



**ACTION  
FUND**

**COLORADO IMMIGRANT RIGHTS COALITION  
ACTION FUND**

# ANNUAL REPORT

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## Dear Community,

2020 was not an easy year, but it was, without a doubt, CIRC Action Fund's most successful year in its history. And when it came to the 2020 election season, we knew how much was on the line.

Despite the challenges that came with organizing in a pandemic, we made 1.4 million BIPOC voter contact attempts. This operation, which was one of the largest electoral operations in the state, allowed us to play a key role in winning important races in the 2020 cycle. These included flipping Colorado's U.S. Senate seat and propelling Senator Chris Kolker into office in a razor-thin race.

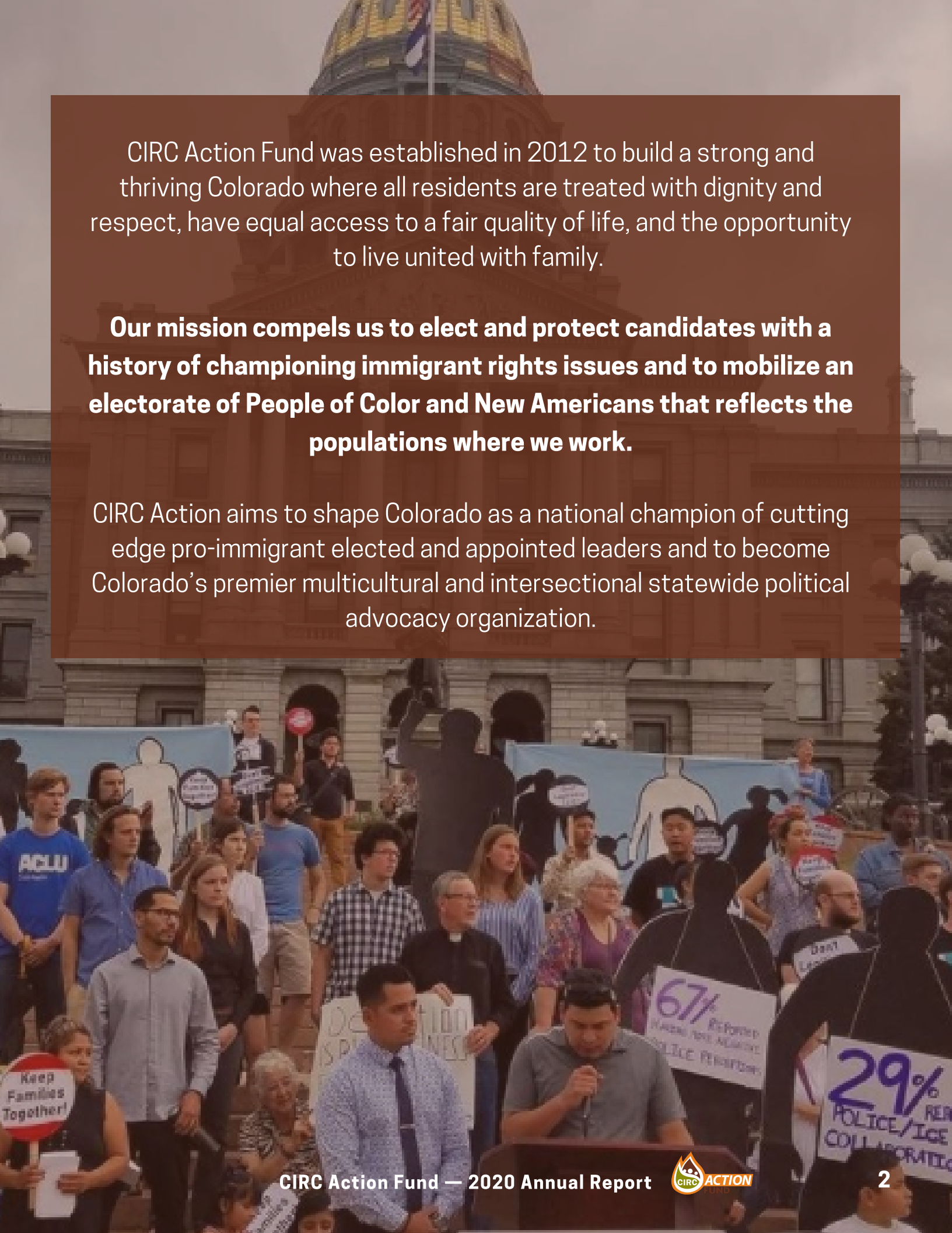
Throughout the 2020 election season, we experimented with innovative voter contact tactics, such as relational organizing. Relational organizing encourages organizers to activate their own communities through interaction and action alike. This tactic has the potential to transform the way campaigns are run in the future.

We followed up our 2020 electoral success with strong political victories in 2021. For the first time in CIRC Action Fund's history, we created our first ever non-electoral year budget of half a million dollars to ensure that we continue doing work after the election. In just the first half of 2021, our full time Action Fund team financed a litany of lobbying and legislative communications contracts to help strengthen our ability to build political power in the State Capitol. This infrastructure was critical in passing our two priority bills this year, Colorado's Legal Defense Fund (HB-21-1194) and a bill on data privacy (SB 21-131).

The CIRC Action Fund team is enthralled to continue building political power for our immigrant communities in 2021 and beyond. We are grateful to all those who contributed in any way to our movement — especially to our organizers, volunteers, and donors.

*Alex Galeana*

Managing Director



CIRC Action Fund was established in 2012 to build a strong and thriving Colorado where all residents are treated with dignity and respect, have equal access to a fair quality of life, and the opportunity to live united with family.

**Our mission compels us to elect and protect candidates with a history of championing immigrant rights issues and to mobilize an electorate of People of Color and New Americans that reflects the populations where we work.**

CIRC Action aims to shape Colorado as a national champion of cutting edge pro-immigrant elected and appointed leaders and to become Colorado's premier multicultural and intersectional statewide political advocacy organization.

# History of CIRC Action Fund

**2012**

We worked together with Latino Engagement Fund to reach 13,000 voters through phone and mail

The CIRC Action Fund was born with the support of Community Change, our closest national partner

**2014**

We participated in the Colorado Latinos Rise Table which engaged 16,000 New American voters in Weld, Pueblo, and Adams Counties

**2016**

We ran our first Municipal Campaign for the city of Westminster. And we were able to defeat a mayoral candidate in Adams County who ran on Trump's anti-immigrant agenda

**2017**

We launched endorsements, our State PAC, and engaged 86,000 community members for Midterm Elections

**2018**

We endorsed 7 immigrant-friendly candidates who all won their races engaged over 100,000 voters in Aurora, Commerce City, and Denver by knocking on their doors and connecting with them through calls and texts

**2019**

2020

# Voter Engagement and Electoral Program

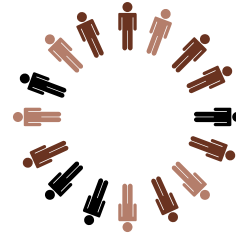
When we started our campaign in July 2020, our vision was clear: elect pro-immigrant rights champions into office at the:



federal



state



and local level

We also knew two things:

- We needed to achieve that goal while keeping **our organizers and community safe**
- In order to build progressive political power in Colorado, we had to work with eligible BIPOC voters who tended to be left behind by voter outreach campaigns

## 2020 Tactics



Virtual Events



Text Messages



Phone Calls



Online Media

# Tactics in Action

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## Candidate Forum

In May, CIRC Action Fund partnered with a series of racial justice organizations to co-host a U.S. Senate candidate forum between John Hickenlooper and Andrew Romanoff.

Our goal was to get the Colorado senate candidates on the record on a series of racial justice issues. And with the help of our organizers, we were able to have **500+ people in attendance.**

Our team contributed by:

- ★ Running digital ads on Facebook and Instagram to promote the event
- ★ Recruiting our C3 members to participate
- ★ Helping to craft the content of immigration-related questions which both candidates were asked. This included having our own directly impacted members ask questions during the event

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## COLORADO NEWSLINE

Start with the truth

Colorado's new citizens wield growing electoral power

*Nearly 60,000 immigrants naturalized since 2014, report says*



## Earned Media

## THE DENVER POST

Colorado's young voters turned out in record numbers, largest bloc in the state

"We have the power to dictate the direction this country goes"

## Westword

Private Prison Company GEO Group  
Donating to Gardner in Senate Race



**John Hickenlooper's victory helped flip the U.S. Senate.**



**Jason Crow's seat in Congressional District-6 was protected.**



**Victory for Iman Jodeh meant she is the first Muslim-American lawmaker in Colorado.**

## 2020 Campaign Victories



**Brianna Titone, Mary Young, Daneya Esgar, and Tony Exum Sr. were re-elected, ensuring a Democratic majority in the Colorado House of Representatives. Daneya Esgar was voted our House Majority Leader; a development that has given CIRC Action Fund significant political capital with Democratic leadership.**



**A progressive majority in the State Senate is growing with the help of Chris Kolker's historic victory in flipping a traditionally Republican seat blue.**



**Our very own C3 CIRC member Marta Loachamin was victorious in her race for Boulder County Commissioner**



# Impact Numbers

**350,000** calls

**1,000,000** texts

**3,000** relational contacts

**100,000** mailers

**2.4 million** views on digital ads

**15** earned media opportunities

**15** digital community events

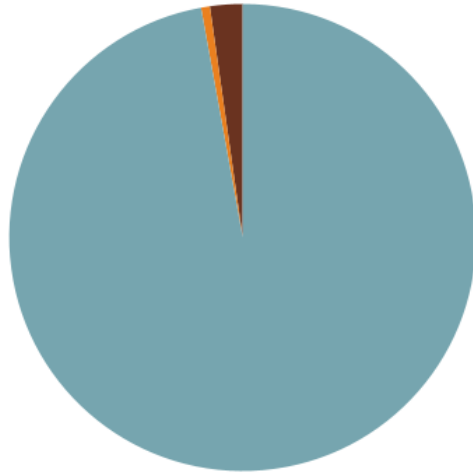
**300** volunteer shifts



# Financials

Where we receive our support and where we spend it to do good

- Foundation
- Individuals
- Other

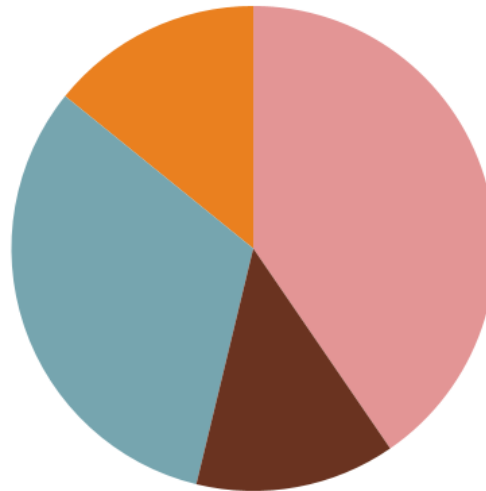


## 2020 Income Sources

\$813,657.33

## 2020 Expenses

\$650,916.85



- Personnel
- Professional Services
- Program expenses
- General Operations

## 2020 Institutional Donors

Civic Participation Action Fund  
 Community Change Action  
 Four Freedoms Action Fund  
 Movement Voter Project

New American Majority Action Fund  
 Service Employees International Union  
 Voqal  
 Way to Win Action Fund

We strive to be as accurate as possible with our list of current donors. If we made an error, please let us know by calling 720-288-0314 or emailing [marine@circaction.org](mailto:marine@circaction.org)

# Donor Spotlight



This year we are showcasing **Caitlin Trent**, a longtime supporter and previous employee of CIRC Action Fund.

“

I gave to CIRC Action Fund as someone who feels they need to not only give their time, but their money to a cause they believe in. In today's world, it is so easy to be a social justice advocate online and on social media, posting and reposting what needs to change in the world. But at the end of the day, **dollars matter and that's what gets resources out to communities to build power...**

Grassroots donations are what provide organizations the flexibility to build power how they want, in response to what the staff and communities need, rather than dictated by large donors and foundations. **I know my contribution is a building block in that grassroots donation base.**”

# Joining the Movement



***Donate***

<https://circaction.org/donate/>



***Become a monthly donor***

<https://circaction.org/donate/>



***Volunteer with us***

email [volunteer@coloradoimmigrant.org](mailto:volunteer@coloradoimmigrant.org)



***Follow us on social media***

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instagram [@circ\\_actionfund](#)