



# newpolitics

2022 Annual Report

One day, every  
decision made  
by elected officials  
will start with the  
question—**what is  
best for the country?**



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Friends—

If there's one thing I've learned in my 12 years in politics, it's that the most predictable thing about it is its unpredictability. This year was no different. From lengthy battles over district maps to monumental court decisions and a burgeoning crop of election-denying extremists, this year presented a lot of unfamiliar obstacles. Still, there is one thing I know to be true: who we elect into political office matters. Voters proved this much on election day when overwhelmingly, they chose candidates of character, quality, and substance. This isn't to say the anti-democratic forces we've seen increasingly take over our politics are behind us. But, after a midterm that for a while looked bleak, I'm encouraged by what we were able to accomplish.

So, after the most challenging and unpredictable election of my lifetime, I am proud to present our 2022 annual report. Our mission, and the work we do to recruit, support, and empower transformative leaders has never been more important. Where others focus on one political party, one set of policies, or one election cycle at a time, we are building a foundation upon which lasting, structural change will sit for years to come.

As Bobby Kennedy famously said, "each time a [person] stands up for an ideal...[they] send forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring, those ripples build a current which can sweep down the mightiest walls of oppression and resistance."

With another chaotic cycle behind us, I again urge you all to reject the pull of cynicism and to hold onto hope. Our servant leaders won't preserve democracy individually, but collectively, they represent the very best that our country has to offer. That includes everyone in our broader New Politics community. The hundreds of courageous servant leaders who have stepped into the political arena and who continue to answer our country's call to service. Our team of dogged and determined staff members, who every day embody our organizational values of excellence and empathy. And most importantly, our supporters—all of you—who share our collective vision of a more just, more inclusive, functioning, and revitalized democracy, and without whom, none of this would be possible. Thank you.

Yours in service,

*emily cherniack*

Emily Cherniack, *Founder & Executive Director*

# Our Elected Servant Leaders

We're proud to lead the movement of bold, transformative leaders who are ushering in a new politics built on courage, integrity, and service.



**State Senator**  
**SAMRA BROUK**  
New York's 55th District  
*Peace Corps*



**State Representative**  
**LINDSEY BURKE**  
Kentucky's 75th District  
*AmeriCorps*



**State Representative**  
**SIMON CATALDO**  
Massachusetts' 14th Middlesex District  
*Teach for America*



**State Senator**  
**STEWART CATHEY**  
Louisiana's LA-33 District  
*U.S. Army*



**State Representative**  
**SHIRLEY ARRIAGA**  
Massachusetts' 8th Hampden District  
*U.S. Air Force*



**U.S. Representative**  
**JAKE AUCHINCLOSS**  
Massachusetts' 4th District  
*U.S. Marine Corps*



**City Councilor**  
**LOURDES BAROSSO DE PADILLA**  
Columbus, OH  
*AmeriCorps: City Year*



**City Councilor**  
**ELIZABETH BECK**  
Fort Worth, TX  
*U.S. Army*



**State Representative**  
**CHRIS CROFT**  
Kansas' 8th District  
*U.S. Army*



**State Senator**  
**JOHN CRONIN**  
Massachusetts' Worcester & Middlesex District  
*U.S. Army*



**U.S. Representative**  
**JASON CROW**  
Colorado's 6th District  
*U.S. Army*



**County Executive**  
**DAVID CROWLEY**  
Milwaukee County, WI  
*Public Allies AmeriCorps*



**State Representative**  
**ANDREW BEELER**  
Michigan's 83rd District  
*U.S. Navy*



**Board Member**  
**MAGGIE BOVE-LAMONICA**  
School District Board  
Hermosa Beach City, CA  
*Peace Corps*



**Board Member**  
**JONATHAN BRIGGS**  
Prince George's County (MD)  
School Board, District 2  
*Teach for America*



**City Councilor**  
**JONATHAN BROSTOFF**  
Milwaukee Common Council,  
District 3  
*Public Allies AmeriCorps*



**State Representative**  
**MANNY CRUZ**  
Massachusetts' 7th Essex District  
*Community Leader*



**County Commissioner**  
**BOBBIE DANIEL**  
Mesa County, CO  
*AmeriCorps*



**City Councilor**  
**SHANÉ DARBY**  
Wilmington, DE  
*U.S. Army National Guard, City Year*



**U.S. Representative**  
**DON DAVIS**  
North Carolina's 1st District  
*U.S. Air Force*



**U.S. Representative**  
**CHRIS DELUZIO**  
Pennsylvania's 17th District  
*U.S. Navy*



**State Representative**  
**MIKE DODSON**  
Kansas' 67th District  
*U.S. Army*



**City Councilor**  
**JASON DOZIER**  
Atlanta, GA  
*U.S. Army*



**State Representative**  
**SAIRA DRAPER**  
Georgia's 90th District  
*Peace Corps*



**State Senator**  
**SHEVRIN JONES**  
Florida's 35th District  
*Florida Reading Corps*



**State Senator**  
**REBECCA KWOKA**  
New Hampshire's 21st District  
*Peace Corps*



**City Councilor**  
**HANNAH LEGRIS**  
District 3, Lexington, KY  
*AmeriCorps*



**Comptroller**  
**BROOKE LIERMAN**  
Maryland  
*AmeriCorps*



**U.S. Representative**  
**MIKE GALLAGHER**  
Wisconsin's 6th District  
*U.S. Marine Corps*



**State Representative**  
**JOSEY GARCIA**  
Texas' 124th District  
*U.S. Air Force*



**State Senator**  
**DAWN GILE**  
Maryland's 33rd District  
*Military Family Advocacy*



**U.S. Representative**  
**JARED GOLDEN**  
Maine's 2nd District  
*U.S. Marine Corps*



**State Senator**  
**TIZZY LOCKMAN**  
Delaware's 3rd District  
*Public Allies AmeriCorps*



**District Judge**  
**DANIELLA LYTTLE**  
Texas' 261st District  
*U.S. Army*



**State Representative**  
**FIONA MCFARLAND**  
Florida's 72nd District  
*U.S. Navy*



**State Senator**  
**NICOLE MITCHELL**  
Minnesota's 47th District  
*Air National Guard,  
Air Force Reserve*



**State Representative**  
**NANCY GUENST**  
Pennsylvania's HD-152 District  
*U.S. Army*



**State Representative**  
**DAN HELMER**  
Virginia's 40th District  
*U.S. Army*



**U.S. Representative**  
**CHRISSEY HOULAHAN**  
Pennsylvania's 6th District  
*U.S. Air Force,  
Teach for America*



**Mayor**  
**PHILLIP JONES**  
Newport News, VA  
*U.S. Marine Corps*



**U.S. Representative**  
**SETH MOULTON**  
Massachusetts' 6th District  
*U.S. Marine Corps*



**City Councilor**  
**DAVID MYLES**  
Rockville, MD  
*U.S. Navy*



**State Representative**  
**MAGGIE NURRENBERN**  
Missouri's 15th District  
*Peace Corps*



**State Representative**  
**PHIL OLALEYE**  
Georgia's 59th District  
*Peace Corps*



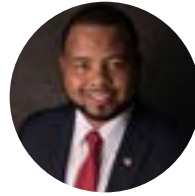
State Representative  
**DAVID ORTIZ**  
Colorado's 38th District  
*U.S. Army*



State Representative  
**JENNIFER PARENTI**  
Colorado's 19th District  
*U.S. Air Force*



State Senator  
**PAVEL PAYANO**  
Massachusetts' 1st  
Essex District  
*U.S. Army,  
U.S. Army Reserve,  
AmeriCorps*



State Representative  
**PATRICK PENN**  
Kansas' 85th District  
*U.S. Army*



U.S. Representative  
**ELISSA SLOTKIN**  
Michigan's 8th District  
*Central Intelligence Agency*



U.S. Representative  
**ABIGAIL SPANBERGER**  
Virginia's 7th District  
*Central Intelligence Agency*



State Representative  
**JAMES TALARICO**  
Texas' 52nd District  
*Teach for America*



State Representative  
**JOE TATE**  
Michigan's 2nd District  
*U.S. Marine Corps*



State Senator  
**MIKE PORFIRIO**  
Illinois' 11th District  
*U.S. Navy*



U.S. Representative  
**PAT RYAN**  
New York's 18th District  
*U.S. Army*



State Representative  
**JON SANTIAGO**  
Massachusetts' 9th District  
*U.S. Army Reserve,  
Peace Corps*



U.S. Representative  
**MIKIE SHERRILL**  
New Jersey's 11th District  
*U.S. Navy*



State Representative  
**STACEY TRAVERS**  
Arizona's 18th District  
*U.S. Army*



State Representative  
**MATT WILHELM**  
New Hampshire's  
42nd District  
*AmeriCorps: City Year*



State Representative  
**JONATHAN WILLIAMS**  
Vermont's 3rd District  
*Peace Corps*

**“There’s no other organization focused on recruiting and mentoring leaders who put people over politics, regardless of party. The work that Emily and her team at New Politics are doing has never been more critical.”**

**HARRISON MILLER**

*Founder and Chairman, Unite & Renew*





# New Politics: Vanguards of Democracy

The 2022 election season was defined by a continued crisis in our democracy. 60% of Americans had an election denier on their ballot. This includes seven states where an election denier ran for secretary of state, the role charged with overseeing vote counting in the upcoming 2024 presidential election. [\(link\)](#)

It is not a matter of if, but when, the character of our elected officials gets put to the test. That is why we are so careful about the candidates we choose to work with - those who will put country over party and service above self - particularly in times of crisis.

There is no question: our democracy is at a fragile inflection point. Up and down the ballot, New Politics candidates have shown courage to stand up for what's right, and have led the charge to protect our democracy.

“ Freedom is a fragile thing and it's never more than one generation away from extinction. It is not ours by way of inheritance; **it must be fought for and defended constantly by each generation...** ”

RONALD REAGAN



Why a small midterm race in Arizona could have big consequences for U.S. democracy

With election deniers running for office, our right to vote is on the ballot



OCTOBER 30, 2022 / 9:11 AM / CBS NEWS



THE WALL STREET JOURNAL  
Democracy Is at Risk, but Both Parties Can Do Something to Protect It

Doubts about election integrity are like a deadly virus moving through the body politic. Senators have an opportunity to stop it, but will they?

BROOKINGS

Democracy on the ballot—What do election deniers want?

Elaine Kamarck and Norman Eisen - Thursday, October 20, 2022

AXIOS Midterms 2022

Economy, functioning Democracy lead concerns for majority of voters: Poll



Election Deniers Already Are Disrupting the Midterm Election

DEMOCRACY CHALLENGED

The New York Times

'A Crisis Coming': The Twin Threats to American Democracy

# Candidate Spotlights



## SAIRA DRAPER

**Party:** Democrat  
**Seat:** Georgia House of Representatives, District 90  
**Service:** Peace Corps  
**Advisor:** Alberto Ramos

Saira Draper is a returned Peace Corps Volunteer, civil rights attorney, and an experienced voting rights leader recently elected to represent Georgia’s 90th House District. Saira was the director of President Biden’s voter protection operations for the State of Georgia in 2020, and served in the same role for Senators Warnock and Ossoff during the 2021 U.S. Senate runoff. Under her leadership, over 12,000 volunteers were trained and engaged in critical voter protection efforts in Georgia, including statewide poll watching and ballot processing monitoring programs, a voter protection hotline that received over 130,000 calls, and a ballot cure operation that helped make over 15,000 ballots count.



## ELAINE LURIA

**Party:** Democrat  
**Seat:** US House of Representatives, VA-02  
**Service:** US Navy  
**Advisor:** Emily Cherniack

Congresswoman Elaine Luria represents Virginia’s Second Congressional District after serving in the Navy for 20 years, retiring in 2017 at the rank of Commander. She is now a member of the House Armed Services Committee, serves as Vice Chair of the Subcommittee on Seapower and Projection Forces, and made history as the first woman veteran from a military service branch to serve on the House Committee on Veterans’ Affairs (HVAC), being the first to lead an HVAC Subcommittee.

Congresswoman Luria is just one of nine house members to serve on the Select Committee to Investigate the January 6th Attack on the United States Capitol. While facing her toughest election to date, she continues to be a front-line advocate for accountability around the 2021 insurrection, a testament to her commitment to rebuild and renew our nation’s democracy.



## JAMES TALARICO

**Party:** Democrat  
**Seat:** Texas House of Representatives, District 52  
**Service:** Teach for America  
**Advisor:** Chris Costa

Representative James Talarico is a former education non-profit leader and public school teacher serving Texas State House District 52. Rep. Talarico currently serves as the youngest member of the Texas Legislature, sitting on both the Public Education Committee and the Juvenile Justice and Family Issues Committee.

In 2021 Rep. Talarico led a walkout in opposition to Texas Senate Bill 7, which introduced sweeping provisions on voting rights, including limitations on early voting hours and restrictions on mail-in voting. The walkout effectively killed Senate Bill 7, a piece of proposed legislation that was widely recognized as an extension of unfounded, partisan claims of voter fraud during the 2020 elections.



## PETER MEIJER

**Party:** Republican  
**Seat:** US House of Representatives, MI-03  
**Service:** US Army  
**Advisor:** Steven Craven

Congressman Peter Meijer is a US Army veteran currently representing Michigan’s Third Congressional District. During his first term in office, Congressman Meijer gained notoriety for his commitment to put principle over partisan interest, often breaking from Republican House leadership when voting upon issues related to accountability and election integrity. In addition to voting to accept the results of the 2020 Presidential election, he was one of 10 Republicans to vote to impeach Donald Trump following the January 6th attack on the US Capital.

In the heat of this August’s highly competitive primary election, Congressman Meijer refused to waver from his pro-democracy morals, prioritizing his own integrity over gaining partisan appeal. Congressman Meijer was narrowly defeated in the Republican primaries and will conclude his term in January 2023.

“ New Politics understands that winning an election is only one part of making our democracy more healthy. They’re not just putting points on the board, **they’re investing long-term in top-tier candidates at every level.** Emily and her team at New Politics are dedicated to recruiting, training, and mentoring **the type of leaders who can restore faith and civility to our democracy.** ”

**JAKE AUCHINCLOSS**

*Congressman, Massachusetts' 4th District*



# The New Politics Way

## I. Our Filter: More than just service

Does power corrupt or are the corruptible simply drawn to positions of power? Public service should be about actually serving the public, not one's own self-interest. Unfortunately, the toxicity of our politics has increasingly driven away the very people who are best equipped to lead. That's where we come in.

The New Politics vision is to empower a new generation of principled leaders who embody the values so sorely missing from our politics: courage, integrity, and empathy. In short, servant leaders, values-driven individuals who have demonstrated a commitment to serving causes greater than themselves.

The key to this is commitment. That is, a consistent and conscious choice to do what is right, not what is expedient. Servant leadership is a choice that takes a long view of history. It recognizes that our decisions have implications beyond our borders and far beyond the here and now. It recognizes that public service is a calling bigger than any one person, one party, or one election cycle.

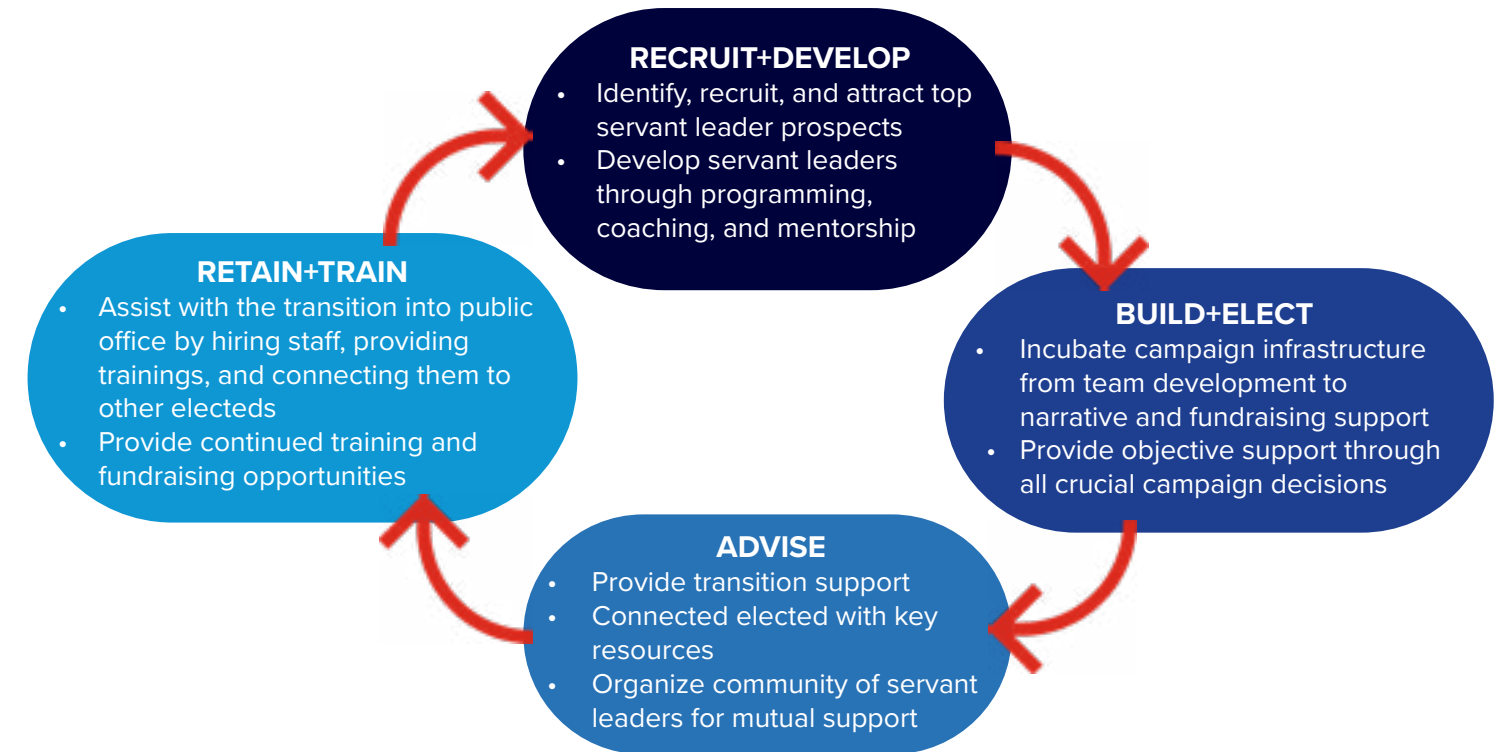
## II. Our Method: Making long term investments

New Politics has a unique structural advantage, providing sound advice while maintaining core components of trust.



This trust extends the full life cycle of a candidate. No question is too big or too small. From deciding to run for office and talking to your spouse, to making your first hire and fire, our advisors are there with experience, trust, and the candidates best interest in mind.

New Politics is the only organization that provides comprehensive candidate advising. This advising is continuous, stretching the length of a candidates lifecycle through politics. As an institution New Politics is filling a talent gap left in politics and meeting the barriers that candidates face with our comprehensive approach.



As an institution, New Politics' strategy is to plan and invest for the long term. Revitalizing democracy requires a long view of politics that goes beyond the news of the day and current election cycle. The only thing that can truly strengthen and revitalize democracy is people. People with courage, integrity, and who will put democracy and the people it serves first.

**We're proud of the candidates that win the first time, but we're also proud of our candidates who lose, and fight to serve again.**

## Our Method in Action

### PAT RYAN

Congressman, New York's 19th District

Service: Army, Military Intelligence

Pat Ryan is a prototypical New Politics servant leader who we've supported prior to his ever entering the world of politics. After graduating from our leadership development programming, Answering the Call, New Politics helped Pat run his first-ever campaign for Congress in 2018 to represent New York's 19th District.

While he lost the primary by only a few thousand votes, New Politics later helped him successfully run in 2019 for County Executive of Ulster County where he has served for the past three years. During that time, New Politics helped Pat form Serve NY a state PAC that supports service candidates running for state house seats in New York. Pat was instrumental in providing key support to many down ballot candidates who were elected in 2020.

Against all odds, Pat ran and won both the special election for New York's 19th in August, and the newly drawn 18th District in November. Our four year journey with Pat is a testament to both the efficacy of our work and to the unlimited potential of our servant leaders who step into the political arena.



“ Through every step of my journey in public service, I've seen how tribalism and the lure of power causes even the most well-intentioned to compromise their principles. **I'm so grateful for New Politics** and the **movement they've built of like-minded leaders** who are centered in their values and doing what it takes to serve others. ”

## III. Our Network: Mobilizing a community

New Politics' value proposition continues to extend far beyond tactical advising and candidate training. Access to such a network contributes to our long term vision to invest in our servant leaders. From pre-campaign incubation to post-election preparation for incoming electeds, our candidates benefit from support and guidance from a vast network of mentors, donors, and experienced staffers.

### MENTORSHIP

New Politics provides candidates with an opportunity to learn and grow alongside those who have run for office before. Candidate mentors offer practical insight into both the political and personal sides of running for office, supplementing the candidate advising offered by New Politics staff. While many first-time candidates struggle to find clarity and stability after launching their campaigns, mentors provide guidance to help manage expectations of how the election cycle will affect the candidate and those close to them. Mentorship allows candidates to confidently navigate the unpredictable landscape of running for office, preemptively equipping them with expertise that most first-time candidates can only learn by trial and error.

### DONORS

Recognizing the importance of political giving, New Politics provides an extensive network of donors to provide monetary support to our candidates. Our organization does not directly fund nor blindly send candidates to high net-worth individuals. Rather, we allow our candidates to build deep, long-lasting relationships with contributors, considering them as stakeholders and investors in our mission to build a bench of servant leaders in office. Fostering such a relationship shows to be mutually beneficial, allowing donors to make more informed decisions, while candidates can expand their own footprint for races to come.

### CONSULTANT & STAFF REFERRALS

Success for our servant leaders does not end with winning an election. We want to set our candidate-elects up to begin making a difference from their first day in office. Once New Politics candidates are elected, we leverage our network to help them build their team. Building a reliable, experienced team takes time and effort, when most newly elected officials don't know where to start. New Politics is the only organization of its kind to provide comprehensive advising through election day and prepare candidate-elects for their term to come.

“ The guidance that New Politics provided to our campaign was essential to our success. **I’m so grateful for their support and insight,** and I can confidently say that we wouldn’t have gotten it done without them. ”

**PAVEL PAYANO**

*State Senator, Massachusetts 1st Essex District*



# Recruiting the next generation of servant leaders in politics

Recruiting people to run for office is hard work, which is why so few organizations do it - or do it well. This is especially true when recruiting servant leaders to run for office, who might not find their values aligned in the current political moment.

Our mission is too pressing to shy away from doing hard things. As part of our “Serve, Lead, Unite” recruitment initiative, we set a goal of recruiting 150 service candidates to run for office. Our results this cycle speak for themselves.

## Our results this cycle:



30% of qualified prospective candidates come from national service backgrounds. 70% came from military veteran backgrounds.



This year alone 4000 individuals have contacted New Politics and indicated they are interested in running for public office one day.



42% of qualified prospective candidates identify as BIPOC



New Politics built over 50 new partnerships with like-minded organizations.



New Politics conducted individual coaching for over 500 qualified service candidates, up and down the ballot, who either ran for office this cycle or seriously considered running for office.

It’s not enough for us just to affect one cycle. That’s why we operate with an “over the horizon” mentality, not solely focused on recruiting for next year but instead closely coaching a pipeline of talent who may not run for office for years to come.

- 750 individuals are now in the New Politics political talent pipeline who are considering running for public office within the next two years.
- For the ‘23/’24 cycle, we are launching new “recruitment committees.” Our greatest asset is our community of servant leaders, so we’re looking to them to help scale our reach and impact.

# Snapchat Statistics

New Politics continues finding new and innovative ways to recruit candidates, especially focusing on ensuring that we have a diverse candidate pool. This past year, we partnered with Snapchat’s “Run for Office” initiative – allowing interested young people to sign up to become a New Politics candidate within the Snapchat app. New Politics was the only bipartisan organization selected and garnered thousands of responses from potential candidates who want to run for key office positions this cycle and in future elections. Snapchat donated \$44.5k towards a New Politics digital advertising campaign on their platform. This investment yielded immense results and significantly outperformed other political groups.



Total impressions  
**16,952,624**

Snapchat stories views  
**135,000**

2 second video views  
**275,620**

New prospective candidates  
**2,400**



The diversity of applicants through Snapchat was staggering **83% of our engaged Snapchat audience were people below the age of 35.**

In our **first 24 hours** after our Snapchat partnership was launched, we had **over 600 prospective candidates reach out.**

Of those who reached out:  
**Over 50% were women**  
**Over 50% were BIPOC**

# Why Early Money Matters

## THE PROBLEM

In business, there are entire industries of investors who a) invest early in companies such as the VC funding community and b) another set that advises people on what to invest in like hedge funds/mutual funds. Unlike businesses, most funding for political campaigns is contributed either relatively late in the election cycle or donors do not have the best information to make strategic decisions about where to invest their capital.

If every candidate is calling every donor claiming their race is the most important race—how and who should donors trust? How do viable and strong leaders break through the noise, secure funding as candidates, and win?

The servant leaders we work with — who have cut their teeth serving our country in the military, in the classroom, at volunteer sites, and in the developing world as Peace Corps volunteers — don't necessarily have a network of friends and colleagues who can give them tens or hundreds of thousands of dollars. For many potential candidates, a bid for state or federal office is DOA due to their inability to raise early money.

**This method of giving is a barrier to revitalizing our democracy.** We're keeping highly qualified people out of the process, and preventing new candidates from challenging the incumbent. It can be daunting to face an opponent who is secure in their financial position. Across the board, incumbents are reelected 96% of the time due in large part to early access to resources & donors. An unwillingness to take a chance on new ideas and face the opposition's war-chest is what leads to a stagnant Congressional body.



“ While many around the country thought that my race was unwinnable, New Politics was there from the beginning as a trusted partner, advisor, and advocate. **They helped us raise substantial early money which was critical** to demonstrating the strength and viability of our campaign. ”

**MIKIE SHERRILL**  
*Congresswoman, NJ-11, U.S. Navy*



*Unlike seed funding for businesses, most funding for political campaigns is contributed relatively late in the organization's lifecycle.*



## OUR SOLUTION

**Uplift candidates:** By creating a giving group of committed donors, we can continue to guarantee that candidates with the most need, those who come to us with limited networks, but have capacity to be transformative leaders, become viable. This will also attract more diverse candidates, removing a massive barrier to entry.

**Provide invaluable donor advice:** We only present candidates who we have recruited, advised, and/or assessed to be of the highest caliber. These candidates will represent our values of courage, integrity, empathy, and excellence and run excellent campaigns. Oftentimes, money goes to candidates who are not running effective campaigns, who are spending poorly, and do not have a strong organization. We vet all these factors and give honest assessments of these races.

**Scale Impact:** We're asking that you consider joining the New Politics Giving Circle and committing at least \$10,000 to New Politics candidates in the 2024 cycle. Our goal is to have \$500,000 (or 50 members of the giving group) committed to New Politics candidates.

“When Emily and I deliberate the merits of giving to a specific candidate, I know that she will present the salient facts, if the race is winnable, why this candidate is different, and if my resources will be spent well. When I go to Emily with a race I'm curious about, I know she and her team will give me the best insight they can. **We need more truth-tellers in politics, more transparency, and I trust New Politics** to guide my investments the right way.”

**TODD KANTER**

*Donor*



## What Could've Been: Bryan Jones

In 2021 we recruited combat pilot Bryan Jones to primary Matt Gaetz in Florida's First Congressional District. Bryan officially entered the race as a Republican candidate in November of 2021 and hit the ground running. We knew there was an openness within the district for new representation because both ours and the campaign's internal polling showed as much: that a candidate with Bryan's background and biography was within the margin of error against Matt Gaetz. Early data showed us that if Bryan could raise the necessary funds to get himself in front of the district's voters, we could replace Matt Gaetz,

By May of this year, however, Bryan had still only raised a little over \$100,000. Because he wasn't able to demonstrate his financial strength as a candidate, a wealthy former executive and fellow military veteran entered the race as a self-funder. Given the nature of self funding and the likelihood that with similar bios, they'd cannibalize each other's respective vote shares, Bryan made the wise but unfortunate decision to drop out of the race. Gaetz would go on to claim victory in the race with relative ease, and a golden opportunity to replace a bad actor was wasted.



A PROJECT OF NEW POLITICS

The United States is becoming more ethnically and racially diverse, and our democracy must be truly representative of the communities it serves. New Politics started the New Power Project, focused on recruiting and empowering leaders from marginalized and underrepresented communities to run for a state or local office.

We know that these particular communities are often disempowered and neglected by our democratic institutions, which is why New Power's goal is to break down barriers and expand pathways for our candidates. Our services have been proven successful in our first cohort, where **four out of the six candidates that were supported by our organization won their races. This is because we assess their needs, meet them where they are, and provide them with the support that they require to be competitive in their race.**

Some of the services we offer include assigning a campaign advisor for consultations; connecting them with an elected mentor; organizing fundraising opportunities with donors across the nation; and offering training programs for campaign readiness.

Partnering with like-minded organizations that complement and support the New Power mission and values makes our work possible. New Power has connected with over **50 organizations** across the country to bring awareness and to identify future candidates to join our program. We have also hosted webinars and recruitment events for members of our allied partners. With a successful first year, New Power will continue expanding pathways to public office for servant leaders who, for generations, have been voiceless, empowering them to access the levers of meaningful and lasting change.

New Power recognizes the financial barriers to entry faced by candidates from historically marginalized and underrepresented backgrounds. As such, our team raised nearly \$12,000 for our slate of state and local candidates, evenly disbursing each campaign with over \$2,800 in funds. At this level of office, such a contribution significantly helps our candidates jump-start their paths to victory in the November elections.

“ Power concedes nothing without a demand.  
It never did and it never will. ”

- FREDERICK DOUGLASS

## Why New Power Exists

- The proportion of state legislators who are working class declined from an already low rate between 1960 and 2010
- Of state legislators who are working class, two-thirds had been involved in electoral politics in some other way, most often as campaign volunteers
- Asked in a general way whether running for office had been harder or easier than expected, 52% said “harder,” with 19% saying it had been much harder.
- Work or family obligations and the time required to run were the most commonly cited challenges to running for office.
- Having received welfare as a child more than doubled the odds of being concerned about being qualified to run for office - suggesting that early experience with poverty has a lasting influence.
  - These effects were not resolved by gaining education or employment, or by controlling for gender or race.
  - Importantly, a low-income background was related to concerns about fundraising but not to actual difficulties in raising money.

# In The News...

Click on each headline to learn more

**Authority Magazine**  
**Emily Cherniack Of New Politics On The Five Things You Need To Be A Highly Effective Leader During Turbulent Times**  
An Interview With Sara Connell

**FOX NEWS channel**  
**Nonpartisan campaign group seeks to bring a new perspective to politics with 'service-oriented' leaders**  
The goal of New Politics is to recruit and assist military, AmeriCorps and Peace Corps veterans in running for political office

**INSIDER**  
**Special elections are confusing, chaotic messes that bleed taxpayers — and could often be avoided if politicians quit before leveling up, flaming out, or dropping dead**

**THE HILL**  
**Barriers to local politics: Viable candidates opt out**

**MilitaryTimes**  
**Veterans need support every day to find their post-military purpose**  
While Veterans Day ceremonies are nice, we too often overlook what veterans really need to succeed as civilians.  
By Alberto Ramos Thursday, Nov 10

**FOX NEWS channel**  
**New Politics founder Emily Cherniack's journey from political newcomer to a prominent campaign force**

**FUTURE HINDSIGHT**  
**Country First, Community First: Emily Cherniack**

**Worth**  
**Emily Cherniack Is Creating New Politics in a More Equitable Way**

**The Washington Post**  
**Kiggans, Vega to define GOP direction in Virginia swing districts**  
By Morgan Finn  
Nov 22, 2022 at 7:04 a.m. EDT

**ELECTORETTE**  
RECRUITING MILITARY VETERANS & NATIONAL SERVICE LEADERS FOR OFFICE WITH EMILY CHERNIACK OF NEW POLITICS

**BEYOND THE BUBBLE**  
May 23, 2022  
BTU #448 - Helping veterans of both parties run for office (Emily Cherniack)

## DCCC Games Put Party Over Principle



COMMENTARY  
By Emily Cherniack

As a new mother of two boys under three, I often think about what kind of men they will grow up to be. It is never lost on me what a great privilege and immense responsibility it is to instill in my sons a set of values that will guide them into adulthood. Nor does it escape me that what's just as crucial is my role in shaping the world they will grow up in.

I founded a bipartisan political organization seven years ago with that world in mind. My vision was to empower a new generation of principled leaders who embodied the values so sorely missing from our politics: courage, integrity, and empathy.

In recent weeks, I've watched with disgust as officials on both sides of the aisle have again put politics over people. Since even before the Jan. 6, 2021 attack on the U.S. Capitol, Democrats have warned Americans about the unprecedented threat facing our democracy. Party officials have made nightly appearances on cable news and sent countless fundraising emails about our existential fight. Their message was that democracy was fragile and that now, more than ever, is a time for unity over partisanship, a time to put country over party.

So when the news broke of the DCCC spending significant capital to support and encourage Peter Meijer's election-denying opponent in the primary, I was shocked. Not only is this strategy - to spend money supporting fringe, extreme candidates who don't believe in democracy - an incredibly dangerous gambit, but it's the same strand of short-sighted political opportunism that has led to the very erosion of democracy, here and around the globe.

In propping up anti-democracy extremists, Democrats are sending the message that no matter how principled or courageous the stand you take, it will never be enough as long as you have an R next to your name. What incentives are there for the Pete Meijers and Liz Cheney's of the world to buck their party on principle, if their presumable allies in the fight for democracy use those stands against them?

What's most ominous for America is how many of our political leaders have increasingly played into the hands of adversaries who want to see our experiment in self-government fail. That experiment, after all, demands serious leaders who not only appreciate the fragility of our democracy, but who respect it enough to act as its most watchful stewards. Instead, party leaders continue to exploit divisions, capitalize on polarization, and mire us in dysfunction that continues to undermine the public trust and weaken our standing in the world.

This is, of course, a cynical and self-serving approach to public service. Politics is no longer the means to an end but rather becomes an end unto itself - seeking power for power's sake. Play to the most extreme corners of your political base and you can win divisive elections. The difficult work of actually governing is almost irrelevant.

Somehow, we've grown content with this new status quo; we've been conditioned to accept that this is just what political leadership is: a zero-sum bloodsport. And in a zero-sum bloodsport, combatants don't think about whether or not their actions move us closer to liberty or justice. It's unimportant whether what they say or do aligns with our founding principles because what matters is total victory, today, by any means necessary.

Servant leadership, in contrast, takes a long view of history. It recognizes that our decisions have implications beyond our borders and far beyond the here and now. It recognizes that public service is a calling bigger than any one person, one party, or one election cycle.

In his first term in Congress, Peter Meijer has been the embodiment of servant leadership. He's taken the long view of what's at stake for his country, even if it cost him his political career. Now, thanks in part to the Democrats shameless and short-sighted political games, it did.

Written by Emily Cherniack  
Originally published in Real Clear Politics on August 5, 2022.

“One of America’s greatest assets is our selfless service members. **New Politics bridges the gap between serving our country, to serving our community through civic engagement.** As a conservative Republican who served in AmeriCorps, New Politics encouraged my story to be told, and my service background had immense value to the fabric of our country. **It’s encouraging to have people dedicated to service members in politics regardless of political affiliation** and helping to answer the call of service.”

**BOBBIE DANIEL**

County Commissioner, Colorado’s Mesa County



# Strategic Plan

In this moment of political distress, New Politics has the record to demonstrate that our work is vital, effective, and provides a necessary alternative to partisan politics.

Since 2016, we have had thousands of people graduate from our partner New Politics Leadership Academy's programming and have recruited 574 potential servant leaders to run for office. Leading up to the 2022 midterm elections, we had 42 incumbents in state and local offices and 14 in federal offices.

In 2022 our goal was 150 candidates advised. In 2024 our goal is 250 candidates without compromising our role as uncompensated honest advisors who provide high-touch personalized support for candidates.

## Here are a few components of achieving that goal:



Invest in first-in-class recruitment staff and infrastructure



Empower current candidates and incumbents to be stewards of New Politics' vision, mission, and values



Include early money for candidates who face financial barriers to viability



Position New Politics as the go-to organization for servant leaders who run for office



Diversify and expand our budget to \$5 million annually in 3 years

Ultimately, the more candidates we work with each cycle, the more likely we are to have candidates who exemplify courage, compassion, and empathy, putting country before party and working more effectively for democracy.

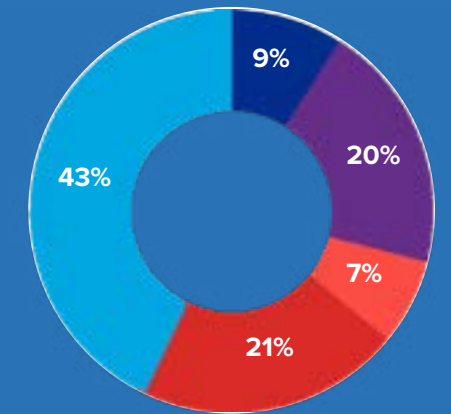
# 2023 BUDGET

Ultimately, the more candidates we work with each cycle, the more likely we are to have candidates who exemplify courage, compassion, and empathy, putting country before party and working more effectively for democracy.

In order to scale our impact, in 2023 we need to raise **\$1.8 million.**

Click here to give now: [newpolitics.org/donate](https://newpolitics.org/donate)

- Development
- Communications
- Operations
- Recruitment
- Advising



## HOW YOU CAN SUPPORT

We're building a movement to revitalize American democracy by recruiting, supporting, and empowering servant leaders who put community and country over self.

### Invest and expand our resources

Commit to a gift for 2023 and/or introduce us to your network. A majority of our donations that fund our longterm work to revitalize democracy comes from committed individuals like you. If there is anyone in your network who may be interested in our work do not hesitate to connect them to us. Please reach out to [tiffani@newpolitics.org](mailto:tiffani@newpolitics.org) with any questions.

### Nominate a servant leaders to run

Are there servant leaders in your network who should answer the call to run for office? Encourage them to connect with us by reaching out to [alberto@newpolitics.org](mailto:alberto@newpolitics.org)

### Grow our partnerships

We rely on incredible partner organizations to exponentially grow our reach. Know of another non-profit, corporation, or individual who could promote our work? Please reach out to [cristina@newpoliticsacademy.org](mailto:cristina@newpoliticsacademy.org) to connect us!

# Our Team



**LUCY  
ARTHUR-PARATLEY**  
Campaign Advisor



**ADEEL BARI**  
Fundraising Manager



**EMILY CHERIACK**  
Founder & Executive  
Director



**CHRIS COSTA**  
Campaign Advisor



**STEVEN CRAVEN**  
Campaign Advisor



**KEVIN HOLST**  
Senior Campaign Advisor



**DEVON MYERS**  
Recruitment Manager



**PHOEBE NASSAR**  
Digital Communications  
Specialist



**ALBERTO RAMOS**  
Director of Talent  
Development



**GABRIEL RAMOS**  
Director of Communications



**TIFFANI  
SYKHAMCOUNTRY**  
Director of Development



**ALICIA WASHKEVICH**  
Chief Operations Officer

