ALLIANCE SAN DIEGO IS
BUILDING COLLECTIVE POWER
TO CREATE AN INCLUSIVE DEMOCRACY
WHERE ALL PEOPLE CAN ACHIEVE THEIR FULL POTENTIAL IN
AN ENVIRONMENT OF HARMONY, SAFETY, EQUALITY, AND JUSTICE.
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We believe that by working together to engage effectively in the civic process, we can make systemic change and shape a future that belongs to all of us, where everyone can achieve their full potential in an environment of harmony, safety, equality and justice. With your help, we are creating an inclusive democracy by …

1. DEVELOPING LEADERS like Isaiah through training programs such as Alliance San Diego’s Neighborhood Rising Institute.

“Alliance San Diego created a space full of diverse individuals who live throughout the community which allowed for opportunities to learn from one another. NRI’s canvassing initiative further provided opportunities to interact with San Diego residents. I left the program gaining a more well-rounded understanding of the various issues that impact the citizens of San Diego. Understanding the ‘how’ and ‘why’ of an issue helps me.”

2. ENGAGING VOTERS like Faye in our Civic Engagement Programs that reach thousands of people every year.

“Alliance San Diego jump started my civic engagement and taught me the importance of local government. It gave me the tools and confidence I needed. It was the first time I became civically active beyond the voting booth, and it’s changed my perspective on civic engagement. Before Alliance San Diego I was a spectator and now, I’m an active participant.”

3. ADVOCATING FOR POLICIES with people like Rosa to get the resources our families need to survive and thrive.

ASD worked with Rosa to testify in support of a state bill to expand Medi-Cal coverage to undocumented seniors over 50 years old. The bill became law in 2021 and will help thousands of seniors. ASD is working on a range of inclusive, fair, and just policies at the local, state, and national level that affect San Diego County residents including on voting, policing, immigration, education, and the allocation of public resources.

4. PROTECTING HUMAN & CIVIL RIGHTS for community members like Janine so we can all exercise our dignity.

ASD is supporting Janine to hold border agents accountable after she was racially profiled as a Black woman and sexually assaulted by border agents. ASD is working to end the culture of abuse and impunity of law enforcement agencies through complaints, lawsuits, and a groundbreaking petition before the Inter-American Commission on Human Rights. ASD also provides immigrant legal services and information to hundreds of people every month.

5. COMMUNICATING STRATEGICALLY to elevate Ari and the voices for change to shape the future we wish to see.

ASD is creating platforms for Ari, a young Latinx voter, and community voices to share what future they would like to see and to encourage others to participate in shaping it. From press conferences to message campaigns, ASD is using communication tools to advance our mission.
ASD BOOSTED CENSUS PARTICIPATION BY 20 POINTS:
ASD boosted participation in the Census by conducting outreach in 47 hard-to-count tracts, increasing the average participation in these areas from 42% in 2010 to 62% in 2020, helping San Diego County obtain one of the highest self-response rates in California.

ASD MOBILIZED RECORD VOTER TURNOUT:
ASD conducted large-scale outreach to voters in the 2020 elections and in the 2021 gubernatorial recall election. In total, we contacted over 100,000 voters through phone calls, mail, and email, and we reached over 1 million voters with digital outreach. This work built on over a decade of outreach to infrequent voters, yielding a record turnout for San Diego County in 2020 and one of the highest turnout rates in California in 2021.

ASD CHAMPIONED A NEW FEDERAL LAW:
ASD led the effort with our partners in the Southern Border Communities Coalition to do the impossible — pass a bipartisan bill in Congress and get it signed by the former president who did so on December 31, 2020. The humanitarian bill (S.2174) authorizes funding for new 911-relay rescue beacons in the borderlands to help save the lives of migrants and residents in distress; it also authorizes funding for the identification of those who could not be saved to return their remains to loved ones. Passage of the bill demonstrated that even in the midst of great division, we can find common ground.

IMMIGRANT RELIEF FUND
During the pandemic, ASD set up an Immigrant Relief Fund and worked with our partners in the San Diego Immigrant Rights Consortium to raise money and give grants to families like this Haitian family who arrived seeking asylum just before the pandemic after crossing 10 countries to get here. They were unable to work and could not access safety-net services, and they struggled to survive. The IRF grant provided respite. To date, we have given 3,680 grants to families in need.

2020 EXPENSES

- Relief grants to immigrants (40%)
- Staff compensation + benefits (37%)
- Canvasser jobs (10%)
- Program expenses (6%)
- Subgrants to partner orgs (4%)
- Management expenses (1%)
- Fundraising (1%)

$4,317,894

2020 REVENUE

- Grants 90%
- Donations 6%
- Events 2%
- Other 2%

$4,572,384

2020 FINANCIAL REPORT

Alliance San Diego takes seriously our stewardship of the resources we are gifted to advance our mission to build a more inclusive democracy. Every year, we minimize our overhead to support our programs and the staff that drives them. We also reinvest in the communities we serve by creating jobs for civic engagement canvassers from those same communities. We support partner organizations with dedicated subrants to make a greater impact on shared goals. In addition, in 2020, we set up an Immigrant Relief Fund and raised dedicated resources with our partners to meet the need of undocumented families affected by the pandemic who were unable to access safety-net services.

In the end, over half (54%) of ASD’s 2020 expenditures went back into the community as jobs for canvassers (10%), as subgrants to partner organizations (4%), and as relief grants to immigrants (40%).
WE INVITE YOU TO SUPPORT ALLIANCE SAN DIEGO TO CREATE AN INCLUSIVE DEMOCRACY.

ALLIANCE SAN DIEGO INVITES YOU TO BECOME OUR PARTNER IN CHANGE:
• Become a monthly sustainer to support our mission year-round.
• Make a one-time gift in your own name or as a tribute to a loved one.
• Increase your impact with an employer match or organizational contribution.
• Consider a legacy gift for a long-term commitment.
• Volunteer your time to support our programs, events, and office.

LEARN MORE AT ALLIANCESD.ORG/DONATE
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