

**NNCP**  
**ANNUAL**  
**REPORT**

'23



**NEW**  
**NORTH**  
**CAROLINA**  
**PROJECT**

# Letter from the Chief Executive



Dr. Aimy Steele

To the Friends of NNCP and NNCPAF,

**I am deeply grateful for your continued support** and commitment to a North Carolina that truly reflects and works for people of color. We have spent the past year restructuring our mission and our programmatic efforts to reflect everything we learned from our constituents and create a unique community organization that is needs-based and focused on impactful action. We are eager for you to engage with our updated websites and social media platforms to learn about all things New North Carolina Project and New North Carolina Project Action First!

In our first year of operation, **our team connected with over 60,000 people on the doors throughout NC. We made over 130,000 phone calls and sent over 2 million texts. We welcomed over 1300 volunteers and hosted 678 events.** These connections in our target communities led to new voter registrations. While voter registration is key to any equitable democracy, we learned during our conversations that that is only the beginning. **Collectively, we must all work to engage in historically and continually marginalized communities to bridge the gaps between politics, politicians and people.** We must put humanity, basic needs and fair practices at the kitchen table. In doing this most critical work, **we help lift Black and Brown people to claim their power and be active and engaged participants in our shared democracy.** This is what we have learned, and this is our ongoing and steadfast commitment.

NNCP, our service-based, nonpartisan 501c3 organization spent months analyzing our data, staying in communities, deepening existing relationships and creating new ones to provide a roadmap of service for the future. **The BIPOC Proclamation is our North Star.** Our work is guided by these fundamental principles. NNCP exists to lift Black and Brown people, and we do this through our Four Pillars:



**ECONOMIC  
MOBILITY**



**HOUSING  
SECURITY**



**PUBLIC  
SAFETY**



**CIVIC  
ENGAGEMENT**

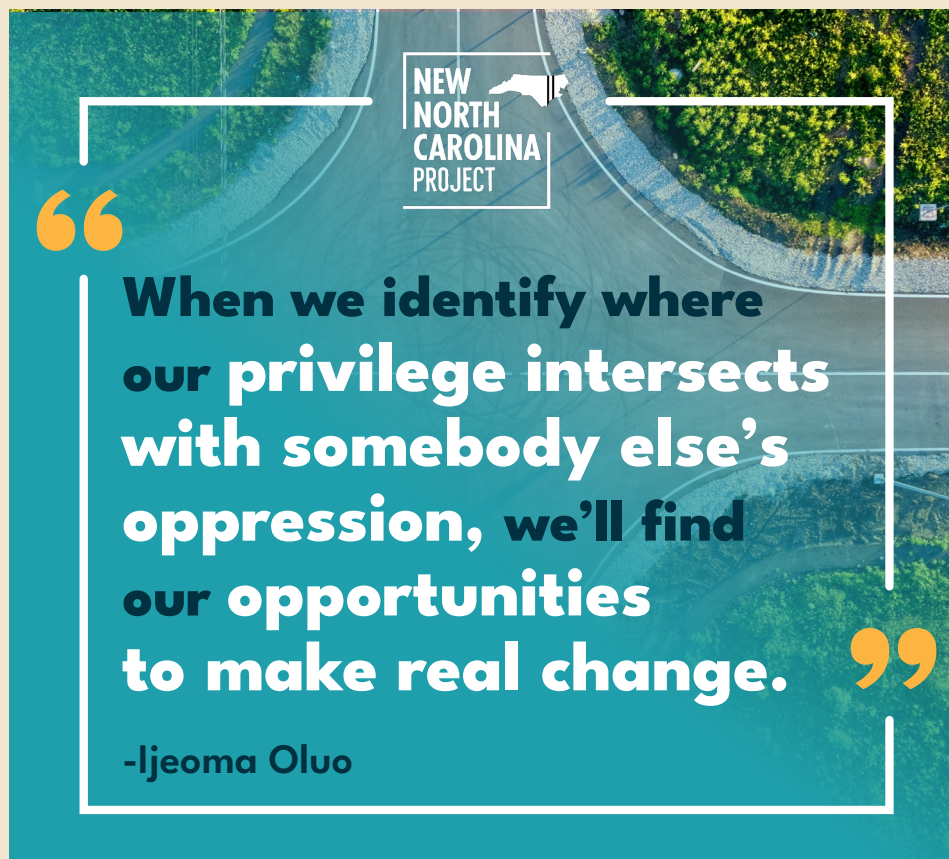
We invite you to continue learning more about our specific programs, and we are excited to share the work with you.

New North Carolina Project Action First, an education-focused 501c4 organization, remains **committed to making North Carolina politics reflect the true majority by centering & investing in communities of color, expanding the engaged electorate, and creating #LifelongVoters.** We continue to partner with other NC-based organizations that expand voter registration, deepen constituent connections to the voting process, protect voting rights and educate voters in BIPOC communities. We will continue to work with elected officials and candidates to assess their commitment to the BIPOC Proclamation and the four pillars and hold them accountable to their constituents.

Friends, there is a lot to do. Our mission and focus is clear, and we invite you to join us. It cannot be overstated how much is at stake. **With your help, we will forge new paths forward and realize a government that is truly by and for the people.**

Sincerely,

*Dr. Army Steele*



# BIPOC Proclamation & NREL

Thousands of people across North Carolina told us about what issues matter to them most. Those conversations resulted in the BIPOC Proclamation, which will focus on four pillars:

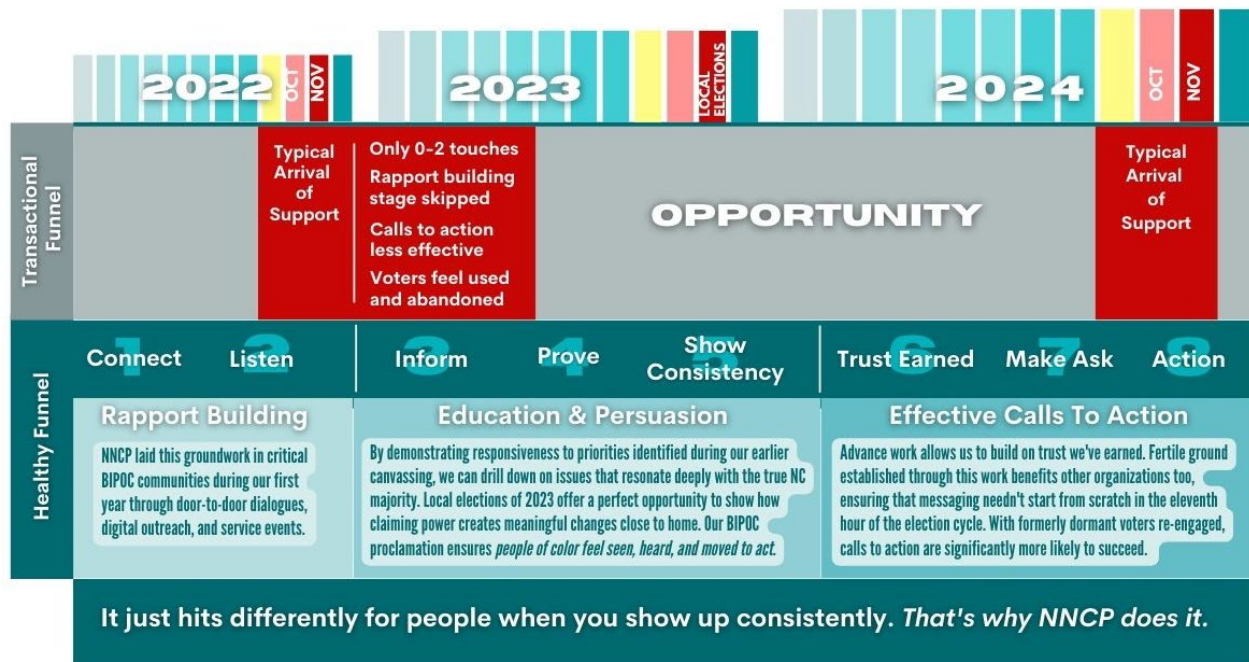


**With those pillars in mind, we will serve communities to help them achieve thriving lives and to claim their power.** We are proud recipients of the Buildings UP Prize, made possible by the US Department of Energy Building Technologies Office. With this prize, **we are providing energy efficiency surveys, resources and building upgrades to create more sustainable homes for communities that may not have the economic resources to do so themselves.** Through this program, we hope to create healthier homes and lower utility bills to promote economic mobility.

We are also partnering with CityDive, Self Help Credit Union, and the YMCA, to present a series of educational courses in West Mecklenburg County. **At Ark Family Nights, we will help families learn how to: level up their finances by using financial literacy tools, put money back into homes with free renewable energy solutions and empower them to vote** during #EveryElectionEveryTime. When we invest in communities of color, we help lift the burden of trying to figure out how to make ends meet day-to-day, so they can then have the time and resources to make change in their communities.

# Our Vision

## What If North Carolina's 2022 Candidates Had a Head Start?



### So Crucial. The Right Messages. The Right Targeting. The Right Timing.

NNCP's multitouch strategy is built on decision science.

It takes 7-8 touches to move someone for the first time to a desired decision or action. Moving high opportunity voters out of dormancy requires us to drive two decisions:

1. "I'm willing to trust that voting can benefit people like me" + 7-8 touches: rapport, persuasion, action
2. "I'm motivated enough to turn out" + 3-4 touches if rapport is established. +7-8 w/o advance rapport

**Our "all season, every year" plan for continuous engagement means the connections we make become activation-ready pipelines.** By keeping relationships active, we correct the diminishing returns of short-cycling political engagement which, in turn, relegate us to starting at ground zero with every election. Instead, we're cultivating a healthier electorate through the restorative effects of showing up consistently, providing value before asking for votes, and the deep credibility that results. The outcome is a thriving network of voters and trusted community messengers ready to vote, to exert pressure on the issues, and keep things growing.

**You value progress and authenticity.**

**NNCP reflects our shared values inside and out.**

NNCP is committed to modeling our shared values at every level of our operations. Our pledge to equity extends beyond our hiring practices. We embody the fight for justice, prosperity and power building by actively cultivating talent, paying a true living wage, and seeding career advancement from within. These practices are absolutely essential for showing up authentically in NC communities.

**What we nurture today determines what we'll win tomorrow.**

**Let's schedule a chat about all the good we can do.**

# Our Numbers & What We've Done



**60,000**

People on Doors



**130,000**

Phone Calls



**2,000,000**

Texts



**1,300**

Volunteers



**678**

Events



**100,000+**

Email Subscribers



**1,000,000**

Digital & Streaming Views



**43%**

Contact Turnout Rate



**THIS IS JUST THE BEGINNING...**



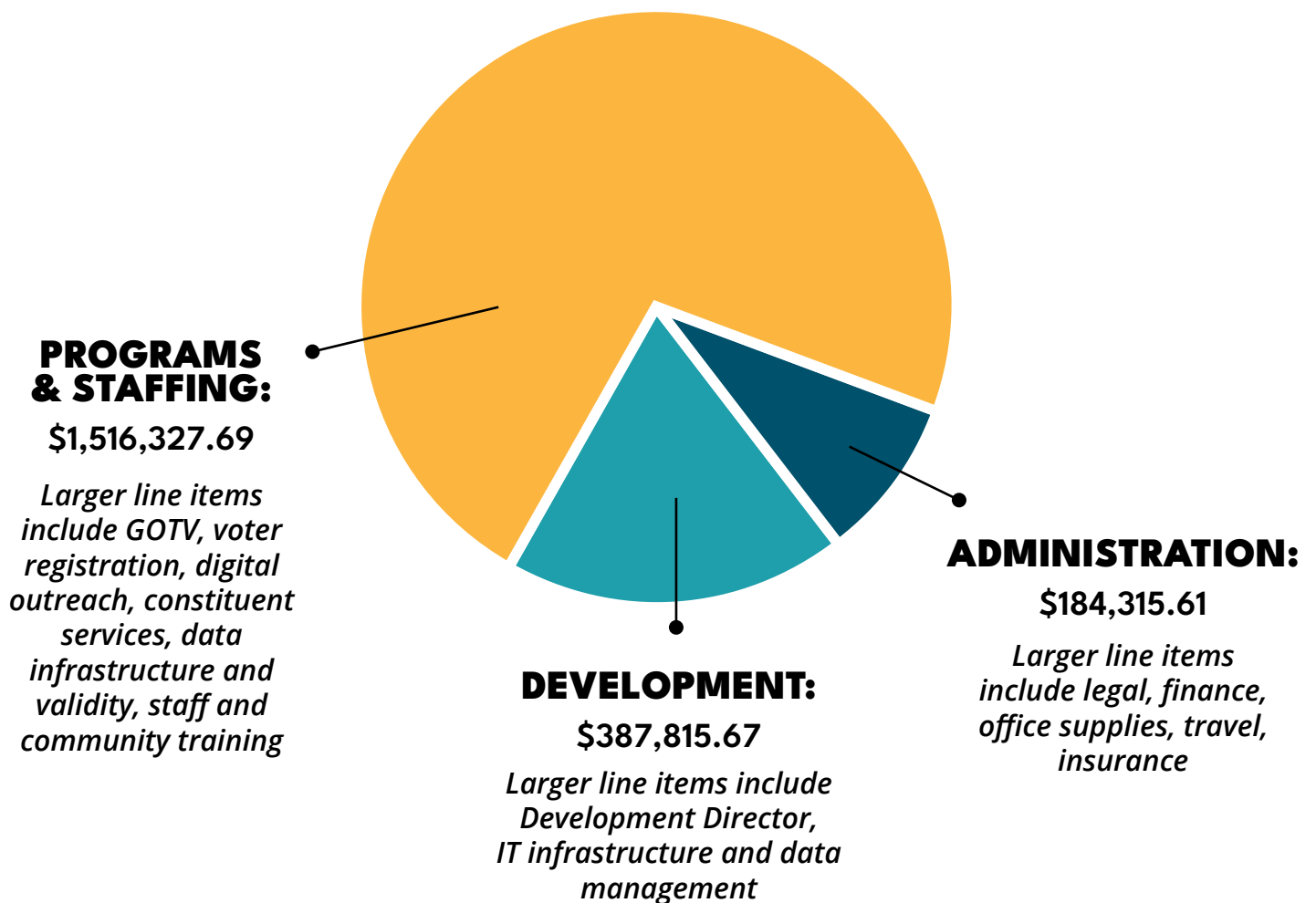
# Our Partners

Our partner organizations are **key to the success of our mission**. Instead of duplicating work or reinventing the wheel, we spend the time **making connections with organizations that have the services in place**. We are then able to deliver the resources and services door to door in communities of color. **Real action = real results**. We meet people where they are.



# The Budget

To meet our goals and accomplish our work in 2024 and beyond, we are projecting a \$2.1 million budget for NNCP.



## NNCP 990s

2021: <https://qrco.de/NNCP990c32021> • 2022: <https://qrco.de/NNCP990c32022>





NEW NORTH CAROLINA PROJECT

nncp.org