

Joy, Resiliency, Innovation

2020 ANNUAL REPORT



LETTER FROM OUR ED

Dear Friends,

While we always knew that 2020 was going to be challenging, we never could have imagined all that our network would hold as they brilliantly rose up to meet the moment and move our country forward. The resiliency, innovation, hustle, and joy that young organizers summoned to face these challenges was truly awe inspiring and made 2020 one for the history books.

With the help of supporters like you, we entered 2020 strong. Our team grew, ready to support the network in new and innovative ways, from data infrastructure to new peer spaces, bringing staff in similar roles across organizations together. We moved money early in the year to help organizations scale to what we knew would result in the largest teams our network has ever had. We doubled down on busting through the stereotypes of youth organizing, showing time and again the power of young people to make changes in their communities.

Then when the pandemic hit, we paused to take stock of needs across organizations and ensure we could keep our people safe. We moved personal protective equipment (PPE) to network organizations, brought in outside trainers to develop digital organizing skills, and invested more resources to support communication with voters through calls, texts, and relational organizing.

We were lucky to help close c3 fundraising gaps by late summer and only focus on c4 fundraising for the remainder of the cycle. When more generous resources came our way, we moved quickly to share the love with partner organizations who focused on young voters and/or voters of color who weren't in our network, but still had vital work to do, and needed the resources to do it. By the end of 2020, we had moved a combined \$11.75 million dollars to the field!

I couldn't be more proud of all that we accomplished in 2020. Our team was agile and innovative, yet grounded and steady, as we focused on young people having their voices heard at the ballot box.

2020 made us stretch in ways we never knew we could, but we made it through stronger than ever, together. Thank you for joining us on this journey. We're so excited for all that's to come.

To the joy, resiliency, and innovation of young people,



Sarah Audelo
Executive Director

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THE ALLIANCE AND OUR NETWORK

The Alliance for Youth Action is one of the strongest youth organizing networks in the country. We build young people’s political power by supporting local young people’s organizations to strengthen our democracy, address the issues our generation cares about most, and make our voices heard up and down the ballot box.

The Alliance supports two kinds of local organizations – a core group of Alliance Affiliates who drive our national strategy, and a larger extended network of Youth Organizing Partners who make local progressive wins a reality.

These crews are some of the greatest organizers around, but don’t just take our word for it. Check them out.

NETWORK MAP

- AFFILIATES**
 - [Chicago Votes](#)
 - [Engage Miami](#)
 - [Forward Montana](#)
 - [Leaders Igniting Transformation](#)
 - [Minnesota Youth Collective](#)
 - [MOVE Texas](#)
 - [Next Up](#)
 - [New Era Colorado](#)
 - [Ohio Student Association](#)
 - [Washington Bus](#)
- YOUTH ORGANIZING PARTNERS**
 - [One APIA Nevada](#)
 - [Detroit Action](#)
 - [Florida Student Power Network](#)
 - [Loud Light](#)
 - [Michigan Student Power Network](#)
 - [Mississippi Votes](#)
 - [New Hampshire Youth Movement](#)
 - [North Carolina Asian Americans Together](#)
 - [Poder in Action](#)
 - [Virginia Student Power Network](#)
 - [Youth Progressive Policy Group](#)

WELCOME ONE APIA NEVADA!

Early in 2020, the Alliance welcomed [One APIA \(Asian Pacific Islander Americans\) Nevada](#) to the network as a Youth Organizing Partner. This year, their youth program hosted a variety of creative digital and in-person GOTV events such as a virtual Animal Crossing Voter Registration party, and an Early Vote party complete with Vote Goats, K-Pop dance parties, and free boba. Their civic engagement efforts contributed to the [strong engagement and turnout from Asian-American youth in 2020](#).

TRANSFORMING THE YOUTH VOTE NARRATIVE

This year was all about driving a new dominant narrative in the media that uplifted the stories, demands, and work of progressive, local, youth organizers in order to amplify the power of the youth vote and the vital role of young people in our democracy.

We set out to prove to key audiences that young people are leading the work to better our democracy and play an important role in cultural, political, and social change. These are just a few of the many news stories featuring the work of the Alliance and our network that showcase a new narrative about the power of the youth vote.

PRESS HIGHLIGHTS AND 2020 COMMUNICATION METRICS

The New York Times

On July 8th, this [New York Times op-ed](#) showcased the peer-to-peer youth organizing work in the Alliance for Youth Action network and the importance of investing in grassroots organizing work.

teenVOGUE

On November 4th, this [Teen Vogue piece](#) highlighted the work of youth organizers, like those in the Alliance network, who activated young people long before the election that led to record-breaking turnout.



MENTIONS ACROSS SOCIAL

3,754

(+277% FROM 2019)



TOTAL FOLLOWERS

14,171

(+40% FROM 2019)

INFLUENCER MENTIONS:



HILLARY CLINTON



KAIA GERBER



LILY COLLINS



THE ACES



SHAWN MENDES



THE DAILY SHOW

UNIVISION

On Thursday, May 21st, we co-hosted a Facebook Live with Univision featuring Gilbert Placeres and Maryan Firpo, the Deputy Director and Program Coordinator for Engage Miami. They discussed how Engage galvanized Latinx youth to participate in democracy and fight for voter access in Florida. [See the Univision Facebook Live here.](#)

MSNBC

On June 7th, Sarah and Prentiss Haney, Executive Director of Ohio Student Association, were on MSNBC Live with Alicia Menendez to discuss the power of youth speaking out after the death of George Floyd and its impact on the ballot box: [Young people fighting for change, equality after in America.](#)



IMPRESSIONS

7,006,774

(+40% FROM 2019)



ALLIANCE PRESS MENTIONS

557

[See all press mentions on our website here.](#)

THE ALLIANCE AND OUR NETWORK

WEBSITE ENHANCEMENTS - FOCUS ON GETTING #VOTEREADY

In 2020, the Alliance made significant enhancements to its website to provide opportunities for website visitors to take action to get vote ready and engage with the latest news from the Alliance.

The Alliance's focus on early voting and first-ever [#VoteReady hub](#) led to a surge in website visitors utilizing tools to increase voter education and participation contributing to record breaking youth turnout in early voting.

SOCIAL MEDIA IMPRESSIONS

OCTOBER VOTER, VOTE EARLY,
AND #VOTEREADY
CONTENT IMPRESSIONS
~ **120,000**



AD METRICS

OCTOBER VOTER
DIGITAL AD IMPRESSIONS
119,552



WEBSITE VISITS

#VOTEREADY AND TAKE
ACTION WEBSITE VISITS
7,821

THE ALLIANCE AND OUR NETWORK

UPLIFTING AND AMPLIFYING THE NETWORK

A major part of our communications work was to uplift and amplify the work of Alliance network organizations in the press and across all of our communications platforms.

We collected stories from the network to showcase local organizing throughout the year from the digital organizing pivot the network made after the pandemic hit, to blog posts centering youth organizers of color, to ensuring network organizations were included in press coverage about the power of youth organizing to get out the youth vote.



UNIQUE SITE VISITS TO BLOG POSTS AND PAGES ON WEBSITE UPLIFTING ALLIANCE NETWORK

10,960



AFFILIATE PRESS MENTIONS

2,820



VIEWS ON VIDEO FEATURING DIGITAL ORGANIZING IN THE NETWORK

4,462



UNIQUE BLOG POSTS ON WEBSITE ABOUT ALLIANCE NETWORK

9

BLOG POST



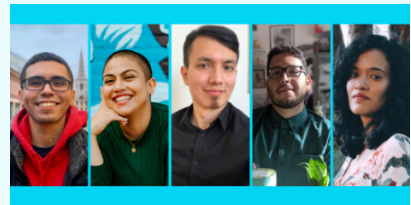
[Alliance Pick-Me-Up: Innovative Organizing, New Staff](#)

BLOG POST



[National Voter Registration Day](#)

BLOG POST



[Latinx Organizers of the Alliance Network](#)

BLOG POST



[The Youth Vote Is Flexing Its Power](#)

BLOG POST



[Local Youth Organizing Won A Brighter Future For Us All](#)

BLOG POST



[This Is How We Build For The Long Haul](#)

THE ALLIANCE AND OUR NETWORK

RESOURCING THE FIELD AT SCALE

The Alliance funded in-state organizing with \$11,758,213 with a combination of c3 and c4 resources that directly resourced organizations in the field leading critical voter engagement work ahead of the election.

We are blown away by the scale of resources we were able to facilitate this year and so grateful to our many supporters and foundation partners that made this possible.

For the first time ever, once network organizations' c3 fundraising gaps were closed, we quickly moved additional c3 funds to amazing organizations who focus on engaging the youth vote and/or voters of color outside our network.

ACTION —St. Louis—

Action St. Louis: Funds were used to support Action St. Louis' work to educate and turn out Black voters in St. Louis.



Arab American Institute

Arab American Institute: Funds supported their Yalla Vote program to engage Arab American voters, many of whom were first time voters and support their bilingual Arabic/English election protection hotline, 844-Yalla-US.



Asian Pacific American Labor Alliance: Funds supported APALA's efforts to sign up Asian voters for vote by mail and then turn out voters during GOTV.



Ballot Initiative Strategy Center: Funds were used to support BISC's large research project that oversampled young people on their thoughts and eagerness to organize on ballot measures



Black Girls Vote: Funds supported the implementation and testing of Party at the Mailbox, a new festive tactic, rooted in local community, to engage voters.



CIRCLE: Funds supported CIRCLE's research and analysis of young voters in the 2020 election.



Community Justice Reform Coalition: Funds supported CJRC's efforts to educate and turn out voters impacted by gun violence.



Make the Road PA: Funds supported Make the Road PA's efforts to educate and turnout Latinx voters across Pennsylvania.



March for Our Lives: Funds supported March for Our Live's efforts to register, contact, and turn out hundreds of thousands of young voters.



NAACP Youth & College: Funds supported NAACP Youth & College's partnership with an app that educated young Black voters about what was on their ballots and how to participate in the election.



Native Organizers Alliance: Funds supported Native Organizers Alliance and their partner organizations to contact and turn out Native voters in 9 states.



Poder Latinx: Funds supported Poder Latinx's efforts in Arizona, Georgia, and Florida to educate and turn out Latinx voters.



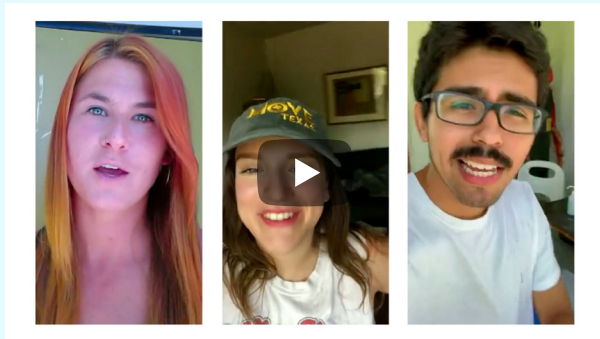
Power California: Funds supported Power California and their partners' efforts to educate young voters of color about vote by mail and turn them out to vote.

THE ALLIANCE AND OUR NETWORK

ADAPTING TO COVID

And then there was a pandemic. Like many, the Alliance and our network had to swiftly shift and re-align our work in the wake of COVID-19 global pandemic to ensure the safety of our staff and communities. But just like the young people that drive our work, we remain nimble, flexible, and innovative to meet the challenges of this uncertain time. We moved quickly to purchase bulk Personal Protective Equipment (PPE) for network organizations to support any staff returning to field work. Check out the many ways the Alliance network innovated and transformed events, relationship building, and local organizing work to meet the moment.

INNOVATING AROUND THE PANDEMIC



PEER TO PEER ORGANIZING



LEADERS IGNITING TRANSFORMATION

Leaders Igniting Transformation in Wisconsin was able to run an extensive digital campaign that collected nearly 3,700 digital pledges to vote, made 19.1 million impressions, and reached 2.85 million people. LIT's digital work included innovative videos such as a first time voting video in English and Spanish.



FORWARD MONTANA

Forward Montana secured a partnership with Montana State, the state's largest university, to use their unique Online Voter Registration portal as the default for students. They also produced this video where young Montanans shared why they are voting.



MISSISSIPPI VOTES

Mississippi Votes worked with BDE Music Group and Noxolo Entertainment to produce The Future—an inspirational song by Dolla Black to remind young people that this election is important and the November 3rd elections are inevitably #Up2Us!

➔ [Read more on our blog: 8 Ways to Be An At-Home Organizers: Lessons From Our Network](#)

THE ALLIANCE AND OUR NETWORK

LEADERSHIP DEVELOPMENT, BUT MAKE IT VIRTUAL



Alliance network organizations train future leaders through local democracy and civics-centered leadership development programs—and a pandemic wasn't going to stop this crucial work. Across the network, 774 young leaders graduated through largely virtual programs this year.

As part of North Carolina Asian Americans Together's (NCAAT) internship this year, all interns were paid to pursue a personal project related to one of NCAAT's areas of work including policy, civic and community engagement, and more. Cohort members creative projects including podcasts, Asian American studies toolkits, and hosting voter registration drives at boba shops.

ELECTORAL SERVICES SUITE

The Alliance launched our Electoral Services Suite (ESS) in 2020 to lower the barriers to effective voter contact tools. We provided access to and training for electoral and data tools at no cost to our network, including Reach, ThruTalk, ThruText, Hustle, and relational organizing tools, so that network organizations could more easily pivot to and scale digital canvassing and voter contact efforts. Through our ESS program, the Alliance supported the cost of over 2.7 million texts and 1.8 million calls made by our network this year. The program will continue to incentivize effective organizing by making it easier to access the tools, technology, and support our network needs to reach young people.



**1,818,180
CALLS**



**2,720,000
TEXTS**

OUR VOTE, OUR FUTURE



2020 BY THE NUMBERS

Despite facing seriously unprecedented challenges, **millions of young people rose up and flexed their political power to make a historic impact on the most important election of our lifetimes.**

The latest analysis from our friends at the CIRCLE estimates that **youth voter turnout across the country increased by eleven points from 2016.** Young people, and specifically young people of color, were key in driving change this election.

These successes are a reflection of year-round grassroots organizing and local power building led in part by the many youth organizations in the Alliance network. Young people were able to flex their political power at scale because they were invested in (early!) to organize their peers in person and online. **Year-round, grassroots organizing is how we move forward.**

Under our national youth vote civic engagement campaign, Our Vote, Our Future (previously Turn Up, Turn Out), we made tens of millions of nonpartisan contacts with young voters from coast-to-coast. **Our network proved just how powerful the youth vote is (and will continue to be) as youth turnout surged this cycle. The impact of our organizations in key states is undeniable.**

COMBINED C3/C4 CONTACTS WITH YOUNG VOTERS (AYA + NETWORK ORGANIZATIONS)

25,000,000

YOUNG VOTERS REGISTERED

107,494

PLEDGES TO VOTE

73,483

CALLS

8,396,885

TEXTS

6,502,136

EDUCATION MAIL PIECES SENT

2,866,606

INTERNS, FELLOWS, AND ORGANIZERS ACROSS THE NETWORK

1,030

VOLUNTEERS ENGAGED IN THESE EFFORTS

4,878



SOLIDIFYING YOUTH POWER IN COLORADO

New Era was able to increase voter turnout among their registrants by 4 percentage points since 2016 despite shifting tactics due to COVID. Young people in Colorado have cemented their power as the largest voting bloc in the state with 27% of the vote share in 2020.

2020 NEW ERA COLORADO YOUTH TURNOUT



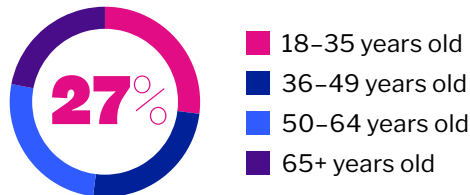
2016 NEW ERA COLORADO YOUTH TURNOUT



2020 COLORADO STATEWIDE YOUTH TURNOUT



YOUNG VOTERS MAKE UP THE LARGEST COLORADO VOTING BLOC IN 2020



EVERYTHING'S BIGGER IN TEXAS

Despite having to largely shift away from field voter registration, MOVE Texas registered 50,864 new voters across the state this year—exceeding their pre-pandemic goal! Their efforts were instrumental in reaching record-breaking youth voter turnout.

VOTER REGISTRATION FORMS MAILED



NEW VOTERS REGISTERED



2020 TEXAS YOUTH EARLY VOTE TURNOUT



2016 TEXAS YOUTH EARLY VOTE TURNOUT



VOTERS UNDER AGE 30 INCREASED EARLY VOTE SHARE, SURPASSING OTHER AGE GROUPS' SHARE, BETWEEN 2016 AND 2020



THE ALLIANCE NETWORK IN THE 2020 PRIMARIES



The 2020 Democratic presidential primary field was the most diverse it's ever been. During the busy primary season, Alliance network organizations did what they do best – mobilize young voters. [Read more about how Alliance crews helped young people show up and show up during this historic primary season.](#)

SCALE, SCALE, SCALE

As Election Day drew closer, and organizations got into a digital organizing groove, the name of the game became scale, scale, scale. Alliance network organizations grew to their largest staff sizes and widest reach ever ahead of this year's election. Check out what this work looked like and the victories it yielded in key states:



OUR VOTE, OUR FUTURE



BLACK, INDIGENOUS, AND YOUNG PEOPLE OF COLOR LEAD THE WAY IN WISCONSIN

CAMPUS CHAPTERS LAUNCHED

6

CALLS

1,280,000

TEXTS

2,120,000

MAIL SENT

2,500,000

CLASSROOM RAPS COMPLETED

112

RELATIONAL VOTER CONTACTS ACTIVATED

2,690

VIDEO VIEWS

1,500,000

DOOR LIT DROPS

48,332

ENGLISH AND SPANISH VOTER GUIDES DISTRIBUTED

75,000

Hailing out of Milwaukee, Wisconsin, **Leaders Igniting Transformation** went state-wide in 2020, launching chapters at 6 campuses with dozens of fellows and organizers outside of their home city. Their electoral impact was massive with 1.28 million calls made, 2.12 million texts sent, 2.5 million pieces of mail sent, 112 classroom raps completed, 2,690 relational voter contacts activated, 1.5 million video views, 48,332 door lit drops, and 75,000 voter guides distributed in both English and Spanish.



BUILDING POWER IN THE SUNSHINE STATE

YOUNG VOTERS REGISTERED

20,000

CALLS

1,000,000

TEXTS

500,000

POLL MONITORS RECRUITED

60

Engage Miami registered 20,000 young voters, made over one million calls, and sent nearly 500,000 text messages to help young people get ready to vote and be informed voters. They also recruited over 60 poll monitors to do the crucial work of supporting voters on Election Day.



FROM MISSION TO IMPACT IN MICHIGAN

COMMUNITY MEMBERS CONTACTED ABOUT GOTV

86,845

EDUCATION MAIL REACH

454,000

EDUCATION MAIL VERSIONS

11

CALLS

979,000

CONVERSATIONS WITH VOTERS

20,792

Detroit Action's strategy was targeted and collaborative, partnering with key city, state, and national stakeholders to engage underrepresented populations throughout Michigan on COVID-19 relief, absentee and early voting, voter registration, and election protection. **Detroit Action** distributed 11 voter education mailings reaching 454,000 households. Between August and Election Day, they made over 979,000 calls, contacted 86,845 community members to get out the vote, and had 20,792 conversations with voters.



LONG-TERM ORGANIZING IN ARIZONA

NEW PROGRAM PARTICIPANTS GAINED

2,397

VOLUNTEERS ENGAGED IN THESE EFFORTS

310

TEXTS

260,764

GOTV HOME VISITS

12,998

GOTV CALLS

28,031

In Arizona, Latinx organizers have been building for over a decade. In 2020, **Poder in Action** in Arizona, expanded to new areas of the county and focused on talking to youth of color, immigrants, and folks that are forced to the margins and targeted by state violence. They made over 360,764 texts throughout the fall, and in the last two weeks of GOTV, they reached 12,998 voters at the door and made 28,031 calls. Their work included 310 volunteers and brought in 2,397 new participants into their programs.

#VOTEREADY - ALLIANCE NATIONAL PROGRAMS

NATIONAL VOTER REGISTRATION DAY AND #NVRD CAMPUS TAKEOVER



In its third year, partnering with Students Learn Students Vote, **National Voter Registration Day (NVRD) Campus Takeover** supported voter registration on over 400 college campuses on our favorite civic holiday. We launched a webinar series for Campus Takeover 2020 and granted \$50,000 in mini-grants to 121 applicants to support online and in-person campus activities. Campus Takeover contributed to nearly 1.5 million voters registered on the holiday this year!

For NVRD, we created a week’s worth of digital content and events with our partnership with Roc Nation and their alternative indie pop band of four Gen-Z women, The Aces. The first IG Live featured Cendi Trujillo Tena, High School Organizing Director from **Leaders Igniting Transformation** to discuss the power of local politics. The second IG Live featured the Alliance’s Communications Manager, Daniela Mrabti, to discuss the power of women and voting this election. During the week of NVRD, we also partnered with singer, Shawn Mendes, who featured two youth organizers from the Alliance network— Cree Myles from **Leaders Igniting Transformation** and Gilbert Placeres from **Engage Miami**—on his Instagram.

400 COLLEGE CAMPUSES
 \$50,000 IN MINI-GRANTS
 121 APPLICANTS
1.5 MILLION VOTERS REGISTERED

#1THEPOLLS



The **+1thePolls** initiative (a project between the Alliance, Students Learn Students Vote Coalition, Campus Vote Project, and MTV) recruited 43 young Poll Defenders who received mini grants to engage their campus and election

officials to protect an existing polling site or create a new one. Our poll defenders successfully maintained 10 polling locations and placed or expanded an additional 12 locations ahead of November.

POWER THE POLLS



In 2020, the Alliance for Youth Organizing was a national **Power the Polls** partner, a first-of-its-kind initiative to recruit poll workers to ensure a

safe, fair election for all voters in the midst of nationwide poll worker shortage exacerbated by the pandemic.

OTHER KEY PARTNERSHIPS

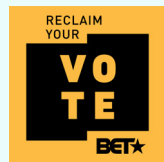


\$150,000+

Raised by daily mention of our [organization for three weeks\(!\)](#) from Trevor Noah of The Daily Show



We were also featured on multiple social media channels during the Virtual March on Washington, which provided an opportunity to highlight Black-led organizations in our network through [this blog post](#).



AYO became a key partner of BET through their [National Black Voter Day](#), a day to galvanize Black political power and turn out the Black vote.



AYO also partnered with ViacomCBS on a mass-marketing voter engagement campaign in partnership with the Ad Council called [Vote For Your Life](#).



We also joined over 2,500 nonprofits, businesses, election administrators, and creatives to ensure all Americans knew their options to vote early through an initiative called [Vote Early Day](#).

vevo
50,000

impressions of our [digital organizing video](#) featured on [VEVO](#)—the world’s leading music video platform—which led to a spike in website traffic to the AYA website.



These turnkey and lower effort partnerships led to high impact and promotion of our [Vote Ready hub](#).



Two music companies—[Hopeless Records](#), an indie pop record label, and [So Far Sounds](#), a livestream concert platform—promoted the Vote Ready hub on their Instagram profiles during National Voter Registration Day.

STARFACE

Gen-Z beauty brand, Starface, partnered with us on a limited edition hydrocolloid pimple patch called “Vote Star”. This collaboration includes cross promotion of our Vote Ready hub on [Starface’s Instagram profile](#) as well as proceeds (up to \$10,000) from the Vote Star product.



We also collaborated with FWD.us on their [#IAmAnImmigrant](#) campaign to promote a [Day of Action](#) on Tuesday, October 13th via social media to direct people to get [#voteready](#).



In the month of October, we participated in National [Voter Education Week](#) helping voters bridge the gap between registering to vote and casting a ballot.

HELPING FILL YOUTH INFRASTRUCTURE GAPS

This year, the Alliance launched a massive mail program to help address youth vote infrastructure gaps in order to reach young voters with a proven tactic (yes, mail is effective!) to help turn out the youth vote.

MAIL TO EDUCATE



This fall, Alliance for Youth Organizing, ran a multi-piece **nonpartisan voter education mail program** in 5 states (GA, MS, NC, PA, and SC). We sent 2,866,606 pieces to Gen-Z voters providing information on how to request a mail ballot, vote early in-person, or vote on Election Day. Two weeks out from the Election, we layered a non-partisan phone and text turnout program to reach nearly 1.3 million young voters in GA, NC, and PA. In executing this program, we stumbled on a shelter in Philadelphia that runs a mail service for folks who don't have a permanent address. We sent our last education mail piece to every registered voter who uses the mail service.

In partnership with Indivisible Civics Action, we added a research question to this program to measure the effectiveness of a text reminder on top of the full mail program. In addition, we partnered with our Youth Organizing Partner, Mississippi Votes, on testing two types of education mail (a black and white letter vs a color postcard) with young voters.

ISSUE ORGANIZING: THE FIGHT FOR A BIG, BOLD POLICY AGENDA

DEMOCRACY DONE RIGHT



For almost a decade, the Alliance network has been on the forefront of addressing how to build a voting system that works for all Americans. Our national issue campaign, **Democracy Done Right**, seeks to create a world where our democracy works for everyone, no matter where you come from, what you look like, or how you identify. In 2020, this meant joining allies across the country in demanding elected leaders take immediate action to protect our democracy and expand vote-by-mail and other measures to keep our elections safe and accessible.

While this year amplified the many structural weaknesses of our democracy, it has also presented us with an opportunity to push for the bold solutions we need to make progress as a country—and young people are leading the way. Check it out:

CHICAGO VOTES

Chicago Votes worked alongside coalition partners to pass a bill that ensured that all eligible voters in Illinois received absentee ballot request forms, increased curbside voting, and increased the placement of ballot drop boxes for the 2020 election. Beginning in 2021, the bill will make Election Day a public holiday in the state and allow those 16 years old or older to serve as election judges.



LOUD LIGHT

Loud Light in Kansas won a lawsuit in July 2020 against the Secretary of State after they illegally refused to disclose public records about uncounted provisional ballots in the 2018 election. This ruling enabled Loud Light to run a robust program to **chase and cure incorrect provisional ballots** for the 2020 elections.

FIGHTING FOR THE ISSUES YOUNG PEOPLE CARE ABOUT MOST

DEFEND BLACK LIVES AND DEFUND POLICE

In June 2020, as millions of young leaders took to the streets to defend Black lives, the Alliance for Youth Action and our network released [this statement](#). As a multiracial national network, we follow the example set by Black leaders—including the Black-led organizations in our network who have been working against policing and police violence for years—and joined their calls to defund the police and defend Black lives. We commit to ongoing learning about abolition, dismantling white supremacy, and decentering whiteness in our work. For individual organizations in the network, this work includes extensive training on anti-racism for staff, focusing on issues that disproportionately impact people of color, incorporating racial justice and intersectional language in messaging, and integrating anti-racism into every aspect of the work.



STOPPING AN ABORTION BAN

In Colorado, a dangerous **anti-abortion referendum failed** after organizing by a coalition of statewide organizations, including **New Era Colorado**. New Era served on the Executive Committee of this coalition, and built upon their year-round work of de-stigmatizing abortion in order to educate and turn out voters.



CANCEL STUDENT DEBT

In March, the [Alliance for Youth Action Network](#) joined calls [urging congress to cancel student loan debt](#) in the midst of the national healthcare [emergency](#). Our network has been confronting the many economic challenges facing young people through our national [Broke AF campaign](#) for years as we continue to fight for bold solutions like tuition-free public college, and expansions of affordable housing and renter protection.

POLICE-FREE SCHOOLS

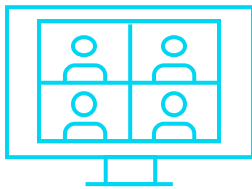
Leaders Igniting Transformation (LIT), has led the fight to dismantle the school-to-prison pipeline in their community since they were founded in 2017. LIT's organizing efforts culminated in a 700-person rally and over 1,000 testimonies that eventually put pressure on Milwaukee Public Schools (MPS) to begin the pathway to building safe schools where the voices and experiences of young people are centered. In June, **Milwaukee Public School Board unanimously passed a resolution to end all contracts between the Milwaukee Police Department and MPS.**



HERE FOR THE LONG HAUL: LEADERSHIP AND ORGANIZATIONAL DEVELOPMENT

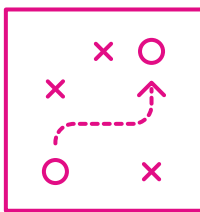
The Alliance has always been about more than young people voting. We're a generation of leaders calling ourselves to action, as volunteers, organizers, and public servants. By investing in young leaders and strengthening the capacity of their organizations, we're changing our communities for the better and building a bench with the most diverse and progressive generations our country has ever seen.

While the pandemic and remote work made it harder to strategize on how to strengthen organizations and do the deep relationship building typically done in person, we adapted and developed strategies to make sure we could still provide this support.



COMMUNITY THROUGH COHORTS

The Alliance staffed up on the national side heading into 2020 to prioritize investing in and supporting more network staff during what we already knew would be a hectic year. In addition to providing 1:1 coaching with more staff, we launched cohort spaces in 2020 for communications, program, operations, and development peers from across the network to come together regularly to work through challenges, learn from each other, and be trained by professionals in the field.



ED ONBOARDING BOOTCAMP: CREATING THE CONDITIONS FOR SUCCESS

Because Affiliate EDs play a crucial role in our network, we worked to develop a new model to better set them up for success and deepen our relationships with them. Our ED Onboarding Bootcamp enables new Affiliate EDs to work intensively with our national team on operations, fundraising, management, compliance, program, and more. To support healthy transitions and relieve some of the pressure new EDs feel around organizational finances, the Alliance now provides new EDs with a one time \$30,000 grant to kick off their tenure. This year, we held new ED bootcamps and provided grants to Affiliates in Colorado, Montana, and Washington state.

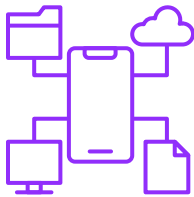
HERE FOR THE LONG HAUL: LEADERSHIP AND ORGANIZATIONAL DEVELOPMENT



DATA, DATA EVERYWHERE

To build and bolster our network's data infrastructure in 2020, the Alliance hired Amit Mistry as our Senior National Data Director. Since then, we've conducted a network data audit, developed and improved network-wide data systems, and provided direct hiring and training support to state-based data staff. This included providing additional resources and support to 5 Affiliates in CO, FL, MN, TX, and WI to hire dedicated data staff.

In addition, through our Electoral Services Suite, the Alliance was able to standardize use of engagement tools through The Movement Cooperative and data syncing through Civiis. Once voter files are updated, we will use this data access to evaluate the turnout effect of the work done by our network across many factors, analyze the efficacy of 2020 programs, and inform future work.



PROFESSIONAL SERVICES SUITE

For the many types of organizational support that we cannot provide in-house, we continue to offer our 10 Affiliates year-round access to and funding for (\$15,000 per Affiliate) a suite of direct professional services including coaching services, management training, legal counsel, data security, digital design, anti-oppression, and more. These dedicated non-programmatic funds are meant to address immediate organizational needs and build towards long-term organizational sustainability.



MEET THE TEAM

ALLIANCE STAFF AND BOARD

STAFF

Sarah Audelo, Executive Director
 Dawn Boudwin, Deputy Executive Director of Network Strategy
 Jacqueline Grimsley, Deputy Executive Director of Organizational Strategy
 Gnora Gumanow, Director of Network Capacity
 Rebecca Gorena, Senior Program Director
 Scarlett Jimenez, Development Director
 Billy Koontz, Senior Finance Director
 Amit Mistry, Senior National Data Director
 Daniela Mrabti, Communications Manager
 Kenny Myers, Director of Network Capacity
 Carmel Pryor, Senior Director of Communications
 Marisa Slifka, Operations Manager
 Mariella Villacorta, Development Coordinator
 Julian Iriarte, Finance Manager

ALLIANCE FOR YOUTH ORGANIZING BOARD

Whitney Porter, Chair
 Mollie Ruskin, Vice Chair
 Cathy Lerza, Treasurer
 LiJia Gong, Secretary
 Alexis Anderson-Reed
 Vaughn Frisby
 Amy Faulring
 Jonathan Jayes Green
 Kim Rogers
 Liba Rubenstein
 Steven Cole-Schwartz

ALLIANCE FOR YOUTH ACTION BOARD

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 Oscar Boleman, Vice Chair
 Aaron Merkin, Treasurer
 Resha Thomas, Secretary
 Jonathan Paik
 Chris Sloan
 Daniel Gonzales
 Ben Wessel
 Paola Ramos
 Juan Escalante
 Tracey Corder

FINANCIAL REPORT

HERE'S TO OUR SUPPORTERS!

This historic year would not have been possible if not for the generous foundations, businesses, and individuals who partnered with us and resourced our work in 2020.

Our deep thanks to our biggest circle of supporters yet (over 2,000 champions of youth organizing!).

ALLIANCE FOR YOUTH ORGANIZING

FOUNDATION PARTNERS & MAJOR DONORS

Anonymous Donors	Wallace Global Fund	Joyce and Irving Goldman Family Foundation	Ashley Anderson
Battery Foundation	Wallace H. Coulter Foundation	Karl Friedman	Ashton Rennegarbe
Chrysalis Fund	Way to Rise at Amalgamated Charitable Foundation	Lebowitz Aberly Family Foundation	Benevity
Compton Foundation	Wellspring Philanthropic Fund	Lisa & Douglas Goldman Fund	Book Works Brain Dead
Ford Foundation	William and Flora Hewlett Foundation	Marin Community Foundation	Brenna Frandsen
Impact Assets	Windward Fund	Marisla Foundation	Cahn Funds For Social Change
Jonathan Logan Family Foundation	Wunderkinder Foundation	Network for Good	Catherine Lerza
JPB Foundation		Patagonia Inc.	Center for Popular Democracy
Langeloth Foundation		Paul Haahr	Cherie Williams
Loud Hound Foundation	SUPPORT FROM \$10,000-\$50,000	PNC Asset Mangement	Excel Fund
MacArthur Foundation	2032 Trust	Rosenthal Family Foundation	Fan Family Charitable Fund
McNulty Foundation	Amalgamated Foundation	Roswell Foundation	Fidelity Charitable
National Philanthropic Trust	Arkay Foundation	Schwab Charitable	Franklin Philanthropic Foundation
NEO Philanthropy	Barn Road Foundation	Silvercrest Assets	Gerrish Milliken
Proteus Fund	Bernice Schoenbaum	Starface World	Grantmakers For Education
Rockefeller Philanthropy Advisors	Brach Family Fund	Winslow Foundation	Hartwell Family Charitable Gift Fund
Silicon Valley Community Foundation	Cow Hollow Fund		Houston Harte
Silver Giving Foundation	Donald and Carole Chaiken Foundation	SUPPORT FROM \$1,000-\$9,999	Isabel's Charitable Gift Fund
Skoll Foundation	Graham Family Charitable Foundation	Agentives Fund	James Halperin
Tides Foundation	JMB Hull Fund	Andrea Hoag	Jeff Josma
Viacom		Andy And Pam Brown	Jewish Communal Fund

ALLIANCE FOR YOUTH ORGANIZING

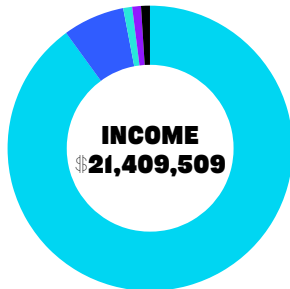
John Powers	Maria Langworthy	Nishoko Charitable Fund	<p>SUPPORT UNDER \$1,000</p> <p>The Alliance received more support from individuals of this giving level last year than we are able to list! We are so grateful for all of your generosity.</p>
Joy Lucas	Marklyn Family Foundation	Panta Rhea Fund	
Julia Price	Mary Gasner	Philip and Sally Kipper Charitable Fund	
Karen Bradley	Matthew Miller	Ralph E. Ogden Foundation	
Kate Elsley	Melinda Hall	Robert Woods	
LARS Charitable Fund	Michael Herzig	Sheryl Stumbras	
Marco Adelfio	Michael Lazarus	Steve Harris	
Margaret Yeakel and Dorothy Y Hall Fund	Mike Minchin	Steven Schimmel	
Margot Egan	Nikunj Bhatt	Tai Omi	

ALLIANCE FOR YOUTH ACTION

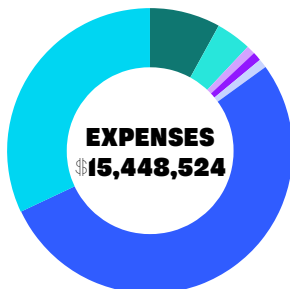
<p>FOUNDATION PARTNERS & MAJOR DONORS</p> <p>America Votes</p> <p>Anonymous Donors</p> <p>Battery Foundation</p> <p>Chamber Initiative</p> <p>Communication Workers of America</p> <p>Democracy PAC</p> <p>Groundswell Action Fund</p> <p>Molly Gochman</p> <p>Onward Together</p> <p>SixteenThirty Fund</p> <p>Tides Advocacy Fund</p> <p>Tides Foundation</p>	Way to Win Action Fund	Henry Van Ameringen	<p>Michael Isard</p> <p>Stephanie Ellis-Smith</p> <p>Steven Cole-Schwartz</p> <p>Susannah Wood</p> <p>Wendy Vanden Heuvel</p> <p>SUPPORT UNDER \$1,000</p> <p>The Alliance received more support from individuals of this giving level last year than we are able to list! We are so grateful for all of your generosity.</p>
	Women Donors Network Action	Faye and Sandor Straus	
	SUPPORT FROM \$10,000-\$50,000	Antonia Lenstra	
	Aloha Foundation	SUPPORT FROM \$1,000-\$9,999	
	Anonymous Donors	Albrecht Moritz	
	Monica and Philip Rosenthal	Ameet Ravital	
	Movement Voter Project	Brian Kelley	
	MoveOn.org	Dan Heath	
	Public Wise	Douglas Borchard	
	The Justine Miner Trust	Gerrish Milliken	
	Youth Engagement Action Fund	Ian Villeda	
	Ian Simmons	Janet Levinger	
		Jennifer DiBrienza	
	Katherine Kovner		

ACCOUNTING

ALLIANCE FOR YOUTH ORGANIZING



■ Foundations & Grants	\$19,337,223
■ Individual Donors	\$1,691,873
■ Contract for Services	\$304,806
■ Corporate & Labor Union	\$67,976
■ Other Income	\$7,630



■ Personnel	\$1,181,350
■ Professional Services	\$654,455
■ Office & Shared Expenses	\$229,408
■ Travel & Events	\$81,797
■ Materials	\$22,638
■ Grants & Affiliate Contracts	\$8,372,942
■ Fiscal Sponsorship Projects	\$4,905,934

ASSETS

Cash in Checking Accounts	\$9,840,769.75
Grants Receivable	\$4,370,939.66
Accounts Receivable	\$61,673.05
Other Assets	\$66,471.10

TOTAL ASSETS **\$14,339,853.56**

LIABILITIES

Accounts & Credit Card Payable	\$1,908,868.58
Accrued Payroll & Vacation Liabilities	\$63,611.16

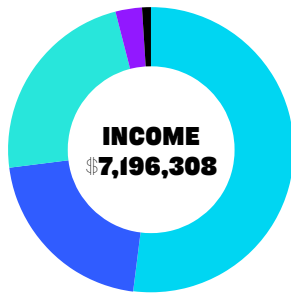
TOTAL LIABILITIES **\$1,972,479.74**

NET ASSETS

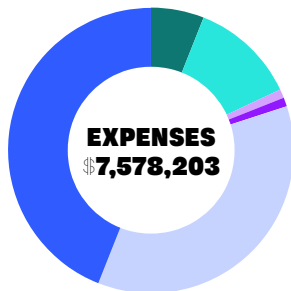
Unrestricted Net Assets	\$2,861,887.07
Board Designed Reserve Fund	\$594,847.59
Restricted to Fiscally Sponsored Org.	\$4,984,581.76
Other Temporarily Restricted Funds	\$3,926,057.40

TOTAL NET ASSETS **\$12,367,373.82**

ALLIANCE FOR YOUTH ACTION



■ Foundations & Grants	\$3,703,250
■ Individual Donors	\$1,543,990
■ Contract for Services	\$1,687,038
■ Corporate & Labor Union	\$235,000
■ Other Income	\$27,030



■ Personnel	\$439,369
■ Professional Services	\$902,418
■ Office & Shared Expenses	\$48,488
■ Travel & Events	\$48,287
■ Materials	\$2,754,369
■ Grants & Affiliate Contracts	\$3,385,272

ASSETS

Cash in Checking Accounts	\$1,046,494.38
Receivables & Other Assets	\$339,615.35
TOTAL ASSETS	\$1,386,109.73

LIABILITIES


Accounts & Credit Card Payable	\$78,025.43
TOTAL LIABILITIES	\$78,025.43

NET ASSETS

Unrestricted Net Assets	\$899,316.80
Board Designed Reserve Fund	\$65,080.20
Other Temporarily Restricted Funds	\$343,687.30
TOTAL NET ASSETS	\$1,308,084.30

 AllianceForYouthAction

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