MOMENTUM

The MomsRising IMPACT IN 2023
2023 was a year when many people thought big wins weren’t possible, but together we brought forward powerful victories – often against the odds. Throughout this 2023 MomsRising Impact Report you’ll see that the million members of MomsRising, who live in every state in the nation and are taking action on the ground and online, often worked to make the impossible possible.

Together, we won critically important legislative and policy changes on the state and federal levels – and stopped harmful legislation, too. We’ve shifted the national narrative as we built MOMentum for care policies, pushed back on the right-wing “parental rights” movement, won at the ballot box, engaged mom voters for reproductive rights (and won there as well), and built an even stronger, deeper, more powerful movement of local mom leaders and over a million people.

The strength of MomsRising in 2023 is evident in our successes. Specifically, Mom Power played a major role in catalyzing a historic Executive Order on Care, securing a resounding victory for abortion access in Ohio, generating MOMentum for paid family and medical leave in Congress, garnering unprecedented support for affordable child care, thwarting hateful book bans and censorship in schools and libraries, achieving multiple state legislative and budget successes, expanding our corps of well-trained local volunteer mom leaders, and more.

We’re in awe of the commitment and persistence demonstrated by MomsRising volunteers and supporters in these triumphs and are profoundly grateful to work with our members across the nation. Mom Power forever!

Of course, our work is far, far from over as we fight for the transformational policy changes everyone needs to thrive and work for our democracy to remain strong and vital. And, as we march forward, we recognize that 2024 is a pivotal year. We remain focused on the future we know is possible, and we are excited to continue our collective efforts toward achieving our vision.

Thank you for being a big part of the MomsRising movement and wins!

In gratitude,

Kristin Rowe-Finkbeiner  
Executive Director & Co-Founder

Donna Norton  
Deputy Executive Director & a Founding Member

Monifa Bandele  
Chief Strategy Officer

Gloria Pan  
Senior Vice President, Member Engagement, Campaign Innovations, Gun Control

Ruth Martin  
Senior Vice President & Chief Workplace Justice Officer

Nate White  
Senior Vice President, Digital Strategy & Technology

Xochitl Oseguera  
Vice President, MamásConPoder

MomsRising is a movement of more than a million people working to increase family economic security, stop discrimination, and build a nation where everyone can thrive.
A Massively Active Movement
The MomsRising community surged with power in 2023. Our members averaged more than 2,300 on-the-ground and online actions per day, urging leaders at every level, along with Mom Voters across the nation, to step forward and act.

Shaping Public Discourse & Changing the Narrative
When media outlets need insights into the challenges faced by moms and families, as well as the solutions we all need, they turn to MomsRising and our Spanish language community, MamásConPoder. Throughout 2023, our dedicated staff and volunteers shared their personal stories and policy expertise with the media – generating powerful media coverage across many outlets and playing a major role in shaping the public narrative.

2023 MOMSRISING BY THE NUMBERS

**841,238**
TOTAL MEMBER ACTIONS

**16,322**
PHONE CALLS TO ELECTED LEADERS

**6,723**
STORIES SUBMITTED BY MEMBERS

**150,000+**
JOINED THE MOMSRISING COMMUNITY

**1,602**
TOTAL CLIPS FEATURING MOMSRISING WITH A REACH OF 2.1+ BILLION

114 of those clips were
Spanish-language outlets with a reach of 100+ million

**501**
ADDITIONAL CLIPS FEATURING MEMBERS SHARING THEIR OWN STORIES WITH A REACH OF 1+ BILLION

**2,833**
LOCAL LETTER-TO-THE-EDITOR SUBMISSIONS BY MOMSRISING VOLUNTEERS
In 2023, MomsRising achieved a remarkable array of national, state, and local legislative and other policy triumphs, fueled by years of dedicated efforts on the ground and online by our over one million members and strategic advocacy work along with our diverse coalition of organizational partners.

**OUR TOP 2023 WINS INCLUDE:**

**Making History With Biden/Harris Executive Order on Care**

President Biden signed an Executive Order on Increasing Access to High-Quality Care and Supporting Caregivers with MomsRising’s Executive Director by his side. With 50 key actions, it is the most sweeping Executive Order to improve care in our nation’s history. This victory is in no small part due to the powerful, persistent activism of our over one million MomsRising members.

**Expanding Access to Health Care**

MomsRising led a campaign that resulted in a monumental victory when the U.S. Department of Health and Human Services reinforced that states must provide 12 months of continuous coverage for children under Medicaid and CHIP (Children’s Health Insurance Program), ensuring uninterrupted care for millions.
Enlisting Powerful Support for Gun Safety

In response to and in solidarity with moms and caregivers across the country who are demanding safety from gun violence, the Biden/Harris administration established the first-ever White House Office of Gun Violence Prevention.

Advancing the Rights of Pregnant and Breastfeeding Workers

The MomsRising community joined with allies to help ensure equitable implementation of the Pregnant Workers Fairness Act (PWFA), which MomsRising helped pass and went into effect in 2023. We generated thousands of comments to the Equal Employment Opportunity Commission (EEOC), ran public outreach campaigns so more people know about their new rights, and joined partners in Times Square to launch the #NewRights4Parents educational campaign to tell workers who are pregnant, nursing, and/or in postpartum recovery how to access the new protections.

MomsRising co-sponsored the #NewRights4Parents campaign, including this ad in Times Square, to help educate people about two new laws that MomsRising volunteers advocated for that have dramatically expanded protections for workers who are pregnant, nursing, and/or in postpartum recovery.
LEGISLATIVE & POLICY WINS
CONTINUED

Making Opill Available Over-The-Counter

Following years of advocacy by MomsRising leaders, members and our allies, the FDA approved Opill, the first-ever over-the-counter birth control drug for all. This victory is a landmark achievement for reproductive health made possible by nearly two decades of work by our partners in the Free the Pill coalition, along with grassroots pressure, powerful testimony including from MomsRising, and more.

Over 100 mom volunteers from around the nation attended the MomsRising “Honor Moms Every Day” Mother’s Day activation. More than 20 members of Congress attended – including Rep. Jimmy Gomez, chair of the Congressional Dad’s Caucus (pictured here at the event holding his son, Hodge) – and spoke about the importance of the entire Congress taking action on child care and paid family and medical leave, along with other urgent needs of moms, caregivers, care workers, and families. Shortly after, the U.S. Senate Finance Committee announced and held its first-ever hearing on paid family and medical leave, with MomsRising members’ stories shared in testimony.

Defeating Book Bans and Censorship

MomsRising helped defeat the extremist, harmful, misnamed “Parents Bill of Rights” – the federal legislative framework to advance book bans and censorship that extremist Republicans were pushing. We also helped moms protect local school boards and push back against hard-right parent groups across the nation. In Florida, we successfully defended a Duval County health program serving over 11,000 families from right-wing attacks.
BUILDING STATE POWER

MomsRising not only opens avenues for moms to be heard in every state in the nation, we also work in key states to organize and build power with women, mothers, and families around issues vital to their lives. This deep, state-specific work provides unique and convenient opportunities for members to build power, take action, and move forward a wave of change that builds in the states and yields nationwide wins.

STATE WINS INCLUDE:

New Hampshire Secures Investments and Protections for Families

MomsRising New Hampshire secured big wins for Granite State families, including a historic $60.5 million investment in child care (including an additional $15 million for workforce recruitment and retention); full funding for the New Hampshire MOMnibus, which provides increased access to maternal health coverage; Medicaid expansion for 7 years, which will help thousands of state residents access health coverage; and defeat of the harmful New Hampshire parent bill of wrongs” (SB 272), a direct attack against our LGBTQIA+ kids.

Washington State Delivers Child Care, Early Learning, Caregiver, and Immigrant Victories

The Washington State MomsRising team helped secure major state budget wins, including unemployment insurance for caregivers (SB 5225), allowing caregivers to receive unemployment if they lose their job due to child care or care for a vulnerable adult becomes inaccessible; free and low-cost child care access for child care workers, immigrant families and families in therapeutic courts (SB 5225); expanded access to the Working Families Tax Credit (HB 1477); and investments in paid family and medical leave.

Organized by Washington fellow Kristen Marsh (right), the Washington State team joined volunteers and their families in November to celebrate our wins, build community connections with art making, and generate grassroots power for our 2024 legislative agenda.
BUILDING STATE POWER
CONTINUED

Pennsylvania Powers Up Parents

Pennsylvania continues to be of extreme importance, and we were thrilled to engage and train thousands of volunteers across the state in 2023. We championed the re-introduction of the state paid leave bill, hosting a legislative breakfast in the state capitol and an art exhibit highlighting stories from Pennsylvania parents. Members also spoke out about the urgent need to invest in early learning, delivering storybooks with over 70 stories from every region of the commonwealth to every state legislator. Our fellows organized on-the-ground events, met with their state and federal elected officials, and hosted two parent expos in Pittsburgh engaging hundreds of community members and dozens of local and regional leaders.

West Virginia Stabilizes Child Care Funding

West Virginia MomsRising and partner Rattle the Windows organized seven town hall meetings on child care and successfully urged the West Virginia Department of Health and Human Services to extend, not stop as planned, a pay-by-enrollment funding model instituted during the COVID-19 Public Health Emergency. The pay-by-enrollment methodology provides better financial stability to child care providers and continued assurance of available child care for West Virginia families.

Florida Saves Health Care Program from Right-Wing Attacks

Florida MomsRising successfully rallied parent leaders to stop a right-wing attempt to defund Duval County’s Hazel Health, an opt-in program that provides quality, no-cost health care services for over 11,000 families in the county. We also partnered with local organizations such as Families for Strong Public Schools and Public School Defenders to successfully counter far-right attacks on public schools and LGBTQ+ youth and families.

North Carolina Wins Medicaid Expansion, Paid Leave, and Free School Meals for All

After many years of advocacy, North Carolina MomsRising members won Medicaid expansion, providing health care coverage to 600,000 North Carolinians. We also played a pivotal role in the passage of the Family First Paid Leave Policy, which expands paid leave policies for Durham County employees. And in partnership with Schools Meals FOR ALL NC, we secured funding in the state budget aimed at making free meals accessible to students in schools across the state.
A remarkable 139 local moms leaders of directly impacted communities dedicated their time, expertise, and talents to completing a MomsRising leadership training program in 2023. Devoting months to mastering power-building, organizing strategies, and advocacy tools, these mom leaders are now well-equipped to organize their communities in partnership with MomsRising for years to come.

**RISING LOCAL MOM LEADERS INCLUDE:**

**IVONNE LIMONGI**

Ivonne is a Latina mom who organizes in her community and shares her experiences in English and Spanish. Ivonne is a fierce advocate for paid leave in her home state of Virginia. She’s met with her elected leaders and the Department of Labor to share her experience as a mother who had to take unpaid time off to take care of her son during his cancer treatments and more.

“I think the RISERS program has been a great way to develop and master advocacy skills and a perfect way to come together as parents and caregivers.”

TRAINING POWERFUL LOCAL MOM LEADERS
CONTINUED

ALANA GRIFFIN

Alana is a mom to three boys and a passionate advocate for early learning. She learned through fostering her youngest son that the education system is not equitable. As a Pittsburgh Parent Power Fellow and now Beacon Hub Leader, she has pushed lawmakers to step up and invest in early learning so that kids have a more equal playing field.

“Our leaders should ask moms about quality and affordable child care. The importance of having that in place, and being able to work and thrive and take care of your family. And if moms and parents don’t have affordable child care, how hurtful it is for our kids, how it sets us back financially.”

DANIELLE WILSON

Danielle is a mom of three from Queens, NY. She became an advocate for Black moms’ maternal health after a traumatic experience giving birth to her daughter, Zoie. Danielle is a storyteller and a RISER who has spoken to elected officials, shared her story with numerous media outlets, and encouraged others to raise their voices and do what they can to get involved.

“We can’t just wait for the bigger elections, we have to flex a bit and show out every day.”

ESHAWNEY GASTON

Eshawney is the mother of two young children and an anti-hunger advocacy fellow with MomsRising North Carolina. She’s met with members of Congress and urged them to protect and expand SNAP (Supplemental Nutrition Assistance Program) and spoke at numerous public events about the importance of free school meals for all. In 2023, she was featured in an NPR Marketplace report on the challenges of finding child care with an unpredictable work schedule.

“Put yourself in other people’s shoes so you can really see and understand what it feels like, especially if you have children.”
SHIFTING THE NARRATIVE

MomsRising is a leader in educating the public, media, and policymakers about the policy changes that moms, families, and caregivers need to thrive. In 2023, we were a leading voice shaping the narrative on care, bringing the need for a comprehensive care infrastructure to the forefront.

An Earned Media Powerhouse

MomsRising sparked MOMentum for change by skillfully steering the national discourse in favor of policies that lift families and our economy. Generating over 2,100 earned media moments in 2023, we seamlessly interwove stories highlighting mothers, families, and caregivers into both national and local media coverage. Our placements achieved expansive reach, surpassing a record-setting 2.1 billion in one year.

We also empowered members by providing dedicated media training and placements for members who want to make an impact by sharing their stories in the media. In 2023, we facilitated over 500 member media moments, with a cumulative reach of over 1 billion.

EARNED MEDIA HIGHLIGHTS INCLUDE:

House GOP Passes Bill with Major Cuts In Order to Raise Debt Ceiling

MSNBC, 4-29-2023
With MomsRising Executive Director Kristin Rowe-Finkbeiner

On the 50th anniversary of Roe vs. Wade, Republicans and Democrats are fighting in the state legislatures to impose their positions on abortion

UNIVISION, 1-22-2023
With MamásConPoder Vice President Xochitl Oseguera

The New York Times
Florida at Center of Debate as School Book Bans Surge Nationally

THE NEW YORK TIMES, 4-22-2023
With MomsRising Early Learning National Director Nina Perez
SHifting the Narrative
Continued

‘You can’t just give up’: Parents struggle to feed their families after extra SNAP benefits come to an end

Higher food prices and the end of SNAP emergency allotments present a dual challenge for families

MarketWatch, 3-17-2023
With MomsRising North Carolina Campaign Director Jessica Burroughs and members Torie Miesko and Jasmine Wooten

Moms Take Kids To Congress To Push Paid Leave, Child Care Bills

ABC News, 5-18-2023
With MomsRising Executive Director Kristin Rowe-Finkbeiner and members Danielle Wilson and Amber MacQuarrie
Is Remote Work the Answer to Women’s Prayers, or a New ‘Mommy Track’?

Post-pandemic work-from-home norms allowed more women to stay in the work force than ever before. Remote work could also make it harder to get ahead.

THE NEW YORK TIMES, 11-12-2023
With member Daphne Alsiyao

It’s Impossible to Raise Children in the U.S. It Doesn’t Have to Be | Opinion

NEWSWEEK, 5-14-2023
With MomsRising Executive Director Kristin Rowe-Finkbeiner

‘A critical emergency’: America’s Black maternal mortality crisis

THE GUARDIAN, 7-23-2023
With MomsRising Chief Strategy Officer Monifa Bandele and member Danielle Wilson

El Servicio De Inmigración Anuncia Cambios En La Política De Carga Pública

Univision (Despierta America), 7-24-2023
With MomsRising Immigration Campaign Director Claudia Tristán
Raising Our Voices & Sharing Stories Directly with Elected Leaders is POWERFUL

In 2023, MomsRising members passionately shared thousands of personal stories with one another, with elected officials, with the media and more; letting members know they’re not alone in the barriers moms face, and illustrating the need for policy change in ways that datasets of numbers cannot. We empowered over 6,723 people to proactively and effectively share their personal stories about their priority policies and included many of these stories in five powerful storybooks sent to the White House, members of Congress, members of state legislatures, and more. We also trained and supported members to share their stories at hearings and other live events with lawmakers and the media, contributing directly to shaping public policy and the national narrative.

HIGHLIGHTS INCLUDE:

MomsRising brought moms from 20 states to share their child care stories with top leaders at the White House. Our volunteers were thrilled when subsequently, the White House asked Congress for the $16 billion in child care stabilization funds we requested!

New York MomsRising member Mansie (center) spoke at a Congressional Dads Caucus roundtable on care policies like child care, paid family and medical leave, and the expanded Child Tax Credit.

Our Ohio member Melissa testified at a Senate Finance Committee hearing in support of an expanded Child Tax Credit.

MomsRising’s robust online presence is a key vehicle for narrative change, helping people learn, act, and unite for a brighter future. On our social media channels and through our weekly radio program that’s broadcast in many major media outlets as well as distributed via podcast, we disrupt narratives that stand in the way of progress, reimagine solutions, and open avenues for the voices of moms, caregivers, and families to be heard by the leaders who have the power to make the change we seek.

Our series of Barbie-themed social posts seized a trending moment to reach beyond our base and drive support for legislative priorities such as the Paycheck Fairness Act and Black Maternal Health Momnibus Act. Collectively, these Barbie posts reached over 273,000 users across MomsRising and MamásConPoder platforms.

This Barbie just found out she will lose nearly $1M over her career to the wage gap.
MOBILIZING MOM VOTERS

MomsRising was honored to be part of the historic victory to pass Ohio’s Issue 1 in 2023, the ballot initiative that protects the right to abortion in the Ohio state constitution.

Through our voter outreach programs, we engaged MomsRising Ohio members and coordinated with the Ohio Ballot Initiative Committee to reach 75,000 infrequent Ohio mom voters who were likely supporters of the ballot initiative to encourage them to vote. Our outreach included postcards, texts, phone calls, and digital ads.

This win was critical for moms – 6 in 10 people who need and get abortion care are moms. Access to full reproductive services is a key part of the maternal health, health care, and overall care infrastructure that MomsRising champions.

This campaign also showed once again that abortion care is a winning electoral issue – and recent polls also show that voters across the political spectrum respond even more positively when BOTH care infrastructure policies (child care, paid family and medical leave, elder and disability care, fair pay, maternal health) and abortion care are combined in messaging.

We march because 6 in 10 women who have abortions are already moms

#BiggerThanRoe
VISION FOR 2024 AND BEYOND

At MomsRising, we know that building a nation where everyone can thrive is about winning policy change and more. It’s also about instigating profound societal shifts that acknowledge and champion the invaluable contributions and needs of moms, families, caregivers, and care workers across our communities, businesses, and economy.

In 2024, with unwavering MOMentum, we remain dedicated to driving the transformational change we need and know is possible. Our commitment involves powerfully calling for comprehensive care infrastructure policies, including child care, paid family and medical leave, home- and community-based services, fair pay, rights for immigrants, many of whom are care workers, and maternal justice solutions. We will persist in shaping the national narrative, advocating for the modernization of public policies that uplift families and our economy. We will empower wave after wave of mom leaders and build Mom Power on the national, state, and local levels.

And we will spark massive voter engagement to get out the mom vote in the consequential 2024 elections. Moms and the people who love them are unstoppable.

Join us in continuing to ignite big MOMentum in 2024.