

CALIFORNIA



Good morning! In this issue...

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- Talking 2024 with a bestselling biographer
- Identifying the real swing voters

Announcement



See you in D.C. (or online) this weekend!

We are just two days away from the [Mass Poor People's and Low-Wage Workers' Assembly and Moral March on Washington D.C. and to the Polls](#), a generationally transformative gathering of poor people, low-wage workers, faith leaders and advocates.

Our California delegation has already begun making its way to this historic event. We'll be joining thousands more, from California to the Carolinas, Detroit to the Mississippi Delta, because we will not accept the reality of 800 people dying each day from poverty in this, the richest nation to ever exist.

We will be uplifting and centering the needs of the over 135 million poor and low-income people in this country—demanding that those running for office embrace a moral public policy agenda that ends poverty as the fourth-leading cause of death in this country. Our list of demands includes fair wages, voting rights, quality health care for all and other priorities for poor and low-wage people.

Following the gathering, we plan to continue a national mass mobilization effort to activate 15 million poor and low-wage infrequent voters to the polls. This is a time for a mass mobilization of consciousness around a social justice agenda that can eliminate poverty and low-wealth in America and expand democracy and human rights to all people.

Watch the rally [livestream](#), in English or Spanish, this Saturday—and stay tuned for more opportunities to get out the vote!

JOIN THE MORAL MARCH

Upcoming meeting

Los Angeles regional meeting

Sunday July 7, 3pm | [RSVP](#)

Angelenos, please note the change in our regular meeting schedule. Some of us will still be traveling back from the [Mass Assembly in D.C.](#) so we'll be meeting one week later, on

July 7. Join us to hear from our delegates who were there in person and impressions from folks watching at home.

And we're planning for our campaign to the polls! We'll talk about local and state ballot measures and share ideas on reaching voters in our communities.

Invite your neighbors, families and friends—all are welcome. [RSVP](#) to let us know you're coming.

In the Media



Bishop Barber talks Moral March with Walter Isaacson and MSNBC

On a recent episode of Amanpour and Company, Bishop Barber spoke with Walter Isaacson, author of landmark biographies of Steve Jobs, Albert Einstein and Elon Musk, among others. [Watch this clip](#), where Bishop Barber lays out the demands that we're taking to D.C. this weekend.

Bishop Barber and *White Poverty* co-author Jonathan Wilson-Hartgrove made another stop to discuss their book with Symone D. Sanders Townsend from MSNBC. Sharing about their conversation on [social media](#), Bishop Barber wrote, "We're fighting the myths that have told us for generations that poverty is a race issue."

Finally, [watch this clip](#) of Bishop Barber speaking on MSNBC with Charles Coleman, Jr. about how they approached the race myth in the book.

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

“The Good News in 2024—Poor People Are the New Swing Vote”

In a [Washington Informer](#) op-ed published last weekend, Bishop Barber notes that while the election season may look bleak, there's reason to hope. “As a preacher, I learned a long time ago that you don't get to the good news by looking away from problems; the good news is most often found right in the midst of trouble.” He points out that workers and their unions have had big wins and students and young people are flexing their organizing muscles. And he reminds us that when low-income people vote, they can swing an election.

Toward the end of the piece, he makes a startling observation: “Both Democrats and Republicans have ignored low-income voters for decades precisely because they are unlikely voters. But when the nonpartisan Poor People's Campaign, which I serve as a co-chair, surveyed poor people to ask why they don't vote, the number one reason they gave was, ‘No one speaks to us.’”

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