

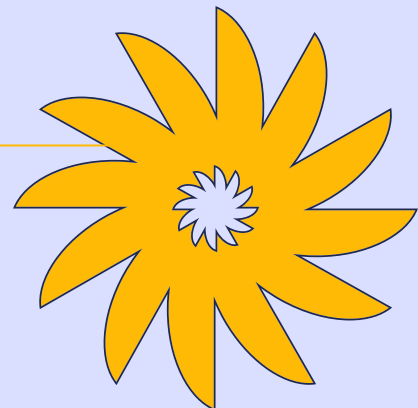
Blue Horizon Texas

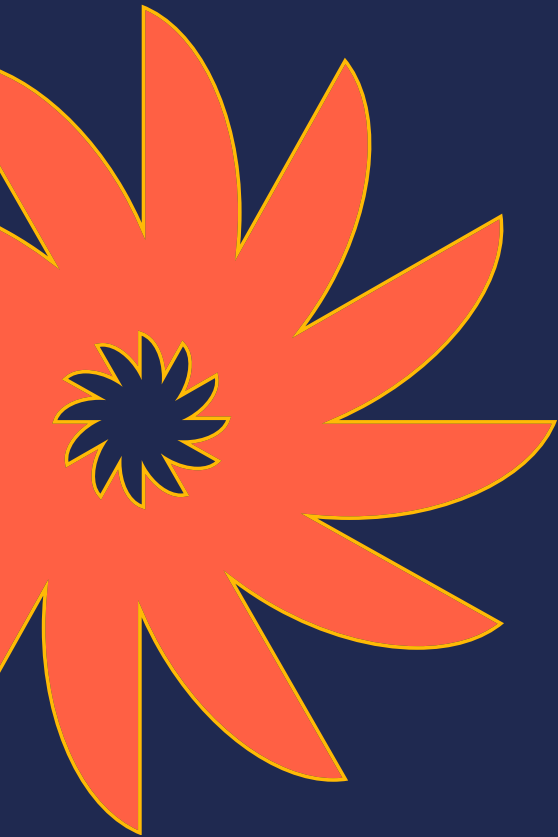


2024 ANNUAL REPORT

Prepared by

Claire Barnett





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Letter from the Co-Founders



Growing a blue Texas is a historically ambitious task—that's why it will make history. We were reminded of the weight of that this year, and rather painfully so. But 2024 also helped prove the power behind the work we do at Blue Horizon. And while this coming year proves to be the one of the hardest we've seen, Blue Horizon Texas is ready.

In addition to supporting candidates running in the toughest districts in Texas, Blue Horizon is strengthening relationships across the state, driving positive changes in legislation and to local policy, shifting power, and helping countless Texas communities build new possibilities.

We all know there is still work to be done. As we look ahead to 2025, we'll continue to make the kind of long-term community and infrastructure investments that have helped our Blue Horizon community keep moving the needle. To grow a blue Texas, each of us must share what we can: our time, our energy, our talents, and, yes, our financial gifts.

-Claire Barnett + Stephanie Phillips, Co-Founders, Blue Horizon Texas

Together, we have:

- Successfully recruited, trained, and endorsed more than 100 state and local Democratic candidates, just in 2024
- Protected local Texas school boards like North East ISD from potential hostile takeovers by helping pro-public education school board candidates defeat their MAGA extremist opponents
- Helped elect the first openly queer female justice to a Texas appeals court
- And so much more

Organizational Overview



Recruiting, preparing, and supporting progressive candidates in red, rural, and exurban Texas

How We Are Different

Solving problems at scale for greater impact and using reverse coattails effect to drive turnout:

- More local wins NOW
- Improved chances of statewide wins
- Gains in gerrymandered districts to flip before redistricting



Candidate Pipeline & Training

Why It Matters

Prepared, supported candidates are more effective:

- Over 200 candidates supported in state and local races
- 25 state candidates on the ballot due to Blue Horizon Filing Fee Grants
- 15 wins in state and local races, including 5 North East ISD school board candidates

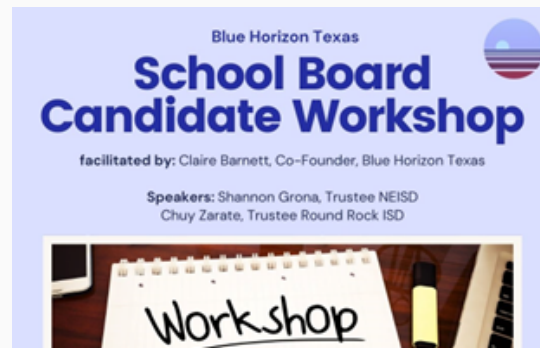







Online Community & Volunteer Network



Direct Campaign Support

Our Programs



Program Areas	Activities	Impact
<p>Blue Horizon Action Fund (501c4)</p>  <p>CIVIC ENGAGEMENT & EDUCATION</p>  <p>CANDIDATE PIPELINE & RECRUITMENT</p>	<ul style="list-style-type: none"> • Blue Ballot Data Project • Storytelling • Community Workshops • Regional Organizing/Road Tours • Prospective Candidate Fellowship/Training 	<ul style="list-style-type: none"> • The Blue Ballot Data Project will help organizers identify local races sooner, improving chances of contesting and winning races • Blue Horizon Podcast inspires action by telling the stories of current and former candidates and showing the path forward • Our candidate pipeline activities in 2023 resulted in 22 more state house candidates filing for office for 2024 than ran in 2022
<p>Blue Horizon Texas (527)</p>  <p>ONLINE CANDIDATE COMMUNITY</p>  <p>VOLUNTEER NETWORK</p>	<ul style="list-style-type: none"> • Candidate Peer and Mentor Support • Campaign Nuts & Bolts Webinars and Workshops • Library of Campaign Resources • Skilled Volunteers providing support in website, graphics, social media, and research 	<ul style="list-style-type: none"> • Blue Horizon Campaign Nuts & Bolts Webinars and Workshops provide essential, tailored information that candidates in red districts need • Our Candidate Community connects people running across the state; in 2024, more than 100 candidates for state and local office joined our community • In 2024, we trained the five winning school board candidates who defeated Moms for Liberty in North East ISD
<p>Blue Horizon Texas PAC</p>  <p>DIRECT CANDIDATE SUPPORT</p>	<ul style="list-style-type: none"> • Endorsements • Data and Field Staffing Support • GOTV Programs 	<ul style="list-style-type: none"> • Blue Horizon Candidate Endorsements bring attention and resources to candidates in red districts, lending them credibility and legitimacy • In 2024, we contacted over 300,000 voters across dozens of counties to turn out voters for 34 Blue Horizon candidates

Our Impact

55



endorsed candidates for statewide, SBOE, state legislature, and county/local office

394k



GOTV texts with Blue Horizon Voter Guides

7



electoral wins (2 in November races and 5 in May elections)

28




webinars, strategy sessions, podcast episodes, and workshops

THE FINAL PUSH: BLUE HORIZON GOTV VOTER GUIDE TEXTING




BLUE HORIZON VOTER GUIDE


ON YOUR BALLOT




Katherine Culbert
for Railroad Commissioner




Christine Weems
for Supreme Court, Place 4



Holly Taylor
for Court of Criminal Appeals, Place 1



Kathy Cheng
for Texas Senate District 17



Jai Daggett
for Texas House District 25

visit bluehorizontexas.org for more information

EARLY VOTING OCT 21-NOV 1
ELECTION DAY NOV 5



Thanks so much for polling and contacting people about voting. Also don't give up if some don't reply or text back. The message is getting out there but so many robocalls and spam activity makes some of us cautious about replying. Be blessed. Regardless of our selections VOTING is a freedom we need to protect. You guys rock!!!

8 hours ago

Election Success Stories

05



North East ISD School Board Races

Blue Horizon held an intensive, in-person candidate training workshop for 5 school board candidates in NEISD who went on to win their races.

Blue Horizon Texas provided invaluable training and information for me in a sea of uncertainty. I learned how to make the leap into being a candidate. Ultimately, the information was instrumental in achieving success.

- Lisa Thompson, newly elected North East ISD Trustee

2024 General Election Highlights

Blue Horizon candidates GAINED vote-share compared to 2022:

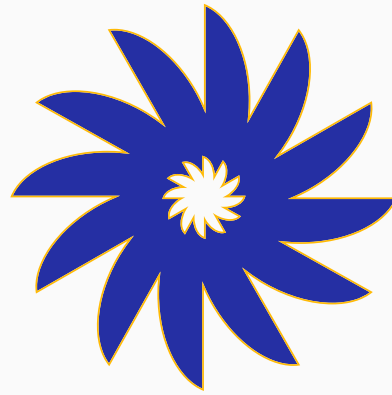
- 8+ point bump when accounting for all races contested in one or both years
- 1.5 point bump when accounting for only races contested in both years

In contested races, Democratic incumbents lost vote share. Democratic challengers gained vote share.

Blue Horizon supported 22 out of 25 candidates running in seats uncontested by Democrats in 2022.

Blue Horizon helped Maggie Ellis win her seat to the 3rd Court of Appeals and Chuy Zarate win re-election to the Round Rock ISD Board of Trustees. Congratulations!!

Team Spotlights



Tonya Lyles

Program Director & Podcast Producer

Tonya continued to produce the Blue Horizon Podcast and guide community support and grant seeking efforts throughout 2024. After two-and-a-half years with Blue Horizon, Tonya departs Blue Horizon in 2025 for new professional endeavors. Thank you, Tonya!!

Podcast Episodes Produced

5



Abel Jaimes

Outreach Director

Abel joined the Blue Horizon Team in the final month of the 2024 election season as a campaign Outreach Director, coordinating with endorsed candidates and leading GOTV texting and other voter contact efforts. We look forward to welcoming Abel back for future campaign seasons.

Campaigns Supported

35



Numbers at a Glance

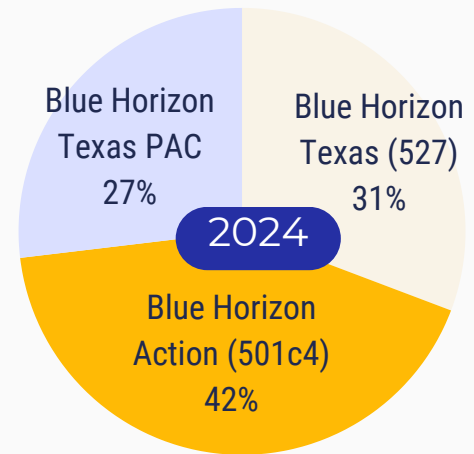
In 2024, Blue Horizon Texas diversified revenue streams, strengthening our financial position and future sustainability.

	Blue Horizon Texas (527)	Blue Horizon Action Fund (501c4)	Blue Horizon Texas PAC
Total \$ Revenue	\$46,768	\$64,397	\$40,893
Grants or Sponsorships	Local Dem Groups: \$600	Rural Democracy Initiative: \$50,000	n/a
In-Kind Donations	\$34,404	\$24,000	\$7,300

\$152,058

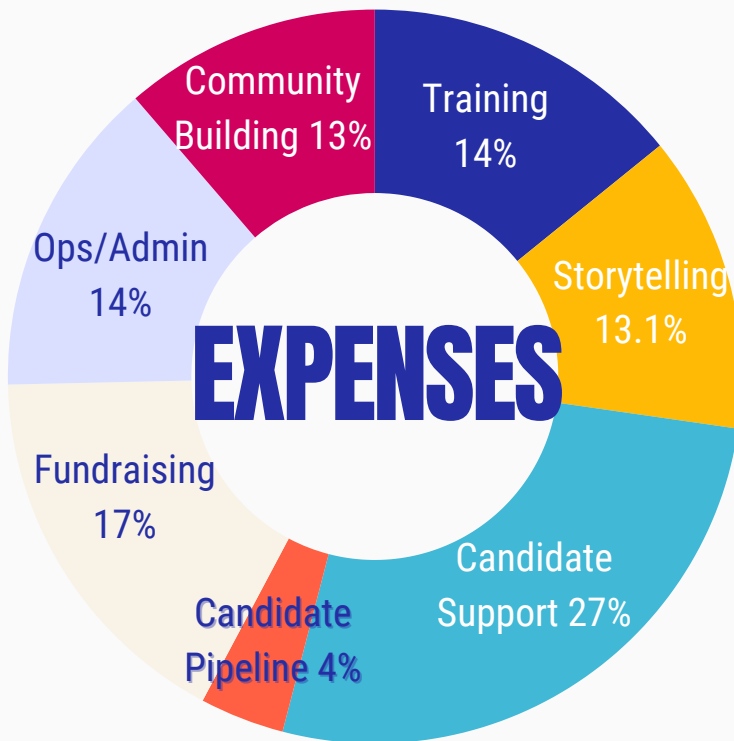
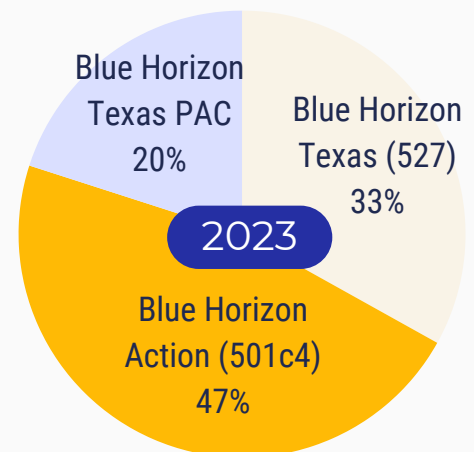
2024 Dollar Revenue

REVENUE



\$230,626

Total Monetary + In-Kind Donations



\$217,377

2024 Operating Expenses (includes in-kind time)

Financial Performance

Blue Horizon Texas had its best financial year since its founding in November 2021, with revenue up across all three entities over both 2022 and 2024. Of particular note, we nearly doubled the revenue of the Blue Horizon Texas PAC and grew individual fundraising into the Blue Horizon Action Fund (501c4) more than 10-fold!

+23%

Blue Horizon Action

+27%

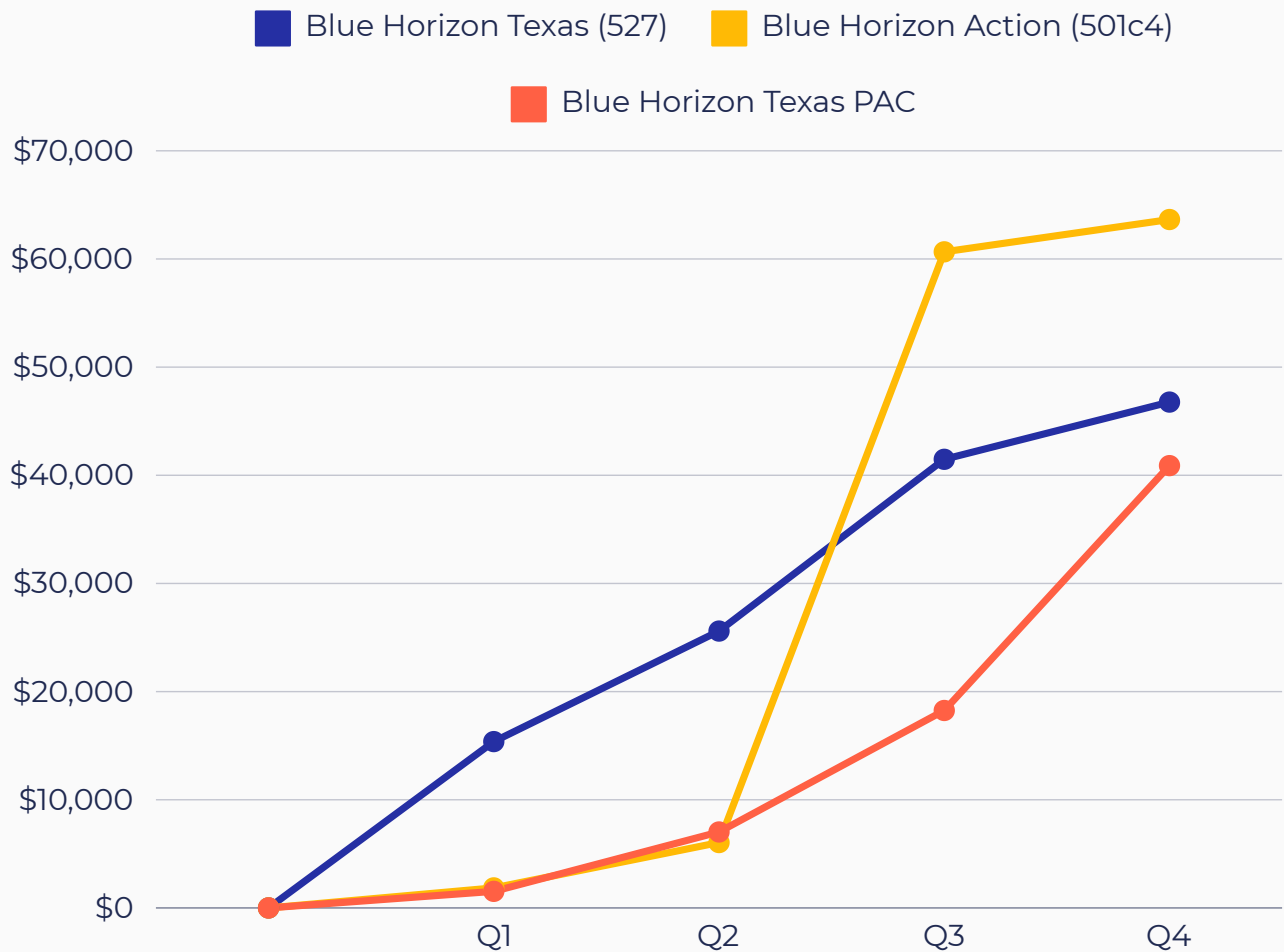
Blue Horizon Texas

+83%

Blue Horizon Texas PAC

+36%

Enterprise Revenue



Future Outlook



Innovation

- Initiate new storytelling projects to increase visibility and profile of the organization's mission
- Launch the Blue Ballot Data Project, a searchable, open-access database of all state and local ballot opportunities in Texas
- Build regional hubs to facilitate candidate pipeline building and local candidate recruitment in target regions for 2025 & 2026 races

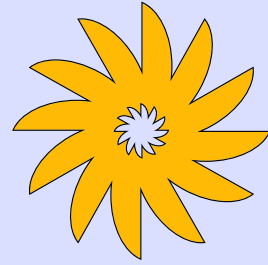
Sustainment

Continue online candidate community, volunteer network, and growing library of campaign resources

Growth

Further organizational sustainability through diversifying revenue and investing in operational infrastructure

THANK YOU



We are grateful for everyone who worked tirelessly to support Blue Horizon Texas throughout the year. Thank you to—

- All the 2024 Blue Horizon Candidates for your hard work and sacrifice. Your run matters.
- Our Blue Ballot Data Project Team led by Carl Mason and Charlotte Harris who have built our ballot opportunity database and are leading teams of volunteers in data research.
- Our volunteer teams, who texted hundreds of thousands and have begun researching tens of thousands of elected offices, particularly Heather Mummert for coordinating our volunteer efforts.
- Our 2024 team members Tonya Lyles and Abel Jaimes for their invaluable support. We will miss you this year.
- Our Boards of Directors & Advisory Board members for their leadership, guidance, and support.
- Our colleagues from partner organizations, particularly Monique Alcala from the Texas Democratic Party, Isabel Longoria from Annie's List Training and Engagement Fund, and Stephanie Johnson from Rural Democracy Initiative.
- Our contributors, including Roland Pesch and Kathleen Rosskopf, Liz Wally, Margery Loeb, Donald Prible, Megan Hull, Bruce Carpenter, Steven Kling, Douglas Elliott, Liz Dundov, Steve Randall, Vikki Goodwin, Frank Forester, Karen Collins, Candy Porter, Joyce Townsend. and William Wilson.



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