

Coronavirus Pandemic Alert (from UltraViolet) [Unsubscribe](#)

Tue, May 12, 4:14 PM (2 days ago)



to me ▾

Pamela,

You don't usually hear from me, but my name is Melody Varjavand. I'm the Finance Director at UltraViolet, the person in charge of making sure we can meet our budgets and pay the bills.

Nonprofit organizations are being hit hard as a result of the coronavirus, with reports of unprecedented layoffs across the country.¹

Experts are advising nonprofits to cut back wherever possible and conserve cash in anticipation of falling donations, but with Donald Trump up for re-election and Mitch McConnell on the verge of losing the Senate, we can't even consider cutting back.

UltraViolet is on the front lines every day fighting to end sexism, stop violence against women, and make sexist politicians and corporate leaders pay a price. **But to keep this vital work going during these disastrous economic times, we're asking everyone who supports our mission and can still afford to give to make a donation today. Every little bit helps.**

[Will you donate \\$20 to help UltraViolet keep fighting for women's rights through these disastrous economic times?](#)

We all know the massive economic pain being caused by the coronavirus, with more than 20 million people thrown out of work and women and people of color hit especially hard.²

And, Pamela, if you've lost your job or can't afford it for any other reason, we understand. In fact, we're fighting every day to make sure people like you are included in COVID-19 relief legislation, and that money does not go just to big and powerful corporations with armies of lobbyists.

But if you're lucky enough to be able to keep giving, then please know that your contributions are needed now more than ever.

Studies show that during the Great Recession of 2008, total charitable giving fell by 7% in 2008 and took years to recover.³ So far, UltraViolet has not been forced to impose the kind of layoffs that other nonprofits have, but we've never seen economic pain like this. At some point, even our most loyal supporters will have to think about cutting back donations.

This year, UltraViolet is working to defeat anti-woman senators like Cory Gardner and Mitch McConnell to get the Senate out of Republican hands. We're working at the state and national level to respond to the massive attacks on abortion rights coming from Brett Kavanaugh and the Supreme Court.

We're also one of the leading voices in the #MeToo movement, and we're on the front lines fighting for meaningful coronavirus aid for everyday women, who face even steeper job losses than men and are carrying the lion's share of the burden by filling the majority of jobs in health care, education, and child care.⁴

We can survive this challenge together and come out stronger than ever, but right now we're counting on you, our members, to donate whatever you can to help us continue to fight for women and for a more just world for everyone. Will you chip in \$20?

[Yes, I'll donate \\$20 to help UltraViolet keep fighting for women's rights through these disastrous economic times.](#)

--Melody Varjavand, Finance Director (on behalf of the entire UltraViolet team)

CONTRIBUTE

Source:

1. [Charitable Giving and the Great Recession](#), The Russell Sage Foundation and The Stanford Center on Poverty and Inequality, October 2012
2. [Unemployment soars to 14.7%, job losses reach 20.5 million in April as coronavirus pandemic spreads](#), USA Today, May 8, 2020
3. [Charitable Giving and the Great Recession](#), The Russell Sage Foundation and The Stanford Center on Poverty and Inequality, October 2012
4. [Why the Coronavirus Outbreak Could Hit Women Hardest](#), Time, March 12, 2020

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