

SAN FRANCISCO

RISING Impact Report 2024



Letter from our Executive Director

Dear Community,

For so long, 2024 had been a highly anticipated year. A critical year on the horizon to win change for our communities. Now as the year comes to a close, we are reflecting on wins, losses, and learnings as we prepare for how to move forward.

This year, our focus was reaching voters about the crucial elections that took place. Knowing that voters can face so many barriers to casting their votes – including a lack of information or a barrage of misleading ads – we wanted to make it as easy as possible for voters of color and working-class voters to not only vote, but also get the real facts about the propositions.

That’s why we created and distributed a voter guide, with endorsements for 25 local and state ballot measures. We also hired a paid team of canvassers and trained dozens of volunteers to go out and talk to voters, because **we believe that grassroots organizing is the best way to make a positive impact in elections.**

While we’re excited for you to read through this impact report to celebrate several wins with us, we also faced many sobering losses like the defeat of Proposition 5, which would’ve helped build more affordable housing and the passage of Proposition 36, which will cut \$750 million of funding from programs that support crime prevention and drug treatment, disproportionately impacting low-income communities of color. We’re already strategizing on how we can ensure voters turn out and vote in favor of measures that uplift working-class communities and communities of color in the future.

The highly awaited 2024 may be over but I’m not going to sugarcoat it. It’s going to take all of us next year to protect our communities from the anti-immigrant, anti-trans, and xenophobic policies of the incoming presidential administration.

We’re going to need your help. **Please join us by donating to SF Rising, signing up to be a volunteer, or staying in the loop with our efforts.**

From everyone at SF Rising, we are so grateful for your support.

In Solidarity,
Celi Tamayo-Lee



Celi Tamayo-Lee
Executive Director

2024 By The Numbers

- **862** ballot measure voter guides distributed
- **4,000+** conversations had with voters at the doors and on the phones
- **4,000+** texts sent to volunteers, voters, and supporters
- **309** students given classroom presentations in SF college classes
- **57** new volunteers engaged
- **72** volunteers given political education on San Francisco's political landscape
- **\$30M** secured through the budget advocacy process for programs that affect working-class communities & communities of color



About SF Rising

Our Mission

San Francisco Rising builds the political power of working-class communities and communities of color in San Francisco to lead the way for a government that centers racial, economic and environmental justice. We are an alliance of grassroots organizations led by people of color, and a political home for San Franciscans who care about justice and sustainability. We build power through deepening multiracial solidarity, educating and mobilizing voters, working closely with policy makers, organizing, and developing leaders of color.

Our Impact

Win political representation and lasting political power of SF working-class people and communities of color.

Be a political home for San Franciscans fighting for racial, economic, and environmental justice.

Win policies that do right by communities of color and working families, replacing lip service and token acts.

Practice co-governance that brings community leaders & elected officials together to move an agenda that advances equity, justice, & sustainability.

History & Theory of Change

SF Rising was founded in 2009 by a group of organizers from long-standing community organizations that realized San Francisco city government was not working in the interest of its communities – particularly low-income communities, immigrant communities, and communities of color. By tapping and supporting those in communities often labeled as ‘unlikely’ or ‘moderately-likely voters’ by traditional campaigns, we believe they can have an impact on city legislation and leadership.



SF Rising Alliance Organizations

SF Rising's alliance organizations are community-embedded organizations around San Francisco that provide basic services, put on events, and organize their communities. Because the alliance meets frequently, alliance members have the opportunity to hear what is going on in other communities around the city and support and organize together for collective change.



Key Programs

Voter outreach

SF Rising was proud to engage voters during the 2024 election year. We prioritized registering voters, sharing our voter guide, and talking to voters about propositions so they could make informed decisions.

We registered voters at several locations and events throughout the year. We partnered with Mission Hiring Hall on National Voter Registration Day, as well as other organizations throughout the year, such as Salōn and Sunday Streets!

For the November General Election, we put together a voter guide with our endorsements on 25 local and statewide ballot measures. We **distributed 800+ voter guides** to community members across San Francisco!

Our priorities were passing statewide Proposition 5, which would have made it easier to create more affordable housing and defeating Proposition 36, which will make mass incarceration worse and cut funding for programs that keep us safe. We worked alongside Power California Action, a statewide coalition that we're a part of, to engage young voters about these measures.

Even though the result of these measures didn't go the way we hoped, our 6 paid canvassers and 40 volunteers **reached over 4,000 voters** by knocking on over 2,000 doors and making over 17,000 phone calls!

This was the first time phonebanking and doorknocking for many of our volunteers, we were excited to help build the skills they need to organize more in the future. The people power we built this year will keep growing beyond the election.



Key Programs

Student Organizing

SF Rising began organizing with college students across the Bay Area in 2017. We engage students by registering them to vote, tabling at campus events, and through grassroots organizing. Now, we have a growing base of student organizers who organize young people around issues like affordable housing and community safety.

We support student organizers by building up their foundational organizing skills and exploring ways to address the issues impacting their communities. Every year, SF Rising holds a Student Power Fellowship, which focuses on creating space for working-class, queer, Black, Indigenous, and other students of color to lead and build community with other college students from across the Bay Area.

This year, our **6 Student Power Fellows** learned about the political landscape of San Francisco, went through leadership workshops, and canvassed and phonebanked to connect with community members to understand their concerns ahead of the 2024 Election.

We are proud to help amplify youth voices and equip them to be future leaders. Our goal is to create pathways for fellows to continue organizing and we are excited to share that this year, two of our Student Power Fellows became team leads for the November General Election, leading a paid team in canvassing and phonebanking!



Key Programs

Budget Advocacy

SF Rising was proud to help convene a People's Budget Coalition to fight for the resources our communities need to thrive. When the Mayor's budget plan proposed to cut \$120 million from workforce development for the unhoused, violence prevention, youth-enrichment programs and rent relief, we worked to keep the programs our communities need afloat.

What started off as a coalition of 30 groups at the beginning of the year, developed into over **150 groups!** The People's Budget Coalition organized 5 mass rallies with over 1,000+ attendees there to support community programs and demand that our voices are heard.

While we experienced a great loss, the People's Budget Coalition **won back \$30 million** of the proposed \$120 million cut. Without the work of the coalition, it wouldn't have been possible to win back the \$30 million, which can now go directly to the community, including children's services, after programs, legal services, workforce development, and violence protection.

We are celebrating our wins and look forward to continuing the fight for budget advocacy for our communities.



Our Volunteers



This year we welcomed **57 new volunteers!** Volunteers are a core part of our SF Rising community and we value the time and support they dedicate to our organization and collective vision.



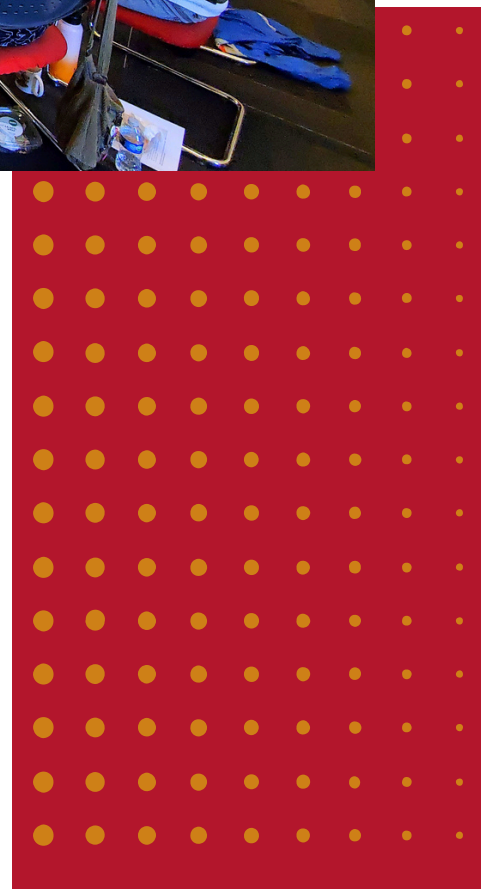
Through weekly volunteer orientations, we got folks familiar with SF Rising and the work that we do, and we learned about our volunteers and their interests. To inform and engage our volunteers, we held several political education events throughout the year! Our volunteers had a lot to contribute around the political landscape of SF and what we can do to build power. We hosted a **Political (dis)Orientation 101** to educate volunteers about San Francisco's local government and the recent history of the Board of Supervisors and what actions need to be taken, and a **Political (dis)Orientation: Criminal Justice Reform**, where we went through a brief recap of what's happened recently with public safety and the fight for criminal justice reform in San Francisco. We aim to give power to our volunteers and inspire them through education and building connections.



We are grateful for the volunteer support we had this year! Our volunteers helped out with events, tabling, registering voters, knocking on doors and phonebanking. A special shoutout to our super volunteers Mimi Klausner, Connie Tran, Tori Gibson, Rachel Gonzalez, Yves Chu, Brita Mackey, and Grace Yun!

*Volunteering with SF Rising has made me feel so much more connected to my community. Having the opportunity to connect with voters through doorknocking, phonebanking, and voter registration events is such a rewarding experience. **Working with this organization has energized me to stay involved in local politics and work hard to create a more equitable San Francisco.***

-Rachel Gonzalez



Fundraising

Hustle & Heart

This year was SF Rising's 14th year anniversary. In honor of our achievements over the years, we held a big fundraiser, Hustle & Heart! We had over **200 attendees** who joined us for an evening of speeches, food, drinks and dancing! From donors, to volunteers, to alliance members, we came together to celebrate our wins, and honor and appreciate those who have supported us and our community.

A special thank you to some of our top donors, SEIU 2015, SEIU 1021, Unite Here International, Unite Here Local 2, IFPTE Local 21, Soma Pilipinas, National Union of Healthcare Workers, SOMCAN, and Chinatown Community Development Center.

Altogether our communities' generosity **raised over \$44,000!** We are incredibly thankful for those who have shown their support to SF Rising, and we look forward to future wins and celebrations.

With all the grassroots organizing that we do, fundraisers like this are critical to hire teams of organizers, train future student leaders, and win change for working-class communities and communities of color.





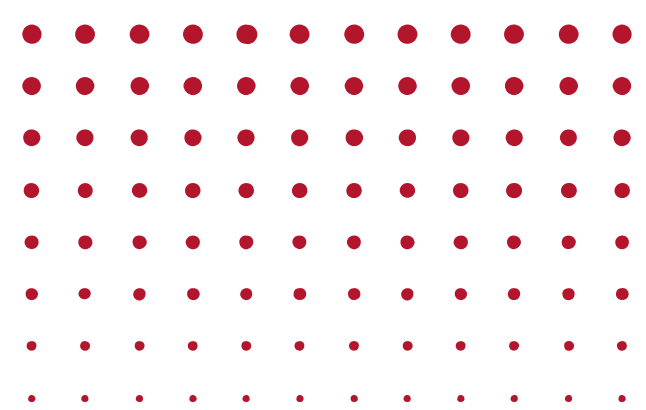
Thank you to our amazing community of alliance organizations, volunteers, and supporters.

CONNECT WITH US



Appendix

About our Alliance Organizations



Chinese Progressive Association: Founded in 1972, the Chinese Progressive Association educates, organizes, and empowers the low-income and working-class immigrant Chinese community in San Francisco to build collective power with other oppressed communities to demand better living and working conditions and justice for all people. www.cpasf.org

Coleman Advocates for Children and Youth: Founded in 1975, Coleman Advocates believes that all children and families deserve access to high-quality education, living wage jobs, family-supporting benefits, affordable housing, and a voice at the decision-making table. Coleman currently focuses on building more effective, equitable, and supportive public schools in San Francisco and dismantling the school-to-prison pipeline. www.colemanadvocates.org

Causa Justa/Just Cause: Founded in 2010 as a merger of two organizations fighting for tenant rights, immigrant rights, and more, CJJC builds grassroots power and leadership to create strong, equitable communities. They are challenging displacement and gentrification by growing coalitions and campaigns that confront corporate development with strategic community demands that serve the people. www.cjjc.org

Filipino Community Center: Founded in 2004, the Filipino Community Center is dedicated to providing a safe space where Filipino families can access services, receive support, and build community. They foster and develop community empowerment, grassroots leadership, advocacy, and organizing to address the immediate and long-term issues of their communities locally, and in the Philippines. www.filipinocc.org

Mujeres Unidas y Activas (United and Active Women): Founded in 1990, Mujeres Unidas y Activas (MUA) is an organization of Latina and Indigenous immigrant women with the mission of growing their personal and community power to achieve social and economic justice. Fostering personal transformation and civic-political participation go hand in hand. www.mujeresunidas.net

PODER (People Organizing to Demand Environmental and Economic Justice): Founded in 1991, PODER's mission is to organize with Latino immigrant families and youth to put into practice people-powered solutions that are locally based, community-led, and environmentally just. They nurture everyday people's leadership, regenerate culture, and build community power. www.podersf.org

SOMCAN (South of Market Action Network): Founded in 2000, SOMCAN is a multi-issue and multi-strategy organization that nurtures the lives of youth, families, individuals, and workers. They work on a wide range of issues—from tenant rights to community planning to Filipino language access to workers' rights—and provide culturally competent direct services ranging from tenant counseling to family support to youth empowerment to employment. www.somcan.org

Mission Action: Founded in 1982, Mission Action nurtures individual wellness and cultivates collective power among low-income and immigrant communities to create a more just society. www.missionaction.org