

# DURHAM FOR ALL

## 2022: Year in Review

### Our Fight for Democracy Deepens

This year has been filled with victories and hardships for Durham for All (D4A) and the communities locally and across the state that we care about and are fighting with.

There are many politicians, businesses, and political groups that oppose what we represent: a multiracial, cross-class movement towards democracy and justice. However, they represent a minority of people. We have the majority of people and the examples and wisdom of numerous, historical multiracial democratic movements on our side.

When I became the Program Director of (D4A) last year, I knew I would be joining some of the most committed and skilled organizers and strategists I have worked with to date. When I was offered the Executive Director position earlier this year, I said yes because I wanted to steward D4A in our ongoing efforts to develop the organization as a political home. One core way I sustain myself in this long fight for our democracy is to be a part of building permanent, durable structures that will grow the people power necessary for our victories.

I'm grateful for this opportunity to lead. And I'm looking forward to continue learning from and with all of you as we create our vision of a Durham and a North Carolina where all can thrive.

Read on to learn more about how we've grown this year and to see a sneak peek of what lies ahead.



Intro by  
**Whitney Maxey**  
Executive Director

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### Some goodbyes. Some hellos.



**Kaji  
Reyes- Gertes**  
  
Former  
Executive  
Director



**Shanise  
Hamilton**  
  
Former  
Community  
Organizer



**Ociele  
Hawkins**  
  
Outgoing  
Community  
Organizer



**Cedric  
Craig**  
  
New  
Community  
Organizer

The D4A family is sending a heartfelt and gratitude-filled thank you to three leaders who have already or will soon transition out of staff roles this year. Kaji Reyes-Gertes, Shanise Renee, and Ociele Hawkins have laid a powerful foundation for D4A's grassroots fundraising, campaign organizing, and leadership development. As our organization continues to deepen our impact, we build on the fruits of their leadership. Additionally, we welcome Cedric Craig, our new Community Organizer! Cedric joined us through our organizing fellowship program this year, and we are excited to welcome him to the D4A staff team.

Join us all at The Get Down, D4A's end-of-year celebration on Friday, December 3rd, from 6-9pm at the Pinhook.  
RSVP at [bit.ly/thegetdown-d4a](https://bit.ly/thegetdown-d4a)

# SWING THE STATE OVERVIEW

Durham for All (D4A) embarked on our Swing the State 2022 campaign to continue organizing for people and the planet over corporate greed.

**We are heartened by the victories of Satana Deberry, Vernetta Alston, and Ray Jeffers.**

Even though Lucy Inman, Sam Ervin IV, Cheri Beasley, and Nida Allam did not win, we are proud of the values they represent and the immense effort we put into trying to get them elected.



**Satana Deberry**  
Durham District  
Attorney



**Vernetta Alston**  
NC House  
District 29



**Ray Jeffers**  
NC House  
District 2



**Lucy Inman**  
NC Supreme  
Court



**Sam Ervin IV**  
NC Supreme  
Court



**Cheri Beasley**  
U.S. Senate



**Nida Allam**  
U.S. House  
NC District 4

In the general election, D4A and our partner organizations across the state fell short on one of our campaign objectives: protecting our 4-3 Democratic majority on the State Supreme Court from a right-wing takeover. The new 5-2 Republican majority will have negative and reverberating impacts on issues that range from equitable funding for our public schools to voting rights for all North Carolinians. Despite this setback, **we were able to halt the far right from having a veto proof majority in the North Carolina General Assembly by one seat.** Crucially this means that Democratic Governor Roy Cooper can still exercise veto power over the most egregious laws the NCGA will try to pass in the next two years.

**At the local level, we are looking forward to District Attorney Satana Deberry's diligent and innovative work to change the conditions that disproportionately increase Black and Brown communities' interactions with the criminal justice system.** We know that she'll meet the moment and address new challenges that come her office's way.

For Swing the State 2022, we set out to do more than we ever have before: reach more voters in more ways, recruit and develop more leaders, and build stronger working relationships with like-minded organizations. **In almost every facet of our campaign, we exceeded our goals and surpassed what we'd done in previous years.** See By the Numbers on page 5 for details.

There is no question that we experienced mixed results and a temporary setback at the conclusion of these midterms. But **we end the year with more leaders, supporters, and organizational partners that are committed to joining together in the multi-year struggle to build political and governing power that we can wield to ensure a Durham and a North Carolina where all can flourish.**



**"I canvass because I believe in the transformational power of relationship building, community, and love... I believe in a future where we can joyfully live purposeful lives filled with meaningful relationships."**

Gideon Bueno  
Organizing Fellow



# CAMPAIGN TIMELINE

Jan

Feb

## Primary Election Foundations Phase

Recruitment and Leadership Development

**December 2021:** Members vote to endorse primary election candidates

**January:** Recruitment of primary election campaign teams, which included phone banking, text banking, events, and leadership pipeline teams

**February:** **Leadership Academy** - 5-week leadership development series for our campaign team leaders

Mar

Apr

May

## Primary Election: Mobilization Phase

Get-Out-the-Vote (GOTV) for Our Endorsed Candidates

**March 31st:** **Swing the State Campaign Launch for Primary Election**

**April-May:** Phone banking and text banking for endorsed candidates

**April 28th:** **Our State, Our Vote** - community meeting to share campaign progress and discuss what's at stake and how candidates differ in the primary election

**May 17th:** Primary Election Day

## General Election: Foundations Phase

Consolidation and Recruitment

**June 18th:** **Community Meeting** - to invite in residents from primary election outreach and to build our general election campaign teams

**June:** Recruit and coach new community leaders to host Porch Pull Ups

**June-July:** Recruitment for general election campaign teams, which included canvassing, text banking, events, and leadership pipeline teams

**July 9th:** **Community Cookout** - to build relationships, connect, and celebrate

**July:** Porch Pull Ups - to continue building relationships and organizing residents into our campaign

June

July

## General Election: Engagement Phase

Base Building and Voter Engagement

**July 28th:** **Swing the State Campaign Launch for General Election**

**Aug:** Organizing fellows join D4A

**Aug-Sept 10th:** Issue-ID canvassing

**Aug-Sept:** **Durham Decides: Our Path to Power** event series about D4A's long-term strategy and vision

Aug

Sep

Oct

## General Election: Mobilization Phase

GOTV for Our Endorsed Candidates

**August 29th:** General election endorsements determined

**Sept 26th-Nov 7th:** Canvassing and text banking for endorsed candidates

**Sept-Oct:** Durham Delivers coalition with Durham Association of Educators and Pro-Choice NC

**Oct-Nov:** **Durham Decides: One Election Away** event series about the issues at stake in the midterm elections

**October 29th:** **Power to the Polls** rally & march with Durham Delivers coalition

**Nov 8th:** General Election Day

Nov

Dec

## Consolidation & Learning

**Nov 12th:** **Campaign Debrief** with D4A members and campaign leaders

**Nov-Dec:** Data collection and summation discussions, incorporating learnings into our 2023 planning

**Dec 3rd, 6-9pm:** **The Get Down**, an end-of-year celebration at the Pinhook.

RSVP at [bit.ly/thegetdown-d4a](https://bit.ly/thegetdown-d4a)

# Leadership Development

**We began the year with our annual Leadership Academy.** During the five-week program we focused on sharing Durham for All's analysis and strategy, diving into our Strategic Orientation, expanding on the importance of alliance and power building, and teaching basic organizing methodologies.

For our Swing the State 2022 campaign, we updated our leadership pipeline—also known as our Ladder of Engagement—to be centered on person-to-person base building activities. **Our goal was to establish relationships that motivated people to take collective action with us and exercise more responsibility and ownership over campaign work.**

As people moved through the leadership pipeline, they deepened their knowledge and practice of key organizing skills. These included: conducting 1-on-1's, speaking publicly about the organization's work and our values, making strong asks that push others to take action with us, talking with our constituencies to build a personal relationship, and connecting issues that our neighbors care about to the values of Durham for All.

**Over the course of this year we've had over 40 leaders who participated on the three voter engagement teams, two leadership pipeline teams, and one endorsement interview team.**



We also partnered with Generation Rising, a people-of-color leadership development program, to recruit organizers-in-training into our general election work. The fellows were trained by and organized daily alongside our experienced staff organizer, Ociele.

**We greatly improved upon our leadership development work this year, resulting in higher numbers of volunteers, new leaders identified, and new leaders taking responsibility for the campaign reaching its objectives.**

Not only are we excited by the growth in leadership capacity that our organization has undergone in the past year, we also see this as fuel to one of our ultimate aims—building a grassroots, multiracial movement of thousands who build power in the halls of power, at the ballot box, and in the streets.



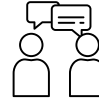
**"I get really excited when I see how we bring people into the process of creating a political community. I want to be dedicated to building out a group that is fighting for safety, community, and getting people the things they need."**

**Hayley Garvis**  
Member Leader



# BY THE NUMBERS

GOAL	ACTUAL	
40	40	leaders developed and were members on our campaign teams.
500	646	people engaged with D4A and were contacted in our leadership ladder of engagement.
450	511	volunteer shifts completed by 264 volunteers.
10k	9,647	calls made during the primary election for our endorsed candidates. 727 conversations on the phone.
46k	93,155	texts sent during the primary and general elections for our endorsed candidates. 7,059 conversations via text.
3,450	5,415	doors knocked during the general election to build relationships, ID issues, invite neighbors into our movement, and GOTV for our endorsed candidates.
40k	46,577	people reached online through digital ads for our endorsed candidates.
260	350+	people turned out for community events, which included our summer cookout, porch pull ups, campaign update meetings, and Power to the Polls.
675	689	D4A members (as of election day). Of those, 59 are new members who joined us this year. Our members pay dues; commit to our collective vision; and live, work, study, or organize in Durham.





Oct. 29th Power to the Polls rally and march



2023 D4A staff team

## LOOKING AHEAD

**Can you donate to help transform Durham into a place where all can flourish?**

We are very proud of the work we accomplished this year. And **we are humbled by the people who keep pouring their time, energy, and talents into Durham for All in order to see our programming and organizational life continue to thrive.** This is especially true of our many member leaders and volunteers; they serve as ongoing sources of inspiration and rejuvenation, as well as the engine that powers us to build a base of 10,000 Durhamites that want a Durham and North Carolina where we all can thrive.

**As we begin to turn our sights on 2023, the midterm election results revealed that our uphill battle has gotten a bit steeper. It highlighted just how vital it is for us to expand and strengthen our ongoing commitment and fight for an equitable and just Durham and North Carolina.** Given that we are in a high stakes political period—with the direction of our city, state, and country on the line—every election and issue campaign takes on heightened significance. The stakes continue to ratchet up.

The 2023 City Council races will be just one of the political tasks we will endeavor to have a positive impact on. We are looking to be a part of strengthening Durham City Council's ability to address the city's sharp rise in the cost of living and housing, coupled with a lack of good paying jobs with benefits. This is all happening while the North Carolina General Assembly keeps passing laws that are causing a sharp decline in people's ability to access healthcare, affordable and accessible housing, quality public education, and so much more.

**Our work is focused on developing leaders, building multiracial power that moves us towards a more just and inclusive democracy, and creating a political home where the people who share our values and vision can join.** All of this is made possible by your financial support.

Become a monthly sustainer or give a one-time contribution by giving an amount that is meaningful to you. Follow the URL in the box to the right. Thank you for your new or ongoing support of our work!

### DONATE

[bit.ly/d4adonate-2022](https://bit.ly/d4adonate-2022)

or make checks payable to:

*Durham For All*

PO Box 25352

Durham, NC 27702

**THANK YOU & SEE YOU NEXT YEAR!**