development centers adapting to new business practices as COVID persists.

\$10m

a year for 10 years for affordable housing in Richmond, Virginia.

\$49.6m

over the next eight years for affordable housing in Kalamazoo, Michigan.



\$150m

a year for kids in Alameda County, California, as Parent Voices Oakland led the fight for increased access to affordable child care and living wages for child care workers.

\$225m

to child care providers in Michigan as Mothering Justice won allocations to ensure care is available for essential workers and reduce the cost of care for families impacted by the economic crisis.

\$250m

a year to end and prevent homelessness in the Portland, Oregon, area as Oregon's resident organizing network, Residents Organizing for Change, helped to pass a tax measure that targets the wealthy.

Our partners won material change for their communities:

CHIRLA

The end of 287(g) in LA County as CHIRLA successfully campaigned for the local police to end cooperation with Immigration and Customs Enforcement.

OLÉ

Hazard pay for child care workers in New Mexico who face exceptional risks for exposure to the coronavirus as OLÉ successfully campaigned for executive action in the state.

MTRNJ

The nation's most sweeping professional licenses law as Make the Road New Jersey ensured that immigration status can no longer determine eligibility for teaching, nursing, and other licenses.



We dreamed, laying the groundwork for transformation far beyond what we can win now.

That vision begins with ideas rooted in the wisdom of lived experience and strengthened with different forms of expertise. In 2020, we began to model the practice of ideas creation and building that brings together grassroots leaders, organizers, and scholars with *Ideas from the Ground Up*, a series of conversations on the America we want to build. Dorian Warren and K. Sabeel Rahman outlined the opportunity in *The Nation*: **“This moment calls for a bottom-up deconstruction of our oligarchic racial and gender caste system and reconstruction of a just and equitable system. Anything less is unacceptable.”**

July 28 - More than 100 people from across 40 different organizations joined the opening dialogue. Grassroots leaders and scholars shared their vision for dismantling the police state and reconstructing our country with a caring economy through panel discussions and robust small group sessions.

August 4 and August 11 - A smaller group of leaders and scholars focused on reshaping our safety net and approach to income support to create a firm economic foundation. Mimi Abramovitz, Deepak Bhargava, and Tammy Thomas Miles write about these ideas in *The Nation*, calling for “the courage and radical imagination to replace the old safety net with something new, bold, and available to all.”

August 19 - Community Change Action and our partners in the Black Freedom Collective gathered organizers, poets, grassroots leaders, and scholars for an afternoon of dialogue and visioning on repairing the harm to Black America and building Black electoral power to win our demands.



We will only narrow the space between our dreams and our reality by building power. As Deepak Pateriya, Managing Director, wrote in The Forge:

“We must get bigger, better, and stronger if we want to set the ‘common sense’ political agenda, if we want to win and durably control state and federal governments for the sustained periods needed to enact our vision.”

WE WILL NOT
BE SILENCED



#WOMENSMARCHMY

#IWD2019

ASURE

IS



A SMILE
OUR BODIES
OUR TIME
OUR NAMES
OUR LOVE
OUR ANYTHING!!

UNPAID LAB
SEX
OUR NUMBER
MONEY
BABIES


FIGHT



SEXISM

WE WILL NOT
BE SILENCED





WE STAND
WITH YOU

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Board, Financials, Supporters**

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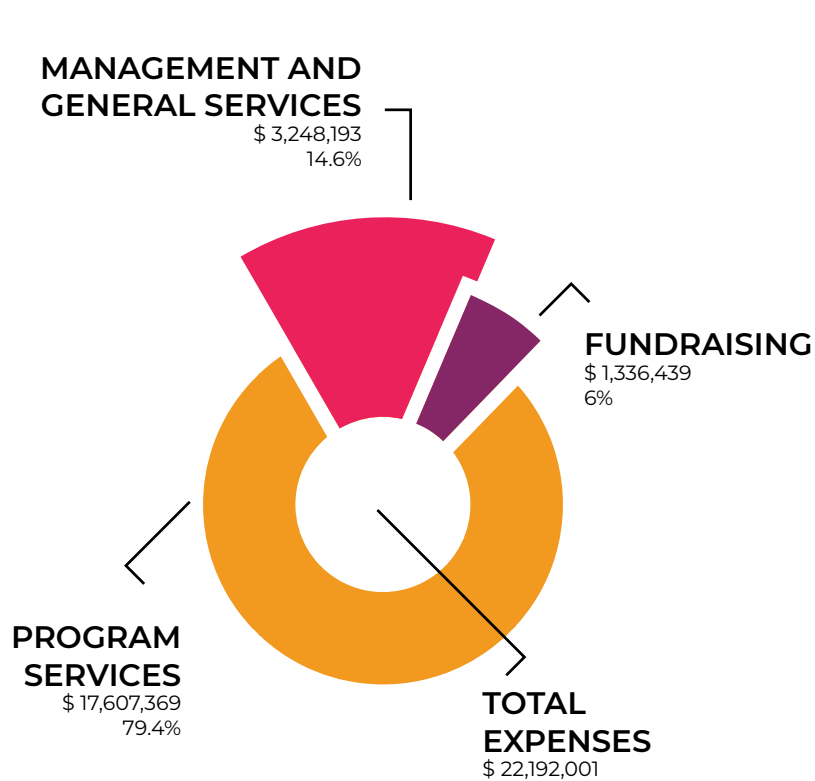
Co-President, Community Change Action

Andrew Wong

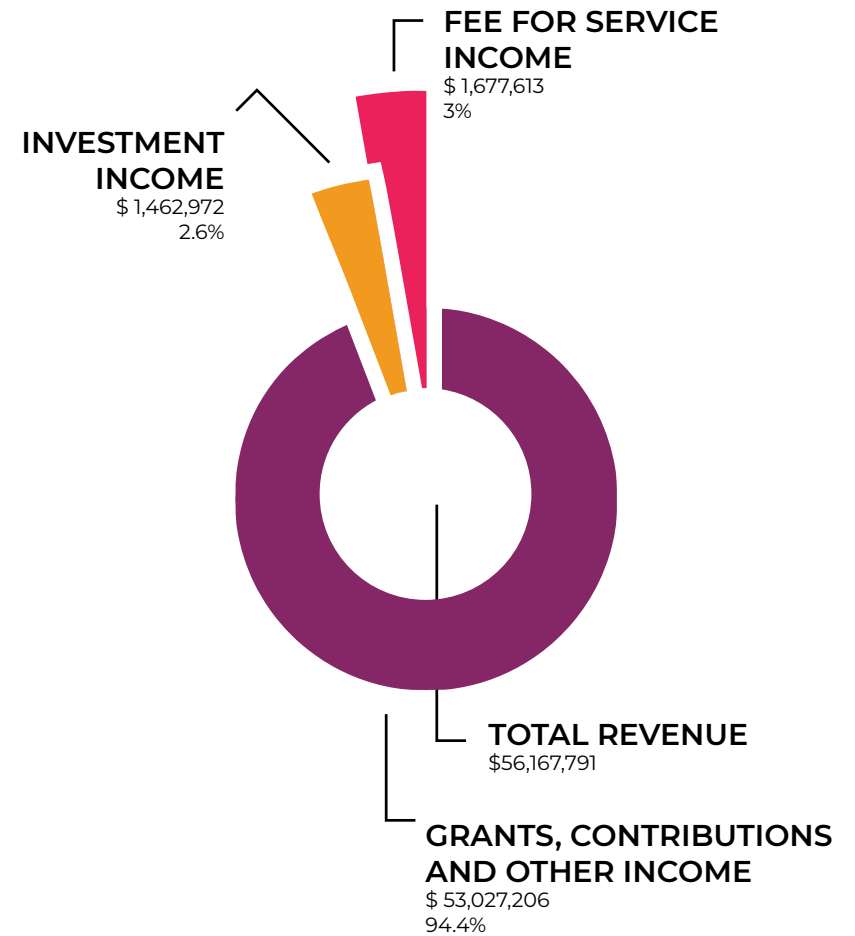
Executive Director, PowerPAC.org

COMMUNITY CHANGE FINANCIALS

FY20 EXPENSES



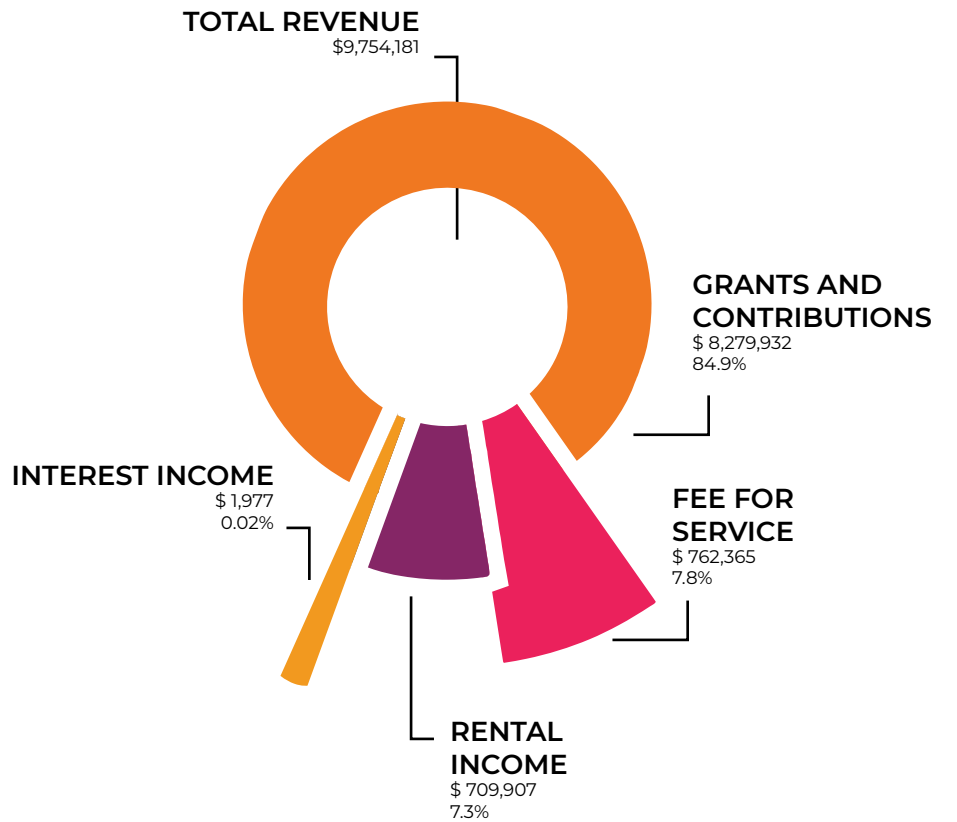
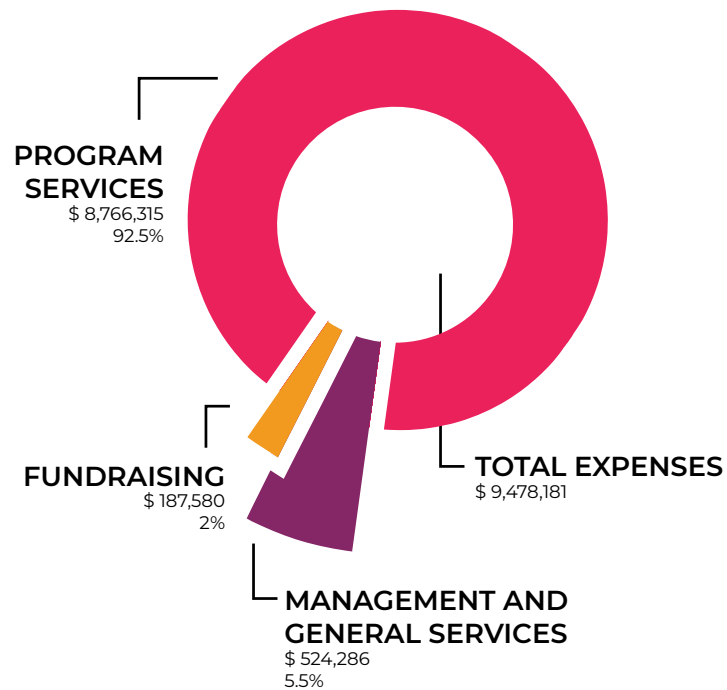
FY20 REVENUE



COMMUNITY CHANGE ACTION FINANCIALS

FY20 EXPENSES

FY20 REVENUE



Institutional Funders

Anonymous (5)

Achieving America Family Foundation
ActBlue Charities
AFSCME
Alki Fund at the Rockefeller Family Fund
Angelica Foundation
The Annie E. Casey Foundation
Benevity
The Bill & Melinda Gates Foundation
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The Why Not Initiative
The Women's Foundation of California

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Katherine and Philippe Villers

Dorian Warren and Jourden Warren

Nancy and Bart Westcott

Sherece West-Scantlebury and Joseph

Scantlebury



Next: We Repeat

There are no shortcuts on the path to power.

In 2020, we protested, we organized, and we voted. In 2021, we repeat. We build. And we fight for justice and dignity. With partners across the country, we launched field campaigns for immigration, child care, and just recovery as part of national tables: We Are Home, Care Can't Wait, and Real Recovery Now.

These are the fights of our lives. And when it comes time to vote again, we will remember who stood beside us and who stood in the way.





2020 Community Change Annual Report

This is a joint report of Community Change, a 501(c)(3) organization, and Community Change Action, its affiliated 501(c)(4) advocacy arm. The sibling organizations share a mission and vision, but they operate independently and in compliance with applicable rules and regulations.