

2022 IMPACT REPORT

***THIS IS HOW
WE WIN.***



LETTER FROM THE BOARD CHAIR

I've been around Georgia politics, organizing, and movement-building for a long time. Never have I been more honored to serve as the Board Chair of New Georgia Project (NGP)—an organization that has effectively transformed the face and power of the Georgia electorate and created a force and model for change that can no longer be ignored.

In 2022, Georgia voters, once again, staked our claim as some of the most powerful and important voters in the country. NGP was there every step of the way, registering, engaging, organizing, and turning Georgians out to vote from the May primaries to the November general election and through the December runoff. Our focus got sharper, our work bolder, and our impact stronger.

2022 was also a year of big transition at NGP. In the spring, our founding CEO, Nsé Ufot, announced she'd be leaving NGP after eight years at its helm. The Board launched a rigorous national search to find her replacement and, after several months of interviewing candidates, it became apparent that our next leader already existed within our NGP home.

Kendra Cotton, our former Chief Operating Officer, became CEO of NGP in October 2022—just in time to lead us through pivotal elections in November and to turn right back around to make sure Georgia voters were ready to turn out and vote for our U.S. Senator four weeks later.

Kendra's vision and commitment to what is possible in Georgia will propel NGP into our next phase of impact. We always say **"there are no off years" for our work, and 2023 is no exception.** We are building power with Black, brown, and young Georgians, registering them to vote, organizing them on the issues they care about, and mobilizing them to turn out this year and to get ready for 2024.

We would not have been able to do any of this without your support. You are helping move Georgia and our country forward. Thank you for being with us in this fight.



A stylized, handwritten signature in white ink, appearing to read 'Francys Johnson', followed by a long horizontal line.

In solidarity,
Attorney Francys Johnson
Board Chair, NGP

LETTER FROM THE CHIEF EXECUTIVE

When I stepped into my role as the new CEO of NGP in October 2022, I knew the importance of the moment we were in—just a few weeks from the midterm elections with the likelihood of a runoff looming close behind. We were in the final sprint, and I never doubted we would finish strong.

I took the helm knowing what my team was capable of in a single year: **helping more than 40,000 Georgians register to vote, knocking on nearly 1.5 million doors, protecting the right to vote at 665 polling locations during three major elections, and building power on the issues Black, brown, and young Georgians care most about**—canceling student loan debt, securing reproductive freedoms, increasing economic security, and more.

We use our data-informed approach to educate voters and move them to the polls. We elevate the narrative that engaging Black, brown, and young Georgians works and is a model that should be followed. We make sure that folks within and outside of Georgia know that what we do has impact.

This is how we win.

And I don't mean winning elections. I mean redefining winning through the change making and power building we are doing down here. I'm talking about:

Winning voters.

**Winning access to
the ballot box.**

Winning power.

Winning community.

Winning the narrative.

**Winning by knowing
what works.**

At NGP, we know how to win, and it's your investment that makes these wins possible. Winning in the odd years is just as important as winning in the even years—in fact, it's what we do in years like 2019, 2021, and 2023 that makes our work so effective in 2020, 2022, and 2024.

As you read about our accomplishments in 2022, I hope you'll stick with us in 2023 and beyond, so we can keep winning every year and keep building a new Georgia together.



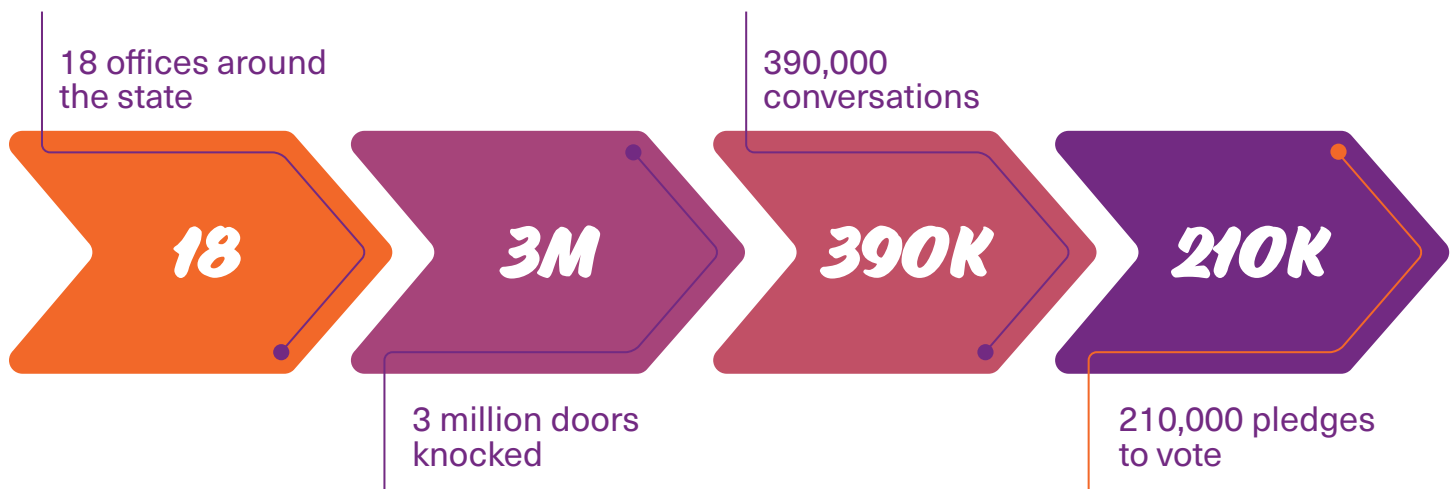
Kendra Cotton
Forward,
Kendra Cotton
CEO, NGPAF and NGP

WINNING VOTERS.

Voter Registration, Engagement, and Mobilization

We kicked off our voter registration and engagement efforts early on MLK Day, as we do every year, and got started knocking doors for our get-out-the-vote (GOTV) mobilization in March. That's the move if we want to keep **winning voters**.

Each week, NGP's voter registration canvassers were at community gatherings, shopping malls, sports events, and Georgians' front doors **to help more than 40,000 Georgians register to vote in 2022**. Once folks are registered, we turn them out to the polls.



We launched hundreds of GOTV canvassers into the field from our 18 offices around the state. They **knocked nearly 1.5 million doors and had close to 173,000 conversations with Georgia voters**. We also provided more than **3,000 rides to the polls** in 2022, because lack of transportation should never be a barrier to casting your ballot.

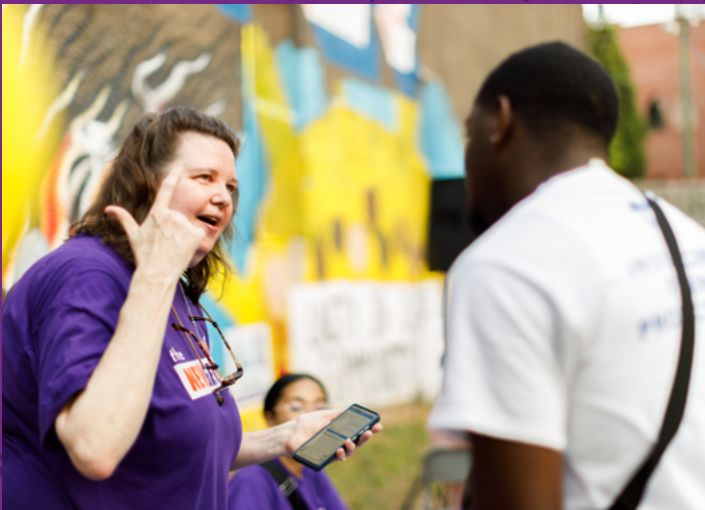
We're not just turning folks out once. Since January 2021, **we've moved more than 210,000 Georgians to pledge to vote in every election in which they are eligible**. We call these folks "Our Voters," and, now that they've pledged to vote, we are engaging them regularly via email, text, phone, and mail to keep them updated on elections in 2023 and build power with them in the lead up to 2024. Elections in Georgia are won on the margins, and continuously contacting these voters now is how we will move them to turn out next year.

WINNING COMMUNITY.

Volunteerism

Our staff are incredible, but our volunteers also deserve their own, huge shout out. In 2022, we recruited and activated volunteers from around the state and country. They made calls, sent texts, knocked doors, and hosted events to make sure Georgians were ready to turn out and vote. Our volunteers are **winning community** within the Peach State and across the country.

We had nearly **30 local and national partners**—from sororities and fraternities to religious and civic engagement groups—join us to lend their time and talent all throughout the year. Our volunteer team hosted themed phone banks with a 70s disco for Halloween and a hat night for staff. In all, **our volunteers made more than 410,000 calls and sent nearly 500,000 text messages** to give Georgia voters the tools they needed to get out and vote.



410,000

Phone Calls

500,000

Text Messages

WINNING ACCESS TO THE BALLOT BOX.

Voter Protection

NGP never sleeps on making sure voters are able to cast their ballots. With restrictive voting laws in place in Georgia, we do everything we can to keep **winning access to the ballot box**.

In 2022, we had **more than 350 poll monitors covering 665 polling locations** across the state during the primary, general, and runoff elections. And, because Georgia's elections rules are complicated—even more so after SB 202—we also made sure that we had the legal expertise on hand to back up our poll monitors and help voters with more complex problems. We recruited and activated **80 Vote Defenders**—lawyers and law students ready to solve all kinds of issues, from helping voters who were turned away to advocating for polling locations to extend their hours if they opened late. We also provided our easy-to-use online tool, [FixMyVote](#), for voters to report issues in real time.

Winning access also means literally expanding access, and that's what NGP's policy team did ahead of the December Senate runoff election. Because of SB 202, runoff early voting shrank to just five weekdays. But, NGP and our partners immediately got to work making calls, advocating with our elected leaders, and supporting legal action to win expanded early voting days to Saturday and Sunday.

The constant changes in early voting also caused a lot of voter confusion. Once again, our policy team was on it. They called all 159 of Georgia's counties multiple times to get accurate information on early voting dates, times, and locations. We put together a comprehensive and regularly-updated resource at ngp.org/earlyvote, which included county-by-county early vote information and an interactive map to make sure voters made it to the polls.



WINNING POWER.

Organizing on the Issues

Core to our work is building long-term power with Georgians on the issues they care about—from reproductive justice, to canceling student loan debt, to economic security, and more. Our team of 20 organizers are young folks, Black folks, and people who come from the communities in which they work. They know what it's like to be a Black man in Georgia, to have to work multiple jobs to make ends meet, or to have their bodily autonomy taken away. In 2022, we developed the **Dirty South Democracy Agenda** to mobilize Georgians to commit to voting with the issues they care about in mind and, whether at the ballot box or in their communities, to take action and **win power**.

DIRTY SOUTH DEMOCRACY AGENDA



We kicked off the year with a series of state-wide tours: our Voting Initiative and Brother's Engagement (VIBE) team launch their Barbershop Tour to speak with Black men, while our Agenda for Young Georgians (AYG) took off on a multi-stop college tour to engage students on canceling student loan debt. We were also ready when the Supreme Court handed down its landmark decision overturning *Roe v. Wade*, decimating nearly 50 years of abortion protections. Our Reproductive Justice team joined our partners in blasting this decision and activated our base to oppose Georgia's six-week abortion ban that was allowed to go into effect as a result.

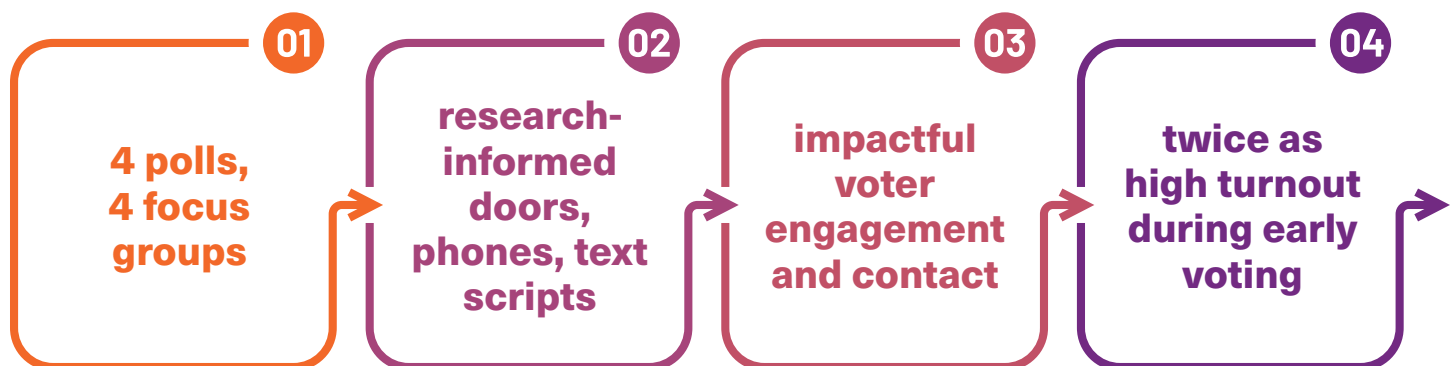
Across our organizing campaigns, **we got thousands of signatures from Georgians in support of increasing the minimum wage, lowering utility costs, protecting the right to vote, expanding access to healthcare, and more progressive changes that Georgians want.** We gave Georgians a rights- and justice-focused agenda to take to the polls, and they delivered.

WINNING BY KNOWING WHAT WORKS.

Data and Research

Everything we do at NGP is data-informed to make sure we target the right folks through the most effective mechanisms and messaging. We developed a **2022 voter universe of 850,000 Georgians that was 80% Black and 55% under the age of 40**. We launched a layered approach of contacting these high opportunity voters—who other groups usually call low-propensity voters—at their doors, on the phones, via text, and even through snail mail. Our strategy worked: **the voters we contacted last year turned out at more than twice the rate during early voting for the general election as the voters we were unable to reach**. That's not a fluke; that's because **we win by knowing what works**.

We are the only civic engagement group in Georgia that **regularly polls Black Georgians** to understand what motivates them to vote and how they feel about the issues. We take our findings and develop key messages, tools, and tactics to speak directly to what Black voters tell us they need to feel like their vote has power.



For instance, our research found that Black voters needed more information on the candidates and offices on their ballots. To respond, we developed **ReadySet.Vote**—an online, personalized ballot builder tool that voters can use to look up the candidates on their ballot, see their policy positions, and learn about the offices they are running for. Our research also consistently shows that Black voters in Georgia are motivated to vote when they understand how their vote has translated to direct improvements to their communities. That's the foundation for our "Thank You, Georgia" Campaign—reminding voters that because they showed up to vote, we've gotten important policy wins like the bipartisan infrastructure bill and the Inflation Reduction Act that will bring more resources to Georgia communities.

WINNING THE NARRATIVE.

NGP In the News and Online

Telling our story—and the story of the Georgians we engage—is key to helping folks understand why doing this work in Georgia and in the South is so critical to creating change. Last year, we let folks know the impact of our work, and the importance of your investment, on the airwaves, in print, online with our influencers, and even on a few cable news channels. This is how we cut through the noise and **win the narrative.**

The
Washington
Post

**THE COUNTY TO WATCH IN THE
GEORGIA SENATE RUNOFF**

CAPITAL B

**MEET THE RURAL, BLACK VOTERS WHO HOLD
THE KEY TO GEORGIA'S MIDTERM ELECTIONS**

teenVOGUE

**YOUNG GEORGIANS ARE GETTING OUT THE VOTE
FOR THE DECEMBER 6 SENATE RUNOFF**

The New York Times

**EARLY VOTING SURGES AS GEORGIA
WATCHES FOR IMPACT OF ELECTION LAW**

The
Guardian

**GEORGIA VOTERS FACE LONG
WAITS AS EARLY VOTING BEGINS IN
PIVOTAL ELECTIONS**

n p r

**GEORGIA'S RURAL BLACK VOTERS
HELPED PROPEL DEMOCRATS BEFORE.
WILL THEY DO IT AGAIN?**

WINNING EVERY YEAR.

2023: No Off Years

We can't say it enough: **there are no off years at NGP.** Just because this year ends in an odd number, doesn't mean we stop what we are doing. In fact, it's the hard work in those odd-numbered years that makes our efforts in even-numbered years that much more effective. We can't get folks ready for 2024 without going deep in 2023, which is exactly what we are doing to make sure we are **winning every year.**

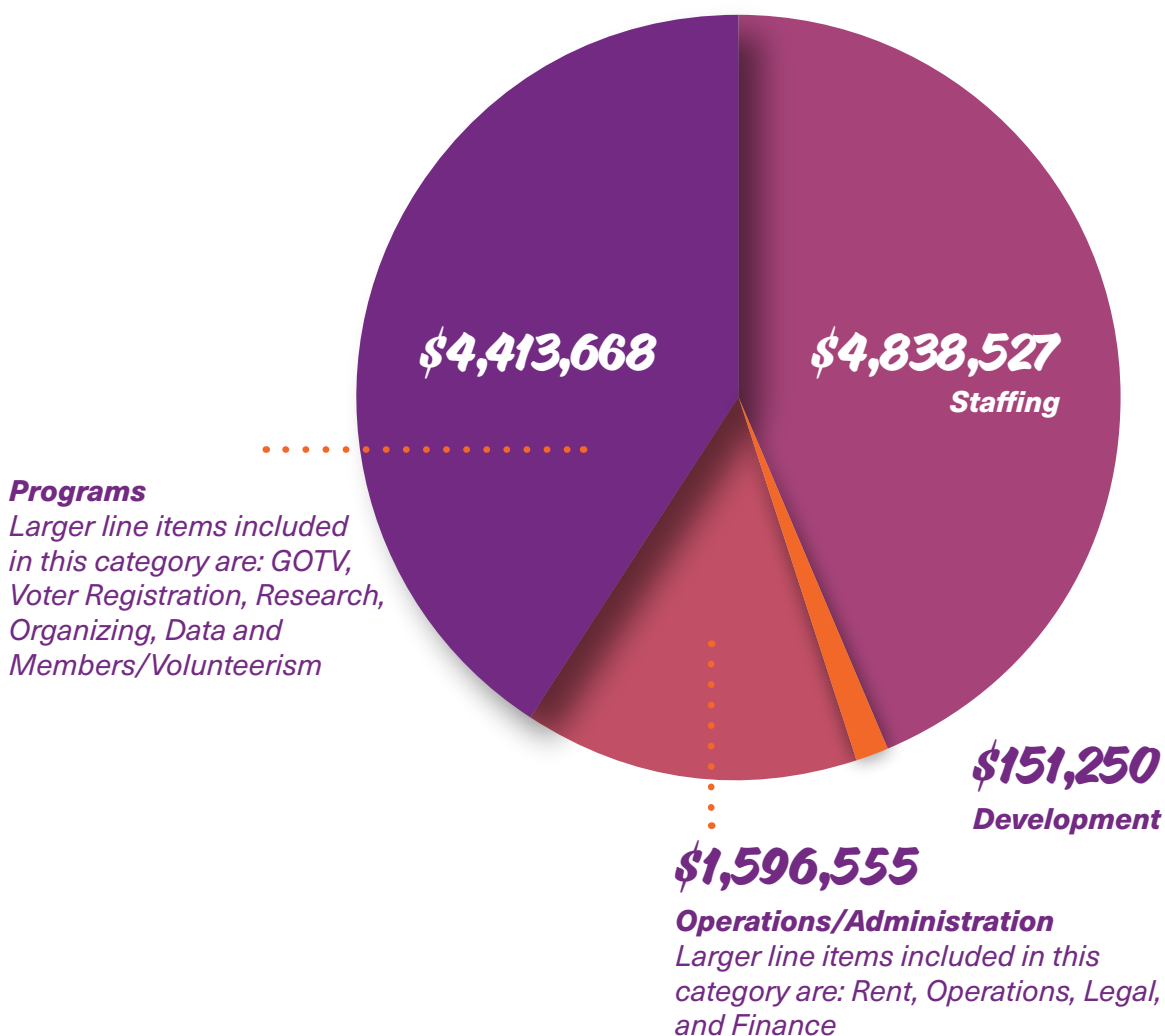
That means this year, we are:



SUSTAINING OUR WINS.

Because of your partnership, NGP has delivered year after year to expand the electorate in Georgia, build power where it's needed most, and move us closer to the new Georgia we are creating together. To deliver on these wins, NGP raised \$19 million and spent \$19.6 million in 2022.

2023 is a year on, not a year off, and your investment this year will ensure we can have a huge impact in 2024. To meet our goals and accomplish our work in 2023, we are projecting an \$11 million budget.



We have made it this far thanks to your past support, and meeting our 2023 budget goals is key to our success this year and **sustaining our wins** next year. Thank you for your continued commitment to our mission, dedication to our vision, and incredible partnership.



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