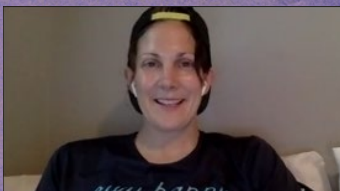
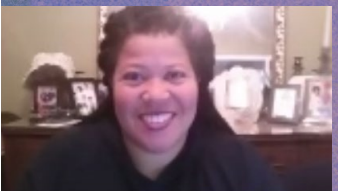
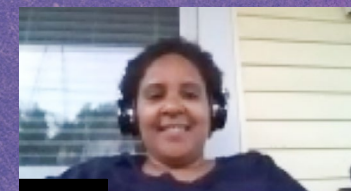
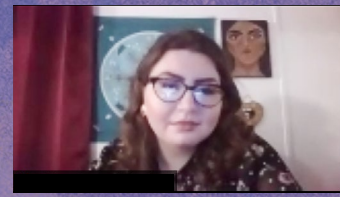
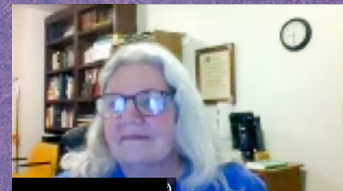
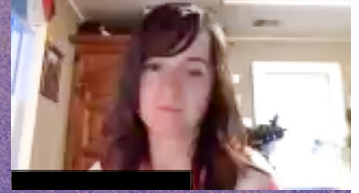




KENTUCKIANS FOR THE
COMMONWEALTH

2020 ANNUAL REPORT



**WE ARE KENTUCKIANS.
WE CHOOSE EACH OTHER.**

Who we are:

KENTUCKIANS FOR THE COMMONWEALTH

is a community of people, inspired by a vision,
building grassroots power and a better future for all of us.

Together, we organize for a fair economy, a safe environment,
fairness and equality, and a healthy democracy.

We currently have thousands of members from Paducah to Pikeville
and from Covington to Bowling Green that are organized into county
or multi-county chapters across the commonwealth.

We have a vision.

We are working for a day when Kentuckians – and all people –
enjoy a better quality of life.

When the lives of people and communities
matter before profits.

When our communities have good jobs that support our families
without doing damage to the water, air, and land.

When companies and the wealthy pay their share
of taxes and can't buy elections.

When all people have health care, shelter, food,
education, and other basic needs.

When children are listened to and valued.

When discrimination is wiped out of our
laws, habits, and hearts.

And when the voices of ordinary people are
heard and respected in our democracy.

NOTE: Throughout the report, you may see this
cursor, which indicates there is a hyperlink you
can click on to learn more, watch a video, or
check out a photo album. **Click on the underlined text to
see where the link takes you!**



Table of contents

- 3 Letter from the Chairperson
- 4 Our work at the beginning of 2020
- 7 Then the world changed
- 8 And we kept organizing
- 9 We took care of each other by:
 - 9 Organizing for a caring economy
 - 10 Fighting utility rate increases
 - 10 Preserving the U.S. Postal Service
 - 10 Supporting a Just Transition for miners and their communities
- 11 We voted for our shared future by:
 - 11 Registering, educating, and mobilizing voters
 - 12 Working to elect visionary candidates
 - 13 Reaching out to Kentuckians who had their right to vote restored
- 14 We learned with each other by:
 - 14 Creating spaces to be together
 - 15 Taking on timely topics
 - 15 Building a more diverse and intersectional movement for climate, equity, and Just Transition
- 16 We told our stories:
 - 16 With Facebook Live
 - 16 On TikTok
 - 17 Across social media
- 18 Reflections from KFTC's outgoing leadership
- 19 Financials



A letter from KFTC's outgoing Chairperson.

Last year almost took me out. I was exhausted – all year.

I felt a ton of pressure – pressure to perform. I was feeling the awesome responsibility of representing and leading a nearly forty-year-old justice organization at a time that even Angela Davis describes as “no time like another.” International calls for racial justice and for America to simply do and be better meant for me that my movement home should do more as well.

At a time when they knocked in Breonna Taylor's door murdering her, ran down Ahmaud Arbery, and choked out George Floyd; when COVID-19 and the failures of the federal government meant that too many people died and we couldn't even get our mail delivered on time; when our ballots were at risk of not being counted; when our state legislature chose business and corporations over people, I wanted to be in the right spaces, to do the right thing, and to say what was necessary. I wanted to be sure that whatever we did as a KFTC family, we were doing everything we could to build power and advance justice. **I wanted us to demonstrate to our communities and really to ourselves that we had (and have) what it takes to not just stand up for justice, but that we could win.**

We got our behinds kicked in the legislature. Our senate candidate lost. We didn't increase voter turnout. There has been no justice for Breonna. **Yet, despite feelings of defeat, times of conflict or when fear seemed like it could paralyze our progress, I'm proud to know that KFTC chose us. We chose each other. We chose Kentucky.**

The pages beyond here further acknowledge our selfless desire to do more, to be better and to choose each other. It's just a prelude for what's to come.

As we celebrate forty years of organizing, supporting leaders and building power, I invite you to imagine with us what more we can do in the next iteration of our beloved organization and what you can do to help us win more and keep choosing each other.

To borrow from my shero, Fannie Lou Hamer: “I'm sick and tired of being sick and tired,” but I ain't that sick and tired. **I look forward to witnessing, supporting and building with ordinary Kentuckians doing extraordinary work to create the Kentucky we all deserve. Thanks for the privilege to serve, fight, dance, sing and win with you.**

Cheers to the next forty years!

Yours truly,



Cassia Herron



We started off 2020 with big plans.

We were going to **fight in the General Assembly for the things that our communities need to thrive** like a moral budget that generates much-needed revenue, ensuring our miners receive the benefits they worked for, expanding access to the ballot box with same-day voter registration, automatic voter registration, and early voting, and expanding statewide Fairness protections.

We were going to go “all-in” with our **biggest integrated voter empowerment program ever**. Dozens of voter empowerment organizers would knock on thousands of doors and meet people at festivals, on campuses, at ball games and at the laundromat. They were going to spread the word about the governor’s executive order to restore voting rights to people with felonies in their past and impact the upcoming election – one of the most consequential of our lifetime.

And we started the year off strong!

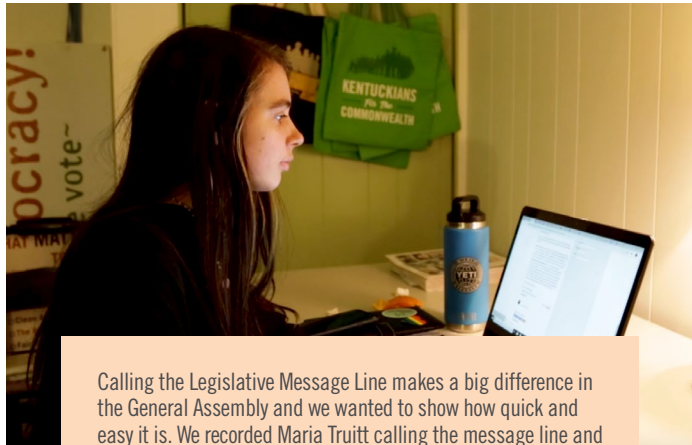


We organized and supported several big lobby days during our General Assembly where hundreds of Kentuckians made their voices heard on issues like voting rights, Fairness, assistance for miners with black lung, and a moral budget.



We hired and trained forty voter empowerment organizers ahead of the primary and general elections.

We created lots of communications products that helped members take action and shape the narrative about our work in the General Assembly.



Calling the Legislative Message Line makes a big difference in the General Assembly and we wanted to show how quick and easy it is. We recorded Maria Truitt calling the message line and shared it on social media. [Click here to watch the full video.](#)



Our London office got solar panels and is now completely solar-powered! [Check out the full story!](#)



Laurent Vesely, Alan Smith, and Debra Graner traveled to the State Capitol in Frankfort as grassroots lobbyists advocating for voting rights for people with felonies in their past. [Click here to watch their full interview.](#)





And then the world changed.

Kentucky reported its first case of COVID-19 in early March.

Immediately, KFTC leadership decided to suspend all in-person gatherings to do our part to stop the spread of COVID-19. We provided staff with a two-week paid break to attend to the immediate needs of their families and communities and to prepare for virtual work going forward. Our administrative staff implemented supportive policies, the Families First Coronavirus Response Act and additional COVID-19 leave time, and our organizing and communications staff reimagined how to organize folks who were mostly staying home.

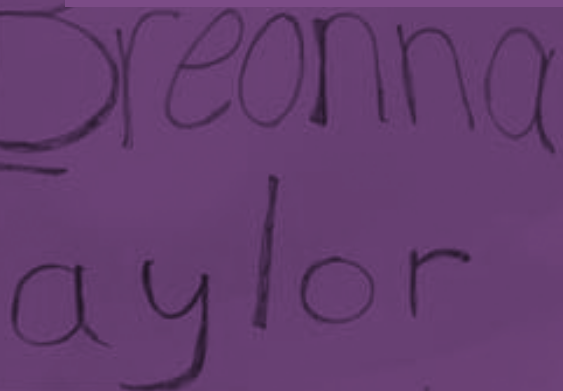
We checked in with members early on through a virtual statewide call. We shared space with each other, asked how each other was doing, and heard what they needed in this moment. Organizers regularly called members to continue checking in, offering support, and strengthening our connections with each other even as we were physically distanced.

Our work did not stop.

Kentucky's legislative session continued for a bit longer, with Republican leadership advancing bills unrelated to the pandemic and without public input. The primary election to decide who would take on Mitch McConnell was heating up. And uprisings across Kentucky emerged as a result of the murders of Breonna Taylor, George Floyd, and too many others.



BLACK
LIVES
MATTER



Breonna
Taylor

And we kept organizing.

The “new normal” of quarantine was challenging to our organizing work. How could we create and deepen relationships with each other to build our collective power – the core of community organizing – when we were isolated in our homes?

We learned a lot about Zoom and how to creatively and meaningfully engage folks online. We experimented with new relational organizing tools, like the Empower app that supports members to reach out into their networks and activate their friends and family in taking action. We did a lot more outreach via digital ads and print communications like postcards, billboards, and newspaper ads. When it was safe, we conducted distanced canvassing where we left printed materials on people’s doors. And we also had lots more phone and text conversations with people.

These were all imperfect strategies and tools to help us reach our goals in a challenging year while keeping folks safe and healthy.

And as you’ll see, we were still successful in many ways.

We took care of each other.

The COVID-19 pandemic exposed many of the inequalities that already existed in our world – people struggling to make ends meet in low wage jobs, parents faced with making impossible choices between working and childcare, frontline workers without access to quality, affordable health care, and elected leaders who abdicated their responsibilities to their constituents. These impacts were felt most keenly by Black folks, people of color, and poor and working-class folks.

Democratic Governor Andy Beshear – who was elected in November 2019 by just over five thousand votes – provided strong early leadership in Kentucky. His administration provided guidance on mask wearing, social distancing, and traveling, as well as executive orders to limit the public’s exposure to COVID-19 by shutting down bars and restaurants, schools and universities, and public gatherings. His actions likely saved many lives and Kentucky experienced much better health outcomes than many of our neighboring states.

Despite the good work of Governor Beshear, many of our elected leaders chose partisan politics over the health and well-being of Kentuckians.

But when our elected leaders fail to take care of us, Kentuckians take care of each other.

We shared our stories of how the pandemic was impacting us and called for our elected leaders to provide the supports we needed. We fought utility rate increases that would make it harder for already struggling folks to keep the lights on. We took action to stop attacks on the U.S. Postal Service that would have made it harder for Kentuckians to receive their medications, stay in touch with loved ones, and safely vote during the pandemic. And we continued our work demanding that our elected leaders do right by our miners and communities.

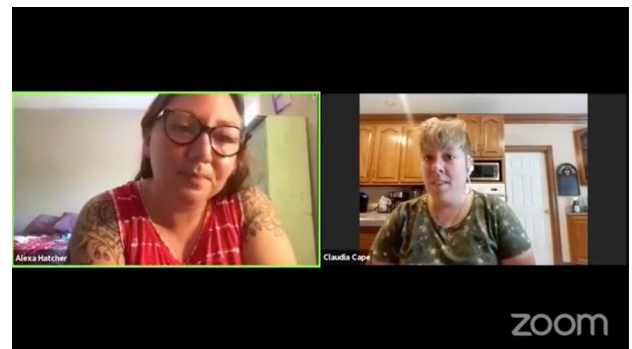
By organizing for a caring economy

Many Kentuckians struggled to pay bills due to lost wages or lost jobs. Unemployment assistance wasn’t enough to fill the gaps or was delayed altogether. And families were faced with choosing between work and child care.

We held virtual workshops for our members about tax and budget justice, local investing and divesting, and a care-based economy to better equip our membership to step into organizing themselves. Many of these conversations took up wealth inequality or how a robust budget could meet their basic needs. Some were simply to reach out and check in with folks and share resources and local mutual aid efforts.

These conversations have been critical in building long-term relationships with Kentuckians who have the most to gain by organizing, especially for tax justice and an economy based on care.

We also organized a series of Facebook Live interviews with people of color and working class folks from across Kentucky to share their stories about how the pandemic was affecting them and what kind of impact a caring government could have on their lives. These conversations received thousands of views and hundreds of comments, and helped develop a set of emerging leaders.



In July, we broadcast a Facebook Live conversation with Claudia about the urgent need to extend the current federal aid package for Kentuckians. Claudia is a professional housekeeper and was unable to work during the pandemic. Unemployment benefits helped to keep her and her family afloat for awhile but she faced a difficult choice with the prospect of schools opening back up in the fall:

“I don’t have a choice. I can’t pick between homeschooling and going to school in-person. She has to go to school, because I have to go to work. And if they shut down schools again without another [federal aid package] in place, I’m going to be in bad shape.” – Claudia Cape, Warren County

[You can watch the full conversation here.](#)



By fighting utility rate increases

Last summer and fall, KFTC members and our allies fought back hard when Kentucky Power – a monopoly utility serving more than 100,000 households in eastern Kentucky – proposed to sharply raise rates in the middle of a pandemic and to restructure its rates in complex ways that were deeply harmful to ratepayers and the future of clean and efficient energy in Kentucky.

We activated Kentuckians to make their voices heard in this case, and we collaborated with a broad set of affordable housing and solar energy advocates in the region and across the state.

Using peer-to-peer texting, phone banking, social media ads, a statewide webinar, and direct mail, we:

- Informed more than ten thousand households affected by this rate case and supported people to take action.
- Mobilized nearly 250 people who used our website to submit written comments to the PSC.
- Turned out dozens of people to testify during three virtual public hearings.

And in January 2021, **the Kentucky Public Service Commission agreed with us on many important issues.** The PSC's final order doesn't deliver everything we wanted, but it's very good news for struggling households and businesses and for the future of rooftop solar in Kentucky.

By preserving the U.S. Postal Service

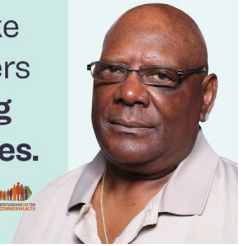
When Republicans began attacking the U.S. Postal Service by shutting down sorting facilities, removing equipment, moving drop boxes, and cutting funding – right before a hugely consequential national election – we partnered with the Kentucky postal workers union on a direct action in Inez, Kentucky, the hometown of Mike Duncan, who was the Chair of the Board of Governors of the U.S. Postal Service at that time.

Members and allies spoke at a press conference to demand emergency aid for the postal service and to reverse actions taken to slow mail delivery, and we staged a car caravan protest that went by Mike Duncan's home, the bank he owns, and the Inez Post Office.



We've got to take care of our miners with **Black Lung** and their families.

FixWhatsBroke.com



Reclaiming abandoned mines creates good jobs.

FixWhatsBroke.com



Bennie Massey (top), a retired miner with Black Lung, and Teri Blanton (bottom), a Harlan County native impacted by polluted water, were two KFTC members featured on billboards and in ads around Kentucky.

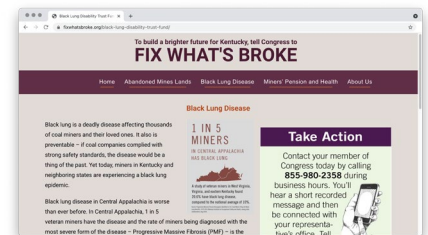
You can view the full album of portraits [here](#).



By supporting a Just Transition for miners and their communities

For the last several years, KFTC and allies have been pressuring elected leaders to pass a series of bills that would create good jobs, clean abandoned mine sites and polluted waters, and do right by our miners.

Early in the year, this coalition launched a paid media campaign that included billboards in eastern Kentucky and Lexington, newspaper ads in local eastern Kentucky newspapers, two weeks of radio ads, a new website to house information and ways to take action, and social media ads. The ads featured portraits of individual Kentuckians, including coal miners with black lung disease, widows and close family members of miners, and other eastern Kentucky residents affected by unreclaimed mines and polluted water.



Learn more about how Congress can fix what's broke at [FixWhatsBroke.org](#)



And in July, **the RECLAIM Act and the reauthorization of the Abandoned Mine Lands Program** – two demands KFTC and allies have been organizing around since 2015 – **were included in the Moving American Forward Act**. And in late December, Congress passed a one-year extension of the fee on coal that funds the **Black Lung Disability Trust Fund**. Although these wins are good and should be celebrated, there is still work to do to move these policies in the Senate and to address the long-term stability of the Trust Fund.



We voted for our shared future.

When we vote, we're not just voting for a candidate or party. We're voting for whether our communities have the things they need like good schools and libraries, how we want to care for our seniors and kids, and whether we can go to the doctor when we're sick. **We're voting for our shared future, for each other.**

That's why we work year-round to register, educate, and mobilize Kentuckians around issues that are important to them, support visionary candidates with whom we can co-govern, and work to ensure everyone's voice is heard on Election Day.

By registering, educating, and mobilizing voters, and fighting for safe and accessible voting processes

Looking at 2020, we had big plans around some hugely consequential elections. Early in 2020, we hired forty voter empowerment organizers to support these plans and spent a full weekend training them in their new roles.

And then COVID-19 hit and we had to recalibrate and completely shift our plans, moving to an all-virtual strategy for the next several months.

That shift included supporting voter empowerment organizers and volunteers in making over 200,000 calls and sending over 155,000 texts, and organized dozens of tabling activities, later in the year when it was safe to do so.

We also surveyed candidates about important issues and shared their responses online with members and the general public. We mailed voter guides to over 20,000 people and KentuckyElection.org received over 250,000 page views by 122,000 people throughout the year.



In September, members in Jefferson County masked up and did socially distanced literature drops about the upcoming election.

And we fought for – and won – COVID-19-safe voting processes that kept Kentuckians safe and healthy while they participated in elections. We worked with allies to make a bipartisan plan for no-excuse absentee voting in the primary stronger and more accessible, including adding paid postage to the return envelopes and moving drop boxes from police stations to more neutral locations. And for the general election, we built on what we learned in the primary, organized, and won more changes, including three weeks of early and weekend voting, more polling locations, a ballot curing process that would allow people to fix any mistakes and have fewer rejected ballots, and the postponement of the implementation of a new voter ID law.

We also worked hard to help spread the word about the elections process, launching the Kentucky Democracy Project in September to register voters and spread the word about the election process.

We dropped literature at doors about how to register and vote by mail, we conducted phone banks where KFTC volunteers, voter empowerment organizers and staff made thousands of calls; we texted thousands of folks to let them know about the process and to mobilize them on election day; and deployed members as “election protection” to monitor polls, spread good information about how voting would happen, and inoculate against misinformation.

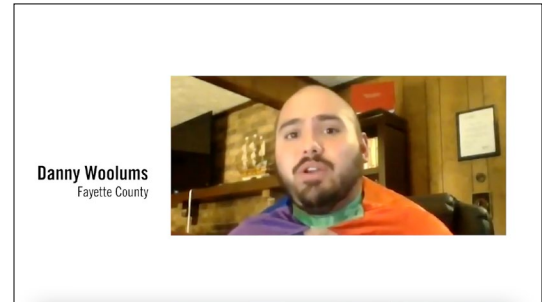


Voter empowerment organizers posted up at polling locations all across Kentucky with water, snacks, and information for folks who had questions about voting. Audrie Lamb (left) was in Jefferson County and Joy Girgis (right) was in Northern Kentucky.



Summer Graves from the SOKY chapter shared their story about having to choose between a good paying job and quality health care and why it's important to vote for candidates who "see us as people." [You can watch the full video here.](#) ✨

We created lots of communications products that helped people participate in elections and shaped the narrative about the kind of Kentucky we can all call home when we vote.



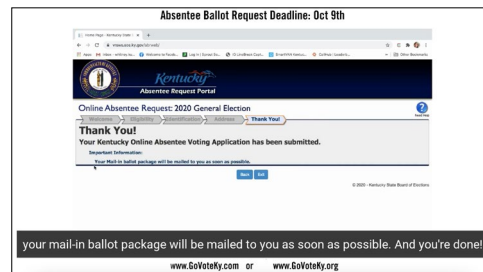
We created a video featuring KFTC members from across the commonwealth that shared why voting was important to them and to Kentucky. [You can watch the full video here.](#) ✨

By working to elect visionary candidates

KFTC's New Power PAC endorsed Charles Booker – a visionary candidate for the Democratic nomination for U.S. Senate with the personal experience that spoke to many Kentuckians' struggles – early in the primary and worked hard to get him elected.

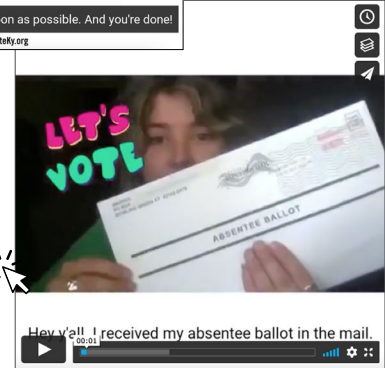
We made thousands of calls, texted thousands of Kentuckians, mailed postcards, created and boosted social media content that reached tens of thousands of folks, hosted a town hall for members, and supported a seventeen-thousand-member-strong Hype Team group on Facebook.

And though he didn't win his bid for the Democratic nomination for U.S. Senate, Booker changed the conversation. He stood up for a bold vision and showed up for Kentuckians in times of crisis. And he showed many of us that our vision for Kentucky is possible, if we're willing to work for it.

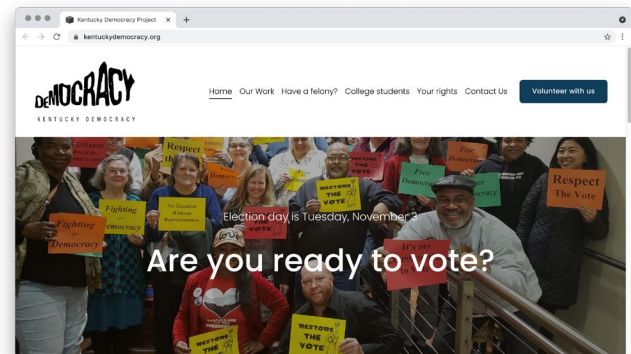


Kentuckians voted by absentee ballot for the first time ever in 2020.

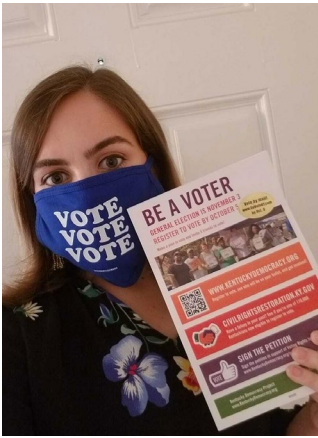
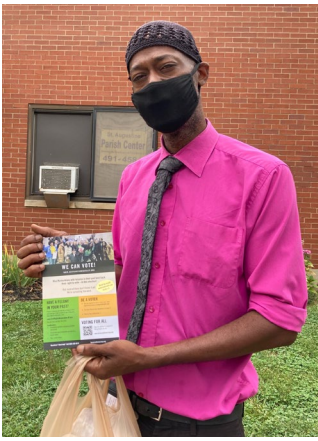
We created videos to show [how to request your absentee ballot, fill it out, and send it back in](#) and shared them across our communication and social media platforms. ✨



KFTC's New Power PAC hosted a town hall with Charles Booker in April where over a hundred members came to hear about Booker's vision for Kentucky and to ask questions about issues important to them. [You can watch the recording of the town hall here.](#) ✨



We created the Kentucky Democracy Project to help register voters and spread good information about the voting process leading up to Election Day. [Check out the website here!](#) ✨



By reaching out to Kentuckians who had their right to vote restored

In November 2019, newly-elected Governor Andy Beshear released an executive order that restored voting rights to 190,000 Kentuckians with a felony in their past.

While we're thrilled that 190,000 Kentuckians can have their right to vote respected, that's about half of what it could – and should – be. The order excludes people with “violent” felonies using a broad and complicated definition that many Kentuckians who have lost the right to vote will struggle to figure out. Unfortunately, most folks didn't even know that they had their right to vote restored, because there had been no direct outreach by the governor's office to those who are impacted.

To remedy that, we worked throughout the year through a variety of safe, physically-distanced outreach strategies. We:

- Reached out to recovery centers and did virtual walkthroughs and trainings to help folks learn if their rights were restored and if so, to register them to vote.
- Distributed handbills across the state with local businesses that do food delivery, non-profits, soup kitchens, and farmers markets.

- Did a targeted ad buy on Facebook in the spring where folks opted in to receive texts from us about voting rights. We texted 400 folks and helped about a hundred through the process.
- Hosted sixteen virtual volunteer trainings on voter registration, voting rights, and helping people with felonies in their past find out if they're eligible to vote.
- Worked with allies to organize multiple phone banks where we called 26,000 people with felonies in their past to let them know they got their right to vote back.
- Mailed nearly 55,000 postcards to directly impacted folks in an effort to get them registered by the October 5 voter registration deadline.

We had lots of great conversations with folks throughout this process. Some had been previously registered to vote prior to their felony conviction, so we let them know that they were eligible to vote. We walked others through the process to find out if they had their rights restored and helped register them to vote online.



We learned with each other.

Throughout the year, we created spaces where members can come together, learn from each other, and grow their leadership skills, knowledge, and confidence. And as an organization, we learned a lot about what it takes to connect with each other in virtual spaces and how to strengthen our investment in and understanding about accessibility.

By creating spaces to be together, take action together, and be nimble in changing circumstances

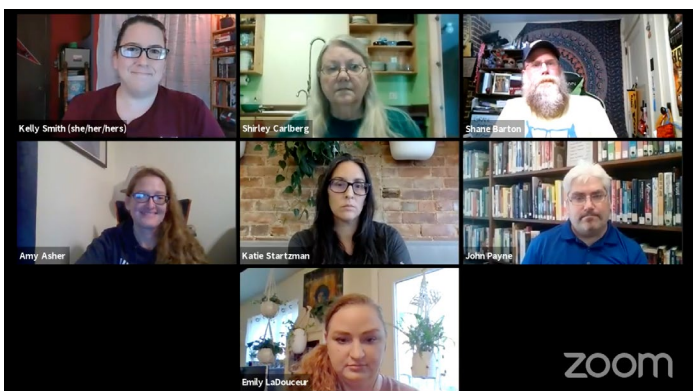
Throughout the year, we organized hundreds of virtual trainings, webinars, and gatherings where folks could safely learn together or take action together, including:

- Regular chapter meetings, committee meetings, and chapter exchanges where folks could stay connected with each other as we stayed healthy at home
- Webinars and trainings on issues such as how to know whether someone had their voting rights restored, energy efficiency, information on proposed utility rate increases, the impacts of COVID-19 on our communities, mutual aid, creating quality social media content, the race-class narrative, creating a caring economy, and more
- Technology training for volunteers on CallHub to make calls, ThruText for texting, or the Empower app to reach out to their network and ask folks to take action
- Phone banks to #CancelTheRent and build housing justice, reach Kentuckians who may have had their voting rights restored, talk with folks about Election Day changes due to COVID-19, and get out the vote mobilization
- Town hall events to hear from candidates, ask questions, and learn where they stand on important issues

We learned a lot about Zoom technology and how these virtual spaces were a lifeline for some folks who were isolating in their homes. We also learned how these are imperfect tools in an imperfect situation – not everyone has access to the technology necessary to participate in a virtual space and it takes work to make those spaces accessible with things like closed captioning, ASL translation, and language translation.

We learned how important it is to give and receive grace to ourselves and to others in such a stressful and chaotic time in our collective history.

And we learned that we have a unique opportunity going forward to organize around our vision for a Kentucky where we have elected leaders who take care of us, the way we take care of each other.



We organized dozens of training for folks to learn about the governor's executive order that restored voting rights to 190,000 Kentuckians. Participants were able to walk newly enfranchised Kentuckians through the process and register them to vote if they were eligible.

The Madison County chapter organized a virtual discussion called "Let's Get Candid! A Conversation with Berea City Council Candidates," which was streamed live on Facebook so folks could hear from candidates and ask questions about issues that were important to them.

By taking on timely topics like the November election, health care, and defunding the police

In a “normal” year, KFTC would have hosted a weekend-long statewide annual meeting where hundreds of members would come together in-person, build relationships, and learn together. **But because of ongoing safety concerns due to COVID-19, we pivoted to hosting a series of virtual gatherings over four weekends in the fall.**

We kicked off the series with a powerful and inspiring panel discussion on building progressive electoral power in the South, which featured Nsé Ufot of the New Georgia Project, Charles Booker of Hood to the Holler, Christopher Rashad Green of Free*Dome Unlimited, Inc in Virginia, and Mary Danhauer of the Kentucky Poor People’s Campaign. ([View the recording here.](#)) It was an especially important conversation in the days leading up to the November election to hear what it will take to build power and win: building relationships with each other and holding elected leaders accountable.

“We don’t pick up the phone just to make phone calls. We’re having high-quality conversations with Georgians. People will tell you the things that they care about, the fears that they have, and the hopes that they have for themselves, for their families, and for their communities and we work to lean into that.”

– Nsé Ufot, New Georgia Project

“Once you get somebody into office, you have to hold their feet to the fire. We can’t give up on the day after the election when our person gets in. We have to move them because they’re not exactly where we want them to be.”

– Mary Danhauer, Kentucky Poor People’s Campaign



The following two weekends, we organized two workshops designed to give members a deeper understanding of how racial justice and equity intersect with quality health care ([view the recording here](#)) and with creating a caring economy by defunding the police ([view the recording here](#)). These workshops were well-attended and well-received by members. And each workshop was followed up with a training to build members’ phone and text banking skills, and they were given the opportunity to reach out and have conversations with folks about the upcoming election.

And then we closed out our Fall Gathering with a celebration of our work, our connections, and our commitment to choosing each other. ([View the recording here.](#)) Members connected with each other in small groups, made a collective virtual altar of items that bring them hope, celebrated the work of the past year with photos and awards, and closed out with a dance party!

[You can watch recordings of all the main programming pieces online here.](#)



By building a more diverse and intersectional movement for climate, equity, and Just Transition

In June we wrapped up our Empower Kentucky Leadership Network program, which was an eight-month program with a diverse group of thirty-five Kentuckians who are building a movement for Just Transition and climate action in Kentucky.



After an initial in-person weekend gathering, folks came together each month to learn about what it will take to win on climate, environmental, racial, and economic justice in Kentucky. Monthly call topics

included centering racial, economic, and social justice in our work, the climate crisis and the Green New Deal, Kentucky’s energy landscape, the race-class narrative, cultural organizing, and

organizing and movement building. Several calls featured allies in our work for climate and Just Transition, which helped broaden participants’ understanding of the work and allowed them to learn from others who are organizing in similar landscapes.

Coming out of the program, a smaller group of participants are helping re-envision our work for a Just Transition – to update and affirm a broadly shared description of our Just Transition vision, principles and platform and to do so in a way that repairs and builds relationships and builds understanding, ownership, power, and trust across diverse frontline communities and constituencies within Kentucky.

[All of the resources from the program are available online.](#)



We told our stories.

In late 2019, with the help of consultants, members, and staff, we developed a [narrative brand](#) that we've been weaving into all of our communications to reach more Kentuckians and create a stronger message about the kind of Kentucky we can all call home.

We've worked with a Kentucky-based media company to create videos on [building a new economy](#), [health care and voting](#), [education](#), [voting rights](#), and [the importance of voting](#) that

reinforce our narrative and that have been shared and boosted across social media. And we're training members on how to use the narrative in their social media communications, in op-eds and letters to the editor, and in one-on-one conversations with their communities.

And throughout the year, we met people where they were online and created content that shared Kentuckians' stories, engaged folks, and supported them in taking action.

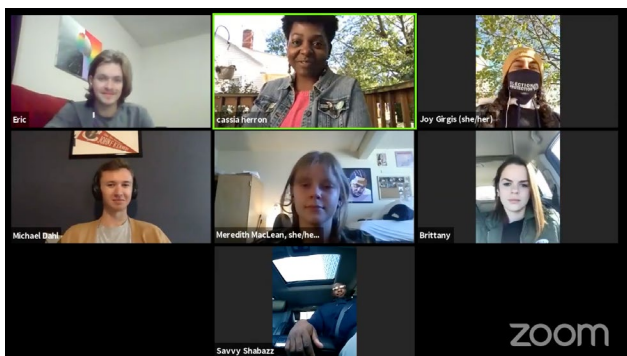
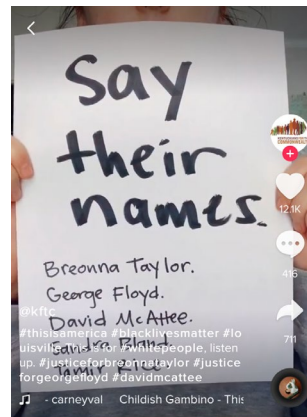
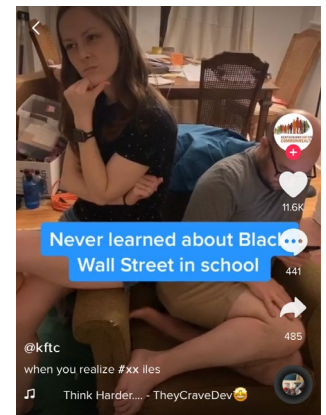
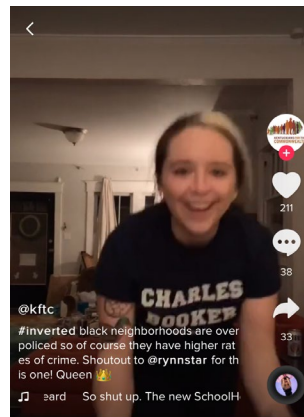


With a new Facebook Live series

We worked with members on a new web series co-hosted by members Cassia Herron and Shirlisa Arnold called KFTC Live, which debuted on Facebook in June. Once a month, Herron, Arnold, and sometimes others would have a conversation with an invited panel of Kentuckians about timely news and grassroots organizing across the state. Each episode was enriched with music, centering meditations, and questions for the audience to consider and respond to. Topics covered included:

- [A discussion on how communities across the state were showing up for the Black Lives Matter movement](#)
- [A primary election debrief that covered questions like, "What would life be like if more people voted? What work did you do in this election that you are proud of?"](#)
- [A conversation with two Kentuckians on the progress on voting rights and the work ahead to respect the voting rights of all](#)
- [Sharing stories about what it means to be a KFTC member, what it's like to work together to build our strength, individually and as a group and create our vision for a brighter Kentucky](#)
- [A conversation with members on what it's like to live with a rare disease and what disability justice looks like](#)
- [A conversation focused on organizing during the General Election that highlights the powerful work of KFTC organizers who found new ways to connect with voters while navigating new systems and overcoming challenges](#)

On TikTok



We also ventured into new social media territory with a TikTok account where we leaned into the opportunity to be creative, have different conversations, and continue to shift the narrative about who Kentuckians are and what we care about.

Some of our most popular TikTok videos centered on racial justice: the things we aren't taught in schools (Juneteenth, Black Wall Street, or Malcolm X and Angela Davis) ([watch video here](#)), the overpolicing of Black neighborhoods ([watch video here](#)), and a message for white folks during the beginning of the uprisings ([watch video here](#)).



And across social media

During the (shortened) legislative session, we updated folks on what was happening in Frankfort, highlighted the work of grassroots lobbyists, and gave folks the opportunity to take action.

LOBBY IN FRANKFORT WITH KFTC
Sign up at kftc.org/2020ga

KFTC @kftc · Mar 13, 2020
Pregnant people should make decisions about a pregnancy. But some in Frankfort want to take away those choices to score political points, while bills like Rep. Scott's maternal health bill stall in committee.

Thanks @RepJosieRaymond and @atticascott4ky for speaking out.

NowThis @nowthisnews · Mar 12, 2020
"If my pregnancy had not been viable, I would have needed options that this bill takes away" - Kentucky State Rep. Josie Raymond argued against abortion restrictions while holding her new baby

KFTC @kftc · Mar 13, 2020
Call 800-372-7181 and leave a message for your senator and senate leadership to support HB 451 and HB 67 and support HB 138.

Kentuckians For The Commonwealth
April 9, 2020

A healthy democracy is for all of us -- no matter how old or young, where we live, or how much money we have. Senate Bill 2 would make it harder for many Kentuckians to vote, especially elderly and low-income folks. Gov. Beshear vetoed this bill, but legislators can still override his veto. Call the Legislative Message Line (800-372-7181) and tell your legislators to OPPOSE SB2. We can't make voting harder, especially right now.

KFTC @kftc · Feb 26, 2020
#kyga20 is keeping us busy!

We were in the People's House yesterday, taking action on a range of issues that impact our lives. Here's our crew speaking up for voting rights for ALL Kentuckians with a felony in their past.

cassia heron and 5 others

We created and shared critical information throughout the election season about the new election processes, including the ballot curing process, learning about the candidates, how to request a ballot, and important deadlines.

Kentuckians For The Commonwealth
October 26, 2020

Each of us has a voice and each of us contributes to the fabric of our communities and our country. #EveryVoteCounts

Q: How do I know my vote is counted?

A: Each County Clerk will conduct a "curing" process which ensures each vote by mail was cast correctly. If there are any discrepancies with your ballot, your County Clerk is obligated to contact you by email or mail to resolve any issues. If you don't receive a letter, your vote counted!

Check the status of your ballot at <http://ifgovoteky.org/>.

how do i know my vote is counted

2020 KENTUCKY VOTER GUIDE
WARRIORS AND BARBERS COUNTY EDITED

where can i find more info about candidates

and 25 others
kentuckiansforthecommonwealth The down ballot often leaves many of us with questions. Get to know your candidates!

Q: Where can I find more info about candidates?
A: KentuckyElection.org! Each election year, KFTC surveys candidates in districts all across Kentucky for our Voter Guide. Link in bio!

KFTC @kftc · Oct 5, 2020
"TODAY" is the voter registration deadline! Visit GoVoteKy.com by 4 pm local time to:

- Register to vote
- Update your address
- Check your registration

Remind others to do the same

KFTC @kftc · Sep 30, 2020
We can deliver a Kentucky where we can count on each other and where every vote counts. Voting is happening now. Visit GoVoteKy.com by Oct. 5 to register, update your name or address, or confirm your registration.

The vote is precious. It is almost sacred. It is the most powerful, nonviolent tool we have in a democracy.

123 477 views

Kentuckians For The Commonwealth
May 5, 2020

Together we can choose leaders who will work for all of us. Are you ready to vote in the June 23 primary election? Register to vote or update your registration by May 26. wearekentuckians.org/vote

WHY IS MAY 26 IMPORTANT?

WEAREKENTUCKIANS.ORG
We Are Kentuckians
Together, we can elect leaders who will show up with us...

Kentuckians For The Commonwealth
Sponsored - Paid for by KENTUCKIANS FOR THE COM...

This election matters. Request your absentee ballot by June 15 at GoVoteKy.com

Confirmed organisation

IT'S THAT SIMPLE. GOVOTEKY.COM

KENTUCKIANS FOR THE COMMONWEALTH

VRSWS.SOS.KY.GOV
Voter Information Guide - Kentucky State Board of...

LEARN MORE

We shared members' stories and their vision for their communities and Kentucky.

where we can all work together for a better future.

486 views
kentuckiansforthecommonwealth Do you share Heyra's vision? Go to the link in our bio to lobby with us on SB 1 and other important issues. And be sure to call (800)372-7181 and ask to leave a message for your senator and the Senate Judiciary Committee. Tell them to vote no on SB 1, because no amendment will make this bill tolerable.

Kentuckians For The Commonwealth
December 10, 2020

"It's not a privilege, it's a right. That's what we have to get people to understand, it's our right."

Savvy Shabazz is a KFTC member and an advocate for voting rights restoration in Kentucky. She's an experienced organizer who will help lead voter education in 2021. Savvy is one of three KFTC members we've featured in our latest blog.

Our stories are important. Our stories are valid. Our stories are power. Read the full blog or listen to his interview at <https://cutt.ly/KFTCCasting>

IT'S NOT A PRIVILEGE. IT'S A RIGHT. THAT'S WHAT WE HAVE TO GET PEOPLE TO UNDERSTAND, IT'S OUR RIGHT.

Savvy Shabazz

And throughout the year, we shared where members were showing up and taking action, ways for others to get involved, and ask for folks to support the good work.

KFTC @kftc

Folks from across eastern Kentucky came to inez today to show their support for the USPS, postal workers, and everyone who relies on the mail. Together we can #ProtectThePostOffice and #ProtectOurVote!

1:33 PM · Aug 25, 2020 · Twitter Web App

KFTC @kftc

Here's something to celebrate. The US House just passed legislation that would create 13,000 jobs in Central Appalachia alone, cleaning up abandoned mine sites and polluted waterways. We've been asking @senatemaajdr to pass the RECLAIM Act for past 5 years. Now is the time.

VICTORY!

The RECLAIM Act just passed the House after years of organizing by residents of coal-impacted communities.

Now it's up to Senator McConnell to pass HB 2.

9:31 AM · Jul 2, 2020 · Twitter Web App

KFTC @kftc

We need electricity rates and programs that help us thrive -- not hold us back or make it harder to get by. Visit kftc.org/kentuckypower2 for details on how to submit a written public comment, or to speak out at a public hearing on November 13 or 16.

Kentucky Power Seeks To Devalue Rooftop Solar, Raise Rates in Eastern K... The utility wants to alter the billing system that credits customers for the excess power they generate from rooftop solar panels.

4:05 PM · Nov 9, 2020 · Twitter Web App

Kentuckians For The Commonwealth
December 1, 2020

When policy and politicians leave us behind, caring for one another becomes a radical act. We know that when we meet at the intersection of responsibility and imagination, real change and healing takes root in our communities.

This #GivingTuesday we're asking for your support. Whether that support comes in the form of donations or joining your local chapter of KFTC, we'll need each other as we move into 2021. There's work to do, y'all. You with us?

Click that share button and donate at <https://cutt.ly/SupportKFTC>.

CARING IS RADICAL

DONATE. BECOME A MEMBER. GET INVOLVED.

OPTIONAL FOR THE COMMONWEALTH

Reflections from KFTC's outgoing leadership.


An annual report is, by title and purpose, a look back at what has been, and this one is no different. However, as departing KFTC leadership – as Chairperson and Executive Director – we have been given the unusual privilege of offering some reflections on what has been a memorable four years working together, and especially the promise of what can be next for this remarkable organization.

This is an extraordinary moment in history for our country, our Commonwealth, and for KFTC. Rarely has the personal been so political or the political so personal as was the case in all our communities and constituencies in 2020. As you've read in this report, the intentions, events, and conditions of the past year called on each of us to speak up and listen hard, to strive to create and support positive change, while also taking care of each other and challenging ourselves. We can all attest, it's been a lot.

2021 looks to be almost as challenging, and at the same time, opportunity rich. **As we celebrate KFTC's 40 years of Action for Justice this year, we have also embarked on a comprehensive Organizational Change Initiative to imagine KFTC's future.** Led by the vision and aspiration of our grassroots leaders, we've dreamed together, lifting up our eyes to see who and what we want to be in ten years, when we'll be celebrating KFTC's 50th.


Upon reading about this ambitious organizational change initiative, a long-time ally and friend of KFTC urged that we "remember what is sacred" about KFTC's work. It is a good reminder that social justice, like an organization, is always a work in progress and that moving forward includes changing what needs to change and developing what is underdeveloped, and also amplifying what is sacred – that which makes us strong, creates our potential, moves us toward our vision.

For the two of us, what is sacred about KFTC is organizing. It is the deliberate commitment of listening for commonality and shared purpose and the effort to bring people together that builds grassroots power for justice. As straightforward as that may sound to some, many of us have learned that organizing is a complicated, intense, and exhilarating labor of love. There are many important ingredients to successful organizing; a few that we believe are essential for KFTC.

We hope and believe KFTC will continue to be vision oriented. People often try to describe KFTC by our issue campaigns or our organizational structures, but it is [our vision](#) – our north star – that guides our work, propels us forward, and reveals our purpose. 

We encourage KFTC to see problems, and seek solutions. Identifying problems in our communities, our Commonwealth, or our organization can be easy or difficult. Identifying solutions and building the collective power to secure them is typically much harder. KFTC is perhaps the best hope in Kentucky for turning protest into grassroots power, a conversion that requires an elusive combination of passion, patience, and unrelenting shared purpose.

We love that KFTC is so committed to leadership development, and hope that KFTC will only deepen that commitment. Finding and facilitating new, non-traditional, perhaps unlikely leadership has always been KFTC's central strategy, our secret sauce that is no secret, but is hard to make, at least in large batches. Much more grassroots, community, and political leadership will be needed to achieve our common vision. We hope that KFTC continues and expands upon the investments in new leadership so that Kentuckians become the leaders we seek.

Finally, we wish that our KFTC family can be good to one another. As recently developed and affirmed through the organizational change process, a ten-year vision of KFTC as a beloved community, comprised of 100,000 different people, is both inspiring and daunting "[We are Kentuckians; We choose each other](#)," is more than a slogan – it is truthfully our best hope for change. Choosing each other means every KFTC member and every Kentuckian – no matter their race, income, or ZIP code – has a place in that vision and a role to play in getting us there. We have to practice calling people in to this organization, this work, and this vision to have any hope of achieving it. We must hold ourselves and each other accountable to the vision. And we must do it with love. 

Like a hike up the holler or a bike ride through the neighborhood, the path forward for KFTC won't be straight or without some difficulty. Walking this path together for the past four years together has been a journey for the two of us. We have gained from each other and all of you lessons that we will carry, memories that we will cherish. As we move ahead, wearing different hats but familiar shoes, we offer our gratitude for KFTC's ambition, our deep respect for your commitment, and our heartfelt cheers for all the future success.

Thank you.



Cassia Herron, who lives in Louisville, KY, served on the KFTC Executive Committee since 2017, as chair since 2019 and her term expires at the end of July

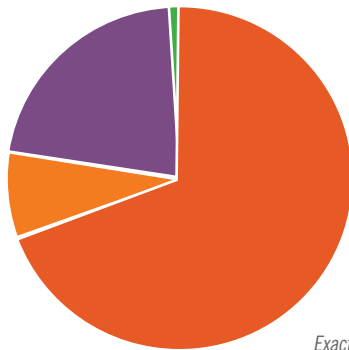


Burt Lauderdale, who lives in Laurel County, KY, has been on KFTC staff since 1983, as Executive Director since 2001, and will retire at the end of August.

And we raised money to support good work.

INCOME BY SOURCE

In 2020, we raised \$2.3 million from 26 different foundations and surpassed our grassroots fundraising goal of \$500,000 by raising over \$735,000! We were able to balance the budget between grants, grassroots, and self-generated and did not need to use the budgeted transfer of support from the endowment.

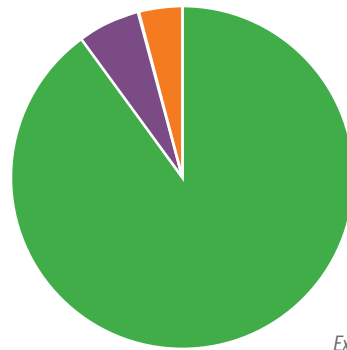


Exact income: \$3,364,115

- Grants: 69.4%
- 2019 Grassroots Carryover: 8.0%
- 2020 Grassroots Funds: 21.9%
- Self-generated: 0.7%
- Endowment: 0.0%

EXPENSES BY FUNCTION

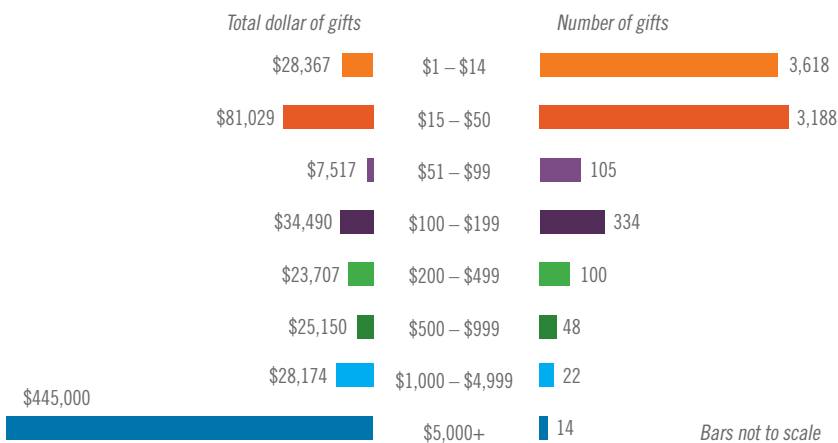
A significant portion of our budget goes toward program expenses, which include staff salaries, developing leaders, hosting trainings and workshops, communicating what's possible and building our long-term grassroots power across Kentucky.



Exact expenses: \$3,066,783

- Program: 90%
- Administrative: 6%
- Fundraising: 4%

MEMBER GIVING BY AMOUNT



KFTC members pay annual dues, donating any amount that feels meaningful and works for their budget. **This chart breaks down the number of gifts made and funds raised across giving tiers.**

Fundraising in 2020 looked different than other years. Because of the pandemic, we weren't able to get together to have chili dinners, art auctions, music shows, or to pass the hat at chapter meetings. It also looked different because McConnell was on the ballot and people across the country were interested in supporting our work.

One thing that didn't look different: people were doing good work all year long and we invited folks to support that work. And as a result, we exceeded our fundraising goals for the year.



**KENTUCKIANS FOR THE
COMMONWEALTH**

P.O. Box 1450, London, KY 40743
(606) 878-2161
www.KFTC.org



[kftc.org/facebook](https://www.facebook.com/kftc.org/facebook)



[@KFTC](https://twitter.com/KFTC)



[@KentuckiansForTheCommonwealth](https://www.instagram.com/KentuckiansForTheCommonwealth)



[@KFTC](https://www.tiktok.com/@KFTC)