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By [**Alix Langone**](http://time.com/author/alix-langone/)

Updated: March 22, 2018 5:21 PM ET | Originally published: March 8, 2018

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On Oct. 15, 2017, it took off on social media and became a global sensation – thanks to one tweet. Actress Alyssa Milano, unaware of the origins of #MeToo at first, told her followers: “If you’ve been sexually harassed or assaulted write ‘me too’ as a reply to this tweet.” More than 66,000 users replied and the tweet kicked off an online tidal wave overnight as women flooded social media with their stories of being harassed and abused – using the #MeToo hashtag.

Milano herself was initially unaware that Burke had originally coined the term “Me too,” but within days of being made aware of Burke’s activism, the actress [went on Good Morning America to publicly show support](http://abcnews.go.com/Entertainment/alyssa-milano-metoo-campaign-vocal-stops/story?id=50582023) and gave Burke credit.

Journalists like Ronan Farrow at the New Yorker and Jodi Kantor at the New York Times also helped push the #MeToo conversation forward with dedicated investigative journalism that brought to light numerous sexual misconduct stories. They were an integral part of outing abusers like Weinstein in painful, but [important pieces of journalism](https://www.newyorker.com/news/news-desk/from-aggressive-overtures-to-sexual-assault-harvey-weinsteins-accusers-tell-their-stories).

The rest of the world took over from there.

## What is the Time’s Up movement?

Time’s Up shares a similar vision for women’s empowerment with #MeToo, but it has some different, specific goals. [Time’s Up](https://www.timesupnow.com/) can be thought of as a solution-based, action-oriented next step in the #Metoo movement. The organization’s aim is to create concrete change, leading to safety and equity in the workplace. It was started by a group of [over 300 women in Hollywood](http://time.com/5083809/times-up-hollywood-sexual-harassment/), with high-profile leaders including Reese Witherspoon, Natalie Portman and Shonda Rimes.

“Time’s Up was founded on the premise that everyone, every human being, deserves a right to earn a living, to take care of themselves, to take care of their families, free of the impediments of harassment and sexual assault and discrimination,” Haubegger told TIME.

Even though Time’s Up is focused on what happens to people in professional realms, she says the organization’s work is really in tribute to Burke and the remarkable work she did for a decade before #MeToo exploded globally.

“We are very specifically focused on what I would call workplace issues. Fairness, safety, equity in the workplace,” she said. “If you were to draw a Venn diagram, #MeToo more broadly is a campaign and a movement around all kinds of sexual assault.”

Why workplace inequality? Haubegger says if you want to eradicate sexual harassment, first you have to solve inequality, because power imbalances are at the root of harassment behavior.

“This is a symptom of a larger, systemic inequality and a systemic pattern of exclusion for women, for people of color, and a lack of equilibrium in the power distribution in our business,” Burke told TIME. “If you want to solve sexual harassment, you actually needed to solve all of those things. So we decided to really focus on that aspect.”

The legal fund, which is [managed by the National Women’s Law Center](https://nwlc.org/times-up-legal-defense-fund/), is the most successful campaign GoFundMe has ever seen, collecting an incredible [$21 million in just two months](https://www.gofundme.com/timesup).

Most male and female celebrities dressed in all black and sported Time’s Up pins at The Golden Globes in January, but when it came to time to reaching for their wallets it was the women who stepped up. A significant majority of the largest donations to the group’s legal fund come from high-profile [women](http://time.com/money/5107657/times-up-go-fund-me-donations/) in Hollywood.

The group’s focus is getting legislation passed and policies changes. Organizers want to see the passage of laws for gender parity issues such as equal pay and equal work environments – as well as increased opportunities, particularly for women in low-wage industries and women of color. To fund this goal, they created the Time’s Up Legal Defense Fund, which is a source of legal and financial support for women and men who want to fight sexual misconduct through the justice system.