



EXIT

00



A New Georgia This Way

NO OFF YEARS

Letter from the CEO

We've got a saying around New Georgia Project: "We're not new to this, we're true to this." That's exactly what 2023 was about. We've been doing this work for 10 years and based on that experience, we know our strategies are effective. You've heard me say before, at NGP, there is no such thing as an "off" year, only odd years. In fact, it's the work we do in the odd years that makes our impact in the even years so huge. It's how we build power for the long term towards our vision of a new Georgia.

2023 was no different. We proved that we are making moves.

We doubled down on our time-tested strategies to increase the civic engagement of the New Georgia Majority—Black, Brown, and young Georgians who have been underestimated for too long. From Atlanta to Savannah and Augusta to Albany, we **crisscrossed the state** moving Georgians through our **strategic ladder of engagement** to not only turn them out to vote in 2023's local elections, but to get them primed for 2024.

“*New Georgia Project has taken Georgia from a state that no one believed could change to a powerhouse for change. I am motivated every day by our vision for a new Georgia where folks can access the healthcare they need, can make enough money to afford groceries and the roof over their head, can raise their kids in thriving communities, and can, of course, freely exercise their right to vote. Every day, I wake up and get to work towards that goal, and I will not be deterred from doing all that I can to make this vision a reality. I know a new Georgia is possible, and we are building it right now.* -Kendra Cotton

2023 was also my first full year as CEO. It was my top priority to **strengthen our infrastructure and governance mechanisms** even before challenges related to our internal operations came to light. We tightened our financial protocols, increased transparency, and expanded our board of directors to hold us to account. I am confident that now, with almost ten years under our belt and with my leadership, NGP is primed for sustainability and long-term success.

As I consider the high stakes of 2024, I know that every move we made last year—and for the past 10 years—ensures we can meet this moment. We've moved from four people around a kitchen table in Atlanta to a staff of more than **100 people working out of 12 offices** around the state. We've moved from a good idea to a **strong and thriving grassroots organization** whose work can determine the outcomes of elections and the future of our country.

Our moves-making is all thanks to your investment in us. Because of you, we are now a **movement. We are ready for what lies ahead, and we are determined to keep building the Georgia of our dreams.**

I hope you'll stick with us.

Onward,

Kendra Cotton
CEO, New Georgia Project



EXIT 01



Voter Registration St 1/2 MILE

Franklin “Mr. Frank” Williams knows a thing or two about voter registration. He’s the Deep Canvass Manager in NGP’s field office in **Augusta**, where he’s lived for the past 32 years. Mr. Frank can tell you anything you need to know about Georgia politics, the best places to register voters in Augusta, and why voter registration is so important as the first step to becoming civically engaged.

“ I remember back when we had the right to vote on paper, but they still made us count the jellybeans in the jar before we could cast a ballot. Voter registration is one way to get out with folks in the community. You help them register, then once you’re in the community with them, you listen and figure out what they need and what issues they care about. All of our other work grows out of that initial contact. -Mr. Frank

In 2023, NGP’s Augusta office helped 3,837 Georgians register to vote, doing their part to get us to a **total of 48,730 Georgians we helped register last year**. Of the folks we registered to vote, **79 percent identified as Black, and 50 percent were under the age of 25**.

As Mr. Frank said, voter registration is where we start, but it’s not even close to where we end. Once that voter registration form is filled out with an NGP canvasser, you’re with us for the long-haul. Trust us, it’s going to be a fun ride!



Georgia voters showing out for NGP at a community event in Atlanta.



Mr. Frank and NGP Research Associate, Brandon Mitchell, registering voters.

In 2023, NGP Registered 48,730 GEORGIANS TO VOTE

EXIT 02



Research and Data PI 2 MILES

Down in southeast Georgia, they have a saying: “Everything’s Better in Metter,” and our award-winning, internationally recognized research team traveled nearly 200 miles to **Metter, GA** to find out. In partnership with NGP’s GA Ignite Campaign that organizes local communities in rural areas, they held a focus group with Metter residents to hear first-hand their opinions about key issues, voting, and what’s needed to get more folks civically engaged.

Metter wasn’t their only stop. Our research team held focus groups in the **City of South Fulton**, in **Atlanta** and conducted **two statewide polls** to understand the issues Georgians care about, what messages resonate with them, how they feel about voting, and what solutions they want to see.

Our research provides the insight we need to make our work strategic and effective. It informs what messages we use, the issues we focus on, and the tactics we employ. Whether it’s a survey, a focus group, or a poll, conducting **research with Black Georgians is a move we are always going to make.**

Thank you, Georgia! Campaign

In 2023, our research confirmed that Black Georgia voters are not hearing enough about what the elected leaders they voted into office have done for them. They aren’t seeing what their votes have gotten them and as a result, are feeling less motivated to turn out and vote again. Enter NGP’s **Thank you, Georgia! Campaign**.

Thank you, Georgia! is a strategic field and communications campaign aimed at helping Georgians understand that their vote is powerful. Because Georgians voted in 2020 and 2022, resources and investments are coming to their communities. We’re making sure Georgians know about those changes to motivate them to turn out again in 2024. **Georgians changed history, and we can do it again this year.**



Fulton Co. Canvass Lead, Royce Wilkey, talking about the importance of voting.

EXIT 03



Organizing Cir 3 MILES

Camilla is a town in southwest Georgia with a population of 3,000 people, 68 percent of whom are Black. Last year, Camilla demonstrated just how powerful organizing on the issues Georgians care about can be and how voting can create real change. In April 2023, NGP's **We Want All the S.M.O.K.E. Campaign** (Spreading Marijuana Opportunities and Knowledge Everywhere) worked with Camilla City Councilmember Corey Morgan to pass an ordinance decriminalizing marijuana.

Councilmember Morgan won his City Council race by just **eight** votes—those eight votes made all the difference between whether folks would face jail time or just pay a minor fine for simple marijuana possession. Those eight votes showed Georgians that when they show up—both to advocate and to vote—**real change is possible**.

Whether it's decriminalizing marijuana, advocating for more affordable housing, or working to end hospital closures, our organizing team engages Georgians on the issues important to them, recruits them to become activists with our campaigns, and connects these issues to the importance of voting.

We build community power towards the changes Georgians want, while also giving voters an issues agenda to take to the polls.

NGP's Organizing Campaigns

Agenda of Young Georgians' C.L.E.A.R Campaign demands the cancellation of all student loan debt.

Reproductive Justice's Black M.A.M.A.S. Campaign organizes for better maternal healthcare in Georgia.

V.I.B.E's We Want All the S.M.O.K.E. Campaign builds power with Black men in support of marijuana reform.

GA Cares' My Community, My Hospital! Campaign aims to end hospital closures and expand access to affordable healthcare.

GA Raise's H.O.P.E. Campaign advocates for raising Georgia's minimum wage to \$25/hour.



S.M.O.K.E. Lead Organizer, Takia Tinsley, rallies the crowd on the issues.

GA Home's Stop Tha Squeeze Campaign fights for more affordable housing in Georgia.

GA Ignite provides organizing trainings and capacity building support to local organizers in rural Georgia.

Black and Green Agenda's My Utilities. My Power! Campaign is focused on climate resiliency and lowering utilities costs for Black, rural Georgians.

EXIT 04



Volunteer Ave 1 MILE

One of our favorite moves is when community members join our work, learn, and then lead. That's exactly what happened when the members of the Theta Omicron Omega Chapter of the Alpha Kappa Alpha Sorority, Inc. got involved with NGP last year. Working in **Bartow, Polk, Carroll, and Floyd counties northeast of Metro Atlanta**, these dedicated AKAs were trained with NGP and held their own Juneteenth voter registration drive. Then, they hosted an NGP get-out-the-vote phone bank. Now they are doing it all over again in 2024.

In 2023, **our dedicated volunteers across the state**—and the country—were a huge part of why we are able to scale our work and ensure our impact. They **called and texted voters, hosted voter registration drives, helped at community events**, like our signature Collard Greens + Cornbread, and even joined NGP at the Center for Popular Democracy's People's Convention to get more involved in our movement.



Mobilizing Georgians to Take Action and Vote



Volunteer Coordinator, Sydnee Williams, mobilizing volunteers in Columbus.



Volunteers getting involved at NGP's Collard Greens + Cornbread signature event.

86,800

Calls to Georgia Voters

118,000

Texts to Georgia Voters

68

Community Events Across Georgia

EXIT 05



Voter Mobilization Blvd

3/4 MILE

If you want to know about southwest Georgia, then you need to talk to Tracey Jones, Field Manager in NGP's **Albany** office. She's lived in Albany for more than 40 years, and she knows how to turn folks out to vote.

In 2023, Tracey oversaw a team of more than 20 get-out-the-vote canvassers knocking doors in Albany as part of our state-wide field program to turn voters out for last November's local elections. In total, **our field team knocked 76,000 doors across the state last year and mobilized 29,000 Georgians to pledge to vote.**

Our data shows that voters who have pledged to vote with us turn out at higher rates than voters who don't. These folks—who we call **Our Voters**—are part of a universe of more than 250,000 Georgians who are making moves through NGP's **Our Voters ladder of engagement** to make sure they make it to the polls year after year. In 2023, we not only got these voters out for local elections, but we also began preparing them for 2024.

“ *When I hear folks tell me their vote doesn't matter, I ask them 'what if this law or that law was passed that directly affects your life? You get to decide who makes those laws when you vote.' I've been doing this a long time, and I'll tell you: that usually gets 'em moving.* -Tracey Jones



Georgia voters pulling up in community with NGP.



Organizing Manager, Kristen Vermetten, helps a voter pledge to vote.

EXIT 06



Voter Protection Ln

4 MILES

We know that voter suppression is still alive and well in Georgia and **protecting the right vote** is a move we make all year. That's why, last year, our **Peanut Gallery** team—our eyes and ears at county boards of elections meetings—traveled to **Coffee County**, a rural county in southeast Georgia. After county officials were indicted for elections interference, our Peanut Gallery staff worked with Coffee County community members to hold their elections officials accountable.

Coffee County wasn't our only Peanut Gallery stop last year. Our dedicated volunteers traveled from county to county to **push back against the spike in voter challenges** filed in the wake of SB 202, and recruited volunteers to **monitor 105 (out of 159) county boards of elections** across the state. They made sure we knew what was going on at the county level to stop any attempts to roll back our access to the ballot box.

And when it came time for voters to head to the polls, our **VoPro team** was out in full force. We deployed **46 VoPro volunteers to monitor 130 polling locations across 33 counties**, helping voters who faced any problems casting their ballot. We also made our FixMy.Vote virtual form and helpline available to voters to alert us to problems in real time, so we could help them find solutions to get their ballots cast.



Protecting Democracy with the Peanut Gallery



EXIT 07



Standing On Business Hwy 2024 MILES

New Georgia Project stands on business. We've been building power in Georgia for years, and we are ready for 2024. Our democracy hangs in the balance, and Georgia voters will, once again, be a deciding factor in a high-stakes Presidential election that will determine the direction of our country. Georgians will also vote in key down-ballot races this year. Every seat in the Georgia State Legislature is up for election—the offices that decide if Georgia expands Medicaid, if our reproductive rights are restored and of course, if we have greater access to the ballot box.

Every move we've made has prepared us for this moment and the future that's to come. **In 2024, we'll make the biggest moves yet to engage, mobilize, and turn out Black, Brown, and young Georgians and to build power for long-term progressive change.**



Sr. Volunteer Coordinator, Melanie Morgan, helps a voter check his registration.



NPG staff chanting at annual MLK Day March in Atlanta.


50K
Help 50,000 Georgians register to vote


22K
Mobilize 22,000 Georgians to pledge to vote


75K
Engage 75,000 young people and turn 25,000 out to vote


380K
Knock 380,000 doors

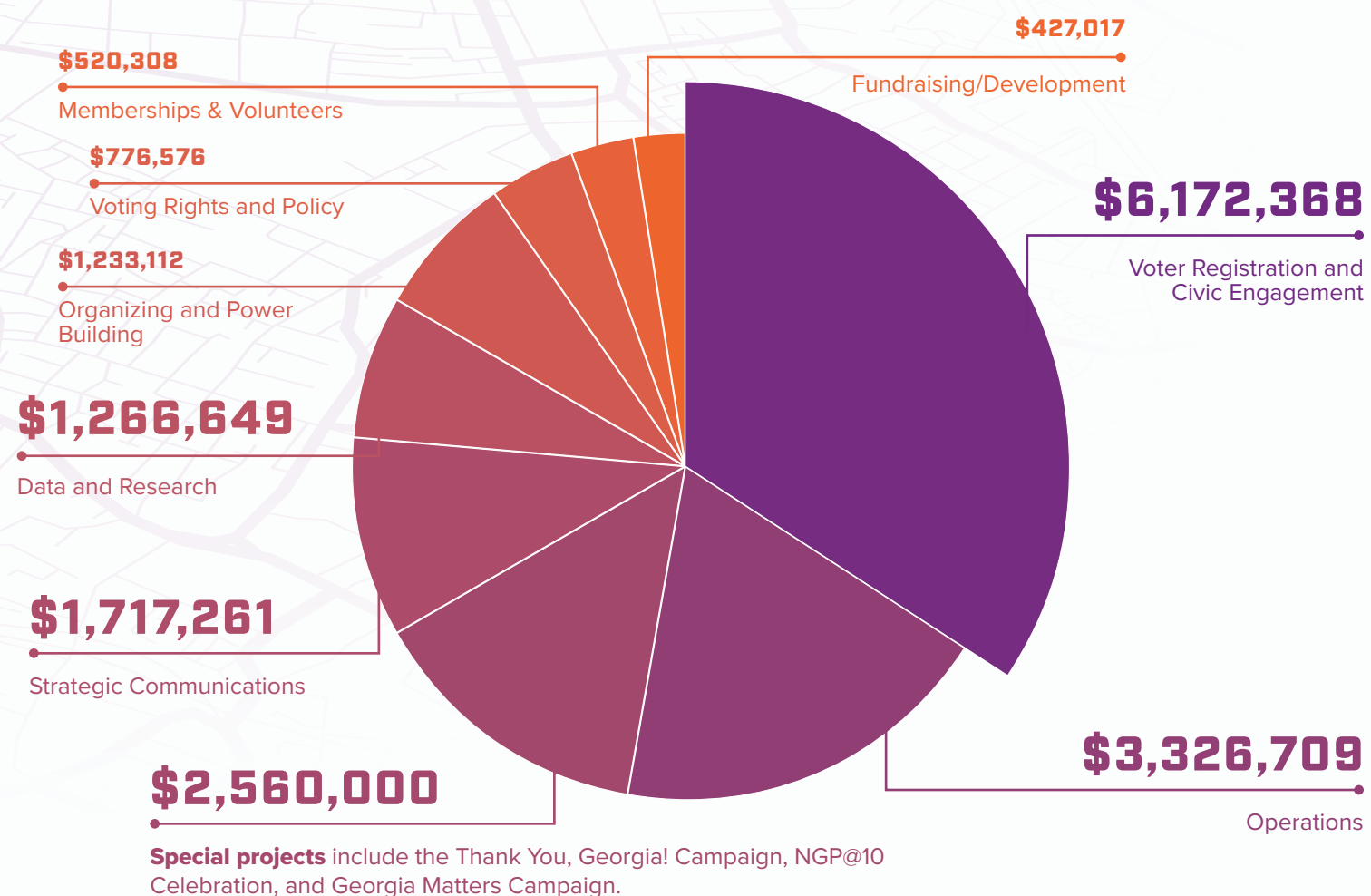
EXIT 08

New Georgia Way

EXIT  ONLY

NGP is making moves, and it's all thanks to your partnership. Because of you, we've been able to scale our programs, increase our impact, and strengthen our infrastructure to ensure Georgians who have been intentionally excluded from the political process are included in—and actively shaping—our democracy.

We hope we can count on your partnership again in 2024. We know how to win this year and what winning will require. We are projecting a 2024 budget of \$18 million to go all out this year ahead of November.



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