



www.NCBlackAlliance.org

2022 Impact Report



Since 2001, our mission at the North Carolina Black Alliance has been to develop and promote systemic change to the policy and economic issues that enhance Black communities. **Our vision** is a representative government best realized by the presence of an informed, engaged, and active voting population. **We are committed** to empowering our core constituents to address political and social justice issues and collaborating with strategic partners to enhance intentional collaboration with OUR community.



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Message from the Executive Director

2022 may have been one of our most pivotal election years as we grappled with the unprecedented effects of a global pandemic and a contentious midterm election season. In a year where voters were peppered with harmful messages, intimidation, and misinformation, our work served not only to educate, mobilize, and empower voters to the polls but to make sure they and their votes were protected in the process. We met this moment by focusing on strengthening our connections with key partners to create a collaborative agenda to increase Black voter education and engagement and develop new ways to provide **OUR communities** with the critical resources they need to be empowered at the ballot box and beyond. We remain committed to shifting the narrative surrounding Black participation in the political process on every level.

I am excited to share our **2022 Impact Report**, summarizing our efforts during a time of great agility and innovation. We are filled with optimism and encouragement as we continue to deepen our ability to become a trusted resource for political education and content to ensure the creation of an equitable democracy where our Black and Brown communities feel both seen and heard.

We stand in deep gratitude to our dedicated donors, partners, volunteers and community organizers for your continued partnership and support.



Courtney A. Crowder
Executive Director



2022 NC Black Summit

Building Black Political Power in Uncertain Times

The start of 2022 was all about listening. Before we could mobilize people to vote, we had to ensure we understood their issues. We held community conversations across the state, talking to individuals about the issues that matter most in their communities.

We talked to over **500 leaders** in various counties that worked with us to complete surveys, participated in our county conversations, and attended our virtual 16th annual NC Black Summit, aptly themed “**Building Black Power in Uncertain Times.**” We made sure that our conversations were focused on those exact issues with thought leaders, advocacy and policy experts, and elected and appointed officials to explore the issues impacting our communities and needed strategies to create change.



BY THE NUMBERS



30

Sponsors/Advertisers



233

Registered
Attendees



2.4k+

Avg. Social Media Reach



240

YouTube
Live Viewers

Access to Healthcare

We Deserve to Live Longer

Through our **Access to Healthcare** program initiatives, we educated and raised awareness about the societal need and the benefits of ensuring equity in access to healthcare. As community agents of a state with one of the largest uninsured populations in the U.S., we know that there is intersectionality among those issues and conditions that deter optimal health in vulnerable populations, as health is not just the absence of disease but should be considered within the entire socioeconomic context.

SIGNATURE EVENTS

- **Brunch and Ballots:** NCBA hosted **six statewide Brunch and Ballots** in **NC Medicaid Manage-Care regions**. Our team provided information on the landscape of health equity and how it aligns with the turnout for the midterm elections.
- **Statewide Health Fair: Rooted in Wellness:** We simultaneously hosted **seven statewide health fairs**, bringing together healthcare providers, service experts and community leaders to talk about senior care and Black maternal health.

“*Black health is about our physical, mental, and spiritual health and being rooted in wellness. Education, advocacy, and knowing your own body are key to ensuring good health and life balance. Rest, balancing your obligations, and setting boundaries to promote self-care and continued well-being.*” - Councilwoman Barbara Foushee, Carrboro, NC

BY THE NUMBERS



7

Events



11

Counties

645+



Registered Attendees



Environmental Justice

The Connective Link

In 1982, Black community members in Warren County, North Carolina, protested the plans to put a hazardous waste landfill in their neighborhood, one that would receive PCB-contaminated soil. **This event was a landmark in tying racial equity to environmental justice.** While the world may be catching up with the historic and equally unprecedented investments in environmental and climate justice, we have prioritized environmental justice as a key issue area for our communities because we understand the cumulative impact that is the burden of layers on the backs of Black and Brown people.





SIGNATURE EVENT


This year saw the expansion of our reach due to intentional cross-program collaboration. In August, our inaugural **NC Black Environmental Injustice + Healthcare Summit: Grounded in Justice, Rooted in Wellness** brought **together over 300 participants** and highlighted the intersection between environmental, climate, and energy justice and access and equity in healthcare.

EJ Mini-Grant Impact

We strategically moved resources to the front lines and are proud of the impact that we've helped make among community organizations through our ability to provide support with mini-grants to expand or start environmental justice advocacy in communities across the state. These organizations provide daily, life-saving aid and resources. 2023 will see the onboarding of our third cohort. We played a key role in ensuring that some of our most overlooked communities and organizations have resources to further develop their capacity and increase their impact.

 **15** Counties served in across NC

 **24** Community and state leaders trained on environmental justice through our issue training series

 **300+** North Carolinians assisted through direct aid, disaster support and outreach

EJ Outreach and Education

ARPA Funding

In conjunction with partner organizations, we held workshops in Northeastern NC with elected officials and community leaders around American Rescue Plan Act (ARPA) Water Infrastructure. A webinar with the Ivanhoe community led to community members successfully applying for and receiving upward of **\$10 million for water remediation.**

4

number of
workshops

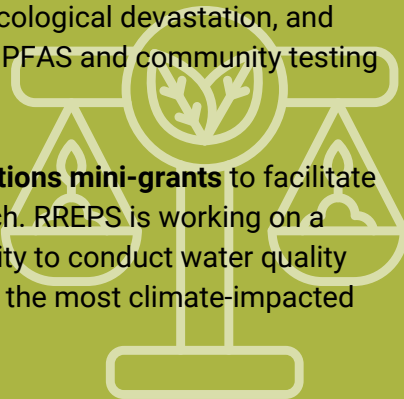
100

community
leaders &
elected officials
engaged

Criminal Justice Reform in Climate Impacted Areas

We conducted a **bi-monthly training series** with **eight BIPOC organizations**, including Recidivism Reduction Educational Program Services, Inc. (RREPS), which introduced organizations to climate justice, ecological devastation, and water contamination, focusing on PFAS and community testing needs.

We **awarded our partner organizations mini-grants** to facilitate their community work and research. RREPS is working on a partnership with NC State University to conduct water quality testing in confinement facilities in the most climate-impacted areas in Eastern North Carolina.



Clean Truck/Advanced Clean Truck Rules

We launched several workshops educating statewide BIPOC organizations on the Clean Truck and the Advanced Clean Truck Rules for NC and making a transition to the electrification of fleets.

200

community
members engaged



Political Effectiveness

From Black Participation to Black Political Power

BIPOC voters repeatedly face barriers to civic engagement and participation in the electoral process. Too often, OUR communities are underrepresented and treated transactionally in the political process as opposed to those who are beneficiaries of the process, resulting in us historically having lower voter turnout and, ultimately, less power to create change through democracy. We continue laying as much groundwork as possible to turn the narrative and **build Black political power in OUR communities.**

SIGNATURE INITIATIVES

- **Souls to the Polls:** Our Faith team worked with the faith community to host several statewide "Souls to the Polls" campaigns to mobilize voters across the state.
- **Divine 9 Legislative Day:** We continue to engage with our Divine 9 organizations to provide community education, awareness, and advocacy related to the government's legislative, executive, and judicial branches.
- **CODE RED Redistricting Training** continued in 2022 with a renewed focus on public engagement on fair maps and the implications of the redistricting process for the primaries and midterms elections.



OUR CHANCE, OUR CHOICE, OUR **VOTE!**

2022 Midterm Elections

The primary elections presented an opportunity for NCBA to pilot innovative voter education and mobilization strategies while simultaneously conducting our traditional events ahead of the 2022 midterm elections, which typically have low turnout and enthusiasm. We discovered that even with the many challenges at the polls in 2022, the counties we invested in hung very close to the turnout percentage in 2018. With the reality that many of these eastern NC communities are still climbing out of the pandemic, it was evident that they need even deeper, earlier investment to turn out voters in pre-pandemic numbers.



BY THE NUMBERS

Canvassing

12

targeted
counties



11.2K

doors knocked



Billboards

5.5M

impressions

→ 9

targeted
counties



Phone
Banking

233

targeted
counties

209K

calls made

2022 MIDTERM ELECTIONS IN ACTION

GEORGIA RUNOFF



In a show of Southern solidarity, we headed to Georgia to lend a hand with the Georgia Senate Runoff. We knew it was not just about building Black political power in North Carolina but about a Southern strategy and working together across state lines to push our country forward.



NC Black Legal Network

We trained members of our NC Black Legal Network to observe election protection issues, then advocate and resolve issues with the chief judge of the polling sites.

29

priority counties identified

7

focused NC counties

Voter Safety + Protection

We relaunched our **SafeVoterNC.org** website to include the latest information on in-person and absentee ballot policies for residents in our target counties.

IMPACT

5.1K pageviews

2.8K total users

1K+ NC users

47 U.S. States

IMPACT

15 team members

6 days in Georgia

2K+ doors knocked

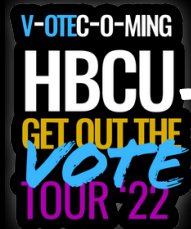


YOUTH VOTER ENGAGEMENT

Democratic resilience is best realized when we increase young people's civic engagement and political participation. We retooled our youth engagement program on our **10 HBCU campuses** before the midterm election. The retooling provided a heightened level of access to our campuses and allowed us to build a statewide cohort of faculty and staff across the state and facilitated more profound engagement with a more narrowly focused group of fellows.

SIGNATURE INITIATIVES

- HBCU ThinkTank
- HBCU V-OTEC-O-MING
- COMMENCE THE VOTE



IMPACT

HBCU Think Tank

Hosted in partnership with Common Cause's HBCU Student Action Alliance, the **ThinkTank** convened student leaders from across the state interested in exploring various ideas around political and social change.

6 partners
19 students
7 HBCUs

IMPACT

On this historic campus tour, our team worked with **all NC HBCUs**, to host in person early vote information and mobilization activations.

3
partners

5
march to the
poll events

10
HBCUs

1,581
voters

62%
voted early



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Crime AND Justice

Reshaping Society's Approach to Safety & Justice

The intersectionality between racism and the criminal justice system is demonstrated by evidence that issues concerning racism are present before the first contact, continuing through pleas, conviction, incarceration, and even release. As a complement to our deep democracy work, our efforts have added value in supporting criminal justice reform on the federal, state, and local levels by providing policy tracking and response, combined with community education and outreach to ensure Black and Brown voters are equipped with the information they need to be their best advocate in the democratic process.



LIFE WITHOUT PAROLE

Deconstructing a history perpetuated through mass incarceration requires a holistic reevaluation of sentencing practices and the subsequent challenging of excessive punishments for all offenses to ensure that every offense is met with a fair and proportional response.

We have partnered with Emancipate NC, a leader in fighting for criminal justice and the rights of those who have had interactions with our criminal justice system, to pilot a program that will establish a clear and just process for the **225 people** sentenced to life without parole in North Carolina who are eligible for a judicial review after serving 25 years but have not received it.

Economic Empowerment

Racial Equity Requires Economic Equity

African American citizens' labor, intellect, and skills have been essential to this society, contributing to America's status as the world's strongest economy. Our efforts have not been rewarded by a fair share of the country's wealth—racial and economic inequity results from long-standing practices of economic investment in some communities and disinvestment in others.

The improvement of economic conditions in Black communities and communities of color cannot be solved by cyclical election campaigns or insufficient policy but rather by intentional year-round listening and engagement to facilitate the education and policy solutions needed to close the gap in opportunities for Black communities and communities of color.



Better NC Fellowship

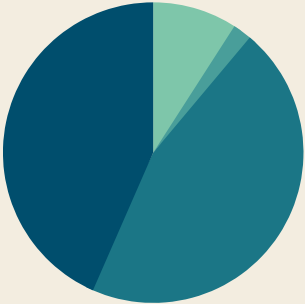
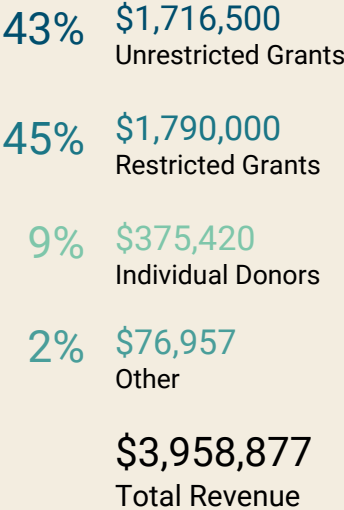
In partnership with the NC Budget & Tax Center, this initiative engaged a cohort of individuals throughout North Carolina in their respective communities' budgeting and revenue process, speaking to the critical need for relevant policy education to yield solutions. The intentional collaboration meant participants had access to learning opportunities and activities that elevated the impact of community-based engagement and the educational know-how to complete a Community Action Plan for real-world implementation within their communities.

Financials

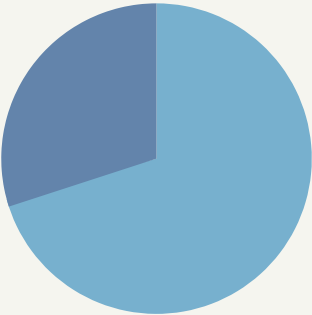
The **North Carolina Black Alliance** strives to expand and diversify our support base to spark sustainable growth. We do this by embracing and living out a theory of change rooted in the idea that it takes **sustained support**, at scale, to truly move the needle on **OUR CORE ISSUES**.

The close of an election season does not mark the end of the race but rather one part of a marathon. We are committed to running that marathon until we create the change we want to see in **OUR COMMUNITIES**.

Revenue



Expenses



Looking Ahead

Moving Forward with Knowledge and Power

The most important opportunities and challenges in our work are shifting the narrative surrounding Black participation in the political process on every level. We must better tell of the fight to protect democracy as a tool for community improvement, elevating that narrative and the people representative of the stories that help illustrate the ongoing battle in this yet-to-be-called "battleground." We are looking forward to figuring out how to continue to build upon the deep organizing that happened in 2022, as this is a necessary component in preparation for both the local 2023 elections that will take place and a heavy presidential cycle in 2024.

NCBA in 2023:

The next two years will hinge upon how local organizations like ours will continue to be relevant in the community. Our priorities and efforts in 2023 will be anchored in intentional focus around the following:

- Deepening our ability to become a trusted resource for political education and content in our communities.
- Creating stable, consistent, and reliable local-level support for civic engagement in a municipal election year.
- Providing consistent issue-area content development in person, virtually, and beyond.

We look forward to bringing you more content, activation, education, and organizing in 2023.

2023 HAPPENINGS



- **17th NC Black Summit**
(In-person Raleigh)
April 27-28, 2023
- **Virtual Divine 9**
Legislative Day
May 10, 2023
- **Statewide Health Fair**
Spring/Summer 2023
- **HBCU Think Tank**
Summer 2023
- **Environmental Justice & Healthcare Summit**
Fall 2023



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