



## CIVIC AND VOTER EDUCATION INITIATIVE (CVEI) FOR THE RUSSIAN-AMERICAN NEW YORKERS

The Civic and Voter Education Initiative (CVEI) for the Russian-American New Yorkers is a ground-breaking community project and an umbrella for the 49 grass-roots organizations that unite more than 700,000 Russian-American New Yorkers citywide. Its goals and objectives are:

- *To educate* Russian-American citizens, as well as those who are in the process of naturalization, about the importance of active participation in all stages of election campaigns and political involvement, in order to empower them and unify their community.
- *To increase significantly* the number of registered voters in the Russian-American community.
- *To provide* information to register voters about party platforms, activities of elected officials and candidates and issues; *to engage* new citizens in the election process and voter registration and *to educate* them about the importance of civic participation and other issues that will eventually bring several hundred thousand Russian-American New Yorkers into the mainstream of the City's civic and political life.
- By using ties established by project organizers and community activists, *to help* members of the Russian-American community in New York to acquire experience and skills in public leadership, *to strengthen* the life of the community and *to promote* civic consciousness.
- *To assist* in the interaction with other public and government organizations and associations in order to resolve common problems.

During the first six months of the year 2011, the CVEI Organizing Committee in collaboration with our partners and community leadership organized and conducted the following activities to achieve the above declared goals:

### ***CVEI Held:***

3 Advocacy Missions to Albany and Washington, 42 Public Forums, Town Hall Meetings, Public Hearing and other public events with representatives of Government organizations, Local Authorities of Offices of Elected Officials as well as 27 Workshop Seminars on the following topics: Naturalization, Voter Registration and Election Day Education; Community Resource Identification and Access; Community Leadership and Coalition Building; the Internet as a Tool for Civic participation, etc. Organized and conducted near 300 Voter Registration Drives during which CVEI organizers registered more than 6,000 Russian-American citizens of New York and distributed more than 16,000 Voter Registration Forms

### ***The Russian-American Advanced Leadership Initiative – LADDER is joint project of UJA-Federation of New York and HIAS***

Main goal for the second year of this vital communal project is to empower the new generation of the Russian-American leadership with theoretical and practical knowledge of the ways that American civic and political mainstream works. Throughout the last year, organizers conducted a series of exciting practical workshops with recognized elected officials, prominent community members, professionals, civic activists, etc. The program is aiming to assist young ambitious leaders to become distinguished members of the Russian-American community, gain public support and eventually become a strong communal force, able to successfully campaign on needs of the immigrant community at large, in the corridors of power.

### ***CVEI Provided:***

More than 220 responses to requests for technical assistance to provide practical support to members of CVEI partner organizations in New York. *Such as: in-person assistance sessions, on-site visits, seminars, workshops, training sessions, public event planning, strategies of fundraising, step-by-step process of grant writing, etc.*

### ***CVEI organizers have edited, printed, and distributed thousands of copies:***

*We Vote 2011* Voter Manual – The publication for the Russian-American New Yorkers. Each booklet contains list of names of elected officials who sponsored this publication, important information about voting rules and regulations, translated copy of a Voter Registration form into the Russian language, as well as up-to-date information on Primaries and General Elections.

More than 45,000 flyers, posters, etc about HIAS/LOREO-CVEI events, plans and activities

### ***WWW.WEVOTE.US Received:***

More than 33,000 visits (a visit represents one unique viewer/search engine).

Over 6,000 hits (a hit is a single request made to the web server for an object on the website).

### ***CVEI Activities in the Media (both English and Russian):***

- Television shows, interviews, roundtable discussions, etc: 33
- Radio shows, interviews, reports, etc: 50
- Newspaper and magazine article published: 193