Our Mission

We are dedicated to renewing the promise of America by continuing the quest to realize our nation’s highest ideals, honestly confronting the challenges caused by rapid technological and social change, and seizing the opportunities those changes create.
We Imagine A New America With...

Equal representation in politics and participation in accountable governance

A society that provides economic opportunity for all

A secure and prosperous America that lives up to its values and commitments at home and abroad

Equitable, accessible, high-quality education, learning, and training over a lifetime

Universal access to digital technology and its benefits across all communities

Thriving families, individuals, and communities with the time, stability, and opportunity to lead self-directed lives
Anniversary years are pivot points. They provide a moment to take stock of past achievements and to turn to future goals. As New America turned 20 years old in 2019, we looked back with pride. We compiled a list of our ideas and initiatives with the greatest impact, a stocktaking that engaged many former members of our community and proved to be as valuable for us as for any outside publicity. As we plan for the organization we want to be in the years ahead, let me review some of the defining characteristics of our work that I have valued about New America for many years, from my time on the board to becoming CEO, that will inform our aspirations as we move forward.

Our founders envisaged a place that would produce big, bold ideas. Over 20 years, we have changed the national conversation around the value of early education and the frequent lack of value in higher education. We have been a critical voice pushing structural political reform, from a focus on equal money to equal participation, with a special focus on providing voters with more choices in ways that would allow us to become a multi-party democracy. And we have been instrumental in changing the frame for both policy and public conversation from women and work to work, life, and the value of care for everyone.

Over the years, we have added public interest advocacy to pure idea generation, playing critical roles in the passage of the regulation on net neutrality, a fight that continues now in the courts. We have also led the fight to pass a law that would mandate transparency with regard to educational outcomes, showing prospective students what value they would get for their money at different colleges and universities. Today, that also means holding government accountable through the publication of verified facts, including databases on drone strikes and right-wing terrorist attacks in the United States, among others.

Our founders envisaged a place that would tap into innovation across the country, so they opened a California office. Today we once again have a presence in California, and also in Chicago, Phoenix, and Indianapolis, connecting the work we do to solutions being generated on the ground. Our public interest technology fellows fan out across the country, and our Partnership to Advance Youth Apprenticeship also works with nine grantees and over 31 partners across the country to build youth apprenticeship programs in disciplines from insurance adjustment to nursing to cybersecurity.

I am proud and grateful to be able to lead this wonderful organization into its third decade. We are fortunate and privileged to do the work we do: to think, research, report, write, advocate, code, assist, mentor, collaborate, and create in the service of a better America, one in which we actually live up to the ideals of equality, justice, liberty, and democracy that our founders invoked. As we look forward into the 2020s, we see the beacon of 2026, the United States’ 250th birthday as a nation. We have a vision of what that America could look like; we will do everything in our power to help achieve it.

Sincerely,
Anne-Marie Slaughter
As we celebrate our first 20 years, I can see the many ways in which our original values thrive in the New America of today. I am most struck by the way that New America has remained consistently prescient, looking just around the corner to the policy questions we will face tomorrow. The world is confronting dramatic social and technological change, and our talented staff have risen to the challenge. They are driven to not just draw a broad vision of the promise of a renewed America, but also to recognize and address the impact of this change on the communities that will be most affected.

As policymaking has moved outside of Washington, D.C., so too has New America’s focus. We are cognizant of mirroring the world we live in, both in our staff and in our approach. We are looking beyond the Beltway to communities across the country that are solving policy challenges in innovative and creative ways. But we also continue to ask ourselves what it means to do local work — how to support communities as they debate policy solutions, how to learn from the solutions they are employing, how to raise the profile of communities that don’t typically get a voice at the policy table, and how to ensure that the America we envision is truly inclusive for all Americans.

At the same time, we are not blind to the many tensions in our politically divided America. We still see clear examples of racism, sexism, marginalization, and intolerance across a number of domains accepted at a staggeringly high level. We are constantly working to ensure that New America’s culture reflects the equitable and inclusive future that we hope for America. As I look to the future of our country, I want a nation that values the role of women and men in creating a care economy that values work and family, and one that examines the potential human toll of automation on rural communities and communities of color and proposes innovative solutions to ensure that individuals are equipped to manage this technological change. I want a nation that deploys new technologies in a way that protects and enriches communities, not harms or burdens them, and one that values human lives and contributions equally.

I am proud of all that New America has accomplished in 2019, and I am grateful for the past 20 years of New America that has shaped the organization we have today. At New America’s core, we are made strong by our people: the visionary researchers, technologists, changemakers, storytellers, and staff who work every day to help America fulfill the promise of our nation’s highest ideals. And I could not be more excited to see how New America’s forward momentum will drive the next 20 years of public problem solving.
Our Local Impact

New America listens to people in communities across America, within and beyond the halls of Congress, to find and elevate game-changing ideas. By learning what works and hearing first person perspectives, we are able to develop evidence-based solutions to shared challenges.

Over the past 20 years, we have scored major national policy victories—such as helping secure a landmark victory for net neutrality in 2015, and demanding greater transparency and accountability around college outcomes. But policy change cannot happen at the federal level alone. We believe important change is happening across the country at the state, city, and community levels. New America helps surface, share, and scale those local solutions. These examples scratch the surface of the impact our work has had at the local level.

Chicago’s public school system is in the midst of a teacher shortage crisis. At the same time, the district is looking for ways to increase the racial and linguistic diversity of the educator workforce. The English Learner team within our Education Policy program explored how Chicago Public Schools designed and implemented a new bilingual teacher residency program to help close these gaps and ease current shortages.

In 2018, New America founding board chair James Fallows and wife Deborah Fallows wrote *Our Towns: A 100,000-Mile Journey Into the Heart of America*. Directly inspired by the book’s “signs of civic success” checklist, the mayor of Angola, Indiana convened residents to explore the relationships between the town and its local university through art, anecdote, and data analysis. New America and Indiana Humanities’s “Our Towns: Indiana” tour—a public Q&A and intimate conversation between local leaders and the Fallows—preceded the Angola convening.
In Philadelphia, the fifth—largest city in the United States and one long strained by racial and class tensions—new thinking about civic engagement, trust, and participation has taken the form of a massive investment of philanthropic and public resources into the city’s neglected public spaces and civic infrastructure. Our Political Reform team spoke with organizers, citizens, and local government officials to learn whether these investments—if designed to draw in residents and include them in local decisions—could help rebuild the bonds of community and democratic trust. They published their findings in the report, *Where Residents, Politics, and Government Meet: Philadelphia’s Experiments with Civic Engagement*.

For many workers, the future of work is already here. Food, retail, and grocery workers have witnessed rapid change in recent years, especially in the front end of their stores. Most feel they lack a voice in these changes and feel pessimistic about the future for humans in their stores. Researchers from our Better Life Lab and Work, Workers, and Technology programs interviewed more than 40 workers in Buffalo, Indianapolis, Oakland, and the D.C. metropolitan areas about their lives, their experiences with their jobs, and their dreams and fears for themselves and for a technology-altered future. Unlike most mainstream reporting and research on automation and the future of work, our report told their stories in their own words. This work helped broaden the national conversation around whose jobs are at risk—not just the stereotypical truck drivers and factory workers, but retail employees, baristas, and accountants. By bringing the people directly affected into the equation, we can develop more effective, evidence-based solutions that help us renew the promise of America for all people.

In Rhode Island, a bureaucratic backlog was preventing hundreds of would-be foster families from completing the licensing process. Public Interest Technology fellow Marina Nitze helped organize a weekend sprint to clear the 18-month backlog, helping families with everything from paperwork to providing fire extinguishers and smoke alarms. We are now replicating this process in nine states to help recruit and retain more of the families children need, place children in the best home for them, and create an actionable playbook for other counties and states to adopt and improve upon.
In 2019, New America celebrated 20 years of innovation and impact. Since our founding in 1999, we have promised to bring new ideas and new voices into America’s public discourse: big, bold ideas that anticipate the need for sweeping reform. Over the years, we’ve also made it clear that we don’t stop at just developing big ideas—we want to ensure that those ideas have impact, through law, policy, or technological and practical solutions that help Americans and people around the world.

Twenty years on, we are dedicated to renewing the promise of America at a critical time in our nation’s history. In 2026 America will celebrate its 250th birthday as a nation. What and who will we be? How will we live, learn, work, and vote? How will we exercise our civil and political rights in the virtual as well as the physical world? How will we protect ourselves and the planet? It can be a time of celebration, of embracing the nation we have become, and of recommitting ourselves to the ideals in our founding documents. But we must prepare the way, articulate the vision of a renewed America, and start down the path of profound change now.
By The Numbers

2019

- 4,416 media appearances
- 4,430 livestream viewers
- 33 average engaged minutes
- 502 speeches
- 45 awards and honorable mentions
3,108,823 pageviews of newamerica.org

147 events

7761 attendees

156 speeches

2 countries outside of the U.S.

8 cities in the U.S.

20% increase in YouTube subscribers

147 media appearances

4,416 livestream viewers

4,430 average engaged minutes

7761 pageviews of newamerica.org

95 reports published

8 staff across 8 cities in the U.S. and 2 countries outside of the U.S.
Project Spotlight 2019

New America is home to many diverse, innovative projects. Over the next few pages, we spotlight some of the work that was done in 2019. To see all of New America’s work, visit www.newamerica.org.

The National Fellows

Since its inception in 1999, New America has been an intellectual home to more than 200 National Fellows, resulting in the publication of more than 100 books, 10 feature-length documentary films, and several award-winning longform reporting projects. Books published by New America National Fellows include 13 New York Times bestsellers, one Pulitzer Prize, and three finalists; 67 books were featured in the New York Times. A number of National Fellows have gone on to win prestigious fellowships and awards, including the MacArthur “Genius” grant, the Carnegie Fellowship, and the National Magazine award. In 2019, Eliza Griswold received the Pulitzer Prize in Nonfiction for Amity and Prosperity. Patrick Radden Keefe’s Say Nothing won the 2019 Orwell Prize for Political Writing, was named one of the 10 best books of 2019 by the New York Times, and one of the best nonfiction books of the decade by Entertainment Weekly.
The New Practice Of Public Problem Solving

The current linear model of policymaking is often too slow and too far removed from the people it is intended to serve. Data collection and research are often done far from those directly affected by a problem, and policymakers at the federal level are rarely able to have in-depth interactions with every type of constituent.

New America is working to change that. In their seminal piece in the Stanford Social Innovation Review, New America CEO Anne-Marie Slaughter and Senior Fellow Tara McGuinness proposed a new model for civic innovators to change the way we identify and solve public problems. They argued policymaking should be people-centered, experimental, data-enabled, and designed to scale.

At New America, we apply this model throughout our work and with a new lab focused on family economic security. Our ShiftLabs helped local governments across the country reckon with dramatic shifts brought to their workforces by automation and artificial intelligence. Our Public Interest Technology program brings the process of designing software—with “users” at the forefront—to state governments seeking to understand how to make their policies deliver. And across our research programs, our analysts travel to school districts, union headquarters, and city halls all over the country. They interview and help tell the stories of real people affected by policy—teachers, cashiers, caregivers, servicemembers, and more—to understand which policies help, and which don’t.
Youth apprenticeship is a means to expand access to opportunities by creating affordable, reliable, and equitable pathways from high school to good jobs and college degrees. New America leads the Partnership to Advance Youth Apprenticeship (PAYA), a multi-year, multi-partner initiative to support place-based efforts to expand access to high-quality youth apprenticeship opportunities for high school-age youth.

This year, PAYA announced its grantees and the PAYA network, which will launch and expand high-quality youth apprenticeship programs across the country.

The competitive grants support place-based partnerships of employers, educators, community partners, and policy leaders who are working together to build youth apprenticeship programs to improve outcomes for students, employers, and communities. The growing network will help youth apprenticeship partnerships across the country better share resources, information, and opportunities amongst members and support the growth of a well-networked national field.
Examining the Role of Proxy Warfare in Today’s Conflicts

Proxy warfare will shape twenty-first century conflicts for the foreseeable future, but Cold War norms no longer apply. The rise of transnational social movements, diffusion of weapons of mass destruction, and remote targeting capabilities are making proxy forces more lethal and shifting the horizons of strategic surprise. Where Moscow and Washington once set the rules of the game, state and non-state sponsors of proxy forces are proliferating in today’s globalized markets for force, erasing traditional frontlines, reshaping alliances, and transforming rivalries. Today, a complex mesh of partnerships among states, corporations, mercenaries, militias, and other “useful brigands” are radically changing how wars are fought and won.

New America’s Future of Proxy Warfare Initiative is a joint project of New America’s International Security program and Arizona State University’s Center on the Future Security Initiative. The initiative examines the role of proxy warfare in today’s conflicts, and the ways globalization, technological advances, proliferation of weapons of mass destruction, and the rise of transnational non-state movements are reshaping the way policymakers and scholars study and understand the character of proxy warfare and its current manifestations in Syria, Libya, Yemen, Iraq, Afghanistan, and Ukraine, among other places. The initiative’s researchers and storytellers will author a dozen reports about this modern phenomenon, which Oxford University Press is considering for publication in an edited volume about proxy wars.
Our country needs public problem solvers now more than ever. As President and CEO of the Chicago Community Trust and chair of the New America board of directors, I am devoting my time and energy to the people and practices that will bring communities together, develop evidence-based solutions, and renew the promise of America for all. New America is leading the way.

From my time in public health and global development to local community development and New America, I’ve found that strengthening communities and helping people manage change empowers the individual and ultimately enables our civic institutions to achieve more.

I joined the New America board seven years ago and I am continually amazed by the energy, intellect, and curiosity at all levels of the organization—and the renewal that New America itself has gone through. The board is committed and enthusiastic about the vision and the mission. The leadership and teams are eager to seek out powerful ideas wherever they are and promote people-centered approaches to policymaking.

This talented group of researchers, technologists, changemakers, and storytellers produce ideas that provide a roadmap for change. Their visionary scholarship showcases what a better and more inclusive world could look like in 10, 20, or even 50 years. And New America proposes innovative solutions that address key facets of our life, such as work, education, technology, and family life. In turn, New America researchers amplify carefully crafted research through impactful storytelling. It also convenes the world’s most influential people at dynamic events that bring these individuals directly into the public problem-solving equation.

In Chicago, I am focused on removing barriers to economic prosperity and social well-being for those most left out of opportunity in our region. The Trust is partnering with New America to do that. I hope you will join me in partnering with New America as we revitalize how we learn and work, reinvigorate our civic life, and realize our representative democracy. It is only through our collective strength and your support that we can save our nation for generations to come.
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Financial Summary 2019

Preliminary Revenue
Total: $42.2 million

- Foundation: 55%
- Individual: 5%
- Corporate: 4%
- Philanthropic LLCs: 24%
- University & Sponsorship/Contracts: 5%
- Other: 3%
- Government Total (US Govt. 4.27%, Intl. Govt. 0.05%)

Preliminary Expenses
Total: $38.1 million

- Programs: 83%
- General Operations: 14%
- Fundraising: 3%
- Other: 3%
We Are
Dedicated
to Renewing