

momentum



THE MOMSRISING
IMPACT
IN 2024



Our Mission

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.

Executive Letter

2024 brought both extraordinary disappointment and hard-won victories. Through the ups and downs of last year, MomsRising achieved unprecedented success building power and securing decisive victories at state, national, and ballot levels. Even as seismic shifts in national leadership threatened decades of progress, our movement surged forward.

In this report, you'll see how the MomsRising community turned moments of challenge into victories with persistence, grassroots power, and narrative shaping.

While these victories inspire us, we also recognize that the path ahead is not easy.

Moms are built for challenges like this. We power through adversity, craft creative solutions, and fight relentlessly for our families and communities. In 2024, MomsRising members demonstrated this strength by mobilizing in record numbers. Our now over 1,148,000 members — 1 in every 300 people in America — united to champion policies that open the doors for everyone to thrive; and allow people to go to work, raise kids, and contribute to their communities.

The numbers tell a powerful story: MomsRising members took action over 25,976,130 times during 2024. MOMentum surged during the election, with more than 83,000 members volunteering to help get out the vote, reaching over 5 million low-frequency mom voters. Members organized and engaged in 2,400 grassroots local events nationwide, building powerful networks of parents and caregivers.

MomsRising didn't just advocate for change — we shaped the national conversation through 2,898 media placements with a combined audience reach of 2.2 billion. Members shared compelling stories in legislative hearings and with national media, driving policy debates on child care, health care, reproductive rights, gun safety, immigration reform, and more.

Our investment in local leadership development yielded extraordinary returns as a record 196 moms and caregivers completed intensive local leadership training. These emerging leaders are continuing to drive lasting change in their communities, engaging elected officials, organizing events, and mobilizing grassroots action.

State-level victories demonstrated our growing influence: Florida preserved vital child labor protections, West Virginia maintained access to subsidized child care, North Carolina increased child care funding and secured paid bereavement leave for state employees, and more.

Our MOMentum continues to build. With member action rates already quadrupling in early 2025 compared to 2024, our movement's strength and determination remains unshakable. At this crossroads, our work has never mattered more. We remain steadfastly committed to protecting our hard-won progress while forging ahead toward a future where families and businesses can thrive.

Together, we are the powerful force our nation needs right now.

Thank you for supporting this vital work.

With determination and hope,

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



Building a Movement Together

2024 MomsRising by the Numbers

The MomsRising community mobilized with unprecedented energy in 2024, driving change through public education, on-the-ground activism, and powerful, targeted advocacy. Our members shared personal stories with the media, engaged directly with elected leaders, and organized thousands of local events, showcasing the growing power of moms, caregivers, and families nationwide.

MomsRising is stronger than ever. We are now one of the nation's most influential grassroots organizations. Our community includes over 1,148,000 active members spanning all 50 states, with dedicated state-specific programs operating in more than a dozen states. In addition to our grassroots on-the-ground programs, through strategic social media and digital campaigns, we reach tens of millions of people annually. Further, in 2024 alone, our voter initiatives reached more than 5 million mom voters.



25,976,130

Total member actions



2,419

Local events organized by, featuring, and engaging our members



1,148,000

Active members of MomsRising



235,739

Newly joined as active members of the MomsRising community



1 IN 300

People in America are now active in MomsRising



6,084

Stories submitted by members



Washington State MomsForce Fellows advocated for policy change during a 2024 community meeting.

Building a Movement Together

Leading the Media Conversation for Moms and Families

In 2024, MomsRising and MamásConPoder broke through the noise, ensuring the voices of moms and families were front and center in media outlets nationwide. From personal stories to actionable solutions, we sparked conversations that highlighted the critical role of moms and families in driving progress and strengthening our economy.

4,270

Local letter-to-the-editor
submissions by MomsRising
volunteers

49,198,314

Audience reach via social
media and digital programs

2,898

Total clips featuring MomsRising with an audience
reach of 2.2 billion

➔ 152 of those clips were Spanish-language
outlets with an audience reach of 81.5 million



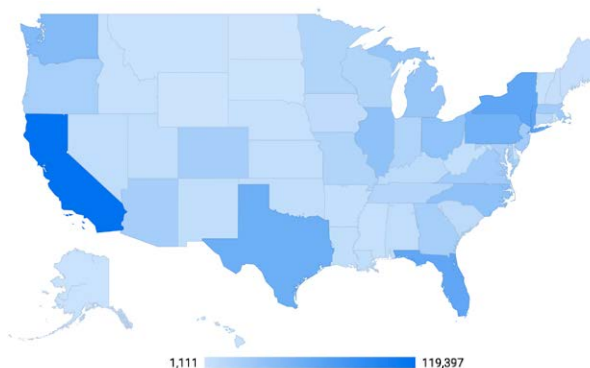
MomsRising volunteers and staff members stand united, building a movement together that has grown to over one million members strong.

Expanding State Power and Rising

In 2024, in addition to playing a pivotal role in passing much-needed policies at the federal level as described on the following pages, MomsRising intensified our state-level organizing. We achieved wins across red, blue, and purple states by collaborating with our members — moms, parents, and caregivers — along with a diverse network of partners to drive change on critical care issues. Alongside key state campaigns, our members hosted and participated in over 2,419 local and regional events, strengthening our network and amplifying the voices of parents and families on priorities like child care, paid family and medical leave, maternal health, and more.

MomsRising Members by State

1,148,000 NATIONAL MEMBERS



AK	2,018	HI	3,307	ME	5,965	NJ	24,937	SD	1,413
AL	8,420	IA	9,467	MI	30,804	NM	7,900	TN	14,829
AR	5,804	ID	4,000	MN	16,132	NV	8,098	TX	56,398
AZ	23,308	IL	35,533	MO	16,060	NY	64,558	UT	7,682
CA	119,397	IN	17,077	MS	4,105	OH	34,683	VA	25,394
CO	22,769	KS	6,811	MT	3,115	OK	7,827	VT	3,371
CT	11,564	KY	9,999	NC	35,598	OR	20,851	WA	42,775
DE	2,974	LA	7,474	ND	1,111	PA	51,817	WI	15,915
FL	63,730	MA	25,594	NE	3,760	RI	3,371	WV	5,588
GA	22,091	MD	19,855	NH	6,003	SC	10,412	WY	1,138

STATE HIGHLIGHTS

MomsRising New Hampshire Helped Win Major Family Policy Victories In 2024

MomsRising New Hampshire's education and engagement programs played a role in significant family policy victories in 2024, expanding access to maternal care and strengthening child care systems statewide. These policy wins include SB 337, which improved maternal health outcomes by certifying doulas and lactation providers; SB 404, which streamlined child care providers' own access to child care through automatic scholarship enrollment; and HB 596, which increased support for children with developmental needs. Our new Upper Valley fellowship built local power by equipping eight moms and grandmothers with advocacy tools to create lasting change in their communities.



New Hampshire members Jennifer Belmont-Earl and Glory Mukendi testified before the Education Committee regarding qualifications for the New Hampshire Commissioner of Education.

Expanding State Power and Rising



West Virginia Champions Child Care

MomsRising West Virginia made substantial strides for child care in 2024. Collaborating with partners, we successfully urged the West Virginia Department of Health and Human Services to extend enrollment-based child care reimbursements through June 2025, protecting 2,000 subsidized child care slots for working families. Building on this success, our second annual Child Care Lobby Day brought 100 child care providers, coalition partners, and community members to the state capital to advocate for affordable, high-quality child care. The momentum continued with the 11-stop #SolveChildCare Town Hall Tour, where 403 West Virginians and 19 elected officials engaged in powerful discussions about the critical importance of early childhood education to families, communities, and the state's future.



MomsRising member Eshawney Gaston, alongside staff members Jessica Burroughs and Sheila Arias, hosted a table at a local event supporting the Schools Meals for All NC campaign.

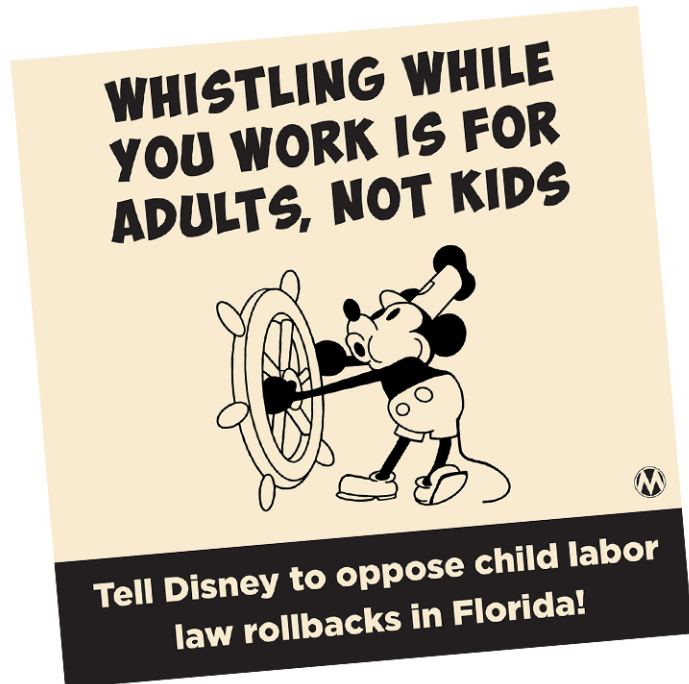
North Carolina Advances Bereavement Leave, Child Care, School Meals, and Voter Turnout

MomsRising North Carolina successfully educated leaders about the importance of extending over \$100 million in emergency child care workforce compensation funding to support child care providers, ensuring their stability and preventing closures. North Carolina members also helped secure Gov. Cooper's executive order granting state employees up to 40 hours of paid bereavement leave for the loss of loved ones. Volunteers also organized a series of creative public gatherings to raise awareness and mobilize support for the "School Meals for All NC" campaign to provide free meals to all public school students. Volunteers enhanced voter turnout during early voting and Election Day by hosting "super voter treasure boxes" at polling locations across 20 counties, creating a positive and engaging family experience.

Expanding State Power and Rising

Florida Holds The Line Against Child Labor Protection Rollbacks

In early 2024, MomsRising Florida joined the Florida Policy Institute and other organizations to defend child labor protections as HB 49 was introduced, which threatened child labor protections. The bill proposed alarming changes, including allowing children to work during school hours and eliminating mandatory breaks for teens. The coalition successfully educated leaders about the importance of removing the most harmful provisions through op-eds, public outreach, and constituent contacts to Florida legislators and major Florida employer, Disney. While HB 49 still weakened protections, these efforts preserved critical safeguards for children's education and well-being.



Parents, advocates, and legislators rallied for the care economy in Philadelphia.

Pennsylvania Parents Generate MOMentum for Paid Family and Medical Leave

MomsRising Pennsylvania and coalition partners amped up education and engagement about the need for paid family and medical leave — and made significant legislative progress for the Family Care Act in both chambers of the Pennsylvania legislature. Local power grew through events like the August Care Can't Wait Bus Tour stop in Philadelphia which drew over 125 participants, including elected leaders, partners, media, and entertainers, spotlighting the urgent need to support caregivers. Throughout 2024, members took action on maternal health, gun safety, and education initiatives, while the PA Parent Power Fellows Program and new virtual training series strengthened our efforts statewide. The year concluded with successful voter engagement efforts, featuring community-led meetups and a family voting party.

Expanding State Power and Rising

Washington State Wins Anti-Book Ban Law, Expanded Paid Family and Medical Leave, and Child Care Rate Increases

MomsRising Washington State education and engagement programs ultimately resulted in significant victories for families: ESHB 2331, which prohibits book bans in public schools; passage of SB 5793, which expands paid sick leave to include chosen family, benefiting LGBTQ+, immigrant, and BIPOC communities; and passage of HB 2102, which streamlines medical certification for Paid Family and Medical Leave. The education and outreach efforts of Washington State members also led to securing \$17.5 million in the supplemental budget to fund child care rate increases, mental health consultations, and outreach for the Working Families Tax Credit, directly uplifting families statewide.



Mom leaders from across Washington State at a Seattle summer retreat to learn about influencing legislation and systemic change, MomsRising's tried and true grassroots organizing tactics, and strengthening our movement through self and community care.



MomsRising volunteers united at one of thousands of nationwide meetups held throughout 2024, where dedicated advocates mobilized for paid family and medical leave, increased child care funding, opposition to book bans, expanded child tax credits, and more.

Delivering National Policy Wins

MomsRising also played a significant role in achieving major legislative and policy victories in 2024, powered by the tireless efforts of our over million volunteers sharing their stories, taking action, educating their members of Congress, reaching out to the media, and more, along with coordinated advocacy work with our diverse coalition of organizational partners. We are proud of these wins and are mobilized to protect these gains for families.

NATIONAL POLICY HIGHLIGHTS

Key Wins for Care

Care policies — including child care, aging and disability care, paid family and medical leave, and fair pay for care workers — continued to rise as a national priority in 2024, as MomsRising continued shifting the narrative, educating leaders, the media, and the public; as well as working in strong partnership with key organizations and coalitions. This rise was reflected in key advancements enacted by the Biden-Harris Administration and Congressional actions. In no small part because of the long-term work of MomsRising volunteers, these victories included lowering child care costs for military families, increasing pay for Head Start teachers, and reducing expenses for over 100,000 low-income families. In addition, over 140,000 child care providers now receive fairer compensation, home care workers earn a larger share of Medicaid payments, and nursing homes meet strengthened quality and staffing standards.



MomsRising Executive Vice President Donna Norton presented a superhero cape to Rep. Nikema Williams for her work on behalf of families.



Washington State parent leader Bronti and family advocated passionately for WIC and Head Start after experiencing these programs' impact firsthand.

Moms Save WIC; Boost Child Care and Head Start Funding

Congress restored full WIC funding, ensuring nutrition support for eligible pregnant women, new mothers, babies, and toddlers through 2024. The victory also included a \$725 million increase for Child Care Development Block Grants and \$274 million more for Head Start.

Victory for Student Safety: Federal Guidelines on Active Shooter Drills

The Biden-Harris Administration took decisive action to protect children in schools through a comprehensive Executive Order issued in September. This crucial policy victory establishes an Emerging Firearms Threats Task Force and mandates critical assessment reports on gun violence threats and school-based active shooter drills.

Delivering National Policy Wins

Postpartum Health Care Coverage Extended to 12 Months

As of June 2024, 47 states have extended Medicaid postpartum health care coverage from 60 days to 12 months for all people who need it in America. This incredible milestone, made possible by the American Rescue Plan and cemented by the Consolidated Appropriations Act of 2023, ensures that people in red, blue, and purple states have access to vital care during the critical postpartum period.



MomsRising members like Kristen Marsh, pictured here with her baby Khaleesi, were among thousands of MomsRising advocates who traveled to Washington, D.C., to advocate for family-supporting policies in 2024.

Expanded Summer Nutrition for Millions of Kids

The SUN (Summer Nutrition) Programs expanded to reach 21 million children — and counting — in 2024. The U.S. Department of Agriculture launched this groundbreaking initiative as part of the Biden-Harris Administration’s national strategy to end hunger, giving children access to vital nutrition during summer breaks.



MomsRising’s Kristin Rowe-Finkbeiner at a reproductive rights rally supporting access to mifepristone.

Protected Access to Mifepristone

The U.S. Supreme Court ruled unanimously to protect the FDA’s authority to dispense mifepristone, an abortion medication that has been used for decades and is safer than Tylenol. Six in ten people who have abortions are moms, making this a top issue for MomsRising members, 36,000 of whom joined the People’s Amicus Brief to the U.S. Supreme Court.

Delivering National Policy Wins

Stillbirth Prevention Act: A Welcome Victory for Maternal and Infant Health

There are 58 stillbirths in the United States each day, 21,000 each year. Up to one in four of these heartbreaking losses may be preventable. That's why MomsRising members successfully pressed Congress to pass the Maternal and Child Health Stillbirth Prevention Act of 2024, signed into law in July. This transformative new law will fund vital research and evidence-based programs to prevent stillbirths and ensure healthier outcomes for mothers and babies.

MOMS Act Benefits Military Families

The MOMS (Maintaining Our Obligation to Moms Who Serve) Act was successfully included in the National Defense Authorization Act (NDAA). This pilot program provides crucial support for military mothers with elevated mental health risks. This victory supports active-duty service members and their spouses, improving health outcomes for military families nationwide.



MomsRising was a lead organizer of the first-ever White House meetings on AAPI and Latino gun violence prevention.

Historic Leadership on AAPI and Latino Gun Violence Prevention

MomsRising, a founding member of the AAPI Coalition to Stop Gun Violence, continued to lead the charge for communities disproportionately impacted by violence and gun violence. Throughout 2024, we worked closely with the new White House Office of Gun Violence Prevention, which MomsRising and partners fought hard to establish, to bring an equity lens to the fight against gun violence. MomsRising played a key role in helping to organize the first-ever White House meeting on Asian Americans and gun violence. This meeting was followed by the groundbreaking White House gun violence prevention meeting with Latino leaders, involving an emerging Latino coalition against gun violence modeled after the AAPI coalition. The discussions highlighted needs for enhancing language access and recognizing that gun violence is a civil rights issue.

Delivering National Policy Wins

New Protections Against Gender-Based Violence

The Biden-Harris executive actions on gender-based violence are a pivotal advancement in protecting families and survivors. These comprehensive measures include critical funding for survivor support, enhanced housing assistance, and strengthened state-level enforcement to keep firearms away from domestic abusers.

Supporting American Workers: The Good Jobs Executive Order

The Good Jobs Executive Order represents a transformative step forward for working families. It establishes stronger labor standards directly impacting workers' ability to support their families. This executive action promotes family-sustaining wages, enhances workplace safety, and expands opportunities for union membership.

Strengthening the Path to Citizenship

The Biden-Harris Administration took executive action streamlining employment-based visas for DACA recipients and expanding immigration protections for undocumented communities. This includes granting and extending Temporary Protected Status (TPS) and Deferred Enforced Departure (DED) for long-term immigrants whose countries fit the statutory definitions. These actions strengthen our country's immigrant workers in our caregiving workforce and our overall economy.



Linda Stone, MomsRising Senior Director of Immigration, MamásConPoder, and Digital Strategy, alongside Reps. Adriano Espaillat and Jesús 'Chuy' García, hosted a press event at the U.S. Capitol to urge the Biden administration to grant Temporary Protected Status (TPS) to Ecuadorian immigrants.

Delivering National Policy Wins

Toddlers' Choice Awards Honor Congressional Child Care Champions

MomsRising's Toddler's Choice Awards brought red-carpet fun and recognition to Capitol Hill, celebrating child care champions U.S. Sen. Patty Murray, U.S. House Minority Whip Katherine Clark, and U.S. Reps. Rosa DeLauro, Suzanne Bonamici, Suzan DelBene, Jimmy Gomez, Pramila Jayapal, Ayanna Pressley, and others. Families from 25 states traveled to Washington, D.C., to join the event and to urge Congress to invest in the child care system. Following the awards, MomsRising delivered stories from moms nationwide to every Congressional office, amplifying the call for action.



Massachusetts mom leader Kayleigh with Speaker Emeritus Nancy Pelosi at MomsRising's Toddler Choice Awards in D.C., where families from 25 states advocated for child care funding.

Beyond Brunch: Mother's Day Focus on Power Building



MomsRising advocates gathered in Washington, D.C. to champion care, community, and policy change, transforming Mother's Day into a powerful moment of action and hope for families across the nation.

At MomsRising, Mother's Day is more than a celebration — it's a powerful platform to amplify the voices of moms and caregivers, honor their contributions, and advocate for essential care policies. Our 2024 Mother's Day highlights include a press conference with key U.S. House members, superhero capes for Congressional champions, and Caregiver in Chief Awards for President Biden and Vice President Harris. We also delivered a book of our members' stories from across the nation to Congress, sharing moms' struggles and urging action on seven core care economy policies.

Shifting the Narrative

MomsRising continues to shape and expand the national conversation, building MOMentum for policies that lift our economy and empower moms, families, caregivers, and kids to thrive.

Earned Media Impact: MomsRising Shapes National & Narrative Conversation on Families and Care

MomsRising achieved unprecedented media impact with more than 2,898 earned media placements in 2024 alone, shaping and expanding national discourse on critical issues, including care infrastructure, reproductive rights, gun safety, immigration reform, and more. We had an extraordinary reach to a combined audience of 2.2 billion by weaving compelling narratives of mothers, families, and caregivers into national, local, and Spanish-language coverage. This strategic media presence amplified grassroots voices and is critical to advancing our movement.

As a cornerstone of our media approach, MomsRising partnered with our members to become powerful storytellers and advocates through comprehensive media and leadership training. These efforts led to 52 high-impact member media appearances in 2024, reaching an audience of 422.8 million.

EARNED MEDIA HIGHLIGHTS



Women drove labor participation until recently. Here's why some say the numbers are stalling

Scripps News, 7-31-2024

With MomsRising Executive Director Kristin Rowe-Finkbeiner

Monifa Bandele on Breastfeeding

Sirius XM/Lurie Daniel Favors Show, 8-28-2024

With MomsRising Chief Strategy Officer Monifa Bandele



Maternal & Infant Deaths in the US

Cox Media Group, 3-28-2024

By MomsRising National Director for Maternal Justice Tina Sherman

So you want kids. Can you afford it?

Marketplace (Public Radio), 7-29-2024

With MomsRising Vice President of Government Relations and Nation Budget Elyssa Schmier



Shifting the Narrative

'We Feel Stuck': Child Care Needs Limit Women's Work Force Gains

The New York Times, 7-21-2024

With MomsRising Executive Director Kristin Rowe-Finkbeiner and members Jessica Cuevas, Nancy Pontius, and Evelyn Gu



Consecuencias económicas para la economía de California que traería plan de deportación de Trump teniendo en cuenta que la mayoría de trabajadores son latinos indocumentados.

Univision, 11-13-2024

With MamásConPoder Vice President Xochitl Osegura

New Tennessee Law Allows Teachers to Carry Guns in Schools—See Where Your State Stands

Parents.com, 5-1-2024

By MomsRising Senior Vice President Gloria Pan



Power to the Moms!

Newsweek, 5-13-2024

By MomsRising Executive Director Kristin Rowe-Finkbeiner



Nexstar/ABC 8, 3-20-2024

By MomsRising Senior Vice President Ruth Martin

Shifting the Narrative

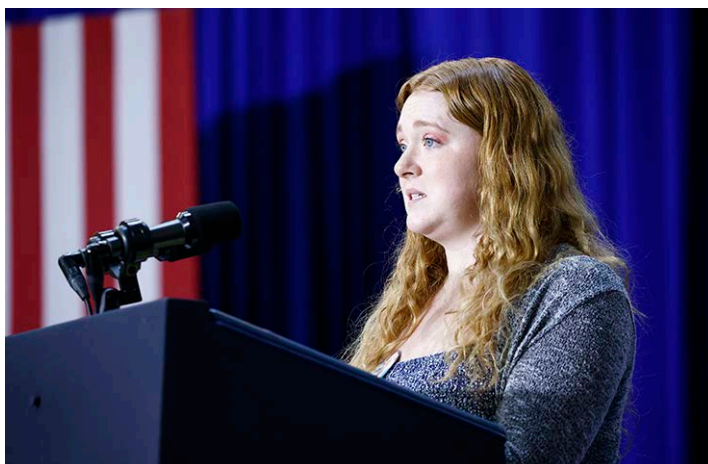
Transforming Stories into Catalysts for Change

In 2024, MomsRising members submitted over 6,084 personal stories to us to help reshape and expand the national conversation. We trained, partnered with, and supported members to share their stories at legislative hearings, press conferences, with the media, with one another to build an even bigger movement, and through video and social media. Some of these stories were included in 12 powerful books of stories sent to the White House, members of Congress, state legislators, and other key decision-makers in 2024, amplifying their impact. These firsthand accounts — child care challenges, health care access, workplace discrimination, maternal health, fair taxes, economic hardship, the contributions of immigrants, and more — put human faces to policy debates and demonstrated the urgent need for policy updates.

MEMBER STORY HIGHLIGHTS



Pennsylvania member Nancy Pontius (right) and Wisconsin member Krystal Judah shared personal stories about paid family and medical leave, child care, and maternal health at a Mother's Day press conference and with leaders in Washington, D.C.



Virginia member Taylor Moyer spoke about investing in child care at an April Care Can't Wait rally featuring President Joe Biden.



Florida member Sasheena Salvador and New York member Thais Brown spoke on a White House panel about navigating our country's child care and maternal health crises.

Shifting the Narrative

Reaching Millions: Educating, Engaging, and Mobilizing Moms Online

MomsRising harnessed digital innovation to educate, engage, reach, and mobilize millions of moms, caregivers, parents, and advocates nationwide. Through sophisticated and impactful social media campaigns, mobile-first engagement tools, and our award-winning radio show and podcast (which broadcasts on 34 terrestrial stations) we advanced culture change, expanded the narrative, transformed individual voices into collective power, built communities, and drove policy change.

“When war broke out in my country, I fled. Being a refugee was hard, but that experience gave me the strength and resilience to help my patients through the pandemic.”

— OR NURSE

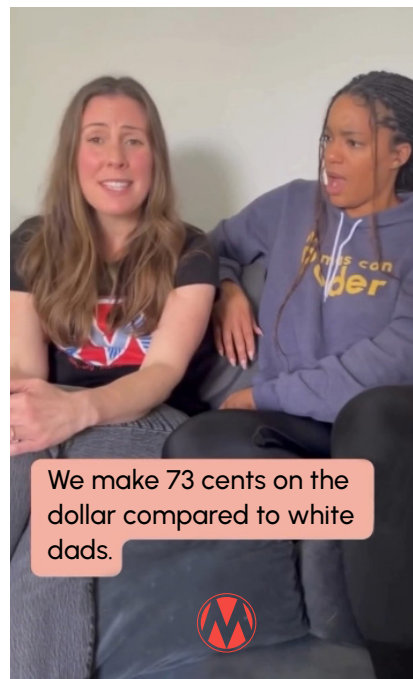


#ImmigrantsAreEssential

 [MomsRising.org](https://www.MomsRising.org) | [MamásConPoder.org](https://www.MamásConPoder.org)

In 2024, we tested memes, cartoons, and videos with messaging on immigrants and immigration on Grow Progress and worked with influencers to create unique content. Using winning pro-immigrant messaging, we successfully reached more than 9.2 million key people through our ads, influencer campaigns, and digital events.

DIGITAL HIGHLIGHTS



Our Narrative Team continued to transform social media trends and pop culture moments into powerful messaging that resonated with hundreds of thousands of moms, building an even more engaged online community that amplified MomsRising's mission.

One example of this is our “We’re Moms in America” video, which used pointed satire and a viral trend to capture the absurd lack of support for moms and families. The video’s success demonstrated how timely, socially resonant content can turn pressing family economic issues into shareable moments that inspire action.

Training Powerful Local Mom Leaders

In 2024, a record 196 moms and caregivers completed rigorous MomsRising local leadership training, including our National Beacons of Hope and our RISERS Early Childhood Leadership Training Programs. These local rising leaders devoted months to refining their power-building, organizing, and advocacy skills. They built on their skills to connect with their communities, organize events, and engage with media and elected officials on critical issues. These mom leaders are already powering up positive change in their communities for years to come. *Moms leaders are rising in powerful ways across the nation. Here are some of their stories and words:*

MELANIE CALL

Melanie, a Latina mom from Utah and one of our 2024 RISERS, inspires many in her community. Pushed out of the workforce by child care challenges, Melanie has channeled her experiences into advocacy at both state and federal levels. She raises her voice for child care reform, sharing her journey to inspire change. Melanie's impact extends beyond her advocacy. She actively recruits other moms to join our million-plus member movement and works tirelessly to build MOMentum for meaningful change in Utah and beyond.

"[Being a RISER] has been a big source of inspiration where I turned pain into triumph and growth."



Mom leader Melanie Call met with Rep. John Curtis to advocate for pro-family policies like child care and paid family and medical leave that benefit Utah families like hers.



Mom leader Antoiniqua Daniels and her son Tavion at a MomsForce Fellowship retreat in Olympia, WA.

ANTOINIQUEA DANIELS

Antoiniqua is a Washington State MomsForce Fellow. She advocates for high-quality, affordable child care and defends children from harmful book bans. During her fellowship, she's done a tremendous amount of community outreach and advocacy, including tabling at multicultural resource fairs, meeting with lawmakers, and providing powerful testimony that helped pass HB 2331, a new law protecting books and instructional materials from discriminatory bans. After graduating from the fellowship, Antoiniqua stayed involved with the movement by facilitating an art-focused advocacy session for new fellows and speaking at the MomsRising Post-Election Community Meeting alongside national leaders.

"I was able to really learn and understand how things work within legislation and how we can use our voices for change. The whole MomsRising team has always been so supportive and truly models how to build advocacy-focused communities of care."

Training Powerful Local Mom Leaders

JENNIFER ARENAS-CARDENAS

Jennifer Arenas-Cardenas is a 2024 RISER and a Latina mom from Tucson, Arizona. She advocates for reproductive care and affordable child care and raises awareness of the challenges moms face in Arizona. This year, Jennifer played a role in several programs, including delivering Valentine's Day notes to Congress with her twins, hosting a postcard-writing event at her baby shower, and sharing her story with the media. Jennifer's advocacy continues to grow, and she's just getting started!

"I thought our time together was incredibly powerful and inspiring. Being a RISER allowed me to use my individual voice as part of a collective that made a positive difference in my community."



Mom leader Jennifer Arenas-Cardenas invited her friends and family to raise their voices and write postcards to protect our families and freedoms at her baby shower.



Mom leader Jessica Aguilar, in the center kneeling, hosted a MomsRising meetup in North Carolina.

JESSICA AGUILAR

Jessica Aguilar, a Latina single mother of twin boys with autism and ADHD from Indian Trail, North Carolina, is a volunteer leader with MomsRising / MamásConPoder. Since 2019, she has advocated for Hispanic families with special needs children, sharing her story with Congress. Through MomsRising, she led community events supporting the School Meals for All NC Coalition and organized Hispanic disability outreach. In 2024, Jessica received the Jack B. Hefner Memorial Award from the North Carolina Council on Developmental Disabilities for her impactful advocacy.

"Doing the meetups helped me improve in many ways and become a more collaborative leader."

Mobilizing Mom Voters and Winning

In a historic effort, MomsRising supporters shattered all previous records for mom voter engagement during the 2024 elections. With over 82,000 volunteers leading the charge, our nationwide movement demonstrated the unstoppable force of organized, motivated moms determined to make their voices heard at the ballot box.

From handwritten postcards to infrequent mom voters to text messages, phone calls, and community events across key states like Pennsylvania, North Carolina, and New Hampshire, MomsRising members created positive civic engagement experiences that mobilized mom voters and connected families. Together, we're building more than just voter turnout. We're cultivating a sustainable movement of engaged mom voters who understand their collective power to shape the future over time.



MomsRising volunteers sent 5 million hand-written postcards to low-frequency mom voters.

How We Reached Mom Voters in 2024

82,938 MomsRising Get-Out-the-Vote volunteers

49+ million audience reach via social media

2,300+ grassroots GOTV events

HOW WE REACHED LOW-FREQUENCY MOM VOTERS

➔ **20+ million** texts

5+ million hand-written postcards

1+ million calls

Moms Had A Huge Ballot Measure Victory Impact

MomsRising engaged in crucial ballot measure campaigns across red, purple, and blue states in 2024. Our work focused on protecting and expanding essential policies, including reproductive rights, paid family and medical leave, living wages, earned sick days, child care access, and long-term care programs. *Examples of national victories include:*

CHILD CARE & LONG-TERM CARE: We handily beat back measures that would have rolled back our progress on child care and long-term care in Washington state.

ABORTION: We helped secure wins on 7 out of 10 state abortion ballot measures: Arizona, Colorado, Maryland, Missouri, Montana, Nevada, and New York.

MINIMUM WAGE AND PAID SICK TIME: Voters backed ballot measures to boost the minimum wage and to provide paid sick time to working people in Alaska and Missouri; Nebraska voters also approved a ballot measure giving workers the right to earn paid sick days.

Vision for 2025 and Beyond

The over 1,148,000 members of MomsRising are very much rising. With member action rates already quadrupling in early 2025 compared to 2024, our movement's MOMentum, strength, and determination remains unshakable.

Key parts of our 2025 strategy — as we listen, learn, and build in an iterative way — include: Expanding our grassroots base and grassroots base and power-building tactics; enhancing our local on-the-ground engagement and story sharing opportunities; as well as continuously updating our messaging to be best heard by broad audiences in order to expand our movement.

As we do this, MomsRising will be focused on protecting and advancing core policies and communities, shifting narratives through new and traditional media, continuously educating voters, and so much more. To that end, MomsRising will be engaging micro influencers through our new MomsSky narrative amplification program, launching a campaign to combat disinformation, starting a DC Mom-bassador program, and growing local mom leadership through a new Moms Next Door program to organize small groups across the country. We are also continuing our groundbreaking work to lift the real life stories of moms to leaders, the media, and the public, as well as quickly expanding our rapid response capabilities to address emerging crises while identifying new opportunities to advance victories at the state and local levels.

Time and again, the MomsRising community has risen, engaged, and delivered results in red, blue, and purple states, including protecting health care access for millions of families in the most challenging times.

Our work is more critical than ever. As we face increasing challenges to our core policies and communities, we are ready. Member by member, step by step, win by win, we are a growing, expanding movement that is working every single day toward building a nation where everyone can thrive.





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