care IN action

YEAR IN REVIEW 2023



Introduction

Since our inception, Care in Action's mission has been to build power where others dismiss it. From fighting for the dignity and respect for the millions of domestic workers in the United States, to empowering Black women and women of color to elect leaders who support us and our families, we are working toward a future where our leaders and communities understand care to be a transformative action and a political investment that will strengthen our economy and our society.

This organization was built to face the headwinds of a volatile electoral space that disenfranchises Black women, women of color, and domestic workers, and our work comes with the unique challenge of addressing the historical threats and practices that ignore voters who we know are critical to move this country forward. From our fight to protect voting rights in Georgia in 2018, to organizing Black and brown women at the height of the pandemic in 2020, to witnessing historic shifts in power in places like Arizona to Virginia from 2021 and 2023, Care in Action has been at the forefront of building civic power and leading a generational shift in public and political priority that will lift all working people in our nation.

With unprecedented challenges comes unprecedented growth, and this year was no different. While we made tremendous progress – from witnessing President Biden sign the largest slate of Executive Orders prioritizing care, to electing 22 Care in Action-endorsed candidates in Virginia – we were also met with the very real challenges of the voters and workers we aim to empower daily. The care crisis in the U.S. is deepening.

Families are making impossible choices between their livelihoods and their families. Our focus is on creating a robust care infrastructure that includes paid family and sick leave, universal childcare, and fair wages for care workers, many of whom are Black, immigrant women, or other women of color.



THE CARE AGENDA

THE CARE AGENDA IS A WINNING AGENDA

- **Paid family and sick leave**
- **Affordable childcare**
- **Affordable in-home care for elders and those living with disabilities**
- **Good jobs and wages for care workers and child care workers**
- **Pathway to citizenship for undocumented care workers**

This year crystallized one indisputable fact: Care wins. Across party lines, racial, gender, age, and industry, Americans joined the care movement to amplify the conversation around the care infrastructure we need. And when we combine the two pillars of our mission – reaching voters where they are and fighting for a care agenda – we are confident that we will reach the future we know is possible: One where all people live and work with dignity and respect.





THE PANDEMIC

A NEW LANDSCAPE, A NEW APPROACH

The COVID-19 pandemic not only sparked multiple crises that disproportionately affected Black women, women of color, and domestic workers, it shifted the way we organized and reached voters in our key states. We met the challenge and have adapted to meeting voters where they are – online and in-person – to keep the focus on those we serve. The pandemic underscored the critical nature of our mission: to empower and support domestic and care workers and advocate for policies that uplift working families.

In these past years, our work has gone beyond traditional organizing. We've embraced a more personal approach, understanding that behind every policy, there's a human story of struggle, resilience, and hope. And we listened.

Post-2020 Organizing: Key Milestones

- **Fall 2020 Achievements**: Successfully influenced key Senate wins in states like Arizona, Georgia, Michigan, and Nevada, contributing to a Democratic trifecta.
- **Late 2020 to 2021 - Care Campaign Initiatives:** Initiated 'Care Is Essential' and 'Care Can't Wait' campaigns, fostering a broad coalition for a comprehensive care economy proposal.

- **March 2021 - American Rescue Plan Act:** Passage of the Act, enhancing HCBS programs, increasing worker wages, and expanding Medicaid eligibility, marking the first step of the Build Back Better framework.
- **2021 Advocacy for Care in Progressive Agenda**: Integrated care into Biden's legislative agenda for the first time, elevating it as a priority in progressive advocacy from May to December 2021.
- **2022 Social Policy Advocacy and Legislation:** Continued advocacy for social policy reforms, including care investments, leading up to the Inflation Reduction Act in August 2022.

2022 Midterms Successes & the Power of Domestic Worker Canvassers:

Last year, Care in Action influenced progressive wins in key states by prioritizing the care agenda, notably preventing a predicted conservative surge. Along the way, we learned a key factor that speaks to our mission to empower worker voices: domestic worker canvassers are two to three times more effective at landing conversations with voters than non-worker canvassers. By lifting and prioritizing the voices of the care movement, here's what we were able to accomplish:

- **Georgia:** In Georgia, our domestic worker canvassers have been remarkably effective. They achieved a 26% conversation rate with the voters they engaged. This reflects not just outreach but meaningful interactions that resonate with voters.
    - Impressively, **58% of the voters our canvassers** spoke to turned out to vote. This high voting rate underscores the influence and trust our canvassers have established within the community.
    - A significant **35% of those we engaged in Georgia** were low- or moderate-propensity voters, demonstrating our success in reaching and mobilizing less frequent voters.
- **Nevada:** In Nevada, our domestic worker canvassers reached new heights with a 31% conversation rate. Their ability to connect and communicate effectively is a testament to their dedication and skill.



- A remarkable 92% of the voters they interacted with went on to vote. This is an extraordinary achievement, highlighting the powerful impact of our canvassing efforts.
- Our team in Nevada effectively targeted low- or moderate-propensity voters, with 62% of those who ultimately voted falling into this category. This shows our strategic focus on expanding the electorate.

- **North Carolina:** In North Carolina, our domestic worker canvassers achieved a 34% conversation rate, indicating strong engagement and effective communication with voters.
  - Of the voters they spoke to, 65% participated in the voting process. This clearly indicates how impactful personal stories and relatable messengers are in motivating voter turnout.
  - Our efforts reached 21% of low- or moderate-propensity voters who ultimately voted, proving our ability to connect with and mobilize voters often overlooked in the political process.



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POLICY ADVOCACY



CARE IS A WINNING ISSUE, AND TOP LEADERS ARE TAKING NOTE.

Fall 2022:
We helped propel progressive wins – and prevent a "red tsunami" – in the 2022 midterm elections by investing early and leading with care in states with close margins, like Arizona, Georgia, and Nevada

February 2023:
Care in Action endorsee and lead sponsor of VA's Domestic Worker Bill of Rights, Jennifer McClellan, wins special election to Congress

February 2023: Biden commits to the pillars of Care in his State of the Union: paid family and medical leave, affordable child care, accessible care for elders and those with disabilities (HCBS), and higher wages for care workers

March 2023:
The Administration releases its 2024 budget with nearly $1 trillion in proposed investments in child care, home and community based services, and paid leave to address the ongoing care crisis and invest in good care jobs

April 2023:
The White House issues a proclamation declaring April as **Care Worker Recognition Month**

April 2023:
President Biden announces a sweeping set of executive actions on care, representing the most comprehensive intervention any Administration has taken on the care economy; Sens. Bernie Sanders and Bob Casey host a U.S. Senate on Health, Education, Labor and Pensions Committee townhall on care workers

Nov 2023:
In coalition with the **Care Can't Wait and Care Can't Wait Action coalition**, our collective successfully moved the Biden-Harris Administration to formally urge Congress to provide $16 billion which would cover an additional year of child care stabilization funding to support child care providers serving 10 million kids across the country.

December 2023:
The National Domestic Workers Alliance, SEIU, and the National Council on Independent Living joined White House leaders on a panel discussion on the **impact of federal investments on home- and community-based services.**

Pushing Biden Administration to Prioritize Care Agenda

In 2023, Care in Action secured one of the biggest wins in our organization's history: the Biden Administration's designation of April as Care Worker Recognition Month, and an Executive Order on Increasing Access to High-Quality Care and Supporting Caregivers. This sweeping set of executive directives will improve jobs and support for caregivers, increase access to affordable care for families, and provide more care options for families.

This monumental achievement was years in the making. Our team worked diligently to build and strengthen relationships within the Biden Administration and tirelessly advocate for care policy. We also know that this was only possible thanks to the leadership of domestic workers who have fought tirelessly for generations to win transformative action.

President Biden signed the executive order at a ceremony attended by care workers – including members of our sister organization, the National Domestic Workers Alliance (NDWA). The order received national media attention from outlets including the New York Times, CNN, USA Today, and Forbes. Staff and domestic workers from Care in Action and NDWA were quoted in national publications including Univision, Reuters, and Forbes.

In response to the action, Care in Action and our allied organizations took out a full page in the New York Times DC circuit to uplift the Biden Administration's commitment to care. We also ran a digital ad campaign targeting Black and Latinx women in Georgia, Arizona, Nevada, and DC. We will continue to educate our communities of women of color about this monumental victory, knowing that this has the potential to engage broad segments of the population in 2024.



Federal Domestic Workers Bill of Rights

The Federal Domestic Workers Bill of Rights is the most important advocacy priority across the care movement. When passed, this bill will provide domestic workers with sick leave, overtime pay, health and safety standards, and safeguards from discrimination and harassment. This pivotal bill will give every nanny, housecleaner and home care worker in the United States basic workplace protections, allowing them to support their health and their family while working with dignity.

Originally introduced in 2019, Care in Action worked to continue building long-term momentum for the bill's passage. We used the August recess as an opportunity to host in-state roundtables, virtual town halls, and lobby visits to advocate for the bill and build momentum for the bill's passage. We focused our efforts on Senators who serve on the committee for Health, Education, Labor and Pensions (HELP).

Some highlights of this work include:

Virginia: In early August, house cleaners, nannies, homecare workers, and consumers gathered with Senator Tim Kaine. The roundtable featured stories from domestic workers about their challenges they face in the workplace due to the decades of exclusions from basic workplace protections. Senator Kaine voiced his continued support for domestic worker protections, and noted that he would continue working with Care in Action in regards to the re-introduction of the bill. This event was covered by local media.

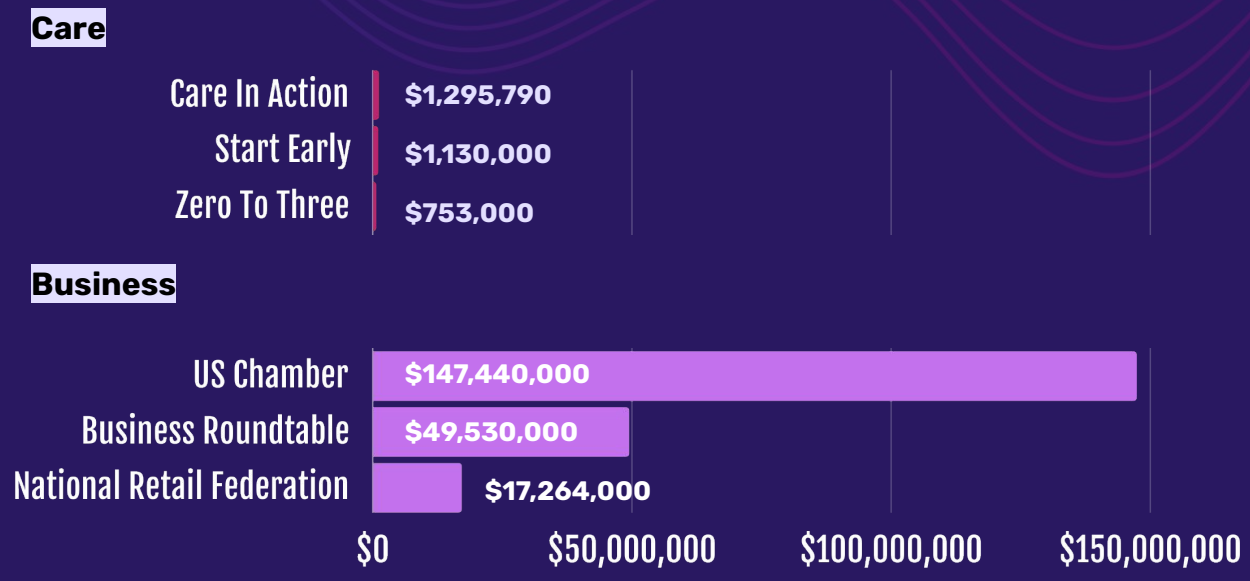
Arizona: Staff hosted a successful roundtable discussion with Congressman Raúl Grijalva and an excellent delegation of domestic workers, children of domestic workers, and leaders in the community. Domestic workers shared stories about the issues that impact their lives and their working conditions. Here's a great clip of Magda sharing her "story of self" and why this bill will support her and her friends. Rep. Grijalva agreed to co-sponsoring the bill (again!)



WE WE WERE ABLE GET THESE POLICY POLICY WINS DESPITE MASSIVE ANTI-CARE AND ANTI-WORKER LOBBYING EFFORTS

TOP THREE SPENDERS IN CARE LOBBYING VS. BUSINESS GROUPS THAT OPPOSED BBB

Combined Spending for 2021 and 2022



SOURCE: OPEN SECRETS

NEW AMERICA

2023 REVIEW

CARE CAN'T WAIT ACTION



Launched in 2023, Care Can't Wait Action (CCWA) is a coalition spanning twenty of the country's most influential labor unions, advocacy organizations and grassroots organizing groups. Collectively, CCWA advocates for a supportive care infrastructure through grasstops and grassroots organizing, joint actions, national summits, and more. Care in Action is the anchor organization and fiscal sponsor of CCWA, and played a catalytic role in its creation.

In August, Care Can't Wait Action launched its inaugural campaign to mobilize tens of millions of voters and center care as a key issue for candidates in 2024. To help put care at the forefront of the conversation in 2024, and beyond, Care Can't Wait Action will:

- Launch a massive direct voter contact program reaching 10 million infrequent voters
- Conduct a major paid media campaign targeting voters in priority states
- Host presidential and Senate town halls
- Commission new research to shape messaging of care issues in 2024
- Engage candidates in "care immersions," providing opportunities to work alongside caregiving families and care workers for the day
- Dramatically expand influencer deployment across various digital platforms through activations, live events, and social media engagement

In 2023, our coalition laid the groundwork for success in 2024. This included establishing table members, which include MomsRising Together, Service Employees International Union, National Women's Law Center Action Fund, Center for American Progress, and the AFL-CIO. The coalition also developed goals and a work roadmap for the coming months, hired key staff, established division of labor, and performed necessary fundraising to support the work of the campaign.

As the only organization in the coalition specifically dedicated to mobilizing infrequent Black and brown women voters in the Sunbelt, Care in Action will play a pivotal role in CCWA in 2024. We are grateful to have partners dedicated to creating a comprehensive, 21st-century care infrastructure that uplifts families, empowers caregivers, and paves the way for the creation of sustainable, secure, and well-compensated care jobs.

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CARE WINS CAMPAIGN



In June, Care in Action announced our Care Wins campaign. This campaign is designed to raise the profile of the care agenda and build a national conversation about a more robust care infrastructure.

The goal of Care Wins is to make care a key political issue in the 2024 election cycle by amplifying the voices of millions of parents, caregivers, and care workers – while simultaneously forming a constituency to push elected officials to take legislative action to meet the growing demand for care.

In 2023 the Care Wins campaign:

- Engage the public during and after legislative session on wins around care
- Grow our base of care workers and develop their leadership
- Wage local and state campaigns that advance the care agenda
- Advocate for increased wages for care workers in key states
- Create a Congressional "Care Caucus"
- Brief Members of Congress and their legislative staff on care issues for lobbying and educational purposes
- Grow support for a federal bill that pushes for increased investment in HCBS
- Engage in research projects that confirm there is an active "care constituency"
- Engage with influencers who have care stories to share
- Engage with editorial boards and other "media makers" who have provided or received care

Care in Action rolled out the Care Wins campaign with an online campaign hub and launch video, and have conducted comprehensive planning for the months ahead. In partnership with Grow Progress, we began message testing to determine the most effective messaging needed to persuade audiences towards making care a priority issue. By testing specific audience attitudes, we will develop strategic and targeted messages that will resonate with the public in 2024 and beyond.

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VOTER POWER



Virginia's Electoral Success Story:

- Virginia's recent victories, with 22 Care in Action-backed candidates elected, including a historic number of women of color, showcase our effective organizing. Despite historic GOP fundraising, Virginia's success demonstrates the power of personalized voter engagement and the importance of caregiving issues in political dialogue. These wins highlight the untapped potential in domestic workers and caregivers. We entered early and robustly; we channeled nearly a million dollars into Virginia to catalyze change with full-time staff, passionate domestic workers and organizers, and a groundbreaking bilingual canvassing initiative. This is how you build a movement from the ground up.

- Yanet Limon-Amado, our Virginia State Director, exemplifies this success. As a Deferred Action for Childhood Arrivals (DACA) recipient and daughter of a domestic worker, she's intimately familiar with the sidelines of democracy. Her story resonated with many Virginians, including Jovana, a domestic worker voting for the first time as a newly naturalized citizen. Yanet's story underscores the untapped power of domestic workers, caregivers, and their communities.

- Care in Action's investment in Virginia started in 2019, helping flip the General Assembly with 12 endorsements of women of color running for the Senate and House of Delegates. By 2021, the organization successfully passed the first-ever Domestic Workers' Bill of Rights in the South.

- These wins are just the beginning. They demonstrate the untapped potential in domestic workers and caregivers, a group often overlooked in politics but capable of driving real change.

- The impact of these efforts is remarkable: our team made 737,139 calls and polling attempts and organized seven community events. Perhaps most importantly, we engaged in 18,056 meaningful conversations with Black and women of color voters during an election that was too close to call, who are often overlooked by organizations and political leaders despite being the foundation of our communities and the essence of our democracy.



2023 REVIEW

NARRATIVE



Care Summit:

In an unprecedented show of unity of workers and leaders across the care economy, Care in Action joined the National Domestic Workers Alliance (NDWA), SEIU, AFL-CIO, AFT, AFSCME, Community Change, MomsRising, and Care Can't Wait in Washington, D.C. for the inaugural Care Workers Can't Wait Summit in April to sound the alarm and point the way forward. This summit, the first of its kind, launched a renewed effort to educate the nation, improve the quality of jobs, and recognize care workers for fighting for an equitable care economy that centers all workers across care industries.

Notable Media Hits:

Reach: 189.2 Million+

The Hill: A crisis of care — How Congress votes on funding could tip the balance in 2024

New York Times: Georgia's Liberal Organizers Warn of a Cash Crunch and Apathy

Latino News Network: Yanet Limon-Amado: Uplifting Voters Of Color

Richmond Times News Patch: Virginia sees more women candidates of color for legislature

Politico: Supreme Court strike damage ruling curveball at NLRB

The Root: Why Republicans Want Voters to Fear Kamala Harris As President

The Nation: US Democracy Is Under Attack. These Human Rights Defenders Are Not Backing

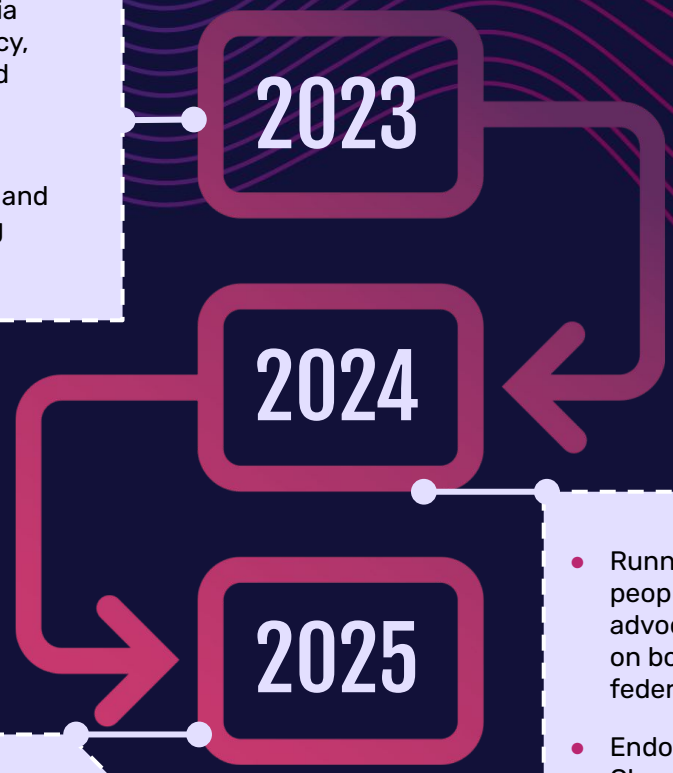
THE FUTURE

The future is now, and Care in Action is gearing up for a highly consequential election year in 2024. As we push forward to organize care voters and elect care candidates, we will be sharply focused on making material change for the workers who are the heart of our economy and society. In 2024, you can expect to see us committing to:

- Launch paid media campaigns connecting care wins to the upcoming elections to prove that some elected officials are fighting hard and winning for working families
- Tell voters WHO blocked care policy that could have helped working families
- Raising the wages and standards for care workers through state and national ARPA and Executive Order implementation people-powered campaigns. We will fight for what is owed to Black and women workers, caregivers, and voters and be sure they know which leaders are fighting for them and who is working against them.
- Scaling our proven voter mobilization program to build political power for Black women and other women of color.
- Building power for the care movement and elevating care as a top issue in the 2024 elections through our Care Wins campaign and the Care Can't Wait Action Coalition.
- Advancing the Care Agenda at state and national levels.



WE WILL WIN ELECTIONS IN 2024 SO THAT WE CAN WIN THE CARE AGENDA IN 2025.



- Multi-year campaign planning and design
- Engaging voters via legislative advocacy, accountability, and budget processes
- Virginia statewide elections: primary and general organizing

- Running people-powered care advocacy campaigns on both a state and federal level
- Endorsing Care Champions up and down the ballot, including the Biden-Harris re-elect campaign
- Early and ongoing direct voter contact and voter mobilization
- Running digital ads and other narrative strategies

- Passing and implementing the Care Agenda at local, state, and national levels