

NEW ERA COLORADO

2025 Annual Report

A Note from the Executive Director

Friends,

What a year it's been. I became the executive director of New Era in February, and it has been the honor of my life. If that wasn't enough, in October, I gave birth to twin boys, and I am now a mom of three under three. Life comes at you fast, and as I reflect on 2025, it's astounding to me all that we were able to accomplish under the most difficult circumstances. My team set out to win big on the Youth Agenda by building our coalition of support to tax the ultra-wealthy and electing champions to city councils across the state. In between, we crafted a new strategic plan that will guide us through the last three years of this federal administration, and we couldn't be more ready to carry out our bold vision.

This year, for the first time ever, New Era endorsed candidates in city council races because local government is a true locus of control in our daily lives — determining everything from schools to policing — and because it shows young people the tangible power of their vote. We ran our most ambitious municipal election program to date, reaching over 100,000 young people in our key regions across Colorado whose votes helped elect seven Youth Agenda Champions to local office. In Aurora, despite being outspent 15-to-1 by conservative dollars, every single New Era-endorsed candidate won, delivering a clean sweep and flipping the majority at City Hall. New Era was the only progressive organization to invest political dollars in this race, knowing that the grassroots power of young people shifts the tides of elections.

Colorado's Taxpayer Bill of Rights (TABOR) has created a budget shortfall of over \$1 billion, a problem compounded by federal funding cuts. During the legislative and special sessions, our state legislators refused to move forward with our two tax bills or even say the word "TABOR" out loud. And because we lacked the supermajority needed to refer a measure to the ballot, we formed Protect Colorado's Future. This coalition, which includes a dozen other grassroots and advocacy organizations invested in tax equity, will move a ballot measure forward in 2026 to tax the ultra-wealthy and generate the revenue Coloradans depend on for housing, health care, and education.

Our work ahead is to foster community and long-term culture change, especially for young people who are disillusioned by our current politics or have been neglected by political campaigns altogether. Next year, we'll be electing Youth Agenda Champions as our next governor, attorney general, secretary of state, and flipping must-win congressional districts. We'll also be celebrating New Era's 20th anniversary and honoring all the incredible people who have made us the most effective youth organizing organization in the state. Thank you for being on this journey with us as we continue to swing for the fences and build a future where we all can thrive.



Onward,

Christina Soliz,
Executive Director



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About New Era Colorado

OUR MISSION:

New Era Colorado harnesses young people's political power to create a Colorado that serves **all people**.

At New Era, we are building a youth movement toward our collective vision by organizing and strengthening young people's power to participate in the political process and pressure systems to create the world we deserve.

We aim to do this through a multi-pronged programmatic approach: organizing communities of young people across the state to recognize and harness their power, electing young leaders and champions into office, and breaking down systemic barriers to accessing that power. While we might not have the economic power of older generations, we have people power, so when we show up, we create change.

Through this work, young people will have a seat at the table and be a major influence on structures that impact them. By investing in the potential of young leaders, we are investing in the movement towards our collective vision.



**NEW ERA
COLORADO**
Foundation

New Era Colorado Foundation organizes young people to participate in the political process, develop as leaders, and find a political home.*

**NEW ERA
COLORADO**
Action Fund

New Era Colorado Action Fund organizes young people to win on the Youth Agenda through elections and policymaking.

**New Era Colorado Foundation does not participate in any partisan activities.*

MEET SOME MEMBERS OF OUR FAMILY!

Young People For All People is our independent expenditure committee that mobilizes young voters to elect Youth Agenda Champions.



New Era Colorado AF is our small donor committee that endorses and helps fund Youth Agenda Champions.

2025 At a Glance: Our Goals



GOALS



Youth turnout in our targeted municipal elections is **2 percentage** points higher than 2023, including a **5 percentage** point increase of BIPOC youth turnout from 2023.

50%+ of endorsed candidates in 2025 win their municipal race, with a majority of endorsed champions identifying as young or BIPOC.

Our staff will lead in creating a new strategic plan with **clearly defined priorities aligned with our mission** that are both stable and nimble—a clear north star with flexibility in getting there.

We **raise \$1,088,000** for New Era Colorado and **\$420,920** for New Era Colorado Action Fund, **including \$8,000** into our small donor committee.

By end of year, **80%** of staff at the organization strongly agree they have the information they need to do their job.



OUTCOMES



Relative to 2023, youth turnout in our targeted municipal regions increased (on average) by **over 5 percentage points**, and BIPOC youth turnout also increased by **over 5 percentage points**.

58% of our endorsed candidates won their race, including three BIPOC champions. The majority of our endorsed champions identified as young and/or BIPOC.

We have created strategic guidelines for the next three years that **center anti-racism** in our work, give us **immediate and long-term outcomes**, along with a **strong connection between New Era's programs** and how we will achieve them.

We **out-fundraised all of our goals**, allowing us to scale up our programs and spend down our entire 2025 budget. Thanks to our grassroots donors, we raised **\$10,000** to our small donor committee.

100% percent of staff agree or strongly agree they have the information they need to do their job.

Winning Big at the State & Local Level

Major Wins:

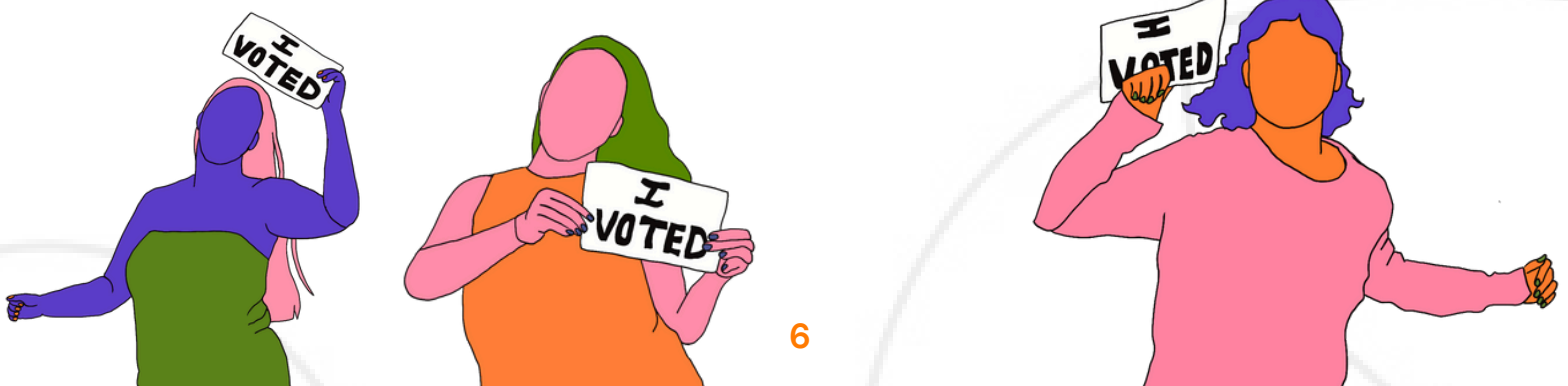
✓ In Aurora, **all four of New Era-endorsed candidates won**, delivering a clean sweep and flipping the majority at City Hall. Our tactics **reached over 40,000 young people** to turn out for our incredible champions who will protect immigrant families and foster an Aurora where everyone belongs.

✓ New Era ran our most ambitious municipal election program to date, **reaching over 120,000 young people** across Aurora, Boulder, Colorado Springs, Fort Collins and Greeley. All resulting in seven out of ten candidates endorsed by New Era Action Fund winning their races.

✓ We supported the campaign to help pass Amendments LL & MMs, which will **increase taxes on wealthy households** to fully fund free breakfast and lunch for all public school kids. Any leftover funding will go toward SNAP, at a time when families need it most.

✓ New Era's base of **young people turned out at 35 percent**, which is 14 points higher than the overall youth turnout across Colorado.

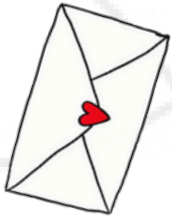
✓ While Colorado's population is aging overall, New Era's work has ensured that young people's power is growing at the ballot box. **Young people, especially young people of color, saw the biggest increase in vote share in 2025 compared to 2023.**



By the Numbers



20,000+ visits to our voter guide



15,000 c4 mailers

23,000 c3 mailers



35,000 c3 texts

32,000 c4 texts



5,000+ calls attempted



Hundreds of doors were knocked and lit dropped



YouTube video ads reached over 90,000 people



60+ tables across the state



Walked over 150 people to the polls on election day



We Flipped Aurora's City Council!



Local governments have a lot of influence when it comes to protecting young people and communities of color. They have the power to increase the minimum wage, create more affordable housing, and approve the city budget, which determines what public services get funded. This year, for the first time ever, New Era endorsed candidates in local city council races where our Regional Lead Organizers have an engaged base of young people and the necessary infrastructure to make an impact.

Aurora is the most diverse city in our state, yet city council had been dominated by MAGAs for the past five years. This election, the same city council person who started the lie that the city was being taken over by violent gangs — the lie that the President then used to threaten military force on our communities — was voted out, and a Youth Agenda Champion was elected to take her place. In fact, **every single New Era-endorsed candidate won in Aurora**, delivering a clean sweep and flipping the majority at City Hall. If you asked anyone, this was not supposed to happen! Despite being outspent 15-to-1 by conservatives, **New Era was the only progressive organization that spent political dollars in this race**. When others backed down, we doubled our efforts and deployed canvassers to knock doors in the final weeks, knowing that the grassroots power of young people changes the tides of elections.



Our tactics reached over 40,000 young people of color in Aurora to turnout for our incredible champions: Alli Jackson (At-large), Gianina Horton (Ward 1), Amy Wiles (Ward 2) and Ruben Medina (Ward 3). These Youth Agenda Champions were elected to City Council to protect immigrant families, and foster an Aurora where everyone belongs, and we cannot wait to get to work alongside them.

We're Taxing the Rich, F*cker!

While Colorado is seen as a progressive state, we are unable to pass progressive policies because our state and local budgets are being capped by an archaic tax policy. Colorado's taxpayer bill of rights, also known as TABOR, caps how much tax revenue our state and local governments can keep and spend, and in result, limits the scope of what the government can deliver on for young people and people of color. It is the most restrictive law on raising and spending tax dollars in the country, and effectively puts a ceiling on revenue growth and therefore the policies the legislature can enact, which limits the governing power young people are building. To put it plainly, TABOR is the number one barrier to progress on the Youth Agenda and is defunding all of our public resources like education, healthcare, infrastructure, and housing. Coupled with an increase in federal budget cuts, Colorado is stuck in a cycle of an annual \$1 billion state budget shortfall, forcing state legislators to cut critical programs and services to address the gap. New Era has our sights set on repealing the most restrictive parts of TABOR, including the flat income tax, so our government can be fully funded and truly serve the people.

This year, we proved that young people are overwhelmingly supportive of a more equitable tax system. We kicked off our campaign on Tax Day, dedicating the spring and summer to refining economic justice narratives specifically designed to mobilize BIPOC youth to vote for a progressive tax measure in 2026. The proof is in the data: when we called up our young base across the state in June, a stunning 96.8% agreed the wealthy should pay their fair share in taxes. Coupled with canvassing in priority regions to build support and gather feedback for the ballot measure, what we heard from young people was a clear demand for tax equity. With the support of foundation-funded polling to better understand which public services voters would like to dedicate funding to, in September we filed a 2026 ballot measure alongside our coalition, Protect Colorado's Future. Together we will reform TABOR by implementing a graduated income tax that cuts taxes for 99% of residents while raising taxes on the ultra-wealthy. This measure will provide our state with the necessary revenue to fund the rising costs of Medicaid and other critical services Coloradans depend on.

New Era serves as executive co-chair in the Protect Colorado's Future coalition, and led the way in establishing our governing structure so we are ready for campaign mode in the new year. We are currently in the process of passing title board and strategizing signature collection to get on the November 2026 ballot. Together, we will demand our government rewrite the rules so our shared resources can provide support to our communities for generations to come.



“Young people don’t have a future if wealth inequality continues at this level.”

“Taxes should be taxed proportionally to a person’s income to ensure everyone has a fair shot at living a life with dignity.”

“Hell yea we need to start getting them to pay what they’ve owed for years!”



We've got a lot of work ahead of us in a must-win midterm election in 2026. We need to build lasting power for young people through our political work by **electing leaders who will implement progressive policies** that improve their material lives and defend their basic human rights. We also need to **make meaningful changes to Colorado's tax code** to raise revenue and adequately fund our social programs.

We've got big plans for 2026:

- The path to winning back the U.S. House of Representatives runs directly through CD8, and we have our sights set on electing a Democratic candidate in one of the country's most competitive races.
- Pass a Graduated Income Tax on the 2026 ballot by turning out young people in support.
- Elect strong democracy defenders in state constitutional offices including the Governor, Attorney General, and Secretary of State.
- Grow our bench of Youth Agenda Champions in the State House and Senate by endorsing in the regions where we organize year-round, prioritizing tight races nestled in congressional districts 3 and 8.
- Be a political home for young people. New Era is meeting the moment by passing policies that show young people how democracy can work; offering a space for belonging and purpose, particularly young people of color; and bringing young men back to our coalition.

*We know we have an opportunity to chart a new path forward here in Colorado. **Support a future young people dream of by investing in New Era Colorado today!***

Onward,

The New Era Team