

BUILDING A MOVEMENT
OF YOUNG PEOPLE,
BY YOUNG PEOPLE,
AND FOR ALL PEOPLE

WHAT OFF YEAR?

2019
ANNUAL REPORT



2020 OFF YEAR

01

LETTER FROM OUR ED 2

To “off” years! 3

02

A YEAR OF GROWTH 4

Grow. Fight. Win. 6

Staff Learning & Reflection 7

Telling Our Story 8

03

WELCOME TO THE NETWORK! 12

Same Great Org, New Leadership 15

New Year, More Partners 16

04

TURN UP, TURN OUT 18

From NVRD Founder to Campus Takeover Lead 20

Election Recap 21

05

CATALYZING ISSUE CAMPAIGNS 24

Democracy Done Right 26

Youth Climate Strike 28

Yep, Young People are Still Broke AF 28

06

BUILDING THE BENCH 30

Alliance on Tour 33

07

BUILDING SUSTAINABLE ORGANIZATIONS 36

Definitely Not an Off Year When it Comes to Moving Resources 40

08

FINANCIAL REPORT 41



LETTER FROM OUR ED

01

DEAR FRIENDS,

Phew! While too many think of odd years as “off” years, in reality we saw 2019 as a year full of winning issue advocacy, powerful electoral engagement, and getting ready for the biggest election year of our lifetimes.

After a short recovery from 2018, we jumped in head first to address all that lay ahead. We started our first-ever Communications Department and grew our Operations, Program, and Development Teams to meet the demands and opportunities in front of us. We grew to a staff of 12, advancing our internal systems and programmatic efforts along the way.

There was no rest for network organizations either. They threw down in elections up and down the ballot - innovating new ways to reach their people - to usher in more representative local governments, help flip state houses, and increase young voter turnout.

With state legislators in session across the country, groups fought hard on the issues young voters identified from elections in Fall of 2018. Network organizations won on student debt, interrupting the school to prison pipeline, and democracy reform - passing some of the most innovative policy solutions to improve the lives of our people and stopping harmful bills in their tracks.

Knowing the 2020 election was ahead of us, we also hosted our first ever Youth Action Summit, bringing together the best youth organizers from 47 groups across the country to build, connect, strategize, and amplify each others' work. Unlike any space we've held or attended before, this space was focused on community building and peer learning across organizations, issues, and state lines - all with a focus to turn out the youth vote in 2020. It was a magical space that served as a foundation for great work to come.

We know that our work to build young people's political power is more important than ever. And we are so lucky to have had the support necessary to think outside of the box and start growing the organization we've always dreamed of to meet the needs, demands, and opportunities of these times.

To the organizers, staff, Board members, co-conspirators, generous supporters, and friends we had the opportunity to build with in 2019 - thank you. We couldn't have achieved this great work without you.

To “off” years!

Jack L. Ardel

02

2019 WAS
CERTAINLY
"NOT AN
ORDINARY
YEAR
FOR THE
ALLIANCE
NETWORK

**A YEAR OF
GROWTH**

GROW. FIGHT. WIN.

2019 was certainly not an “off year” for the Alliance. In 2019, we were busy building out our national staff, internal structures and systems, and maintaining a strong culture to support crucial work in the field for 2019, all while building for 2020.

In March, we launched a communications team to better tell the story of the network, the Alliance, and the youth vote writ large (more below!). By summer, we grew our operations and development teams to better support the amount of revenue we’re raising and moving to the field. We hired a Finance Director to ensure the Alliance’s financial systems are strong and maintained and began the hiring process for an Operations Training Director to support network organizations in improving their internal operations. Our program team grew from a staff of two to four by the end of 2019. With this increased capacity, the team transitioned to a hub model of engagement with Affiliates to streamline communication and ensure we have a strong pulse on all things program, operations, and fundraising as our network expands.

In December, we were thrilled to announce internal promotions for two brand new leadership roles at the Alliance, Deputy Executive Director of Network Strategy and Deputy Executive Director of Organizational Strategy. This new structure will better support the Alliance as we move into 2020 with the largest budget, organization, and network in our history.

Alongside all this growth came a lot of intention to maintain the strong culture of a small tight-knit staff with a larger team. This has looked like improving our internal policies to better reflect our values, establishing a staff *fun* committee, and prioritizing time for staff learning opportunities all to ensure we truly reflect the kind of work environment we strive to create and model for our network.

IN DECEMBER 2019, the entire Alliance national team had the opportunity to spend 4 days in Montgomery, AL visiting the Legacy Museum and National Memorial for Peace and Justice, to learn about our country’s violent, racist history, and



memorialize the victims of racial terror. Working with Radical Optimist Collective, we had the chance to reflect as a team about how racism persists in our society today, and our role in dismantling it as we work

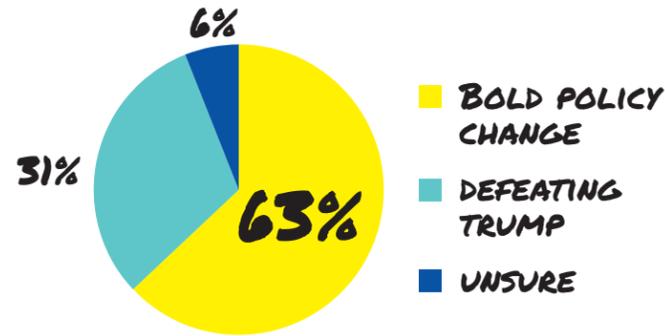


toward a more just society. We’ve made it an organizational priority to continue finding opportunities for reflection and learning to ensure we retain focus on how our work is aligned with movements for liberation.

TELLING OUR STORY

In 2019, the Alliance added a Senior Director of Communications and a Communications Manager creating the first-ever dedicated Communications team at the organization. With this new capacity, communications work at the Alliance flourished in 2019 with major press hits, an increase in media partnerships, our first-ever national poll, and increased follower base across all platforms. Our communications team also allowed us to spend more time building communications capacity for the broader Alliance network. Last year's work has laid the foundation for a successful communications program in 2020.

YOUNG LIKELY DEMOCRATIC PRIMARY VOTERS PREFER A CANDIDATE WHO FOCUSES ON BOLD POLICY CHANGE OVER SIMPLY DEFEATING DONALD TRUMP IN THE 2020 PRESIDENTIAL ELECTION



In partnership with TargetSmart and Civiqs, the Alliance for Youth Action dropped our first-ever national poll and found that young voters are energized and ready to flex their power in 2020. According to our poll, likely Democratic primary voters aged 18-34 wanted Democratic candidates to focus on bold, progressive policy, not just beating Donald Trump, revealing that candidates must show that they are willing to bring our issues to the table and have robust plans for how to address the concerns of our generation. We also found that engagement is highest among young voters of color—more than eight in 10 (82 percent) young black voters say they feel engaged in the process and nearly eight in 10 young Latinx voters (77 percent) say they are very enthusiastic about the 2020 Democratic presidential primary contest. This poll echoes what we know to be true and what our network sees every day—young people are engaged on the issues and ready to turn out for the candidates that address them in 2020.

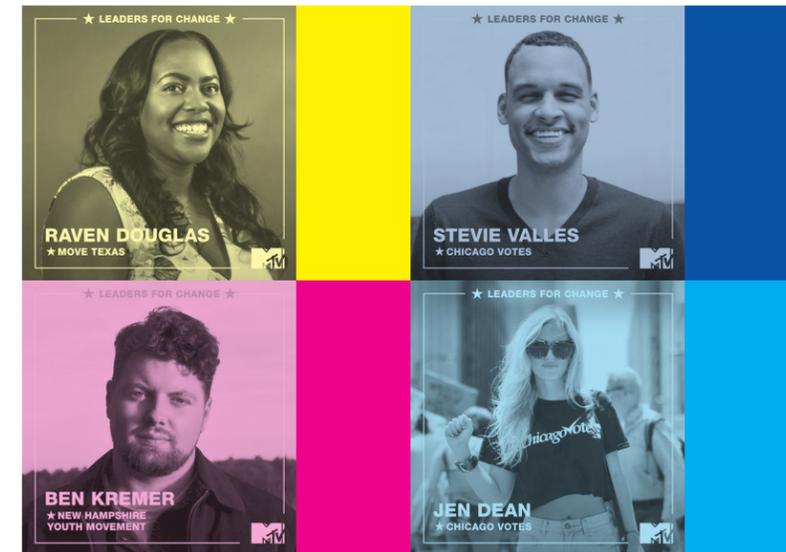
Major Press Hits

The Alliance landed several major press hits in 2019 amplifying our work and brand. Our mention in the New York Times, “These 7 Million Young People Can Beat Trump” led to an increase in email subscribers, social media followers, and a bump in individual donations for the Alliance as well as MOVE Texas who was also mentioned.

“THE ALLIANCE FOR YOUTH ACTION WORKS YEAR-ROUND TO TURN OUT THE YOUTH VOTE THROUGH ORGANIZING ON-THE-GROUND. IN 2018, ONE OF ITS AFFILIATES, MOVE TEXAS, GOT AT LEAST 21,000 NEW YOUNG VOTERS TO THE POLLS IN A STATE THAT HAS SOME OF THE MOST RESTRICTIVE VOTER REGISTRATION LAWS IN THE COUNTRY.”

Leaders for Change

In 2019, MTV launched its Leaders for Change grant program that invests in young people doing extraordinary work at the local level to break down the barriers that make it hard to vote in their communities and advance voting access. Four of these Leaders were from the Alliance network: Stevie Valles from Chicago Votes, Raven Douglas from MOVE Texas, and Ben Kremer from New Hampshire Youth Movement. On National Voter Registration Day, MTV released a video about the program featuring Alliance leaders.



Sept. 16, 2019, 8:31 AM EDT
By Raul A. Reyes

Sarah Audelo is leading a movement, and she's having fun doing it. As Executive Director of the Alliance for Youth Action, this Chicana heads up a national network of groups building the political power of young people - with a motto of E Pluribus Awesome.



NBC News



The New York Times

“WORKING WITH THE ALLIANCE HAS TAKEN OUR COMMUNICATIONS TO THE NEXT LEVEL AND HELPED SHINE A NATIONAL SPOTLIGHT ON THE WORK HAPPENING ON THE GROUND IN TEXAS. THE ALLIANCE USES ITS PLATFORM AND NETWORK TO AMPLIFY THE VOICES OF LOCAL ORGANIZERS WHICH HELPS SHIFT THE NATIONAL MEDIA NARRATIVE BACK TO THE FOLKS FIGHTING FOR REAL CHANGE.”

— Charlie Bonner, Communications Director, MOVE Texas.

Insta stories

With a network of more than 15 organizations, it can be hard to keep up with all the work happening on the ground. *Cue Alliance Weekly Round-Ups!* Each Friday in 2019, the Alliance pulled together everything network organizations did that week from canvassing to lobbying and shared that information in a series of fun Instagram stories. These stories not only gave followers a snapshot of what work organizations were doing that week, but it also served as a reminder that **this work never stops.**



Communications Support for Our Network

The Communications Team at the Alliance provides support and resources to organizations in the network to scale and build their communications work. In 2019, the Alliance created Social Media Toolkits around major events, supported four organizations in launching new websites, amplified local stories in Alliance e-newsletters and blog posts, created comms templates in our Shared Resource Library, and connected organizations directly to national press.

ALLIANCE SOCIAL MEDIA METRICS

Impressions

12,127,503

Engagement

39,436

Followers

10,201

EMAIL

Subscribers

33,347

Growth

+1,850%

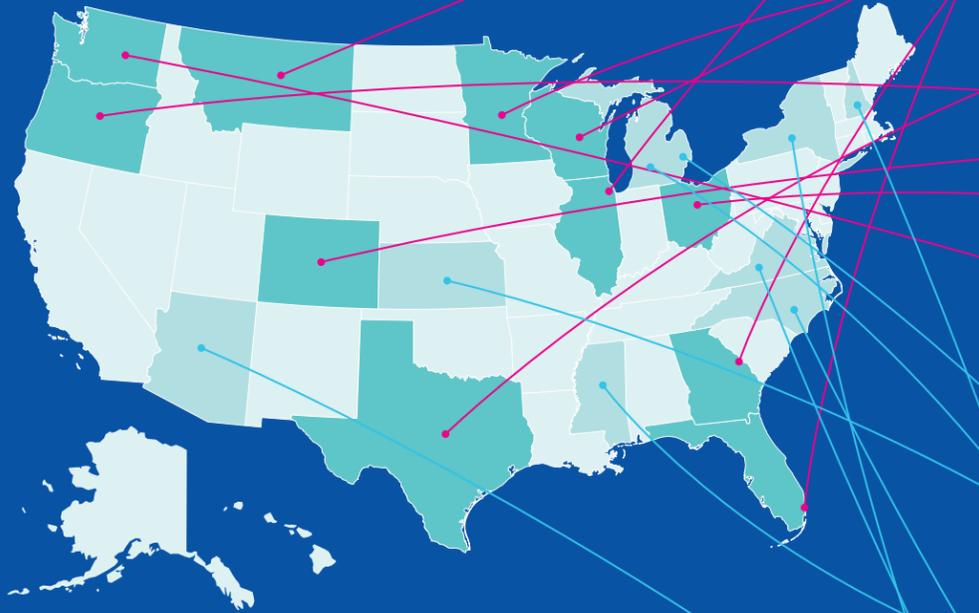
	IMPRESSIONS	ENGAGEMENT	FOLLOWERS/LIKES
FACEBOOK	4,882,757 +17,449%	16,713 +2,451%	3,050 +93%
INSTAGRAM	4,314,446 +5,589%	3,168 +5,877%	1,356 +112%
TWITTER	2,930,300 +31%	19,555 +7,063%	5,795 +44%

IN 2019, WE
WELCOMED
4 NEW YOUTH
ORGANIZING
PARTNERS TO
THE NETWORK
BUILDING YOUNG
PEOPLE'S POLITICAL
POWER

**WELCOME
TO THE
NETWORK!**

03

The Alliance affiliates are at the core of everything we do as a network as they guide our work and are our greatest focus of time and energy. Fun Fact! Our bylaws empower full affiliates to sit on Alliance Committees, elect or recall our board members, and approve or deny edits to our organization bylaws. In 2019, the Alliance had 11 strong state-based affiliates in our network.



Launched in 2017, our youth organizing partner (YOP) model allows us to build with more youth-led organizations doing scaled civic engagement work and/or running one of our national issue campaigns locally. In 2019, we welcomed FOUR new youth organizing partners to the network building young people's political power in the South and Midwest.

CHECK THEM OUT!

AFFILIATES

- Chicago Votes
- Engage Miami
- Forward Montana**
- Georgia Shift
- Leaders Igniting Transformation
- Minnesota Youth Collective
- MOVE Texas
- Next Up
- New Era Colorado**
- Ohio Student Association
- Washington Bus

YOUTH ORGANIZING PARTNERS

- Detroit Action**
- 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

SAME GREAT ORG, NEW LEADERSHIP

We are thrilled to introduce you to the new Executive Directors of two of the Alliance's founding Affiliate organizations:

New Era Colorado

New Era Colorado closed out 2019 by announcing Nicole Hensel as their new executive director! After a national highly competitive search, Nicole's sharp strategic thinking skills, almost a decade of experience in youth empowerment and education policy, as well as a deep commitment to New Era's values made her the clear choice to head the org into 2020 and beyond.



Forward Montana

As of November 2019, Forward Montana is now led by the incredible Kiersten Iwai — a long-time FMT supporter, a 25 under 25 Awardee, a trainer at the MT Youth Organizing Summit, and a former Forward MT Foundation Board Member. She brings new experience and expertise in digital comms, climate justice, and DEI (diversity, equity, and inclusion) frameworks to the crucial work happening in Montana.

NEW YEAR, MORE PARTNERS

Detroit Action

Detroit Action is a multi-generational member-led organization fighting for political power and racial and economic justice for working-class Detroiters through neighborhood-driven community organizing and civic engagement. Their youth organizing wing, Voices of Detroit Youth (VODY), is made up of high schoolers and young adults, and roughly 40% of the universe that Detroit Action engages as a whole is young people under the age of 35.



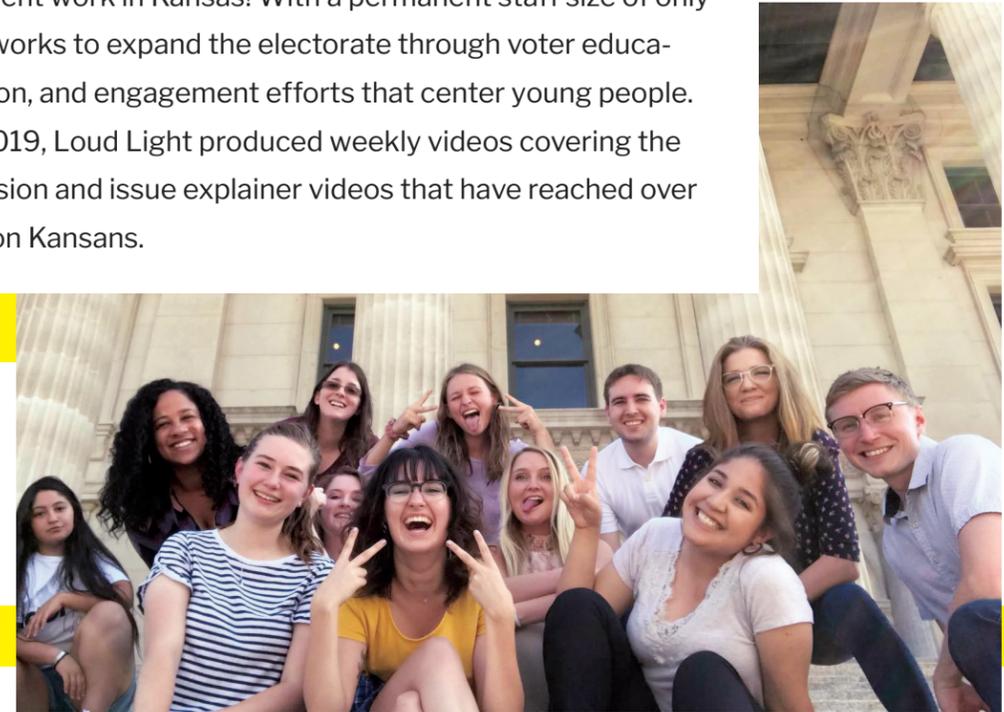
North Carolina Asian Americans Together (NCAAT)

NCAAT is a multi-generational organization that fosters community among AAPIs (Asian American and Pacific Islander) and allies in North Carolina through civic engagement, leadership development, grassroots mobilization, and political participation. In 2019, their youth program worked on 7 university campuses, 3 community colleges, and 6 high schools in the state, registering or pre-registering almost 1,500 young people to vote.



Loud Light

Founded in 2015, Loud Light is the only organization doing youth civic engagement work in Kansas! With a permanent staff size of only 2, Loud Light works to expand the electorate through voter education, registration, and engagement efforts that center young people. Throughout 2019, Loud Light produced weekly videos covering the legislative session and issue explainer videos that have reached over a quarter million Kansans.



Mississippi Votes

Mississippi Votes is a youth-centered organization, run and led by young Mississippians, leading intergenerational organizing across the state. Today, over 120,000 young people in Mississippi are proud to call MS Votes their political home.



04

**TURN UP,
TURN OUT**

BUILDING
PEOPLE-
POWER
IS 365
DAYS/YEAR

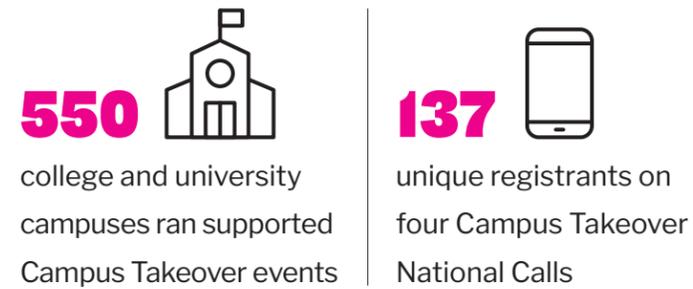
FROM NVRD FOUNDER TO CAMPUS TAKEOVER LEAD

National Voter Registration Day (NVRD) will always have a special place in our organizing hearts because the Alliance co-founded this holiday in 2012! Since handing off management of our favorite holiday in 2017, we've found a new way to bring young people power to NVRD.

2019 marked the second year in a row the Alliance and Students Learn Students Vote Coalition led Campus Takeover - an effort to mobilize a mass number of students across the country on National Voter Registration Day by registering them to vote, creating celebratory environments around voting, and fostering a culture of civic engagement on campuses.

NVRD Across the Network

In addition to executing a successful Campus Takeover program, Alliance organizations ran major programs themselves for National Voter Registration Day. As a collective, the Alliance network organizations registered 5,897 people to vote (that's a new voter every 14.7 seconds)!

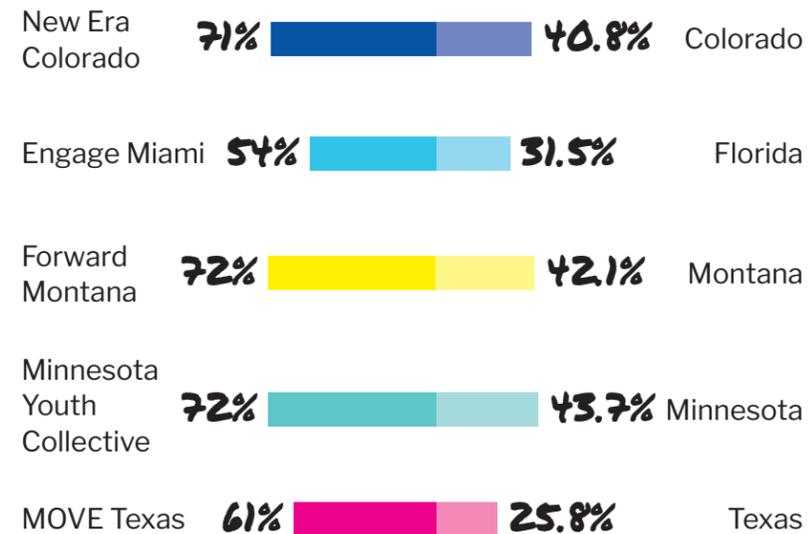


200+ campuses supported either through social media efforts, connecting groups to other organizers on their campus, or through technical or direct support.

2019 ELECTION RECAP

Young people have historically led and are currently leading record-breaking change across the country. In fact, the youth turnout rate increased by 11 points from 2014 to 2018. And the organizations in our network — dedicated to building young, local, grassroots power — were the fire behind much of that change. Because of our network's efforts to invest in and build with young people year-round, they have produced some of the most successful results nationwide. For example, in 2018:

TURNOUT BY ALLIANCE ORG REGISTRANTS



Elections happen every year and year-round. That's why Alliance organizations made sure to keep their bases of young folks engaged throughout 2019 in local elections to ensure young people turned up and turned out for every single race.

TWO ALLIANCE CREWS MADE IT INTO THE TOP 10 COMMUNITY PARTNERS LIST FOR NATIONAL VOTER REGISTRATION DAY:

#1 MOVE TEXAS
Registered **3,194 VOTERS**
1st place for the second year in a row!



#2 MISSISSIPPI VOTES
Registered **1,686 VOTERS**
In the top 3 for the second year in a row!

ALLIANCE NETWORK BY THE NUMBERS

Voters registered

50,800

Pledge to vote cards

46,780

Peer-to-peer texts

110,000

Parties at the Polls

27

Parades to the Polls

8

ELECTION RECAP (CONT.)

In Oregon, our Affiliate (then) the Oregon Bus Project, worked to get out the youth vote in May for the Portland Public School board election — the largest school district in the state of Oregon. They hosted a candidate forum where local students raised questions about mental health support, student and community participation in decision making, and police officers in schools. Their team also made tons of phone calls to energize voters and remind community members that each and every election is important. In August 2019, the Oregon Bus Project officially rebranded to **Next Up!** A name and brand that matches both the organization’s accomplishments and future, Next Up is helping create stronger and more resilient communities, and will be boldly leading the charge to bring about a more accessible and equitable Oregon.



Before the November elections, our Affiliate **MOVE Texas** registered over 22,000(!) new voters across 6 cities in the Lone Star State. They also released a one-of-a-kind voter guide to inform young voters about constitutional amendments on the ballot. In their Deep Cut The Vote voter guide, they paired amendments with deep cut songs making for the ultimate playlist for democracy. Early results showed overall voter turnout in Texas doubling between 2017 and 2019!



In the fall, our partner **Virginia Student Power Network (VASPN)** threw down to support massive wins for the Virginia state legislature. VASPN registered 1,000 new young voters ahead of the election who turned out strong. Youth voter turnout statewide was up 91% and in some places, student voter turnout was up 305% from 2015! Virginia Student Power also held a state-wide convening the weekend after election day to plan for 2020 and beyond.



Alliance organizations like Next Up, MOVE Texas, and Virginia Student Power win because we know that the work does not stop on Election Day. The day after Election Day, youth organizers in our network are back in the field because we win by mobilizing 365 days a year, every year.



CATALYZING ISSUE CAMPAIGNS

INNOVATIVE
LOCAL ISSUE
CAMPAIGNS
FOR A WORLD
WORTHY
OF OUR
GENERATION

05

THE ALLIANCE'S TWO NATIONAL ISSUE CAMPAIGNS ARE BUILDING NATIONAL MOMENTUM AND MOTIVATION AMONGST YOUNG PEOPLE BY PASSING VOTING RIGHTS REFORMS THAT CENTER OUR COMMUNITIES, LAUNCHING CAMPAIGNS FOR YOUTH ECONOMIC JUSTICE, AND CHALLENGING MAJOR POLICYMAKERS AND CANDIDATES TO PRIORITIZE THE ISSUES OUR GENERATION CARES ABOUT MOST.



DEMOCRACY DONE RIGHT

In the lead up to the 2020 election, our network of local, youth-led organizations are on the frontlines of proactive voting reform work and leading defensive fights against exclusionary policies and tactics to ensure young people can access the ballot. In 2019, 11 Affiliates and 6 youth organizing partners led local Democracy Done Right campaigns working towards securing the access, security, and convenience all voters deserve.

The Fight to Defend our Democracy

If you know MOVE Texas, then you know they can throw down for democracy and the 2019 legislative session did not disappoint. Republican state legislators tried to pass SB9—a voter suppression bill masked as an effort to make state elections more “secure”. Actually, this legislation would have created barriers to voting for portions of the population like people with disabilities, senior citizens, and those making unintentional, innocent voting mistakes. MOVE Texas was not having it. After packed press conferences, lobby days, passionate testimonies, and countless phone calls, SB9 died. Don’t mistake the status quo for lack of progress. Fighting dangerous voter suppression efforts like this one is a major victory for Texas voters and our democracy.

Democracy for 16 & 17-year olds

New Era Colorado threw down for democracy reform all 2019! New Era supported the Colorado Votes Act which added in-person polling centers and drop boxes at most universities and community colleges. It also expanded access to the ballot for Generation Z by allowing 17-year-olds to vote in primaries if they turn 18 by the general election. New Era’s young people we’re also in the (state) house last year to testify in support of legislation that simplifies and expands the current Automatic Voter Registration system to reach more people.

“THE WASHINGTON BUS HAS BEEN A KEY PARTNER IN OUR WORK TO PROVIDE ACCESS TO DEMOCRACY IN OUR STATE. WITH AUTOMATIC VOTER REGISTRATION AND SAME DAY REGISTRATION, THOUSANDS OF WASHINGTONIANS HAVE NOW BEEN REGISTERED TO VOTE. AND JUST SINCE JULY OF THIS YEAR, MORE THAN 17,000 16 AND 17-YEAR OLDS HAVE BEEN PRE-REGISTERED, SO THAT WHEN THEY TURN 18 THEY WILL BE READY TO VOTE.” —Governor Jay Inslee.

Shout out to The Washington Bus that has been working as part of Voting Justice Coalition to support the implementation of pre-registration for 16 and 17-year olds in 2019!



Unlock Civics with Chicago Votes

What started as a monthly voter registration drive at Cook County Jails has expanded to include in-person election coordination, civic education, local administrative advocacy, and statewide legislative advocacy led by Chicago Votes. In August 2019, Chicago Votes led the effort to pass two seriously historic bills to Unlock Civics in Illinois: one requires civics and voting rights education be provided to people exiting prison while the other ensures voting access to people detained in pre-trial jail.





YOUTH CLIMATE STRIKE

Alliance organizations led and co-led local youth climate strikes across the country as a part of a much larger international movement from young people to force action on climate change. From uplifting young people's demands for climate justice for all (and what that looks like in terms of policy) to registering thousands in one day, Alliance crews turned out for the Youth Climate Strike in March.



YEP, YOUNG PEOPLE ARE STILL BROKE AF

In 2019, we supported more youth-led organizations in building local bases and coalitions for bold economic justice reform. As part of the Broke AF campaign in 2019, New Era Colorado successfully championed a student loan servicer accountability bill that requires student loan servicers to make the repayment process fair and transparent for borrowers as well as creates a permanent watchdog in the Colorado Attorney General's office. This year, 11 Affiliates and 3 youth organizing partners worked on Broke AF campaigns for free college, paid sick leave, student debt accountability, and more.

LIT Leads School Board Advocacy

After over a month of organizing by Leaders Igniting Transformation in Wisconsin, a proposal to invest over \$200,000 in airport-style metal detectors in Milwaukee high schools was voted down. Thanks to young people power, this funding and more will instead be invested into 6 new trauma informed care positions.



6 TRAUMA INFORMED CARE POSITIONS

~~**\$200,000 IN AIRPORT-STYLE METAL DETECTORS IN MILWAUKEE HIGH SCHOOLS**~~



06

EVERY GREAT
SOCIAL MOVEMENT
IN HISTORY HAS
DEPENDDED ON
YOUNG LEADERS —
AND SO DO WE

**BUILDING
THE BENCH**

Every great social movement in history has depended on young leaders, and so do we. The Alliance has always been about more than young people voting. We're about supporting and empowering the next generation leading these movements now and for decades to come.

In 2019, a large part of our programmatic work focused on supporting young leaders and executive directors across our network. With more national staff capacity at the Alliance, we're able to provide more one-on-one coaching with network leaders in program, operations, fundraising, and more. By the end of 2019, our program team launched an individual network cohort program that provides a consistency space for program director level staff to connect, share feedback, and discuss issues related to their work with their respective peers.

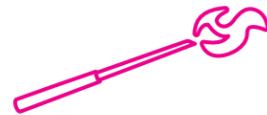
We continued to update our shared resource library and build out opportunities to better facilitate and resource peer-to-peer exchanges and other forms of support as a model for learning as our network scales. In 2019, we dropped new resources for our Shared Resource Library to support issue campaign planning, campus and school-based organizing, online and traditional organizing efforts across the network (to name a few!). We've also been able to provide more access to (and funding for) external training opportunities for our young leaders beyond the ED level across the network.

“THIS SHARED COMMUNITY AROUND PROGRAMMATIC WORK CREATES SPACE TO THINK OUTSIDE OF THE BOX, SHARE RESOURCES, AND BE BOTH STREAMLINED AND STRATEGIC WHEN PLANNING OUR STATEWIDE PROGRAM”

— Amara Reese-Hansell, Program Director at Forward Montana reflecting on the Program Director Cohort

BUILDING LOCAL AND NATIONAL PIPELINES OF PROGRESSIVE TALENT

In 2019, our network graduated 287 young leaders from local civic engagement-focused leadership development programs in 29 cities.

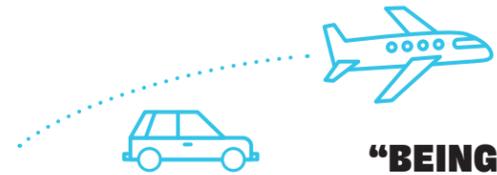


Leaders Igniting Transformation trained 20 change-makers of color at their Black Hogwarts



MOVE Texas graduated their largest Summer Leadership Development class with 40 young leaders

ALLIANCE ON TOUR



Our network leaders are incredible, and we strive to uplift their voices and leadership every chance we get. That's why the Alliance hosted or co-hosted two donor briefings in New York City in 2019. In February, we hosted a network-wide briefing at the Ford Foundation with 17 executive directors from our Affiliate and partner organizations highlighting the crucial work plans our network had built to drive youth engagement in 2019.

With the Youth Action Summit as the impetus, Steering Committee members and the Youth Engagement Fund began meeting to discuss how we can all work together to bring new resources into the youth organizing sector to be able to truly throw down in 2020. In November, the Alliance for Youth Organizing and the Youth Engagement Fund co-hosted a sector-wide briefing at the Ford Foundation with 9 youth networks or organizations in the room. We laid out the landscape of the youth civic engagement sector and all the collaborative work happening to build for 2020 and beyond.

In addition to the events we hosted, the Alliance team hustled to get our young people on stages, panels, and in the room of key sector spaces including at America Votes, the Democracy Alliance, Netroots Nation, Ballot Initiative Strategy Center, and more. At the Funder's Committee on Civic Participation (FCCP) conference in 2019, our network (and friends from NM Dream Team!) led a panel on effective case studies for year-round organizing for and by young people of color in Chicago, Wisconsin, Texas, and New Mexico. The Alliance for Youth Organizing also co-hosted a reception alongside the Youth Engagement Fund with youth leaders that was sponsored by several of our institutional funders (thank you!).

“BEING A PART OF A NETWORK OF PEERS IS IMPORTANT PERSONALLY AND FOR THE WORK THAT WE DO AT MOVE TEXAS BECAUSE IT ALLOWS US TO LEARN FROM ORGANIZATIONS ACROSS THE COUNTRY. WHETHER IT BE COMMUNITY ORGANIZING TIPS FROM OHIO STUDENT ASSOCIATION OR HOW TO RUN AN EFFECTIVE FIELD PROGRAM FROM NEW ERA COLORADO THERE ARE LEARNED EXPERIENCES THAT WE CAN TAKE AWAY FROM ALL OF OUR AFFILIATE ORGANIZATIONS”

— Raven Douglas, Deputy Director at MOVE Texas



“[IN A STATE] WHERE THERE IS LITTLE INFRASTRUCTURE WHEN IT COMES TO YOUTH VOTER ENGAGEMENT AND ADVOCACY WORK THIS WORK CAN OFTEN FEEL ISOLATING, HOWEVER, KNOWING THAT WE HAVE SUPPORT FROM A NATIONAL NETWORK HELPS US TO KNOW THAT **WE ARE NOT ALONE”** — Raven Douglas



YAS!

AN ALLIANCE MILESTONE

In August, the Alliance brought together over 200 of the best and brightest young organizers from across the country, who are hard at work doing scaled, on-the-ground, electoral and issue organizing in their communities for the first-of-its-kind Youth Action Summit. We partnered with the NAACP Youth and College Division, NextGen America, Planned Parenthood Action Fund, Student Power Network, and United We Dream to host a convening that allowed us to truly move forward as a powerful youth organizing sector as we face the 2020 election season and beyond.

The Summit packed a powerful agenda of keynote speakers like Andrew Gillum, Congresswoman Eleanor Holmes Norton, Bruce Franks Jr., and Kendrick Sampson. But this wasn't a space for top-down training, positioning, or taking credit for other people's work. Instead, folks were there to learn from one another - truly building young people's political power across organizations. In fact, 75% of the speakers were attendees from these youth-led organizations(!), with panels focused on topics including reproductive justice, climate justice, cultural organizing, and more. Over two magical days, attendees were able to:

CONNECT

with other powerful youth field organizers across the country.

BUILD

knowledge and bigger coalitions through peer-to-peer learning.

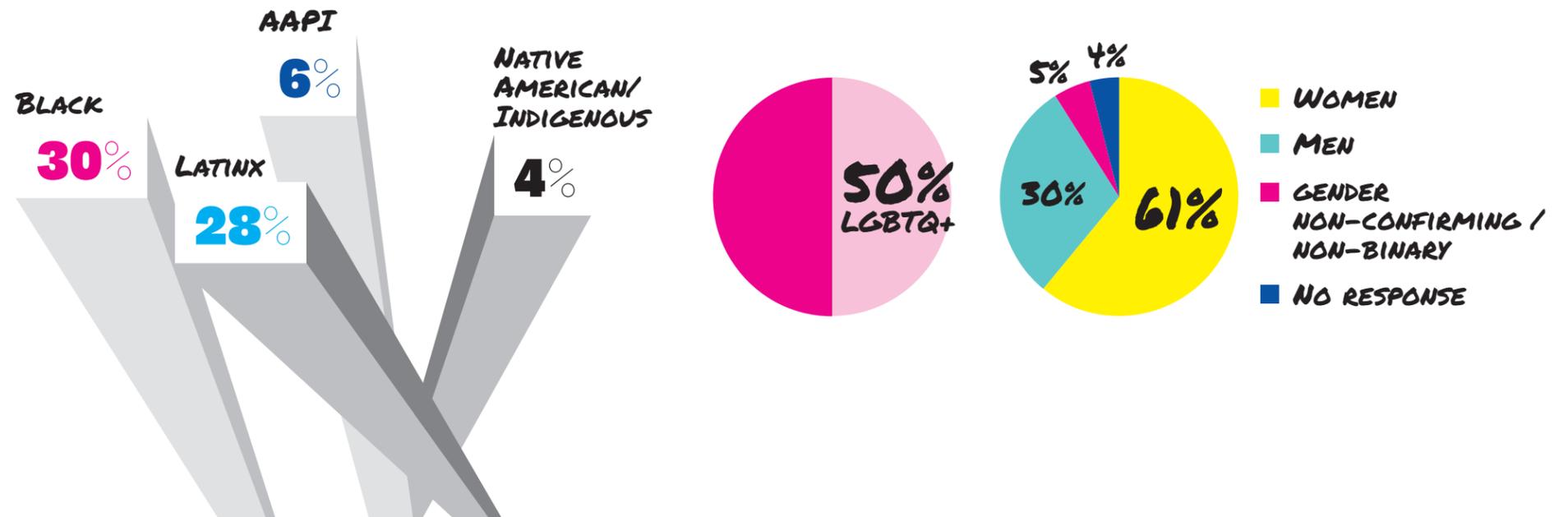
STRATEGIZE

on the tactics we need to win in 2020 and beyond.

AMPLIFY

big, bold ideas as a unified and aligned youth sector.

YOU CAN'T CONNECT, BUILD, STRATEGIZE, AND AMPLIFY WITHOUT SOME SERIOUS RELATIONSHIP BUILDING. One of the reasons that the room got so tight so quickly was because of who was in the room – it both reflected those doing the work 365 days/year *and* the demographics of our generation holding it down in progressive spaces.



CREATING
POLITICAL
HOMES
FOR THIS
GENERATION
AND THE NEXT

BUILDING SUSTAINABLE ORGANIZATIONS

07

At the Alliance, we are proud to support young people and invest in building the capacity of **their** organizations as they fight to secure a future worthy of our generation.

In 2019, we seriously revamped our organizational health checklist to illuminate areas of strength and growth for our Affiliates. This checklist informs individual capacity building plans to ensure organizations are not only running scaled and effective programs, but also are healthy and sustainable for the long haul.

In 2019, we were able to provide specific resources to each Affiliate to be used for organizational strengthening. What does that mean? These resources were used for non-programmatic expenses to improve the health of each organization, and we used the organizational health checklist to inform the many ways organizations could use these funds to address immediate organizational needs and build towards long-term sustainability.



“THE ALLIANCE HAS BEEN OUR BIGGEST CHEERLEADER IN NATIONAL ROOMS UPLIFTING THAT OUR WORK IS CRITICAL TO PROGRESSIVE INFRASTRUCTURE IN WISCONSIN, AND HELPING US TELL OUR EXPANSION STORY” — Dakota Hall, Executive Director, Leaders Igniting Transformation



For example, Forward Montana saw not only an executive director transition in 2019, but also transitions of their deputy director and development manager. Our favorite org in the Big Sky State chose to use some of their funding to allow transitioning staff to stay onboard long enough to overlap with new staff and ensure new leaders were able to start off with their best foot forward.

Other crews in the network, like Minnesota Youth Collective and Leaders Igniting Transformation, used these funds to hire key operations staff to support scaling up in 2020.

Finally, since launching our professional services suite in 2018, we’ve been able to increase the funding available to \$15,000 per Affiliate to access external support beyond our own expertise in the areas of legal counsel, data support, cultural competency and anti-oppression trainings, and more. Pretty cool, right?

“BEING ABLE TO WORK IN PARTNERSHIP WITH OUR PEERS ACROSS THE NATION HAS MADE FORWARD MONTANA’S WORK IMMEASURABLY MORE EFFECTIVE – WE HAVE FRIENDS TO LEAN ON WHEN TIMES GET TOUGH, AND AN INCREDIBLE NETWORK TO SHARE OUR PROUD MOMENTS WITH.”

— Amara Reese-Hansell

638
new donors

4
orgs that raised budgets by 1%

\$8,923
raised per month

\$107,070
raised per year

PEOPLE-POWERED FUNDRAISING IS AN ALLIANCE TRADITION

The annual Monthly Member Competition is a good ol’ Alliance tradition. In 2019, our weeklong competition saw 10 of our Affiliate organizations go head to head in a match to grow their monthly donor base. And the prizes from the Alliance were the highest in our history—totalling \$50,000. In addition to competing to raise at least 1% of their annual budget in new or increased monthly donations, the Alliance also sponsored prizes to incentivize converting small one-time donors to sustainers, strong digital engagement, monthly donor program growth and sustainability, and more. **Our biggest (and most competitive) competition yet raised \$107,070 in new annual dollars from over 600 grassroots donors!**

08

DEFINITELY NOT AN OFF YEAR WHEN IT COMES TO MOVING RESOURCES

In 2019, the Alliance was able to move over \$1.7 million in combined c3 and c4 funding to 22 network organizations! This funding supported crucial civic engagement programs, innovative issue advocacy work and cultural organizing, organizational capacity building, and more.

“MOVE HAS SCALED QUICKLY OVER THE PAST TWO YEARS AND THE ALLIANCE HAS BEEN WITH US EVERY STEP OF THE WAY.” — Raven Douglas

While we are fairly new to these larger amounts of re-granting, we have been scaling to do so appropriately with larger teams across the organizations (this is where we can really see it all come together!).

Growing our development team from one person to two means we can operate at a higher level of capacity than we have in the past to drive resources to the network and diversify our revenue streams. The growth in our program team and the revamped organizational health checklist allows us to maintain a clearer understanding of the health of organizations, program development, and ability to scale earlier than ever before. And our newly-hired Finance Director works to strengthen our financial management and further systematize our funding allocation processes to get money out the door. All of which allows us to better support the largest network in the history of our organization, running the largest program ever as we head into the biggest election of our lives.

\$1.7 million

moved to the field

22

network organizations

FINANCIAL REPORT

WE COULDN'T HAVE DONE IT WITHOUT YOU!

Meet the generous supporters of the Alliance for Youth Action:

America Votes	Henry Van Amerigan	Open Society Policy Center
Anonymous	Matthew Singer	Pizza to the Polls
Ben Griesinger	Mollie Ruskin	Rosenthal Family Foundation
Democracy Fund Voice	Movement Voter Project	The Advocacy Fund
Faye & Sandor Straus	National Education Association	Thomas and JaMel Perkins

& Alliance for Youth Organizing:

Anonymous	Grove Foundation	Patagonia
Anonymous at the Common Counsel Foundation	Hull Family Foundation	Rockefeller Family Fund
Arkay Foundation	JPB Foundation	Rosenthal Family Foundation
Book Trust	Karen Grove	Sally Harris
Chris and Lisa Kaneb Fund	Loud Hound Foundation	Schwab Charitable
Chrysalis Fund	McCance Foundation	Silicon Valley Community Foundation
Compton Foundation	Millstreet Foundation	Silver Giving Foundation
Cow Hollow Fund	MTV	State Infrastructure Fund
David Kaufman	NEO Philanthropy	Univision
David Rosenstein	Network for Good	Wallace Global Fund
E. Sue Blume	New Priorities Foundation	Wallace H. Coulter Foundation
Excel Fund	New Profit Inc.	Way to Win Philanthropic Fund
Facebook	New Venture Fund	William & Flora Hewlett Foundation
Ford Foundation	Open Society Foundations	
	Panta Rhea Fund	

So many thanks to all our generous partners and supporters for such an incredible year. We're also grateful for funders that moved resources later in 2019 to support us in hitting the ground running with early (and crucial) work in 2020.

STAFF AND BOARD LIST

Sarah Audelo,
Executive Director

Dawn Boudwin, Deputy
Executive Director of
Network Strategy

Jacque Grimsley, Deputy
Executive Director of
Organizational Strategy

Gary Decker, Issue
Campaigns Director

Gnora Gumanow, Network
Program Coordinator

Mark Hatton, Director of
Electoral Engagement

Scarlett Jimenez,
Development Manager

Billy Koontz,
Finance Director

Daniela Mrabti,
Communications Manager

Kenny Myers, Director
of Network Capacity

Carmel Pryor, Senior Director
of Communications

Marisa Slifka,
Operations Manager

Mariella Villacorta,
Development Associate

Annie Slifka, Office Pup

Baxter Koontz, Office Pup

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Mollie Ruskin, Vice Chair

Cathy Lerza, Treasurer

Lijia Gong, Secretary

Alexis Anderson-Reed

Steven Cole-Schwartz

Vaughn Frisby

Cindy Kang

Crystal Patterson

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Jonathan Paik, Vice Chair

Chris Sloan, Treasurer

Daniel Gonzales, Secretary

Oscar Boleman

Juan Escalante

Aaron Merkin

Paola Ramos

Ben Wessel

ALLIANCE FOR YOUTH ORGANIZING 2019 FINANCIAL REPORT (UNAUDITED)

INCOME

Source	Actuals
Foundations & Grants	\$8,426,644
Businesses	\$65,280
Individual Donors	\$271,485
Other Income	\$53,139
TOTAL INCOME	\$8,816,549

EXPENDITURES

Source	Actuals
Personnel	\$927,913
Professional Services	\$370,279
Office & Shared Expenses	\$90,123
Travel & Events	\$340,475
Materials	\$10,024
Grants & Affiliate Contracts	\$1,237,000
Fiscal Sponsorship Projects	\$1,764,465
TOTAL EXPENSES	\$4,740,279

The Alliance for Youth Organizing fiscally sponsors three state-based projects: Engage Miami Civic Foundation in Florida, MOVE Texas Civic Fund in Texas, and Leaders Igniting Transformation Education Fund in Wisconsin. Project expenses are reflected in the "Fiscal Sponsorship Projects" line item.

ALLIANCE FOR YOUTH ACTION 2019 FINANCIAL REPORT (UNAUDITED)

INCOME

Source	Actuals
Foundations & Grants	\$2,156,000
Individual Donors	\$202,243
TOTAL INCOME	\$2,358,243

EXPENDITURES

Source	Actuals
Personnel	\$239,284
Professional Services	\$107,681
Office & Shared Expenses	\$25,469
Travel & Events	\$107,908
Materials	\$19,195
Grants & Affiliate Contracts	\$514,330
TOTAL EXPENSES	\$1,013,867