

Unite For Reproductive & Gender Equity (URGE)

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Top Takeaways

Background

- Unite for Reproductive & Gender Equity (URGE) [describes](#) itself as a “state-driven national organization” advocating for a “liberated world” and “reproductive justice.”
- URGE was originally [founded](#) in 1992 as ChoiceUSA but rebranded in 2014 to reflect a “broader focus on gender justice.”
- URGE [focuses](#) on issues including “bans on abortion coverage, inadequate or nonexistent sex education, state and interpersonal violence, discrimination against LGBTQIA+ people, and stigma against our bodies.”
- URGE has college campus [chapters](#) in California, Georgia, Kansas, and Ohio.
- URGE engages in [activities](#) such as protests, town halls, legislative advocacy, writing op-eds, and more.

Funding

- URGE is a 501(c)(3) [nonprofit](#) organization.
- In the 2020 calendar year, URGE [reported](#) revenue of nearly \$5.9 million.
- URGE has received millions in funding from left-wing dark money groups, including the New Venture Fund, the Packard Foundation, the Ford Foundation, Planned Parenthood, the Wellspring Philanthropic Fund, and the Hewlett Foundation.
- URGE solicits [donations](#) through ActBlue.

Ohio Ballot Measure

- URGE is a [member](#) of “Ohioans for Reproductive Freedom,” a pro-abortion ballot committee affiliated with left-wing organizations including the ACLU and Planned Parenthood.
 - Ohioans for Reproductive Freedom is helping [lead](#) the push to insert pro-abortion language into the Ohio Constitution.
 - URGE released a [statement](#) reading, “young people in Ohio deserve all the fruits of reproductive justice: to make decisions about family and pregnancy without politicians interfering, to enjoy safe and healthy lives, and to thrive.”
- In April 2023, URGE [circulated](#) petitions at Wright State University on the OH ballot initiative.
- In May 2023, URGE [hosted](#) its first “weekend of action” supporting the Ohio ballot initiative during the Flying Pig marathon in Cincinnati.
- URGE has [recently advertised](#) several job openings in Ohio, including an “Ohio Policy & Movement Building Director” and “Ohio Voter Engagement Organizer.”

Radical Views

- URGE believes parental involvement laws for abortion are “unethical and must be [abolished](#),” saying they undermine the “[autonomy](#)” of minors, regardless of their age.
- URGE [believes](#) minors are “fully capable of making decisions about what is best for their bodies.”
- URGE supports “[celebrating](#) all abortions, no exceptions,” calling abortions “good” and “[liberating](#).”
- URGE [supports](#) access to abortion medication on college campuses, insurance coverage for abortions, ending parental involvement laws, repealing abortion bans, and decriminalizing “self-managed abortion.”
- URGE supports allowing doctors to assist minors with “gender-affirming [surgeries](#) and care.”
- URGE [opposes](#) laws that would require school personnel to notify parents of their child’s gender dysphoria.

Background

Unite For Reproductive & Gender Equity (URGE) Describes Itself As A “State-Driven National Organization” Advocating For A “Liberated World” And “Reproductive Justice.” “URGE envisions a liberated world where we can live with justice, love freely, express our gender and sexuality, and define and create families of our choosing. To achieve our vision of liberation, URGE builds power and sustains a young people’s movement for reproductive justice by centering the leadership of young people of color who are women, queer, trans, nonbinary, and people of low income. As a state-driven national organization, URGE organizes our communities, provides a political home for young people, advocates for meaningful policy change, and shifts culture, working in states where the challenges and opportunities are greatest.” (“Mission & Values,” [URGE](#), Accessed 5/11/23)

URGE Was Originally Founded In 1992 As ChoiceUSA But Rebranded In 2014 To Reflect A “Broader Focus On Gender Justice.” “Founded as ChoiceUSA in 1992, by Gloria Steinem, Kristina Kiehl, and Julie Burton. ... 2014 REBRANDING & NAME CHANGE We rebrand to URGE: Unite for Reproductive & Gender Equity to better reflect our position as a young people’s reproductive justice organization and our broader focus on gender justice.” (“Our History,” [URGE](#), Accessed 5/11/23)

URGE Focuses On Issues Including “Bans On Abortion Coverage, Inadequate Or Nonexistent Sex Education, State And Interpersonal Violence, Discrimination Against LGBTQIA+ People, And Stigma Against Our Bodies.” “Young, progressive voices are calling for policies that will help them build a future that is just and inclusive. Yet bans on abortion coverage, inadequate or nonexistent sex education, state and interpersonal violence, discrimination against LGBTQIA+ people, and stigma against our bodies, genders, sex, and decisions all make it harder for young people to live freely and with dignity. In response, URGE undertook a deep-listening process to uncover the policies young people say they need to be enacted to thrive.” (“The Issues,” [URGE](#), Accessed 5/11/23)

URGE Has College Campus Chapters In California, Georgia, Kansas, And Ohio. “Campus chapters are the heart of URGE’s work. All over the US, groups of dedicated students are working tirelessly for reproductive justice -- tackling issues specific to their campus, speaking out about state policy, & contributing to national campaigns.” (“Chapters,” [URGE](#), Accessed 5/11/23)

CA <ul style="list-style-type: none"> • California State University Dominguez Hills • California State University, Fresno • California State University, Long Beach • California State University, San Marcos • Sacramento State • San Diego State University • University of California, Davis • University of California, San Diego • University of California, Santa Barbara • University of San Diego GA <ul style="list-style-type: none"> • Columbus State University • Emory University • Mercer University • The Fort Valley State University • Wesleyan College 	KS <ul style="list-style-type: none"> • Bethel College • Johnson County Community College • University of Kansas • Washburn University • Wichita State University OH <ul style="list-style-type: none"> • Cleveland State University • Miami University • University of Cincinnati • University of Toledo • Otterbein University
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Note: Some URGE [documents](#) state that the organization is also active in Alabama and Texas.

URGE Engages In Activities Such As Protests, Town Halls, Legislative Advocacy, Writing Op-Eds, And More. (URGE, [Linktree](#), Accessed 5/12/23)

@urgeorg	Protect Abortion in Alabama (HB 295)
URGE & If/When/How JWHO Townhall	
	SMASHing Stigma: A Zine About Self Managed Abortion
Black & PROUD: Juneteenth & Pride Celebration Video	
	SIGN UP: Free the Pill Webinar
FREE THE PILL! Make Birth Control accessible to ALL!	
	FREE TRAINING: Op Ed Writing for State & Local Policy
FREE ZINE DOWNLOAD: SMASHing Stigma	
SIGN OUR ABORTION POSITIVE TOUR PLEDGE!	FREE EVENT: Growing Up With Roe, Going Beyond It: A Young People's Roundtable
EVENT: Sign up to attend our TDOV Panel!	SIGN UP: Legislative Advocacy Workshop
Join Amplify GA at the Capitol!	2021 Membership Model Survey
CONTACT YOUR SENATOR TO STOP SB 456!	Darshan Khalsa Reproductive Justice Scholarship Fund

URGE’s Executive Director, Kimberly Inez McGuire, Describes Herself As A “Campaign And Communications Strategist” And Is Affiliated With Various Abortion-Related Left-Wing Organizations. “Kimberly Inez McGuire is a nationally recognized campaign and communications strategist, reproductive justice movement leader and policy expert with two decades of experience creating and implementing winning strategies to reshape the public narrative and policy landscape. ... Kimberly is the Board Chair for the Groundswell Fund, serves on the Board of Directors for the Sexuality Information and Education Council of the United States (SIECUS), and is Co-Chair of the Abortion On Own Terms campaign to normalize self-managed abortion. In 2022, Kimberly served as Vice Chair of Kansans for Constitutional Freedom, the winning campaign to secure abortion access for Kansans. Previously, Kimberly played key roles with ConwayStrategic, the National Latina Institute for Reproductive Justice, and the All* Above All campaign. Kimberly is also an URGE

success story – her journey in reproductive justice began with an URGE internship as a Hampshire College student.” (“KIMBERLY INEZ MCGUIRE (SHE/HER/ELLA),” [URGE](#), Accessed 5/11/23)

URGE’s Deputy Director Of Programs And Policy, Hope Jackson, Was Formerly The Deputy National Campaign Director At The Human Rights Campaign. “Hope L. Jackson (she/her/hers) joins URGE as the Deputy Director of Programs and Policy. An unapologetic Black queer organizer, Hope brings more than a decade of experience as an LGBTQ+ advocate, electoral strategist, and state legislative policy nerd to her work. ... Prior to joining URGE, Hope served as Deputy National Campaign Director at The Human Rights Campaign (HRC), the nation’s largest LGBTQ+ civil rights organization, where she managed the long-term strategic planning and implementation of winning state legislative and electoral campaigns across the country, and strengthened intersectional coalition building and partnership work.” (“HOPE JACKSON (SHE/HER),” [URGE](#), Accessed 5/12/23)

According To Its Website, URGE Is Headquartered At 1012 14th Street NW, Suite 305 In Washington, D.C.

Want to get in touch with URGE?
We can help you start a chapter, provide more information about our programs, or accept your donation. Our national office in Washington, DC is open Monday through Friday, 9:30 a.m. to 5 p.m. ET.
Write: URGE, National Office 1012 14th Street NW Suite 305 Washington, DC 20005

- **As Of 2019, This Address Was Also Associated With The Sexuality Information And Education Council Of The United States.** (“Form 990,” [SIECUS](#), 2019)

C Name of organization SEXUALITY INFORMATION AND EDUCATION COUNCIL OF THE UNITED STATES INC
Doing business as SIECUS
Number and street (or P.O. box if mail is not delivered to street address) 1012 14TH STREET NW NO 305
City or town, state or province, country, and ZIP or foreign postal code WASHINGTON, DC 20005

- **SIECUS Is A Sex Education Advocacy Group Supporting “Issues Of Gender And Racial Equity, Sexuality, Sexual And Reproductive Health, Consent, Personal Safety, And Autonomy.”** “SIECUS advances sex education through advocacy, policy and coalition building. SIECUS envisions an equitable nation where all people receive sex education, are affirmed in their identities, and have power to make decisions about their own health, pleasure, and wholeness. SIECUS recognizes that good sexual and reproductive health is a human right. SIECUS advances comprehensive sexuality education as a means of building a foundation for a long-term culture shift that will positively impact all levels of society, particularly issues of gender and racial equity, sexuality, sexual and reproductive health, consent, personal safety, and autonomy.” (“About Us,” [SIECUS](#), Accessed 5/12/23)
- **URGE’s Executive Director Is On The Board Of SIECUS.** “Kimberly is the Board Chair for the Groundswell Fund, serves on the Board of Directors for the Sexuality Information and Education Council of the United States (SIECUS), and is Co-Chair of the Abortion On Own Terms campaign to normalize self-managed abortion.” (“KIMBERLY INEZ MCGUIRE (SHE/HER/ELLA),” [URGE](#), Accessed 5/11/23)

Funding

URGE Is A 501(c)(3) Nonprofit Organization. (“Nonprofit Explorer,” [ProPublica](#), Accessed 5/11/23)

URGE UNITE FOR REPRODUCTIVE AND GENDER EQUITY
WASHINGTON, DC 20005-3872 TAX-EXEMPT SINCE JAN. 1993
EIN: 52-1772575
Classification (NTEE) Reproductive Rights (Civil Rights, Social Action, Advocacy)
Nonprofit Tax Code Designation: 501(c)(3)

In The 2020 Calendar Year, URGE Reported Gross Receipts Of Nearly \$5.9 Million. (URGE, “Form 990,” [ProPublica](#), 2020)

C Name of organization URGE UNITE FOR REPRODUCTIVE AND GENDER EQUITY		D Employer identification number 52-1772575
Doing business as		
Number and street (or P.O. box if mail is not delivered to street address) 734 15TH STREET NW NO 800	Room/suite	E Telephone number (202) 965-7700
City or town, state or province, country, and ZIP or foreign postal code WASHINGTON, DC 20005		G Gross receipts \$ 5,891,975

URGE Has Received Millions Of Dollars In Support From The Packard Foundation Since 2018. (“Search Our Grants,” [The Packard Foundation](#), Accessed 5/11/23)

Year	Grantee	Program	Amount
2021	URGE Unite for Reproductive and Gender Equity	Reproductive Health	\$300,000
2020	URGE Unite for Reproductive and Gender Equity	Reproductive Health	\$350,000
2019	URGE Unite for Reproductive and Gender Equity	Organizational Effectiveness	\$40,000
2018	URGE Unite for Reproductive and Gender Equity	Reproductive Health	\$350,000
2022	URGE Unite for Reproductive and Gender Equity	Reproductive Health	\$500,000
2022	URGE Unite for Reproductive and Gender Equity	Reproductive Health	\$600,000
2021	URGE Unite for Reproductive and Gender Equity	Organizational Effectiveness	\$100,000

URGE Has Also Received Millions In Funding From Other Left-Wing Organizations Including The New Venture Fund, The Ford Foundation, Planned Parenthood, The Wellspring Philanthropic Fund, And The Hewlett Foundation.

Source	Year	Amount
New Venture Fund	2021	\$180,000
New Venture Fund	2020	\$100,000
New Venture Fund	2019	\$243,000
New Venture Fund	2017	\$29,000

New Venture Fund	2016	\$41,000
New Venture Fund	2015	\$84,895
Ford Foundation	2019	\$390,000
Ford Foundation	2018	\$250,000
Ford Foundation	2017	\$250,000
Ford Foundation	2016	\$250,000
Ford Foundation	2015	\$250,000
Ford Foundation	2014	\$200,000
Planned Parenthood Federation of America	2020	\$50,000
Planned Parenthood Federation of America	2019	\$50,000
Planned Parenthood Federation of America	2018	\$15,000
Wellspring Philanthropic Fund	2016	\$150,000
Hewlett Foundation	2019	\$160,000
Hewlett Foundation	2018	\$100,000
Hewlett Foundation	2016	\$150,000

URGE Has Raised Funds Through ActBlue. (“Help URGE Mobilize Communities And Build Young People Power,” [ActBlue](#), Accessed 5/12/23)

Ohio Ballot Measure

URGE Is A Member Of “Ohioans For Reproductive Freedom,” A Pro-Abortion Ballot Committee Affiliated With Left-Wing Organizations Including The ACLU And Planned Parenthood.

“Ohioans for Reproductive Freedom is a coalition of statewide reproductive health, rights, and justice organizations working to ensure Ohioans, not the government, have control over their own reproductive freedoms. This ballot committee was formed by the ACLU of Ohio, Abortion Fund of Ohio, New Voices for Reproductive Justice, Ohio Women’s Alliance, Planned Parenthood Advocates of Ohio, Preterm-Cleveland, Pro-Choice Ohio, and URGE. ... The reproductive rights, health, and justice organizations are trusted institutions that have been working in partnership for decades to protect and expand abortion access and have formed an official partnership to get a measure on the ballot that would amend the Ohio Constitution to explicitly protect reproductive freedom for all.”

(“About Us,” [Ohioans For Reproductive Freedom](#), Accessed 5/11/23)

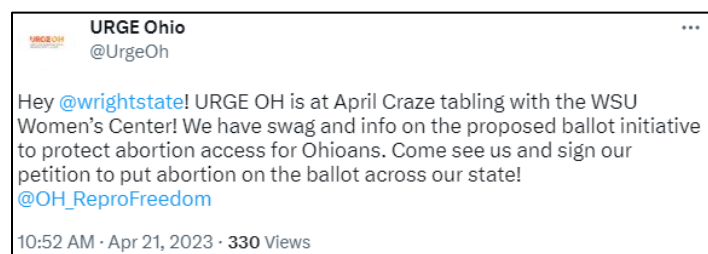
- **Ohioans For Reproductive Freedom Is Helping Lead The Push To Insert Pro-Abortion Language Into Ohio’s Constitution.** “The battle over a proposed amendment for abortion rights in Ohio intensified this week with legal maneuvering and a trained army of volunteers at the forefront. Why it matters: If the amendment makes it to the November ballot and voters approve it, it would preserve abortion access in a state that's been a conservative front for opposing abortion. Zoom in: The citizen-initiated amendment is driven by two groups – Ohio Physicians for Reproductive Rights and Ohioans for Reproductive Freedom – which hit the ground running after the U.S. Supreme Court overturned *Roe v. Wade* in June 2022. The

physicians organization began as a Facebook group that's grown to more than 1,400 members, while Ohioans for Reproductive Freedom is a coalition of longstanding pro-abortion rights groups, including Planned Parenthood and the Abortion Fund of Ohio.” (Troy Smith, “Inside The Fight Over Abortion Rights In Ohio,” [Axios](#), 3/23/23)

- **URGE Released A Statement Reading, “Young People In Ohio Deserve All The Fruits Of Reproductive Justice: To Make Decisions About Family And Pregnancy Without Politicians Interfering, To Enjoy Safe And Healthy Lives, And To Thrive.”** “Below are statements from leaders of the organizations representing Ohioans for Reproductive Freedom: Unite for Reproductive and Gender Equality — Executive Director Kimberly Inez McGuire: ‘Young people in Ohio deserve all the fruits of reproductive justice: to make decisions about family and pregnancy without politicians interfering, to enjoy safe and healthy lives, and to thrive. We are joining together to build a statewide powerhouse that will ensure durable and transformative access to abortion care, keeping BIPOC young people at the center.’” (“INTRODUCING OHIOANS FOR REPRODUCTIVE FREEDOM, A COHORT TO SECURE EXPLICIT ABORTION ACCESS IN THE STATE CONSTITUTION,” [URGE](#), 12/12/22)
- **The Coalition Opposes House Joint Resolution 6 In Ohio, Which Would Raise The Threshold For Passing Citizen-Initiated State Constitutional Amendments To 60%.** “The campaign is prepared to launch the effort as early as November 2023, but are also realistically contending with House Joint Resolution 6, Secretary Frank LaRose’s anti-democratic proposal raising the threshold for passing citizen-initiated state constitutional amendments to 60%. Ohioans for Reproductive Freedom are confident that this effort is in direct opposition to what the people of Ohio want and are prepared to defeat the resolution should it be on the May 2023 ballot. The organizations are calling the proposal an egregious power-grab that directly attacks our democratic process.” (“INTRODUCING OHIOANS FOR REPRODUCTIVE FREEDOM, A COHORT TO SECURE EXPLICIT ABORTION ACCESS IN THE STATE CONSTITUTION,” [URGE](#), 12/12/22)

***Note:** Ohioans for Reproductive Freedom’s schedule of upcoming events – primarily gathering petition signatures – can be found [here](#). URGE organizers are likely involved in many of these events, but the organization is not explicitly listed as a partner.*

In April 2023, URGE Circulated Petitions At Wright State University In Support Of The Ohio Ballot Initiative. (URGE Ohio, [Twitter](#), 4/21/23)



In May 2023, URGE Hosted Its First “Weekend Of Action” Supporting The Ohio Ballot Initiative During The Flying Pig Marathon In Cincinnati. (urgeoh_org, [Instagram](#), 5/4/23)



In March 2023, URGE Advertised A Job Opening For An “Ohio Policy & Movement Building Director,” To Help “Engage National, State, And Local Decision Makers.” (“Job Announcement,” [URGE](#), March 2023)

Job Announcement
Ohio Policy & Movement Building Director
 March 2023

Position Summary

URGE seeks a committed, experienced individual who is passionate about reproductive and social justice to lead our policy and movement building work in Ohio.

The role of the policy department is to engage young people on issues of sexual health, reproductive justice, and gender equity, in order to help them engage national, state, and local decision makers. The policy department works closely with the field and communications teams to build and leverage political power to spur policy and culture change.

Candidates must have knowledge of and commitment to reproductive health, rights, and justice and/or social justice issues, experience with state policy advocacy, coalition building, member development, and civic engagement as well as excellent writing, analysis, and interpersonal skills. The position will be either a director depending on applicant experience.

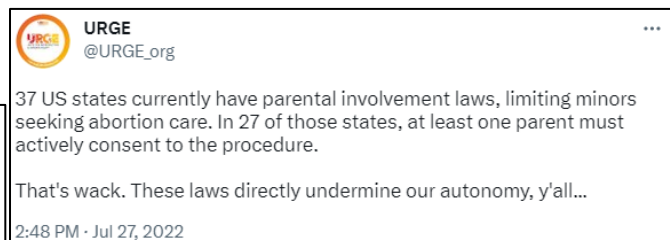
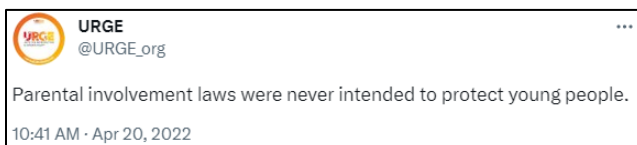
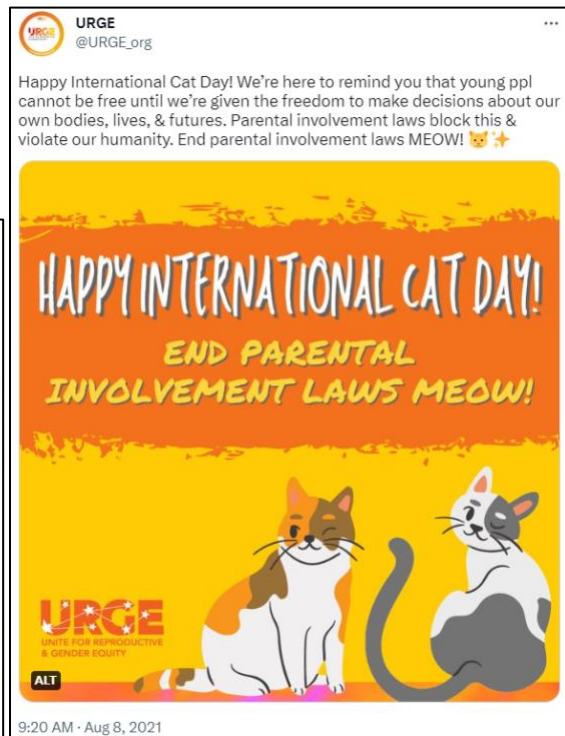
In March 2023, URGE Advertised A Job Opening For An “Ohio Voter Engagement Organizer” To Help “Increase Voter Mobilization In Ohio.” (urgeoh_org, [Instagram](#), 3/2/23)



Radical Views

URGE Believes Parental Involvement Laws For Abortion Are “Unethical And Must Be Abolished,” Saying They Undermine The “Autonomy” Of Minors, Regardless Of Their Age.

(URGE, [Twitter](#), 7/17/20; URGE, [Twitter](#), 8/8/21; URGE, [Twitter](#), 4/20/22; URGE, [Twitter](#), 7/27/22)

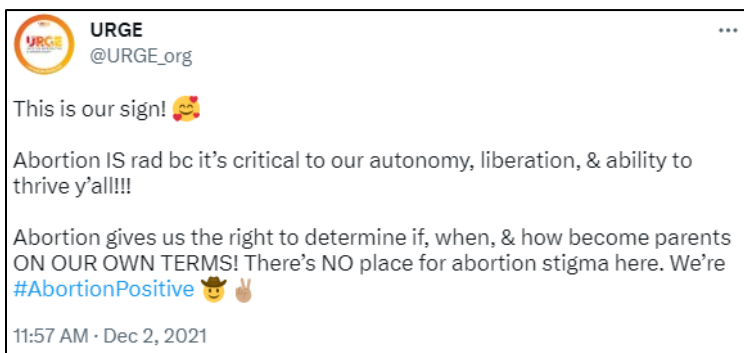
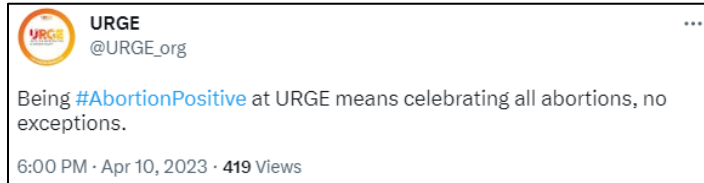


URGE Believes Minors Are “Fully Capable Of Making Decisions About What Is Best For Their Bodies.” (“Young People’s Reproductive Justice Policy Agenda,” [URGE](#), Accessed 5/12/23)

End forced parental involvement in abortion

Young people are fully capable of making decisions about what is best for their bodies. We oppose any requirements that undermine the autonomy and privacy of young people seeking reproductive health care. This includes judicial bypass laws which sometimes create insurmountable barriers for young people seeking abortion care.

URGE Supports “Celebrating All Abortions, No Exceptions,” Calling Abortions “Good” And “Liberating.” (URGE, [Twitter](#), 4/10/23; URGE, [Twitter](#), 4/18/22; URGE, [Twitter](#), 12/2/21; URGE, [Twitter](#), 4/5/23)



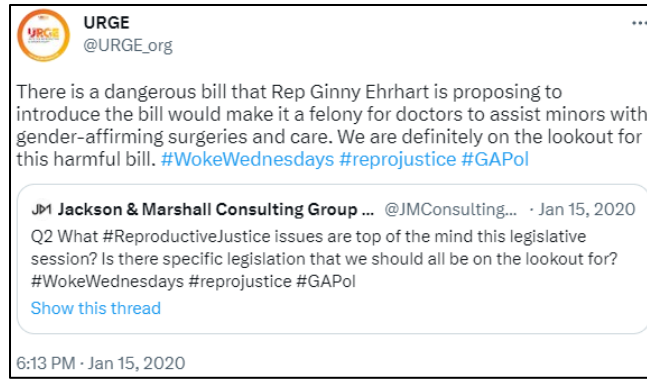
URGE Supports Access To Abortion Medication On College Campuses, Insurance Coverage For Abortions, Ending Parental Involvement, Repealing Abortion Bans, And Decriminalizing “Self-Managed Abortion.” (“Young People’s Reproductive Justice Policy Agenda,” [URGE](#), Accessed 5/12/23)

- Provide access to medication abortion on campus
- Support full insurance coverage for all pregnancy-related care
- End forced parental involvement in abortion
- Oppose and repeal all abortion bans
- Work towards normalizing and decriminalizing self-managed abortion

URGE Believes Abortion Bans Are Racist. (URGE, [Twitter](#), 3/30/23)



URGE Supports Allowing Doctors To Assist Minors With “Gender-Affirming Surgeries And Care.” (URGE, [Twitter](#), 1/15/20)



URGE Opposes Laws That Would Require School Personnel To Notify Parents Of Their Child’s Gender Dysphoria. “Unite for Reproductive & Gender Equity celebrates the outcome of the Alabama case, *Rev. Eknes-Tucker v. Marshall*, as a step to protect transgender and non-binary young people in exercising their bodily autonomy in health care decisions. ... Harmful sections of the law remain in effect, including provisions that require teachers and school personnel to notify legal guardians of a child’s gender dysphoria or face criminal charges.” (Kwentoria A. Williams, “UPDATED STATEMENT ON ALABAMA’S ANTI-TRANS HEALTHCARE LAWS,” [URGE](#), 5/18/22)

URGE Supports Decriminalizing Prostitution And Illegal Immigration And Supports “The Dismantling Of The Police State/Mass Incarceration.” (“Young People’s Reproductive Justice Policy Agenda,” [URGE](#), Accessed 5/12/23)

- End the criminalization of pregnancy outcomes
- Decriminalize sex work
- Repeal laws that criminalize migration
- Work towards the dismantling of the police state/mass incarceration