

This is just the beginning



From Cynthia Wallace <cynthia@newruralproject.org>
To Steve Johnston <sjohnston@tuesdayforumcharlotte.org>
Reply-To <info@newruralproject.org>
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Steve,

Helen Probst Mills and I co-founded the New Rural Project ("NRP") to uplift the voices and concerns of young and marginalized citizens in rural Southeastern North Carolina. Having both run for office in 2020, we saw that large numbers of registered and unregistered voters in rural communities simply did not vote. NRP's mission is to address concerns of rural North Carolinians through **Listening, Civic and Electoral Engagement.**



We are already listening! We have held six county conversations with community leaders and local residents, sharing deep historical electoral analysis and listening to their comments and concerns. Each county we work in is unique, and we must hear directly from the folks in those communities. These discussions have provided important insight that will guide the work we do going forward.

We are already engaging! We are working to deepen relationships and connections in the communities through establishing COVID-19 vaccination clinics. Working together with community partners Common Heart, Union County Branch of the NAACP, and Bundle of His, we organized a community canvass promoting our COVID-19 vaccination event in Marshville. We had over 350 conversations, speaking to almost 100 unvaccinated people in both English

and Spanish. We provided gift cards and essential items to community members with over 90% of those who were vaccinated representing people of color.



We are already getting recognized! We are excited to announce that NRP was recognized for this impactful work with a grant from Made to Save (an initiative of Civic Nation) to continue this important vaccination work across our rural counties. Additionally, NRP and one of our super volunteers were invited to the 4th of July BBQ at the White House where, along with many other organizations, NRP was recognized for our efforts to increase equity in vaccinations. Wow! What an honor that was for us.

As you can see, we are off to a great start, but this is just the beginning. Helen and I are energized by the support we've received, and the new partnerships we have developed. We look forward to continuing to update you about our exciting and impactful work!

Warm regards,

Cynthia

[P.S. Today is my 50th birthday! It would mean the world to Helen and me if you would consider donating \\$50 to help us continue the New Rural Project's work!](#)

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