



2025 END OF YEAR IMPACT REPORT



Photo credit: Katie Brennan for New Jersey Legislative District 32 campaign

A LETTER FROM OUR EXECUTIVE DIRECTOR



Dear supporter,

2025 was a big year for Lead Locally – and not just because we saw huge wins at the ballot box – but also because we grew our team to a powerhouse crew of 7 full-time organizers.

The significant team growth meant we could both take on more campaigns and go deeper into them than we have in years past. Our small but mighty team worked tirelessly to identify the highest priority campaigns and then comprehensively supported them by leading voter contact work, raising critical grassroots funds, and surrounding them with supportive communications and videos to keep momentum high through the election.

And the momentum in 2025 was monumental. Energy affordability was central to flipping two seats on the Georgia Public Service Commission and winning a strong Democratic trifecta in Virginia. And municipal candidates, like Zohran Mamdani and his trailblazing campaign, stood up to rate hikes for dirty energy and data centers and led on developing renewable energy, despite the attacks from the Trump Administration

In the following pages, we provide an overview of many of the most exciting victories of 2025 and share details on the programmatic work that helped power these victories. We hope this shows how grassroots momentum continues to grow against the Trump administration, in particular at the ballot box in down ballot elections. We have big plans to carry that momentum into 2026 and look forward to working with you on that in the new year.



Whit Jones, Executive Director

OUR 2025 HIGHLIGHTS



2025 was a historic year for Democrats, progressives, and climate champions across the country.

From Georgia to New York City, the climate movement won important down ballot elections that set up local legislatures to act on climate and tackle the high costs of energy. Voters sent a strong message: not only are they ready to repudiate the Trump agenda, they want leaders to confront energy affordability head on as part of the solutions to the climate crisis.



104 candidates backed



68 candidates elected



65% win rate

Most significantly, we created pro-climate governing majorities in all of our top-tier races. Let's dive into our top wins.



Virginia elected a pro-climate trifecta. Eleven of our climate champions flipped seats in the State Assembly.

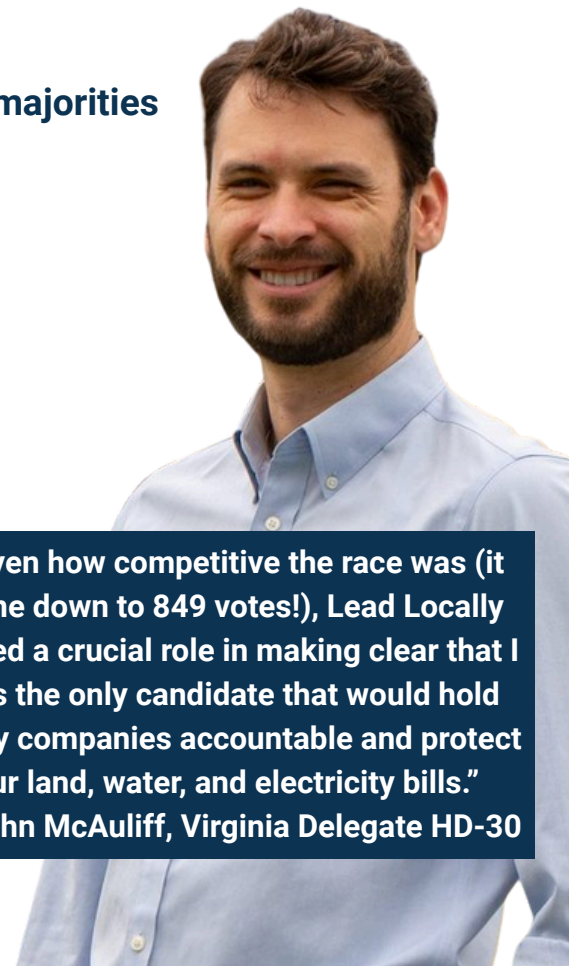


Georgia elected two clean energy leaders to the Public Service Commission.



New York City elected its first climate mayor, Zohran Mamdani. Voter turnout hit a record high.

**"Given how competitive the race was (it came down to 849 votes!), Lead Locally played a crucial role in making clear that I was the only candidate that would hold utility companies accountable and protect our land, water, and electricity bills."
– John McAuliff, Virginia Delegate HD-30**



We Elected a Dem Trifecta in Virginia

Democrats won a full trifecta, flipping 13 seats and increasing their majority in the House of Delegates from 51 to 64. Virginia is one of the fastest growing regions for data centers in the whole world, and with record breaking turnout for a non-presidential year, voters have sent a clear message they do not want their utility bills to pay for data centers or to roll back progress on clean energy.



11 delegates seats flipped with our champions



10 local fellows hired in key districts



12K doors knocked



30K voters called

With this new majority across chambers, Democrats can act on climate in a few ways. They can finally win campaign finance reform to limit Dominion Energy's influence on elections, expedite the existing energy transition timeline by increasing incentives for clean energy adoption, and require data centers to pay their fair share and be powered by renewable energy.



We traveled to four of our Virginia candidates with a videographer to film videos with them highlighting their climate leadership.

The videos gained thousands of engagements and were shared by dozens of partners.

We Flipped Two PSC Seats in Georgia

Georgia elected two Democratic climate champions, Peter Hubbard and Dr. Alicia Johnson, to the Public Service Commission by a 25+ point margin, sending a rebuke to the Trump Administration that shows voters want to move forward with affordable clean energy.



This is a critical shift on the Commission which has raised rates six times in two years, cut back support for critical clean energy projects, and stalled elections for years in an effort to disenfranchise Black and Democratic voters.



3

local fellows in
the metro-
Atlanta region



10

volunteer
canvassers in
the final week



5K

doors
knocked

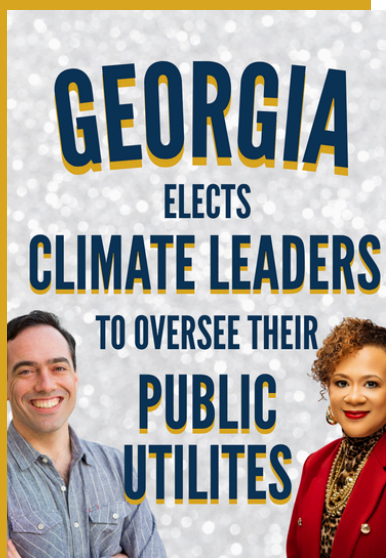


69K

voters
called

Our top social media post of year was about these wins.

The post generated 100,671 views and 879 interactions on Instagram.



The fight isn't over. The Georgia PSC heads back to the polls next year, where we'll have the chance to win another seat and claim a majority. If that happens, Democratic commissioners could force the state to create an energy transition plan (it is one of only 11 states without one). Georgia has also seen a major influx of data center proposals, which threaten to further jack up rates and demand for dirty energy.

We Elected NYC's Climate Mayor

A once-in-a-generation kind of candidate, Zohran Mamdani inspired NYC voters with a clear and bold vision that drove the highest turnout in the city's history, flipped multiple demographics that shifted right in 2024, and won in four out of five boroughs.

During NYC Climate Week, Lead Locally PAC hosted the largest grassroots fundraiser for the official Zohran Mamdani Super PAC.



Brad Lander & Alexa Avilés speaking at our Climate Week fundraiser



400

attendees at our fundraiser



20K

raised for New Yorkers for Lower Costs



Mamdani's platform combined climate action with tackling the rising cost of living crisis, including a pledge to make public transit "fast and free" and to ensure the city's buildings are powered by clean energy.

His "Green Schools for a Healthier New York City" plan aims to electrify the city's 500 schools, and he has pledged to uphold Local Law 97, which would make NYC a leader in getting one of its largest sources of emissions, its buildings, off of fossil fuels.



We released our first event merchandise and received so much good feedback on it that we couldn't keep up with requests for more!

MORE NATIONAL HIGHLIGHTS



Aimee McCarron and Matthew Willard have won seats on New Orleans' City Council where they'll be able to regulate Entergy to ensure it adheres to the city's clean energy commitments.



Former climate organizer Tara Zrinski won her seat as the Northampton County Executive where she'll work to upgrade the city's fleet to electric and pursue county-level clean energy incentives.



Ravi Bhalla and Katie Brennan. We also supported Jersey City's new Mayor James Solomon and its two new City Councillors Jake Ephros and Joel Brooks.



Ric Galvan will now join San Antonio's City Council as a clean energy leader who can hold the city's municipal utility accountable to clean energy.



We helped elect new rural electric cooperative leaders who will push for continued investments in clean energy, Katherine Jernstrom and Erin McKittrick.



Paloma Aguirre won a seat on the San Diego County Board of Supervisors where she will improve water quality in the region and support regulation of the region's utility.



Our organizers and phonebanks helped to elect climate champs across the Atlanta area who will work to expand public transit in the metro region. Those include Kelsea Bond for Atlanta City Council and Erick Allen and Monique Sheffield for Cobb County Commission.



Katie Wilson beat out Seattle's incumbent Mayor on a climate platform that centers widely expanding public transit. She will be joined by new progressive

climate City Councillors Dionne Foster and Eddie Lin to back up her efforts. We also helped elect legislators Deb Krishnadasan and Victoria Hunt, as well as a newcomer to Whatcom County Council, Jessica Rienstra.



In Minneapolis, we helped re-elect progressive Council incumbents Aisha Chughtai and Robin Wonsley Wohrbach and keep their hold on half the Council by electing newcomer Soren Stevenson. Together, they can continue to fight back against the Mayor's veto of important climate legislation that would further move the city's buildings off fossil fuels and tax climate polluters.



OUR 2025 PROGRAMS



Calls for Climate



11 candidates coordinated with



152K

Calls made by our volunteers

Lead Locally hosted a series of 17 phone banks between May and December 2025 to reach voters in New Jersey, Virginia, Louisiana, and Georgia. Lead Locally provided critical infrastructure to the campaigns and wider climate movement in the form of our predictive dialer and made efficient phone contact possible in several cases where candidates lacked their own phonebanking infrastructure.

In at least 5 of these races where our candidate won, Lead Locally dialed more voters than the number of voters that made up the margin of victory.

Organizer Fellowship



16

part-time fellows



14.5K

doors knocked by our fellows

For the fifth consecutive year, Lead Locally ran a successful fellowship program, with our biggest cohort ever! Our fellows worked on priority campaigns in Virginia, Georgia, and Louisiana. Fellows conducted crucial get out the vote work for the campaigns, canvassing, phonebanking, and recruiting volunteers. In several of these races, the margin of victory was less than 1,500 votes, clearly demonstrating the importance of fellows' GOTV canvassing.

This program serves as a unique onramp to climate and electoral movement spaces and networks. Each week, we provided training on organizing skills and one-on-one coaching. 93% of fellows said they want to work on electoral campaigns and several fellows already found full-time work building on skills they learned.

"Lead Locally's support and team of volunteers helped us win the most competitive legislative primary in the state against a well-funded political machine."
– Katie Brennan,
New Jersey State Assembly LD-32



Run for Climate



185

virtual
participants



42%

participants
plan to run for
office

We held our flagship Run for Climate training in January and February 2025 in order to address the lack of candidates in many critical downballot elections. Over six virtual sessions, the curriculum covered how to assemble strong teams and field programs, the fundamentals of fundraising and budgeting, effective campaign messaging and narrative, and digital best practices.

One 2025 training attendee already won her competitive County Council race this past November, and others have announced for 2026. Additionally, in August, we hosted a panel with AZ State House Rep. Oscar De Los Santos, PA State House Rep. Andre Carroll, and Portland, ME City Councilor Kate Sykes and got dozens of sign ups for our Run for Climate training in February 2026.

Direct to Candidate Fundraising



280K

raised for
critical
elections

In 2025, we raised over \$280,000 directly to the candidates we were supporting – in addition to the organizational support we bring to campaigns, we think it's critical to also ensure candidates have well funded campaigns to compete.

We fundraised for all of our high priority campaigns, raising the majority of them between \$1,000-5,000, but we concentrated our fundraising in our highest priority locations:

- In Georgia we raised over \$30,000 to each of the PSC candidates. Our fundraising represented 40% of the total that Dr. Alicia Johnson raised.
- Across Virginia Delegate races, we raised \$32,000
- In New York City, we raised \$20,000 to the official IE Super PAC for Zohran Mamdani



"I am so deeply grateful to each of you for your heart, for your hustle, and the hope you poured into this campaign. Lead Locally's dedication to building a fairer, cleaner, and more equitable Georgia truly made a difference."

– Dr. Alicia Johnson, Georgia PSC

Justin Taylor/The
Current GA/Catchlight
Local/Report for America

Digital-Communications



Our team got creative and the videos we filmed were watched by thousands.

This was our first year with a full time position dedicated to digital-communications.

We worked with Hometown Project to match celebrities with our candidates based on their hometowns and ask them to film an endorsement. We geo-targeted the videos with paid ad spend.



Wanda Sykes endorsed Kim Pope Adams near Richmond, VA. Her video performed best out of our four collaborations. The video reached 2,926 people and generated 183 clicks in the district.



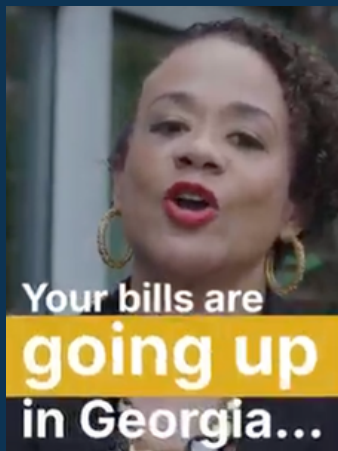
Atlanta's David Cross endorsed Dr. Alicia Johnson and Peter Hubbard. His video generated a lot of clicks very quickly. The video reached 159,601 people and got 871 clicks in the district.

We worked with Social Currant to collaborate with nine influencers on Instagram and Tiktok on four areas of work: nationally pushing our message, Omar Fateh's mayoral race in Minneapolis, Aimee McCarron's Council race in New Orleans, our slate for Virginia climate champions running for delegate.

700K virtual participants

12.4% average engagement rate

95.9K total engagements



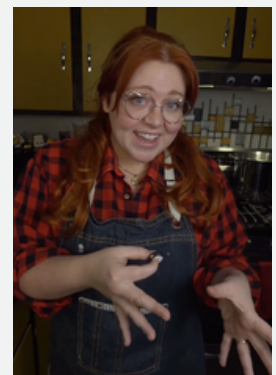
We filmed three short reels with Dr. Alicia Johnson and a videographer from Tikkun Olam Productions about her climate leadership.
👁️ 16k views, ❤️ 700 interactions



Jazmine Brown
@thatcurlytop
•• 199k views
❤️ 31.4k likes



Allie O'Brien
@allie_202_
•• 76k views
❤️ 9.2k likes



Kiki Rough
@kikirough
•• 53.3k views
❤️ 4.7k likes

LOOKING FORWARD to 2026

Lead Locally is preparing to build on these wins, and we have already identified key races in 2026 with local and state partners that could set up state and local legislatures for critical wins on clean energy, environmental justice, and utility affordability.

Starting with our Run for Climate training this February, we are recruiting and training candidates to run strong campaigns next year - and, with your support, we can help them win! Here are a few of the most important areas we're planning to support in 2026:

- ★ Win democratic majorities in flippable state legislatures for clean energy wins: Critical swing states will hold state legislative elections that will decide whether they can achieve Democratic trifectas to pass climate legislation. Many of these will overlap with important Congressional and gubernatorial races which will be key to wins across the board.
- ★ Expanding progressive climate caucuses to Make Polluters Pay: Blue states will hold primary elections for their state legislatures. Through these primaries, we'll expand caucuses that can pass critical legislation in states that often lead the charge on climate to Make Polluters Pay, fund public transit, and expedite the transition to clean energy.
- ★ Elect climate champions to statewide utility boards: Voters will elect state utility regulators in several key states. Electing climate leaders to these seats on messages around rate hikes and energy affordability, will help us stop fossil fuels and move to renewables.
- ★ Expanding local climate leadership in cities & counties: Cities across the country will head to the ballot box to elect mayors and city councilors. These elections will decide how our cities address climate change.

**THANK
YOU**
for your
support