

JANUARY-JULY 2025

BIANNUAL IMPACT REPORT



THE RHYTHM OF OUR MOVEMENT

A Note From Beulah Osueke *Executive Director*



To Our Community,

At New Voices for Reproductive Justice, we recognize that liberation is not a passive hope, but an active, communal, ongoing, and intentional practice. Our commitment centers liberation from oppressive structures and ways of being and the holistic wellness of our people in the choices we make, the relationships we cherish and honor, and the systems we actively confront and work to transform. In a season marked by uncertainty, extraction, cruelty, and violence, our mandate remains steadfast: To protect, uplift, and build power for and alongside Black women, Black queer people, and Black marginalized communities.

This biannual report offers more than a summary of metrics and milestones. It provides a window into the pulse of New Voices' work – how we lead with love, show up with intention, and hold ourselves accountable to the collective future we are forging. Between January and June 2025, we cultivated political homes across Pennsylvania and Ohio, creating vital communal spaces for Black folks looking to deepen their advocacy and organizing efforts. We expanded our leadership development model, activating new opportunities for civic engagement and meaningful community power-building. We launched the next iteration of our Community Organizing leadership development cohort, “Defend Our Kin,” and connected with over 250,000 voters, equipping them with tools, information, and a deep sense of care and solidarity.

And we stretched ourselves. Like many Black-led organizations navigating the realities of the nonprofit sector, we're working to advance our mission within resource and capacity constraints. The absence of key roles was navigated carefully as the organization continued evolving and managing change. Critical positions were filled with passionate new team members eager to advance the Reproductive Justice movement alongside us.

This report is a testament to the people who make our work possible, our community members, programming participants, staff members, Board members, volunteers, funders and organizational partners. Thank you for investing in our work and collective vision. We're honored to walk this path with you.

With gratitude,

Beulah Osueke

Executive Director

New Voices for Reproductive Justice

ABOUT NEW VOICES

OUR MISSION

New Voices for Reproductive Justice builds power for and alongside Black women, Black queer folks, and Black marginalized communities.

OUR VISION

We envision safe, joyous, and equitable communities for all, through the liberation of the most marginalized among us.

OUR VALUES

As an unapologetically Black and queer organization, New Voices values **authenticity, collaboration, community care, and radical disruption.**

We are committed to building power across Pennsylvania and Ohio through leadership development, community care, resourcing, and mutual aid.



OUR JOURNEY IN MOMENTS

DEFEND OUR KIN



Building Kinship, Building Leaders

We reimagined our RJ IGNITE program and launched the new “Defend Our Kin” Leadership Cohort, bringing powerful organizing to Philadelphia, Cleveland, and Pittsburgh.

People’s Portal



Where Community Meets Power

Our newly launched community-building hub, The People’s Portal, opened across all three of our cities. We hosted six events, welcoming 86 community members into new political homes.

250,000 VOTERS



Reaching a Quarter-Million Strong

Through our Integrated Voter Engagement (IVE) efforts, we connected with over 250,000 voters across Pennsylvania and Ohio, providing them with vital tools, accurate voting information, and resources grounded in community care.

DEPARTMENT HIGHLIGHTS

Community Organizing & Engagement (COE)

Community Organizing & Engagement (COE) at New Voices builds durable, people-powered infrastructure that resources Black women, Black queer folks, and Black marginalized communities looking to step into political, social, and cultural power, and shared belonging.

In the first half of 2025, our COE team focused on restoring rhythm and structure across our three operational cities. This included rebuilding the department's internal capacity, launching an evolved iteration of COE's annual leadership development cohort, and creating The People's Portal, an ongoing communal space for political education and connection.

The newly reimagined "Defend Our Kin" cohort supported 20 leaders across Philadelphia, Cleveland, and Pittsburgh. Alumni from past programs stepped into mentorship roles, while new participants engaged foundational RJ texts such as the Combahee River Collective Statement and Hood Feminism. Each member also designed and implemented an impact project — from culturally grounded survival guides and reentry resource hubs for Black women, to mentorship models for Black trans youth and street art-style infographics connecting neighbors with local resources. As one participant reflected, "We managed through adversity, rose to the occasion, built community, and never ceased the opportunity to show up." The inaugural Kin Defender Awards capped the cohort, honoring participants and partners whose advocacy and care work embodied Reproductive Justice in action.



"We managed through adversity, rose to the occasion, built community, and never ceased the opportunity to show up." - Cohort Member

Through The People's Portal, we hosted six gatherings — three in-person and three virtual — that created space for culturally relevant dialogue, shared meals, and deepened understanding of RJ. Virtual attendees received food delivery cards to ensure the spirit of community was honored and barriers to participation were addressed, even in digital space.

We also moved more than \$5,500 directly into the hands of grassroots partners and birthworkers, including Oshun Family Center, Elephant Song Doula Services, and Shea Butter Collective, reflecting our belief that mutual aid is a critical strategy for advancing justice.

DEPARTMENT HIGHLIGHTS

Pennsylvania Integrated Voter Engagement (IVE)

Our Pennsylvania IVE department embraced the truest sense of integrated voter engagement, focusing on sustained voter contact rooted in community-centered listening sessions, and neighborhood-informed community engagement. From January to June, we reached over 188,000 voters across Philadelphia and Allegheny County through a mix of canvassing, peer-to-peer texting, and phone banking. Our work prioritized voter education around judicial races, polling location changes, and registration deadlines – all through a Reproductive Justice lens. One of our standout moments was the Day of Action on May 10 in Philadelphia, where we knocked on 400 doors and emphasized mail-in ballot access.

Community feedback was clear: People are exhausted, politically disillusioned, and uncertain about whether their vote still carries weight. In response, we simplified ballot guides, centered community needs rather than guilt or shame around voting, and deepened our long-term commitment by showing up consistently—not just during election cycles.

We also deepened partnerships with organizations like Professional Women’s Network and 1000 Black Women Strong, co-hosting celebratory events and voter engagement efforts.

188,064
**Total Voter
Contacts**

500
**Canvassing
Shifts**

22
**New
Hires**

400
**Door
Knocks**

20+
**Zipcodes
Reached**

DEPARTMENT HIGHLIGHTS

Ohio Integrated Voter Engagement (IVE)

In Cleveland, our Integrated Voter Engagement team grounded its work in sustained listening, voter education, and connecting people to vital resources. Through more than 71,000 phone banking contacts, we uncovered critical community needs including housing instability, misinformation, healthcare access, and widespread political disillusionment.

We prioritized emotional care and resource connection over superficial outreach. Insights from our constituent surveys informed tailored follow-ups, especially for community members facing urgent crises. Each connection brought us closer to our goal of nurturing a politically informed and cared-for our neighbors and community members.

While limited staffing challenged momentum, the hiring of a new coordinator (in June 2025) restored vital capacity. Despite barriers, the Cleveland IVE team demonstrated that trust-building is foundational to sustainable political engagement and community power.

71,458

**Total Voter
Contacts**

278

**Canvassing
Shifts**

13

**New
Hires**

1,819

**Door
Knocks**

5

**Neighborhoods
Reached**

DEPARTMENT HIGHLIGHTS

Narrative Power

In the first half of 2025, our Narrative Power department drove forward the values of Reproductive Justice by shaping how New Voices shows up in public conversations online, in print, and within our respective communities. Our three core messaging themes were **Black Maternal Health**, **Black Joy**, and **Public Education about Reproductive Justice**.

These themes lived across our platforms: social media, newsletters, printed materials, and organizational apparel. Instagram continued to be our strongest tool for audience engagement, with educational posts outperforming all other formats.

Our post on the distinctions between **Reproductive Justice**, **Reproductive Health**, and **Reproductive Rights** became our top-performing asset this year. This caused us to create a postcard version for distribution throughout our cities.

We led and supported four major campaigns:

- **Sex Education Week of Action** (Feb 10–16): Educated the public on the importance of comprehensive sex-ed and related legislation in Pennsylvania and Ohio.
- **We Deserve** (Feb 17–Mar 14): Spanned Black History and Women’s History Months. Celebrated joy, healing, and community through visuals, quotes, and a *Pleasure Box Giveaway* created in collaboration with Community Organizing & Engagement.
- **Black Maternal Health Week** (Apr 11–17): Spotlighted Black birthworkers, birthing alternatives like doula care and fostering, and medical racism in maternal healthcare.

Pride Month (June): Centered the expansiveness of Black LGBTQIA+ identity, with educational content on lesser-visible experiences like asexuality and a breakdown of the word “queer.”

The Narrative Power department collaborated closely with our programmatic teams, especially Community Organizing & Engagement. For the People’s Portal, the Narrative team designed culturally resonant and joyful swag, such as custom journals emblazoned with “Dreamin’ n Schemin’” During our Black History and Women’s History crossover campaign, We Deserve, we co-created compelling social graphics and coordinated community giveaways that amplified our shared message and reached directly into the communities we serve.

In April, we unveiled our new organizational visual identity, launching it ahead of “The People’s Portal.” This update aligns our external brand with over a year of internal growth, evolution, and intentional change management, reflecting who we are and where we’re headed.

Performance Snapshot (Jan–June 2025):

- New organizational website launched
- Executive Director, Beulah Osueke featured in an AP News article syndicated across 120+ national outlets
- Shared unboxing videos from “We Deserve” giveaway recipients, showing an increase in social media engagement.

DEPARTMENT HIGHLIGHTS

Policy and Advocacy

At New Voices, Policy is personal. In the first half of 2025, our Policy and Advocacy department focused on making legislation tangible, connecting it to the everyday lives of Black women, Black queer folks, and Black marginalized communities across Pennsylvania and Ohio. We didn't just track bills, we brought people into the process of community-led policy and advocacy. Whether hosting a youth-led conversation at the High School for Creative & Performing Arts in Philadelphia, or unpacking abortion access policy with college students at Carnegie Mellon in Pittsburgh, our team met our folks with clarity, honesty, and care.

We prioritized legislation that reflects our RJ values, including:

- **The CROWN Act** in Ohio
- **Sex Education Week of Action** (PA + OH)
- The Family Care Act in Pennsylvania
- Black Maternal Health policy (Momnibus 2.0 and abortion access)
- National support for **Sex Ed for All**
- Clean water advocacy in Pittsburgh

Our efforts reflected these priorities:

- In January, we partnered with URGE Ohio and Honesty Ohio for a CROWN Act Lunch & Learn, making the case that hair-based discrimination is a Reproductive Justice issue.
- We conducted a "Sex Ed for All" 7-day digital campaign in February, featuring community stories, infographics, and actionable steps.
- In March, 30 high school and middle school students led a Women's Healthcare Panel in Philadelphia, highlighting the gaps in care they experience and observe.
- In April, we co-hosted the Know Your Health Care Rights panel at Carnegie Mellon, where attendees explored the policy landscape surrounding abortion access and maternal health.

Our coalition work delivered real wins. In Pittsburgh, we helped pass a ballot initiative to protect public water from privatization. Through the PA Campaign for Women's Health, PA Abortion Policy Table, and Family Care Act Coalition, we advanced reproductive justice messaging and legislative momentum, with the Family Care Act passing the PA House bipartisanly—an encouraging milestone. We center community voices in every policy space, using storytelling, education, and coalition strategy to move Black people from the margins to the center of decision-making.

4

**Coalitions
Supported**

- Clean Water Policy Table
- PA Campaign for Women's Health
- PA Abortion Policy Table
- Family Care Act Coalition

77

**Total
Attendees**

4

**Campaign
Events**

2

**Legislative
Wins**

- Pittsburgh Water Protection Ballot
- Family Care Act Passed PA House

DEPARTMENT HIGHLIGHTS

Finance & Development

Behind every program is a system, and our Finance & Development department worked to make all of our organizational systems stronger.

We hired a Financial Operations Coordinator, transitioned to accrual-based reporting, and implemented new budget tracking subclasses. These shifts improved grant compliance, created clearer department snapshots, and increased our financial accuracy and transparency.

Our fundraising focused on deepening foundation relationships. We raised over \$916,000 in unrestricted grants, hosted a stakeholder briefing featuring staff and cohort members, and made sure our funder engagement reflected our community's voice.

Funding Snapshot & Key Funders

13
Grants
Awarded

**Vanguard
Charitable**

**Hewlett
Foundation**

**Wallace
Global
Fund**

**In
Our Own
Voice**

**Anonymous
Foundation**

WHERE ARE WORK INTERSECTS

The People's Portal



The People's Portal

emerged as a cross-departmental anchor, integrating Community Organizing & Engagement, Narrative Power, and Integrated Voter Engagement. It's a hybrid space that welcomes new folks into the RJ movement and New Voices' work, and re-engages programmatic alumni with continued skill and relationship building.

We Deserve

**FOR THE
CULTURE
WE
DESERVE**

The "We Deserve" Campaign

was a messaging collaboration between our Narrative Power and Community Organizing & Engagement teams which celebrated Black joy and possibility during Black History and Women's History Months. The campaign featured RJ IGNITE leadership development cohort voices, community stories, and a community-centered Pleasure Box giveaway.

Black Maternal Health



Black Maternal Health Week

combined narrative change education, policy and advocacy, and community support, uplifting birth workers and spotlighting gaps in care.

LOOKING AHEAD

As we move into the second half of the year, we're focused on:

- Deepening The People's Portal as an entry point for involvement and sustained action
- Growing our base across Pennsylvania and Ohio with strengthened outreach and education
- Hiring critical positions to help to capacity gaps and bolster organizational sustainability
- Finalizing the FY25 audit and FY26 budgeting process
- Continuing RJ-centered policy education, especially leading up to the 2026 mid-term elections
- Building out additional communications and digital tools for accessibility
- Develop 2026 program plans and budgets, and a 2026 organizational roadmap
- Developing the foundational for power-building campaigns ahead of the 2026 elections
- Strengthening relationships and partnerships at the local, state, and national level

KEY UPCOMING EVENTS

**People's
Portal
Fall Series**

Sept - Nov 2025

**RJ Ignite
Alumni
Mixer**

October 2025

**Fall
Stakeholder
Briefing**

October 2025

**End Of
Year Appeal**

Nov-Dec 2025

STAY INVOLVED

Want to stay connected with New Voices and our work? Explore the options below and find the one that suits you best.

FOLLOW US ON SOCIAL MEDIA: @NEWVOICESRJ

FACEBOOK, INSTAGRAM, LINKEDIN & TIKTOK

FIND A LEADERSHIP DEVELOPMENT COHORT

GO TO [NEWVOICESRJ.ORG/LEADERSHIP-COHORTS](https://newvoicesrj.org/leadership-cohorts)

SIGN UP FOR OUR MONTHLY NEWSLETTER

GO TO [NEWVOICESRJ.ORG/CONNECT](https://newvoicesrj.org/connect)

GET INTO THE PEOPLE'S PORTAL (COMMUNITY-BUILDING HUB)

FILL OUT THE INTEREST FORM [HERE](#).

