



MI VOICES IMPACT REPORT

2022-2023



WELCOME INTRODUCTION

Michigan Voices is a backbone organization that seeks to help build civic engagement capacity in progressive nonprofit groups that are led by and engage BIPOC people. Our table partners consist of grass-seed, grassroots, and grass-tops organizations looking to build progressive power for BIPOC people in the State of Michigan. They range in age, race and financial capacity, but they are aligned around a specific set of values. Our purpose is to provide resources to help these organizations become self-sustaining in their mission to bring social justice to their communities. **In 2022, Michigan Voices re-granted over \$2.5 million to our partner organizations. 95% of those organizations were BIPOC led.** The Michigan Voices team supports, trains and works with our table partners to build capacity, membership, and POWER.

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EXECUTIVE DIRECTOR STATEMENT

In the early morning hours on the day after Election Day 2022 we learned the following: Governor Whitmer, Secretary of State Benson, and Attorney General Nessel had been reelected; there was a progressive majority in the State House, State Senate, State Supreme Court, and State Board of Education; we had a new progressive congresswoman from west Michigan; and we had put protections for reproductive freedom into the constitution along with an expansion of voter rights. I began to reflect on the many decisions that Michigan Voices and other progressive leaders made in the state over the last four years that helped us achieve these victories.

It started in earnest in 2018 with voters approving a constitutional amendment to create the Michigan Independent Citizens Redistricting Commission as well as an amendment to expand voting rights including straight-ticket voting, automatic voter registration, same-day voter registration, and no-excuse absentee voting. **This set the stage for the fairest district maps Michigan had seen in decades and increased voter participation.** Of course, what no one saw coming was the COVID-19 pandemic, which increased uncertainty in every facet of life, including civic participation.

When 2021 came around, Michigan Voices had to make crucial choices about funding, staffing, and programs amidst this uncertainty: the ongoing pandemic, the surge of white supremacist violence, the open racism coming from the highest reaches of government. **Yet we knew that this was not the time to scale back.** We knew that the problems facing vulnerable communities certainly weren't going to go away on their own, and we wanted to position ourselves to be ready for what we

knew would be a momentous 2022 midterm election. We decided to expand our reach. **This was absolutely the right decision, and what we and our partners were able to accomplish in 2022 by building on our work in 2021 is testament to that.**

Case in point: the success of our Democracy Department's year-round relationship-based organizing, and their heavy focus on redistricting and voter education. There's no longer any such thing as an off-year election. **All elections are important and work to protect our democracy never stops.** Our goal in 2021 was that Michigan Voices and our partners would not have to get ready for the midterm election because we would be ready. And we were.

Being unprepared for this election was unthinkable. We faced candidates and activists that increased their commitment to white supremacy, opposition to equity, and assault on voting rights and reproductive justice, both of which were literally on the ballot with two must-pass proposals.

Our Integrated Voter Engagement Department and Data Departments came together at the beginning of 2022 to work with our partners to craft a shared core universe for voter engagement. Throughout the year, each organization built upon this list through voter registration, pledge to vote collections, and volunteer recruitment list building.

The support of Michigan Voices enabled our partners **to register thousands of voters and have conversations with over 685,000 voters** by door knocking, phone banking, texting, and at community events.

In January 2021, Michigan Voices started a Reproductive Justice work group, so when the Supreme Court repealed Roe V Wade on June 24, 2022, we were ready. In January 2022, Michigan Voices, the ACLU of Michigan, and Planned Parenthood Advocates of Michigan formed the Michigan Reproductive Freedom for All coalition to protect comprehensive reproductive health in Michigan. **We made history by gathering over three-quarters of a million signatures to get the proposal on the November ballot** and then mounted a robust education campaign, making sure Michigan voters understood what was at stake. The Michigan Voices Reproductive Justice team was on the frontlines of this effort working alongside our partner organizations in the lead up to Proposal 3's passage with 57% of the vote. Proposal 2, which sought to secure and expand voting rights in the face of widespread voter suppression efforts, also passed.

To say this outcome is a win for social justice and progressive policies is an understatement. Just look at what the new Democratic majority in the Michigan legislature is accomplishing right now as I write this: expanding Elliott Larsen, repealing the 1931 abortion ban, repealing so-called Right to Work, tax relief for poor families, moving ahead on gun safety bills.

We are proud of the work detailed in this Impact Report and none of it would be possible without our incredible staff, each one of them committed to our partners and the goal of liberation for BIPOC communities and people; our board, which provides incredible thought-partnership and guidance; our partner organizations; State Voices and the leadership and mentorship of Alexis Anderson-Reed; our funders; and our community allies.

In December 2022, Tameka Ramsey stepped down as co-director of Michigan Voices and we owe her a huge debt of gratitude for her work with the table over the last three years.

She came in as interim director at a time when the future of the table was uncertain and worked to stabilize it and expand our reach. As co-director, she worked hard to rebuild relationships with partners, stakeholders, and funders. **Our success over the last few years is a credit to her vision, leadership, and tireless work on behalf of the table.**

In 2023, Michigan Voices will not rest. **We have launched a strategic planning process that will help us lay out our mission, vision, and goals for the next four years.** We are working with our partners to proactively push for a progressive legislative agenda. We will continue to invest in the strategic leadership and the participation of BIPOC people and LGBTQIA+ people. We will continue to build civic engagement capacity and to help support and train community members in historically underrepresented populations. We will continue to work with progressive nonprofit groups that are led by and engage BIPOC people to help build capacity, membership and power on our journey to collective liberation. THE POWER IS IN US.

**SOMMER N. FOSTER
EXECUTIVE DIRECTOR**

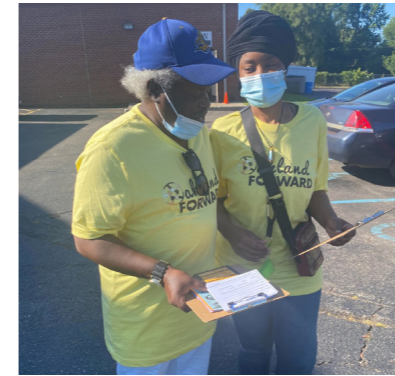


OUR 2022 WORK

DEMOCRACY & ELECTION PROTECTION

In 2021, Michigan Voices laid the groundwork for a successful 2022 election through the power of year-round relationship-based organizing and by streamlining our Democracy Department. **The goal was that Michigan Voices and our partners would not have to get ready for the 2022 midterms, because we would be ready.** And we were.

The result was secure and safe elections across Michigan with record turn-out. The efforts to suppress the vote and make it difficult for BIPOC people to exercise their rights to vote were not successful. We now have a state with expanded voting rights and constitutionally protected reproductive freedom. **There is no doubt that the hard work of our partner organizations helped save Michigan from this fate.**



The Michigan Voices Voting Rights and Election Protection Program spanned 8 months, **covering over 30 cities across the state of Michigan.** The Michigan Voices Democracy Workgroup (now known as the Statewide MV/AV Democracy Workgroup) convened bi-weekly for months with partners, allowing for information to flow to and from the state table and our partners and eventually get us to the first finish line of election day activities.



Michigan Voices staff and partner organizations made a concerted effort to ensure that **communities most impacted by marginalization and lack of representation were equipped with the confidence of understanding their rights as voters.** We also made sure that there was a network available to assist voters when issues arose at the polls and beyond. Our strong relationship and continued communication with these communities throughout the year allowed us to support partners where gaps existed, such as bilingual poll monitor volunteers, polling place location education, and signage placement.



As we did in 2021, we partnered with the Election Protection Program of the Lawyers Committee for Civil Rights. Through this partnership, **Michigan Voices trained grassroots volunteers and regional hub leaders to be our eyes and ears on the ground at the polls on election day.** Groups like Promote the Vote, with the leadership of the Lawyers Committee, recruited Michigan based attorneys and legal professionals to volunteer or be on call across the state and staffed a command center which addressed incidents that were called into the 866-OUR-VOTE hotline. **By election day, many participating organizations had a much better understanding of voters' rights and felt confident that they could handle issues that could be solved by a simple conversation with a voter or a poll inspector.** Further underscoring the importance of empowering and equipping voters with their rights ahead of the midterm election, Michigan Voices distributed Voters' Rights informational posters and handouts in order to reach voters through their every day routine at places like grocery stores, salons, barbershops, libraries, and more.

ELECTION PROTECTION EFFORTS IN 2022

- + **20+ MV partners** participated in the Election Protection Poll Monitor program.
- + **MV re-granted \$100,000** for the election protection work for the August primary.
- + Our MV Election Protection coalition partners covered **8 counties and 25+ cities**.
- + MV partners recruited and placed **100+ volunteers statewide**.
- + MV partners ensured that over **100 polling locations and hundreds of precincts** had trained poll monitors protecting the vote and ensuring a smooth process.
- + Partners and volunteers distributed **1000+ lawn signs**, including changed polling place signs and signs for the 866 Hotline for voting help.
- + Partners distributed and posted **voter rights posters at 100+ businesses statewide** beginning in June.
- + During June, July, and August, MV provided **a total of 4 live voter rights and election protection trainings with 100+ volunteers attending**, to ensure that on election day volunteers were prepared to escalate issues in real-time and calmly redirect voters to the most relevant solution & accurate information.
- + On Election Day MV staff and partners convened in the Detroit “boiler room,” a space where we could respond in real-time to issues utilizing our collective resources. There we fielded **60+ reported incidents** virtually and in person. We engaged in rapid response grassroots solutions, with the support and collaboration of our partners, staff, the Lawyer’s Committee for Civil Rights, ACLU of Michigan, Promote the Vote, and the Secretary of State’s office.
- + Michigan Voices provided a **total of 8 live voter rights and election protection trainings** with the new addition of a specialized focus on disability voting rights. **A total of 580+ volunteers attended to ensure that on election day they were prepared to de-escalate issues within their capacity** and, when necessary, escalate issues to Michigan Voices, where we could then raise it to the Secretary of State’s office and, if applicable, the ACLU. Within this framework, voting issues were addressed in real time and voters could be calmly redirected to the most relevant solution and accurate information.

- + **27+ MV partners** participated in the Election Protection Poll Monitor program.
- + In September and November, MV held 8 bi-weekly re-grant meetings with partners to help strategize, plan, and execute election protection goals.
- + **MV re-granted \$310,000** to 27 organizations for election protection work for the November general election to expand their deliverables and reach. Examples include recruitment of bilingual poll monitors, increased number of volunteers, expanded shifts for full day coverage at polling places, and increased polling place coverage in additional cities in Wayne, Oakland and Kent counties.
- + MV created and printed voter rights materials in 3 languages (Arabic, Spanish, and Bengali). 30,000 pieces of literature (handouts and posters) were distributed to table partners engaged in voter registration/GOTV and election protection work.
- + Our MV Election Protection coalition partners covered **8 counties and 31 cities**.
- + MV partners ensured that over **500 polling locations and over 1,000 precincts** had trained poll monitors protecting the vote and ensuring a smooth process.
- + Partners and volunteers distributed **2,000+ lawn signs**, including changed polling place signs, vote here signs for added visibility, and signs for the 866 Hotline for voting help.
- + MV partners recruited and placed **580+ volunteers statewide**.
- + Partners distributed and posted voter rights posters at 270 businesses statewide, beginning in September.
- + MV staff and partners in the Detroit “boiler room” fielded **over 200 reported incidents** virtually and in person. We engaged in rapid response grassroots solutions, with the support and collaboration of our partners, staff, the Lawyer’s Committee for Civil Rights, ACLU of Michigan, Promote the Vote, and the Secretary of State’s office.
- + MV provided a total of **8 live voter rights and election protection trainings** with the new addition of a specialized focus on disability voting rights. A total of 580+ volunteers attended to ensure that on election day they were prepared to de-escalate issues within their capacity and when necessary escalate issues to Michigan Voices, where we then could raise it to the Secretary of State and, if applicable, the ACLU. Within this framework, **voting issues were addressed in real-time and voters could be calmly redirected to the most relevant solution and accurate information**.

PARTNER FEEDBACK

MV ELECTION PROTECTION TRAININGS

“*Training flexibility, materials being available, etc. was a huge help from the Michigan Voices Election Protection program, we were told. Another partner expressed that fitting a training into one’s schedule was very convenient due to the number of trainings held. “I appreciated the weekly EP check ins, too,” they reported.*”



LOOKING AHEAD TO 2023

“*I would love in 2023 to do more about holding electeds accountable and developing strong leaders,” one partner noted.*”



27 PARTNERS WERE REGRANTED FUNDING FOR ELECTION PROTECTION:

Arab American Heritage Council (Flint)

ACCESS (Dearborn/Dearborn Heights)

APIA Vote - MI (Hamtramck, Metro Detroit)

APRI Detroit Downriver

APRI Metro Detroit

Detroit Action

Detroit Change Initiative

Detroit Disability Power

Detroit Hispanic Development Corporation

Embrace The Rock

Emgage (Dearborn)

Labor Council for Latin American Advancement (Lansing)

Michigan Coalition on Black Civic Participation (Inkster, Westland, Highland Park)

Michigan Faith in Action (Flint)

Michigan Interfaith Power & Light

Michigan Liberation

Michigan United (Detroit / Statewide)

Mothers of Hope (Kalamazoo)

North Flint Neighborhood Action Council (Flint)

Oakland Forward (Pontiac)

One Love Global (Lansing & Detroit)

Our Own Wall Street

Proactive (Grand Rapids/ Kentwood/Wyoming)

Righteous Sons

Rising Voices (Troy, Hamtramck, Sterling Heights)

Warriors on Wheels

Wisdom Institute



DEMOCRACY WORKGROUP TOP-LINES

PARTNER ORGANIZATIONS

MV convened on average **40 partner organizations** statewide, with an average attendance of **30-50 individuals** at meetings throughout 2022.

Meetings included legislative updates led by the ACLU of Michigan, partner share-outs and updates, and trainings **depending on the need at that time.**

LEAGUE OF WOMEN VOTERS

The Democracy Department **encouraged and helped organize partners to volunteer** for the League of Women Voters County Board of Canvasser monitoring program.

DEMOCRACY WORKGROUP

MV held bi-weekly Democracy Workgroup meetings.

January - June 2022 MV led and convened **12 meetings.**

June 2022, we began a **new initiative to co-host the Democracy Workgroup with America Votes**, to help alleviate capacity asks from partners that sit at both the C3 and C4 tables.

Eventually, per partner requests, we decreased the frequency of bi-weekly meetings to monthly in September so that **partners could hyper-focus on their IVE and Democracy Program deliverables.**

In total, we held **20 Democracy Workgroup meetings** in 2022.

HOTLINE PROMOTION

In an effort to **continue and expand promoting the national nonpartisan hotline** (866 OUR VOTE) the Democracy Department distributed **over 1K** t-shirts, pins, lawn signs, and lanyards to partners statewide.

DISABILITY VOTER RIGHTS

The Democracy Department **instituted the first Disability Voter Rights segment to the election protection trainings** due to years of inconsistent ADA compliance statewide at polling locations.

We budgeted around \$1K to fund the two partners that supported these trainings: Detroit Disability Power and Warriors on Wheels.

We plan to continue embedding disability work into our trainings and encourage partners to advocate for those needs in their clerk engagement work.

DE-ESCALATION WORK

As a proactive measure, the Democracy Department **encouraged the table to volunteer for de-escalation work** following the November 8 election in case situations of subversion or disruption occurred and **regranted almost \$20,000 to five partners** that had the capacity to support de-escalation measures for the Wayne County Board of Canvassers meeting and the State Board of Canvassers meeting.

HOTSPOT BRIEFING

In November, the Democracy Department manager coordinated and **organized a co-led Hotspot Briefing** through Bridging Divides Initiative and Documented.

TRANSLATING MATERIALS

In 2022, MV translated election protection materials in Bengali after a partner request. In 2021, MV began translating printed materials in Spanish and Arabic. We are **planning to provide these translations in other languages** as partner needs arise.

OUR 2022 WORK

INTEGRATED VOTER ENGAGEMENT

Michigan Voices successfully ran a year-round integrated voter engagement program that included registering new voters, educating voters about election issues, making sure that we include new and unlikely voters in our efforts, and fighting against misinformation and intimidation that stops people from voting.

The goal of our Integrated Voter Engagement Department in 2022 was to fund and support programming at the core of Integrated Voter Engagement:

- + Engaging in strategies that integrate year-round nonpartisan voter engagement with community organizing activities in order to build a strong base of support that strengthens an organization's ability to have an impact on the issues they are rooted in.
- + Holding elected officials, decision makers, and corporations accountable in order to impact public policy and build the foundations of long term transformational power in the communities they serve.



- + At the beginning of 2022, Michigan Voices Data and IVE staff came together with our partners *to build our core universe for voter engagement*. Each organization built upon the core universe through voter registration, pledge to vote collections, and volunteer recruitment list-building.
- + In 2021, *Michigan Voices was able to re-grant \$35,000 in mini-grants to 10 partner organizations* to support creative and community-centered Juneteenth events. In 2022, we expanded our program and issued *a total of \$80,000 to 19 partner organizations* who hosted Summertime Liberation celebrations that centered BIPOC communities and layered voter registration and voter education outreach efforts for the 2022 primary election. The program officially launched on Juneteenth weekend with over 15 festivities across the state.
- + Overall, from June 17 to August 2, our partners' Summertime Liberation events resulted in *300 new voter registrations, 2,060 Pledge to Vote commitments, 1,335 event attendees, 400 volunteer sign ups, and 250 text message opt-ins*.
- + Michigan Voices partners were preparing for the 2022 general election well before election day by centering the health and safety of their communities through our Voices for Vaccines program, which focused on *equipping Black and Brown and other marginalized communities* most vulnerable to the devastation of COVID-19 with trusted messengers and information centered on health equity and vaccine access.
- + The Voices for Vaccine program resulted in hundreds of community vaccination and voter engagement events, *160k+ doors knocked, 1.7mil+ phones dialed, 400k+ texts sent, and over 150,000 people contacted* in Oakland, Wayne, Genesee, Saginaw, Calhoun, Ingham and Berrien counties.
- + Immediately following the Michigan Primary Election and through the Oct. 24 deadline for third party organizations to assist with voter registration in Michigan, our Michigan Voices partners *focused on launching their GOTV programs while ramping up their site based voter registration programs* to register as many voters as possible for the Michigan general election.
- + The Michigan Voices team helped support our partners in the development of their GOTV and voter registration programs by *hosting monthly Integrated Voter Engagement Workgroup meetings*, which focused on tools training and field support, weekly voter registration trainings throughout September, and weekly voter registration workgroup meetings through October.
- + Overall, our Michigan Voices partners *registered nearly 9,500 voters throughout Michigan* and those voters were incorporated into our Get Out the Vote general election outreach universe.
- + Our Get Out the Vote program for the general election began with *Absentee Ballot education and enrollment, Absentee Ballot Chase, and Get out the Vote messaging* in the final 2 weeks leading up to Election Day.

55 PARTNERS WERE REGRANTED FUNDING FOR FIELD PROGRAMS:

482 Forward

A. Philip Randolph Institute

ACCESS - National Network for Arab American Communities

APIA Vote MI

Better Man Outreach

Black Voters Matter

Capacity Building Institute

CARES

Count MI

Vote Education Fund

Detroit Action Commonwealth

Detroit Change Initiative

Detroit Disability Power

Detroit Hispanic Development Corporation

Detroit Jews for Justice

Detroit People's Platform Building Movement

Embrace the Rock

Emergent Justice

Engage Foundation

Equality Michigan

Interfaith Power & Light

ISAAC Kalamazoo

Labor Council For Latin American Advancement -LCLAA (South & Central)

League of Conservation Voters

League of Women Voters of Michigan

LGBT Detroit

Metropolitan Organizing Strategy Enabling Strength (MOSES)

MI Unitarian Universalist Social Justice Network

MI United

MI VoteRiders

Michigan Coalition on Black Civic Participation

Michigan Environmental Justice Coalition

Michigan Faith in Action

Michigan Organization on Adolescent and Sexual Health

Mothering Justice

Mothers of Hope

North Flint Neighborhood Action Council

Oakland Forward

One Love Global Organizing Empowerment Fund

Our Own Wall Street

PIRGIM

Planned Parenthood Federation of America

PROACTIV

Reproductive Freedom For All

State Voices SV

Rising Voices of Asian American Families

The Climate Reality Project

United Way of SE Michigan

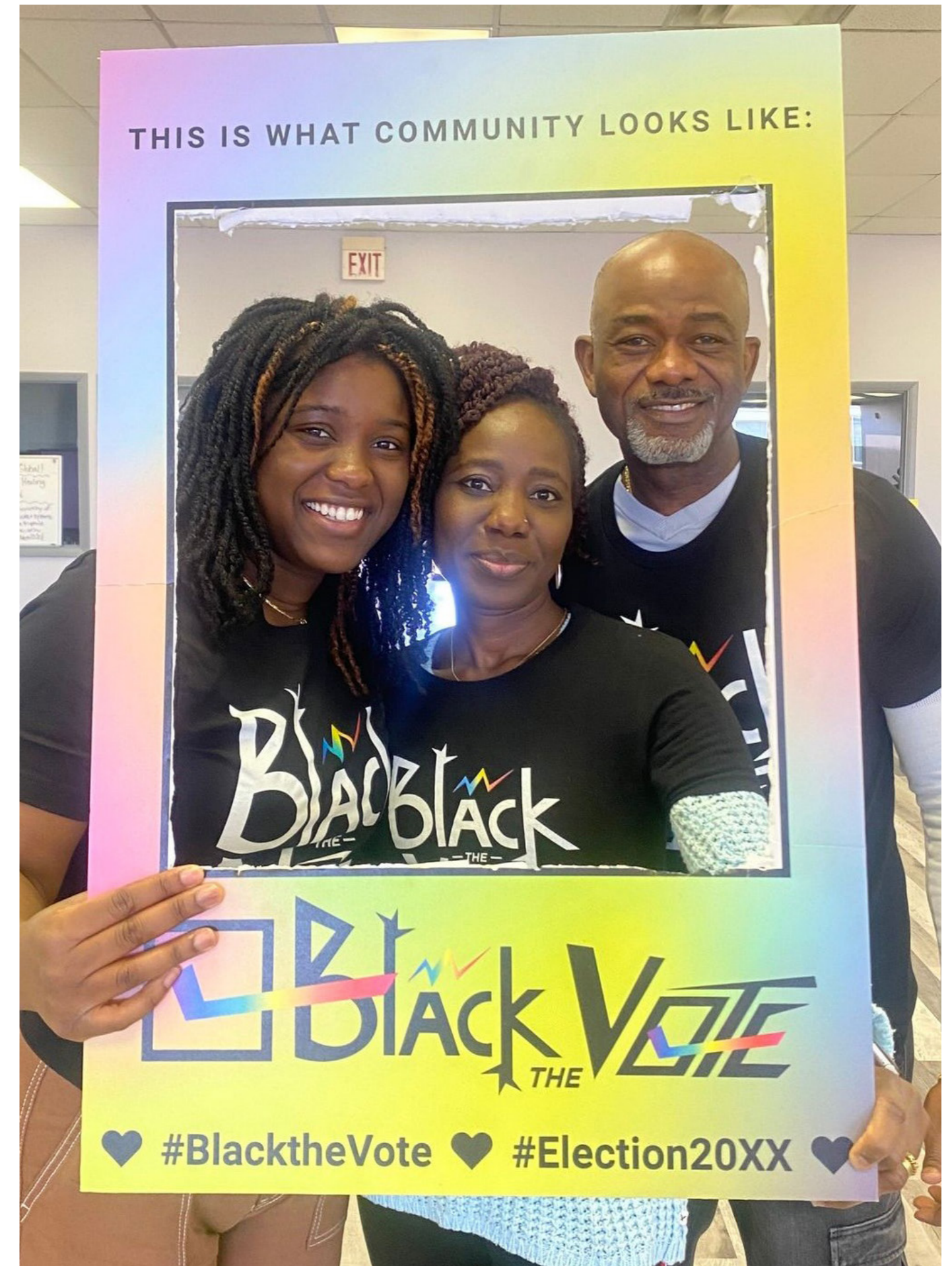
Urban Core Collective

VAAC

Warriors on Wheels

Wisdom Institute

Young Women's Christian Association - Kalamazoo



PARTNER STORIES

NEW VOTERS

Asian & Pacific Islander American Vote Michigan were at naturalization ceremonies two times a week and registered over 1,500 new citizens to vote.

EVERY VOTE COUNTS

Many of our partner organizations integrated the Every Vote Counts program with voter education programs while phone banking, text banking and door-to-door canvassing, simultaneously registering voters, educating them about down-ballot issues, and answering questions about voting methods.

CLEAN UP THE CITY

Embrace the Rock hosted a Clean up the City event where they worked with the city of Detroit to empty trash cans and pick up trash, providing food and registering voters.

RISING VOICES

Rising Voices had a canvasser who had family and friends in a neighborhood we were canvassing. He knocked on the door of an “aunt and uncle” (close community friends). They took all the lit and information and walked down to neighbors’ houses to introduce our canvasser and have him discuss the ballot initiatives and voting information in a big group. He relayed to us that it felt like a family reunion, and the power of being able to engage in civic participation as an extended community felt powerful and effective.



OUR GOALS

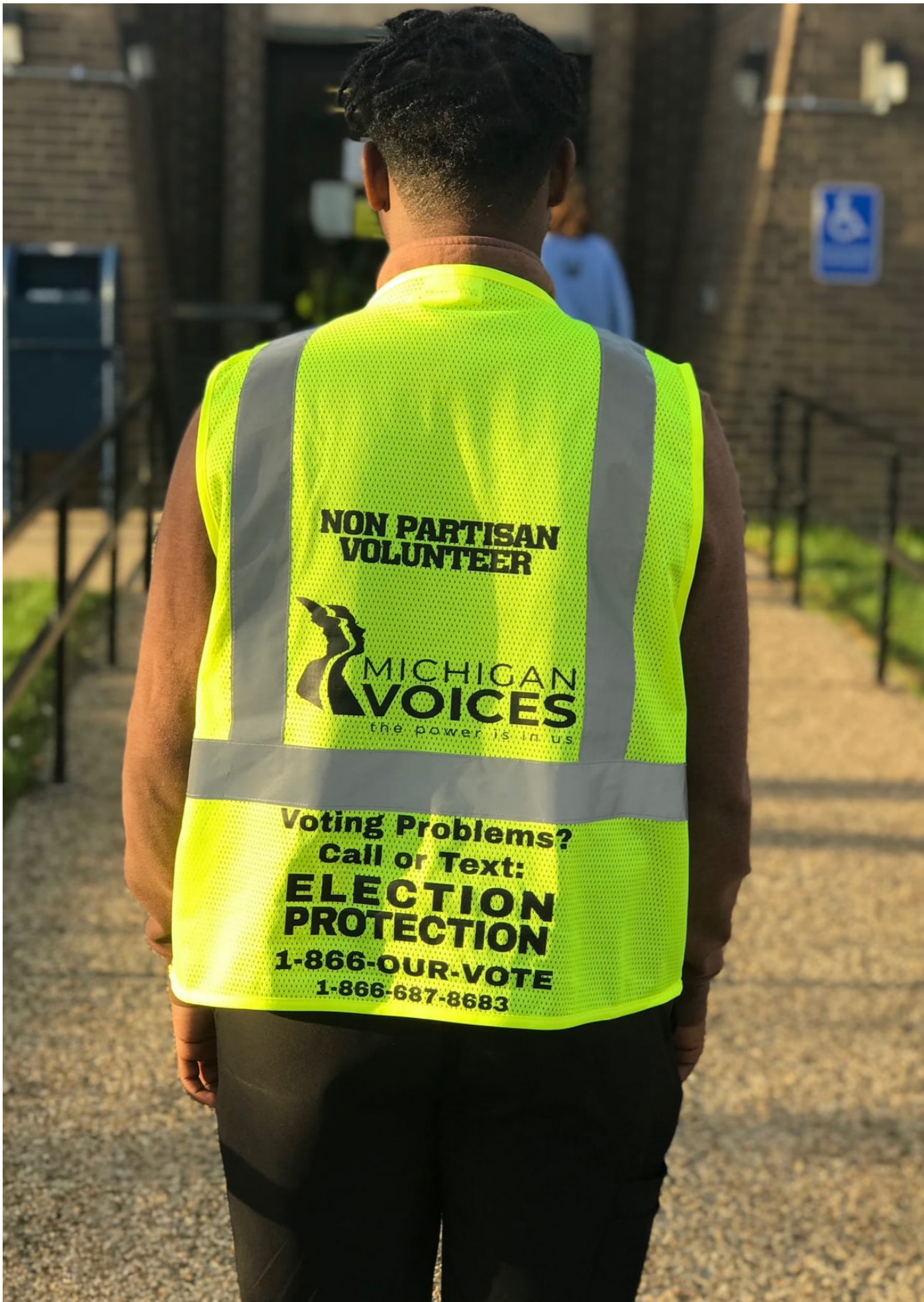
FOR 2023:

Expand the MV table reach statewide with more strategic coordination and targeting

Build leadership development ladders and volunteer capacity within organizations

Continue integrating civic engagement further into all partner programming

Build upon each stage of the programs (i.e social service, community outreach and engagement, voter registration, election protection, issue advocacy and public policy, GOTV, policy implementation and accountability).



2022 MV VOTER OUTREACH AT A GLANCE



TOTAL ATTEMPTS:
14,143,889

TOTAL CONTACTS:
685,526



DOORS ATTEMPTED:
735,194

DOOR CONTACTS:
105,739



PHONES ATTEMPTED:
6,220,683

PHONE CONTACTS:
229,579



TEXTS ATTEMPTED:
4,988,227

MAIL SENT:
1,963,676



VOTER REGISTRATION PROGRAMS:
400 events from August through November 2022

STRATEGIC PARTNERSHIP AND TRAINING

The Strategic Partnerships and Training Department strives to support our table partners and coalition members with intentional relationship-building and supportive strategic training. The Strategic Partnership and Training Department's role is to strictly assess, from surveys and partner conversations, what funding and training our partners require to run an organizational program and support the program's internal infrastructure.

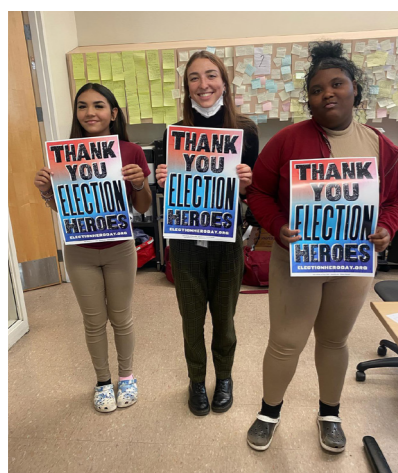
IN 2022 WE...



Partnered with **10 table partners/stakeholders to conduct facilitated trainings**: Progress Michigan, Michigan United, Michigan League of Public Policy, Healing Hearts Safety, Mosaic LLC, International Fuller Woman, Progress Michigan, Warriors on Wheels, Emergent Justice, LGBT Detroit, and Jobs for Justice. Strategic Partnership surveyed our members and **created an intentional training program around their needs**. Staff at Michigan Voices conducted 10 separate trainings based on programming that we understood would help our members. **Inter-departments hosted roughly 50 trainings**, too, including data, tools, script writing, clerk engagement, Democracy, and de-escalation, to support partner programs.



Facilitated **eight Organizational Plan Workshops** and collected our partners' field/theory/structure plans to help them understand what was needed to run an effective nonprofit. These workshops gave them **a clear understanding of the needs, gaps, and staff required to fulfill their program**. For some, this was the first time that they had such robust goals put into writing.



Hosted **23 facilitated training sessions** utilizing our partner's expertise and leaning into our staff's knowledge. **Michigan Voices hosted 7 table partners and two contractors to lead facilitation**. Our strategy was to ask our partners/stakeholders to prepare trainings and facilitate them through Michigan Voices. The purpose of this strategy was to show our partners that Michigan Voices is not the expert in all things, lean on the expertise within our shared table partners, and help build coalitions organically within our table network. From a grass-seed organization like W.O.W. (Warriors on Wheels Detroit) to M.L.P.P. (Michigan League for Public Policy), these organizations trained our partners on topics such as ableism and understanding the annual Michigan budget.

OUR TRAINING PARTNERS



In the last quarter of 2022, we onboarded **16 new partners** bringing our partnerships to **100 organizations**. Those new partners are:

- + ACES Space Action for the Community Emergency National
- + Alicia's Helping Hands
- + Community Equity Organization
- + Congress of Communities
- + EMEAC East Michigan Environmental Action Council
- + Equality Michigan
- + Hispanic Center for Grand Rapids
- + ISAAC Interfaith Strategy for Advocacy Action Council
- + International Fuller Woman Network
- + Muskegon WIN
- + North Flint
- + S&D PJ Housing
- + Southwest Detroit Environmental Vision
- + Strategic Community Partners
- + The Diatribe
- + United Farm Workers East Lansing

REPRODUCTIVE JUSTICE

2022 was a landmark year for reproductive rights in the United States and in Michigan. *The Supreme Court overturned Roe v. Wade, ending the constitutional right to abortion.* Even before Roe v. Wade was overturned, a coalition called Michigan Reproductive Freedom for All — led by Michigan Voices, ACLU of Michigan, and Planned Parenthood Advocates of Michigan — had been mobilizing volunteers to collect the hundreds of thousands of signatures necessary to get a proposal on the November ballot to protect abortion rights and comprehensive reproductive healthcare. Once the proposal was secured on the ballot, the Michigan Reproductive Freedom for All coalition mounted an education campaign, making sure Michigan voters understood what was at stake. *The Michigan Voices Reproductive Justice team was on the frontlines of this effort working alongside our partner organizations* in the lead up to Proposal 3's passage with 57% of the vote.

From Detroit to the Upper Peninsula, Michigan Voices partners held Reproductive Justice events with cumulatively thousands of attendees.



These events included rallies, town halls, roundtable discussions, and more. Our partners opened dialogue and created positive change in their communities by raising awareness of what Reproductive Justice is and who is most impacted by injustice. Our partners helped to collect **100,000 volunteer signatures** for Reproductive Freedom For All, which ensured that Proposal 3: Reproductive Freedom for All made it onto the November ballot. *The signature collection accuracy rate was 93%.*

Partners reached out to 1,500 family and friends through relational organizing. Rising Voices kicked off their reproductive justice education and outreach event with a Chai Chat. Partners like ACCESS, Rising Voices, and Michigan United were instrumental in ensuring that Reproductive Freedom For All literature was translated correctly and appropriately for their communities. Embrace the Rock, Jews for a Secular Democracy, MUUSJN, Michigan Faith in Action, Michigan United, NARAL, and MOSES helped Reproductive Freedom for All recruit faith leaders to endorse the campaign.

REGRANTS

During 2022, the total number of reproductive justice regrants were 36, **totaling \$1.125M**

REGRANTS:

REPRODUCTIVE JUSTICE

Reproductive Justice Education and Outreach including hosting town halls, round table discussions, and public education events that saw thousands of attendees cumulatively, writing op-eds for ethnic media, receiving earned media, tasking each organization with identifying 2,000 supporters of reproductive justice in VAN, recruiting leaders to share their reproductive justice stories, and a consistent social media stream.

GET OUT THE VOTE

Reproductive Justice Get Out The Vote. Partners excelled in canvassing, phone banking, text banking, and relational organizing for this regrant.

WORK GROUP

The Reproductive Justice Workgroup convened all of the committees and hosted quarterly meetings to provide important updates, discuss strategic direction, and promote collaboration around various RJ issues.

COMMITTEES

The Reproductive Justice Education and Outreach Committee and Reproductive Justice Policy and Legislative Tracking Committee met bi-weekly. Reproductive Justice Education and Outreach Committee hosted 15 meetings. Reproductive Justice Policy and Legislative Tracking Committee hosted 16 meetings. These committees did significant work around Reproductive Freedom For All and held training such as the Direct Action Training.

NEW COMMITTEES

Reproductive Justice Youth Committee and Reproductive Justice College and Young Adult Committee, both working to promote the leadership of youth and young adults in Reproductive Justice work. The youth participated in relational organizing to educate their networks about what was on the ballot and wrote op-eds based on their experiences.

REPRODUCTIVE JUSTICE EVENTS

- | | |
|---|--|
| <div style="border: 1px dashed black; padding: 5px; text-align: center; width: 40px; margin: 0 auto;">JUN
2</div> <p>JUNE 2ND, 2022
Reproductive Justice work group discussion with the National Institute of Reproductive Health</p> | <div style="border: 1px dashed black; padding: 5px; text-align: center; width: 40px; margin: 0 auto;">JUL
7</div> <p>JULY 7TH, 2022
Signature collection deadline for the Reproductive Freedom for All ballot proposal</p> |
| <div style="border: 1px dashed black; padding: 5px; text-align: center; width: 40px; margin: 0 auto;">JUN
24</div> <p>JUNE 24TH, 2022
Dobbs Decision</p> | <div style="border: 1px dashed black; padding: 5px; text-align: center; width: 40px; margin: 0 auto;">JUL
11</div> <p>JULY 11TH, 2022
The Reproductive Freedom For All signature collection press conference</p> |
| <div style="border: 1px dashed black; padding: 5px; text-align: center; width: 40px; margin: 0 auto;">JUN
27</div> <p>JUNE 27TH, 2022
Michigan Voices' Reproductive Justice Work Group hosted "The Supreme Court, Reproductive Rights, and What's Next"</p> | <div style="border: 1px dashed black; padding: 5px; text-align: center; width: 40px; margin: 0 auto;">NOV
8</div> <p>NOVEMBER 8TH, 2022
Election Day</p> |



WHO WAS INVOLVED?

Michigan Voices supported 22 partner organizations who received regrants and many other organizations who are allies in our coalition and attended our workgroup and committee meetings.

THE GROUPS INVOLVED IN OUR REPRODUCTIVE JUSTICE WORK:

- ACCESS
- ACLU of Michigan
- ACOG
- All Above All Michigan
- America Votes
- Ann Arbor Center for Independent Living
- APIA Vote MI
- APRI Grand Rapids/ProActive Committee to Protect Healthcare
- APRI Saginaw
- Arab American Heritage Council
- Birth Detroit
- Black Youth Vote!
- Catholics for Choice
- Detroit Area Youth Uniting Michigan
- Detroit Change Initiative
- Detroit Disability Power
- Detroit Hispanic Development Corporation
- Detroit Jews for Justice
- Doctors from Wayne State and Michigan Medicine and staff from clinics
- Embrace the Rock
- Emergent Justice
- Empower Project
- Fems for Democracy
- Human Rights Campaign
- Jews for a Secular Democracy
- LCLAA - Labor Council for Latin American Advancement
- LGBT Detroit
- Michigan Coalition for Black Civic Participation
- Michigan League for Public Policy
- Michigan Liberation
- Michigan Organization for Adolescent Sexual Health
- Michigan Student Power Alliance
- Michigan United
- Mosaic Collective
- MOSES - Metropolitan Organizing Strategy Enabling Strength
- Mothering Justice
- Mothers of Hope
- MUUSJN - Michigan Unitarian Universalist Social Justice Network
- NARAL
- National Domestic Workers Alliance /Care in Action
- Native Justice Coalition
- Northland Family Planning Centers
- Oakland Forward
- Our Own Wall Street
- Planned Parenthood Advocates of Michigan
- Progress Michigan
- Rising Voices
- Sex Education for Social Change
- SiX - State Innovation Exchange
- Southeastern Michigan Jobs with Justice
- The Fuller Woman Network
- The Wisdom Institute
- YWCA Kalamazoo
- YWCA West Central Michigan

REPRODUCTIVE JUSTICE CAMPAIGN

Michigan Voices enacted a full omnichannel campaign supporting reproductive justice targeting BIPOC communities around the state with materials in English and Spanish. The campaign included video for streaming channels and social media including short videos for TikTok, ads running one month prior to the election, Google search engine marketing leveraging hundreds of keywords, a splash site, display ads, billboards, and digital radio ads for the “Choice is Power” campaign, a take on the Michigan Voices tagline “The Power is In Us.”

THE CAMPAIGN RECEIVED:

8.7 MILLION
IMPRESSIONS ACROSS
STREAMING CHANNELS
AND DIGITAL RADIO

OVER 3 M
IMPRESSIONS ON
GOOGLE AND YOUTUBE

A WEBSITE SPIKE OF OVER
25,000
UNIQUE VISITORS

AN INCREASE OF
MORE THAN
13,000%
IN IMPRESSIONS

257%
INCREASE IN ENGAGEMENT
ON INSTAGRAM

TRIPLED
FOLLOWERS ON
FACEBOOK



DATA

THE DATA DEPARTMENT

The Data Department works as a regular support to partner organizations that use data to conduct voter outreach programs. In 2022, Michigan Voices provided partner organizations with voter outreach tools including VAN, ThruTalk, Dispatch, Mobilize, Organiz, Reach, Rock the Vote, and Action Network. In addition to funding voter outreach tools, the Data Department also provides support, training and guidance on how to utilize the tools for data-informed programming. Every partner was supported with VAN access, targeting and tool support, monthly data workgroups, weekly office hours, and bi-weekly training sessions. Especially effective was the integration of tools into partner program universe coordination.

FOR 2023

Training and skills development in order to increase partner comfort and independence when administering voter outreach tools with an emphasis on using data to inform programs before, during, and after.



IN CONCLUSION

2022 was a momentous year for Michigan Voices and a great example of why we do the work that we do and why we are so grateful for our partners. Together with our partners we fought for reproductive freedom and justice, we were part of an extensive election protection program that safeguarded democracy and the right to vote, we helped to increase participation in our elections, and so much more. In 2021 we got ready so we didn't have to get ready. In 2022 we were ready and it showed. And you can bet that we are staying ready in 2023 to take on whatever challenges stand in the way of social justice in our communities. The fight for justice never stops.

Thank you to everyone who fights for us, and with us.

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