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Equal Rights Advocates launches political arm to make economic security the price of power

After 50 years of fighting for gender justice in the courts, legislature and on the streets, Equal Rights Advocates is launching Equal Rights Advocates Action Fund (ERA-AF), a 501(c)(4), ensuring candidates deliver on the affordability policies long filed under ‘women’s issues’ that voters across every demographic are now demanding

SAN FRANCISCO, Aug. 27, 2026 – Equal Rights Advocates today launched Equal Rights Advocates Action Fund (ERA-AF), a political arm that will ensure politicians deliver on an affordability agenda that women have long needed and the entire country, battered by economic dysfunction, is now demanding.

“For decades women have been saying the same thing: wages are too low, pay is unequal, paid leave doesn’t exist, family care costs more than rent. It all got filed under ‘women’s issues’ and sent to the back of the line,” **said Noreen Farrell, President and Executive Director of Equal Rights Advocates Action Fund.** “That’s why we’re here. Our data shows the problems policymakers refused to fix now affect everyone. The policies written off as women’s issues are now popular solutions to out-of-control affordability problems, and everyone is demanding change.”

Equal Rights Advocates has passed 66 laws in the past decade, protections that currently cover 18 million workers. Now, ERA-AF, a 501(c)(4), will lobby, press candidates, and name the lawmakers who carry an affordability agenda and those who don’t.

ERA-AF polls voters, runs public education and media campaigns, and presses lawmakers and candidates directly to build the momentum to pass economic reforms in key states, and set the affordability agenda nationally ahead of the presidential election in 2028. Federally and in Illinois, New Mexico, New York, Pennsylvania, and Virginia to-start, ERA-AF will push candidates to run on these policies and act on them in the first 100 days of their terms.

Women power this economy, but it's failing them:

- 85% of all household purchasing decisions are made by women.
- [Hundreds of thousands](#) of women left the workforce last year alone
- The most recent [jobs report in July](#) showed that while the economy lost 23,000 jobs total, women [lost 32,000 and men gained 9,000](#)
- [800,000 women](#) have left the workforce since January
- The women's wage gap has widened for two consecutive years, following years of progress.

Voters expect action at all levels of government.

"This is not only a national issue. Voters expect action from their state representatives, too, and in the states where ERA-AF is organizing, the majorities needed to act already exist. That makes inaction a choice and we will treat it as such," Farrell said. "ERA-AF will press lawmakers to use those majorities to pass the policies voters across party lines are demanding: raising the wage, paid leave, equal pay, and real investment in child and family care."

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About Equal Rights Advocates Action Fund (ERA-AF)

Equal Rights Advocates Action Fund (ERA-AF) is the 501(c)(4) arm of [Equal Rights Advocates](#), which has fought for gender justice across America for more than 50 years. ERA-AF polls voters, shapes public debate, and recruits gender equity champions in statehouses and Congress. www.ERA-AF.org