

# WOMEN'S MARCH

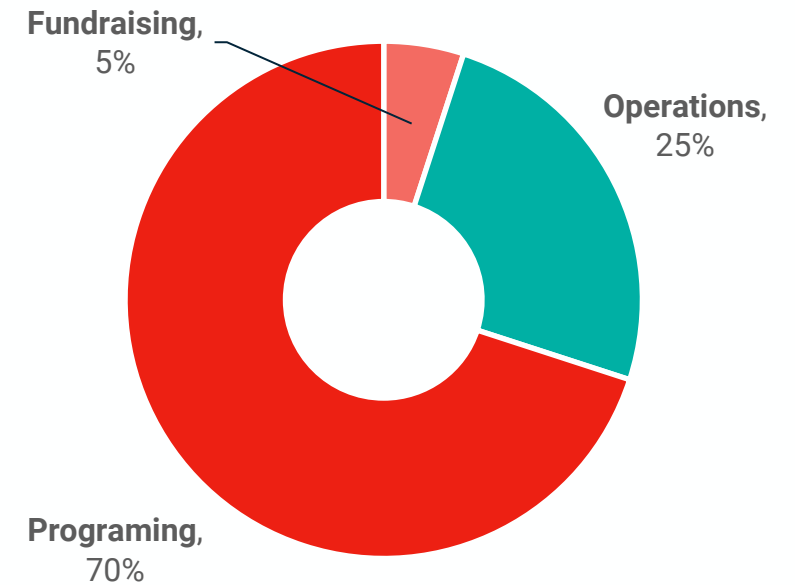
## ANNUAL REPORT 2017

# A N N U A L R E P O R T OVERVIEW



Women’s March Inc. is the 501(c)4 entity established following the 2017 Women’s March on Washington, to carry out the mission of the march through programmatic support for the decentralized network of grassroots leaders, investment in building women’s political power and rapid response actions to human rights crises created by the Trump administration.

## 2017 OVERVIEW





A N N U A L R E P O R T

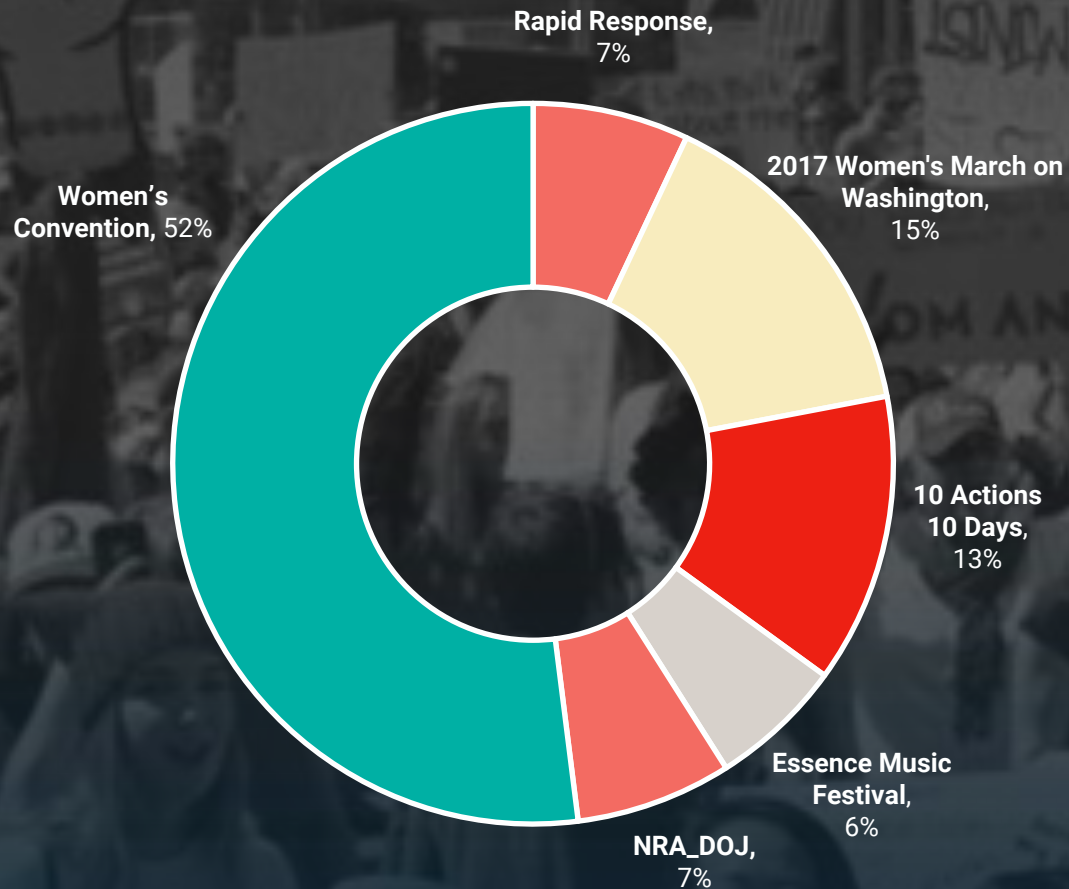
# STATEMENT OF ACTIVITIES

## WOMEN'S MARCH, INC. STATEMENT OF ACTIVITIES AND CHANGES TO NET ASSETS FOR THE YEAR ENDED DECEMBER 31, 2017

	Without Donor Restrictions	With Donor Restrictions	Total
Revenues, gains and other support:			
Donations	\$ 744,429	\$ -	\$ 744,429
Convention sponsorships	-	288,918	288,918
Convention	308,022	-	308,022
Donated goods and services	1,286,763	-	1,286,763
Total revenues, gains and other support	2,339,214	288,918	2,628,132
Net merchandise sales	1,166,705	-	1,166,705
Net assets released from restrictions			
Satisfaction of sponsorship restrictions	288,918	(288,918)	-
Net revenues, gains and other support	3,794,837	-	3,794,837
Expenses and losses:			
Salaries and benefits	703,864	-	703,864
Consultants and contractors	255,747	-	255,747
Office and occupancy	56,702	-	56,702
Advertising	52,382	-	52,382
Event fees	413,092	-	413,092
Travel and related	154,613	-	154,613
Service and professional fees	1,264,047*	-	1,264,047
Bank charges and paypal processing fees	24,311	-	24,311
Charitable contributions	785	-	785
Depreciation	457	-	457
Total expenses	2,926,000*	-	2,926,000
Net assets at end of year	\$ 868,837	\$ -	\$ 868,837

\*Please note that "service and professional fees" include \$1,261,763.00 in pro-bono legal services.

## PROGRAMMING EXPENSE BREAKDOWN



\*\* The majority of the 2017 Women's March on Washington was paid for by our fiscal sponsor, The Gathering for Justice.

## PROGRAMS

Following the 2017 Women's March on Washington, the newly created Women's March Inc. invested in several flagship programs as well as dozens of rapid response actions. The most significant of the post-march programming was the 2017 [Women's Convention](#), a skill-building and network-building conference for thousands of new grassroots leaders within the network.



# 2017 WOMEN'S MARCH ON WASHINGTON

The 2017 Women's March on Washington was the largest single-day protest in U.S. history. There were a total of 653 marches in the United States alone, with approximately 800,000-1.2 million participants in D.C., and approximately 3 million total marchers in the nation. Marches took place in every U.S. state and on all seven continents. The Washington, D.C. march featured a five-hour program of over 100 speakers, artists and musical performers on the mainstage, with several Jumbotrons broadcasting the show for attendees further from the stage. Logistical provisions included hundreds of port-a-johns, medical tents, bike racks, charging stations, family reunification tents, and marshals. Accommodations for marchers with disabilities exceeded ADA standards and as a result, the D.C. march was the largest gathering of people with disabilities in history.



# 10 ACTIONS | 100 DAYS

A series of actions over the first 100 days following the 2017 Women's March, designed to maintain engagement and plug new activists into ongoing work.

## #1 POSTCARDS

Women's March Inc. designed and offered printable postcards for marchers to download and send to their Senators.

## #2 HUDDLES

Women's March Inc. encouraged marchers to form and join "Huddles," small local groups to build community, engage in learning, and organize together.

## #3 HEAR OUR VOICE

Women's March Inc. helped generate thousands of grassroots protests and town halls to engage members of congress in-district over President's Day week.

## #4 DAY WITHOUT A WOMAN

On International Women's Day, March 8, 2017, Women's March Inc. organized a one-day nationwide strike and economic justice action. Events took place in states across the country.

## #5 REFLECT AND RESIST

Women's March Inc. curated and shared a list of books, articles, and films to for and chapters huddles to engage with and discuss.

## #6 HEAR OUR VOTE

Women's March Inc. organized marchers to register to vote and to identify the upcoming elections in their districts. The organization also shared resources on voter suppression.

## #7 WE BELONG TOGETHER

Women's March Inc. partnered with the We Belong Together coalition to support a bus tour of Black and Latinx youth traveling from Miami to D.C. to advocate against immigration policies that tear families apart.

## #8 LET'S TALK—WHY WE RESIST

Women's March Inc. disseminated organizing 101 resources to support new activists to begin organizing locally.

## #9 MAY DAY:

### BEYOND THE MOMENT

On May 1, 2017, Women's March Inc. joined a coalition of 50+ organizations for nationwide May Day actions.

## #10 PLEDGE OF LIBERATION

Women's March Inc. encouraged marchers and partners to sign and share the Pledge of Liberation, based on the Women's March Unity Principles, and attend actions at in-district Congressional offices regarding the federal budget.



A N N U A L R E P O R T

# ESSENCE MUSIC FESTIVAL

Women's March partnered with the 2017 Essence Music Festival to expand brand awareness and recruit additional Black women leaders to the network. Women's March co-President Tamika D. Mallory was a keynote speaker at the 2017 Essence Festival. Women's March hosted an official Essence luncheon event entitled "A Seat at the Table: Centering Women of Color in the Women's Movement" featuring a [panel discussion](#) with eight Black women movement leaders on July 2, 2017 at The Chicory in New Orleans, and members of Women's March leadership were featured guests at Planned Parenthood's Mary J. Blige 'Strength of A Woman' luncheon on July 1, 2017.





# NRA-DOJ

Women's March mobilized an 18.6 mile march from NRA headquarters in Fairfax, VA to the U.S. Department of Justice in Washington, DC. The march took place on July 14, 2017 and was followed by a rally outside of the Department of Justice on July 15, 2017. Lunch was provided to all marchers, as well as water and incidentals such as sunscreen, and an accessible bus was provided for marchers with disabilities. Medical personnel was on hand in case of emergency and security was hired due to the potential for armed counter-protesters in an open-carry state.







## A N N U A L R E P O R T

# WOMEN'S CONVENTION

The Women's Convention was a weekend of [workshops, strategy sessions, discussion forums and high-profile women speakers](#), held at the Cobo Convention Center in Detroit, MI from October 27-29, 2017. Approximately 5,000 people attended the Women's Convention, and approximately one-third of ticket holders were awarded scholarships for entry fees and/or travel and accommodations. The Women's Convention featured an exhibition hall for women-owned businesses and artists, a youth-led space for young activists, a healing room with services from local wellness practitioners, dedicated space for women with small children and babies, and Friday night Kabbalat Shabbat services with kosher meals.

# RAPID RESPONSE

In addition to the deep programmatic work listed above, in 2017 Women's March Inc. also engaged in dozens of actions, both in-person and digitally, that were rapid response to breaking news and elevating critical campaigns from partner organizations.

**NO BAN AIRPORT RALLIES, JANUARY 28, 2017**

**#STOPSESSIONS #STOPDEVOS CAMPAIGN AND PRESS CONFERENCE, JANUARY 2017**

**HERE TO STAY RALLIES/HASHTAG FEBRUARY 2017**

**REVOLUTIONARY LOVE VALENTINES DAY RALLY, FEBRUARY 2017 (#REVOLUTIONARYLOVE)**

**DIVEST DAPL, FEBRUARY 17, 2017**

**I AM A MUSLIM TOO RALLY, FEBRUARY 19, 2017**

**FIND OUR GIRLS / BLACK & BROWN GIRLS MATTER CAMPAIGN, MARCH 2017**

**RAISE THE AGE CAMPAIGN, MARCH 2017**

**#GRABYOURWALLET CAMPAIGN, MARCH 2017**

**WOMEN FOR SYRIA, DAY OF ACTION, APRIL 13, 2017**

**#DROPOREILLY CAMPAIGN, APRIL 2017**

**DARING DISCUSSIONS CAMPAIGN, MAY 2017**

**TERENCE CRUTCHER ACTION TO FIRE BETTY SHELBY, MAY 2017**

**#HOWTHEACASAVEDMYLIFE CAMPAIGN, JUNE 2017**

**TRANS MILITARY BAN RALLY, JULY 27, 2017**

**OUR LIVES ON THE LINE RALLIES, JULY 29TH, 2017**

**WHAT WOMEN DEMAND CAMPAIGN, JULY/AUGUST 2017**

**AUGUST RESET CAMPAIGN, AUGUST 2017**

**STAND WITH CHARLOTTESVILLE RALLY, AUGUST 2017**

**MARCH AGAINST WHITE SUPREMACY, AUGUST 28-SEPTEMBER 6, 2017**

**#METOO CAMPAIGN, SEPTEMBER 2017**

**DACA DREAM KILLERS ACTION, DECEMBER 2017**