



## THE NEW FLORIDA MAJORITY-EDUCATION FUND 2018 REPORT

In the past year, we made extraordinary impact. During a year of exponential growth for NewFM-EF, we made significant progress on most of our goals, and we maintained our organizational focus with exceptional discipline and clarity throughout the year.

The biggest episode in our story of 2018 is undoubtedly the work we did as a hub and anchor for the Second Chances campaign, as a member of the Floridians for a Fair Democracy Executive Committee, and as a leader in the voter education work in Florida during the initial petition phase, resulting in the successful approval in February of the Constitutional Amendment language for Florida's November 2018 ballot. Throughout 2018, we partnered with the Florida Rights Restoration Coalition (FRRRC), conducted voter education work, gathered volunteers, held culturally-relevant events, brought large cohorts and were lead speakers and panelists at the FRRRC annual convening, and put out innovative online content and social media to our base, centering the experiences and effects of these changes to returning citizens and their families, to raise awareness of the importance of restoring the franchise to 1.4 million returning citizens, who were formerly banned for life by the state's Jim Crow-era Constitution. Our voter education work during the primaries and in the months leading to the midterm elections in 2018 highlighted the importance of Amendment 4 on an extremely long ballot. This victory is an outstanding accomplishment that expands democracy in Florida and was years in the making. We believe the momentum and enthusiasm that we helped to build during the Second Chances campaign through the year contributed to the historic midterm turnout in the November 2018 elections- which surpassed that of the 2016 presidentials by a quarter of a million- and resulted in the successful return of the franchise to Florida's returning citizens! It is hard to overstate the importance of this massive expansion of the electorate, which is an outcome we have worked for as an organization for over five years, as a foundational component of our work to expand democracy in Florida.

Our work on expanding democracy in 2018 also comprised c3 voter registration (VR) work, which this year successfully registered over 24,759 voters in person and in addition launched online registration efforts, which for the first time was implemented this year in Florida. Our VR work was innovative in that we combined it with nonpartisan voter education work around restoring the franchise, and further empowered our VR canvassers with political education and leadership development through the Path to Power training. We also expanded our canvassing cohort into c3 nonpartisan voter education and integrated voter engagement work as the midterms approached. We were extremely happy to accompany and cultivate members of our base over the course of the year, from volunteering to canvassing, onto our full-time organizing staff, where they played crucial roles in mobilizing residents of key Black and Latinx areas to the polls in November for that historic turnout. We successfully launched our new membership model with monthly People's Assemblies in our core neighborhoods. In addition to government 101 and civics education workshops, our first advocacy day trip to Tallahassee took place in February, and brought two busloads of members and staff from around the state to rally on the capitol steps, to learn about the functions of the houses and committees, meet with legislators

and educate them on our core issues, and attend a session of the State Senate. All of our work was undergirded with robust data and metrics.

- Our issue campaigns, Peoples Assemblies, volunteer recruitment, voter education work, and cultural events engaged 32,947 individuals this year.
- Our voter education work this year during the primary and midterms season brought on board 700 new volunteers. We launched voter engagement initiatives focused on Black and Latina women.
- We cultivated 526 individuals who we consider to be very engaged leaders this year, who attended trainings, facilitated meetings of the base, represented the organization with allies and in other venues, engaged in advocacy.
- We began our dues-paying membership recruitment drive at the end of the year and made a solid start with 96 new dues-paying members by the end of November.
- We partnered closely with the Florida Rights Restoration Coalition and served on the Executive Committee of the Floridians for a Fair Democracy. Coalition Organizer and returning citizen Valencia Gunder provided important leadership and organized directly impacted women. We cultivated collaboration and celebrate the re-enfranchisement of 1.4 million Floridians.
- Our Senior Policy Director and Political Director worked along with our Coalition Organizer to develop strong policy proposals for next year's session with a focus on criminal justice reform, voting rights, climate justice, and gender justice.
- Through our work on statewide voter restoration, post-Hurricane Michael recovery and organizing in the Panhandle, immigration activism around border abuses and TPS (Temporary Protected Status), gender justice work, and climate justice work through the Climate Justice Alliance, Peoples Climate Movement, and Florida Disaster Preparedness Plan coalitions, we reached over 80 organizations from the local to the national level, working together on projects and actions.
- Expanding our communications reach with over 300 earned media articles and rapid growth of our social media visibility and profile.
- We made good progress on our Path to Power leadership development program, in which we are engaged with our 6 Statewide Alignment Group partners, with the aim of collectively building a statewide cadre of 5,000 trained leaders by the end of 2020 through political/leadership education and training. The training aims to develop the following four elements – cross-organizational solidarity, political analysis and ideology, organizing skills, and personal development (emotional intelligence, and embodied leadership). Three of our organizers are core trainers for the statewide program. NewFM conducted 3 trainings in South Florida and 1 training in North Florida. NewFM trained 100 people, and as a coalition, we trained over 1,200 people.

The March for Black Women (MBW) gathered over 300 women, femmes, and allies in Little Haiti on November 3rd for a rally and c3 ballot-information session around the crucial issues for women, femmes and families of color, a march and turnout of over 40 voters to Early Voting site. The MBW, expanding in its second year of dedicated activism, also took place in Jacksonville, and in Broward County, with a turnout of over 200 Black women and allies. We founded and convened a new organizing space this year, Latinas En Marcha, with a launch gathering of over 80 progressive Latina women in Miami, combining politics and culture with keynote speakers (Dolores Huerta, American labor leader, civil rights activist of the Dolores Huerta Foundation; Karla Hernandez-Mats, President of United Teachers of Dade; and Ana Maria Archila, co-executive director of the Center for Popular Democracy), panels, and live performances. We launched the conversation about a progressive Latina identity using her power to speak out and participate in our democracy and

continued with a gathering of over 200 people in the heart of Little Havana that weekend, which included Latina celebrities America Ferrera, Gina Rodriguez, Zoe Saldana, Eva Longoria, and Rosario Dawson leading voters to the polls. This work culminated in a Black and Latina women's C3 voter engagement canvass, another opportunity to build bridges between communities in Miami, and to expand political education work among a strong cohort of over 15 Black women and Latina women, many of whom had led voter education work throughout the year. Focusing on Latinx neighborhoods such as Allapattah and Doral, and Little Haiti, Liberty City, and other Black neighborhoods in Miami, the canvass enhanced our collective progressive power-building, with the theme, "Trusting Black and Latina Women to Build Power".

In addition, we trained over 30 Vote Protectors in Miami-Dade and Duval Counties, which came to the fore with volunteers working fiercely to safeguard community voters in the neighborhoods we work in. We found ourselves increasingly approached for inclusion and leadership in national democracy-building efforts taking place in Florida, most recently, Michelle Obama's When We All Vote convening in Miami, as well as hosting a meeting for former Attorney-General Eric Holder and redistricting coalition partners at our Miami offices. This year, over 250,000 more people voted than in the 2016 presidential elections. NewFM-EF has consistently engaged people of color in democracy and we've expanded the electorate through nonpartisan voter registration and educating people on engaging in elections in innovative and culturally relevant ways. We're clear on our priorities of defending and expanding democracy - it is fundamental to the dignity of our Florida communities and to the civic life of this country.

The climate work we conducted this year was another area of immense progress and success for us. As Hurricane Irma approached, we spearheaded the establishment of the Hurricane Irma Community Recovery Fund, to support an equitable, community-based response and recovery as well as long-term advocacy and organizing for communities, rather than the disaster-capitalist response so often seen in the wake of disasters. Resources were devoted specifically to marginalized and excluded communities; inter-organizational coordination and cooperation was built into the process of allocation and explicitly requested of applicants; the lenses of language justice and gender justice were applied in this work, both in terms of the way we did the work (including translation, and provision of child care and women- and children-specific relief supplies), and in terms of the additional organizations who were brought into the coalition. We partnered with the Miami Foundation and raised over 2 million dollars for this effort, and over 30 community-based organizations in urban, rural, South, Central, and North Florida received HICRF funding. The roughly estimated cumulative reach of this work over the year is 199,387. The needs of women and children, LGBT folk, people with disabilities and elders, youth and families of color in low-income urban areas, farmworkers (many of whom are undocumented), TPS (Temporary Protected Status) holders, immigrants, and Puerto Rican climate refugees were centered in this work.

The initial Community Emergency Operations Center (CEOC) was set up in Liberty City in the 2017 Hurricane season, and acted as a hub for the communications, storage of materials and supplies, volunteer and logistics organization, and response. Over 37,000 families across the state – in both urban and rural neighborhoods of color including Liberty City, Little Haiti, Homestead, Perrine, Richmond Heights, Immokalee, Tampa, Naples, St Petersburg, north Jacksonville, were reached by organizers and nearly 400 volunteers, with services, supplies, advice and disaster recovery advocacy before and after the storm, and in 12 neighborhoods of color in the state, Community Emergency Operations Centers (CEOCs) were set up.

Building off the success of the CEOC model, we led the process of forming what became the Florida Disaster Preparedness Plan, an intentional gathering of low-income neighborhoods of color that coalesced and evolved from places to report back on what had been needed, lacking and effective in the Irma storm experience, to spaces that would elicit further needs and plans, and identify community leaders and resources. These climaxed in the day-long Serious Games community needs-assessment exercise, which took place in South Florida in June. 130 community leaders and residents from 15 neighborhoods in 5 counties participated in an intensive mock-disaster exercise that also engaged representatives from the official disaster-response apparatus, as well as Chief Resilience Officers at city and county level, and County Commissioners. We partnered with Organize Florida to bring the initiative to Central Florida. The FDPP process continued, post-Serious Games, with a further empowering phase of participatory budgeting in, by, and for vulnerable neighborhoods, which required a combination of long-term organizing and disaster preparedness and response. In the 2018 hurricane season, 10 neighborhoods had met, conducted participatory budgeting together, identified specific community needs in terms of supplies, spaces, and people power, and were poised to purchase needed supplies in the event of a storm. This was significant progress since the same time in 2017. Indeed, the learnings from this year's work responding and organizing in South and Central Florida were quickly put into action to help our brothers and sisters in the Panhandle in response to Hurricane Michael, with the swift setting up of a CEOC in Tallahassee, and the gathering of an 18-wheeler's worth of supplies that were brought all the way up the spine of the state from Liberty City to North Florida for distribution. The FDPP work in South Florida grew into a robust neighborhood coalition that conducts weekly calls along with housing, medical and communications professionals. We see the potential for long-term community-based organizing in North Florida-Panhandle, to expand this beneficial power-building FDPP community work funded by the HICRF.

One of the coalition's greatest wins was the historic legal victory of partners to obtain Disaster SNAP (D-SNAP) benefits for an entire class of vulnerable residents, people with disabilities, who had had to contend with- and were defeated by- widely publicized hours-long lines outdoors in the blistering sun, just to register a claim. In partnership with the Community Justice Project our coalition team brought suit on behalf of these vulnerable populations, 158,900 of whom were given accommodations for the first time by the Department of Agriculture (USDA) to request emergency benefits by phone interview, which 17,000 people did. As a result, additional Irma D-SNAP benefits of over \$4 million were accorded to over 4,600 families, in two rounds, in 2017 and 2018. Our coalition's voices kept the situation of low-income communities of color in the focus of the media discourse around the storm, a barbed reminder of the inequities of disaster response and the challenges of recovery- as well as of the unequal effects of climate change. We are contributing to the advancement of learning about resilience – including co-authoring a white paper on equitable recovery best practices as part of the Robust Recovery Working Group. Through persistent work in coalition on the FDPP, we were able to assure community representation on the Miami-Dade County official Emergency Operations Center (EOC), a rotating position among coalition partners, and will ensure that community voices contribute to the planning and execution of disaster response at the municipal level. This is a striking victory for low-income communities of color in South Florida.

- We grew our climate organizing cohort, and through their neighborhood organizing, technical and advocacy training, innovative online webinars, panels, and events incorporating the arts, performance, and new gathering places, as well as cohosting two Peoples Climate Movement actions in Miami-Dade and Broward Counties, made great strides in connecting climate justice to other important issues for our communities, and to ensuring that the voices and vision of people of color are centered in the local climate space. Our much-expanded

earned and digital media footprint for this work (including 5 original audiovisual content on climate issues produced by NewFM) has helped to shape the local and national discourse on climate equity and disaster response in low-income communities of color, with 36 earned-media hits on climate justice in 2018.

- On the national scene, NewFM-EF's climate work on disaster organizing and community organizing around a proposed fracked-gas plant in Broward County gained us increased visibility and our new Climate Justice Program Manager and her organizers and community members were able to participate in several national convenings on climate, including the Peoples Climate Movement in San Francisco, and gatherings of disaster survivors and of community-based activists in Puerto Rico and New Orleans, in the process gaining a greater perspective on our own local work and its interconnections, through art and experience, with our brothers and sisters in the Caribbean diaspora.
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Movement leadership and organizational growth were both large components of our work in 2018. We played leadership roles in key democracy, criminalization, climate and gender justice campaigns, and anchored the Statewide Alignment Group, acting as the C3 fiscal sponsor, and liaison to FRRC, our largest joint initiative. Another important area of work has been our participation in building the State Power Caucus, our Executive Director is on the Leadership Team, and several Directors participate in working groups designed to nurture cross state learning and strategy refinement. Internally, launching our People's Assemblies deepened our community engagement work and redefining our membership model and leadership ladder brought greater consistency to our work. In addition, communications and media work was a strong focus for NewFM-EF in 2018. We expanded our communications and data team with the addition of a Data Director and Digital Media Director, and partnered with consultants to support strategic communications planning and amplifying our reach: we trained our organizers and communications team in social media techniques in partnership with the Other 98% and our Facebook page grew from under 3,000 to over 20,000 followers (expanding our Facebook reach from around 25,000 to over 3,100,000 by November), we redesigned our website to reflect our growing leadership and presence both regionally and nationally, honed our strategic digital messaging and media presence through Black and Latinx media and social-media channels, and built out robust voter-education texting capacity.

We are also paying increasing attention to language justice and to fulfilling our aim of expanding further into new Latinx areas for social justice work, by intentionally incorporating language interpretation into the majority of our coalition meetings and events, and using culturally-relevant organizing and events such as the successful Chiva buses that gathered voters in Hialeah, Allapattah, and Doral, and by creating more Spanish- and Kreyol-language printed materials in our voter education work in order to reach more of our communities.