

MAKE THE ROAD
ACTION
PENNSYLVANIA

WE CHOOSE US!

2024

ANNUAL REPORT

TABLE OF CONTENTS

01

DIRECTORS' NOTE 2

02

ABOUT US 3

03

ELECTORAL WORK 5

04

BIG MOMENTS 6

05

VICTORIES 9

05

IN THE NEWS 10





A word from our Co-Executive Directors

Firstly we would like to express our immense gratitude to Maegan Llerena for her vision and leadership in shaping this organization into what it is today. We will miss her dearly and are profoundly grateful for her foresight and belief in our ability to lead this next chapter.

It is an honor to step into this role and lead such a powerful organization. With your unwavering support, we have grown to a team of 34 across four cities, strengthened our presence in Pennsylvania, won significant victories for our communities and built real electoral power through our civic engagement work.

We commit to leading with love, empathy and ferocity.

A second Trump administration will bring profound challenges for our families and communities, but we believe in our resilience and collective strength. The road ahead will be long and difficult, but we couldn't be more grateful to continue this fight alongside you. Your dedication and relentless pursuit of justice for working-class communities of color in Pennsylvania will help build a world rooted in dignity and respect for all.

We step into this new chapter with determination, unity, and an unshakable belief in the power of collective action. Together we will continue building a strong movement led by our members' voices and standing firm against injustice.

Yours in the Struggle,

Diana Robinson and Patty Torres
Co-Executive Directors



02 About Us

OUR MISSION

Make the Road Action PA (MRA PA) builds political power within working-class Latinx, Black, and other communities of color. We promote policy solutions that improve the lives of all working-class and low-income people and strengthen the movement for justice through grassroots and electoral organizing to drive progressive political and policy change.



OUR VISION

Make the Road Action Pennsylvania works to build a more diverse electorate and elect leaders who truly represent our communities. As communities of color make up a growing share of Pennsylvania's population, our elected officials should reflect the people they serve. MRA PA endorses and supports candidates who share our values and commitment to justice.



OUR WORK

In 2024, Make the Road Action in Pennsylvania (MRA PA) ran a robust voter engagement program across eight counties—Berks, Bucks, Lancaster, Lehigh, Luzerne, Northampton, Philadelphia, and Schuylkill—to educate voters and mobilize them to support our endorsed candidates. MRA PA also made a concerted effort to reach Puerto Rican voters in these geographies and turn them out to vote as a large voting bloc in Pennsylvania’s Latino community.



Our team of 172 seasonal canvassers, many of whom were hired directly from our membership and communities, were at the heart of this effort. These canvassers were more than just organizers – They were trusted messengers, engaging voters in meaningful conversations about the issues that matter most. As a member-led organization, we know the value of hiring within the community, ensuring that those who live and work there serve as trusted messengers. These canvassers provided the information and support necessary for historically underrepresented communities to feel confident in making their voices heard at the ballot box.



To maximize our impact, we invested in comprehensive Field Coordinator Trainings, equipping our team with the tools to lead persuasive, community-driven outreach. From deep canvassing strategies to issue-based education, our approach empowered canvassers to not only inform voters but inspire action. We knocked on hundreds of thousands of doors, strengthened civic participation, and built long-term organizing power that will sustain us in the years to come. By investing in our communities, we continue to create a future where every voter, regardless of ethnicity or zip code, has a say in shaping our democracy.



03 Electoral Work

▶ MADE OVER 444,200 PHONE CALLS DONE IN BOTH SPANISH AND ENGLISH ACROSS FOUR COUNTIES

▶ ENDORSED 21 CANDIDATES ACROSS PENNSYLVANIA, INCLUDING OUR FIRST MEMBER VOTE ON THE PRESIDENTIAL ENDORSEMENT OF VICE PRESIDENT KAMALA HARRIS

▶ GENERATED MORE THAN 768,200 DIGITAL IMPRESSIONS, AMPLIFYING OUR MESSAGE FAR AND WIDE

▶ SECURED AND SUSTAINED A DEMOCRATIC MAJORITY IN THE PA HOUSE



627,600
doors knocked in Bucks, Berks, Luzerne, Lehigh, & Philadelphia counties

Over
54,300
conversations with voters



Big Moments

04



HAZLETON EXPANSION

MRA PA expanded to a fourth city! Hazleton is a small city in Luzerne County with approximately 30,000 people, 63% of whom are Latino. We strategically expanded into Hazleton, a city facing a lack of political representation, economic challenges, and disparities in its school board. The community is also grappling with ongoing issues of discrimination in education, policing, housing, and employment. This expansion allows us to establish our base and organize in Congressional District 8. We now have an office space with three full time staff working in Hazleton and the strong support and partnership of Hazleton Integration Project helping us plant roots in our new community.



Our member leader Francisca Mendez wrote a heartfelt letter to Vice President Kamala Harris imploring her to fight for immigrants across the country and to invest real political capital in creating a pathway to citizenship for as many immigrants as possible by advancing the Renewing Immigration Provisions of the Immigration Act of 1929 (commonly called the Registry Bill). This would create a simple but transformative path to permanent residence for millions of long-term immigrants by updating the eligibility cutoff date for registry, a form of relief that has existed for nearly a century and benefited prior generations of Americans.

LETTER TO MADAM VICE PRESIDENT





FIRST PRESIDENTIAL ENDORSEMENT

MRA PA members voted to endorse our first-ever general election presidential nominee, Vice President Kamala Harris. This year’s endorsement followed careful consideration by Make The Road Action’s members, as well as a meeting with representatives from the Harris-Walz campaign. Members present on the endorsement call voted overwhelmingly in support of Vice President Harris. We endorsed Harris with the understanding that we are working toward a future where all people have the freedom to stay with their loved ones, the freedom to transform their lives, and the freedom to thrive.



One of the most powerful moments of our 2024 campaign happened during a Latino Victory canvassing event in Allentown. Over 100 volunteers, most of whom spoke only Spanish, traveled on two buses all the way from New York to support our efforts. These dedicated canvassers connected directly with the Spanish-speaking community in Allentown, making sure that language was never a barrier to participating in the democratic process. Their energy and passion were unmatched as they knocked on doors and had meaningful, personal conversations with voters. These volunteers emphasized the power of the Latino vote and the importance of making their voices heard in the election. Canvassers built a lasting trust and empowered community members with the information they needed to take action. This event was a powerful example of our organization’s cross-state solidarity, where over 100 individuals came together to help amplify the voices of the Latino community in Allentown. Their efforts reminded us all that when we unite across communities, we can build a stronger, more inclusive democracy for everyone.

LATINO VICTORY CANVASS LAUNCH



CAMPAIGN RALLIES

In collaboration with the Harris-Walz campaign, we organized events in Reading, Allentown, and Philadelphia, featuring Vice Presidential candidate Governor Tim Walz, Kamala Harris' sister, Maya Harris, Congresswoman Alexandria Ocasio Cortez, Matt Tuerk and Eddie Moran, the first Latino mayors of Allentown and Reading respectively, and prominent Latino activists and entertainers like Rosario Dawson, Wilson Cruz, Lin-Manuel Miranda, Rosie Perez, Sunny Hostin. These rallies served as a vehicle to highlight issues critical to Latino communities, such as immigrant rights, housing, reproductive rights, and economic justice. Together, we mobilized Latino voters and inspired Make the Road Action canvassers and volunteers by highlighting the campaign's commitment to Latino issues, with a particular focus on engaging Puerto Rican voters, fostering inclusivity, and driving voter turnout in these key battleground areas.

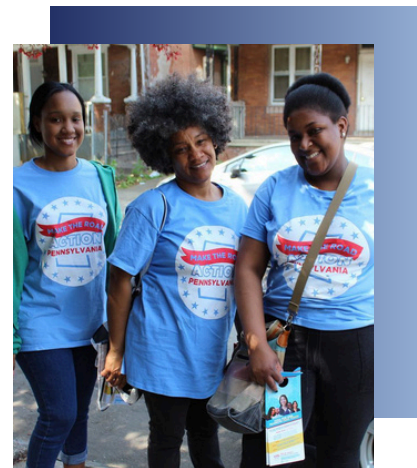
PHILADELPHIA

The weekend leading up to the general election, MRA PA joined State Representative Danilo Burgos, Philadelphia City Councilmember Kendra Brooks, and partner organizations One PA, Asian Pacific Islanders Political Alliance, Unite HERE, Working Families Party, Popular Democracy, Voto Latino and Unidos US for a canvass launch, emphasizing the importance of building a multi-racial working class movement, to get out the vote in communities of color across Philadelphia.



ALLENTOWN

On September 5th, MRA PA and eight community organizations, largely representing immigrant households, working families, and Black and brown communities, joined together to rally around the Harris-Walz presidential ticket. Make the Road Action PA, CASA In Action, One Pennsylvania, PA United, Asian Pacific Islander Political Alliance (APIPA), POWER Action Fund, Working Families Party, and SEIU PA Council celebrated the ticket and the bright future that a Harris-Walz administration would bring to Pennsylvania. These organizations came together to knock about 2 million doors statewide, with a collective presence in 19 counties and 20 cities across the commonwealth, representing more than 70% of the state's population. Organizers knocked on doors and rallied voters to ensure Pennsylvanians were ready to cast their vote for Vice President Kamala Harris and her running mate Governor Tim Walz.



ENDORSED CANDIDATE VICTORIES 05

ELIZABETH FIEDLER

**VICTORY IN
HD 184!**

DANILO BURGOS

**VICTORY IN
HD 197!**

RICK KRAJEWSKI

**VICTORY IN
HD 188!**

CHRIS RABB

**VICTORY IN
HD 200!**

MIKE SCHLOSSBERG

**VICTORY IN
HD 132!**

NIKIL SAVAL

**VICTORY IN
SD 1!**

**JOHANNY CEPEDA-
FREYTIZ**

**VICTORY IN
HD 129!**

JUDY SCHWANK

**VICTORY IN
SD 11!**

PETE SCHWEYER

**VICTORY IN
HD 134!**

JOSH SIEGEL

**VICTORY IN
HD 22!**

**CHRISSY
HOULAHAN**

**VICTORY IN
CD 6!**



ALLENTOWN ADVOCATES CONDEMN LAWMAKER'S ANTI-IMMIGRATION BILLS

([HTTPS://WWW.MCALL.COM/2024/01/17/A-LEHIGH-VALLEY-LAWMAKER-SAYS-HIS-BILLS-WOULD-CURB-ILLEGAL-IMMIGRATION-ACTIVISTS-SAY-THEYRE-ANTI-IMMIGRANT/](https://www.mcall.com/2024/01/17/a-lehigh-valley-lawmaker-says-his-bills-would-curb-illegal-immigration-activists-say-theyre-anti-immigrant/))

'NO SOMOS NINGUNA BASURA': PHILLY-AREA PUERTO RICANS REACT TO 'RACIST' JOKE AT TRUMP RALLY

([HTTPS://WHYY.ORG/ARTICLES/TRUMP-RALLY-RACIST-JOKE-PHILADELPHIA-PUERTO-RICANS/](https://whyy.org/articles/trump-rally-racist-joke-philadelphia-puerto-ricans/))

PA. DEMOCRATS ON WHAT WENT WRONG AGAINST DONALD TRUMP AND WHAT'S NEXT

([HTTPS://WWW.INQUIRER.COM/POLITICS/PENNSYLVANIA-DEMOCRATS-WHAT-WENT-WRONG-20241107.HTML](https://www.inquirer.com/politics/pennsylvania-democrats-what-went-wrong-20241107.html))

'FUERA!' LATINOS PROTESTANTES TRUMP IN BATTLEGROUND PENNSYLVANIA CITY

([HTTPS://WWW.BARRONS.COM/NEWS/FUERA-LATINOS-PROTEST-TRUMP-IN-BATTLEGROUND-PENNSYLVANIA-CITY-C68FFB21](https://www.barrons.com/news/fuera-latinos-protest-trump-in-battleground-pennsylvania-city-c68ffb21))

DEMOCRATS MAKE FINAL PUSH TO BOOST PUERTO RICAN SUPPORT AFTER INSULT AT TRUMP RALLY

([HTTPS://WWW.WASHINGTONPOST.COM/POLITICS/2024/11/04/PUERTO-RICAN-VOTE-GARBAGE-TRUMP-RALLY-PENNSYLVANIA/](https://www.washingtonpost.com/politics/2024/11/04/puerto-rican-vote-garbage-trump-rally-pennsylvania/))

MAKE THE ROAD ACTION PA AND OTHERS PROTEST FORMER PRESIDENT DONALD TRUMP'S RALLY IN READING

([HTTPS://WWW.MCALL.COM/2024/10/10/MAKE-THE-ROAD-ACTION-PA-AND-OTHERS-PROTEST-FORMER-PRESIDENT-DONALD-TRUMPS-RALLY-IN-READING-VIDEO/](https://www.mcall.com/2024/10/10/make-the-road-action-pa-and-others-protest-former-president-donald-trumps-rally-in-reading-video/))





Make the Road Action PA builds political power rooted in working-class Latinx communities, promotes policy solutions that improve the lives of all working-class and low-income people, and strengthens the movement for justice through electoral and grassroots organizing to advance progressive political and policy change.

WWW.MAKETHEROADACTION.ORG/PENNSYLVANIA

