

2024 IMPACT REPORT

The Power of Us: Organizing Against the Odds, Building for the Future



Message from the Executive Director

Friends,

As we look back on 2024, we reflect on a year of relentless organizing, unwavering advocacy, and deep community engagement.

This work is not about one election—it is about building power that lasts for generations. This memo outlines the impact we made together and the victories we secured despite significant challenges.

Our work **expanded Black political power, mobilized voters, and laid the groundwork for lasting change.** And the wins don't stop there. In January, Gov. Katie Hobbs appointed Judge Maria Elena Cruz to the Arizona Supreme Court, making Cruz the first Black Latina to sit on the state's highest court. Our vision is for an Arizona where equality is the baseline and opportunity is abundant, an Arizona that works for all of us and not just a privileged few.

On a personal note, I was honored to speak truth to power on behalf of the incredible community we have built. You can read, watch, and listen to the news coverage on NPR's All Things Considered, Democracy Docket, the Arizona Republic, and media outlets across Arizona. My experience as an Ethiopian political refugee is unique, and at the same time, my story shares similarities with the stories of so many immigrants and transplants who came to Arizona for the chance at a better life. I draw strength from the resilience, hope, and perseverance of the people we serve and I am grateful to the many donors who make it possible for us to keep moving forward.

Because of your support, we've expanded our reach and deepened our organizing efforts like never before—**growing into one of the largest organizing forces in the state.** Your investment made it possible to reach more communities, move more people into action, and build lasting infrastructure for change.

We'll continue this work with renewed determination to build political power that protects our communities, reflects our values, and creates real pathways for long-term sustainable change. **One vote, one conversation, one organized action at a time, we're building a future rooted in justice, care, and collective power.** We invite you to keep building with us, for all of us.



In solidarity,
Sena Mohammed • Executive Director, Our Voice Our Vote, Arizona

A stylized handwritten signature in black ink, appearing to read 'Sena Mohammed'.

Our Work

This report summarizes our organizational achievements in 2024.



2	Message from the Executive Director
4	By the Numbers
5	Electoral Engagement
6	Electoral Engagement & Voter Mobilization
7	Relational Organizing
7	Digital and Communications
8	Black Wave
9	First-Time Voter Party Bus
10	“Voting Is Dope” Campaign
11	Developing Leaders
12	Young Black Organizers Project
13	Turn Up the Youth
13	From Canvasser to Leader
14	The Power of Us
15	Voting Rights: Protecting and Uplifting the Black Vote
16	Immigration: Defending Immigrants’ Rights
16	Supporting Black Entrepreneurs Through the Uplift Us Coalition
17	Environmental Justice: Clean Energy, Clear Lungs
18	Legislative Accountability
18	Rural Organizing: Building Power in Pinal County
19	Acknowledgments

2024 By the Numbers

923,779

Doors knocked

152,242Conversations with
Arizona voters**13,500**Community members
engaged through
intentional trainings,
voter education, and
advocacy efforts**245**Paid canvassers hired
to get out the vote**30**News stories
featuring quotes
from OVOV AZ**35**Candidates vetted
and endorsed in
local, state, and
national races for
elected office**11**Community listening
sessions**432**Volunteers mobilized
for phone banking,
text banking, tabling,
and door-knocking**71%**We increased Black
voter turnout from
68% in 2020 to 71%
in 2024

“Arizona Coalition for Change and Our Voice Our Vote have been instrumental in developing and training young black leaders in Arizona. Through the Young Black Organizing Project Fellowship, I received training that not only sharpened my organizing skills and empowering tools to drive material change. These organizations didn’t just engage me... they poured into me, challenged me, and affirmed my voice when it mattered most. Since stepping into public office, their continued support has reminded me that representation is powerful, but accountability to the people is sacred. Their investment in young Black leaders like me is building a bench of decision-makers who lead with both lived experience and a deep commitment to justice. I carry that torch with pride and purpose.”

— Minority Whip leader Representative Quantá Crews

Electoral Engagement and Voter Mobilization

Our Voice, Our Vote Arizona is building Black and Brown civic power to change the political landscape in Arizona. In 2024, we set an ambitious goal of knocking on 1 million doors by election day. We specifically wanted to mobilize voters in the New American Majority, a diverse group that includes young people between the ages of 18 and 35, unmarried women, and people of color.

Electoral Engagement & Voter Mobilization

- Knocked on 923,779 doors
- Engaged 152,242 voters, achieving a 17% voter contact rate statewide
- Hired 245 canvassers & 14 field managers, creating economic opportunities and building Black leadership
- **Key wins:** U.S. Senator Ruben Gallego, Prop 139 (measure to expand reproductive freedom), Local school boards in Pima and Maricopa counties
- **Flipped Legislative District 17 (LD17)**, a critical victory in Arizona's state legislature.
- **Focused on the 13 key legislative districts**, ensuring Black and BIPOC communities had representation in critical races
- **Engaged thousands of community members** in honest conversations about the issues that impact them
- **Collaborated with local influencers on a digital and billboard ad campaign** to highlight key issues on the ballot and encourage voter participation



Relational Organizing

- Engaged over **13,500 community members** through leadership training, voter education, and advocacy efforts
- Developed **100+ new lead organizers**, building a sustainable leadership pipeline for civic engagement
- Hosted **11 GOTV events and listening sessions in Phoenix, Tucson, and Maricopa County** to mobilize Black voters
- Engaged in 100+ Community events through tabling and co-hosting
- Shifted the narrative around **Black political power**, securing **30+ earned media placements**, including national and local publications such as **NPR, The 19th, and Arizona Mirror**

Digital & Communications

- Executed a joint digital program with **Priorities USA**, delivering **8M+ digital impressions** and **2.8M video completions** (a **34% Video Completion Rate**)
- Ran the “**Voting is Dope**” campaign, using **billboards, influencer partnerships, and social media outreach** to encourage Black voter participation
- Launched an **email and SMS voter engagement strategy**, ensuring clear, accessible election information reached key communities

[ABOUT](#)[GET INVOLVED](#)[CONTACT](#)[DONATE](#)[JOIN US](#)

Patience Titcombe
“Chef Patty”
Owner of Lasgidi Cafe

Ali Tomineek
Recording artist

VOTING IS DOPE

Election day is November 5.
[Check out our ballot guide →](#)



Black Wave

Launched in 2020, the Black Wave became the largest statewide Black voter turnout effort in Arizona history, boosting Black voter turnout by over 10% and helping flip Arizona blue that year. The Black Wave campaign is focused on building a powerful intergenerational coalition of Black institutions such as organizations, churches, community groups, and businesses to increase Black voter turnout in every Arizona election.

We do this work in partnership with Black institutions, Black churches, and Black organizations in Phoenix and Tucson. In 2024, we:

- Held a **series of listening sessions** focused on engaging Black men, women, and youth—creating space for real conversations on abortion access, environmental justice, voter suppression, and more. These sessions helped **expand our base, spark political clarity, and move people toward action at the ballot box**
- **Provided regrants to 10 institutions** to support our partners in turning out their base to vote

“When you’re knocking door-to-door every day you get tons of different perspectives every time you talk to a different person. Every day I’m fighting for the voice of America. ... Everybody should have an opportunity to express the ideals they want to be represented in our government, no matter who they are, where they come from, and how long they’ve been here.”

— Trell Davis, Canvasser

**Black voter turnout
increased from
68% to 71%**

Demonstrating the power of targeted voter engagement.

First-Time Voter Party Bus

On Election Day, we rented a party bus to take 12 first-time voters of color to drop off their ballots at the Maricopa County Registrar's Office. NPR correspondent Ximena Bustillo rode along with us and featured OVOV AZ on All Things Considered.



Voting is Dope Campaign

As part of our community influencer initiative, we tapped into the real power of cultural leadership—partnering with trusted local figures whose names carry weight where they live, work, and create. Ali Tomineek, Chef Patty Titcomb, Freda Marshall, and Crystal Allen O’Jon aren’t social media personalities—they’re hometown staples. They’re business owners, musicians, and community anchors who shape the rhythm and spirit of Phoenix, Tucson, and Maricopa City.



Together, we launched Voting Is Dope—a campaign rooted in culture, pride, and the urgency of turning out the vote. We didn’t just put out ads—we put their faces and messages on billboards in their own neighborhoods and ran digital ads targeted to the very communities they serve. **The impact was undeniable: over 17 million billboard views and nearly 25,000 Arizonans reached online.** When trusted voices lead, communities move—and that’s exactly what happened

“This November I will be voting because my vote matters. My voice needs to be heard. I have the power so I’m a use it.” — Ali Tomineek

“This November I’m using my vote to protect reproductive rights and stand up in solidarity with immigrants like myself. The election is November 5th and we need you out there in the fight with us to get out the vote. Let’s show them that’s the Power of Us.” — Chef Patty Titcomb



Developing Black Leadership

Empowering and supporting Black leaders is a core part of our mission because we know that representation matters — studies show that BIPOC legislators better represent the views of their communities and help deliver better results to their constituents.

Sustained change requires strong leadership, and we are investing in the future. Through mentorship, training, and hands-on experience, we developed **the next wave of Black leaders in Arizona.**

Young Black Organizer Project

The Young Black Organizer Project (YBOP) is a 6-8 week social justice and civic engagement fellowship designed for Black youth and young adults (ages 18–39) aspiring to change the world around them. Our mission is to build a pipeline of young Black leaders, equipping them with the tools and knowledge to become leaders and decision-makers through hands-on training, mentorship, and connections with community leaders and elected officials to grow their networks and influence. Through this work, we:

- Co-hosted a **Race & Gender Justice Panel** with **100+ attendees**
- Trained **youth organizers** in digital campaigns, advocacy, and civic leadership
- Established a **pipeline for young leaders** to move into organizing roles

“When I first joined the Young Black Organizers Project with OVOV AZ, I could not imagine the doors that would open for me. Volunteering has not only given me the opportunity to fight for my community and amplify their voices, it’s allowed me to see myself as a leader. I want to run for office to represent my community in the halls of power, and I know this work with OVOV AZ will help me achieve that dream.”

— Ivan Alexander
Regional Organizer & Community Strategist
Our Voice, Our Vote Arizona

Civic Scholars

Our Civics Scholars Program (CSP) is a youth development initiative for high school juniors and seniors, designed to empower them to lead civic engagement within their schools. Students receive college scholarships and comprehensive organizing training to create and sustain AZC4C chapters. These chapters focus on voter registration, civic participation, relational organizing, event planning, and more, allowing students to drive meaningful change from within. CSP is building the next generation of leaders, ready to make a lasting impact in their communities.

Two highlights of this work this year included:

- **Scholarships:** The 2024 Civic Scholars earned \$12,000 in scholarships and hosted their own event focused on the importance of expanding the number of Black and Brown teachers and administrators in Arizona schools.
- **Turn up the Youth:** Focused on deep canvassing among young voters, where peer-to-peer conversations encouraged youth participation in elections. Volunteers knocked on 15,000 doors, sharing their stories and mobilizing their generation.

From Canvasser to Leader

Cultivating new leadership is at the heart of what we do. In 2024, we hired over 245 canvassers and invested in their leadership. Through our training and workshops, our canvassers become community leaders, team leaders, field organizers, and campaign managers. Some highlights from 2024:

- **Trained 10 community members** to testify at the State Capitol
- **Promoted canvassers into Team Lead & Campaign Manager roles**, ensuring that grassroots organizing leads to **career pathways**

Our commitment to leadership development ensures that **Black communities will continue to have a seat at the table—not just as participants, but as decision-makers.**



The Power of Us

Power isn't just about elections—it's about organizing year-round to make change real. In 2024, we testified at 6 public hearings to protect voting rights, immigrant rights, fair wages, and clean energy. We organized and deepened relationships with the community through 1:1s, listening sessions, tabling, and door-knocking.

Voting Rights: Protecting and Uplifting the Black Vote

- Partnered with CHISPA AZ, LUCHA, and the Voting Rights Coalition to fight back against **HCR2032**, a proposed bill that would have restricted voting access in Arizona

Immigration: Defending Immigrants' Rights

- Partnered with People First Economy coalition partners to fight back against anti-immigrant legislation in Arizona

Supporting Black Entrepreneurs through the Uplift Us Black Business Coalition

- Launched the **Uplift Us Black Business Coalition**
- Mobilized **35+ Black entrepreneurs** to engage in policy change
- Hosted **business roundtables**, connecting Black business owners with policymakers



📸 Claudia Kline, an organizer for Our Voice, Our Vote Arizona, speaks to a group of canvassers before they set out to knock on doors in 108-degree weather in Phoenix on Thursday, Sept. 26, 2024. The conversation is part of a coalition that vowed to knock on 2 million doors by November. (Photo by Gloria Rebecca Gomez / Arizona Mirror)

Environmental Justice: Clean Energy, Clear Lungs

- **Met with legislators & testified at the Arizona Corporation Commission**
- **Introduced legislation** to reverse Arizona's **ban on greenhouse gas measurements**, moving the state closer to real climate solutions
- **Collected 204 environmental justice surveys**, using data to **demand cleaner air in Black communities**
- **Conducted civic education presentations in schools**, ensuring young people understand the fight for climate justice

Real change happens when we hold leaders accountable to our communities.

Change takes time, but we will never stop pushing forward. Thank you for your continued support. Together, we can keep building Black and Brown civic power to change the political landscape in Arizona.

Legislative Accountability

- **Testified at 6 public hearings** at the legislature
- **Met with 15 legislators** to advocate for issues that we care about
- **Introduced 3 bills** in 2024, 2 aimed at advancing environmental justice and one aimed at expanding voting rights
- Sent 1 representative to the **Democratic National Convention**

Rural Organizing: Building Power in Pinal County

- We believe **Black and Brown communities, no matter where they live—deserve the tools, resources, and political power to shape their futures.** In 2024, we deepened our presence in Pinal County, engaging rural voters in deep conversations about what it takes to build lasting change.
- We hosted interactive forums and listening sessions on environmental justice, economic development, civic engagement, and housing—and gathered data to better understand the priorities of Black and Brown residents in the region.

Acknowledgments

We are deeply grateful to our **funders, volunteers, and community partners** for their continued commitment to **building Black political power in Arizona**. Together, we are making history and transforming the landscape of democracy in our state.

**PEOPLE OF COLOR, YOUNG PEOPLE,
AND UNMARRIED WOMEN ARE THE NEW
AMERICAN MAJORITY, AND WE'RE
MORE THAN 60% OF ALL VOTERS.
*OUR FUTURE BELONGS TO US.***