



# **ULTRAVIOLET** IS A NATIONAL ADVOCACY ORGANIZATION THAT **DRIVES FEMINIST** **CULTURAL AND POLITICAL CHANGE.**

Through people power and strategic advocacy, we work to improve the lives of women of all identities and backgrounds by disrupting patriarchy and creating a cost for sexism.

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UltraViolet leads long-term culture and policy change by unifying millions of people to shine a spotlight on the urgent issues that shape our lives—violence, reproductive rights, healthcare, economic security, immigrants' rights, criminal justice, and racial justice. We center individuals and communities disproportionately impacted by injustice, including women of color, Indigenous women, immigrants, and LGBTQ people.

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[WEAREULTRAVIOLET.ORG](https://weareultraviolet.org)

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UltraViolet is powered by supporters like you! To donate to UltraViolet Education Fund, please visit our website, contact us at [info@weareultraviolet.org](mailto:info@weareultraviolet.org) or send a check to: **UltraViolet Education Fund, P.O. Box 92592, Washington, DC 20090**

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**WE BUILD POWER BY ENGAGING OUR COMMUNITIES**

## **DURING HIGH-ENERGY MOMENTS TO EXPOSE SEXISM AND CREATE LASTING CULTURE AND POLICY CHANGE.**

Since our founding in 2012, we have established an influential and powerful community of 1.2 million women and allies across the country who trust our leadership and are ready to mobilize on a moment's notice to hold the media, decision-makers, corporations, and institutions accountable to all women—to create a real cost for going against us.

Through a combination of online and on-the-ground tactics that range from twitter swarms to protests, along with high-profile media strategies such as TV ads and plane banners, we create public relations crises that have led to CEOs being fired, major corporations extending health benefits to low-wage workers, and more than \$30M being donated to end gender based violence and discrimination.

**ULTRAVIOLET USES AN INSIDE-OUTSIDE STRATEGY**

## **TO MAKE BIG CHANGE POSSIBLE.**

We directly influence journalists, CEOs, boards of directors, advertising executives, elected officials, and celebrities to make decisions that advance women's health, safety, and security by leveraging inside connections with outside people power. With this approach, UltraViolet changed how domestic and sexual violence is handled across industries by creating public accountability around major tipping point moments, including forcing media

corporations to oust high-level executives like Bill O'Reilly and Les Moonves for enabling a culture of harassment; exposing decades of sexual assault by Hollywood mogul Harvey Weinstein in the *New York Times*; expanding justice for survivors in high-profile rape cases; and pressuring the NFL to overhaul its domestic violence and sexual assault policies and invest millions of dollars to combat violence against women.

**TOGETHER WE CAN CREATE THE COUNTRY WE NEED WITH THE LEADERS WE DESERVE TO ACHIEVE FREEDOM AND JUSTICE FOR ALL PEOPLE.**