

NEW **ERA** **COLORADO**

2022 Annual Report

A Note from the Executive Director



Friends,

2022 tested our values and vision in new ways. Every week, it seemed like we witnessed new attacks on our freedoms: voter suppression laws, anti-trans legislation, disastrous Supreme Court rulings, book bans, wildfires & floods, skyrocketing inflation, and continued gun violence; the list goes on and on. All the while, the midterm elections loomed in the distance as a pivotal inflection point—and no one knew exactly what to expect.

Throughout the past 16 years, New Era organized young people because we believe in the power of new generations. Throughout 2022, young people served as a light in the darkness. Young people never gave up on our future because, quite simply, our livelihoods depend on it. We testified for abortion rights at the Capitol and flooded the streets after *Roe v. Wade* was overturned. We cheered when the promise of student debt cancellation was kept (and we'll keep fighting until it's a reality). We pushed back on the systemic barriers to true economic justice. On Nov. 8, we showed up to the polls when it was time to choose between saving our democracy or letting it crumble.

This year at New Era, we focused on implementing our new strategic plan. We made critical shifts to meet the moment and prepare for the midterms, including: prioritizing multi-issue base-building, launching a regional hub model, building an accountability program around the Youth Agenda, and developing the next generation of leaders.

The hard work paid off. Young people turned out this year—for our communities and our futures. Nationally, young voters posted the second highest midterm turnout in the last 30 years and Colorado was no exception: 39 percent of young Coloradans voted, making up one of every five voters, and were crucial to maintaining a trifecta of decision-makers committed to young people's priorities in key state offices.

We know that campaign promises only go so far and our work is really just beginning. We are committed to fighting for the future that young people believe in: a future where we all live healthy, connected, and secure lives. The darkness may be lifting, but the real movement starts now. Thank you for being with us on this journey and continuing to believe in the power of young people.

Onward,

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About New Era Colorado

Since our founding, we've registered more than 250,000 young people to vote and consistently turned out our base at one of the highest rates in the country.

We've won critical protections for student loan borrowers, played a key role in ballot measure campaigns to protect abortion rights and the climate, enacted voter preregistration for 16- and 17-year-olds, advocated for key improvements to our voting systems, and so much more.

Our Mission: New Era Colorado organizes young people through the political process to win on young people's priorities as captured in the Youth Agenda.

We work across Colorado with offices in Boulder, Denver, Durango, and Fort Collins.



New Era Colorado Foundation organizes young people to participate in the political process, develop as leaders, and find a political home.*

New Era Colorado Action Fund organizes young people to win on the Youth Agenda through elections and policymaking.

**NEW ERA
COLORADO**
Foundation

**NEW ERA
COLORADO**
Action Fund

*New Era Colorado Foundation does not participate in any partisan activities.

Year in Review

Our 2022 Goals

1. We educate, mobilize, and organize young people on the issues that matter to them in order to win the fights we pick on the Youth Agenda.
2. We center the demands of young people while holding elected leaders accountable.
3. We develop and politicize young progressive leaders.



Highlights

- We secured three major wins on the Youth Agenda by passing legislation that limits the harmful practice of transcript withholding, codifying abortion rights in the state, and creating dedicated revenue for affordable housing.
- We launched our first ever Youth Agenda policy platform and held elected officials accountable to young people through our voter guides, distributing over 260,000 statewide.
- Youth turnout SOARED to record levels at 39 percent statewide, making up 20 percent of the vote share in the critical midterm elections.
- Young people helped secure victories in many contested races at the top of ticket and down ballot.
- We trained 13 fellows and engaged 120+ volunteers, building the next pipeline of leaders.



180,565
Calls made



15,252
Texts sent



756
Doors knocked



2,005
Poll Walkovers



259,535
Voter guides
distributed

2022 Timeline

February

Launched a strategic plan and visual rebrand



March

Launched our multi-issue organizing program and grew our base by 9,270 young people

COLORADO PUBLIC RADIO

Colorado college students will get access to their transcripts and diplomas, even if they haven't paid tuition and other debts

May

Wrote and passed the Prohibit Transcript and Diploma Withholding bill

Worked in coalition to pass the Reproductive Health Equity Act, engaging the base we've organized for abortion rights over the last 6+ years on campuses across the state

Wrapped the legislative session with: 200+ calls to legislators, 39 young testifiers, 25 media mentions, and 10 Op-Eds

Sent candidates across the state a Youth Agenda survey to see where they stand on young people's top issues

September

Released our Youth Agenda policy platform, elevating the ten issues most important to young people in Colorado

2022 Timeline

Started a 2022 Fall Fellow Cohort with 13 fellows and 120+ volunteers



Registered 6,244 voters

Started the process to create six versions of the Youth Agenda Voter Guide, covering targeted candidates and propositions across the state

COLORADO NEWSLINE

New Era Colorado releases policy platform highlighting demands of young voters

October

Deployed our Get out the Vote program, targeted at turning out young voters in critical races

Educated young voters on key ballot measures impacting affordable housing, education, and state funding



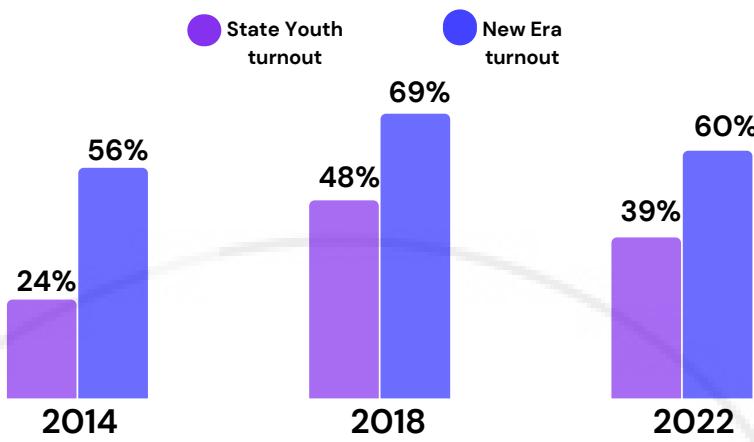
November

Through 7 p.m. on Election Day, we: made 129,066 calls to the New Era Action Fund universe; sent 15,252 texts to help our base make vote plans; and delivered 2,005 college voters to Voter Service Centers

2022 Election Results*

Turnout

- 18–34 year olds turned out at record levels this election, resulting in the second highest midterm turnout in the last 30 years (right behind 2018 turnout)!
- In Colorado, young people turned out at *12 points higher* than the national average and making up 20 percent of the vote share.
- New Era's base turned out at **60 percent**, *21 points higher* than 18–34 year olds statewide.



Races and Campaigns

- Maintained a trifecta, setting us up to pass Youth Agenda policies with the Governor, and in the state House and Senate.
- Elected an Attorney General and Secretary of State who defend reproductive rights and access to our democracy.
- Won 100% of our targeted races at the state legislature: SD-11 (Colorado Springs), HD-25 (Jefferson County), HD-50 (Greeley), and HD-59 (Durango)
- Won one of the most competitive elections in the country, electing Dr. Yadira Caraveo to represent CD-8.
- Added a second New Era alum, Brittany Pettersen, to Congress. She joins Joe Neguse, one of our founders, in the U.S. House.
- Educated young voters on key ballot measures:
 - Yes on Proposition FF, Healthy School Meals for All ✓
 - Yes on Proposition GG, Add Tax Information Table to Petitions & Ballots ✓
 - Yes on Proposition 123, Dedicate Revenue for Affordable Housing Programs ✓
 - Yes on Initiative 305 in Denver, No Evictions Without Representation ✗

*This work was conducted by New Era Action Fund

Spotlight: Targeted Districts*

Congressional District 8

CD-8 was one of the *most* competitive districts in the country. This race was our top priority and we ran a highly targeted turnout program knocking doors, calling and texting our base, distributing voter guides, running digital ads, and mobilizing young people on the University of Northern Colorado campus.

Young people were THE deciding factor in this race, making up 21.28% of the vote share, casting 52,502 raw votes in a race where the margin of victory was just 1,691 votes.



Senate District 11

In Senate District 11 (Colorado Springs), we ran targeted digital ad program, turned out voters with our campus efforts at Colorado College, and created a specific voter guide highlighting this key race in the state senate. Young people made up 22.12% of the vote share with 9,200 raw votes, and the margin of victory was 2,156 votes



*This work was conducted by New Era Action Fund

2023 Priorities and Building Towards to 2024

Our work doesn't stop after the election; we organize young people year-round. Young people showed up to vote in the 2022 midterms, and we'll keep showing up—to town halls, committee hearings, direct action, and in community—until we build the world we dream of.

Our 2023 Priorities

1. Design and launch a Youth Agenda accountability program for the 2023 legislative session, prioritizing reproductive rights and affordable housing
2. Deepen our regional hub model through local campaigns through engaging in the Denver municipal elections and exploring local partnerships and campaigns in Boulder, Fort Collins, and Durango
3. Build capacity for 2024: Launching a public investments educational campaign to prepare for critical ballot fights for reproductive rights and economic justice

*Thank you for partnering with us this year!
Next year, young people will continue to lead us forward!*