



Pictured: Our 2023 Ready to Win® cohort

# 2023 ANNUAL REPORT

**NEW  
AMERICAN  
LEADERS**

**NEW  
AMERICAN  
LEADERS  
ACTION  
FUND**



1.

# TABLE OF CONTENTS

- 2 Letter From the CEO and President
- 3 NAL's Impact by the Numbers
- 4-5 *Run*: Empowering Tomorrow's Trailblazers
- 6-7 *Win*: Building New American Political Power
- 8-9 *Lead*: Transforming Political Landscapes and Leadership
- 10 Our Voice in the Movement
- 11 Partners and Coalition Work
- 12 Investing in Our Movement
- 13-14 Leading Our Movement
- 15 The Future of Our Democracy
- 16 Our 2024 Training Schedule



**GHIDA DAGHER**

**DEMOCRACY NEEDS US**

2.

# LETTER FROM THE CEO & PRESIDENT

Democracy needs us.

This summer, as I stood in our nation's capital surrounded by inspiring immigrant leaders of immigrant backgrounds at the New American Hero Awards and Power and Policy Summit, this statement was never more true.

The last several years have been tumultuous. We have faced a global pandemic, an alarming rise in extreme legislation and white nationalism, and historic political events. Despite the heartache and hardships, New Americans have persevered, leading a national movement to create a stronger, more inclusive democracy.

At the state level, members of the New American Leaders network, like Florida State Representative Dotie Joseph, have spoken out against extreme anti-immigrant legislation, working directly with organizers and impacted communities to provide Know Your Rights resources. And in Michigan, State Senator Darrin Camilleri took a stand for worker's rights, championing the legislation that successfully overturned Michigan's Right to Work legislation, becoming the first state in 58 years to repeal it. Meanwhile, local leaders like Tucson Mayor Regina Romero are working to find sustainable solutions for our communities as we face the increasingly harsh realities of climate change and New York City Councilmember Crystal Hudson introduced and passed legislation that allows the city to pursue a guaranteed income program to support low-income residents.

Others still, like Barrington, Illinois School Board Member Erin Chan Ding, voted against extreme anti-LGBTQ+ agendas, stopping a book ban and ensuring that all students have an inclusive, safe learning environment.

These are just a few of the countless examples of how New Americans—whether they are elected officials or not—are serving their communities and bringing us closer to recognizing our vision of a democracy that is of, for, and by all people.

As we look ahead to 2024, we know that our work is just getting started. Between the November general election and the ongoing systemic challenges our communities face, it is clear that our democracy—and our country—needs more people like us advocating for our communities and driving systemic change. But as I witnessed this summer, in our elected officials network and throughout the year at New American Leaders' trainings across the country, there is a new generation of immigrant leaders rising to continue the fight and show what we've known all along: democracy needs us.

You have been essential to our mission. Thank you for your confidence in our work and generosity to fuel our movement.

Onwards,

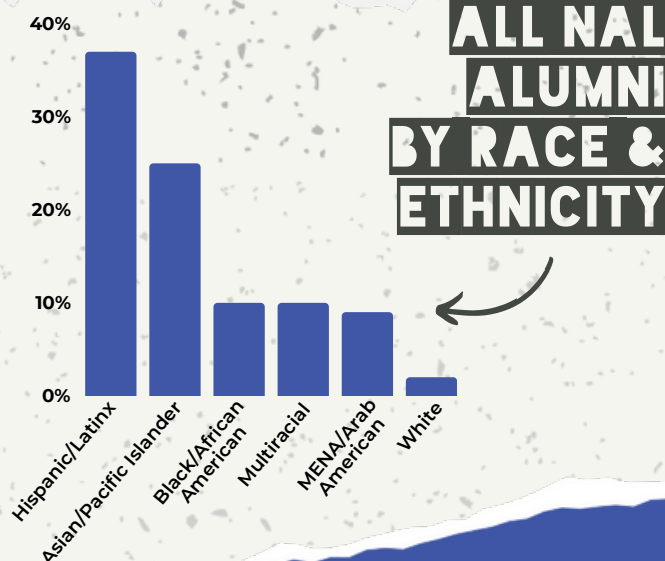
Ghida Dagher  
CEO and President

# 3.

## NAL'S IMPACT BY THE NUMBERS

New American Leaders is the only national, nonpartisan nonprofit organization that empowers immigrants and refugees to run, win, and lead in elected office.

Founded in 2010, we are proud to have created a powerful national movement that is changing the face of leadership and writing the next chapter of our democracy.



**58%**

are women

**1,682**

New Americans trained

**15%**

identify as LGBTQ+

**117**

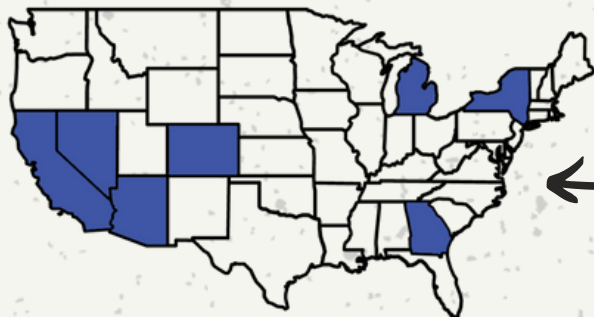
are serving in office from  
school board to Congress

**83**

are serving in  
appointed positions

**24**

states and D.C. were  
represented in our  
diverse 2023 cohort



In addition to NAL's national footprint, we double down our work in areas with growing New American populations that also have opportunities for political engagement. Our current priority states are Arizona, California, Colorado, Georgia, Michigan, Nevada, and New York.

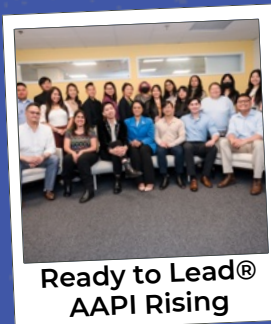


# 4.

## RUN: EMPOWERING TOMORROW'S TRAILBLAZERS

Democracy needs New Americans to run, win, and lead. And with critical upcoming elections, we are committed to closing the representation gap at every level of government by empowering New Americans to change the face of leadership.

At New American Leaders, we divide our work into three stages—*Run*, *Win*, and *Lead*—to match the steps in the political process. By splitting our programs into these categories, we provide customized support to New Americans at every stage of their leadership journey.



NAL's signature trainings, Ready to Lead® and Ready to Win®, lays the foundation for our *Run* programming. In 2023, we hosted four Ready to Lead® trainings across the country, tailored by region and for specific cohorts. In addition to learning the essential strategies of effective campaigns, our Ready to Lead® National Women's Training and Asian American and Pacific Islander (AAPI) Rising trainings included customized sessions emphasizing ways to combat misogyny and anti-Asian hate, respectively. These programs—designed for and by immigrants—equipped participants with the fundraising, messaging, and organizing skills needed to run successful campaigns. Most importantly, they connected them with fellow New Americans working to strengthen our democracy, providing them with the skills, support, and network they need to use their authentic experiences and stories as immigrants to connect with and inspire voters.

"I have attended multiple national campaign trainings, and New American Leaders' Ready to Lead® is one of the strongest and most comprehensive trainings I've ever attended. The training provided extensive information on how to run for office and effectively addressed the issues candidates with an immigrant background may face during their campaign. I only wish I had taken this excellent training sooner!"

— Joshua Ang Price, 2023 Ready to Lead® Southwest participant



**JOSHUA ANG PRICE**

# 5.

## ***RUN: EMPOWERING TOMORROW'S TRAILBLAZERS***

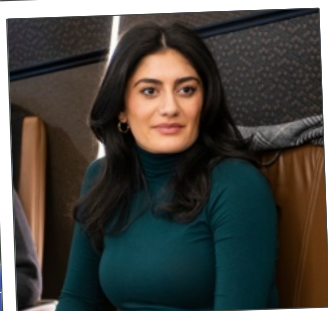
After laying the foundation with our introductory Ready to Lead® trainings, we were thrilled to return to Washington, D.C., for Ready to Win®. At this advanced, two-track campaign training, 34 future candidates and campaign staff learned from some of the top political strategists and elected officials from across the country. Through a combination of presentations, panel discussions, one-on-one coaching, and skills-building exercises, each participant came away with the ability to create a full campaign strategy that enables them to run winning campaigns in the next one to two years.

“New American Leaders consistently emphasizes that my fellow New Americans and immigrants hold inherent value, thereby affirming our right to confidently engage in any sphere, even at the highest levels of politics. This program has enhanced my self-esteem and fortified my conviction that positive transformation within our communities is destined to happen. Thank you, NAL, for striving to make our country's leadership representative of its vital citizens.”

— Mona Mawari, 2023 Ready to Win® participant



The *Run* programs demonstrate to the next generation of leaders that they are the leaders our communities have been waiting for and provide them with the skills and network needed to take the next step in their leadership journey.



**STEPHANIE YALDO-SHEENA**

“NAL’s Ready to Lead® training not only taught me how to run an effective campaign, but made me feel more confident in my American story as a daughter of Iraqi immigrants. I am leaving the training ready to interact with the world from a place of abundance, with a fire lit inside me to fight for a more inclusive democracy.”

— Stephanie Yaldo-Sheena, 2023 Ready to Lead® Midwest



# 6.

## WIN: BUILDING NEW AMERICAN POLITICAL POWER

We know our vision for a more inclusive democracy cannot be achieved through our trainings alone. It takes New Americans on the ground running for office, staffing campaigns, and organizing our communities to break through systemic barriers to civic engagement and challenge outdated ideas of who can and should serve in elected office. That is where our *Win* programming comes in.

Working alongside our 501(c)(4) sister organization, New American Leaders Action Fund (NALAF), we provide New Americans running for office with the coaching and support they need to run a successful campaign. Created in 2018, NALAF fills in the gaps that traditional political systems ignore by engaging voters, preparing campaign staff and candidates to run, endorsing New Americans on the ballot, and studying both the opportunities and challenges New Americans face when entering the political system. In fiscal year 2023, NALAF endorsed 60 candidates and a remarkable 73% of endorsees won their elections.

New American Leaders Action Fund  
@NALActionFund

It's [#ElectionDay](#)! Here's what you need to know [+](#)

We have 46 amazing New Americans on the ballot. Wish them good luck and help them get over the finish line! [linktr.ee/nalafmi](https://linktr.ee/nalafmi)

Remember: Every Vote Counts

Find your polling place now and [#vote! iwillvote.com](#)

**TODAY IS ELECTION DAY!**

Good luck to our 46 endorsees across the U.S. who are on the ballot today!



Follow New American Leaders Action Fund on social media at [@NALActionFund](#)!

# 7.

## WIN: BUILDING NEW AMERICAN POLITICAL POWER

The impressive win rates from both NALAF endorsees and New American Leaders alumni are just one part of our overall goal to build lasting political power in New American communities. In the final weeks of the 2022 general election cycle, we invested in direct voter contact programs in areas with high density New American populations to encourage voters to check their voter registration status, make a plan to vote, and ultimately get their friends and family out to vote. Thanks to our on the ground vote tripling program in the Bronx, New York, we were able to connect with voters on Election Day with a 100% contact rate and encourage them to ask three or more people in their community to vote as well, potentially amplifying our message with each conversation.



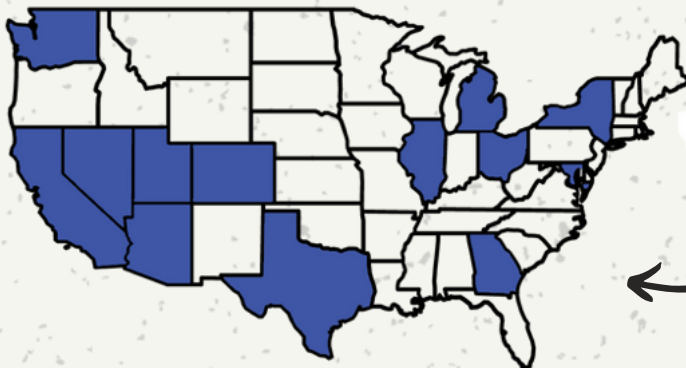
**3,300+**  
voters  
contacted  
through NYC  
vote tripling  
program

**58%**

of NAL alumni on  
the 2022 ballot won  
their elections

**7** resource webinars hosted  
to provide campaign staff  
and candidates with the  
latest tools and knowledge

As a result of these direct voter contact and skills-building programs, our *Win* programming has laid the foundation for us to turn out New American voters and flex our communities' growing political power in the upcoming 2024 elections.



Pictured: States where NALAF  
endorsed candidates in 2022.



# 8.

## LEAD: TRANSFORMING POLITICAL LANDSCAPES AND LEADERSHIP

From school boards to Congress, New Americans have made incredible progress in closing the representation gap. However once they are in office, we often hear that they face a new set of institutionalized barriers and challenges to their leadership. Our *Lead* programming seeks to ease the transition into elected office, providing the newest generation of changemakers with the support they need to pursue the democracy strengthening policies our communities need.

Community building is central to this work. We recognize that many of the trailblazing New Americans in office are “firsts” or one of just a few immigrants and people of color in their governing body. That is why this year, we were thrilled to host our 10th annual Power & Policy Summit in Washington, DC. Over two days, more than 60 elected officials, appointed leaders, government staff, and organizers came together to listen, learn, and connect with one another through a series of panel discussions, skills-building workshops, and networking sessions. Covering everything from strategies to fight against the continual erasure of our identities and tackling racism to engaging with Gen Z in the civic process, the 2023 Power & Policy Summit provided a one-of-a-kind space for New Americans to be in community with one another and see the power of our collective work.



Pictured: Scenes from our Power & Policy Summit in Washington, D.C. in June.

# 9.

## LEAD: TRANSFORMING POLITICAL LANDSCAPES AND LEADERSHIP

This convening was just one part of our essential work to bring New American elected officials together. In March, we hosted an elected officials' site visit in Colorado, highlighting how local leaders have partnered with government offices and nonprofits like the International Rescue Committee and Project Worthmore, a local organization focused on empowering refugees, to meet the needs of immigrant and refugee communities. Coupled with one-on-one coaching sessions provided by NAL staff, these programs provide policy makers with examples of out-of-the-box solutions that they can bring back to their districts, while connecting them with a larger network of fellow leaders who can provide support and advice as they continue their leadership journey.

Through this unique combination of coaching, skills-building programming, and networking, New American Leaders is building a community of immigrant elected officials who are ready to lead and have the support needed to build lasting political power.

**SOME NAL  
"FIRSTS"**

**600+**

elected officials  
across the country  
in our Elected  
Officials Network

**215**

alumni serving in  
elected and  
appointed offices



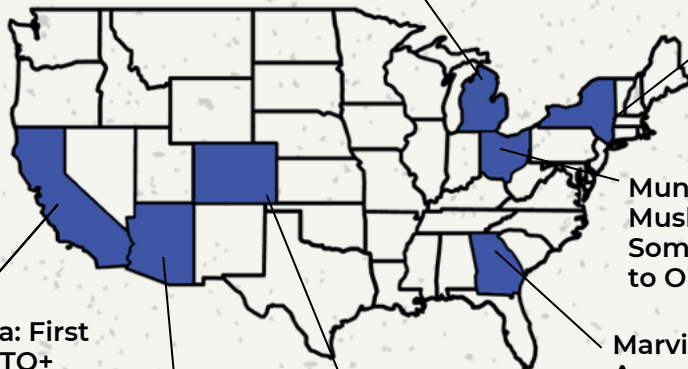
Stephanie Chang: First AAPI woman in Michigan legislature



Shahana Hanif and Shekar Krishnan: First South Asian Americans elected to New York City Council



Ricardo Lara: First openly LGBTQ+ statewide elected official in California



Munira Abdullahi: First Muslim woman and first Somali American elected to Ohio legislature



Marvin Lim: First Filipino American elected in Georgia



Yadira Caraveo: First Latina to represent Colorado in Congress



Ylenia Aguilar: First formerly undocumented person elected to countywide position in Arizona



# 10.

# OUR VOICE IN THE MOVEMENT

Stories hold immense power. And with an ever-growing network of inspiring New Americans, one of our primary goals is to share the stories and experiences from our communities to change the idea of who can and should be in elected office. Our strategic research, media, and digital communications efforts challenge outdated and discriminatory ideas of who should be a leader and help reshape the narrative around immigrants and New Americans' role in our democracy.

ARIZONA  
**CAPITOL TIMES**

**“New American Leaders fuels confidence  
in political hopefuls”**

**CNN**

**“A moment of a lifetime”: Nadia Mohamed celebrates  
becoming nation’s first elected Somali American mayor”**

## PRESS HITS

**azcentral.**

**“What more immigrant women need to run for office  
(it’s a lot more than donations)”**

Florida **Phoenix**

**“More and more “special” sessions: Will FL  
Legislature ever review changing the way it operates?”**

Through our targeted media outreach, we secured coverage of our programmatic and research efforts in top national outlets like The New York Times, Axios, and Politico. And while the national narrative is important, we are firm believers that all change is local. With that in mind, we also focused our efforts on placing highlights of our elected officials and programming, along with opinion pieces, in local outlets such as the Arizona Capitol Times, WDET, and The Arizona Republic to inspire future cohorts through the stories of immigrant leaders in their local communities. Our combined local and national media coverage has earned over 1 billion impressions and spurred additional interest in our work.

Social media also continues to play a key role in growing our movement and reaching the next generation of New American leaders. With the expansion of our communications team, NAL restructured its digital strategy and leaned into more engaging content like videos, including posts that leverage current events and pop culture to reach younger audiences. Thanks to this new approach, we more than doubled the average engagement across all social media platforms, in addition to relaunching our LinkedIn page to interact with partners and donors in a new way and the launch of our TikTok account to reach Gen Z New Americans.

# 11.

# PARTNERS AND COALITION WORK

New Americans are not just having a moment of political growth—we're building a movement!

We are proud to build political power in immigrant communities and communities of color across the country. However, we know that our democracy strengthening work would not be possible without the support of our partners. Thanks to their on the ground network, advocacy, and expertise, we are able to engage with the next generation of immigrant leaders, support New Americans who are already in elected office, and provide resources to organizers working on issues that directly affect our communities.

Together, we are building lasting community power and laying the foundation for a stronger, more inclusive democracy!

## PARTNERS

The partners listed below are just a small portion of the incredible network of organizations and leaders we are proud to work with across the country. Thank you to all of our partners for your hard work and dedication to creating a stronger, more inclusive democracy!

- America Votes
- APIA Vote
- APAICS
- Arab American National Museum
- Asian Community Development Council
- Declaration for American Democracy
- Local Progress
- LUCHA
- Mi Familia Vota
- National Partnerships for New Americans
- New York Immigration Coalition
- One Arizona
- Run for Something
- Silver State Voices
- United We Dream
- Vote Run Lead
- Young Elected Officials Network

Thank you,  
partners!



# 12.

# INVESTING IN OUR MOVEMENT

NAL's mission to create a government that works for and represents all of us resonates with people of all backgrounds and beliefs. Thanks to our donors' investment in our vision, we were able to expand our programming to help close representation gaps, invest in research to better understand the barriers New Americans face, and grow our team to respond to the increasing interest in our work from immigrant communities across the country.

We are committed to maintaining the highest levels of transparency and will publish an updated version of this report including our 2023 financials following our annual audit.

NAL is grateful for the hundreds of individual donors, foundations, and organizational partners who generously support our work for a more inclusive democracy.

## FOUNDATIONS AND MAJOR DONORS

- Anonymous (2)
- Ascend Fund
- Brodsky Family Foundation
- The Democracy Fund
- General Service Foundation
- The Grove Foundation
- Johnson Family Foundation
- JPB Foundation
- Kindling Fund
- Mertz Gilmore Foundation
- Michelle Mercer and Bruce Golden
- NEO/Four Freedoms Fund
- New American Majority Action Fund
- Open Society Foundations
- Pillars Fund
- Robert Sterling Clark Foundation
- Rockefeller Brothers Fund
- The Wege Foundation
- Wallace H. Coulter Foundation

## INSTITUTIONAL SPONSORS

- EMILY's List
- Gibson Print
- Grounded with Data
- Insperity
- Huntington Bank
- The National Network for Arab American Communities
- New Belgium Brewing Company
- PepsiCo
- PKF O'Connor Davies LLP
- Planned Parenthood Federation of America
- Southwest Airlines
- State Innovation Exchange (SiX)

Platinum  
Transparency  
2023

**Candid.**

# 13.

## LEADING OUR MOVEMENT

Inclusivity is not just a talking point at New American Leaders—it's an action.

Our staff are 88% women; 76% Black, Indigenous, and other people of color (BIPOC); and 76% are first or second generation New Americans. Our entire NAL board is BIPOC and New American, and the NALAF board is 83% BIPOC and New American. We are proud to have a board and staff that represents the rich diversity of the New American communities we serve. Thanks to their insights and expertise and the generous support of our donors, we continue to grow our movement and lead the efforts to create a stronger, more inclusive democracy.

### NEW AMERICAN LEADERS BOARD MEMBERS

**Regine Conde Beauboeuf**, Senior Vice President/Program Equity Advisor, HNTB Corporation

**Ghida Dagher**, CEO and President, New American Leaders

**Ghita Filali**, Executive Coach, Filali Coaching

**Bali Kumar**, Chief Operating Officer, PACE Loan Group

**David Lee**, President and Co-Founder, The Texas Signal

**Raquel Castañeda-López**, Principal, RCL Coaching & Consulting; former Detroit City Councilmember

**Parag Mehta**, NAL Board President; Managing Director and President of the PolicyCenter at JPMorgan Chase & Co

**Jessica Delos Reyes**, Senior Manager of Corporate Communications, USA Swimming

**Athena Salman**, Arizona State Representative

### NEW AMERICAN LEADERS ACTION FUND BOARD MEMBERS

**Rania Batrice**, NALAF Board Chair; Partner, The Win Company; President, Batrice and Associates

**Robin Brand**, President, RMB Strategies

**Ghida Dagher**, CEO and President, New American Leaders and New American Leaders Action Fund

**Maria Javier**, Chief Information Officer, Public Wise

**Carolyn Sauvage-Mar**, Nonprofit Consultant

**Wendi Wallace**, Partner, Technicolor Political



14.

# LEADING OUR MOVEMENT

## STAFF

**Basi Alonso**, National Director of Leadership Programs  
**Kristina Farah Bigdeli**, Chief Program Officer  
**Megan Cagle**, Senior Director of Communications and Research  
**Ghida Dagher**, CEO and President  
**Anne Flomenhaft**, Deputy Director of Program Evaluation and Operations  
**José Galarza**, Program Manager (Johnson Family Foundation Fellow)  
**Zena Jahmi**, Program and Data Coordinator  
**Yasmeen Kadouh**, Program Manager  
**Hira Khan**, National Director of Governance Programs  
**Rhiannon Koh**, Digital Content Specialist  
**Lilian Miller**, Senior Director of Development  
**Danielle Mitchell**, Executive Assistant to the CEO/President and Special Projects Director  
**Michelle Munjanattu**, Senior Manager of Institutional Giving  
**Samantha Pedreiro**, Chief Operating Officer  
**Lorenzita Santos**, Program Manager  
**Eliot Sasaki**, Senior Communications and Social Media Manager  
**Lainey Schmidt**, Director of Finance and Operations



# 15.

# THE FUTURE OF OUR DEMOCRACY

As we look ahead to 2024, we know that our hard-won victories are on the line. Already, we see how divisive rhetoric and agendas have led to an uptick in hate speech and actions being taken in state legislatures to restrict the right to vote, who can become a United States citizen, and who can engage in daily life as their authentic selves.

It has never been more clear that democracy needs us to run, win, and lead.

As we have before, we will rise to meet this need, ensuring that the next generation of immigrant leaders are ready to advocate for our communities. From school boards and city councils to Congress and the White House, we know that New Americans will be the ones standing with our communities and fighting to create a stronger, more inclusive democracy.

But we cannot do it alone.

With your support, we will be able to expand our work at every stage of the leadership journey. Your investment allows us to pilot new programs focused on closing the representation gap for New American women and other significantly underrepresented groups and provide policy support to New American elected officials. It also allows us to better understand the systemic barriers immigrant communities face through new research, campaigns, and partnerships, changing the way the media, politicians, and academic leaders view and represent our communities.

The New American Leaders team has already jumped into our 2024 plans by launching one of our most robust training schedules, diving into our first peer reviewed research project, and building partnerships with local organizations in key states to continue building our movement. Together, we know that we can not only protect our historic wins, but create a foundation for a stronger, more inclusive future.



An investment in New American  
Leaders is an investment in the  
future of our democracy.



16.

# OUR 2024 TRAINING SCHEDULE

**WE'RE MAKING SIX STOPS ACROSS THE COUNTRY  
IN 2024. JOIN US AT A CITY NEAR YOU!**





# DEMOCRACY NEEDS US

**NEW**  
AMERICAN  
LEADERS

**NEW**  
AMERICAN  
LEADERS  
ACTION  
FUND

Support our movement:

Find us online: [www.newamericanleaders.org](http://www.newamericanleaders.org)  
Follow us on social media: @NewAmericanLd

