



AIRLIFT
2020 REPORT TO DONORS: PART ONE

You changed the map.

In this first report to the Airlift community since the election, we are focusing on two states that changed the path to the White House and the Senate: Georgia and Arizona. When Airlift started in 2017, the South and the Southwest were definitely not viewed by the political pros as the route to victory. As an Airlift donor, you were investing in Georgia and Arizona before it was cool.



“400 years have passed since the first black Africans were brought enslaved to these shores. To have an African-American male who is a minister, who comes out of the prophetic tradition of faith in the black community, joining the U.S. Senate feels like poetic justice.”

— LaTosha Brown, Co-Founder, Black Voters Matter

WHAT HAPPENED IN GEORGIA

UP BALLOT:

Joseph Biden wins by 12,000 votes

Ralph Warnock wins by 79,000 votes

Jon Ossoff wins by 41,000 votes

Lucy McBath holds CD-6

Carolyn Bourdeaux wins CD-7

DOWN BALLOT:

5 new progressive District Attorneys, including one who replaces the DA refusing to prosecute the killers of Ahmaud Arbery

4 new Black Sheriffs who run on canceling agreements with ICE to turn over immigrants

HOW IT HAPPENED

YOUTH VOTE HIGHEST IN THE COUNTRY

The under 30 share of the Georgia vote is 21%, 4 points higher than the national average — and they skew heavily Democratic

BLACK VOTE UP 20% FROM 2016

Black Voters Matter works with 600 civic groups in 40 counties of Georgia's Black Belt, with some runoff voting higher than the general

LATINX VOTE UP 72%

Mijente officially contacts every Latinx voter in Georgia

ASIAN-AMERICAN VOTE UP 91%

31,000 Asian-Americans vote for the first time because somebody calls them or comes to their door and talks with them in their native Bangla, Chinese, Hindi, Urdu, Korean or Vietnamese

AIRLIFT GROUPS

New Georgia Project Action Fund

Black Voters Matter

Mijente

Asian-American Advocacy Fund

GEORGIA FUNDING

Number of *Airlift to Georgia* donors: **520**

Number of donations: **684**

Total *Airlift to Georgia* donations: **\$174,000**

Additional Georgia funding in 2019-2020: **\$171,000**

“There is a discipline we apply to our organizing work. At the core of all of it is a rigorous research agenda. If we are lucky enough to make direct voter contact, we're going to make the most out of that interaction with well researched messages that are designed to move people to action.”

— Nse Ufot, CEO, New Georgia Project



“As I look at the images of Trump supporters here in Arizona, I can't help but feel our power. It was not that long ago that we were locked out of Maricopa County and locked out of the legislature. Now we own the legislature. We walk in there on our LUCHA Lobby days like it's our house. We go into legislators' offices and it's 'Hey what's up?' — like they are our best friends.”

—Alex Gomez, Co-Executive Director, LUCHA

WHAT HAPPENED IN ARIZONA

UP BALLOT

Biden wins Arizona by 10,000 votes

Mark Kelly wins by 79,000 votes

First time since 1958 Arizona has two Democratic senators

Voters raise taxes to fund education

DOWN BALLOT

Sheriff Arpaio's office now occupied by a Democrat!

Democrats flip one state Senate and one House seat and come within 3 seats of flipping both chambers

Latina Democrat elected to state board that regulates utilities

HOW IT HAPPENED

Massive, year round organizing and delivering for the people over the past 10 years

Funders coming in early, not arriving late to the party, dropping money and walking away

LUCHA wins statewide minimum wage and paid sick leave, and their campaign includes 2,600,000 phone calls, 116,000 conversations, 58 billboards, and 14,000,000 social media impressions

CASE knocks on 800,000 doors with full COVID protocols, and has 260,000 phone conversations with voters

AIRLIFT GROUPS

CASE (Central Arizonans for a Secure Economy)

LUCHA (Living United for Change in Arizona)

ARIZONA FUNDING

Total Airlift 2019-2020 funding: **\$174,000**

“ Ten years ago when we were fighting against Joe Arpaio and Jan Brewer, we made this promise to ourselves: 'Today we march. Tomorrow we vote.' Tomorrow is here. This is the promise we made during the darkest of times. We were the epicenter of hate. Now we are a battleground state. We are becoming a seat of power. ”

—Luis Avila, Founder, Instituto

LESSON LEARNED: CANDIDATES DO NOT BUILD INFRASTRUCTURE

After Georgia, people are starting to understand the power of grassroots organizing in a new way. Organizing is like the Olympics. It happens every four years, but it is the work you do every day in the off-years that actually wins the gold medal.

Airlift contributions have funded 100,000 hours of year round organizing. All of our groups are still going strong. We are supporting groups in states with key Senate and House races in 2022. Our vision is to help many other states follow Georgia's lead. Let's maintain the momentum and systematically fund grassroots organizing the way we have funded Georgia and Arizona over the last 3 years.

HOW TO HELP

1. Spread the word. Grassroots organizing wins elections.
2. Go to airlift.fund and donate online.
3. Write a check to Airlift and send it to PO Box 617, Corte Madera CA 94976.
4. We can now help you make tax-deductible donations to Airlift groups.
Send a note to info@airlift.fund.

Airlift is an all-volunteer project of the Mill Valley Community Action Network, a 501(c)(4) organization. Online donations go directly to the groups we support via ActBlue. Airlift takes recommendations from check donors into account but the IRS requires that we retain full discretion over the distribution of funds. These contributions to Airlift are not tax-deductible.

THE POWER OF YOUR MONEY

1. AIRLIFT IS A DAVID AND GOLIATH STORY

Nationally Democrats spend \$9 billion. Grassroots groups turn hundreds of thousands of non-voters into voters and bring home NV, WI, MI, PA, AZ and GA on 5% of that.

2. ARIZONA AND GEORGIA ARE LABORATORIES

These states pioneer new ways of engaging communities, new kinds of digital storytelling, and sophisticated techniques for combating voter suppression. Fair Fight trains voter protection teams in 20 states.

3. OUR GROUPS HELP EACH OTHER

Airlift helps CASE fly hundreds of COVID-experienced canvassers to work alongside Georgia organizations in the runoff. Tram Nguyen, veteran Executive Director of New Virginia Majority, runs the Georgia election defense desk, orchestrating a carefully calibrated set of responses to each day's voter suppression tactics.

LOOKING AHEAD

Thank you for your belief in this work and your support in 2019-2020. More updates are coming soon about the other states in our portfolio. And we'll have exciting news about the work ahead.

The Airlift Team:

Danny, Carol, Jenny, Ruth, Anne, Alison, Lizzy, Christopher, Jan, Susan, Larry, Jim, David, Sheila, Roberta, Tanya

Airlift volunteers paid for the cost of producing and mailing this report.

AIRLIFT CONTRIBUTIONS FOR 2019-2020

1,600 donors from **35** states

Donors who gave \$500 or more: **500**

Donors who gave \$1000 or more: **300**

Total raised in 2019-2020: **\$1,690,000**

airlift.fund

