

# 2022 IMPACT REPORT

**NEW  
AMERICAN  
LEADERS**



A portrait of Anna Hernandez, a woman with long dark hair, looking directly at the camera. She is wearing a black t-shirt with a graphic that includes a 'Defund The Police' logo and the text 'Defund The Police'.

# A NEW ERA OF LEADERSHIP

In 2019, Anna Hernandez, a community organizer from Phoenix, lost her little brother due to police brutality. Despite her grief, she saw this tragedy as a call to action to advocate for her community and reimagine safety for all. In 2021, Anna joined a New American Leaders' training, Ready to Lead, to explore running for office.

Anna learned how to connect with voters, fundraise in working-class communities, and build a campaign team. She then participated in NAL's Ready to Win advanced campaign boot camp and further honed her skills as a New American Fellow.

An endorsement by the NAL's affiliate, the New American Leaders Action Fund, added momentum to Anna's 2022 grassroots campaign for Arizona State Senate and helped her win against an incumbent. Anna will be one of nine NAL alums serving in the Arizona State Legislature, eight of whom are women and four of whom were newly elected in 2022.

NAL was proud to partner with Anna throughout her leadership journey. Working with community organizations across the country, we met many activists like Anna this year. These young leaders refuse to be complacent, even amidst a surge of voting restrictions, the precariousness of DACA, and the realities of a post-Roe world. They know we need more inclusive leadership to reimagine our democracy and build a better future.

# BUILDING THE BENCH

NAL is the only national nonprofit that trains immigrants and those who identify with the immigrant experience to run, win, and lead in elected office. Since 2010, NAL has trained almost 1,500 people across the country, with nearly 200 serving in elected or appointed positions. Combined with the work of our c4 affiliate, New American Leaders Action Fund, NAL has created a powerful partnership to guarantee New American leadership in politics.

We train community advocates how to draw from their immigrant stories and engage voters to succeed at the ballot box. A network of state and local elected officials inspire and mentor our alums, and together they form a new political infrastructure to win progressive policies and sustain immigrant power.

NAL's strength lies in our network of BIPOC leaders eager to transform democracy. The restart of in-person convenings in 2022 was a burst of energy. From our small group trainings to networking events in New York, Denver, Las Vegas, and Dearborn, our alums cherished the opportunity to exchange ideas and plan their next steps for running for office.



**“There’s exceptional power in leading with a purpose, and it’s even more powerful knowing you are surrounded by allies on the same journey. It feels good to know I can put my purpose into action.”**

*Sadaf Omar, Ready to Lead Midwest*



# CREATING THE COMMUNITY

Filipina American and lifelong Alaskan Genevieve Mina first entered politics in 2016 when she worked as an aide to Anchorage Assemblymembers. A daughter of immigrants, Genevieve helped steer a major healthcare bill expanding access to telemedicine through the Alaska Legislature in 2022.

Someday, she thought, she might run for office. Attending NAL's new AANHPI Women Rising training seemed a good next step. Our signature Ready to Lead training, presented with an AANHPI lens, provided a rare and often emotional experience for AANHPI women to be in sisterhood with others who shared an immigrant story, histories of struggle, and passion for civic leadership. The weekend training, followed by individual coaching and campaign skills webinars, helped many to consider running for office seriously.

Genevieve told us, "NAL taught me how to own my authentic self and identity in politics. It's given me an incredible network of AANHPI women to support my journey." Empowered with campaign tools and newfound faith that she could win, Genevieve declared her candidacy for the state legislature just three weeks later. Genevieve won in November with 74% of the vote, running on a platform of public school funding, healthcare, and support for working families.

# 2022 TRAINING PARTICIPANTS

Over 130 served in campaign and candidate trainings in 2022

- Ready to Lead: introductory trainings (Nevada, Colorado, and Michigan)
- Women's Ready to Lead: national training (California)
- AANHPI Women Rising: our first training for Asian American, Native Hawaiian, and Pacific Islander women (New York)
- Ready to Win: advanced training with candidate and campaign tracks (Washington, DC)

**92%**

First or second  
generation



Average age  
of participant

**30**

**31%**

LGBTQ+

**72%**

Women

**7%**

Non-binary

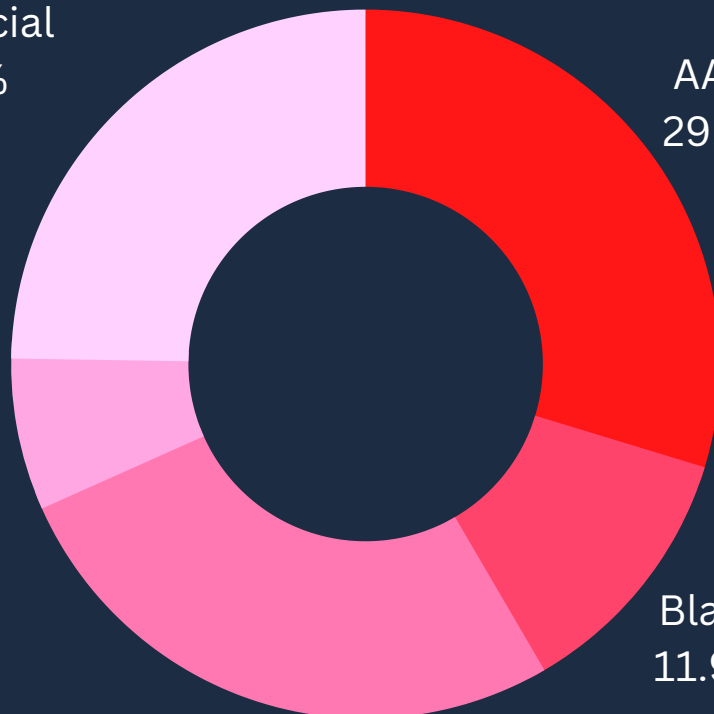
Multiracial  
24.8%

MENA  
6.9%

Latino  
26.7%

AAPI  
29.7%

Black  
11.9%



# 2022 TRAINING PARTICIPANTS

## Feeling Ready to Lead

How capable do you feel to carry out the duties and responsibilities of a political leadership role?

**53%** before training → **71%** after training

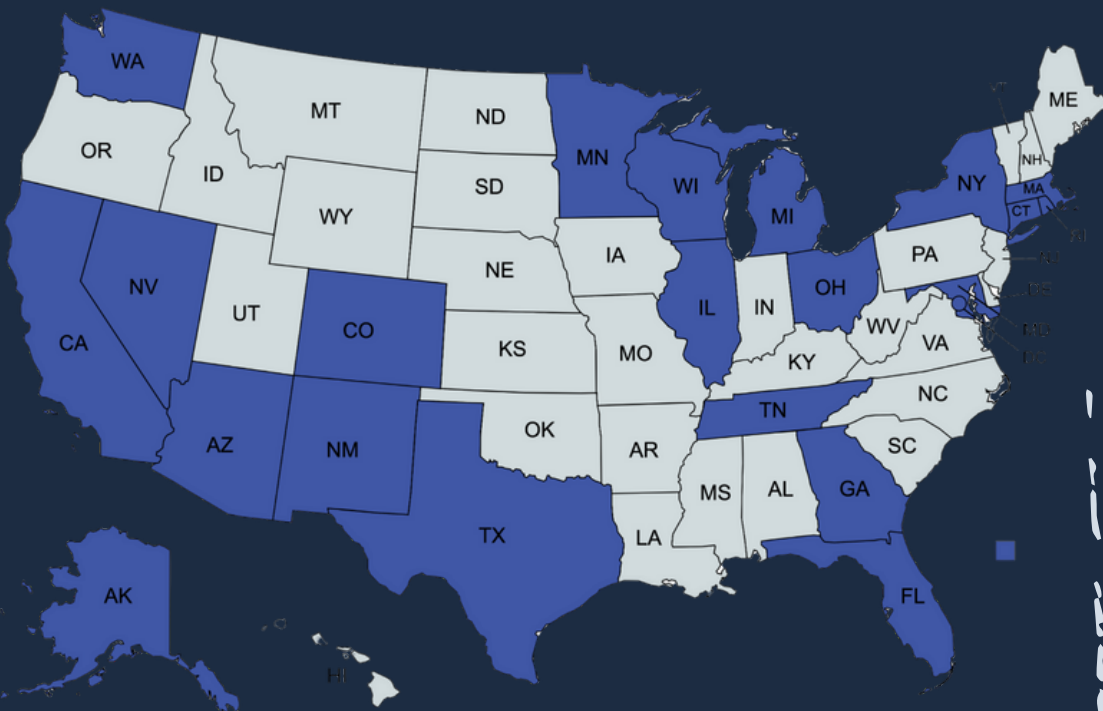
How prepared, if at all, do you feel to pursue a political leadership role within the next 2 years?

**12%** before training → **44%** after training

Currently how motivated do you feel to seek a political leadership role?

**53%** before training → **69%** after training

In 2022, we welcomed our most geographically diverse cohorts, with participants from 21 states and the District of Columbia.



# RUNNING THE RACE

In 2022, 82 pipeline alums ran for elected office. After primaries, 46 remained on the November ballot and 44 won, with one race still pending, giving us a remarkable win rate of 86%.

NAL alums and trailblazers who won include Yadira Caraveo, the first Latina to represent Colorado in Congress; Erica Mosca, the first Filipina/o elected to the Nevada State Legislature; and Munira Abdullahi, elected to the Ohio State Legislature and the first Somali person ever elected in the state. In Georgia, alum Segun Adeyina was one of five Nigerian Americans who were newly elected to the state legislature.

Unsurprisingly, alum reported significant challenges. Many received racist and misogynist threats, including Anupam Chugh Sidhu, the first AAPI person elected to the Plymouth-Canton Community School Board, throughout her reelection campaign in Michigan. Kristen Gonzalez, a progressive newcomer, overcame numerous challenges and surprised the political party establishment by winning a seat in the New York State Senate.

Building New American power is a community effort, and our alums rely on each other to reach the finish line, including a remarkable Muslim American and Gen Z alum cohort in Michigan. Alum Alabas Farhat (age 22) won his race for the Michigan State House, supported by Ola Albayati (age 19) as his Field Manager and Zeinab Alhashemi (age 20) as his Campaign Manager.



A woman with dark hair tied back, wearing a white hoodie and a white lanyard with a name tag that says "New American Leaders". She is smiling and holding a pen in her right hand, which is raised. The background is a blurred indoor setting with large windows.

# LIFTING OUR LEADERS

NAL's strategic communications challenged misconceptions about immigrants in politics. Through vibrant social media and robust media coverage, such as an Op-Ed in Ms. Magazine and local coverage on CBS and NBC, NAL demonstrated how New Americans embrace civic leadership.

Social media engagement grew across the board, including increasing followers by over 25% on Instagram, in part due to engaging content highlighting New Americans in office. NAL also activated its network of elected officials to sign onto United We Dream's call to save DACA, and 35 of NAL elected officials signed the pledge.

We also addressed the barriers facing New Americans by educating reporters and issuing original research. Our new report, *The State of New American Representation 2022*, highlights gaps and gains in New American representation in state legislatures. The New York Times, CNN, Politico, Axios, and the Observer, among others, covered the report.

## Alums In State Legislatures Are Getting It Done

- **Colorado State Representative Yadira Caraveo and State Senator Julie Gonzales** worked to pass the Reproductive Health Equity Act, which protects fundamental reproductive rights, including abortion.
- **Michigan State Representative Ranjeev Puri** sponsored HB 5044, which expands childcare access by establishing networks statewide for home-based childcare providers.
- **New York Assemblymember Marcela Mityanes** sponsored a bill requiring the state to publish outstanding code violations in public housing, helping residents to access dignified housing.

# GEARING UP & GETTING READY

Voters are repeatedly showing up for new, authentic, and diverse voices. With so many successes in 2022, New Americans have a tremendous opportunity to win big in 2023-2024, and NAL is ready to help them cross the finish line. Expansion plans for 2023 include:

- Reaching more community leaders through trainings, convenings, and informational webinars.
- Expanding our Elected Officials Network to serve as a peer network and resource for policy.
- Researching the most effective messaging to motivate New Americans to train and run.
- Tracking New Americans in office and progress toward inclusive democracy.



**“When I look at our cohort, I see exactly what our elected bodies should look like. We deserve to have the tools and resources necessary to be in positions of power that have not been accessible to our communities. Through power building and community, we are shaping the electorate to reflect the people.”**

*Luis Mata, Ready to Lead Colorado*