

**Mission:** Power California harnesses the energy of the largest and most diverse generation to create a state that is fair, inclusive and just for everyone who calls California home. We are building the power of young people of color and their families to participate and lead systems of government at all levels and to ensure that voters and elected leaders mirror the rich diversity that is California.



**EMPOWERING YOUNG VOTERS** - We are building a movement of young voters of color and their families from diverse backgrounds: Black, Latinx, AAPI, Native, LGBT, currently and formerly incarcerated, and undocumented and citizens.

**VOTER ENGAGEMENT** - We inform, educate and mobilize young people of color and their families to engage in civic decision-making to transform their strength in numbers into real political power at the polls.

Over the past two years, we have registered more than **70,000 young voters** and engaged more than **300,000 voters** in the last several elections.

**LEADERSHIP TRAINING:** We cultivate the leadership of young people of color to organize, shape, and determine California's future. We lead, support and coordinate with local community partners on electoral campaigns to leverage our collective power and strength. We invest resources and training in local communities to build leadership and capacity to run electoral campaigns and movements. Our New Majority Fellows program trains the next generation of communications strategists of color.

**BUILDING A MOVEMENT:** We are building a voting bloc of young people and families of color to win policy victories, and hold leaders accountable and meet the aspirations of our communities. With our partners, we advance equity and justice for communities of color by advocating for criminal justice, immigrant, educational justice and other systems reforms.



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