“What can we do?”

After the heartbreaking 2016 election, residents of Maplewood, South Orange, and neighboring communities were searching for answers to that question. A few dozen people came together to create SOMA Action, with the goal of channeling our communities’ concern into effective action. Since our founding, thousands of local residents have joined our organization, helping us to become a force for progressive change in SOMA and across New Jersey.

Our Mission

SOMA Action’s mission is to drive progressive change. We believe change will happen through:

- Changing structures to open democracy for all
- Creating a just and equitable society and government at all levels
- Motivating climate justice
- Building a more educated, informed and politically active community

Our work is focused in three areas:

1. We educate and inform our members, local residents, elected and appointed officials, and candidates for office.

2. We activate and mobilize progressive community members by providing multiple points of entry to increase their engagement.

3. We exert policy and electoral influence to gain more progressive representation at every level of government.

SOMA Action welcomes all those who share our desire to work together for progressive change. For more information, visit somaaction.org.
A Message from Our President

As I write this message, in February of 2021, it’s almost impossible to recall what our lives were like just a year ago.

SOMA Action started 2020 with an energizing kickoff event in January, at which some 150 members came together to eat, drink, dance, share ideas, and get prepared for a historic year of action. In addition to our ongoing work across a range of progressive issues, we had our sights set on the 2020 election, and in particular, the impact we could make in our neighboring swing state of Pennsylvania. Members were already looking into renting buses and Airbnb homes for this effort when the pandemic struck in March.

As the initial shock waves of Covid-19 reverberated through our community, we realized that we could not afford to lose focus on our grassroots organizing work. We quickly discovered that in this time of physical separation and disrupted routines, our members welcomed the opportunity to gather virtually with other activists to drive progressive change.

As you’ll read in the pages that follow, SOMA Action was very much up to the challenges of 2020. We took to Zoom with a passion, mobilized record numbers of volunteers, and picked key moments to hold powerful live events, complete with universal masking and social distancing. By year’s end, we had made measurable progress on everything from local and state environmental issues, to fighting hate and racism, to improving our county’s election infrastructure.

We did our part to increase voter participation – particularly amongst underrepresented groups – as well as to elect a new president, to protect a Democratic majority in the House of Representatives, and – in the early days of 2021 – to flip the U.S. Senate.

Beyond our specific achievements, I take even more pride in how we achieved these goals. Our organization was founded with the goal of channelling our progressive community’s values into action. By the end of 2020, more than 2000 individuals had joined SOMA Action. For many of our members, this was their first experience with activism. We enter 2021 with a rock-solid core of engaged volunteers, ready to keep working for a more just, equitable, and sustainable future. If I can quote a chant that you’ve undoubtedly heard at many a rally, “this is what democracy looks like.”

On behalf of SOMA Action, I want to thank all the volunteers and donors who made our 2020 successes possible. Your ongoing support is what will enable us to continue strengthening our community and our democracy.

With gratitude,

Ritu
President

Note – This report is organized in two main sections: Election 2020, which is self-explanatory, and Key 2020 Progressive Causes, which focuses on our non-electoral work. We’ve also included a number of sidebars that quantify the scope of SOMA Action’s efforts in this remarkable year.
Election 2020

If ever there was a time that called for citizens to become politically engaged, 2020 was it.

SOMA Action was prepared – ready to mobilize, educate and activate volunteers in our community. And hundreds of area residents were eager to participate despite the constraints of the pandemic.

Our election-related efforts took a variety of forms throughout the year, ranging from voter registration and education efforts to endorsing and campaigning for candidates in a variety of key races.

At the forefront of many of these efforts was SOMA Action’s Political Action Committee (PAC), which was instrumental in building connections with other organizations and mobilizing volunteer participation.

SOMA Action partnered with other local and national progressive organizations who were working toward similar goals.

Together, this coalition of grassroots activists helped win the White House, maintain Democratic control of the House of Representatives, and win control of the Senate.
Voter Registration, Education and Activation

Early in 2020, teams formed to help maximize the reach and impact of national organizations like Vote Forward and Reclaim Our Vote, focused on voter education and engagement. On Election Day, we saw the effects of this work as we witnessed record-breaking voter turnout across the country.

Leading up to the November election, much of SOMA Action’s election work focused on voter registration and get-out-the-vote (GOTV) efforts in swing states. In many cases, this work focused on reaching traditionally underrepresented groups.

Vote Forward

Working with Vote Forward, we enlisted hundreds of volunteers to write almost 20,000 letters to Democratic-leaning but unlikely voters. These personalized letters encouraged voters in states including North Carolina, Pennsylvania, Georgia and Arizona to register and vote. Each letter contained a paragraph in which volunteers explained why voting was so important to them – a very personal way to connect with reluctant voters.

Reclaim Our Vote

In collaboration with Reclaim Our Vote, SOMA Action volunteers hand-wrote nearly 9,000 postcards encouraging residents of Texas, Georgia and North Carolina to register to vote, participate in primaries, vote in the general election and vote early where possible. The postcards provided local phone numbers and websites that residents could use to get information and request registration forms and mail-in ballots.

- **323 VOLUNTEERS**
- **19,180 LETTERS AND VOTER REGISTRATION FORMS** sent to people in swing states
- **8,900 POSTCARDS** sent to voters of color across Georgia, Texas and North Carolina
Swing States Phone Banking

SOMA Action volunteers participated in non-partisan phone-banking sessions focused on states in which voter suppression was known or suspected, including Texas, North Carolina, South Carolina, Georgia, and Arizona.

The callers provided information on where and how to register, and encouraged early voting where it was available.

Take Back New Jersey

On the state level, SOMA Action continued its active participation in the work of Take Back NJ, a statewide coalition of good government and grassroots groups working to bring transparency and accountability to our state government. In 2020, our Political Action Committee helped organize a pre-pandemic Take Back NJ Symposium at Rutgers University and hosted a Good Government Coalition event called How to Fix NJ: Run for County Committee at the South Orange Library.

Ballot Box Bonanza

The Ballot Box Bonanza was a one-day event designed to encourage South Orange and Maplewood voters to vote early utilizing county-provided secure drop-boxes. A socially distanced group gathered near the South Orange ballot drop-box on October 17 to deposit their ballots and enjoy music, food and promotions provided by local businesses. It was SOMA Action at its best: celebrating and supporting democracy, encouraging early voting and making it a joyful event on a beautiful fall day.
Endorsing and Supporting Candidates and Legislation

In both the primaries and general election, SOMA Action went to great lengths to evaluate candidates in key races and make endorsements where appropriate. Our Endorsements Subcommittee sent out detailed questionnaires to candidates, evaluated candidates’ responses, and made recommendations that were then voted on by SOMA Action’s sustaining members. This process led to endorsements of four candidates in the Essex County Freeholders primary, as well as general election endorsements of three congressional candidates in New Jersey, five US Senate candidates, and – unsurprisingly – Joe Biden and Kamala Harris.

These endorsements helped channel thousands of volunteer hours on behalf of these candidates.

Malinowski for Congress

SOMA’s congressional district, NJ-10, is safely Democratic. That’s why in 2020, as in 2018, SOMA Action focused our efforts on neighboring districts in which our efforts could help swing the election. Our primary focus for the 2020 congressional election was helping Tom Malinowski hold on to his seat in NJ-7. After helping Malinowski unseat Republican Leonard Lance in 2018, SOMA Action stepped up to help fend off a challenge by Tom Kean Jr.

SOMA Action members supported Action Together NJ’s postcard writing effort by sending 2,500 Malinowski postcards to NJ-7 voters. We also coordinated a weekly phone bank with the Malinowski campaign, making calls to thousands of voters in the district. Our efforts made a meaningful difference, helping Malinowski win reelection by a paper-thin margin.

NJ Ballot Measures

For many people, some of the most confusing parts of the ballot are the measures or referendums that are put before the public for a vote. One of SOMA Action’s missions is voter education, and in a clear and well-researched article – picked up by multiple media outlets across the state – SOMA Action provided information on each measure, what it hoped to achieve, and the reasons why we supported or opposed each one. The article was shared widely on social media and got 14,000 hits on insidernj.com, exponentially more than the publication’s average for articles.
Vanquish the Villains

Vanquish the Villains was a project designed to flip Senate seats in Arizona, Maine and North Carolina, states where it seemed possible that presidential candidate Joe Biden might also prevail, and in which SOMA Action had endorsed the Democratic candidate.

In August, SOMA Action members considered three simple questions: Can we organize a long-distance campaign to help flip Senate seats? Can we channel the frustrations, outrage, and energy of our super-motivated progressive community in a way that would be sustainable until the November election? And can we have some fun doing so? The answer to all three turned out to be a resounding YES.

Volunteer captains stepped up to lead each team, engaging team members in a planning process that included everything from campaign strategies to creative team names.

Before the summer ended, all three teams were off and running, thriving on the good-natured competition amongst them to see which team could do the most for their candidate.

Some 200 Vanquish the Villains volunteers wrote postcards, sent text messages, made phone calls and raised money in support of Democrats Sara Gideon (Maine); Mark Kelly (Arizona); and Cal Cunningham (North Carolina).

Although only one of the three (Mark Kelly) was victorious, the campaign set a new precedent for SOMA Action’s ability to mobilize a sustained volunteer effort at scale.

Vanquish the Villains by the numbers:

- **7,625** postcards written and mailed
- **$17,569** donated to three Senate campaigns
- **206,198** texts sent
- **12,212** phone calls to residents of AZ, ME, and NC
- **1,628** hours of volunteer time invested
Pennsylvania: The Swing State Next Door

Pennsylvania was a focus of our election efforts because of its proximity and its position as a swing state. Working with Make the Road Action and Turn PA Blue, SOMA Action volunteers made calls, sent text messages, and did phone banking. Volunteers were trained on socially distanced canvassing and made multiple canvassing trips to the state. Our members also joined the PADEMS Voter Protection Team, helping to monitor early voting locations and staff the PADEMS Voter Protection Hotline.

Georgia Senate Run-Off

The November election surprise was the close results in both US Senate races in Georgia that triggered a runoff election on January 5th, 2021. Barely done with the massive general election campaign, SOMA Action volunteers quickly sprung back into action.

We again worked with Vote Forward and Reclaim Our Vote, as well as Postcards to Swing States, organizations that provided names and addresses of Democratic-leaning unlikely voters and voters of color, to encourage them to register and vote in the runoff election.

<table>
<thead>
<tr>
<th>Vote Forward – Georgia Runoff</th>
<th>Postcards to Swing States</th>
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<tr>
<td>152 VOLUNTEERS</td>
<td>100 VOLUNTEERS</td>
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<tr>
<td>5,680 LETTERS</td>
<td>3,500 POSTCARDS</td>
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sent to Democratic-leaning unlikely voters

sent to GA voters

Reclaim Our Vote – Georgia Runoff

10,000 POSTCARDS handwritten and sent to GA voters of color

SOMA Action Georgia Action (SAGA)

In addition to our nonpartisan GOTV efforts, SOMA Action went all-in on supporting the two Democratic candidates in the January 5th runoff, Jon Ossoff and Rev. Raphael Warnock.

Volunteers stepped up to create SOMA Action Georgia Action and quickly mobilized a team of nearly 200 members. Our primary focus was phone-banking – approximately 1200 hours of calls – working with high-impact organizations including Fair Fight, the New Georgia Project and the candidates’ campaigns. Members also worked with the Georgia Voter Protection team to make calls focused on ballot curing, an integral and innovative new tool in making sure each ballot was counted. To sustain the momentum, SAGA had weekly meetings featuring high-profile guest speakers from organizations such as Black Voters Matter and the New Georgia Project.

While the election itself was in 2021 – and thus outside of this report’s scope – we can’t resist the opportunity to celebrate these two victories, which resulted in shifting the Senate to Democratic control. And yes, we’ll tell this story again in our 2021 Year in Review report!
Key 2020 Progressive Causes

Even as we focused on the critically important 2020 Election – and adjusted our tactics to reflect the realities of Covid-19 – SOMA Action continued working on a wide range of issues that are central to our members’ values. Much of this work was driven by our dedicated issue committees.

Following are highlights of the issues we took on in 2020, along with examples of events and actions that helped educate and inspire community members to get involved.
Immigration

The Trump administration’s anti-immigrant stance was in full effect in 2020 as the federal government reportedly continued to accept fewer refugees and issue fewer visas while detaining more migrants at U.S. borders. Not surprisingly, the latest data show that hate crimes continued to rise nationwide, hitting their highest records in a decade in 2019.

As such, SOMA Action’s Immigrant Rights Committee continued organizing in 2020 on behalf of all documented and undocumented immigrants, advocating for their civil and human rights at the local, county and state levels.

U.S. Immigration Policy Panel

In early March, just days before the pandemic shut everything down, the committee hosted a live (and live-streamed) event called “US Immigration Policy: How We Got Here, How to Respond, and What to Expect Next.” This panel discussion featured state-level immigrant rights advocates from Make the Road NJ, American Friends Service Committee, and the New Jersey Alliance for Immigrant Justice. Attendees learned about the history of immigration policy and what kinds of legislative changes could have the biggest impact on immigrants’ rights, as well as what “red herring” language to listen for in lawmakers’ immigration policy proposals, such as the false “good immigrant/bad immigrant” narrative.

Fighting to End ICE Detention

The Immigrant Rights Committee joined over 100 other organizations across New Jersey and New York in signing on to a letter demanding that Governors Murphy and Cuomo use their gubernatorial powers to end their states’ complicity with ICE detention, particularly amidst the COVID-19 pandemic. The letter included several demands including a stop to transfers from prisons to detention centers, as well as a call to immediately enact executive orders halting the expansion of immigrant prisons in New York and New Jersey.
Racial Justice

The compounding tragedies of America’s racial injustices were on heartbreakingly full display in 2020. As one of SOMA Action’s most important committees, the Racial Justice Committee continued addressing the structural racism that pervades all levels of American society by working with local grassroots groups, organizations and activists to empower, motivate and inform people of color as well as their allies.

SOMA Against Hate Collective

The SOMA Against Hate Collective was co-founded by SOMA Action and nearly 20 local religious and civic organizations in response to a hate-fueled, racist, anti-Semitic flyering and leafleting campaign launched by a New Jersey-based white supremacist group. The collective quickly launched its own messaging campaign with banners and lawn signs proclaiming that “Hate Has No Place” in South Orange-Maplewood. The group has also spoken out promptly and forcefully against other acts of hate in SOMA.

“Hate Has Consequences” Forum

Soon after the tragic, racist killing of George Floyd in Minneapolis, the Racial Justice Committee invited renowned activist Daryle Lamont Jenkins, founder of the anti-hate One People’s Project, to participate in an online program to discuss his work fighting racism, fascism, and right-wing groups. The online event’s 100 free tickets quickly sold out.

Cannabis Equity Initiative

After New Jersey voters overwhelmingly approved a November 2020 ballot measure to legalize marijuana, the Racial Justice Committee quickly got to work forming a Cannabis Equity Initiative that will push for equity for Black-owned businesses in the marijuana market and for excise tax dollars to be distributed primarily in areas and municipalities most negatively impacted by the failed war on drugs. The group plans to support and promote Black-owned marijuana businesses in the SOMA area as legal marijuana markets get underway in 2021.
Violin Vigil in Honor of Elijah McClain

In August 2019, a 23-year-old Black man who played the violin, Elijah McClain, was placed in an illegal chokehold and killed by police in Colorado while walking home. After McClain’s death made national headlines in 2020, the Racial Justice Committee organized a violin vigil in McClain’s honor on July Fourth at Maplewood’s Memorial Park with social distancing guidelines in place. The event featured performances by local musicians, as well as speeches by Maplewood Mayor Frank McGehee and South Orange Village President Sheena Collum.
Voting Rights

When the year started, nobody thought to include “voting in a pandemic” on their 2020 Bingo card. Yet as Election Day approached and COVID-19 showed no signs of abating, a coronavirus silver lining was that socially distanced voting solutions actually increased ballot access in places like New Jersey (which radically expanded mail-in voting), while spurring conservative pushback to voting rights elsewhere.

Helping to address such challenges was SOMA Action’s Voter Rights Committee, which aims to ensure that every citizen is aware of their voting rights, is encouraged to vote in every election and is able to participate without impediment.

New Voting Machines for Essex County

Thanks in large part to the work of the Voting Rights Committee, in February 2020, Essex County became the only county in New Jersey to have purchased new voting machines that use hand-marked paper ballots with district-based optical scanners. The move puts Essex County at the forefront of election security and integrity in New Jersey. However, officials declined to roll out the machines in 2020, in part due to the statewide expansion of mail-in ballots. Educating the public about the new machines will be at the forefront of the Voting Rights Committee’s work in the future.

Climate Change and Environmental Justice

Climate change is the existential issue of our time, with 2020 setting alarming new records for climate-fueled crises across the globe.

The dangers posed by climate change are just as evident in the greater South Orange-Maplewood area, with New Jersey recording its second-hottest year ever in 2020. Meanwhile, disadvantaged New Jersey municipalities continue to suffer from the unfair effects of environmental racism, most critically in the form of more dangerous water and air quality found in cities such as Newark and Camden.

As such, climate change and environmental justice continued to be top priorities for SOMA Action in 2020. The SOMA Action Climate Committee carried out several advocacy initiatives for reducing waste, protecting natural resources and legislating for radical climate-change solutions, with an eye toward social justice and sustainable lifestyle practices.
Fighting to Preserve South Mountain Reservation

In February 2020, the Climate Committee joined 20 other local organizations to found the **Coalition to Save South Mountain Reservation**. The coalition’s goal was to halt the construction of an $8.5 million amphitheater within the Reservation, home to sensitive wetland areas and protected wildlife species. After the coalition stressed that the amphitheater was planned without any environmental assessments, the Essex County Environmental Commission unanimously passed a May 2020 resolution recommending that the project be “dropped altogether.” The Commission also stated that the project should not move forward in the future unless an environmental assessment projected a “net neutral” impact. The county ultimately chose not to award a contract for the project by its May 13 deadline, although a future re-bid remains a possibility.

The Climate Committee plans to closely monitor all Essex County Freeholder activity on the issue moving forward and to advocate for funds to be reallocated to environmental projects in disadvantaged communities.

Zero Waste Charrette

On February 28, 2020, with support from the **Institute for Local Self-Reliance**, the SOMA Action Climate Committee co-organized Essex County’s first-ever “zero waste charrette” focused on moving local communities toward radical waste reduction. The meeting brought together more than 60 advocates from 10 Essex County towns, as well as members of County government. This was a culmination of a months-long effort by SOMA Action, the Maplewood Environment Committee, the South Orange Environment Commission, and Maplewood Township Committee member Nancy Adams to identify steps for reducing the amount of waste going to the County’s Covanta Incinerator, a significant source of pollution in Newark’s Ironbound neighborhood. Long-term plans discussed at the charrette include composting food waste and renegotiating Maplewood’s and South Orange’s waste collection contracts.

Pushing for Clean Energy Projects Statewide

In partnership with **Empower NJ**, the Climate Committee organized weekly call sessions to Gov. Murphy’s office and contributed to multiple advocacy efforts pressuring Murphy’s administration to end plans for new fossil fuel plants, usually sited in low-income communities, while moving toward 100% clean energy. These efforts resulted in several environmental wins, including the denial of key permits for a fracked-gas pipeline through Raritan Bay and NJ Transit’s decision to redesign its Transitgrid project to use renewable energy rather than a previously proposed, gas-fired power plant.
Religious Justice

A September 2020 report by the Center for American Progress put it bluntly: “Many of [the Trump administration’s] policies have harmed all religious communities—particularly religious minorities.”

SOMA Action’s Religious Justice Committee advocates for religious freedom for all people, especially those who were most targeted by the Trump administration. The group’s work includes standing up on behalf of Muslims and Jews in our local communities to help protect them from discrimination and intimidation.

Life and Legacy of Anne Frank: Lessons of Our Time

On June 14th, Gillian Walnes Perry, author of The Legacy of Anne Frank, led a discussion about the decades-long impact of Frank’s writings and how her words still resonate today. The Religious Justice Committee co-hosted the talk with local congregation Kol Rina.

Women’s Multicultural High Tea

Nearly 100 women from an array of religious, cultural and ethnic backgrounds gathered online on June 28th for this second annual, barrier-breaking event. Speaker Hadiyah Finney spoke about her upbringing in Newark and her experiences and identity as a Muslim Black woman. In breakout groups, attendees also grappled with the question, “What was the role of women in your family of origin and how does your role differ today?”

The event was planned in coordination with the Women’s Multicultural Alliance.

Portland, Policing and White Supremacy: What Can We Do?

Close to 200 people tuned in on October 27th for this online talk co-sponsored by the Religious Justice Committee on how to work toward an inclusive, equitable society free of racism, anti-Semitism and discrimination. The event’s keynote speaker, Eric K. Ward, serves as the executive director of the Western States Center and is a nationally recognized expert on the relationship between authoritarian movements, hate violence and preserving inclusive democracy. The event was planned alongside the Summit Foundation, the Summit Interfaith Council’s Anti-Racism Committee and Congregation Beth Hatikvah. The talk is available for viewing on YouTube.
US Census

The results of the 2020 Census will influence political representation and resource allocation for years to come. That’s why SOMA Action’s Political Action Committee put Census work high on their list of 2020 priorities. SOMA Action formed our own Complete Count Committee, participated in both the Maplewood and South Orange Census Committees, and supported outreach efforts in neighboring Irvington and Newark. We organized outreach tables and events pre-Covid, and focused on media outreach once the pandemic hit.

In May, SOMA Action hosted a webinar on Essex County Census outreach with representatives from the Census Bureau and the CUNY Center for Urban Research. The group chose Essex County as a template for how to use the CUNY Hard to Count website. Over the summer, we participated in the Maplewood Census Parade and hosted a table at the food distribution site in Maplecrest Park.

Protecting the US Postal Service

Over the summer, Americans became aware of the Trump administration’s efforts to cripple the US Postal Service as it became increasingly clear that mail-in ballots were going to be all-important for the November election.

SOMA Action joined 20 other grassroots progressive groups across New Jersey on August 21 in holding rallies at local post offices to increase public awareness of this problem. Eighty concerned community members showed up in Maplewood with masks on and signs held high, as several speakers emphasized the need to push back on the administration’s efforts to disrupt postal service and the upcoming election.

Letters, phone calls and other pressures from individuals and groups like SOMA Action across the country soon forced the Trump-appointed Postmaster General, Louis DeJoy, to initially suspend and ultimately reverse these changes.
SOMA Action Leadership 2020

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Jessica R. Shaw, Secretary
Gary Forman
Barbara Velazquez

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Jennifer Nielsen
Mona Karim

Immigrant Rights
Anita Gundanna
Nicole Pivnick Goldberg

Racial Justice
Lisa Davis
Barbara Velazquez

Political Action
Rebecca Scheer

Religious Justice
Marcia Bloomberg
Mindy Schwartz-Brown

Endorsements
Brent Garren

Voter Rights
Holly Gauthier
David Harris

June 2020 Trustee meeting
Sustaining Members help support our work through their donations and shape our direction by voting on key issues and candidate endorsements. Anyone can become a Sustaining Member of SOMA Action by donating $20 or more per year.

J

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Jeffrey Ambers
Dave Amerikaner
Edward Ames
Erin Ante
Anomynous (10)
Claire & Elliot Asarnow
Beverley Awbrey
Barbara B.
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Sean Bailey
Freyja Balmer
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Thanks to the support of our sustaining members and other generous supporters, SOMA Action’s contributions increased by 126% in 2020, enabling us to mobilize more volunteers and reach more people in this most important of years.

To support our work, visit somaaction.org/donate

We encourage you to join the growing number of people who are choosing to make a recurring monthly contribution. These recurring contributions are essential in helping our organization forecast revenue and plan effectively.

SOMA Action is a 501(c)(4) organization – donations are not tax deductible.