


**END VIOLENCE AGAINST WOMEN COALITION'S**

# **5-YEAR ORGANISATIONAL STRATEGY**

**END  
VIOLENCE  
AGAINST  
WOMEN**



**2025 marks twenty years since EVAW was founded.** We were established as a coalition of academics, organisations and activists to campaign for an ambitious aim: an end to violence against women and girls (VAWG).

Our mission is the same now as it was then. But we've adapted to changing times. This strategy sets out our approach for the next five years, based on consultation with our staff, board and membership, a SWOT analysis, a survey of the external political landscape, and collective reflection on our values. We plan to make four key shifts in our work.

**First**, we will build towards solutions to ending VAWG, including in the online space, whilst holding the government to account on its commitments, and remaining vigilant to any erosion of existing rights and freedoms.

**Second**, we will use our reach, reputation and influence to drive an agenda on prevention through every aspect of our work, moving us closer to our vision of a society where women and girls can live their lives free from violence and the threat of violence.

**Third**, we will refine how we structure and use organisational campaigning strategies so that they play a greater role in guiding our day-to-day work, and allow us to hold more space for longer-term proactive work, such as on sustainable funding models for the VAWG sector, and transformational justice.

**Fourth**, we will expand our strategic communications work to include long-term attitudinal change in men and boys.

Throughout we will maintain our intersectional lens, so that our policy and campaigning activities take into account the differential impact our policy positions may have on marginalised groups.

Taken together, these strategic shifts should move us closer to our vision: a society where all women and girls are free to enjoy their human rights.

We look forward to working with our members and supporters to make that vision a reality.

**Andrea Simon**  
**Executive Director**

## ABOUT EVAW

Across the UK, too many women and girls are impacted by violence and the threat of it, driven by deeply-ingrained gender inequality and overwhelmingly perpetrated by men and boys. We believe violence is not inevitable and work to disrupt the systems that enable it, and build a fairer world in its place, because every woman should be free to live the life she chooses. We are a feminist coalition that demands change by practising intersectionality, underpinned by a deep understanding of the impact of overlapping structural inequalities.

### OUR VISION

We envision a society in which all women and girls live free from violence and threat of it.

### OUR MISSION

We work with others as part of a movement to collectively disrupt oppressive structures and influence the political, economic, social and cultural changes necessary to end and prevent VAWG.

# OUR VALUES

## We are an intersectional feminist organisation

EVAW's understanding of intersectionality is rooted in a Black feminist analysis. We understand that women's inequality is embedded in patriarchal systems, and is a cause and consequence of VAWG. It intersects across multiple axes including class, race, religion and more. Our work is rooted in a human rights framework that grounds us in universal rights and collective action to protect and uphold those rights and freedoms.

In practice, this means:

- ▶ We don't have a rigid approach to working with others: we recognise how structural inequalities affect our members and we adapt according to their needs, and respect and uplift their expertise.
- ▶ We recognise the complexity of women and girls' stories, and resist them being collapsed and made uniform.
- ▶ Our recommendations to stakeholders highlight the women who are most marginalised: by centering their needs, we will improve the conditions of all women.



Three smiling schoolgirls.

**I do feel that the strongest politics are coalition politics that cover a broad base of issues. There is no way that one oppressed group is going to topple a system by itself. Forming principled coalitions around specific issues is very important. You don't necessarily have to like or love the people you're in coalition with.**

Barbara Smith, one of the initiators of the Combahee River Collective statement, in *This Bridge Called My Back*

## We are anti-racist

**We understand that state and societal racism exposes women to harm and violence. A society in which women's rights and freedoms are fully enjoyed means a society free from racism.**

In practice, this means:

- ▶ We actively challenge racism across our internal and external work.
- ▶ Our recommendations to stakeholders reflect the needs of racially minoritised women, with specific attention to the intersections of immigration, counter-terror, and criminal justice policies with VAWG.
- ▶ We campaign for funding and support for specialist "by and for" organisations.

## We are secular

**We are not guided by the principles of any faith or religion.**

In practice, this means:

- ▶ We welcome and are inclusive of organisations, staff and board members of all faiths and none.
- ▶ Whilst celebrating our membership's diversity on issues of faith, we remain neutral.

## We are independent

**EVAW was founded as an independent voice raising issues relevant to our members and partners.**

In practice this means:

- ▶ We do not accept government funding.
- ▶ We communicate openly to push for systems change and hold power to account.

## We hold power with others

**We believe that ending VAWG requires a broad movement championing women's rights and freedoms, including those who are most marginalised. Coalition is at the heart of our external work and our organisational structure.**

In practice this means:

- ▶ We take a pluralist approach, respecting our members' varied and differing views as long as they are aligned with equality and universal human rights principles and underpinned by inclusive and respectful behaviours.
- ▶ We share press, lobbying and campaigning opportunities with our members, rather than always seeking to lead and be heard ourselves.
- ▶ Our members make up our board and we value their expertise in setting our policy and strategy.



# OUR THEORY OF CHANGE

## The problem

We recognise that compounding structural inequalities in the UK create the conditions for women and girls to experience disproportionate levels of violence and abuse. The vast majority of that violence and abuse is perpetrated by men and boys, shaped by a patriarchal society.

You have to act as if it were possible to radically transform the world. And you have to do it all the time.

Angela Davis

## Barriers to change

**Several barriers stand in the way of change.**

There is a lack of political will and imagination, and an absence of evidenced, ambitious policy to prevent VAWG.

Government and public authority responses to VAWG are often inadequate, and sometimes dangerous.

Policy-makers refuse to address intersecting inequalities, and society and the VAWG sector sometimes view these issues as separate to VAWG.

Widely accepted social and cultural norms minimise VAWG, blame victims, fail to hold perpetrators to account, and focus on safety, as opposed to rights and freedoms.

Specialist women's support services, and especially those "led by and for" minoritised and marginalised women, are poorly resourced and at risk.

## Core strategies, tools and tactics

EVAW works to remove these barriers and create lasting change through the implementation of four key strategies. We use a range of tools and tactics in service of our theory of change, including original research, political lobbying, litigation and strategic communications.

### 1. Setting the agenda on VAWG

We run proactive, multi-disciplinary campaigns to set the agenda on VAWG and propose transformative solutions.

### 2. Influencing the agenda on VAWG

We undertake political lobbying and influencing, shaping legislation and intervening in policy developments.

### 3. Building a movement for change

We work collaboratively and in solidarity with our coalition membership, the women's sector, and broader social justice movements in pursuit of our mission to end VAWG.

### 4. Ensuring organisational health and sustainability

We cultivate strong relationships with funders, work towards best practice in governance, nurture our staff team and live our values.

## Our goal

In the long term, we expect our strategies to lead to a fall in the prevalence of VAWG, and a fairer society in which all women and girls are free to enjoy their human rights fully and equally.



# OUR STRATEGIC OBJECTIVES 2025 - 2030

## Setting the agenda on VAWG

**Preventing VAWG:** we will campaign for transformative societal and policy changes to reduce the prevalence of VAWG and increase women and girls' equal enjoyment of their human rights. In particular, we will work to embed primary prevention in education settings through a whole school approach, and ensure that our work speaks to the long-term attitudinal change we need to see in society, as well as the specific role of men and boys in ending and preventing VAWG.

**Protecting specialist ending VAWG services:** we will campaign for sustainable resourcing of VAWG services, with an emphasis on the protection and strengthening of specialist "by and for" services. We will also spotlight our sector's role and value in our society to state and statutory agencies.

**Changing the narrative:** we will influence and enable the media to report accurately and sensitively on VAWG.

## Influencing the agenda on VAWG

**We will hold the government to account on its obligation to tackle VAWG,** pushing for a human rights and equalities-led, whole-of-government approach which is well-resourced and effective.

**Ending online abuse:** we will campaign for the reform of laws relating to online abuse and robust regulation of the tech platforms which facilitate and enable abuse, so women and girls are supported and those responsible are held accountable.

**Criminal justice system:** we will work to ensure that victims and survivors of VAWG in contact with the criminal justice process are treated fairly and equally and have their rights upheld.



## Building a movement for change

We will develop a new membership strategy with targeted outreach work that helps to address our gaps, ensure connectedness with our campaigns, and supports our role as a convener of effective spaces for understanding and challenging VAWG.

We will deepen existing relationships and nurture new ones, finding and creating ways to collaborate with our members on key campaigns and policy work.

We will create and find opportunities to make connections, build consensus and coalition across organisations and sectors beyond VAWG; connecting gender justice with other social justice struggles, strengthening solidarity and reciprocity, and embedding women's rights as fundamental human rights.

## Ensuring organisational health and sustainability

We will develop a new fundraising strategy to replace multi-year funding streams which are coming to an end, and scope the diversification of our funding sources. This includes refining the journey our supporters are taken on when they engage with EVAW.

We will remain attentive to our approach to building staff expertise, wellbeing and governance to ensure that the EVAW team is appropriately resourced and sustainable.

We will implement a new monitoring, evaluation and learning process to ensure that we adapt our strategy to a changing context and understand our strengths and weaknesses, ultimately moving us closer to our organisational mission to end VAWG.



# THANKS FROM EVAW'S BOARD

EVAW's board is made up of representatives from its member organisations. Many of us have experience of working within frontline services for women and girls, including specialist "by and for" organisations. We have seen first-hand EVAW's impact as an expert, independent voice campaigning on behalf of the sector and championing women and girls' human rights.

We recognise that twenty years after EVAW was founded, significant barriers remain in the way of its mission. These barriers include a resurgent far-right that weaponises VAWG, continued austerity that threatens vital services, and a focus on criminal justice as a solution to VAWG at the expense of systems change.

But as we recognise those barriers, we also have to acknowledge how far we have come. EVAW's significant impact over the last two decades is cause for celebration. We successfully lobbied government for a joined up, comprehensive approach to ending male violence and more recently, in our last strategic period, we continued holding institutions accountable for the decriminalisation of rape, ensured the new online safety law protects women and girls, influenced the way the media reports on VAWG, and brought frontline services, schools leads, academics and young people together to share best practice in preventing violence against women and girls through work in schools and beyond.

We take inspiration from EVAW's history as we continue our mission into the next five years.

Thank you for reading. We look forward to working with you.

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