



NEW AMERICAN LEADERS

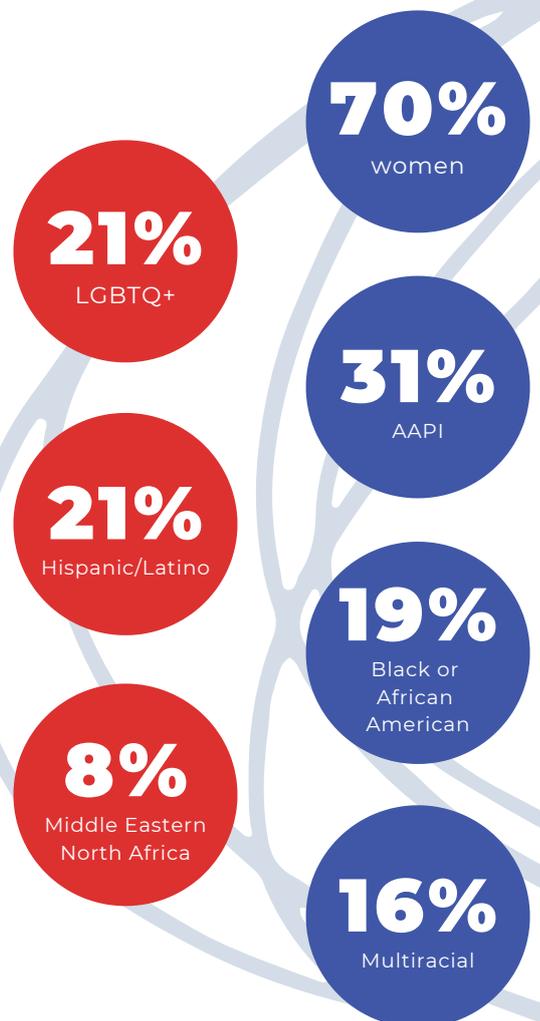
2021 IMPACT REPORT

After a year filled with uncertainty, New American Leaders (NAL) emerged resilient and even more determined. By preparing first and second generation Americans to **RUN, WIN, and LEAD** in elected office, we are building long-lasting political power against forces intent on turning back the clock.

While national attention focused on major state losses this election cycle, New Americans were winning local and municipal elections across the country. If anything, the inequities of the past two years have fortified many advocates' determination to run and fight for their communities.

NAL grounded its work in amplifying the immigrant experience as a leadership asset and creating a community of peers, critical to helping New Americans win and succeed in office.

2021 Alumni



RUN: Building a Candidate Pipeline

NAL continued to create a bench of authentic leaders, ensuring they have the tools they need at every step of the political process.

- Nearly 200 completed candidate and campaign manager training.
- 75% of applicants came from alumni referrals.
- Held introductory **Ready to Lead**, advanced **Ready to Win**, intensive **New American Fellowships**, and the new **Rising to Run**, for women who had run but lost.
- Hosted events on women's leadership, appointments to boards and commissions, storytelling, and rank choice voting.

Self-Assessment by Participants	Responded "extremely" or "very"	
	Before Training	After Training
How knowledgeable are you about campaigns and elections?	25%	88%
How qualified do you feel to run?	18%	76%
How likely are you to run in the next two years?	27%	64%



WIN: Getting Ready to Declare

Post-training, NAL guided alumni to identify the right seat, sharpen campaign strategy, and prepare for a campaign launch. Top concerns were fundraising, field plan, budgeting, and managing teams. In a survey of 2020 candidates, more than half of respondents reported experiencing some form of racism, misogyny, and whisper campaigning.

- Provided almost 50 alumni with **individual coaching**.
- Transferred alumni close to running to our political affiliate, the **New American Leaders Action Fund**.
- 45 alumni ran for school and municipal races, and 47% won.
- Alumni won 6 out of 51 seats on the NY City Council, the most diverse and gender-balanced council in the city's history.

LEAD: Succeeding in Office

This year, state and local elected officials nationwide faced historic political and personal attacks. NAL's governance program provided a supportive peer network and policy-building skills. The Elected Official Advisory Council was formed to advise on pressing policy priorities and programming decisions.

- Hosted the annual **Power & Policy Summit** on inclusive democracy to share local solutions and strategies by NAL elected officials.
- Released **State of Pay report** on the impact of low legislative pay on diverse representation.
- Brought together 22 officials in Nevada for a **Strategic Learning Visit** to discuss local policy strategies for immigrant integration.



"During this trip, I was blown away by how much Nevada has been passing uplifting policies for immigrants and refugees...It reinvigorated my commitment to ensuring Arizona does the same."

Arizona State Rep. Melody Hernandez

Pivot the POV: Strategic Communications

NAL's expertise and network of elected officials allowed us to insert an immigrant perspective into policy debates in real time, while showing how the electrifying power of young, diverse leadership can be a path forward. Social media proved particularly important to engage new audiences.

- Had 10+ media mentions highlighting NAL's **thought leadership**.
- **Increased followers** on Twitter by 15% and on Instagram by 60%.
- Hosted monthly **Instagram takeovers** by trailblazing elected officials.
- Connected with over 1500 young Americans via a groundbreaking partnership with Snapchat.

Alumni in Action

This year, a groundswell of legislation established Colorado as one of the country's most immigrant-friendly states. Sponsored by NAL alumni such as **State Senator Julie Gonzales** and **State Representative Naquetta Ricks**, over a dozen pro-immigrant bills were signed into law.

Sen. Gonzales sponsored SB-131, which limits personal data like place of birth and citizenship status that the state can collect and share with federal authorities. She also sponsored legislation that removes residency status as a barrier to housing programs and food assistance.

When Rep. Ricks arrived in the US as a child, her family were refugees fleeing violence in Liberia with virtually no resources. This year, Ricks led the drive for a legal defense fund for low-income people facing deportation. This fund will provide the type of assistance her own family struggled to find.

Other laws increase access to reproductive health services, mandate multilingual ballot access, provide protection for unaccompanied immigrant children, allow agricultural workers to unionize, and facilitate visas for victims of crime. Colorado also established an Office of New Americans, which will coordinate immigrant and refugee programs statewide.

"In the past, it would have been hard to pass even one of these bills. But today, we finally have enough diverse voices in the legislature to build a more equitable society."

Colorado State Sen. Julie Gonzales



Forward to 2022

We need a movement capable of delivering big change, and we need it now. In a major election year, NAL will be training and coaching a record number of New Americans to run for office. Other growth plans include:

- Preparing more **campaign managers** who share our values and know our communities.
- Increasing **gender parity** in office by expanding our women-only initiatives.
- Building our capacity to **advocate for immigrant-friendly policies** by mobilizing alumni.
- Developing **coaching and experiential learning** to help those in office achieve policy wins.
- Tracking the **policy impact** of New American elected leaders.