Who We Are

The Fairness Project is a nonprofit, nonpartisan organization dedicated to advancing social and economic justice by using citizen-initiated ballot measures. Born out of the labor movement, our organization puts political power directly into the hands of voters where traditional legislative paths have failed due to gridlock and polarization. Since 2016, no organization has a better track record of winning progressive issues at the ballot box.

Our Issues:
- Raising the minimum wage
- Guaranteeing paid leave
- Expanding Medicaid
- Ending predatory debt collection
- Defending reproductive rights
- Protecting direct democracy

Learn more at thefairnessproject.org.

Our Impact:
- 34 victories in 19 states and localities
- 1 million patients now have access to Medicaid expansion as a result of our campaigns
- 9 million workers have seen a raise as a result of our minimum wage campaigns
- Reproductive rights enshrined in Ohio, Michigan and Vermont
- Direct democracy defended in South Dakota, Arkansas, Arizona and Ohio

Our Process

Incubate Campaigns Early
We help local partners build a solid foundation through a rigorous incubation process that includes polling, legal and policy vetting, coalition building, and realistic budgeting. When we greenlight a campaign, we know it has a path to victory.

Build “Odd Bedfellows” Coalitions
Winning progressive change in red and purple states requires that we bring together grassroots advocates, business leaders, faith groups, and other allies to serve as messengers to moderate or conservative voters.

Win with High-Caliber Campaigns
We not only invest in campaigns, we offer hands-on support from start to finish on everything from messaging to modeling to vendor selection – making sure our campaigns have all the tools they need to win.
One Person, One Vote: Defending Direct Democracy
The Fairness Project was the central architect of the successful opposition campaign against a legislatively-referred constitutional amendment that would have ended majority rule in Ohio and required all future ballot measures to win by a 60% supermajority. Our team led a coalition of over 200 groups to a 57-43 victory on August 8, 2023.

Ohioans United for Reproductive Rights
On November 7, 2023, Ohio voters passed a constitutional amendment to establish a broad right to reproductive freedom, including the right to abortion up to fetal viability and at any point in the pregnancy to protect the life and health of the pregnant person. The Fairness Project was proud to contribute to every aspect of its success, including fundraising, field, communications, vendor management, and strategy.

Our Past Wins

- **Medicaid Expansion**
  Idaho, Maine, Missouri, Nebraska, Oklahoma, South Dakota, Utah

- **Paid Family & Medical Leave**
  Colorado, Michigan, San Antonio TX

- **Reproductive Rights**
  Michigan, Ohio, Vermont

- **Police Accountability**
  Austin, Cleveland OH, Los Angeles CA

- **Minimum Wage Increases**
  Arizona, Arkansas, California, Colorado, Massachusetts, Maine, Missouri, Nebraska, Washington state

- **Protecting Direct Democracy**
  Arkansas, South Dakota, Ohio

- **Ending Predatory Lending**
  Arizona, Colorado, Nebraska
No state is too “red” to make progress.

Raising Wages
Citizens have the power to vote themselves a raise in the eight states where the minimum wage is still below $10/hour.

Reproductive Rights
Nine states where abortion is currently banned or threatened have citizen-initiated ballot measure processes that can amend state constitutions and restore reproductive freedom.

Ending Predatory Lending / Debt Collection
More than 1 in 4 Americans has debt in collections. Voters have the power to cap interest rates on short-term “payday” loans and on medical debt, as well as limit how debt collectors can come after families who get a little behind.

Paid Family & Medical Leave
Eleven states with citizen-initiated ballot measures have absolutely no requirement for paid sick days. Even more ballot measure states lack paid family leave.

Defending Direct Democracy
Extremist state legislatures are attacking ballot measure processes themselves - changing the rules of the game to make it harder for voters to put issues on the ballot and win on Election Day. These accelerating efforts must be defeated.
Join the Fairness Project at SXSW in Austin on March 8, 2024 for our panel, Ballot Measures: How Voters Protect Abortion and Democracy.

Get In Touch
Ballot measure experts at the Fairness Project are available to speak on and off the record, in print, audio, and video formats, about upcoming initiative campaigns and analysis of political news relating to direct democracy. Members of the media can reach out to us at press@thefairnessproject.org.