



2022

# CIRC ACTION FUND

## annual report



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# mission & vision

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.



# A WORD FROM OUR MANAGING DIRECTOR

We at CIRC Action Fund celebrated our 10th anniversary in 2022, and arguably, it was our most successful year. We endorsed 28 candidates, and ALL won their elections. Additionally, our three endorsed ballot measures — tax transparency, free school lunches and an affordable housing program — were successfully adopted by Colorado voters.

Going into 2022 midterm elections, there were numerous concerns about Latino voter turnout and a potential loss of the CO Senate majority. But, as a result of our efforts, Latino voters played a big part in expanding the majority in both state houses and winning the new U.S. 8th Congressional District.

Our efforts were key to our endorsed candidates' success and BIPOC voter turnout across the state. Our major wins included the election of Yadira Caraveo as the first Latina in Colorado at the federal level, Mary Young's reelection to State House in a razor-thin race and the expansion of the Senate Majority with wins in close elections by Kyle Mullica, Tony Exum, and Nick Hinrichsen. In total, we reached over 1 million voters through our field and digital program, made 1.1 million digital impressions, sent 75,000 mailers, 50,000 texts and knocked on more than 30,000 doors.

We also expanded our community work with our sister organization, CIRC, and coordinated with directly impacted immigrant community members. For the first time, we engaged in voter education work with CIRC members and joined community meetings across the state to gather community input on our civic engagement work.

We are excited to build upon our work in 2022 and coordinate directly with immigrant communities across Colorado. We are grateful to all those who contributed in any way to our movement — especially to our organizers, volunteers, and donors.

*Henry Sandman*





# 2022 ELECTIONS

28 candidates endorsed. 28 victories.



# 2022 ELECTIONS

## outstanding midterms

CIRC Action Fund celebrates the election of Dr. Yadira Caraveo as the first representative of Congressional District 8 and the state's first Latina congressperson. As of Election Day 2022, our team of roughly 40 volunteers and staff members knocked on nearly 30,000 doors, more than half of which were in Congressional District 8. We are excited to have an immigrant champion representing the Congressional District with the largest immigrant population in the state at our nation's capital.

On top of this major victory, **all of CIRC Action Fund's 28 endorsed candidates won their elections.** CIRC Action held one of the largest canvassing and voter engagement programs in the state of Colorado.

In line with our mission to surface more historically-silenced voices, CIRC Action Fund worked vigorously to turn out voters in demographics including people in the low-income bracket, young people and people of color. Additionally, CIRC Action Fund played a vital role in getting out the vote in southern Colorado, knocking more than 5,000 doors in Pueblo. Those efforts contributed to Adam Frisch's shockingly close race against incumbent Lauren Boebert. CIRC Action Fund regional campaign manager Sol Sandoval spearheaded efforts with the help of organizers and volunteers in the Pueblo area.

Despite the myriad of challenges we faced throughout the midterm election season including difficulty in hiring canvassers, CIRC Action Fund led a very successful political program. We are proud of the progressive candidates we endorsed this election cycle, and we believe they will continue the fight for immigrants across Colorado and the United States.





# 2022 ELECTIONS

## by the numbers

Our 2022 voter contact program was a major success. We worked diligently this midterm election cycle to hit the pavement and reach young people, BIPOC people and people in the low-income bracket.

### OUR WORK ACROSS COLORADO:

30,000

doors knocked

6,700\*

conversations

1.1 million

digital impressions

50,000

text messages

50

volunteers &  
staff members

\*3,000 IN PUEBLO/COLORADO SPRINGS AND 3,700 IN CD-8



# 2022 ELECTIONS

## by the numbers IN-DEPTH

### Table 1: Summary of Canvassing Results

Attempts	Voters	Canvassed	Pledges to Vote	Conversation Rate	Pledge Rate
38,779	28,922	6,240	3,897	22%	62%

Table 1 highlights the top numbers of our 2022 campaign efforts. We attempted to contact 28,922 voters 38,779 times. Of those voters, 6,240 had at least one conversation with a CIRC AF canvasser resulting in 3,897 individual pledges to vote. While our conversation rate (the number of people canvassed divided by the number of voters we targeted) was lower than desired, our pledge rate (the number of pledges to vote divided by number of canvassed) suggests that our messaging significantly impacted the likelihood a voter would follow through with voting – this is especially true of voters who were deemed unlikely to vote as illustrated by Table 2.



# 2022 ELECTIONS

## by the numbers IN-DEPTH

Table 2: Campaign Results by Voting Likelihood

Voting Likelihood	Voters	Canvassed	Pledges to Vote	Conversation Rate	Pledge Rate
0 to 19.99	7,152	1,184	562	17%	47%
20 to 39.99	6,762	1,322	875	20%	66%
40 to 59.99	6,051	1,408	943	23%	67%
60 to 79.99	6,610	1,752	1,335	27%	76%
80+	2,347	574	182	24%	32%

Table 2 demonstrates the weight we gave “unlikely voters” within our universe. In fact, 48% of our universe was composed of voters with a voting likelihood score below 40 points. We chose to target these voters because a primary goal of our work this cycle was expanding the electorate by empowering marginalized communities (as illustrated by Tables 3 through 5) and we assumed that more likely voters would be targeted by the candidates’ campaigns. Interestingly, these unlikely voters pledged to vote at a rate that exceeded projections. While we need to wait to receive data regarding who actually ended up voting, these initial numbers are quite promising and suggest that underlying assumptions that determine who is and isn’t a likely voter should be reconsidered.



# 2022 ELECTIONS

## by the numbers IN-DEPTH

**Table 3: Campaign Results by Race**

Race	Voters	Canvassed	Pledges to Vote	Conversation Rate	Pledge Rate
African American	2,651	505	324	19%	64%
Asian	591	112	69	19%	62%
White	7,490	1,757	1,175	23%	67%
Hispanic	16,967	3,630	2,196	21%	60%

Table 3 breaks down the results of our campaign by race. Our universe skewed heavily in favor of Hispanic people when compared to the state's population because we did the vast majority of our work in Pueblo, Colorado (49.5% Hispanic population) and Colorado's 8th Congressional District (40% Hispanic population). Black people were also represented in our universe to a greater extent than they are within Colorado's population. Additionally, our universe significantly underrepresented white people relative to the state's population. The Asian population in our universe was also underrepresented compared to their demographic share of the state's population but to a lesser extent.





# 2022 ELECTIONS

## by the numbers IN-DEPTH

### Table 4: Campaign Results by Age

Age	Voters	Canvassed	Pledges to Vote	Conversation Rate	Pledge Rate
18 to 24	6,194	1,011	577	16%	57%
25 to 34	7,933	1,495	910	19%	61%
35 to 49	7,432	1,683	1,046	23%	62%
50 to 64	4,470	1,154	775	26%	67%
65+	2,893	897	589	31%	66%

Table 4 reinforces the notion that older people are more likely to vote than young people. However, it is worth noting that the conversation rate for younger people was also lower than those of older generations. This suggests that young people are less likely to be contacted via canvassing when compared to their older counterparts. There are a handful of reasons that this could be the case but according to feedback from our canvassers, it wasn't uncommon to be told by others in the household that the targeted young voter was away at school or worked odd hours.

# 2022 ELECTIONS

## by the numbers IN-DEPTH

**Table 5: Campaign Results by Income\*\***

Income	Voters	Canvassed	Pledges to Vote	Conversation Rate	Pledge Rate
Less than \$20,000	1,595	302	191	19%	63%
\$20,000 - \$30,000	8,268	1,641	1,122	20%	68%
\$30,000 - \$50,000	10,813	2,375	1,473	22%	62%
\$50,000 - \$75,000	4,948	1,155	701	23%	61%
\$75,000 - \$100,000	2,038	486	276	24%	57%
\$100,000 - \$150,000	1,230	274	130	22%	47%
<\$150,000	30	7	4	23%	57%

\*\*DESCRIPTION PG. 13





## Table 5: Campaign Results by Income continued

Table 5 shows the impact voter income had on conversation and pledge rates. We intentionally targeted low income voters with those making under \$50,000 annually accounting for 71% (20,676) of our universe. Interestingly, these low income voters pledged to vote at a greater rate than those who made more than \$50,000 annually – a finding that runs contrary to the narrative that low income folks are disinterested in voting and politics.

# SUMMARY

## by the numbers IN-DEPTH

In summary, our work suggests that many of the commonly held assumptions that define which voters are productive targets, and thus should be contacted by campaigns and nonprofits, should be reconsidered. While this conclusion may run contrary to typical campaign assumptions, it points to deeper trends manifesting within voting populations. When Sarah Palin cannot win a statewide race in Alaska and an anti-abortion campaign fails to garner more than 41% of the vote in Kansas, more in-depth research into the motivations of voters – and the obstacles that inhibit their access to the polls – is warranted. We believe that our work this cycle points to some opportunities to continue to engage voters who are often not prioritized by political campaigns



# 2022 ELECTIONS

big wins!

herstory

Caraveo is the first Latina elected to U.S. Congress in Colorado



## DR. YADIRA CARAVEO

U.S. 8TH CONGRESSIONAL DISTRICT

- First representative for CD-8
- Daughter of immigrants
- Pediatrician
- Former state house representative



# 2022 ELECTIONS

"the story of CD-8"

election  
totals:

CARAVEO  
114,377

KIRKMEYER  
112,745

## PUSHING TO THE FINISH LINE

CIRC Action Fund's statewide program had a critical impact on Dr. Yadira Caraveo's election as the first Latina to represent Colorado at the federal level in a challenging and competitive district. Following Colorado's redistricting in 2021, political polling firm 538 estimated Dr. Caraveo had a 12% probability of winning her election.

Contrary to that prediction, Caraveo won in an incredibly close election — by fewer than 2,000 votes. Through our voter engagement program, we knocked nearly 20,000 doors in CD-8 and held 3,700 conversations with voters in Caraveo's district, more than her margin of victory.





# 2022 ELECTIONS

## "the story of CD-8"

### HARD WORK PAYS OFF

Additionally, our team reached voters through our mail and digital program, sending 50,000 text reminders to submit ballots, making 1,134,656 digital impressions, and texting 30,000 voters. Through those same programs, we received 2,192 commitments to vote for Caraveo, more than her 1,800 vote margin of victory. Our voter engagement program was specifically focused on reaching voters of color in her district, and based on exit polls, over 75% of Latino voters voted for Yadira this election cycle. The U.S. 8th Congressional District has the largest number of Latino voters of any district in the state. Latinos make up nearly 40% of its population. Our efforts to reach voters of color were critical to ensure we elected someone who reflects the district's population.





# 2022 ELECTIONS

## building the bench:

### propelling immigrant leaders into office

As part of CIRC Action Fund's mission, we work to elect immigrant champions who also come from immigrant backgrounds and personally understand the modern immigrant experience.



**NAQUETTA RICKS**

COLORADO HOUSE DISTRICT 50



**IMAN JODEH**

COLORADO HOUSE DISTRICT 41



**ELIZABETH VELASCO**

COLORADO HOUSE DISTRICT 57



**YADIRA CARAVEO**

U.S. 8TH  
CONGRESSIONAL DISTRICT



**JUNIE JOSEPH**

COLORADO HOUSE DISTRICT 10



# 2022 ELECTIONS

**big wins!**



**KYLE MULLICA**

**Colorado Senate District 24**  
Adams County



**MARY YOUNG**

**Colorado House District 50**  
Greeley, Evans and  
Garden City



**JENNY WILLFORD**

**Colorado House District 34**  
Thornton, Eastlake and  
Northglenn



# 2022 ELECTIONS

**big wins!**



**TONY EXUM**

Colorado Senate District 11  
Southeast Colorado Springs



**NICK HINRICHSEN**

Colorado Senate District 3  
Pueblo



**REGINA ENGLISH**

Colorado House District 17  
Southeast Colorado Springs



**TISHA MAURO**

Colorado House District 46  
Pueblo



**STEPHANIE VIGIL**

Colorado House District 16  
Central Colorado Springs



# 2022 ELECTIONS

## ballot initiatives passed



### **PROPOSITION GG:** **TAX TRANSPARENCY TABLE**

- Prop GG will change how measures about taxes show up on our ballot by requiring a simple table showing how much Coloradans will pay based on their income. This will ensure that all Coloradans – regardless of their zip code, income, or race- have the information they need to vote on tax changes. By voting YES on GG, we can ensure that all of us have the full picture of what we are deciding each time we vote.



### **PROPOSITION FF:** **HEALTHY SCHOOL MEALS FOR ALL**

- Ensures access to free, nutritious school meals for all students in public schools. We can all agree that no child should go hungry because they can't afford a nutritious meal, and we all know that healthy kids perform better at school. This measure is common sense, especially because it's funded by limiting state income tax deductions for the top 5% of Colorado income earners – people who make \$300,000 per year or more.



### **PROPOSITION I23:** **FUNDING FOR AFFORDABLE HOUSING PROGRAMS**

- CO has one of the most severe housing crises in the country. This measure sets aside funds for new affordable housing programs like down payment and rental assistance. It will also make grants and loans to local governments and nonprofits to purchase land and develop affordable housing units. While the measure does not increase taxes it will reduce the average TABOR refund by about \$80 yearly. We believe this is a small price for long-term affordable housing solutions.







# 2022 LEGISLATIVE SESSION



CIRC ACTION FUND 2022 ANNUAL REPORT

# 2022 LEGISLATIVE SESSION

## HEALTH CARE EXPANSION

Our team led HB22-1289 and the Cover all Coloradans Campaign to victory, expanding Medicaid and CHP+ for undocumented children and pregnant people. We brought directly impacted leaders into the healthcare policy space for the first time to guide and shape the policy and make decisions for the campaign.

## POLICY DETAILS

Beginning in January 2024 HB22-1289:

- Creates a [Special Enrollment Period](#) for pregnancy, which will allow people to sign up for individual market insurance coverage as soon as they find out they are pregnant.
- Makes breast pumps a covered benefit for [all Coloradans](#) who use Medicaid and CHP+ – just as they are a covered benefit in private health plans, because all families deserve to be able to feed their babies in the way that works best for them.
- Eliminates [CHP+ annual premiums](#)
- Strengthens the [Healthy eMoms Survey](#), a critical perinatal data source
- Creates a stakeholder process to determine how best to use additional federal resources to support perinatal health in Colorado

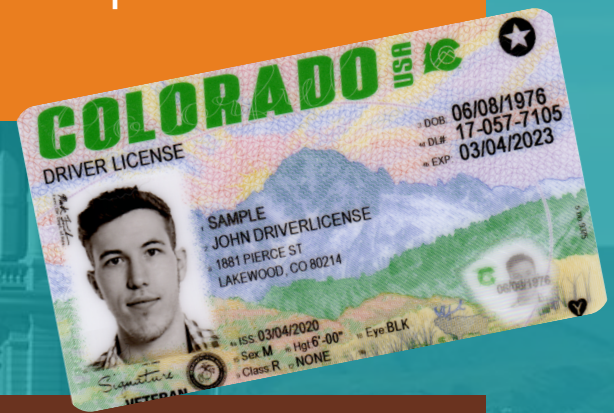




# 2022 LEGISLATIVE SESSION

## DRIVER'S LICENSE ACCESS

We continued our fight to improve the SB251 driver's license with the I-Drive Coalition. We successfully worked with the DMV to open 8 new offices for SB251 applicants in April 2022, collaborated with the DMV to produce several new resources for applicants, including a more exhaustive list of required documents, a guide for minors, instructions on how to apply for an online upgrade from a permit to a license, launching a complaint form, and more.



## PROTECTING PRIVACY

The I-Drive campaign team also led groundbreaking research to confirm that ICE is using technology companies to circumvent policies meant to limit their cooperation with local law enforcement. By contracting with data brokers, the corporations sharing and selling our personal data, **ICE can obtain information on hundreds of millions of people** across the country. In Colorado, we are concerned that companies like LexisNexis are helping ICE get around the privacy and sanctuary protections we fought so hard for.





# 2022 LEGISLATIVE SESSION

## OTHER WINS IN COLORADO

As pro-immigrant champions for working class people, CIRC Action Fund has broadened our political scope in Colorado to meet the needs of our communities.

### **SB22-234**

Colorado became the **FIRST** state in the nation to expand unemployment insurance to undocumented workers!

### **HB22-1155**

Colorado made improvements and expansions to in-state tuition assistance for undocumented students, removing strenuous barriers.

### **HB22-1287**

This bill increases protections for mobile home park residents by prohibiting landlords from harassing or coercing them and ensuring that lack of property





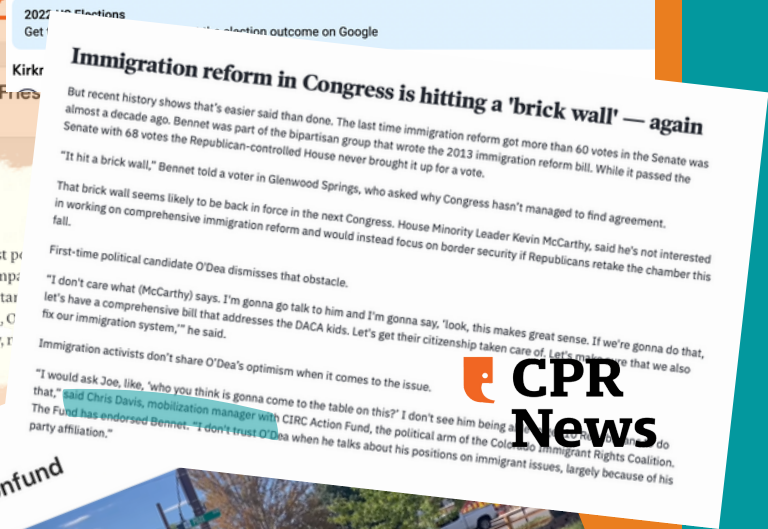
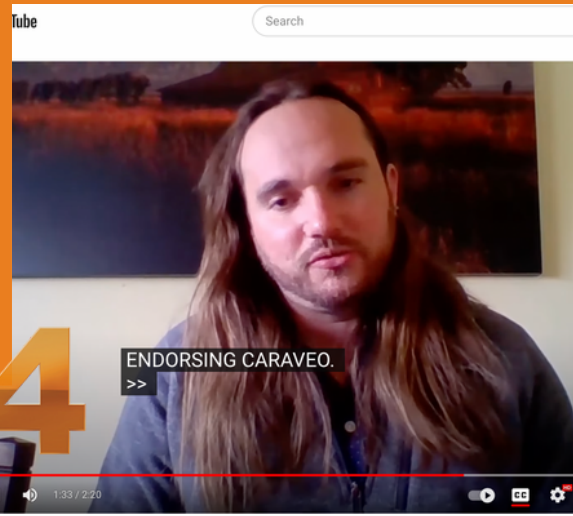
## COMMUNITY ENGAGEMENT

Following the release of heinous anti-trans mailers and radio Ads by a right-wing extremist group, CIRC Action Fund teamed up with other organizations within the Latino Action Council to hold a news conference in opposition to the relentless rhetoric. Multiple news outlets and community members showed solidarity with the LGBTQ+ community and the Spanish-speaking community to negate disinformation and hate.



# COMMUNITY ENGAGEMENT

Mobilization manager Chris Davis and campaign fellow Vallerie Bustamante were often the faces of our canvassing operations and strategy for news interviews. Our organization was featured in stories from CPR News, Greeley Tribune, CBS 4, The American Prospect and more.



OLD THORNTON, COLORADO – “I have folks who don’t trust the government, don’t trust politics, and don’t trust that their voice is even going to be heard,” said Vallerie Bustamante, a campaign fellow for the Colorado Immigrant Rights Coalition (CIRC) Action Fund. I shadowed Bustamante as she canvassed voters in the working-class Latino neighborhood. As I previously reported, Old Thornton is located in one of the most competitive congressional districts in the country, created by the post-2020 redistricting, that pits Latina pediatrician and Colorado state representative Dr. Yadira Caraveo against Colorado state senator Barbara Kirkmeyer.



circ\_actionfund



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 OLD THORNTON, COLORADO – “I have folks who don’t trust the government, don’t trust politics, and don’t trust that their voice is even going to be heard,” said Vallerie Bustamante, a campaign fellow for the Colorado Immigrant Rights Coalition (CIRC) Action Fund.

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 actionfund Spread the word: We need canvassers!



# COMMUNITY ENGAGEMENT

In August, CIRC Action Fund staff and board members traveled to Glenwood Springs to attend our first CIRC Assembly to introduce ourselves to CIRC's organizational members around the state of Colorado. This was our first move to better integrate ourselves with our sister organization's work. Additionally, we hosted our first Town Hall to recruit volunteers and garner interest in our work. CIRC Action Fund plans to be more involved in the assembly in the future and build deeper relationships with Colorado's directly impacted communities.





# board of directors

**KARLA GONZALEZ GARCIA - CO-PRESIDENT**

Director of Organizing and Community Partnerships,  
Hunger Free Colorado

**CAITLIN TRENT - CO-PRESIDENT**

i2iStrategies LLC

**NADEEN IBRAHIM - SECRETARY**

Community Organizer, East Colfax Community Collective  
Vice President, Muslim Youth for Positive Impact

**SARAH PLASTINO - CO-TREASURER**

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**CORINNE RIVERA FOWLER - CO-TREASURER**

Ballot Initiative Strategy Center (BISC)  
CO Working Families Party  
Good Business Colorado

**HELEN OH**

Litigation Attorney, Tyrone Glover Law, PLLC

**ASHLEY WHEELAND**

Director of Public Policy, Hunger Free Colorado



# THANK YOU

to our key funders!

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ground up CHANGE ACTION

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Power from the  
ground up CHANGE VOTERS

*Movement*  
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