



# 2024 annual report

 *vote  
mama*  
FOUNDATION

# Welcome Letter from Our Founder and CEO

Thank you for your support of Vote Mama Foundation and our mission to increase the political power of moms by breaking the structural barriers they face running for and serving in elected office.

Since our founding in 2020, we have:

- Filled a critical gap in the field with groundbreaking, data-driven research on the political participation of moms.
- Expanded Campaign Funds for Childcare (CFCC) to more than 75 percent of the country, making it easier for parents and caregivers from all walks of life, Democratic, Republican, and Independent, to run for office without worrying about the financial burden of childcare.
- Laid the groundwork to advance our Campaign Funds for Security initiative, ensuring that no parent has to worry about their family's safety on the campaign trail.

These accomplishments represent not just progress but the power of collective action to create change.

Our work and this movement could not have achieved these results without the unwavering support of our incredible community, who believe in our vision and helped us reach this milestone. Thank you for standing with us as we continue to invest in moms and work to ensure they have a seat at the table.

With love,



Liuba Grechen Shirley  
Founder and CEO  
Vote Mama Foundation

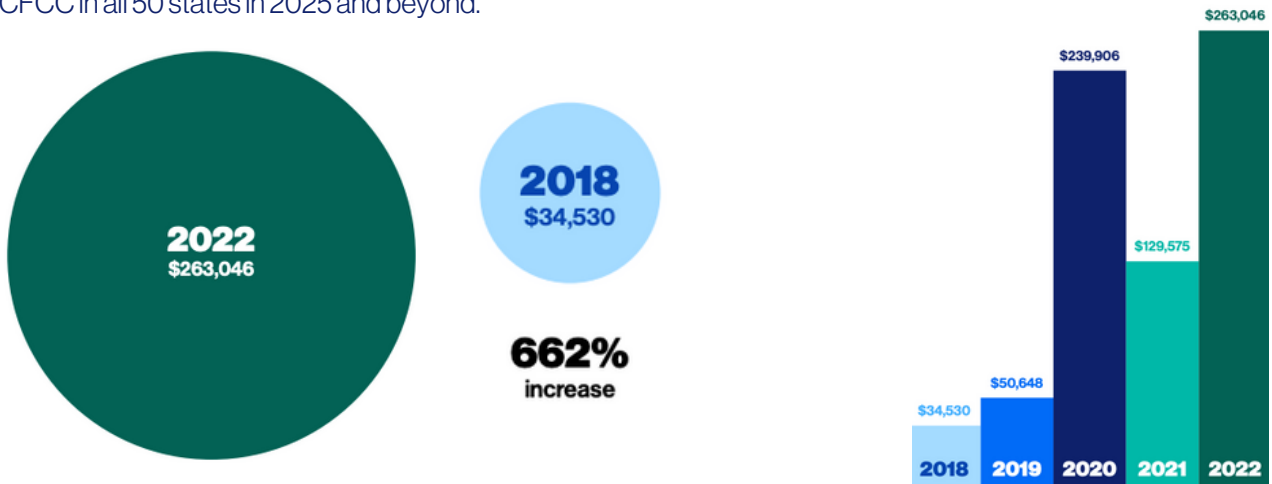
## Our Values

*Relentless Pursuit of Progress*  
*Care Comes First*  
*A Movement Mindset*  
*Impact is Intentional*  
*Authenticity is an Asset*

# Research

## Campaign Funds for Childcare (CFCC)

In 2024, Vote Mama Foundation launched two groundbreaking reports that highlight the challenges and opportunities for moms in politics. At the start of the year, [we released a report](#) on Campaign Funds for Childcare that explored its usage, access, and impact, showing a **662 percent** increase in funds spent by federal candidates and a **2,156 percent** increase for state and local candidates since 2018. As the only organization tracking CFCC and fighting to authorize its use in every state, we will continue to push to approve CFCC in all 50 states in 2025 and beyond.

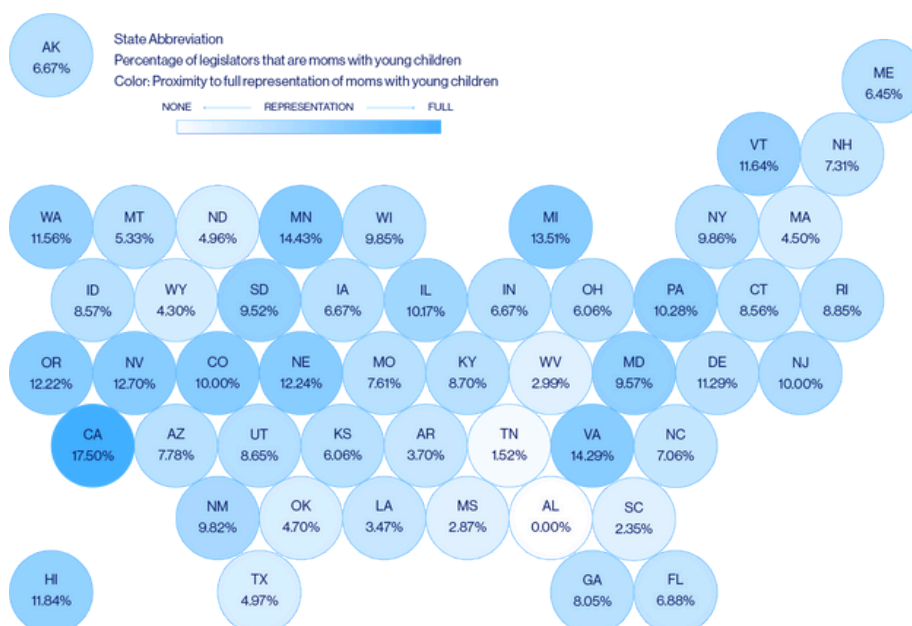


## Politics of Parenthood (POP)

This year, we published our third [Politics of Parenthood](#) report focusing on the [representation of mothers with minor children serving in state legislatures](#) in 2024, examining the barriers they face and providing first-of-its-kind data on attrition.

The report revealed that **7.9 percent** of all 2024 state legislators are mothers with minor children, equating to a nearly **49 percent** increase in representation since Vote Mama Foundation first collected this data in 2022.

Our research underscores the challenges moms face when serving in public office and the solutions needed to ensure their leadership is fully represented.



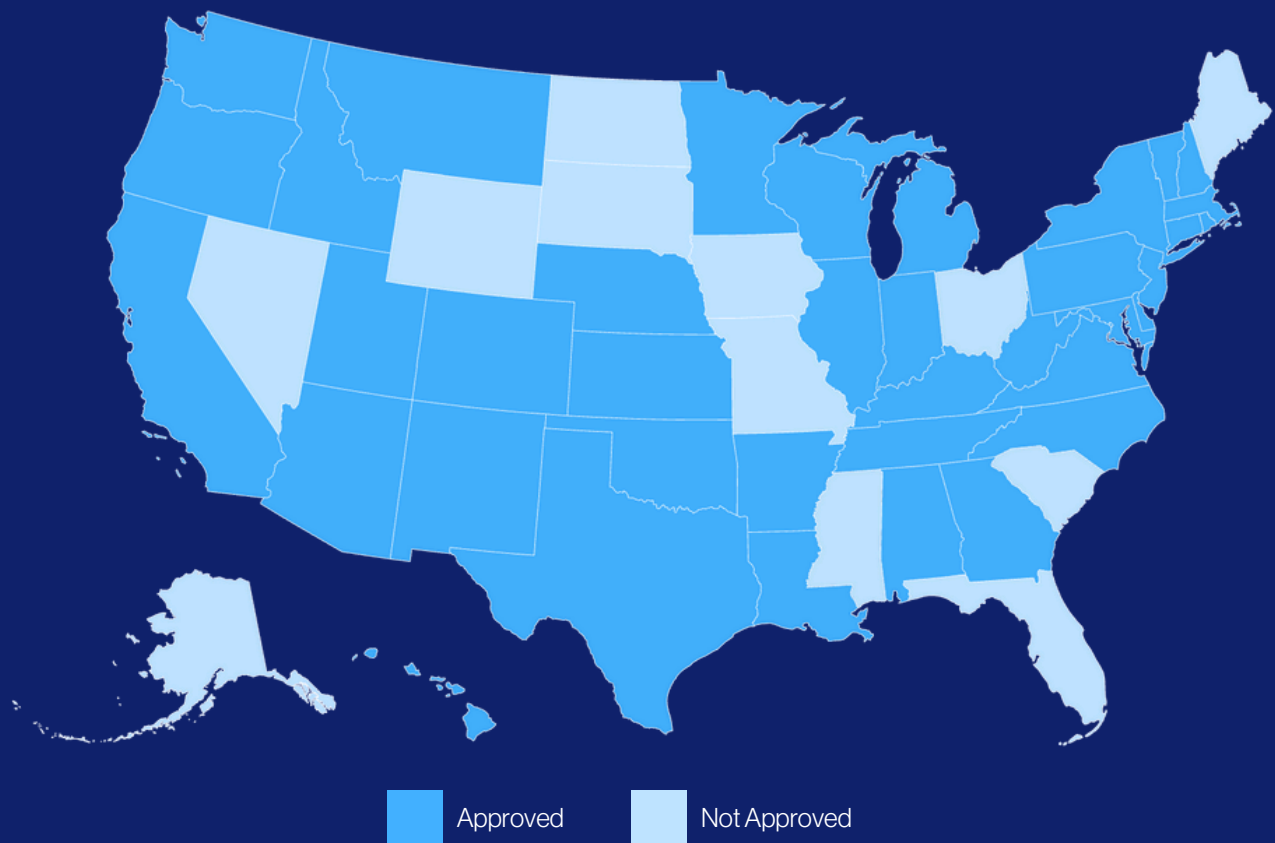
# Policy

## Campaign Funds for Childcare (CFCC)

In 2024, [Campaign Funds for Childcare \(CFCC\)](#) was approved in eight new states, plus Washington, D.C. Overall, 29 CFCC bills in 17 states were introduced to codify CFCC into state statutes. Our team also helped submit five ethics ruling requests in Hawai'i, Indiana, Oklahoma, Pennsylvania, and Washington, D.C.; two Secretary of State Opinion requests in Idaho and Michigan; and one Attorney General Opinion request in Arizona.

[CFCC has now been approved in more than 75 percent of the country](#) (39 states plus Washington, D.C.), a monumental victory for Vote Mama Foundation. We are energized and laser-focused on getting CFCC authorized in all 50 states.

### *Campaign Funds for Childcare Access in the United States*



## Campaign Funds for Security (CFS)

Our playbook for securing CFCC has a proven track record of success, earning bipartisan support and authorization from West Virginia to California. Data shows that CFCC is one of the most effective ways to increase the representation of families from all walks of life in politics.

Now, we're building on that success to advocate for [Campaign Funds for Security \(CFS\)](#). No parent should have to worry about their safety — or their child's safety — while running for office. Our approach can be seamlessly replicated to ensure that candidates have the resources they need to protect themselves and their families, making it possible for more parents to step up and lead.

# Vote Mama Foundation in the Media

## Forbes

How Campaign Funding For Childcare Is Helping More Parents Than Ever Run For Office

## AXIOS

Who's missing at the legislation table: moms



**Using campaign funds for child care now allowed in two-thirds of states**

Advocates say the historic shift is boosting representation of women in politics.

## AP



**Candidates can use campaign funds for child care in most states, but few do**

## The Boston Globe Allow the use of campaign funds for childcare

## COSMOPOLITAN

Presenting: The Help Elected Women Really Need

We interviewed dozens of women in office about the many hurdles they face at work. And while no two people's experiences were exactly alike, here are the six most prevalent pain points we found—plus how to circumvent each of them.

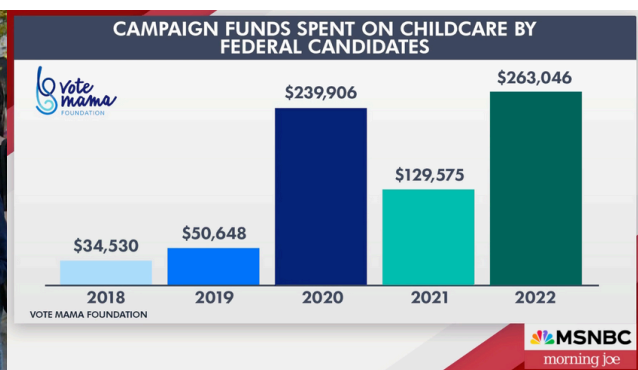
**POLITICO**  
Political 'mamas' have a child care problem

**Bloomberg**  
Missing Moms: Only 5% of US State Lawmakers Are Mothers With Young Kids

**THE HILL**  
Campaign spending on child care growing steadily since FEC allowed it

**19th**  
Moms with young children are underrepresented in Congress, report shows

**MSNBC morning joe**



# Events

## Politics of Parenthood Report Launch

In September, Vote Mama Foundation and The Century Foundation convened at the Library of Congress for a joint launch of Vote Mama Foundation's 2024 POP report and professor Jessica Calarco's new book, [Holding It Together: How Women Became America's Safety Net](#). The event featured remarks from a dynamic group of leaders committed to advancing equity and family-friendly policies. U.S. Rep. Jennifer McClellan (VA-04) highlighted the importance of having moms in office, professor Jessica Calarco shared insights from her book on America's safety net and how women are impacted, and Vote Mama Foundation founder and CEO Liuba Grechen Shirley emphasized the work Vote Mama Foundation is doing to break the structural barriers moms face when running for and serving in office. Julie Kashen, senior fellow and director for women's economic justice at The Century Foundation, and Victoria Pelletier, Portland city councilor and national partnerships manager at RepresentWomen, reinforced the need to make our government more accessible through collaborative action to build a more equitable future.

## Staff Retreat

This year, Vote Mama Foundation hosted its first-ever staff retreat in Chicago, bringing together our dedicated team from across the country to strategize, connect, and strengthen our shared vision. We reflected on our incredible progress, set bold goals for the future, and deepened the relationships that make our work possible. From collaborative workshops to team-building activities, the retreat energized our staff with fresh ideas and renewed determination to break down the barriers for moms in politics. This milestone marked a pivotal moment for our organization as we continue to grow and amplify our impact nationwide.



# Our Team

In just five years, our organization has grown from a bold idea to a nationally recognized movement driving change. What started as a small team with a big vision has transformed the political landscape by empowering moms and securing critical policy wins. At the end of 2023, we doubled our team, strengthening our capacity to expand our reach and deepen our impact. We've shown that investing in moms is essential for a more equitable future.



Marcus Coppola  
Media Relations Manager



Louisa Duggan  
Policy Director



Liuba Grechen Shirley  
Founder & CEO



Sarah Hague  
Chief Program Officer



Nasrene Haj  
Individual Giving Director



Tatyana McNish  
Development Associate



Kristy Pagan  
Political Director



Corie Pope Lieberman  
Chief Development Officer



Ghazal Rahmanpanah  
People Operations Director



Sierra Solomon Richardson  
Executive & Operations  
Associate



Camryn Toner  
Programs Associate



Maria Wilson  
Research Manager

# Why Your Support Matters

With your help, we're breaking down the barriers that keep moms out of office and out of power. Vote Mama Foundation's research and analysis have transformed how we understand and support the political participation of moms, leading to groundbreaking wins such as Campaign Funds for Childcare being approved in more than 75 percent of the country. These victories are just the beginning. We are normalizing moms of young children running for office and proving that when moms lead, family-friendly policies take center stage.

This year, our community of supporters stepped up to raise more than ever before in support of our mission. For GivingTuesday, Melinda French Gates announced on [Good Morning America](#) that her organization, Pivotal, would match up to \$500,000 in individual donations in support of Vote Mama Foundation. More than 700 donors participated in the match, helping us close the year in a position of strength.

In 2025, we'll build on this momentum to ensure a more equitable future. We'll continue to advocate for policies that reflect the realities of caregiving and create pathways for moms and caregivers to serve at every level of government. Your support fuels this critical work, helping us create a democracy where representation and opportunity truly reflect the needs of all Americans. Together, we can achieve gender equity and lead the way toward a brighter future for families nationwide.

## Thanking Our Major Supporters

### \$100,000+

Charles and Lynn Schusterman Family Philanthropies  
Kelson Foundation  
Pivotal Ventures

### \$25,000+

Jay and Robin Lewis  
Julia Meltzer and David Thorne  
Lise Strickler and Mark Gallogly  
Michelle Mercer and Bruce Golden  
Mike DeSimone and Dr. Susan Hughes  
Susie Tompkins Buell Foundation

### \$10,000+

Katie Bethell  
Charles Cerf  
Foundation for Global Sports Development  
Harman Family Foundation  
Jessica and Mark Kleinknecht  
The Leaders Trust (TLT), a project of The Tides Center  
Frida Polli  
Gretchen Sisson  
Still Point Fund



# Photo Citations

1. LaJoy Johnson-Law with daughter (DC State Board of Education, Ward 8)
2. Vote Mama Foundation Founder and CEO Liuba Grechen Shirley with her three children. Photographed for Argent
3. Congresswoman Jennifer McClellan (VA-04) speaking to a crowd at the Library of Congress. Photographed by Terri Baskin
4. Vote Mama Foundation staff photo. Photographed by Terri Baskin
5. Politics of Parenthood Report Launch panel at the Library of Congress with Julie Kashen, Jessica Calarco, Vote Mama Foundation Founder and CEO Liuba Grechen Shirley, and Victoria Pelletier. Photographed by Terri Baskin
6. Vote Mama Foundation Founder and CEO Liuba Grechen Shirley with Congresswoman Jennifer McClellan (VA-04) side by side. Photographed by Terri Baskin
7. Vote Mama Foundation staff at a retreat in Chicago in August 2024
8. Vote Mama Foundation staff members side by side in Chicago in August 2024
9. Navy Pier. Photographed by Vote Mama Foundation staff member
10. Scenic view of Chicago. Photographed by Chait Goli



To learn more about Vote Mama Foundation, visit [votemamafoundation.org](https://votemamafoundation.org)  
or contact [info@votemamafoundation.org](mailto:info@votemamafoundation.org)  
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