

JoAnna Mendoza built her career lobbying for dark money special interest groups. She started a public relations firm catering to trans women and nonbinary candidates running for political office.

Mendoza Was Paid \$107,706 As The Executive Director (And Registered Lobbyist) At The Arizona Center For Economic Progress — A Dark Money Group That Has Received Funding Tied To Hansjörg Wyss, A Foreign National — During Which She Lobbied Against Tax Relief, School Choice, And Other Policies

In 2023, Mendoza Worked As The Executive Director At The Arizona Center For Economic Progress. (JoAnna Mendoza, [LinkedIn](#), 1/18/23; JoAnna Mendoza, [LinkedIn](#), Accessed 2/27/25)

- **Mendoza Touted How, As The Executive Director, She “Leads Policy And Advocacy Work” At The State Legislature.** “The executive director of the AZCenter leads policy and advocacy work on certain issues which may include state taxation; housing; food assistance; unemployment insurance; and other safety net programs; immigration; higher education; criminal justice; and tribal policies. Fighting for a People First Economy that works for everyone, not just the rich.” (JoAnna Mendoza, [LinkedIn](#), Accessed 2/27/25)
- **Mendoza Was A Registered Lobbyist For The Arizona Center For Economic Progress, During Which She Lobbied Against Tax Relief, School Choice, And Other Policies.** Mendoza was a registered lobbyist for the Arizona Center for Economic Progress from January 12, 2023, to December 26, 2023, and for the Children’s Action Alliance from January 12, 2023, to December 26, 2023. (Lobbyist ID 3614043, [Arizona Secretary Of State’s Office](#), Accessed 2/27/25; “Bill Comments,” [Arizona Center For Economic Progress](#), Archived 12/9/23)
- **The Arizona Center For Economic Progress Paid Mendoza \$107,706 In 2023.** (Form 990 - Children’s Action Alliance, [Internal Revenue Service](#), 2023)
- **The Arizona Center For Economic Progress’ Parent Group (The Children’s Action Alliance) Received \$100,000 From The New Venture Fund In 2021; \$150,000 From The New Venture Fund In 2022; And \$82,000 From The Hopewell Fund In 2023.** (Form 990 - New Venture Fund, [Internal Revenue Service](#), 2021; Form 990 - New Venture Fund, [Internal Revenue Service](#), 2022; Form 990 - Hopewell Fund, [Internal Revenue Service](#), 2023)

Mendoza Is The Founder Of Poderoza Strategies, A “Boutique” PR Firm That Caters To “Trans Women, Nonbinary And Gender Nonconforming People,” Charges Thousands Of Dollars For Services Like “Power Coaching,” And Was Affiliated With An Anti-White Group

Since 2022, Mendoza Has Worked As The Founder And Chief Strategist At Poderoza Strategies (Portmanteau Of ‘Poder’ And ‘Mendoza’), A “Boutique Creative Studio” That Works With “Influencers.” (JoAnna Mendoza, [LinkedIn](#), Accessed 2/27/25; JoAnna Mendoza, [LinkedIn](#), 1/3/23; Poderoza Strategies LLC (Entity ID 23463748) - Articles Of Amendment, [Arizona Corporation Commission](#), Filed 6/14/23)

- **Mendoza Described Poderoza Strategies As An “LGBTQ Owned” PR Firm That Focuses On “Trans Women, Nonbinary And Gender Nonconforming People.”** “I established Poderoza Strategies to provide powerful-creative pathways for progressive cis women, trans women, nonbinary and gender nonconforming people, who are disrupting the status quo, & need a little help taking on public leadership roles, entrepreneurship, and other professional endeavors ... We are woman owned, veteran owned, and LGBTQ owned.” (“Services & Pricing Guide,” [Poderoza Strategies](#), Accessed 2/27/25)
- **Poderoza Strategies Charges \$2,250 For “Power Coaching,” \$1,500 For Branding, And \$20-30 Per Hour For Basic Virtual Assistance.** Poderoza Strategies offers Brand Identity & Logo Design (“the collection of elements that portray a brand’s values, attributes, and personality to the target audience”), Virtual Assistant Services (“anything from scheduling appointments to managing your social media”), and Poderoza Power Coaching (“goal setting, accountability, and motivation”). (“Services & Pricing Guide,” [Poderoza Strategies](#), Accessed 2/27/25)

- **Poderoza Strategies Offers A “Campaign Checklist” That Directs Clients To Conduct “Candidate (Self) Research” And “Identify A Research Consultant,” Presumably For Opposition Research.** (“Campaign Checklist,” [Poderoza Strategies](#), Accessed 2/27/25)
- **Poderoza Strategies Offers A “Power Dressing Guide” That Touts “Kamala Harris’s Pearls,” Alexandria Ocasio-Cortez’s “Neat, Professional, And Appropriate” Outfits, And “Ilhan Omar[’s] Traditional Somali Attire.”** (“The Power Dressing Guide For The Trailblazing Politician,” [Poderoza Strategies](#), Accessed 2/27/25)
- **Poderoza Strategies Published A 114-Page Book About Campaign Fundraising Titled “The Poderoza Call Time Planner: An Unconventional Guide To Dialing For Dollars.”** (“The Poderoza Call Time Planner: An Unconventional Guide To Dialing For Dollars,” [Amazon.com](#), Published 10/23/23)
- **Poderoza Strategies’ Federal Political Clients Have Included Raquel Teran. It’s State-Level Political Clients Are Unknown.** (Disbursements To Poderoza Strategies, [Federal Election Commission](#), 2021-2024; Aqui Estamos PAC (Formerly Teran For Congress), [Federal Election Commission](#), Accessed 2/27/25; Disbursements To Poderoza Strategies, [Arizona Secretary Of State’s Office](#), 2021-2024)
- **Mendoza Said That It Was “A Tremendous Honor” For Poderoza Strategies To Be Affiliated With “An Incredible Org” Like Founders First CDC ... A Pro-DEI Group That Was Sued Over Its Explicitly Anti-White Grant Process.** Poderoza Strategies wrote: “(emoji) Exciting News! (emoji) Thrilled to announce we’ve been selected as a National Pride Semi-Finalist for Founders First CDC! It’s a tremendous honor to be recognized by such an incredible org. that supports & uplifts entrepreneurs (emojis) like me.” Mendoza responded: “Founders First CDC is the largest national platform for growing businesses led by diverse founders. It’s a game-changing organization that empowers underrepresented founders & business owners, providing them with the resources, mentorship, and capital needed to succeed. Their mission is to create economic and social equity by breaking down barriers and fostering diverse entrepreneurship. The support and opportunities provided by Founders First CDC are invaluable, and I am beyond grateful to be a 2023 #NationalPride (emoji) Semi-Finalist. (emojis) #EntrepreneurshipMatters” (JoAnna Mendoza, [LinkedIn](#), 6/9/23; Sam Skolnik, “Minority Grants Program Settles With Edward Blum Anti-DEI Group,” [Bloomberg Law](#), 10/17/24)