

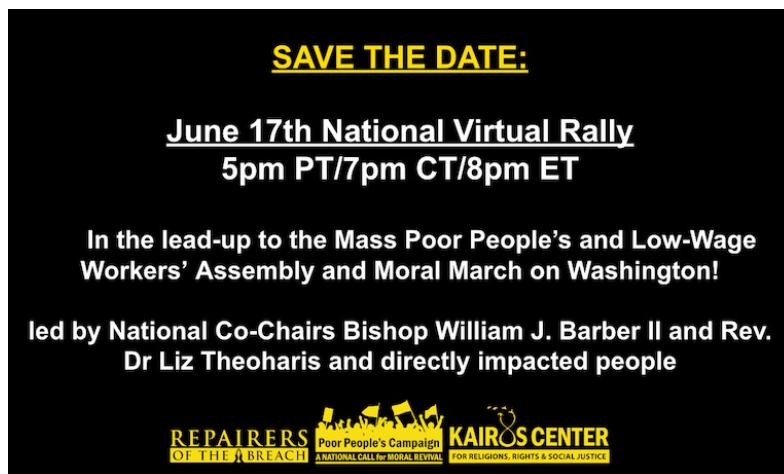
CALIFORNIA



Good morning! In this issue...

- A Moral March virtual rally
 - *Bad Faith* fundraiser screening recap
 - More coalition partners announced
 - What 2026 could look like ▪
- White Poverty* reviewed

Announcement



National pep rally!

Monday June 17, 5pm PT | [livestream](#)

We are just **17 days away** from the June 29 [Mass Poor People's and Low-Wage Workers' Assembly and Moral March on Washington and to the Polls](#). To get fired up and ready, tune into our virtual pep rally. You'll hear from national co-chairs Bishop Barber, Rev. Dr. Theoharis and impacted folks from around the country—and you might be moved to sing and clap along to the sounds of our amazing theomusicologists.

If you're looking for some inspiration right away, check out "Faces," the latest [promo video](#) from Rev. Theoharis.

Can't go to D.C. on the 29th? Organize a watch party! Here's our [toolkit](#) with ideas and tips to get you started. If you'd like to host one, [let us know](#). Invite your neighbors, friends and family, build community and share this historic moment.

Recap

***Bad Faith* fundraiser screening draws a crowd**

More than 100 people gathered online this past Saturday for our screening of the powerful and timely documentary *Bad Faith*. Its intensity and relevance to our work generated a lively discussion, and we hope it provokes more thoughtful conversations and motivates more people to continue our work.

If you missed our screening, you can rent *Bad Faith* for \$0.99 on [YouTube](#) and [Amazon Prime](#) or [keep an eye out for screenings](#).

The film was also a fundraiser to cover the costs for the California delegation to go to the June 29 Moral March. Many thanks to everyone who made a pledge or donation. We're still short of our goals, so please consider making a donation today.

SUPPORT THE MORAL MARCH

Want to donate by check? Make it out to ETINA and mail to [578 Washington Blvd. #395 Marina Del Rey, CA 90292](#).

News



The sleeping giant stirs at a national press conference and prayer service

Monday morning, at the First Congregational Church in Washington, D.C., Bishop Barber and Rev. Theoharis co-hosted a [national press conference](#) to announce our new mobilization partners for the Moral March. The coalition now stands at more than 25 national organizations.

A prayer service called [Moral Revival: Clergy-led Prayers and Assembly for Mobilization](#) was held that evening at a different church.

A [press release](#) states that these and other PPC events “will amplify the voices of impacted people and the need for candidates to center the issues that affect the over 135 million poor and low-wealth people in the United States. **Poor and low-wage voters constitute at least 30 percent of the electorate in the majority of states.** In so-called battleground states, it’s close to over 40 percent of the electorate.”

“Low-Wealth and Low-Wage Voters Could Make All the Difference in 2024”

The Village Voice is running a series called “[At 250, Who Will America Be?](#)” reporting on threats to American democracy as we approach the nation’s Semiquincentennial in 2026. The series includes Robert Hennelly’s article “[Low-Wealth and Low-Wage Voters Could Make All the Difference in 2024](#),” in which he points out that both major political parties and their strategists, along with corporate media, continue to ignore low-income people and the issues they care about.

Hennelly also spells out how the PPC is taking a different approach. He cites PPC [research](#) to prove his point and quotes pollster Celinda Lake: “This is the largest untapped block that could produce a seismic political change in our system in every single state that is close.”

And Hennelly plugs the Moral March: “The PPC voter outreach campaign will target 15 million poor and low-wealth voters nationwide. A major opportunity to participate will happen on June 29, at the [Mass Poor People’s & Low-Wage Workers’ Assembly & Moral March on Washington, D.C., & to the Polls](#).”

Support the California PPC!

When over 140 million Americans are poor or living with low-wages, it's time for systemic change. We are building a movement led by poor and impacted folks, building across all lines of division, in order to topple the interlocking pillars of racism, poverty, militarism, environmental destruction and this country's distorted moral narrative. Please help us achieve this goal by clicking below and chipping in whatever you can.

DONATE

“It’s Time for a Resurrection, Not an Insurrection”

Reviewing Bishop Barber and Jonathan Wilson-Hargrove’s new book *White Poverty: How Exposing Myths About Race and Class Can Reconstruct American Democracy*, Terry Edmonds writes in the [Washington Monthly](#) about how the stories in the book are all too familiar, having grown up in poverty himself.

Edmonds writes that *White Poverty* is a “a clarion call for Americans of every race and background to unite for a Third Reconstruction focused on tackling the problems that have denied us an economy that works for all.”

Bishop Barber wrote on social media, “Thank you @WAMonthly for your kind words and insightful take.”

Thanks for reading. If you have any questions, you are welcome to reply to this newsletter or email california@poorpeoplescampaign.org.