



# ANNUAL REPORT

2024

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[newpapoproject.org](http://newpapoproject.org)



# A MESSAGE FROM THE CEO: REFLECTING ON THE NEW PENNSYLVANIA PROJECT IN 2024

Thank you for your interest in the New Pennsylvania Project (NPP). The 2024 Annual Report details the accomplishments and opportunities encountered during a demanding and volatile year spent combating misinformation and disinformation within the communities we center with intention. Primarily, as a voting rights organization, NPP's civic education and community engagement initiatives achieved notable expansion, marked by rapid growth in staff size and the inclusion of additional counties in our focus. Our nonpartisan work was instrumental in supporting this growth. Regrettably, however, November brought considerable disappointment with unsuccessful statewide efforts within the independent expenditure Get Out The Vote (GOTV) ecosystem. The core values and aspirations held by NPP and the communities we prioritize were not realized at the ballot box.

I trust you will find the NPP Annual Report insightful, as the work ahead in 2025—focused on delivering civic education within our centered communities during a typically low-turnout judicial, municipal, and local election year—has become increasingly complex within the Commonwealth. The New Pennsylvania Project plays a vital role in addressing existing gaps in the effort to ensure democracy is realized for all, striving to deepen democratic engagement and expand the electorate across the Commonwealth.

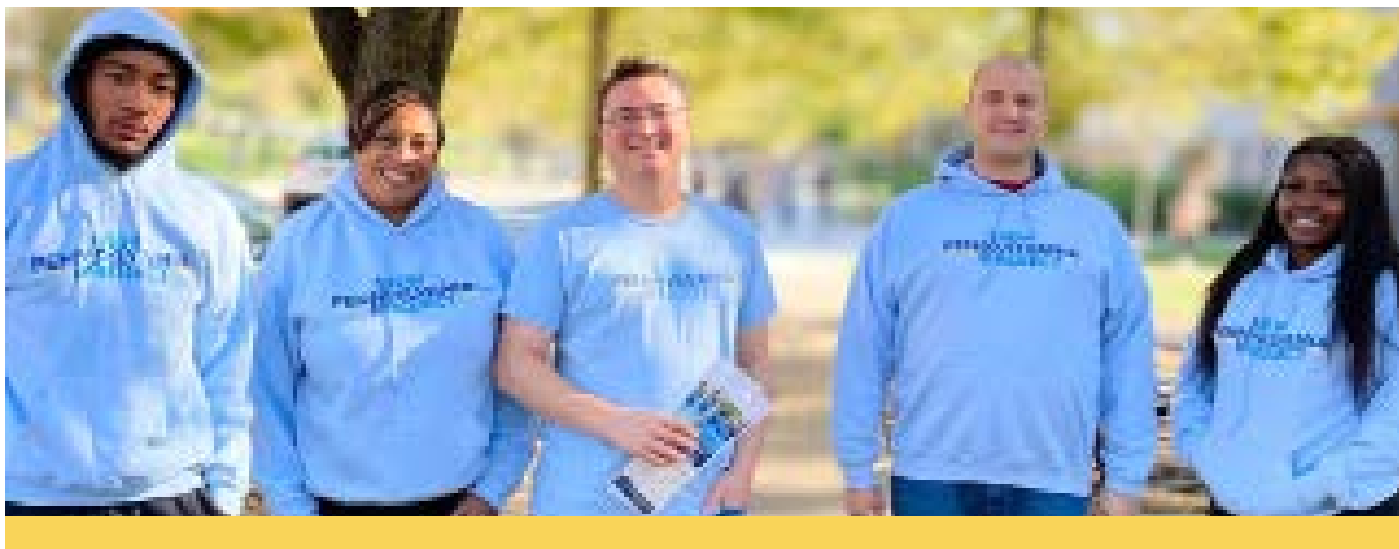
In solidarity,  
Kadida Kenner  
Founding CEO, New Pennsylvania Project



## KADIDA KENNER

Founding CEO of New Pennsylvania Project

Kadida Kenner is the founding Chief Executive Officer of the New Pennsylvania Project. Kadida is a tireless advocate for social and economic justice issues and is motivated to empower and excite the electorate to enthusiastically vote in every election — all the way down the entire ballot. Kadida has led efforts to stop the passage of a judicial gerrymandering constitutional amendment, raise the minimum wage, fairly fund public education, protect federal courts from problematic judicial nominees, and protect the state courts from extremist attempts to undermine their independence.



# OUR MISSION

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## Deepening democracy by transforming and expanding the electorate

The New Pennsylvania Project (NPP) is a voting rights organization with a year-round primary focus on voter registration, civic education and mobilization. NPP centers historically disenfranchised and often neglected Black, Indigenous and other people of color, immigrant communities and the youth in our work. Through civic engagement, we ensure all eligible voters feel compelled to exercise their freedom to vote in the Commonwealth.

NPP centers communities who live in urban, rural and suburban Pennsylvania to include: Philadelphia, Montgomery, Delaware, Chester, Bucks, Dauphin, Cumberland, Lancaster, Allegheny, Lehigh, Berks, Monroe, Beaver, Lawrence, Erie, Lackawanna, Luzerne, York, Lebanon, and Northampton counties. We are consistently engaging these communities, educating neighbors, colleagues, and friends about civil rights, fair education funding, marijuana legalization, economic justice, and environmental justice and stewardship.



# YEAR IN REVIEW

Since 2021, New Pennsylvania Project, along with the affiliated organization New PA Project Education Fund, have assisted more than 50,000 Pennsylvanians in registering to vote and making their voices heard at the ballot box.

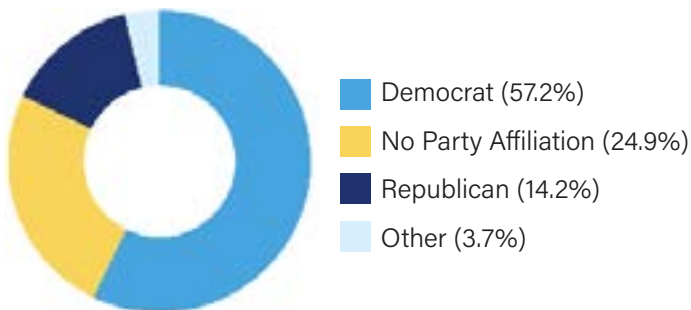


# 2024

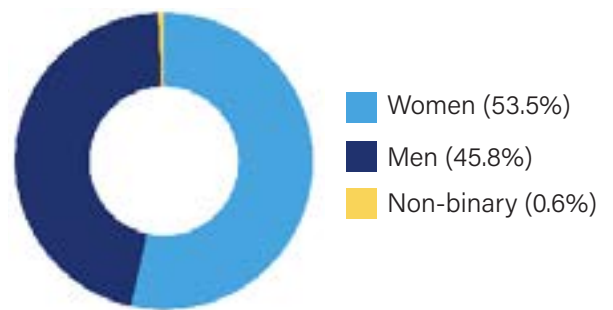
**NPP (ONLY) ASSISTED  
3,309 IN REGISTERING  
TO VOTE**

## REGISTRATION DEMOGRAPHICS

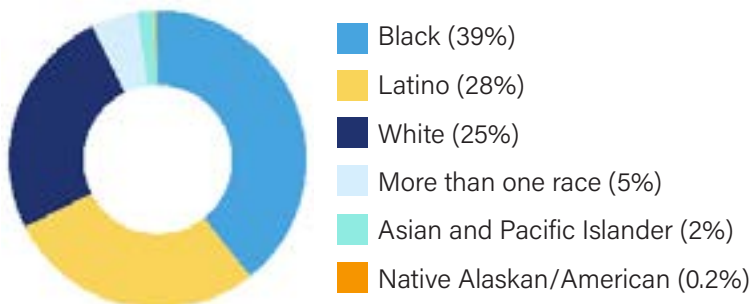
### Party Affiliation



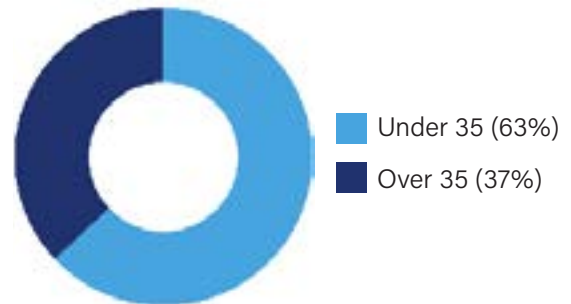
### Gender



### Racial Composition



### Youth Voters



**TOTAL BLACK, INDIGENOUS, AND OTHER PEOPLE OF COLOR (BIPOC) VOTERS REGISTERED: 74%**



# GET OUT THE VOTE (10/22 - 11/5)

Mobilized voters to the polls during the two weeks before Election Day

**55,320**

**Doors knocked**



**18%**

**Contact rate**



**38,000+**

**Calls made**



## Top Registration Counties



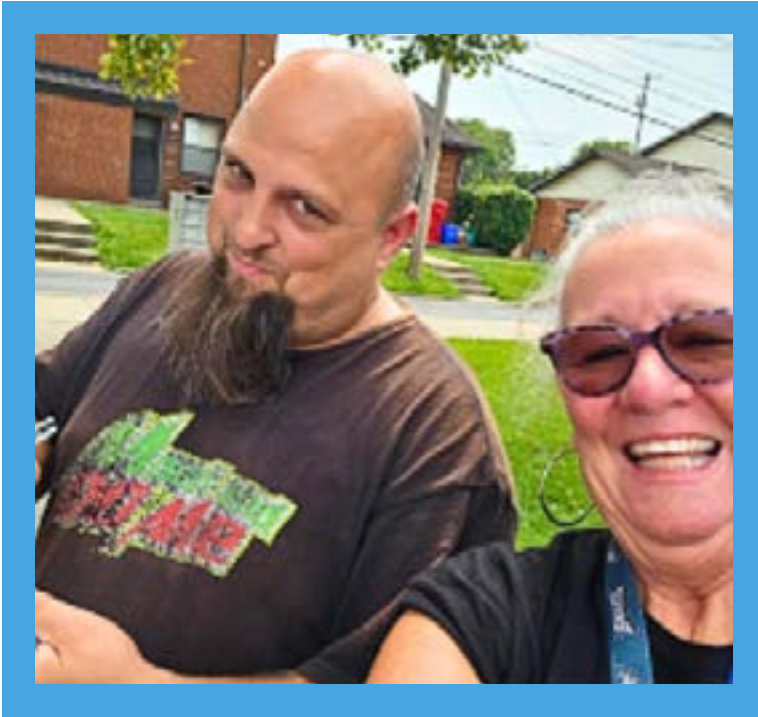
- Philadelphia
- Lehigh
- Monroe
- Lackawanna
- Northampton
- Luzerne
- Montgomery

- Participated in several multicultural events and holidays including: MLK Day of Action, Black History Month, Juneteenth, Pride, ArtsFest, and health fairs.
  - Expanded capacity into more rural/exurban counties, including; Centre, Lackawanna, Beaver, Lawrence, Luzerne and Erie counties.
  - Engaged students on college campuses and universities including: Temple University, University of Pennsylvania, Community College of Philadelphia, Lehigh University, Northampton County Community College, East Stroudsburg University, and others.
  - Developed more than 50 partnerships with like-minded community organizations, groups, universities, places of worship, schools, local businesses, and government agencies, etc.
- Opened our new headquarters in the city of Chester, Delaware County.
  - Maintained a staff of 65+ part-time and full-time community leaders.



# IMPACT STORIES

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## DEDICATION TO OUR COMMUNITY

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During the summer, Connie Santos, Regional Organizing Director for the Lehigh Valley/Poconos region, met a young man in Pembroke public housing in Bethlehem (Lehigh County), who said he wouldn't register to vote unless a woman was running for president. After the July 21st announcement of a change in the presidential candidate, Connie returned and successfully registered him to vote.

## EMPOWERING THROUGH EDUCATION

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Blue was incarcerated at 18 years old for a few years on a gun charge. When she got out almost 50 years ago, the formerly incarcerated couldn't vote in PA (waiting period). She never learned that the law changed and she's been eligible to vote all this time.

The affiliated organization, New PA Project Education Fund, registered her to vote earlier this year. The New Pennsylvania Project knocked on her door in Erie during Get-Out-The-Vote to ensure she had a plan to vote on November 5th.



She told our CEO, Kadida Kenner, who knocked on her door in Erie, that she would be voting on November 5th for the first time in her life. Providing civic education is the key!

## GIVING VOICE TO OUR COMMUNITY

On July 29th, 2024, while conducting voter registration in Pembroke public housing in Bethlehem (Lehigh County), Connie Santos, Regional Organizing Director for the Lehigh Valley/Poconos region, met and helped to get registered to vote 94-year-old Ms. Maria. She was thrilled to be voting for the first time in her life, and to be part of an historical election.



## SECOND CHANCES

NPP is a second chance organization, and this means we hire, coach and mentor staff members who are formerly incarcerated, experiencing mental health issues and potentially in recovery. Individuals with various lived experiences make some of the most trusted messengers in the communities we center. To assist us in our employment efforts of those from impacted communities, NPP has fostered a relationship with a re-entry program, PAR-Recycle Works. Through PAR's program, NPP was able to hire two formerly incarcerated Philadelphians to work in

the communities we serve. Both staff members, hired this Fall, have shown tireless dedication and commitment to engaging historically disenfranchised communities in Philadelphia, and ensuring eligible voters feel compelled to exercise their freedom to vote in the Commonwealth.

This working partnership allows NPP to continue to invest in well trained, work-ready Philadelphians while also supporting PAR's mission of securing sustainable employment for the returning citizens who graduate from their program.

Pictured above is the Philadelphia NPP team, including those hired with the assistance of PAR.



# FINANCIAL OVERVIEW

In 2024, after a weaker than anticipated financial start in the first quarter, New Pennsylvania Project ended the year in a much stronger financial position due to funding exceeding expectations in the late second quarter into the third quarter. NPP had an operating budget of \$2.8 million; comprising 22% carryover funding from 2023, 20% individual donor support, and 57% new support from foundations for our nonpartisan efforts, and mobilization/independent expenditure support from donor collectives.

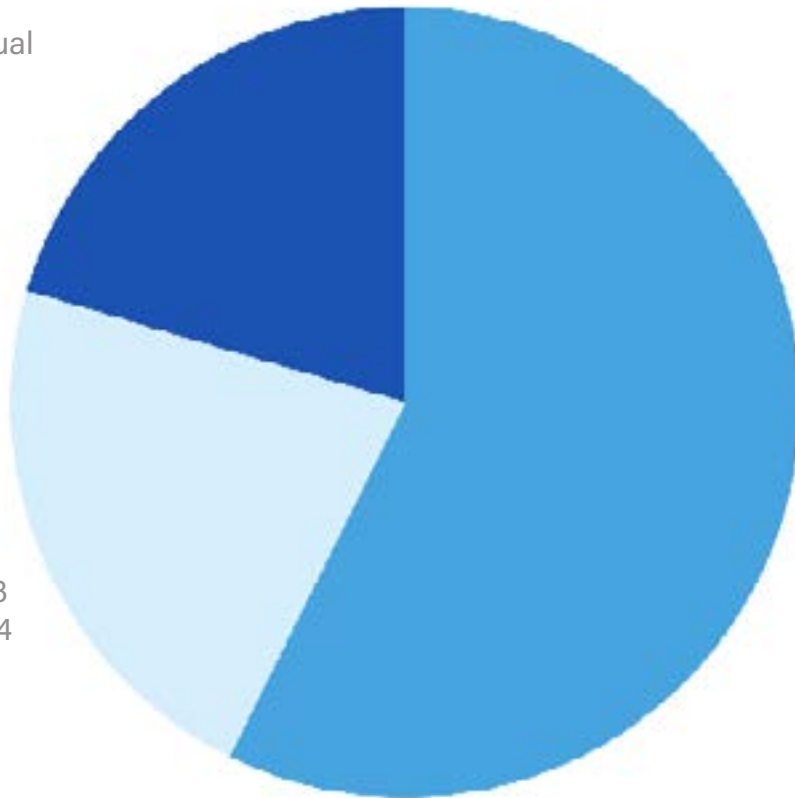
Additional grants, from new funders and generous individual contributions - throughout our first presidential election year - allowed NPP to expand operations by adding offices in three additional counties (Erie, Philadelphia and the Lehigh Valley). Additionally, the organization rapidly grew our part-time staff size across the Commonwealth to better provide civic education, voter registration and mobilization efforts in our centered communities. At the height of 2024, NPP employed nearly 90 full and part-time staff members.

**\$570K**

Raised in individual donation in 2024

**\$620K**

Grants from 2023 brought into 2024



**\$1.6 MILLION**

Grants raised in 2024 alone

Detailed financial report can be provided upon request

# OUR SUPPORTIVE DONOR GROUPS

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# LOOKING AHEAD

In Pennsylvania, 2025 is the year of the courts – and Pennsylvania voters are very powerful.

Pennsylvania is one of only seven states in the entire country that votes for all judges/justices in partisan elections. Unfortunately, judicial elections are overlooked by the electorate in the Commonwealth. Typical voter turnout in odd year general elections hovers around 27%, compared to the 2024 November general election turnout rate of 77%. Voter fatigue and apathy - mostly caused by misinformation and disinformation campaigns - have been on the rise since 2022. A concerted and strategic effort to ensure historic electoral participation in the critical 2025 judicial races will be a necessity. Additionally, low turnout in judicial election years can be credited to low information/civic education around the elections, the judicial candidates and the roles judges play in defending democracy in general.



In 2025, three PA Supreme Court justices (initially elected as Democrats) will be up for retention voting. Additionally, one judge on the Commonwealth Court and one judge on the Superior Court will also be up for retention voting in November. Judicial nonpartisan retention voting occurs every ten years following the initial partisan election for Pennsylvania’s judges and justices (exception magisterial/municipal judges - 6 year terms). The 2025 judicial election is particularly important leading up to the 2030 U.S. census and the reapportionment of voting districts. Our appellate courts will likely hear cases concerning the constitutionality of our districts to ensure the Commonwealth’s Congressional districts are free from gerrymandering, and our voting rights in general.

NPP will organize and host community engagement events including; town halls, educational webinars, community conversations, and candidate forums in our focused regions across the Commonwealth. The staff of NPP, including Kadida Kenner, CEO, will focus events around the importance of the state judiciary. Attendees of these will have a greater understanding of the importance of our state courts and how those state courts impact our daily lives. The Why Courts Matter presentations highlight the role of our state courts, cases heard at the appellate and intermediate appellate levels, historical context regarding attacks on the PA Supreme Court, and the power of Pennsylvania voters as one of only seven states that elect all of our judges and justices in partisan elections. Lastly, NPP will engage our centered communities through digital platforms by creating and sharing content on social media (Facebook, Instagram, X, and Bluesky); bi-weekly e-blasts.

The New Pennsylvania Project plans to launch “Slingshot The Podcast” in early 2025. Hosted by Kadida Kenner, CEO of the New Pennsylvania Project, Slingshot is where bold conversations meet culture, politics, sports, and real-world issues.



Civil and Human Rights, Brennan Center for Justice, NAACP PA local chapters, Common Cause - PA, PA Youth Vote, API-PA, POWER, PA United, CASA in Action, and Make the Road-PA.



We amplify the voices too often overlooked or misrepresented—voices that move the culture forward. Kadida brings her background as a civil rights advocate and former TV producer into each episode, offering fresh perspectives on civic engagement, justice, and power. Whether we're talking policy or pop culture, this is unfiltered truth from the ground up.

NPP will conduct an independent expenditure Get-Out-The-Vote doorknocking program that will run from October through November 4, 2025 for the November 4th general election. NPP's mobilization program will ensure eligible voters vote yes to retain the three PA Supreme Court justices. There are also two judges who are standing for retention, one the Commonwealth Court and one on the Superior Court. NPP will also be supporting Judge Stella Tsai for the Commonwealth Court vacancy and Judge Brandon Neuman for the Superior Court vacancy. NPP has a goal of knocking 15,000 doors across the Commonwealth in western PA, collar counties, capital region, Lehigh Valley/Poconos region, and Philadelphia.

NPP will continue to coordinate with the C4 state table (America Votes) and partner with other state and national partners to include; Alliance for Justice, Leadership Conference on