

Dear Friends of Central Valley Matters,

With the latest news, we need to gain four House seats (and changing daily) nationwide to control the US House of Representatives. California's CD22, where we have deep experience, is one of the country's most contested races. We'll win in CD22 by boosting voter turnout, which we can do, thanks to our ongoing long-term investments in the district.

Thank you for your continuing support that's helped build the grassroots strength necessary for winning. Our goal is to raise our largest starting goal to date - $200,000 - beginning with our **Early Challenge Fund.** We need your generous support **now** to leverage more funds for Central Valley Matters.

"Empathy, I have learned, is revolutionary." Jane Fonda

Empathy drives our work in the southern Central Valley, an area now referred to as "a new Appalachia." Through our relationships with people in the valley, we've learned:

- Valley residents face many challenges, including knowing how, where, and when to vote.
- Educating residents about the impact of local races and the power of a single voice is critical for voter engagement.
- Top issues include access to clean drinking water, access to health care, and extreme rates of childhood asthma, valley fever, and cancer.

Numbers favor us.

Joe Biden carried the district in 2020, yet a Republican prevailed by a small margin (3,132 votes) in 2022. It is the most Democratic district in the U.S. being represented by a Republican and we want to turn out as many voters as possible supporting the expertise of our strategically vetted, locally based groups.

"Going door to door and talking to people … that's what I call organizing 101." Dolores Huerta

We fund effective civic engagement and partisan groups in CD 22- ones that send trusted messengers to talk with their neighbors. Here are our two campaigns for 2024:

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Central Valley Matters' vetted groups

501(c)(4) groups (Partisan) Not tax deductible

- *Dolores Huerta Action Fund*
- *Loud For Tomorrow Action Fund*
- *Community Water Center Action Fund*
  ACT BLUE 501(c)(4) CVM campaign

501(c)(3) groups (Nonpartisan) Tax deductible

- *Valley Voices*
- *Delano Guardians*
- *Dolores Huerta Foundation*
  ACT BLUE 501(c)(3) CVM campaign

How to donate?

1. Donate immediately using one or both of our ACT BLUE links above.
2. Give by: DAF/IRA/check or using your minimum required distributions here.
3. If you have questions, please reach out to centralvalleymatters@gmail.com

Your donations matter - Jane Fonda & Dolores Huerta are with us.

Can we count on you? We are asking our core donors during this urgent time to make a significant contribution before the event. Can you double your donation for 2024? YOUR generosity will help us continue to "grow the grassroots" in the Central Valley. Thank you for digging DEEP.

We are in this together!

Central Valley Matters

PS. Thank you in advance for your impactful contribution. We would also love to see at our fundraiser *"Why the Central Valley Matters: A Conversation with Jane Fonda and Dolores Huerta"* on Th, April 25th at 5pm. Help us grow the impact by inviting your friends. Register here for the April 25th zoom fundraiser.

Central Valley Matters
www.centralvalleymatters.org

CENTRAL VALLEY MATTERS