




2025 annual report

 vote
mama
FOUNDATION

A Note from Our Founder and CEO

Thank you for supporting Vote Mama Foundation and for believing in our mission to increase the political power of moms. With your help, we are transforming the political system and creating pathways for mamas to run for office, serve in leadership, and advance policies that address families' real needs.

In 2025, our research and analysis filled critical gaps in how political institutions understand caregiving and leadership. From expanding our research series to tracking the spread of structural reforms that support caregivers running for office, we helped set the standard for how moms are recognized and supported in politics.

Together, this work strengthens the foundation for lasting change. By grounding conversations in data and lived experiences, we are helping people, institutions, and communities better understand what it takes for moms to run for office and serve effectively. This research-driven approach not only informs decisions in political office but also shapes a government that is more inclusive, responsive, and reflective of working families.

Looking ahead to 2026, we are focused on deepening this work by producing timely research and expanding its use to make participation in public office more accessible for moms everywhere. We are grateful to continue this work with you.

Our Values

Relentless Pursuit of Progress

Care Comes First

A Movement Mindset

Impact is Intentional

Authenticity is an Asset

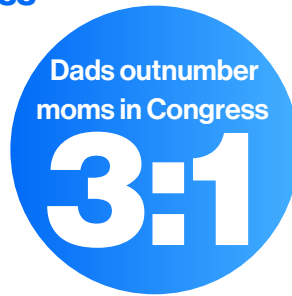


Liuba Grechen Shirley
Founder and CEO
Vote Mama Foundation

Research

Politics of Parenthood (POP): Congress

In 2025, we released [the latest iteration](#) of our [Politics of Parenthood](#) research series. Despite an increase in representation, moms of minors in Congress still make up less than half of the general population figures, and we would have to double the number of elected moms to achieve proportional representation. Only 7.2% of the 119th Congress are moms of minor children, and there are still three times more men named John/Jon in the U.S. than there are moms of minors.



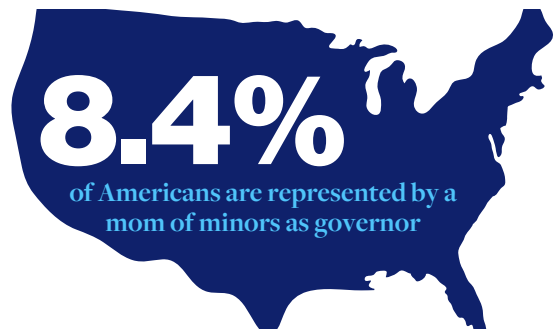
nearly
\$41 MILLION
spent between 2014-2024

Campaign Funds for Security (CFS)

We launched a new initiative and published a [first-of-its-kind report](#) on [Campaign Funds for Security](#), identifying a 7,015% increase in campaign security spending by federal candidates between 2014 and 2024. CFS spending grew over 18 times faster than overall federal candidate spending grew in that same period.

Gubernatorial Representation

We also produced the first research on the [number of moms serving as governors](#). Because parental status has never been systematically tracked in executive leadership, this marks the first time a comprehensive dataset has been created—and the first time this dimension of representation has been visible in the public record. Currently, one Republican and three Democrats serve.



Sarah Huckabee Sanders
Arkansas



Maura Healey
Massachusetts



Mikie Sherrill
New Jersey



Abigail Spanberger
Virginia

New American Leaders Collaboration

We partnered with [New American Leaders](#) to analyze and highlight the growing representation of immigrant and first-generation American moms in elected office, providing data that underscores their expanding influence in politics. Our research found that less than 2% of all state legislators are New American Mamas.

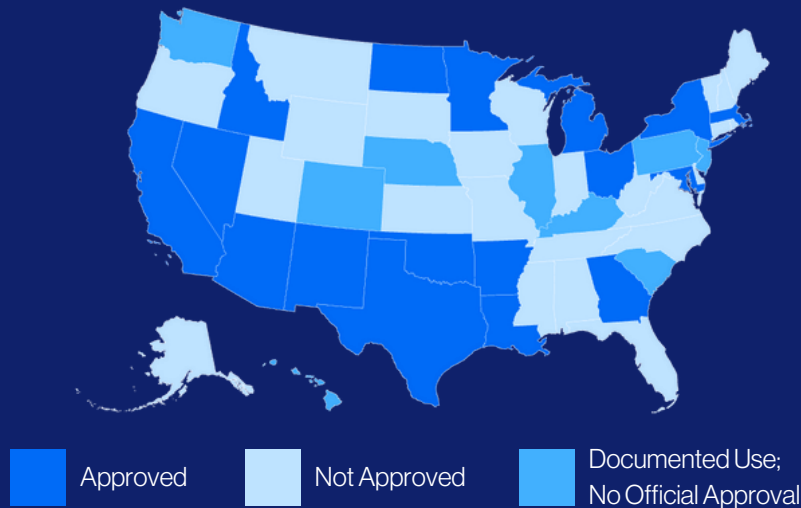


Policy

Campaign Funds for Security (CFS)

Vote Mama Foundation continued to track the national landscape of family-friendly policies surrounding campaigning following the launch of our new [Campaign Funds for Security](#) initiative. We monitored progress across the country as more and more states addressed caregiving and safety needs for state and local candidates. In 2025, we tracked nine new state authorizations for CFS, bringing the total number of states to 19 by the end of the year.

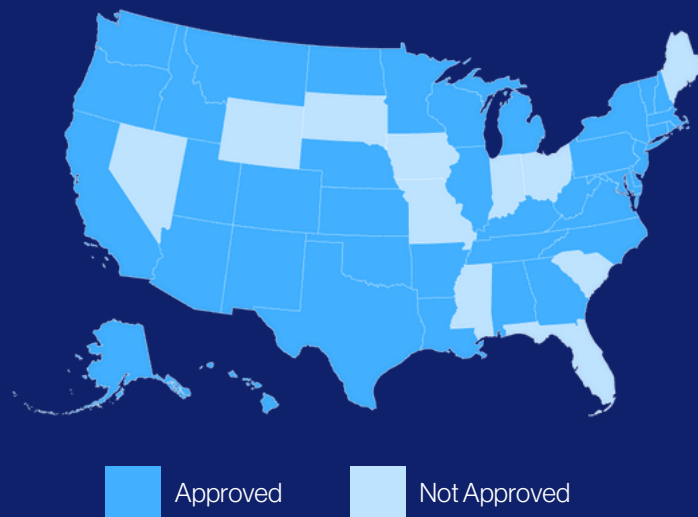
Campaign Funds for Security Access in the United States



Campaign Funds for Childcare (CFCC)

Our team also closely followed the expansion of [Campaign Funds for Childcare](#) nationwide. Alaska and North Dakota approved this critical resource in 2025, ensuring that state and local candidates can utilize campaign funds to tackle childcare costs when running for and serving in elected office. In total, 39 states approved of Campaign Funds for Childcare by the end of 2025. Indiana overturned the provision as part of a broader effort to weaken the state's election authority. We will continue to provide stakeholders, researchers, and lawmakers with clear insight into where progress is being made and how to apply these resources to strengthen and normalize the presence of moms in politics.

Campaign Funds for Childcare Access in the United States



Vote Mama in the Media

2025 was an amazing year for Vote Mama Foundation, with mentions covering all media formats – print, TV, radio, podcasts, and so much more.



Civility in Crisis: Running for Office Shouldn't Require a Flak Jacket



Elon Musk's Daddy Cosplay Is a Not-So-Subtle Threat to All Working Women



As Congress tables proxy voting, state lawmakers seek solutions for parents who serve in office



Missing from Congress: Moms with young kids



Why it's time to let new moms vote by proxy



Ethics Commission approves campaign money for legislators to use for "reasonable expenses"



The threat of political violence is keeping parents out of elected office



Want a Healthy Democracy? Here's How to Support Local Leaders



Very few women have delivered babies while serving in elected office. Here's what a few had to say.



Being a mom in Congress is hard. But it doesn't have to be members say.



How personal security became a major cost for running for office



Virginia House offers delegates financial support for child care



Ohio has no moms of children under 18 in Congress, according to new study



Ethics commission: Lawmakers and campaigns allowed to spend funds for security



VOTE MAMA FOUNDER ON WHY REPRESENTATION IN CONGRESS MATTERS

KATIE PHANG
MEIDASTOUCH

Events

Politics of Parenthood Report Launch

We launched our recent [Politics of Parenthood](#) report with a special event that brought together policymakers, supporters, and media to discuss the underrepresentation of moms in politics. The panel discussion was moderated by Maggie McGrath, editor of [ForbesWomen](#). It featured Kimberly Peeler-Allen, co-founder of Higher Heights for America and practitioner in residence at the Center for American Women and Politics at Rutgers University, in conversation with Vote Mama Foundation founder and CEO Liuba Grechen Shirley.



National Conference of State Legislatures (NCSL)

We presented research at NCSL, engaging state legislators, policy staff, and advocates in discussions about how to make political participation safer for moms and other caregivers. We highlighted [key findings from our Campaign Funds for Security report](#) and provided lawmakers with actionable insights on how candidates and elected officials are using campaign funding to pay for security expenses.



Staff Retreats

In 2025, we held two staff retreats, in the nation's capital and NYC, intentionally dedicating time to reflect, strategize, and strengthen our team's capacity to advance our mission of improving and building the political power of moms.



Across the Pond

Beyond the U.S., we represented our work internationally, sharing insights and strategies at global gatherings in the United Kingdom and Iceland.



Organizational Growth

In 2025, we expanded our team to strengthen every pillar of our work, adding new staff and fellows to strengthen our mission. We also promoted team members across departments, recognizing their leadership and expertise. These additions and advancements further enhance our mission to continue helping moms and families nationwide.

Expanding Our Team



Jordan Wong
Senior Communications
Director



Molly Browning
Marketing Manager



Camryn Toner
Programs Associate



Emily Miller
Research Fellow



Pipa Pipa
Research Fellow

Growing from Within



Corie Pope Lieberman
Chief Operating Officer



Kristy Pagan
Senior Political Director



Ghazal Rahmanpanah
Senior Operations Director



Tatyana McNish
Development Operations
Manager



Maria Wilson
Senior Research Manager

Board of Directors

Our board unites experts and advocates dedicated to advancing our mission. Following a national open call search for new members, we welcomed significant new expertise and perspectives to guide our mission, ensuring they reflect the realities of moms and caregivers nationwide:



Katie Bethell: Board Chair,
Vote Mama Foundation;
Executive Director,
MoveOn



Liuba Grechen Shirley:
Founder & CEO,
Vote Mama Foundation



Kristin Bernhard: Executive
Director of Corporate
Social Responsibility &
Public Advocacy, Primrose
Schools



Amber Epling-Skinner:
School Board Member;
PR Strategist



Melanie Fonder Kaye:
Senior Executive & Director,
Digital Engagement,
Marketing &
Communications, National
League of Cities



LaNita King-Wood: Senior
Director of Programs,
Demand Justice



Kyndall Osibodu: Co-
Director, Funders for Birth
Justice & Equity



Tricia Shimamura:
Manhattan Borough
Commissioner, NY Parks &
Recreation



Charlyn Stanberry: Vice
President of Government
Relations, National
Association of
Broadcasters

Why Your Support Matters

With your help, we're breaking down the barriers that keep moms out of office and out of power. Our research fills the gaps that have left moms' political participation largely invisible, producing groundbreaking data on the representation of moms in Congress, governors' offices, and state legislatures. By filling these data gaps, we highlight the importance of moms' leadership and provide the tools advocates and policymakers need to support family-friendly representation.

Looking ahead, we will build on these successes to deepen our research, uncover new trends, and highlight opportunities to make the political system more accessible for moms and caregivers. Your support helps make the leadership of moms counted, understood, and empowered—paving the way for greater representation and policies that reflect the needs of American families.

Thanking Our Major Supporters

Charles and Lynn Schusterman Family Philanthropies
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Gretchen Sisson
Lise Strickler and Mark Gallogly
Heidi Timken

Photo Citations

Cover: Tammy Duckworth © Michael Brochstein/ZUMA Press Wire | Page 1: Headshot of Liuba Grechen Shirley © Vote Mama Foundation | Page 2: Elected official headshots—Arkansas Governor Sarah Huckabee Sanders, Massachusetts Governor Maura Healey, New Jersey Governor Mikie Sherrill, Virginia Governor Abigail Spanberger; New American Mamas Shaping Legislatures in 2024 report cover; collaboration with New American Leaders | Page 3: Map figures © Vote Mama Foundation, <https://www.votemamafoundation.org/> | Page 4: Liuba Grechen Shirley speaking with Katie Phang live on MeidasTouch © MeidasTouch | Page 5: Liuba Grechen Shirley with ForbesWomen Editor Maggie McGrath; Higher Heights for America and Center for American Women and Politics Practitioner in Residence Kimberly Peeler-Allen at a Vote Mama Foundation event; Vote Mama Foundation staff at Politics of Parenthood report launch; Vote Mama Foundation booth at the National Conference of State Legislatures; Vote Mama Foundation staff at retreat; Liuba Grechen Shirley with women leaders around the world; Liuba Grechen Shirley with former Canadian Prime Minister Justin Trudeau; Liuba Grechen Shirley with Queen Consort Camilla Parker Bowles © Vote Mama Foundation | Page 6: Vote Mama Foundation staff and board member headshots.

Acknowledgements

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To learn more about Vote Mama Foundation, visit [votemamafoundation.org](https://www.votemamafoundation.org)
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