

Overview - Advance Colorado Lloyd 12/12/2022

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[Advance Colorado](#)

(Formerly Unite for Colorado)

SOS 20208063699 12/08/2020

Jon Anderson - incorporator

Gwen Benevento -agent

[Advance Colorado
Institute](#)

[Advance Colorado
Academy](#)

[Advance Colorado
Action](#)

1.0 Advance Colorado (Formerly [Unite for Colorado](#)). Advance Colorado is a non-profit dedicated to educating Coloradans on the benefit of strong and sustainable state and local governing solutions in the areas of fiscal responsibility and transparency, limited government, free enterprise, lower taxes, strong public safety, and an accountable education system.

Leadership: [Michael Fields, President at Advance Colorado Institute](#)

[George Brauchler, President at Advance Colorado](#)

Why Advance? Colorado is a special place with special people. For too long, leaders have stood by while liberal special interest groups and politicians have turned Colorado into a testing ground for some of the most liberal policies and plans in the nation. It is time to return Colorado to a place where conservative leaders and policies play a prominent role in the direction of our state.

It's Time to Fight Back! It's time to Advance Colorado and raise up the next generation of common sense leaders, advocates, and policies that the majority of Colorado citizens can be proud of. It's time to rebuild Colorado and return it to a state where common sense leaders and policies play a prominent role in the direction of our state. It's time that the fringe be sidelined and we get to a place where thoughtful debate and dialogue can exist without banishing people to their ideological corners. It's time to hold liberals accountable and challenge their policies in the court of law and public opinion. It's time to return Colorado to the special place we know it to be and love. The time is now. Join Us!

Name change from Unite for Colorado to Advance Colorado

<https://www.coloradosos.gov/biz/ViewImage.do?masterFileId=20218155720&fileId=20218155720>

Related sites

<https://www.youtube.com/watch?v=gUZI3rd46J0>

<https://advancecolorado.org/>

<https://www.facebook.com/advancecolorado>

<https://advancecolorado.org/podcasts>

<https://www.linkedin.com/company/advance-colorado>

<https://mobile.twitter.com/advancecolorado>

2.0 Advance Colorado Institute. Advance Colorado Institute is a think tank that advances principles and ideas that a majority of Coloradans care about. It focuses on policies that provide more opportunity for more Coloradans. We know that policy battles never end, and in order to create a freer and more prosperous Colorado, we need to promote limited government, free enterprise, low taxes, public safety, and the Colorado values that have made our state a great place to live. Key Issues: Affordability, Public Safety, Education, Income Tax, Tabor.

<https://advancecolorado.org/institute>

Advance Colorado Institute (@AdvanceCOInst)/Twitter

3.0 Advance Colorado Academy. Advance Colorado Academy is committed to identifying, training, and connecting leaders in Colorado. Whether leaders are seeking a high profile role at the local or state level, a larger voice in the boardroom, or simply want to better advocate for their community or cause, Advance Colorado is the place to start. Advance Colorado is a training ground for common sense leadership. Leaders will be given the necessary tools and resources to be successful CEOs, board members, elected officials, advocates, and community leaders. Leaders will be trained in: Organizational/Program Development, Communications Plans and Strategies, Fundraising and Donor Maintenance, Building Coalitions, Developing Policy Platforms.

<https://advancecolorado.org/academy>

3.1 Advance Colorado New Leader Program. The Advance Colorado New Leader Program is the perfect opportunity for individuals seeking a leadership role at the local or state level, the boardroom, the classroom, or within their own neighborhood. New Leaders will take part in a 5-week program designed to motivate and sharpen the fundamental skills all leaders need to succeed. Participants will learn from and engage with a host of subject matter experts who can help promote leaders to the highest level of competence. New Leaders will also be given the opportunity to network with experts and elected officials who have seen the good, weathered the storms, and achieved success at all levels of leadership. At the conclusion of the 5-week program, New Leaders will be given access to a rich library of resources to continue on their road to success as well as become part of a robust network that will encourage and support them throughout their leadership journey.

3.1.1 New Leader Program

- Last Day to Submit an Application -- January 2, 2023
- Program Begins - January 16, 2023
- Week 1: Organizational Strategies
- Week 2: The Critical Role of Fundraising and Donor Maintenance
- Week 3: The Keys to Successful Communications
- Week 4: Building Coalitions
- Week 5: The Art of Developing a Strong Platform

3.2 Advance Colorado Ambassador Program. The Advance Colorado Ambassador Program is designed for individuals who want to engage and become better messengers and advocates locally, state-wide, and nationally. The

ambassador program serves as an opportunity for individuals to explore the idea of whether public office may be right for them or if they are better suited for fierce support as an ambassador. Members of the Ambassador Program will participate in a 3-week program designed to inspire and provide the tools necessary to support the issues, initiatives, and people that they are passionate about. Experts in grassroots mobilization, communications, and more will share best practices and resources that will ensure great success for the strongest of ambassadors. At the conclusion of the programming, participants will be equipped with the resources and network they need and be given a variety of opportunities for engagement.

3.2.1 *Ambassador Program*

- Last Day to Submit an Application -- January 16, 2023
- Program Begins -- February 27, 2023
- Week 1: The Critical Role of Ambassadors and Developing a Grassroots Campaign
- Week 2: Communicating Effectively to Ensure a Positive Outcome
- Week 3: Practice Makes Perfect – Boots on the Ground and Ready to Roll

3.3 *The Experts.* Advance Colorado participants will learn from leading, conservative consultants, field organizers, communications specialists, fundraisers, media specialists, and elected officials who have been successful in their pursuits. Our experts have won in the courtroom of public opinion, on initiatives ranging from taxes to healthcare to local land-use and more, and on leadership races from city council, to the Governor's mansion, to Congress, and beyond. Our experts know firsthand how to communicate and fundraise at the highest level and serve as key advisors to some of the top leaders across the state and nation. These experts will closely engage with our participants while also becoming part of the support network rallying behind New Leaders and Ambassadors for years to come.

3.4 *Advance Colorado Difference.* Advance Colorado recognizes that it is essential for 21st Century leaders to learn in innovative and exciting new ways. That is why Advance Colorado New Leaders and Ambassadors will be given the unique opportunity to learn through a series of engaging videos and in-person learning. Each week, participants will be provided access to three to four high energy videos conducted with our top-tier experts. After completing each video section, participants will be given the opportunity to put their learning into action through a series of engaging activities and a final, in-person wrap-up and networking debrief with the experts each Monday.

4.0 **Advance Colorado Action** [\(link to more detail\)](#)

MISSION Advance Colorado Action is an issue advocacy organization that believes in a smaller, more accountable government. We will support policies that increase economic opportunity and greater government transparency. We will oppose policies that would be harmful to Colorado's economic wellbeing, and efforts to unnecessarily grow the size and reach of government.

<https://advancecoaction.org/>

<https://www.facebook.com/AdvanceColoradoAction/>

Unite for Colorado Conservative dark-money group bankrolled almost every major Republican effort in Colorado last year, tax docs show. <https://coloradosun.com/2021/12/22/unite-for-colorado-conservative-dark-money/>

Michael Fields, President at Advance Colorado Institute



<https://www.linkedin.com/in/michael-fields-909256165>

<https://twitter.com/michaelclfields?lang=en>

https://ballotpedia.org/Michael_Fields

About. Michael is the President of Advance Colorado Institute. He was previously the Executive Director of Colorado Rising Action and the State Director of Americans for Prosperity-Colorado. He brings years of educational, legislative, grassroots organizing, and nonprofit experience. He has also served as a policy aide at the Colorado State House, press aide for the Senate Committee on Health, Education, Labor & Pensions, and taught both elementary and middle school in Aurora. Michael graduated from Valparaíso University and earned his J.D. from University of Colorado – Boulder. He is a FOX31 Denver political analyst, as well as an adjunct professor of American Politics. He and his wife, Mele, and their four children live in Parker.

Education

- *J.D. Law, University of Colorado Boulder* 2009 - 2012
- *Bachelor of Arts – BA Political Science and Government, Valparaíso University.* University Presidential Academic Honors for Student-Athletes. Activities and Societies: Elected to Student Senate at Valparaíso University Member of the Valparaíso Baseball Team Sports Broadcasting WUVR Radio “The Source,” Valparaíso University
- *Member, Leadership Network, American Enterprise Institute*, Nov 2016 – Present (6 years 2 months). Economic Empowerment. Promoting free enterprise, educational choice, and poverty alleviation in the United States.

Experiences

- **President, Advance Colorado Institute** Dec 2021 – Present (1 year 1 month). Denver Colorado, United States. Advance Colorado Institute is a non-profit think tank that advances conservative principles and ideas. It focuses on policies that provide more opportunity for more Coloradans. We know that policy battles never end, and in order to create a freer and more prosperous Colorado, we need to promote limited government, free enterprise, low taxes, public safety, and the Colorado values that have made our state a great place to live.
- **Political Analyst, KDVR - FOX31 Denver** Jan 2020 – Present (3 years) Denver Colorado, United States
- **Adjunct Professor, Political Science Colorado Christian University**, Aug 2020 – Present 2 years 5 months, Lakewood, Colorado, United States

- **Colorado Rising Action Executive Director, Jul 2018 - Dec 2021** 3 years 6 months. Greater Denver Area. Colorado Rising Action is a 501(c)(4) social welfare organization focused on advancing conservative principles such as limited government, lowering taxes, fighting government over-regulation that stifles freedom, free enterprise, a strong national security, and shaping the public policy debate in the Centennial State.
- **Americans for Prosperity, Sr. Director, Issue Education, Mar 2017 - Jul 2018** 1 year 5 months. Issue Education seeks to promote knowledge and increase public support of policy issues such as economic freedom and educational freedom. Whether policies are working or aren't working on a local, state, or federal level - people should know how it is affecting them.
- **Americans for Prosperity, Colorado State Director** Jan 2015 - May 2017 (2 years 5 months). One of 36 state chapters nationwide, Americans for Prosperity–Colorado has over 85,000 activists and an ever-expanding base of local donors. We work hard to preserve our free market economy and hold government accountable. Our efforts are year-round, talking to Coloradans, discovering their positions on issues, listening to their concerns, and educating on important matters of policy. AFP Colorado advocate for public policies that champion the principles of limited government as well as regulatory and fiscal restraint. Part of our mission includes holding elected officials accountable for promises and votes throughout the legislative session.
- **Americans for Prosperity, Colorado** Deputy State Director Jul 2014 - Dec 2014 (6 months)
- **Teach For America, Teacher** Jun 2012 - May 2014 (2 years), Aurora, Colorado. Teach For America is a diverse network of leaders who confront educational inequity through every sector, starting with two years of teaching in a low-income community.
- **Frazier Global Strategies, Communications and Research**, Apr 2012 - Mar 2014 (2 years)
- **Colorado House of Representatives, Legal Extern**, Jan 2011 - May 2011 (5 months). Greater Denver Area
- **United States Senate, Intern** May 2009 - Aug 2009 (4 months) Washington D.C. Metro Area
- **Member/Former Board President, High Point Academy**, Jan 2015 - Feb 2022 (7 years 2 months). Pre-K to 8th grade public charter in Aurora, Colorado serving 800 students and their families.
- **Political Science Mentor** Georgetown University 2017 – 2018 (1 year). The goal of the Mentorship Program is to connect students with leaders in politics and public service—the practitioners who are actively engaged in the real world of politics.

Articles:

Complete Colorado Page 2 (Independence Institute news site) Author: Michael Fields

https://www.coloradopolitics.com/opinion/prop-121-gives-back-to-those-who-deserve-it-most/article_d3ba93ea-5b30-11ed-8f71-9704fefa61a6.html

Contributions by conservative lobbyist appear to run afoul of campaign finance laws.

https://www.coloradopolitics.com/elections/2022/contributions-by-conservative-lobbyist-appear-to-run-afoul-of-campaign-finance-laws/article_a26807ac-dde8-11ec-817f-af583164a3c5.html

Fields: GOP needs a winning vision; let's make a 'Contract with Colorado'

<https://pagetwo.completecolorado.com/2020/11/19/fields-gop-winning-vision-contract-colorado/>

Prop. 121 gives back to those who deserve it most. https://www.coloradopolitics.com/opinion/prop-121-gives-back-to-those-who-deserve-it-most/article_d3ba93ea-5b30-11ed-8f71-9704fefa61a6.html

Colorado Sun, Michael Fields (tags) <https://coloradosun.com/tag/michael-fields/>

Conservative dark-money group bankrolled almost every major Republican effort in Colorado last year, tax docs show. <https://coloradosun.com/2021/12/22/unite-for-colorado-conservative-dark-money/>

Property tax arms race involving Colorado power players grips Capitol as fragile deal starts to deteriorate. Billions of dollars in funding for schools and local governments are hanging in the balance. Those involved in the negotiations have likened the situation to a high-stakes game of chicken. <https://coloradosun.com/2022/05/05/colorado-legislature-property-tax/>

Colorado governor supports property tax cut measure on November ballot opposed by other Democrats. Gov. Jared Polis didn't elaborate on his position, which is raising eyebrows among Democrats. <https://coloradosun.com/2021/10/19/jared-polis-proposition-120/>

Colorado Republicans aren't winning many elections these days, so they're turning to ballot questions instead. Colorado conservatives have seen some success in recent years by bringing and opposing ballot measures, mostly around cutting taxes. Colorado Republicans aren't winning many elections these days, so they're turning to ballot questions instead. <https://coloradosun.com/2021/08/09/colorado-republicans-ballot-questions/>

Unite for Colorado ordered to pay \$40,000 in fines tied to campaign finance complaint. https://www.coloradopolitics.com/news/unite-for-colorado-ordered-to-pay-40-000-in-fines-tied-to-campaign-finance-complaint/article_462235e2-59ec-11ec-bf70-13fa99025df0.html

George Brauchler, President Advance Colorado



<https://www.linkedin.com/in/georgebrauchler/>

<https://twitter.com/georgebrauchler>

<https://www.facebook.com/george.brauchler.7/>

<https://710knus.com/radioshow/the-george-brauchler-show>

George Brauchler is a local kid from middle class Lakewood, Colorado who serves as the twice-elected District Attorney for 1 million Coloradans. He has prosecuted the Aurora Theater Massacre and Columbine cases, as well as conducted the mock cross examination of the victim in the Kobe Bryant sexual assault case. He continues to serve as a Colonel in the Colorado Army National Guard. He is married to a successful small business owner and they are raising four kids.

Experiences

Advance Colorado, President Feb 2021 - Present · 1 yr 11 mos. Colorado, United States

KNUS 710 Radio Host, Denver Gazette Columnist, present

Office of the District Attorney for the 18th District, Prosecutor, Jan 2012 - present

Colorado National Guard, Colonel, 7 years – present

Denver University, Adjunct Professor, Jun 2002 - Present · 20 yrs 7 mos. Adjunct Law Professor at DU College of Law for Litigation Technology (Fall) and Jury Selection (Spring) courses.

Office of the District Attorney for the 18th District, District Attorney Jan 2013 - Jan 2021 · 8 yrs 1 mo. Elected DA for most populous jurisdiction in Colorado (900,000+), including Arapahoe, Douglas, Elbert, and Lincoln counties.

Feldmann, Nagel & Associates, LLC Of Counsel Nov 2011 - Dec 2012 · 1 yr 2 mos. greater Denver Area

Clear Channel Radio Host-850 KOA & 630 KHOW Feb 2006 - Nov 2011 · 5 yrs 10 mos

Articles:

George Brauchler Muck Rack <https://muckrack.com/george-brauchler/articles>

Denver Post Tags as Columnist <https://www.denverpost.com/author/george-brauchler/>

Common Sense Institute <https://commonsenseinstitute.org/team/george-brauchler/>

Colorado Sun tags <https://coloradosun.com/tag/george-brauchler/>

Salem Media Announces New Weekday Morning Host George Brauchler on Denver, Colorado 710 KNUS.

<https://investor.salemmedia.com/news-events/press-releases/detail/767/salem-media-announces-new-weekday-morning-host-george>

Article 1. Conservative Dark-Money Group Bankrolled Almost Every Major Republican Effort in Colorado Last Year (2020), Tax Docs Show

The Colorado Sun Jesse Paul and Sandra Fish, 3:00 AM MST on Dec 22, 2021

<https://coloradosun.com/2021/12/22/unite-for-colorado-conservative-dark-money/>

Unite for Colorado, a nonprofit that doesn't have to disclose its donors, spent \$17.2 million in Colorado last year, according to an IRS filing that for the first time reveals the breadth of the organization's influence

A deep-pocketed conservative political nonprofit that doesn't disclose its donors funded almost every major Republican political group and effort in Colorado last year, according to a tax document obtained by The Colorado Sun that for the first time reveals the breadth of the organization's influence.

The document reveals that Unite for Colorado distributed \$17.2 million in 2020, including \$375,000 to the Colorado Neighborhood Coalition, a nonprofit that lobbied Colorado's redistricting independent commissions this year on behalf of Republican interests. The once-in-a-decade redistricting process may alter the state's political landscape.

Unite for Colorado also donated nearly \$1.4 million to Ready Colorado, a conservative education nonprofit that has backed Republican statehouse candidates and influenced policy at the Capitol. And it sent \$310,000 to the Public Trust Institute, a nonprofit that filed ethics complaints against former Gov. John Hickenlooper that complicated the Democrat's 2020 U.S. Senate bid and were the focus of many of Unite for Colorado's TV ads against him. That spending was previously unreported.

Unite for Colorado's financial details were revealed in a Internal Revenue Service 990 form filed by the organization for the 2020 tax year. The document shows the group brought in \$18.5 million last year, making it one of the most moneyed and prolific spenders in Colorado politics.

The document also now ties Unite for Colorado to some of the state's most well known and active conservative political consultants and operatives, including former state Sen. Greg Brophy; conservative political operative Alan Philp; Ready Colorado cofounder and Vice President Tyler Sandberg; former Deputy Colorado Secretary of State Suzanne Taheri; former 18th Judicial District Attorney George Brauchler; former House Speaker Frank McNulty; Advance Colorado Institute President Michael Fields; and Dustin Zvonek, a former Americans for Prosperity state director who led Unite.

Together, these people represent the scaffolding of the Republican effort to influence policy, win elections and reclaim relevance in Colorado after years of defeat.

"(Unite for Colorado) has become the most important fundraising entity for conservatives and for Republicans," said Dick Wadhams, a former chairman of the Colorado GOP.

Wadhams said Unite for Colorado represents Republicans' latest effort to match "the blueprint" conceived by Democrats in 2004, when a group of well-heeled donors, including Democratic Gov. Jared Polis, banded together to

target spending to fund political action organizations and win races. There have been similar pushes in the past, Wadhams said, but “this one has become particularly effective.”

“We Republicans are finally catching up to where the left has been for 20 years,” he said.

Other previously unrevealed 2020 spending by Unite for Colorado includes:

- \$368,000 to the Colorado Taxpayer Advocate Fund, a dark-money nonprofit that sometimes contributes to independent spending committees at the state level
- \$330,000 to Defend Colorado, a dark-money nonprofit that recently filed a campaign finance complaint against Democratic Attorney General Phil Weiser
- \$250,000 to the Independence Institute, a free-market think tank, run by Jon Caldara, who told The Sun that the money was used for general operations
- \$200,000 to Colorado PRFRS, a Wheat Ridge dark-money nonprofit that hasn’t filed an annual report with the Colorado Secretary of State’s Office since 2018
- \$175,000 to Colorado Rising State Action, a nonprofit formerly run by Fields that dissolved earlier this month after spending heavily to support Zvonek and other conservative candidates in the Aurora elections

Dark-money groups are nonprofits that don’t have to disclose their donors. Unite for Colorado is considered a dark-money group, too.

The previously unreported spending comes in addition to millions of dollars spent in 2020 by the group that was already known, including:

- Nearly \$1.6 million to a state super PAC, Unite for Colorado Action, that supported Republican state Senate candidates
- \$783,000 to issue committee Voter Approval of Fees, which supported Proposition 117, a successful initiative requiring voter approval of certain fee increases
- \$665,000 to Energize Our Economy, which supported Proposition 116, a successful initiative to slash the state’s income tax rate
- \$250,000 to Protect Colorado’s Vote, which funded the unsuccessful campaign to pass a measure – Proposition 113 – that sought to overturn the Colorado legislature’s decision to sign onto the National Popular Vote Interstate Compact
- \$201,000 to a federal PAC, Unite for Colorado Action, which spent \$185,000 on digital ads opposing Hickenlooper

The group spent at least \$4 million to support or oppose 2020 ballot measures, according to a campaign finance ruling against it earlier this month.

This year, Unite for Colorado donated nearly \$1.3 million to The Committee for Spending Transparency, which supported a failed constitutional amendment – Amendment 78 – to require legislative approval to spend money from legal settlements or federal government grants. It gave another \$875,000 to Cut Property Taxes, a failed initiative – Proposition 120 – to cut property taxes.

Fields, who leads the Advance Colorado Institute, said Republicans are more powerful when they work together toward shared goals. Unite for Colorado has allowed GOP groups to do just that.

“For a long time conservative groups didn’t work together as well as they are now,” said. “I’ve been talking for a couple years now about being excited that people are on the same page about what issues we have been pushing and really how to combat some of the liberal control that has taken over this state.”

When Unite for Colorado came onto the scene

Fields said Unite for Colorado was really born out of the Democratic control of state government in Colorado that followed the 2018 election. Conservative donors wanted a path forward.

“You can’t pass a conservative policy when you don’t have the House, Senate or governor,” he said.



Colorado Rising Action Executive Director Michael Fields speaks during a “Commitment to Colorado” news conference at a Sinclair gas station on Monday, August 9, 2021, in Denver. He was surrounded by Republican officials. (Olivia Sun, The Colorado Sun)

Unite for Colorado first surfaced publicly in March 2020 when it began airing ads criticizing Hickenlooper as he ran against then-U.S. Sen. Cory Gardner, a Republican. The group spent at least \$3.5 million on TV ads in the 2020 Senate race, according to contracts filed with the FCC and reviewed by The Sun.

The tax return shows the nonprofit paid Main Street Media, which did the group’s ad buying, \$5.4 million last year.

One Nation, a national dark-money group affiliated with U.S. Senate Republicans, gave Unite for Colorado \$6.9 million, Citizens for Responsibility and Ethics in Politics reported earlier this month.

One Nation also spent nearly \$1.5 million on TV ads to support Gardner in 2020. And One Nation gave more than \$85 million to the Senate Leadership Fund, a super PAC that also supported Gardner.

Another unidentified donor gave nearly \$9.7 million to Unite for Colorado. The group's tax filing indicates it received 20 other contributions ranging from \$5,000 to \$500,000.

Zvonek, the former Unite director who is now a consultant to the group, said Unite won't disclose its donors.

McNulty, who ran the Colorado Neighborhood Coalition, said that Unite for Colorado wasn't the organization's only donor. There were individuals who gave to the dark-money nonprofit, too, though Unite was a significant contributor.

He disagreed with Wadhams that Unite for Colorado is akin to Democrats' blueprint.

"I think it's a level of attention by folks that Colorado is not a hard blue state, that work needs to be done to educate voters and get people involved," he said.

Sandberg, of Ready Colorado, said his organization also has a "variety of funders."

"Ready Colorado is explicitly education reform first and foremost. We are not a party operation. We are here to pursue our policy goals of education reform," he said.

Campaign finance fight

The Secretary of State's Office recently fined Unite for Colorado \$40,000 and ordered it to disclose its 2020 donors after it spent \$4 million to support or oppose three statewide ballot initiatives.

The Secretary of State's Office enforcement staff originally recommended dismissing the complaint, filed in August 2020 and alleging the group should register as an issue committee because of how much it spent on the ballot initiatives. But Deputy Secretary of State Ian Rayder, who later left the office, recommended that the Attorney General's Office advance the complaint to an administrative law judge.

That judge ruled in August that Unite should be fined \$40,000 and ordered the group to disclose its donors, a ruling upheld by Deputy Secretary of State Christopher Beall.

Unite for Colorado plans to appeal the decision. They say the group did more than spend on ballot initiatives.

"That was the point we made to the secretary of state when they made their frivolous complaint," Zvonek said. "The donations to ballot measures was nowhere near a primary purpose" of Unite for Colorado.

Republicans have complained about the secretary of state's campaign finance enforcement, saying it's biased against them.

In fact, Unite for Colorado asked Beall and the entire Secretary of State's Office to recuse itself from acting on the administrative law judge's recommendation. The office's leadership group that makes such decisions is a "committee

with a partisan elected official and partisan appointees issuing orders against their political enemies,” Unite contended.

Beall responded to Unite’s contention that “this argument assumes without evidence, and contrary to reason, that the deputy secretary or other staff would violate their oath of office to exact revenge on what Respondent claims is a ‘political enemy.’ Regardless, mere allegations, opinions, or conclusions unsubstantiated by facts are not legally sufficient to mandate disqualification.”

The day the fine was finalized, Unite changed its name to Advance Colorado Action.

The nonprofit faces another complaint filed this year after it donated \$3.7 million to fund the two failed ballot measures on property taxes and sp **Democrats wield dark-money, too**

Republicans also point out that Democrats benefit from dark money, too.

One such group, North Fund, spent \$7 million in Colorado in 2020 while another, the Sixteen Thirty Fund, spent \$7 million in the state, according to their tax returns.

The groups’ combined spending is still about \$3 million less than what Unite for Colorado spent in Colorado last year.

Included in Sixteen Thirty’s 2020 grants was \$63,000 to Fair Lines Colorado, the nonprofit group that hired several people to lobby Colorado’s independent redistricting commissions this year.

Fair Lines employed attorney Mark Grueskin, lobbyist Adam Eichberg and political consultants Curtis Hubbard, Alvina Vasquez and Mike Melanson, according to reports filed with the Secretary of State’s Office. The group reported spending nearly \$97,000 through the state’s online lobbying reporting system.

OpenSecrets recently acquired North Fund’s 2020 tax returns showing that the group spent nearly \$49 million nationally in 2020, with \$34 million in grants to various organizations. The \$7 million North Fund spent in Colorado last year represented about 20% of the group’s total grants and 14% of its total spending. Most of the money went to ballot initiative committees.

Each of those groups faces campaign finance complaints filed in the past week, although those complaints may not meet the legal requirements of being filed within 180 days of the violation.

Unite and related groups transform for 2022

Unite for Colorado and some of the groups that it funded are morphing into different nonprofit organizations ahead of the 2022 midterm elections.

Fields left Colorado Rising Action, which is related to the national group America Rising, to help form the Advance Colorado Institute, a 501(c)(3) nonprofit that’s a different entity than Advance Colorado Action.

Meanwhile, the Public Trust Institute, the nonprofit led in the past by McNulty and Taheri that has filed legal actions against Colorado Democrats, will be folded into the Advance Colorado Institute.

All of the players and groups had been working together in some form or fashion over the past few years, but now they will be operating under a single name.

“It makes sense,” Fields said of the shuffle. “I just saw this as an opportunity to really focus in on the education side, the issue side of it, with this new entity.”

Fields, who used to lead the Colorado branch of Americans for Prosperity, has been known in recent years for his efforts to slash taxes and enact fiscal policy through ballot initiatives. Two of his measures this year — Amendment 78 and Proposition 119 — failed.

Fields mostly worked with 501(c)(4) nonprofits, which allowed him to do more work on candidate campaigns and ballot issues. He says he will “still have a foot” in that world. (Here’s an explainer on the difference between the two types of nonprofits.)

As Colorado Rising Action goes away, its national parent, Virginia-based America Rising, will handle any Colorado initiatives from now on. That national group did the research that resulted in the Hickenlooper ethics complaints, and continues to file public records requests with the governor’s office, secretary of state’s office, attorney general’s office and treasurer’s office.

Meanwhile, Zvonek, the 2020 director for Unite for Colorado, said it’s unclear who will lead Unite, now Advance Colorado Action, going forward.

Zvonek was elected to Aurora City Council last month with outside spending help from at least one of the groups funded by Unite.

Summary - Advance Colorado Action formerly Unite for Colorado

Note: It appears Advance Colorado is using the Unite for Colorado IEC and Advance Colorado Action

Unite for Colorado IEC. <https://ufcoaction.org/>

Tracer. <https://tracer.sos.colorado.gov/PublicSite/SearchPages/CommitteeDetail.aspx?OrgID=39401>

Committee Information

Name:	UNITE FOR COLORADO ACTION IEC	Committee ID:	20205039401
Physical Address:	1067 S HOVER ST UNIT E #618 LONGMONT CO 80501	Committee Type:	Independent Expenditure Committee
Mailing Address:	1067 S HOVER ST UNIT E #618 LONGMONT CO 80501	Status:	Active
Phone:	303-498-7929	Date Registered:	08/05/2020
Web:	WWW.UFCOACTION.ORG	Date Terminated:	
Purpose:	TO SUPPORT CANDIDATES FOR STATE AND JUDICIAL DISTRICT OFFICE WHO SUPPORT PUBLIC SAFETY AND ELIMINATING BARRIERS TO OPPORTUNITY AND JOB CREATION THROUGH FREE MARKETS, LOW TAXES, AND LIMITED GOVERNMENT, REGARDLESS OF PARTY AFFILIATION.		
Fax:		Jurisdiction:	STATEWIDE

Registered Agent: KATIE KENNEDY **Phone:** 719-369-2266 **Email:** KATIE@STRATEGICCOMPLIANCELLC.COM
Designated Filing Agent: GWEN BENEVENTO **Phone:** 303-218-7150 **Email:** GBENEVENTO@MAVENLAWGROUP.COM



ContributionsUnite
for Colorado 2022.pd



Unite for colorado
2020 990.pdf



super_pacs_cont.pdf

Articles

Major 'dark money' nonprofit ordered to reveal its donors in Colorado

By [Andrew Kenney](#) · Dec. 8, 2021, 6:43 pm

<https://www.cpr.org/2021/12/08/unite-for-colorado-dark-money-elections-2020/>

YOUTUBE

<https://www.youtube.com/@uniteforcoloradoactioniec9003/videos>

Against Mullica

<https://www.youtube.com/watch?v=fHYMiAaXz3k>

<https://www.youtube.com/watch?v=IIS1Qc1M>