



Photo credit: Kisha Bari



WOMEN'S MARCH

2021 END OF YEAR REPORT

MOBILIZING TO MEET THE MOMENT

SUSTAINING THE MOVEMENT FOR THE LONG HAUL

Women's March is a national, women of color-led and intergenerational organization that **harnesses the power of everyday women** to work toward a multi-racial, anti-racist feminist democracy where everyone can thrive.



Photo credit: Kisha Bari



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ASSAULT ON THE CAPITAL

While much of our focus as an organization leading up to 2021 was on defeating Trump and removing his dangerous administration from office, that key achievement was never the end goal of Women's March.

The events of 2021 only underscored that defeating Trump **was just the beginning of our work.**

DEFEATING TRUMP

We kicked off 2021 on a hopeful note, organizing thousands of women voters to help win a victory in the crucial Georgia Senate runoffs.

The very same day as that historic win, of course, insurrectionist Republicans incited a white supremacist **assault on the Capitol**, attempting to stage a coup and overturn the presidential election.



Photo credit: Kisha Bari

The year as a whole was defined both by the organizing achievements of the previous four years—as we worked to hold the Biden-Harris administration and other politicians responsible for their election promises—and by the many **overlapping crises of this time**, including the ongoing COVID pandemic, the ever-worsening climate crisis, the pillaging of our economy by the Billionaire Boys Club, and the dangerous spread of far-right authoritarianism, disinformation, and violent extremism.

This past year also witnessed the most intense attacks on abortion access and reproductive freedom of our lifetimes, along with major attacks on the rights and freedoms of LGBTQIA people.

RAPID-RESPONSE MOBILIZATION

Women's March began as a rapid-response mobilization in a time of crisis

Throughout 2021, we continued to refine and fortify our distinctive ability to **spur large numbers of people into action** in response to emerging needs.



In a time when far more Americans share our progressive values than are being organized into progressive organizations, and when the shift to a new administration led some people to step back from activism, we continue to provide **an inclusive, welcoming on-ramp to feminist action for new activists of all backgrounds.**

Photo credit: Kisha Bari

Women's March continues to stand out not just in the gender justice space but in the broader progressive ecosystem for the size, engagement level, and geographic breadth of our active base.

There's no single metric by which we assess our accomplishments over this year, for our successes—and our challenges—come in many different forms.

We have simultaneously prioritized program work that allows us to go wide, spurring our base to take more than 1 million actions over the course of 2021, and **work that goes deep**, such as the intensive feminist leadership development associated with our Women2Women organizing circles.

We have given special emphasis to working in regions beyond the coasts, especially the South, Southwest, Midwest, and Mountain States. We work to provide resources, training, support, and infrastructure for local action leaders, both for rapid response work and longer-term efforts such as our Feminist Budget Project, while transforming public narratives through bold visions of gender, racial, and economic justice.



Photo credit: Kisha Bari

OUR SUCCESSES

**WOMEN'S
MARCH**

THE POWER OF EVERYDAY WOMEN

Some of our most important advances in 2021 happened behind the scenes, as we continued to expand and consolidate our staff and leadership team, and to model sustainable practices for organizing over the long haul.

INFRASTRUCTURE

Our high-impact rapid-response work is only possible because of strong underlying infrastructure and deep engagement with our supporters.

NIMBLE & BOLD

Much of our longer-term planning focuses on the capacity-building and relationship-building that allows us to be nimble and bold as we respond to emerging opportunities and needs.

INNOVATIVE PROGRAMS

Our innovative political education programs, including our Feminist Futures webinar series, are key components of this multilayered organizational strategy.

LOOK AHEAD

As we look ahead, we are deep in preparatory work for a **major Women's Convention in August 2022**, being organized in coalition with a diverse array of partner organizations.

This initiative, to be held in Houston, TX, 45 years after the historic 1977 Women's Convention took place there, will provide a major opportunity to create momentum around reimagining civic engagement; consolidate an intersectional, interlocking base, and win in the 2022 midterm elections while building for 2024 and beyond.



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women's MARCH 2021, BY THE NUMBERS

100

Women2Women
organizing circles now
active nationwide

650+

Local abortion rights rallies
held, covering all 50 states

100

Women2Women
organizing circles now
active nationwide

13,000+

Digital Defenders
trained

**163.4
million**

People reached across all
social media platforms

2.9 million

Email and SMS
subscribers

150,000+

People reached with
Feminist Futures
webinar series

2.4 million

Social media followers

65,000+

Volunteers mobilized
into action



[WOMENSMARCH.COM](https://www.womensmarch.com)