

One Sky Giving Circle Grant Application
2018 Grant Focus: Empowerment of Women & Girls:
Legal, Equal & Constitutional Rights (Civic Engagement)

Please complete and return this application by Friday, March 23, 2018. Brevity and bullet points welcome! Feel free to share additional information you believe is relevant in the Notes section. Thank you.



Legal Name of Organization: Women's March Network (Fiscally Sponsored by NEO Philanthropy Inc. EIN: 13-3191113)

Website URL: <http://www.womensmarch.com>

Headquarters Location: 26 Broadway, Floor 8, New York, NY 10004

Name and Title of Primary Contact: Bob Bland, Co-President

Email and Phone Number of Primary Contact: bob@womensmarch.com , 917-349-9155

Application Submission Date: March 23rd, 2018

Organizational Overview

Organization Description

Women's March Network, a registered 501(1)c3 fiscally sponsored project of NEO Philanthropy, is a nonprofit organization dedicated to educating, organizing and mobilizing the 5 million women, femmes and allies who marched on January 21, 2017 or who were inspired by subsequent Women's March initiatives to take action. We primarily engage an intergenerational cohort of first time activists and organizers, and give them the tools and skills necessary to reweave their lives around an intersectional ideology of tolerance and support for marginalized communities through the Women's March Unity Principles. In a spirit of increased civic engagement, our goal is to leave behind resilient, decentralized infrastructure that empowers women to take leadership into their own hands, and the hands of their children and families, at the hyperlocal level. We also want them to continue engaging with each other through P2P platforms, and with Women's March leadership, partners and funders in a way that will result in a transformative shift in equitable representation at the local, state and national level.

We are committed to supporting and uplifting the work of communities while providing intersectional education on a diverse range of issues and creating entry points for new grassroots activists & organizers to engage in their local communities through trainings, outreach programs and events.

Mission Statement

The mission of the Women’s March is to harness the power of diverse women and their communities to create transformative social change. Women’s March is a movement of nonviolent resistance, and we are committed to dismantling systems of oppression and building inclusive structures guided by self-determination, dignity and respect.

Organizational Budget: US\$5,000,000

Program Budget: If your organization has a specific program focused on civic engagement, please list the name and budget for that program.

Program Name: Power To The Polls
Program Budget: US\$ 1,575,291.00

Staffing

New York, NY- 7
Washington DC- 2
Chicago, IL- 1

Annual Report: Does your organization produce an annual report?

Yes___
No_ Not yet, but will be starting this year

If the annual report is available on your website please add a link here or attach a copy to this form.

Organizational Activities: (check all that apply)

- Direct Service
- Advocacy
- Capacity Building (training, etc.)
- Awareness Building
- Convening
- Research and Publications
- Membership Organization
- Other(s):

Organizational Strategy

Discuss your organization's "theory of change" (how does your work contribute to change in the world) including the following:

What are your long-term organizational goals?

For many of us, organizing or attending the Women's March was the first time we truly discovered our individual and collective power to see ourselves as the unapologetic leaders we had been searching for. The Women's March remains the largest single day protest in U.S. herstory- a day of commitment to love and protect one another; a day to recognizing the importance of listening to, learning from and using our diverse forms of privilege to uplift those who have been marginalized, dehumanized and oppressed for generations. Our long term goals are to sustain the mass mobilization that followed, and continue to assist new activists in discovering their inner power to dismantle systemic oppression- as individuals, in their families, their workplaces, their communities and government. The next step is to center the voices of directly impacted women in leadership to co-create new structures and policies that serve us all. Finally, we must see our personal freedoms as collectively bound in each other- none of us are free, until ALL of us are free and EVERY issue is a women's issue. Much of the long term change we seek will be through guiding the millions we engage with on a daily basis through education and training to identify their internalized biases, then through a process of transformation with a combined model of deeply personal, one-on-one work with our digital tools, plus trainings and toolkits around convening "daring discussions" at the very most local level with those that we may not agree with, to tell our stories and find some common ground to build relationships rooted in dignity, respect and compassion. Throughout our network, we are grounding our organizers in the Principles of Kingian Nonviolence, and continuing the work of the civil rights and women's rights movements that have come before us.

How does your current approach (advocacy, policy, impact legislation, research, direct service, etc.) help you achieve these goals?

Our current approach, as a young organization that began just 14 months ago, is to listen to our wide array of partner organizations and community of grassroots activists, and uplift their work, their policy and their strategies across every issue that is covered in the Women's March Unity Principles and across every community we serve.

We also leverage our large digital platform, with millions of followers and 1.2M email subscribers, to highlight the work of our 37 state chapters and thousands of micro-local groups called "Huddles" and share toolkits with best practices and resources for a wide array of actions, from anniversary marches to rallies to town halls to walkouts to running for office.

This helps us achieve our goals by giving our community regular learning opportunities and reasons to organize and struggle together against injustice with people they may have never otherwise met.

Within the broad topic of ‘civic engagement’ discuss why your organization focuses in a particular area or areas (e.g. leadership training, voting rights, fair elections, etc.). In other words, why do you feel intervention in these areas is critical to positive change?

Within the topic of civic engagement, we take a four-prong approach:

- Development of local leaders through practical experience in organizing and activism, with digital and on-the-ground support from more experienced organizers. Often, as women in our network grow in confidence and build community together, they will extend their leadership further by running for local or state office.
- Focusing our voter registration efforts, both digital and in person, on women, people of color, young people, poor people, the previously incarcerated and all marginalized people
- Educating our entire community on gerrymandering, voter suppression and voter disenfranchisement laws. This often involved uplifting other partners who are already doing this work at the state level and have specific expertise.
- Mobilizing people to local, state and national primaries and general elections through similar techniques to the original Women’s March- mobilizing buses, getting groups of friends together to march to the polls, doing outreach specifically to the most marginalized communities to make sure they are equipped and fully supported in the days leading up to the election, and checking back in with our community afterwards to find out if they have any stories of success or struggle that they want to share.

Do you work with partners to achieve your goals? If yes, please describe the role partners play in your strategy.

We are constantly in community with, knowledge sharing and listening to the feedback, requests and concerns of our wide array of 500+ partner organizations. We uplift their work, their policy and their strategies across every issue that is covered in the Women’s March Unity Principles and across every community we serve. We also work in coalition with partners on all of our campaigns and events, so that we are not duplicating each other’s work and are reaching the broadest amount of our base for maximum impact.

What distinguishes your organization from others working in this area?

The Women’s March on January 21st, 2017 was the largest single day protest in U.S. history, with over 5 million women, femmes and allies marching worldwide and 1.2M marching in Washington DC alone. This transformative moment of collective, intersectional feminist power has launched a movement that has fueled the Resistance with unapologetically female leaders, supported the #MeToo and #TimesUp movements, actually grew in momentum with more than 4M marching in the United States alone on January 21st, 2018 and our youth-led EMPOWER group successfully organized 6,000+ schools and 2M students to walkout in protest of gun violence on March 14th in a decentralized, distributed action that shows the work of Women’s March as a organization is just getting started. We bring our unique, intersectional feminist approach to mass

mobilizations to every action we do- from advising marches like the Tax March and the March For Racial Justice, to convening over 5,000 women leaders together for the Women's Convention, to developing new custom web platforms in partnership with our sister organization Women's March Global, and with coalitions like the Movement Cooperative. As an intergenerational blend of seasoned movement leaders and women from all walks of life who have immersed themselves in activism since November 2016, we are committed to continuing the work needed to turn our vision from a moment to a sustained movement of collective power and lasting change.

Programs

Please describe the program(s) that best fits our funding focus – Civic Engagement (we understand that, in some cases, our funding topic will be the sole focus of your organization):

1. Please provide a brief overview of the relevant program(s):

Power to the Polls National Tour

Power to the Polls is Women's March's national voter registration, education and mobilization campaign. In 2017 we showed our movement power. In 2018 we are using it to create change.

But we aren't just getting out the vote; we are also educating the vote. The Power to the Polls tour will include opportunities to learn grassroots organizing tactics and anti-oppression training, all designed to ground our civic engagement work in the values of our movement.

Women's March aims to register and mobilize one million voters to participate in 2018. We are focused on empowering grassroots activists with the information, tools and strategy they need to impact turnout for the Midterm Elections. Our goal is to promote reflective democracy and help elect leaders who will uphold our principles, like the [Unity Principles](#) we all marched for on January 21, 2017.

2. What are your current programmatic priorities?

Voter Registration: Confronting Voter Suppression by Registering 1 Million Voters

When women vote, we ALL win. The Women's March will confront voter suppression by making sure every marginalized community in America has access to diverse opportunities to increase their voter registration. The 2016 Election demonstrated deep problems with our systems to protect the civil rights of voters. An alarming number of people with a long history of civic engagement were wrongfully challenged and removed from voter rolls; while people of color, disabled Americans and poor individuals were also targeted by Voter ID laws. Our goal is change this paradigm by registering 1 Million voters in 2018!

Just as we marched on Washington, D.C. with courage and tenacity in January 2017, we will march into states across the nation experiencing some of the greatest barriers to voter registration equality. Our base strategy is to make voter registration a key element for the Power to the Polls Tour by embedding it into our national programming and work with partners to reach into targeted communities.

We will achieve success by providing a national Online Voter Registration (OVR) tool, engage national partnerships in coalition, foster in-state ground level coalitions for face to face voter registration drives. Reciprocal campaign collaborations with organizations like Planned Parenthood and MoveOn will energize our efforts to achieve competitive measurable outcomes.

Leveraging our local state chapters, Youth Empower student-led chapters and Huddles, we are mounting a distributed voter registration ground strategy that bridges the gap between traditional means and newer digital technology to increase our capacity to register the most voters. Women's March partner coalitions and ground teams may use paper affidavits for registering local folks at a variety of events. Then they'll have access to the P2P OVR tool on smart phones to assist out of state people to register, allowing technology to become the new clipboard without replacing the person to person connection.

Our presence in the digital field will be disciplined and consistent by promoting the OVR tool powered by Rock The Vote through emails, social media and on our websites. People can take action using this tool by text, email or web browser on smart phones, tablets and computers. We will drive the message Text P2P to RTVOTE (788-683) everywhere we go, complimented by campaign materials and collateral. This system also creates automatic text and email reminders until the individual registers to vote or opts out of alerts.

The Women's March 2018 voter registration plan will use a three-tiered action plan:

- **Digital Tools:** we will use an online voter registration (OVR) tool, text P2P to RTVOTE, in partnership with our partner Rock The Vote. The tool will be promoted through typical social media we based means, however we'll engage a strategy with a specific emphasis to train and organize WM members and volunteers to use digital tools in face to face interactions just as they would for traditional methods using paper and clipboards. Data for GOTV is accessible through this tool for download to be used for GOTV.
- **Million Voters National Registration Table:** we will convene and promote a national coalition of organizational partners that will share resources and collaborate for tallying collective outcomes. Partnership will include agreements for either data sharing or collaborative GOTV efforts.
- **Organized Ground Voter Registration Drives:** We will engage local and regional voter registration ground teams connected to the Power to the Polls Tour and support on-going registration efforts conducted by Women's March chapters. Ground partners and WM chapters will be asked to enter into a data sharing agreement for tallying and GOTV resources from paper based voter registrations.

3. What are your current programmatic challenges?

Voter registration does NOT automatically convert to voter turnout on Election Day. As Pew Research Center reported, “About 55.7% of the U.S. voting-age population cast ballots in the 2016 presidential election, according to newly released [Census Bureau figures](#) – a slight uptick compared with 2012, but less than the record year of 2008 and well below turnout levels typical in most other developed democracies.

The bureau estimates that there were 245.5 million Americans ages 18 and older in November 2016, about 157.6 million of whom reported being registered to vote.”

Our current challenges are primarily around having the resources necessary to produce the regional GOTV trainings necessary to ensure our voter registration strategy feeds into voter retention, and real #PowerToThePolls.

A Women’s March Power to the Polls GOTV Training will be different from similar education efforts from political partners because of the Unity Principles tract. Very similar to how the Marriage Equality Movement trained grassroots activists on traditional voter contact while having a larger discussion about LGBTQ+ inclusion, we will train attendees to engage voters in discussions about gender, race and other marginalizing stigma. This conversation will include “Confronting White Womanhood” and the 53% of white women who voted for Trump in 2016 in the hope to get them to rethink their vote in 2018. Additionally, this tract will concentrate on developing intersectional teams and most importantly sharing your principles of equality while representing a candidate, initiative or mobilizing issue.

We will also partner with the Women’s March EMPOWER youth organizing team to provide a youth activist sessions. This session will empower young campaigners with skills and knowledge to organize voter registration drives for voting age high school students and on college campuses. Then mobilize young voters through innovative and interactive models for election education and participation.

Impact

1. What, briefly, is your organization’s approach to understanding your impact?

We have developed a full stack of data + web solutions to provide us with daily analytics of our marchers’ activity. We measure key engagement metrics via social media, email views, RSVPs to events, online fundraising impact, survey results and website page views for our state, local and national chapters. We also do regular phone calls and in-person meetings with state and local chapter leaders to get direct feedback on our programming, integrating the ideas of our grassroots leaders and partners wherever possible.

2. What are your key output and outcome (or other) metrics?

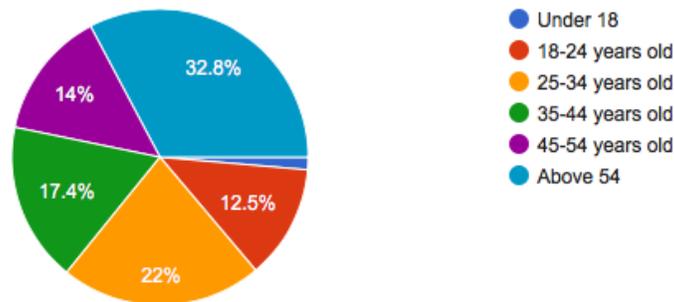
Our key outcome metrics are how many new activists are we training? How many actions are taking place within our network? How many people are we registering to vote? How are we using media engagement to push forward a national narrative that centers women and is more focused on inclusion? How many women are running for office or considering other leadership roles in their work, community or government as a result of their experiences with Women's March?

3. What has been your impact to date? (please include demographic information about who you serve and how many are impacted by your work, annually and to date)

To date, we have directly served approximately 2.5 million new activists and organizers, have 37 state chapters, 5,576 micro-local Huddles, and over 3,000 Youth Empower student organizers. We only have figures for 2017, because that is when our organization began. Our most recent survey data shows 81.5% of our active base are white, though all of our directly affiliated state chapters have at least one woman of color co-leading the chapter and are actively recruiting membership from communities of color. Here are some other communities represented, based on age, sexual orientation, disability and region, based on a survey after our inaugural Women's Convention in October 2017:

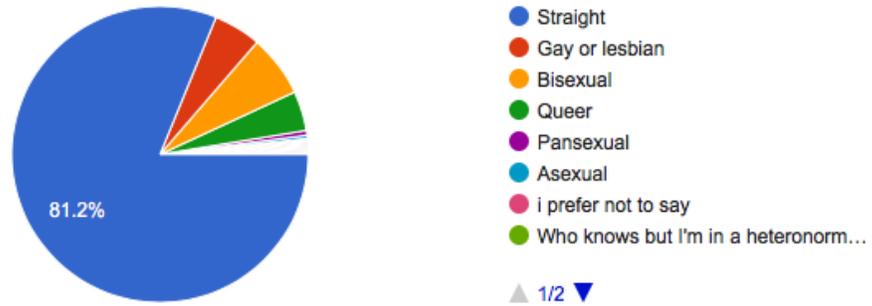
What is your age?

586 responses



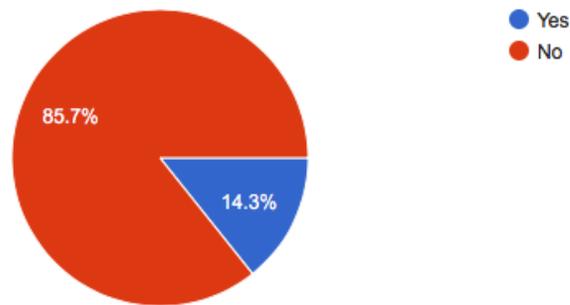
Do you think of yourself as:

579 responses



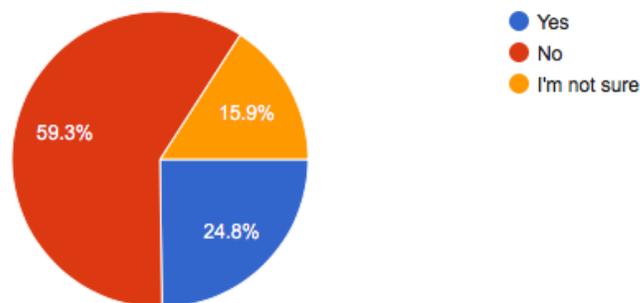
Do you identify as Disabled, Deaf, or having a chronic illness?

582 responses



Are you part of a state Women's March group?

585 responses



Staffing

1. How does your staff reflect the populations you serve? Do you hire locally, and if so what percentage of regional staff are from that region?

Our staff reflects the type of inclusion we advocate for in the Women's March Unity Principles, and currently represents women from the Black, Latinx, Asian, Immigrant, Muslim, Jewish, Queer and economically disadvantaged communities. We are primarily a volunteer-based organization, so while our state chapter leaders represent 37 states, they are volunteers, not staff.

2. Are there any key positions not currently filled?

As a growing organization, we are looking forward to expanding our staff this year to include a Political Engagement team, a Development team, an expanded Field Team and a director focus on Youth Engagement.

3. How long has your executive director been in her or his current role?

Our Co-Presidents have been in their roles for 1 year, and our new COO, Rachel O'Leary Carmona, has been with us for 2 months after her last role at Amnesty International.

Governance

1. Please attach a list of Board of Directors including affiliations, tenures, and terms.

Janaye Ingram, Airbnb, 1 year
Breanne Butler, Women's March, 1 year
Bob Bland, Women's March, 1 year
Linda Sarsour, MPower Change, 1 year
Tamika Mallory, Civil Rights Leader, former Executive Director of National Action Network, 1 year
Carmen Perez, The Gathering For Justice, 1 year

2. What percentage of the Board of Directors financially supports the organization?

Our Board of Directors financially supports the organization by taking responsibility for fundraising for operational costs and key programming throughout the year. As we expand our board, we deeply value a model that does not prioritize potential board member's personal wealth over other ways they can contribute to the success of Women's March.

We look forward to adding a diverse, intergenerational range of movement leaders and experienced non profit executives and all board members will take responsibility for either fundraising \$250,000 or personally contributing that amount per year.

3. To what extent do board members represent the populations you serve?

Our board is all women, and includes 2 African-American women, a Palestinian-American Muslim, a Chicana Mexican Latina and 2 white women from middle class, entrepreneurial backgrounds who have strong business backgrounds but helped found the Women's March, and are newer activists. We look forward to adding women with disabilities, trans women, Jewish women, Asian women, previously incarcerated women, older and younger women, and women from all the other populations we serve over the coming year.

Funders

1. Please attach a list of current funders (or include the relevant link to your website)

Hewlett Foundation
Crowdrise Donations- Women's March
Crowdrise Donations- Power To The Polls
Kresge Foundation
Rockefeller Brothers Fund
Sponsorships from Partnerships

2. If you receive a grant from One Sky, how would the money most likely be used?

The grant would be used to fund non-partisan voter registration and GOTV efforts in marginalized communities for Power To The Polls, our 2018 national tour.

Charitable Purpose

Does your organization have audited financials? Yes__ No_X (The 2017 fiscal year will be our first tax return, and it will be audited and available once completed)

If available on your website, please include a link here, or attach a copy to this form

If US-based

- **Is your organization a registered 501(c)(3)?** Yes__No_X_

If no, please explain: Women's March Network is a fiscally sponsored project of NEO Philanthropy Inc., a registered 501(c)3 organization (EIN: 13-3191113)

If not US-based

- Can you provide evidence of NGO registration with relevant government authorities where required by local law? Yes__ No__
- If yes, please list the names of the forms required by your government that provide proof of NGO registration (you do not need to attach forms at this time):

Presenting to One Sky Giving Circle Membership

Each year the One Sky grant committee chooses a slate of four organizations (two domestic, two international) to present to our full membership for voting. We ask that a representative from each of those four organizations presents at our annual member meeting.

This year our annual meeting, in San Francisco, California, is on Wednesday, May 23rd, 2018, beginning at 7pm PST. If your organization is chosen for the slate, would a representative be available on this date and time to present to our group, either in person or via Skype?

Yes, we would have one of our leaders attend in person to present at the annual meeting.