



JOBS WITH JUSTICE • AMERICAN RIGHTS AT WORK

2012 Annual Report



On behalf of Jobs with Justice and American Rights at Work, I am pleased to share with you highlights of our 2012 activities, both nationally and locally, to advance our collective workers' rights and economic justice agenda.

Despite the political and economic ups and downs of 2012, we supported a strong and fearless uprising across the country against corporate greed. Communities stood up to protect and defend organizing and bargaining to achieve better living standards and equality in the workplace. Thousands took to the streets to protest the growing political influence of corporations. Courageous men and women blew the whistle on exploitation, retaliation, and abuse by their employers.



This year was eventful in so many ways. Notably, Jobs with Justice ushered in its 25th anniversary alongside a merger with American Rights at Work. Our merger was motivated by a deep desire to be a stronger and more effective advocate for workers' rights, and a partner to labor and the workers' centers that we have been growing with over the years. As we look ahead, we are incredibly optimistic about our upward trajectory of engagement in creative, high-impact work at the national, state, and local levels.

We believe 2013 is the year we can win major policy and organizing breakthroughs for working people. This year, we'll further invest and expand our national strategic campaigns like POWER: Protecting Our Workers from Exploitation and Retaliation; Change Walmart, Change the Economy; Ending Student Debt; and Caring Across Generations. We will advocate for more inclusive labor protections for workers, including those who lack formal coverage under labor law. Whether through immigration, health care, or financial reform, we will continue to train, resource, mobilize, and empower advocates, activists, our network, allies, and workers themselves in order to improve bottom lines for workers every step of the way.

We cannot recognize the events of the past year without acknowledging the important role institutions and individuals like you played in advancing our success and growth. Your contributions to our organization over the years highlight your steadfast commitment to workers and their families.

Thank you!

A handwritten signature in white ink that reads "Sarita Gupta". The signature is fluid and cursive, with the first name "Sarita" being more prominent than the last name "Gupta".

Sarita Gupta
Executive Director
Jobs with Justice and American Rights at Work



In 2012 we saw an unprecedented number of attacks on workers while the 21st century challenges of a stalled recovery, deeper income inequality, and rising corporate power continued to grow. But we also witnessed committed activists coming together to make a difference. From the classroom and factory floor to Walmart's corporate headquarters and streets around the country, we saw individuals standing in solidarity to achieve what they could not on their own.

This same spirit of solidarity also rang through last year when Jobs with Justice and American Rights at Work officially merged. By combining forces and advancing a common mission to promote workers' rights and social and economic justice, this organization is exponentially increasing the labor movement's momentum, reach, and effectiveness.



As founders and board members of these incredible organizations, we believe this merger shines a light on the hope we place in the future of the workers' rights movement.

Given the stark increase in corporate power in the workplace and in our political system, we must further align and expand our power to fight back. Workers need a stronger, united, progressive labor movement; they need an organization like Jobs with Justice and American Rights at Work more than ever.

This new organization is firmly positioned to tackle the root issues facing labor today through innovative strategies, policies, and base-building efforts. It will power a grassroots movement and advance labor protections, organizing, economic justice, corporate accountability, and our democracy.

Our 2012 annual report lays out just the beginning of the expanded capacities and impact of the combined organization. Whether through integrated campaigns to promote workers' rights in key sectors of our economy and at key political moments, or rapid response efforts to support local fights on the ground, the new organization is prepared to use their shared resources to win victories for working families nationwide.

As founders, we are confident and excited about what will unfold in this next era of workers' rights as Jobs with Justice and American Rights at Work come together. We invite you to continue to partner with us as committed supporters in the fight to stamp out corporate greed, rebuild our ailing economy, create good jobs, and support workers seeking to exercise their fundamental right to organize and collectively bargain.

In solidarity,

David Bonior
Board Member

Larry Cohen
Board Member

THE NEW US

Our merger was one of many big milestones for us in 2012. Here's the condensed Hollywood story of Jobs with Justice and American Rights at Work coming together.

Once upon a time, there were two independent organizations both committed to workers' rights and economic justice. We ran in the same circles, had the same funders, friends, and allies, and shared passions like empowering workers to stand together to fight against a corporate-run economy. These similarities weren't lost on some of our matchmaking board members. With a twinkle in their eyes, they set out to make two strong parts an even stronger whole, with visions of a power duo working together to further our reach and impact for workers.

So with everyone's blessing, we made it official and moved in together. Like many modern couples, combining names was not a decision we could make overnight. So we're figuring it out, and sticking with a hybrid name for now: Jobs with Justice and American Rights at Work. We're still on our journey to combine and integrate our staffs, boards, systems, and programs. We're grateful to all of our family, friends, and fans for cheering us on through the transitions. And we can't wait to relaunch in 2013 as one incredible organization united with one name, one identity, and one vision.

JOBS WITH JUSTICE

Grassroots
Health Care
Direct Action
Faith Community
Students
Mobilization
Coalition Building
Social Justice
Workers' Rights Boards
State & Local

Organizing
Collective Bargaining
Solidarity
Allies
Jobs & the Economy
Immigration
Corporate Accountability
Strategic Campaigns
Workers' Rights
Labor Law Reform
Contingent Work
National

AMERICAN RIGHTS AT WORK

Research
Policy Analysis
Communications
Online Advocacy
Scholars
Public Education
Pop Culture
Grasstops
Pensions
Project Labor Agreements

By the Numbers: Our Reach and Impact in 2012

- 📍 We have a national network of **46** local coalitions in **24** states
- 📊 Our network campaigns impacted **500,000+** workers
- 🏆 Our coalitions supported **50** winning campaigns
- 📢 Our **200,000+** online supporters engaged in **201,000** actions
- 💻 We coordinated **500** labor academics & scholars in the Labor Research and Action Network
- 🐦 We have **13,462** Twitter followers, a **40%** increase since 2011
- 👍 We rose to **25,000** likes on our Facebook pages
- 📄 We released **8** original research publications
- 🏢 Our network engaged in **226** workplace community campaigns
- 📈 **85%** of workplace campaigns impacted women, **66%** impacted people of color, and **81%** impacted low-wage workers



CORPORATE ACCOUNTABILITY

The 99% Spring of Confronting Corporate Power

The global financial crisis unveiled not only the immense power and influence of corporations on our economy and our democracy, but also the devastating impact such economic disasters – spurred largely by corporate greed – has on working families.

That's why in partnership with National People's Action, National Domestic Workers Alliance, Move On, UAW, CWA, and many others, we developed and launched the 99% Spring and 99% Power campaigns to take advantage of the growing public outrage over corporate greed and economic inequality.

In April 2012, tens of thousands of activists and leaders across the country gathered in homes, places of worship, on campuses, and in the streets to participate in our 99% Spring trainings on nonviolent direct action. Jobs with Justice coalitions alone hosted dozens of trainings and recruited nearly 2,000 activists to continue to amplify the power and voices of the 99%, fighting back against the increased influence of major corporations in our democracy.

We then pivoted from training to organizing groundbreaking actions at shareholder meetings of major corporations to hold them accountable to the 99%. With workers' rights, housing justice, immigrants' rights, and climate justice groups by our side, we led the largest mobilization during a shareholder season in U.S. history. The massive turnout of over 25,000 people for these 99% Power actions at Wells Fargo, Walmart, Bank of America, Verizon, and at echo events across the country, was

"To me, being part of the 99% means growing up in a world where the work of my parents is not enough to get me the education I deserve and have a right to," said Annie Mombourquette, 99% Spring training attendee. Annie will graduate with \$25,000 in debt.

evidence of our ability to channel angst over corporate greed into effective grassroots action.

Student activists played a key role in 99% Power. The Student Labor Action Project (SLAP) – a joint initiative of Jobs with Justice and the United States Student Association – organized 400 students to march to Sallie Mae's headquarters. The protest sparked huge media coverage and spurred deeper national debates around Sallie Mae's culpability in the growing \$1 trillion U.S. student debt crisis. To continue to effectively galvanize student engagement in advancing a broader economic justice agenda, we officially launched a national campaign to end student debt in the fall of 2012. Ending Student Debt is investing in long-term coalitions and solutions to address this crisis for students, families, and our economy.



CHANGE WALMART, CHANGE THE ECONOMY

As the largest U.S. employer, Walmart sets the standard not just for the retail and service industries, but for the economy as a whole. Walmart's poor labor practices and standards put pressure on many other businesses to lower wages and benefits in order to compete. But if we can change Walmart, we can improve the lives of all working people, and the economy as a whole.

This year, in partnership with community groups, Walmart associates, and the UFCW, we engaged in a comprehensive historic campaign to drive Walmart to reform its business practices and ensure wholesale changes across the retail sector and through its supply chain. Here are some highlights:

- **Supported the organizing efforts of OUR Walmart** employee association members by mobilizing our base to support their demands to reinstate unfairly fired co-workers, roll-back cuts in some co-workers' hours, and end disrespectful treatment of employees. We also expanded the support for their fight by connecting store associates with women's groups, environmentalists, and other social justice groups in nearby communities.
- **Blocked Walmart's expansion plans in Boston, New York, and Denver**, thanks to local Jobs with Justice coalitions organizing deeply in urban communities. Coalitions also pushed for policymakers to have Walmart sign a binding Community Benefits Agreement to improve job standards and local needs.
- **Pressured Walmart to clean up its supply chain.** Guestworkers at C.J.'s Seafood went on strike over complaints of forced labor, wage and hourly violations, and discrimination at the crawfish processing company. Working with the National Guestworkers Alliance, we elevated this labor dispute to the national stage by connecting the dots to Walmart – C.J.'s supplies 85 percent of

"You don't bring Walmart to the table with just one country's workers stepping up," said Erica Smiley, director of campaigns (MSNBC, 12/18/12)

its products to Walmart and Sam's Club. After mounting public pressure, Walmart eventually admitted fault and ultimately suspended its contract with the supplier. C.J.'s was later fined nearly \$250,000 for violations of labor law by the U.S. Department of Labor.

- **Mobilized in support of historic Black Friday strikes.** The biggest shopping season of the year coincided with a new era of support and solidarity with Walmart workers who are standing up for better jobs. Twenty-seven Jobs with Justice coalitions joined workers at Walmart locations on Black Friday as they walked out in protest of the company's unfair labor practices nationwide. In Massachusetts, Jobs with Justice mobilized supporters at nearly every store in the state. All together our coalitions mobilized community, faith, student, and labor allies at 86 events in solidarity with the company's associates. Meanwhile, we cultivated a crescendo of support via new media, as nearly 15,000 of our online supporters signed our petition in support of the strikers and we garnered over 118,000 impressions with our Facebook engagement for Black Friday.



ORGANIZING & COLLECTIVE BARGAINING RIGHTS

In 2012, as attacks on workers' rights to organize and collectively bargain escalated, we stood with workers across the country to fight back against unscrupulous businesses and corporate-backed politicians. Although we may not have won everywhere, we fueled both policymakers and grassroots advocates for the battles ahead by producing timely commentary and research, and mobilizing an expanded base of communities and allies. Here are some of the numerous ways we both defended and promoted workers' rights:

Strikes & Lockouts – Holding the Line for Workers

- September saw the successful conclusion of the 15-month contract battle for Verizon workers in the fight for middle-class jobs. We supported CWA and IBEW members from day one – flooding executives with emails, organizing days of action, leafleting stores, and mobilizing communities of allies.
- When Cooper Tire locked out its workers after slashing benefits and pushing for pay cuts, we jumped in to support USW members and ensure the company was shamed by the media and the public. Our activists sent 23,000 emails to company executives to end the lockout, which we leveraged to then secure local media attention to put further pressure on the profitable company to go back to the bargaining table. After 13 weeks, Cooper gave in and negotiated a fair contract.
- As strikes and lockouts like these mounted, we produced a timely Strikes 101 guide to help educate and inform advocates and the media about these disputes.

Setting the Record Straight About Right to Work

- Extremist politicians and special-interest groups, like ALEC, kicked off 2012 by pushing deceptive right-to-work policies across the country. We countered those efforts by launching a public education effort to dispel myths and lies about this destructive policy that drives down wages, benefits, and living standards.
- We launched a website to share simple facts about this misleading legislation and original resources exposing the truth about who is behind right to work.
 - We organized grassroots support and influential allies in states like Missouri, Michigan, Ohio, and Maine.
 - We mobilized over 17,000 online activists to protest the misleading legislation and engaged thousands more on social media.
 - We also produced and distributed literature reviews and fact sheets, which have been used by advocates across the country, and informed the debate through dozens of letters-to-the-editor and editorials.

The Detroit News

October 9, 2012

Right to Work is Wrong for Michigan

JOBS WITH JUSTICE NETWORK

In 2012, our national network was invested in hundreds of state and local campaigns across the country. Here's a look at some highlights demonstrating their impact and increased capacity as more and more evolve as leaders and strategic partners in grassroots campaigns.

📍 = local coalitions



When the Chicago Teachers Union went on strike to demand better working conditions to improve public education, Chicago Jobs with Justice had already laid the groundwork to mobilize broad and deep community support. The teachers ultimately succeeded in both their contract fight and in the national debate advocating for a future of high-quality, public education for all.

The Student Labor Action Project chapter at University of California, Santa Cruz played a lead role in successfully pressuring the university administration to reverse their stance on eliminating affordable housing for student families.



Our local coalitions in Tennessee and Colorado turned out hundreds along the "Undocubus" Ride for Justice led by the National Day Laborer Organizing Network to further counter policies that criminalize immigrant communities. As part of the tour the national office organized a series of events in New Orleans to show the need for worker organizing to protect immigrant workers' labor and civil rights.



Atlanta Jobs with Justice helped prevent hundreds of AT&T workers from layoffs. The coalition stood up to the telecommunications giant utilizing civil disobedience, nonviolent direct action, and occupation in collaboration with labor and allies.



Missouri Jobs with Justice and the Public Good Project successfully fought to prevent increases in health care premiums for Missouri public employees – the lowest paid state workers in the country who care for veterans, seniors, and vulnerable citizens.

Vermont Workers Center launched its Vermont Parents United campaign, mobilizing and uniting early educators, child care providers, and parents around a common agenda of improving overall quality and access to childcare services and advocating for organizing and collective bargaining rights for providers.

The Student Labor Action Project chapter at University of Massachusetts-Amherst mobilized to save 75 student worker jobs from budget cuts, and also organized campus support for the resident assistants' union who ultimately negotiated a contract with a 30 percent wage increase.

Long Island Jobs with Justice united bus operators, public transit advocates, and bus riders over a common agenda to more effectively block budget cuts in the public sector. The Long Island Bus Riders' Union is a powerful community vehicle to advocate for affordable, equitable, and accessible mass transportation.



Central Florida Jobs with Justice built a coalition of low-wage worker advocates that successfully placed a proposed measure on the 2014 ballot for voters to decide whether Orlando businesses should be required to provide paid sick time to employees.



CARING ACROSS GENERATIONS

The Caring Across Generations campaign is in its second year of building a new movement to transform long-term care in our country and ensure that aging adults, people with disabilities, and care workers can work, live, and age with dignity in their homes and communities. In partnership with the National Domestic Workers Alliance, we are advancing policy, field, and narrative work to highlight the need for the creation of more care jobs to address the care gap in this country, while advocating for better conditions for care providers, and accessible and affordable care for millions of families. In 2012, as co-lead on the campaign, we...

- **Mobilized hundreds of people at Care Congresses** in Chicago, Burlington, Boston, and New York. Through these gatherings, our local coalitions brought together diverse groups including individuals from the aging and disabled communities, child care providers, home care providers, long-term care providers, labor, religious groups, and consumer advocates to network and strategize around advancing the campaign in their communities.
- **Organized thousands of new voices** to join the conversation encouraging the U.S. Department of Labor to move forward with regulations to extend basic wage and overtime protections for 1.8 million home care workers.
- **Grew the campaign coalition to 200 organizations** representing labor, aging adults, people with disabilities, women, grassroots communities, immigrants, family care givers, and research and policy experts.
- **Developed a universe of care spokespeople** who are now identified and trained to be able to speak to this issue and advocate for the campaign's core issues.
- **Established a presence in the media** to amplify the campaign's vision for care jobs as a solution to the long-term care needs of our society. Executive

The★Star
THE KANSAS CITY STAR

December 14, 2012

We Don't Need a Bad 'Grand Bargain'

Director Sarita Gupta appeared on PBS, MSNBC, and in outlets like the *Cleveland Plain Dealer* to discuss the care crisis and the importance of ensuring care jobs are available to meet the growing demand.

- **Launched a public outcry to "protect care, not cuts."** As Congress moved to head off sequestration and address the so-called fiscal cliff, we coordinated a series of local and national events to demonstrate the critical need to protect Medicaid services and funding in budget negotiations. Through rallies, commentary, town halls, and press conferences with Senate leaders, we encouraged leaders to hold the line on safeguarding fundamental safety net programs on which seniors, caregivers, and working families depend. In the end, taxes were raised on the wealthy in the agreement finalized by President Obama and Congress.



INFLUENCING THE DISCOURSE & POLICYMAKERS

In 2012, we spearheaded a number of initiatives aimed at advancing public policies and reframing the public discourse to protect the rights of workers. We injected the credible research of experts in the media; promoted the opinions of influential leaders and celebrities and utilized them as core messengers; strengthened and expanded workers' voices; and continually discredited anti-worker pundits, politicians, and corporations.

To rebuild a climate that maintains and expands collective bargaining rights, we produced and funded five new reports on how unions benefit communities, consumers, employers, and employees. Compiled in *Beyond the Weekend*, these reports use data and case studies from the health care, child care, education, and construction industries to show why unions still matter to us all today.

While widely accepted as a standard business practice to enable flexibility in hiring, employers are increasingly exploiting workers as the contingent business model expands. To counter this popular trend, we released two fact sheets and a literature review on **misclassification and contingent work**, demonstrating how a reliance on temps results in lower labor standards and poor working conditions. We also convened a Congressional briefing with U.S. Senator Al Franken and a writer from *The Late Show with David Letterman*, leveraging star power to expose what's at stake for workers in all sectors of the economy under this troubling employment model.

We continue to expand the number of influential academics and scholars participating in the 500 member-strong **Labor Research and Action Network (LRAN)** that we convene. Our LRAN conferences connect labor scholars and activists who can work together to produce cutting-edge research that bolsters workers' rights campaigns.

On Labor Day, we once again teamed up with high-profile sports and entertainment unions to organize our **#unionmember Tweet-a-Thon**. This year we more than

"Ultimately, unless these rules are reinstated, workers are left with an unfair process,"

—Erin Johansson, research director

(The Hill, 5/18/12)

doubled our reach from 2011, projecting our positive message about the value of unions further than ever before. Thanks to our efforts – and the tweets of influential, celebrity union members like Cy Young – winner Justin Verlander and *Happy Days* legend Henry Winkler, plus thousands of workers' rights supporters, and rank-and-file union members – 11.7 million people saw tweets about the advantages of being a #unionmember, creating an incredible 43.8 million impressions.

#unionmember Tweet-a-Thon



Morgan Fairchild (@morgfair)

Happy Labor Day! Have fun & think of folks who fought for 40 hr week, workplace safety, pensions & health, middle class wages! #unionmember



Kerry Washington (@kerrywashington)

Im #UnionMember of #SAGAFTRA & @ActorsEquity - #HappyLaborDay 2 ALL U.S. workers proudly contributing to strength/prosperity of our country!



Tom Harkin (@SenatorHarkin)

On Labor Day, we honor the generations of workers who made America great. Thank a #unionmember!

**AMERICAN
RIGHTS
AT WORK**



**JOBS WITH
JUSTICE**

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