



MOMENTUM

MomsRising

Impact in 2025

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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.



MomsRising | MamásConPoder



Volunteers gathered at the U.S. Capitol to create a buzz that families shouldn't be left out of the One Big Beautiful Bill Act (OBBA), which moms renamed the Big Bad BEetrayal Bill. In 2025, over a million members showed up with conviction, creativity, and an unshakable commitment to families. Moms were built for moments like this.

Executive Letter: The State of the MomsRising Movement

2025 was a year of profound challenges and powerful persistence.

Throughout the year, the attacks on human rights, constitutional protections, and on the programs that open doors for parents to build good lives sparked both outrage and engagement.

In this report, you'll see how over 1,141,883 active MomsRising members — now 1 in every 300 people in America — met this moment with conviction, creativity, and an unshakable commitment to families and communities. Moms were built for challenges like this.

Our persistence showed up everywhere. From Congress to state legislatures to school board meetings to kitchen tables, MomsRising members powered through adversity, crafted creative solutions, and fought relentlessly for our families — using joy as power and creativity as a megaphone to make our voices impossible to ignore.

Together, we took nearly 2 million actions — an average of more than 5,000 moments of making our voices heard every single day, nearly doubling our mobilization from 2024. Through our members' tireless efforts — mom-to-mom conversations, strategic storytelling, meetings with leaders, local gatherings and events, letters and calls to leaders,

op-eds and letters to the editor, earned media, digital outreach, testifying, and grassroots mobilizations spanning the country — we reached tens of millions of Americans to shape the national conversation, engage in policy at the state and national levels, and build an even stronger movement.

With now 1,141,883 active members, an organizational cumulative membership of 3,731,024, a reach to 5,000,000 low-frequency mom voters, and a social media and Breaking Through Radio audience to millions more, the MomsRising movement is strong. Our members made sure of it.

Despite challenges, moms proved to be a powerful force time and again: We strengthened child care by securing new funding at the state and federal levels, expanding eligibility, blocking cuts, and building bipartisan MOMentum that is already shaping the 2026 policy debate. We also preserved and strengthened key maternal health programs, protecting lifesaving supports for moms and babies along with our organizational partners. We organized moms to push back on attacks on our immigrant neighbors and family members. When book bans spread, our members organized to defend accurate, representative learning environments for kids – and we won repeatedly at the local and state levels. And time and again, we successfully pushed back against attacks on Head Start to ensure that families continue to have access to the early education they count on. Head Start remains as a core program for success today.

We also cultivated a new generation of mom leaders with layered volunteer leadership development and fellows programs spanning the nation, increased activation at the state level, and expanded local leaders rising programs. The impact of these rising local mom leaders is already radiating outward, building the durable, grassroots power that is delivering policy wins for families across the country and political spectrum.

Rooted in community, powered by courage, and driven by the belief that when moms rise together, we all move forward — we are working every single day toward a nation where everyone can thrive.

Thank you for standing with us and supporting this work.

With determination and hope,

Kristin Rowe-Finkbeiner

Chief Executive Officer/Executive Director

Donna Norton

Executive Vice President and Chief Advancement and Strategy Officer

Monifa Bandele

Senior Vice President, Maternal Justice and Strategic Initiatives and Chief Operating Officer

Nate White

Senior Vice President, Digital Strategy and Technology and Chief Technology Officer

Ruth Martin

Senior Vice President and Chief Workplace Justice Officer

Xóchitl Oseguera

Senior Vice President MamásConPoder

Together We Rise: MomsRising by the Numbers

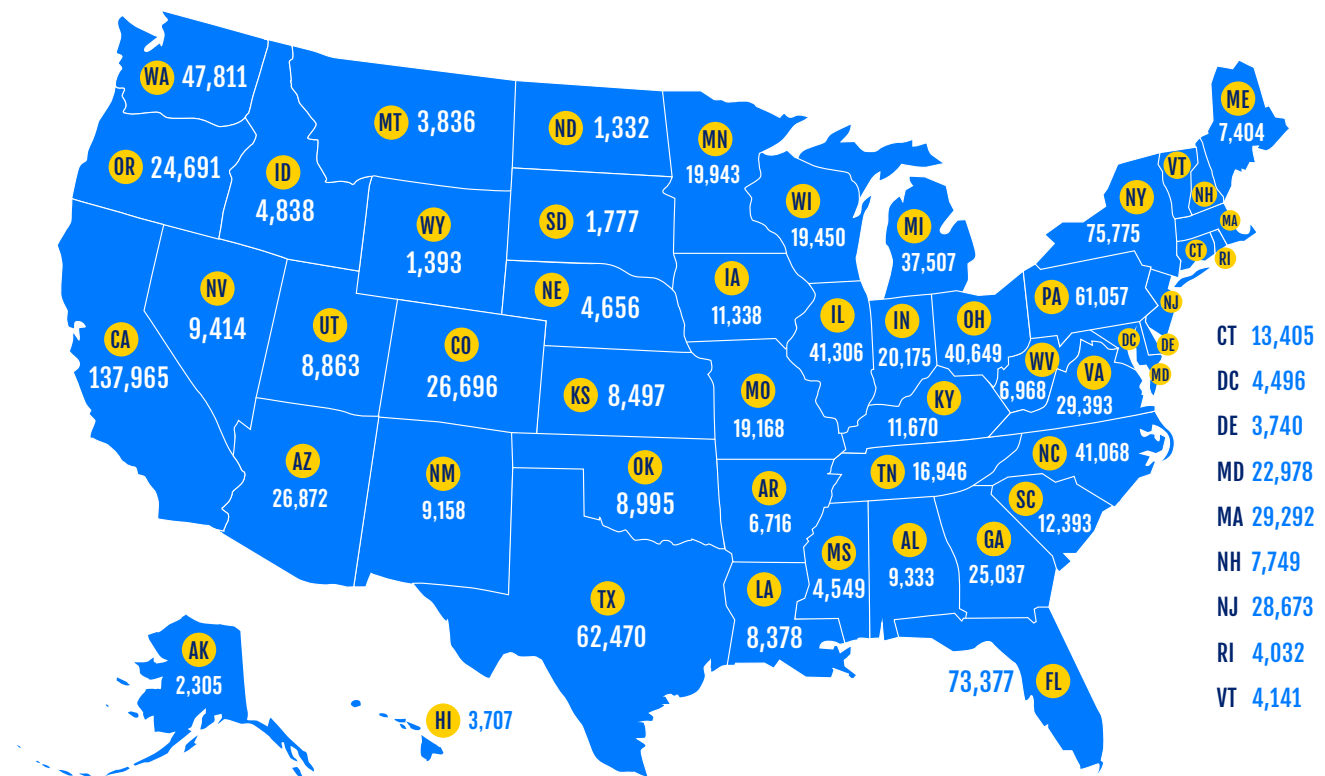
In 2025, MomsRising members refused to back down. The cumulative membership of MomsRising is now 3,731,024. More than 1.1 million active members took nearly 2 million actions — an average of over 5,000 actions every single day. More than 207,000 new people also joined our active community, ready to fight for their families and communities.

And they did. Across the country, moms and caregivers got to work. They hosted small gatherings, called leaders, testified at hearings, shared their stories on powerful platforms, got engaged, and compared notes. What started as conversations about their own families grew into organized efforts to fix what wasn't working — by showing up at meetings, speaking with reporters, and pressing leaders for answers.

The numbers tell the story of this remarkable year:

MOMSRISING MEMBERS BY STATE

More than 1.1 million active members in all 50 states



MOVEMENT GROWTH



3,731,024

Cumulative
MomsRising
members



1,141,883

Active
MomsRising
members



207,671

New active
MomsRising
members

POWER IN MOTION



1,857,686

Total member
actions



5,089

Moments of making
our voices heard
every day



12,019

Stories submitted
by members

NARRATIVE REACH



78,281,500,000

Social media
audience reach



2,515,175,927

Earned media
audience reach



MomsRising member Brittany Beimourtrusting spoke about the importance of Medicaid at a rally outside the U.S. Capitol. MomsRising partners with volunteer leaders like Brittany, training and supporting them to take their stories to the national stage.

Building Narrative Power

In 2025, MomsRising members changed who gets heard in the national conversation. The shift showed up in newsrooms, hearing rooms, and social feeds across the country.

Leading the Media Conversation on Moms and Families

MomsRising achieved unprecedented earned media impact, placing our issues and members' voices in outlets from local newspapers to national broadcasts, and shifting and shaping the narrative along the way. We made sure the people most affected by priority policies were the ones telling the story. And the members we trained didn't just share their stories — they changed what leaders thought was possible and moved the needle on change.

EARNED MEDIA HIGHLIGHTS



2,505

Total earned media placements

→ Audience reach of **2,515,175,927**



182

Spanish-language earned media placements

→ Audience reach of **113,167,747**



679

Member earned media placements

→ Audience reach of **751,120,589**



16,821

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



**HEAD START PROGRAMS AT RISK OF CLOSING
BECAUSE OF GOVERNMENT SHUTDOWN**



**MSNBC
LIVE > 9:39 PM**

Nearly 65,000 Kids Could Be Impacted by Head Start Closures

MSNBC, 10-31-2025

With MomsRising Executive Director Kristin Rowe-Finkbeiner



OP-ED: If The Department Of Education Falls, So Do Black Families

Essence, 7-29-2025

By Monifa Bandele, COO & Maternal Justice and Strategic Initiatives Senior VP



**Organización
Mamás con Poder
critica los recortes
al Departamento de
Educación de EE.UU.**

**CNN en Español,
3-12-2025**

With Xóchitl
Oseguera, Senior
Vice President
MamásConPoder



**This nanny is a citizen,
but her brother's
deportation has made
work unbearable**

USA Today, 12-10-2025

**"It's absolutely chilling for moms to have masked, armed federal
agents hovering outside their children's child care facilities and then
even entering, at times, what should be safe places for our youngest
children. Moms are horrified and they know that children are being
deeply traumatized in ways that will affect them for years."**

– Donna Norton, Executive VP &
Chief Advancement and Strategy Officer

**'Don't know how we will survive':
Medicaid cuts could put this group of
mothers in peril**

USA Today, 5-21-2025

With MomsRising Executive Director
Kristin Rowe-Finkbeiner

**Kristin Rowe-Finkbeiner on Public Policy
Challenges Facing Moms and Families**

C-SPAN Washington Journal, 5-11-2025

By MomsRising Executive Director
Kristin Rowe-Finkbeiner

**Beware the
Republicans'
Anti-Parent Tax Plan**

Newsweek, 4-18-2025

By Jimmy Gomez, California
Congressman, and MomsRising's
Kristin Rowe-Finkbeiner



**How Trump's Immigration Blitz Will
Change Maternal Health Care**

POLITICO, 2-7-2025

With MomsRising Executive Director
Kristin Rowe-Finkbeiner

Transforming Personal Stories into Policy Impact

In 2025, MomsRising members shared more than 12,019 personal stories with us about health care, Medicaid, SNAP, caregiving, economic security, and more. These people and narratives didn't just sit on a page. They traveled to Capitol Hill, showed up in hearings, and landed on leaders' desks at exactly the right moments.

Through this effort, we also highly trained and supported over 70 moms, parents, and caregivers to testify at hearings, speak at press conferences, and share their experiences with media outlets nationwide. During the year, leaders sought us out, requesting storytellers, reading our 12 storybooks filled with member voices, and elevating our members' words when it mattered most.

These stories changed the conversation. They also changed outcomes — opening doors, shifting mindsets, and ensuring leaders heard directly from the families their decisions would affect.

MEMBER STORY HIGHLIGHTS

CINDY CAMP testified at a House Democratic hearing on the importance of SNAP. When family caregiving made it impossible for Cindy to work, her family turned to SNAP to buy groceries.



Cindy returned to the Hill multiple times throughout the year — helping deliver storybooks during our Big Bad BEetraysal Bill day of action, and reading member stories during a 60-hour vigil for Medicaid after the bill's passage.



During his record-long speech ahead of the final House vote on the Big, Ugly Bill, **HOUSE DEMOCRATIC LEADER HAKEEM JEFFRIES** shared 15 MomsRising members' stories on the House floor, lifting moms' voices into the official record at a pivotal moment.

CHRIS DUNHAM traveled to Washington, D.C. with his wife, Maggie, and 16-year-old son, Will, to testify at a House Democratic hearing on the importance of Medicaid. Medicaid's caregiver stipend allows Chris to care for his son full-time. Lawrence O'Donnell covered his testimony on MSNBC, amplifying his message to millions. Based on highly effective tested messaging, we then made and promoted an ad of Dunham's story highlighting the negative impact of anti-immigrant policies on Medicaid funding, immigrant care workers and the families they support.



Building Narrative Power

Mobilizing Millions

Despite an environment of intimidation, our members refused to be silenced. Instead, MomsRising's digital organizing extended to an unprecedented scale in 2025. We expanded our audience reach to over 78,281,500,000 people, shifted and shaped the narrative, shared our stories, expanded our movement, and came together in big ways.

The **#Trumpflation** campaign became one of our most successful narrative projects ever, focusing on how policy choices like tariffs and health care cuts drive up costs for families. The campaign trended nationwide, reaching over 60 million people and generating more than half a billion social media impressions.

“ My spouse wanted to make pork and bean soup and went to the grocery store for fresh veggies. A 1lbs bag of carrots is now \$7 and a 1lbs of celery was \$4 here in Kentucky. These same groceries would have cost less than \$5 just last year. Dieting will be the new finance trick! ”

— Anonymous, Oneida, KY



MomsRising launched **Momplify**, a new online volunteer hub of influencers hosted on Signal, where we partner with members to build their skills and coordinate and amplify fact-based messages across social media. It serves as the backbone of #MomSky, a Bluesky-specific community powering our growing network of trusted voices working together to push back on misinformation and for narrative change.

Our **Monthly Community Zooms** continued to be a cornerstone of connection. In 2025, 22,947 people RSVP'd to join us. Members heard directly from policy experts and members of Congress, asked questions, and left with clear next steps for engaging in the fights ahead.

We launched **Moms Next Door** to train parents to lead small groups and self-organize in their neighborhoods, scaling grassroots organizing nationwide through online workshops, a monthly newsletter, and community groups. Moms Next Door builds something powerful: genuine community and a sense of belonging among parents across the country.

Developing the Next Generation of Mom Leaders

In 2025, MomsRising expanded investment in local mom leadership development, partnering with 205 moms and caregivers, strengthening their organizing, advocacy, and media skills through our core leadership development programs: RISERS Parent Leadership Program, National Beacons of Hope Leaders, DC-area Mombassadors, and State MomsForce Fellowships. These leaders showed up at statehouses, on Capitol Hill, at community meetups, and on national stages. Their work is already rippling outward in ways that will outlast any single legislative session.

MOM LEADER HIGHLIGHTS

ROBIN SAMPSON Pennsylvania Parent Power Fellow



In 2025, Robin spoke at a paid leave rally and policy summit in Harrisburg and later at the National Domestic Workers Assembly in Washington, D.C., highlighting the vital role Medicaid plays in caring for her mother. She also organized a community meet-up outside Philadelphia, where families painted and wrote letters urging Rep. Brian Fitzpatrick (PA-1) to protect health care and SNAP.

ADRIENNE BURNS Louisiana Beacon Hub Leader



A mom of two children with special needs, Adrienne delivered MomsRising's Families Over Billionaires storybook to Rep. Steve Scalise (LA-1) and back-to-school campaign materials to Sen. Bill Cassidy (LA), attended local advocacy events, and engaged youth with disabilities in leadership spaces. She often brings her daughter along to learn advocacy firsthand.



LEAH WAINMAN Washington State MomsForce Fellow

Leah spent 2025 testifying on Washington State legislative priorities, publishing letters to the editor, and leading as a MomsRising Hub Leader. She took her advocacy one step further and ran for Bellingham City Council.

MOM LEADER HIGHLIGHTS, CONT.



MANDY CARTER
New Hampshire
MomsForce
Fellow

A mother of two, Kinship Navigator, and Community Resource specialist, Mandy hit the ground running in her first year as a MomsRising Fellow. She joined a panel on rural transportation barriers, published an op-ed and a letter to the editor, and organized a community event that drew 30 attendees. She helped organize a rally at the New Hampshire State House to fully fund special education and attended roundtables with Rep. Chris Pappas (NH-1) and Rep. Maggie Goodlander (NH-2). In January 2026, she testified for the first time in support of HB 608.

JEAN NGUYEN
Maryland
RISERS Fellow &
Mombassador



Jean found MomsRising during a difficult political moment and immediately jumped into action. She advocated for health care on Capitol Hill, participated in our Medicaid Vigil, and organized locally to protect voting rights and immigrant rights. She is teaching her kids to become positive change agents while becoming one herself.



MARYBETH COCHRAN
North Carolina
Hub Leader

In 2025, MaryBeth spoke at a rally with House Democratic Leader Hakeem Jeffries and members of the House Democratic Caucus, opposing harmful budget cuts and sharing how Medicaid, SNAP, and Head Start support her grandchildren. Democratic Leader Jeffries shared MaryBeth's story during a speech about President Trump's first 100 days in office. She also led advocacy efforts in North Carolina's School Meals for All campaign.

YASMINA WHITE
Florida MomsForce
Co-Steering
Committee
Member



Yasmina has become a fierce champion for early education and public schools in Florida. From organizing community education events and shaping MomsRising's state advocacy strategy to helping launch Jacksonville's Child Care Solutions Task Force, where Mayor Donna Deegan recognized her, Yasmina is an effective force for good in her community.



TO-WEN TSENG
California
RISERS
Fellow

To-wen has been a MomsRising member since 2013, when she faced breastfeeding discrimination at work. Her journey came full circle when she traveled to the White House for the historic signing of the PUMP Act — legislation she had advocated for. To-wen's commitment to advocacy at MomsRising is strong: In addition to being a RISER for two cycles, To-wen writes for the MomsRising blog, serves as a Hub Leader, and continues to advocate for child care access, inclusive education, and immigrant rights.

Turning Mom Power Into National Policy MOMentum

The 2025 federal policy environment put many essential programs at risk. Instead of pulling back, the MomsRising community leaned in. As proposals emerged to cut child care, health care, and nutrition supports, members called offices, shared their stories of what those programs mean to their families, and pressed lawmakers to reconsider. Working with coalition partners, they pushed back on harmful measures and stayed engaged, preparing for the next round of fights.

NATIONAL POLICY HIGHLIGHTS

Defending Child Care and Elevating It as a National Priority

In the face of aggressive efforts to slash and freeze funding for federal programs, MomsRising members successfully defended child care from devastating cuts. Our members shared stories, contacted lawmakers, and made it clear that child care is a top priority for voters across party lines. The political momentum we've built is undeniable.



The next generation knows what's at stake. MomsRising members and their families took their message straight to the U.S. Capitol, making clear that child care is a national priority that can't wait.

Protecting Head Start from Repeated and Extreme Attacks

Head Start survived 2025, barely. But it didn't survive by luck or by accident. Every time the administration took a swing — cutting staff, delaying grant payments, floating elimination — MomsRising members swung back. They shared more than 800 personal stories, signed petitions, and flooded Congress with calls.

That pressure, combined with strong coalition coordination, forced the administration to reverse course again and again. MomsRising helped protect one of the nation's most successful and historically bipartisan early childhood programs, ensuring that Head Start continues to serve the families who need it most.

Amy Jo Hutchison (right), MomsRising's West Virginia Campaign Director, recorded a heartfelt video in honor of Head Start's 60th birthday. For Amy Jo, this isn't just policy. Head Start was a lifeline for her own family when they needed it most. Her story is a reminder of why this beloved, bipartisan program has changed millions of lives over six decades, and why MomsRising members showed up again and again to protect it.



18 years ago, I enrolled my oldest daughter into a local Head Start program here in West Virginia.

Safeguarding Maternal Health Programs Nationwide

When federal funding for maternal health programs faced severe threats, the MomsRising community stepped in to protect lifesaving supports for moms and babies. Working alongside coalition partners, we defended critical programs including Maternal Mortality Review Committees, Perinatal Quality Collaboratives, the Pregnancy Risk Assessment Monitoring System, Hospitals Promoting Breastfeeding, the Stillbirth Prevention Working Group, the Residential Treatment Program for Pregnant and Postpartum Women with Substance Use Disorder, the National Maternal Mental Health Hotline, and the Healthy Start program. These efforts preserved continued federal investment in maternal health at a moment when cuts would have had devastating consequences.



MomsRising Senior Campaign Director of Reproductive Justice & Maternal Mental Health Gina Arias (center) with volunteers fighting to protect women's maternal health policies. Together, they successfully defended critical programs and ensured that lifesaving supports for moms and babies remained in place.

Securing Lactation Spaces for Veteran Moms

Amid high-stakes budget negotiations, MomsRising members helped secure passage of the Lactation Spaces for Veteran Moms Act. This important victory requires VA hospitals to provide dedicated lactation spaces for staff, patients, and visitors. This win delivers tangible support to veteran moms and families while reinforcing that care supports belong in every institution, including those serving our nation's veterans.



MomsRising activations are for the whole family — because the moms fighting for a better world are also raising the next generation to believe one is possible. Joy is our power, and every child in the room is a reminder of exactly why we show up.



MomsRising members show up with the unmistakable energy of a movement that will not be ignored. This is what organized mom power looks like.

Exposing the Big, Ugly Bill and Building Accountability

Congress ultimately passed a budget reconciliation bill cutting \$1 trillion from health care, but MomsRising members shaped the fight in critical ways. Our advocacy shifted public opinion — 61 percent of Americans opposed the bill before final passage, and a majority believed it would harm them.

Two Republicans — Sen. Thom Tillis (NC) and Rep. Brian Fitzpatrick (PA-1) — broke with their party to vote “no,” reflecting years of relationship-building and sustained pressure from our North Carolina and Pennsylvania State Moms Force members. Our work didn’t end with the vote. We launched accountability and public education efforts to ensure lawmakers who supported the bill would answer to their constituents. We also collected stories from across the country to demonstrate to the public, media, and leaders how the cuts are harming families.



Children are welcome at many MomsRising activations — and sometimes they steal the show. This little one at a Families Over Billionaires event is ready to use her outside voice, megaphone and all. That’s the spirit: lightness, realness, and joy as power.



The Big Bad BEEtrayal campaign sent hundreds of moms and children buzzing through the halls of Congress in bee costumes, turning heads and turning up the pressure with irresistible creativity. Here, the swarm visits Sen. Cory Booker — proof that when families show up with joy and purpose, even the busiest lawmakers take notice.

We Fight With Joy & Persistence: The Big Bad BEEtrayal Campaign

As Congress advanced the “One Big Beautiful Bill” (OB BB) — proposing nearly \$1 trillion in cuts to Medicaid, SNAP, Head Start, child care, and other essential programs — MomsRising members refused to stay silent.

Instead, they put on wings.

Through The Big Bad BEEtrayal, hundreds of moms and children buzzed the halls of Congress, using joy and humor to spotlight the harm proposed cuts would bring to families. More than 100 local Mombassadors hand-delivered personal stories that helped drive national opposition, with eventually over 61 percent of Americans viewing the bill unfavorably.

Though the bill ultimately passed, the campaign slowed the process, secured changes, shifted the national narrative, built awareness, expanded our movement, won several Republican “no” votes, and built strong public opposition to the bill. Through our Trumpflation narrative campaign we are continuing to lift up how the Big Bad Bill is increasing costs for families. When families are under threat, MomsRising shows up — with courage, creativity, and sometimes wings.

Building Grassroots Power in Every State

In 2025, MomsRising deepened our grassroots impact, turning mom power into policy wins across the country. Moms, parents, and caregivers identified the issues facing their families and showed up at statehouses, community events, and coalition tables to secure crucial funding, expand access to care, defeat harmful legislation, strengthen democracy, and deliver real results for families.

From coast to coast, here's how moms made it happen.

STATE HIGHLIGHTS

Arizona: Building MOMentum through MamásConPoder

Through our MamásConPoder program, MomsRising organizers engaged families across Arizona at health fairs, know-your-rights events, marches, and community gatherings — connecting parents to resources, expanding membership, and building grassroots power for future policy wins.



In Arizona, MamásConPoder organizers meet families where they are — at health fairs, marches, and community gatherings — building the trust, connections, and grassroots power that will deliver wins for families for years to come.



Florida MomsRising members aren't waiting to be heard — they're showing up, speaking out, and making sure lawmakers know exactly what families need. From protecting child labor laws to expanding child care access, Florida moms are a persistent, powerful force for change.

Florida: Safeguarding Child Labor Laws and Expanding Child Care Access

MomsRising Florida parents partnered with the Florida Policy Institute on a coordinated statewide campaign to block legislation that would have rolled back child labor protections. Members also helped advance legislation to expand child care eligibility, making calls, meeting with legislators in Tallahassee, and driving grassroots pressure. In Jacksonville, MomsRising member Yasmina partnered with Mayor Donna Deegan's office to launch a Child Care Solutions Task Force addressing accessibility and affordability in Duval County.

New Hampshire: Maternal Health, Child Care, Book Ban, and Paid Leave Wins

Despite budget restraints, MomsRising New Hampshire members helped secure MOMnibus 2.0, a comprehensive maternal health package that expands postpartum mental health care, access to perinatal services, job-protected time for family health appointments, and rural birth access. Granite State moms also jumped in to help save — and then win — the only bill in the 2025 legislative session focused on child care access and affordability. Members helped secure a veto of HB 324, a harmful book ban that would have criminalized educators and removed books about race, gender, LGBTQ+ people, and other lived experiences from school shelves. And when the state's paid family leave program faced total repeal, members mobilized to prevent it, reduce harm, and protect access to the program.



New Hampshire MomsRising members celebrated a landmark year, winning on maternal health, child care, book bans, and paid leave. These Granite State moms showed that persistence pays — and that when families organize together, they can protect and advance what matters most.

Georgia: Defending Inclusive Education

When Georgia lawmakers pushed a bill to gut inclusive and accurate education in public schools, MomsRising parents and educators fought back fast — flooding phones and inboxes until the bill died. They stopped it cold.



MomsRising Senior Campaign Director of Early Learning Diana Limongi with mom leaders from New York State, where moms have been organizing to win meaningful gains in child care funding and legislation.

New York: Saving Child Care for Tens of Thousands of Families

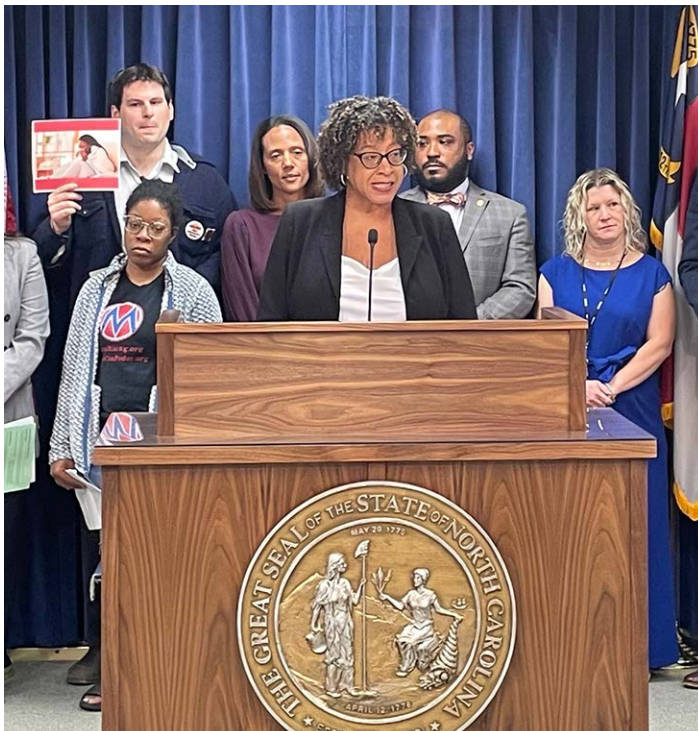
MomsRising, in partnership with the Empire State Campaign for Child Care, helped mobilize parents, lifted up parent and provider stories, and met with lawmakers to secure a \$400 million investment in the Child Care Assistance Program, saving subsidies for tens of thousands of families statewide. The win included \$350 million for New York City and a required city match, ensuring families retained access to care and providers could continue serving their communities.

Nevada: Creating a SNAP Safety Net

MomsRising members and partners secured unanimous, bipartisan passage of the Silver State General Assistance Program, creating a state backup to protect families if future shutdowns disrupt federal SNAP benefits. Through our MamásConPoder program, Latina moms engaged Nevada families at community events, grew membership, and built organizing strength for future campaigns.

North Carolina: Holding the Line for Child Care and Gun Safety

MomsRising co-led a child care campaign that successfully secured \$80 million for child care in both the House and Senate budgets. While a final budget was delayed due to unrelated disagreements between the chambers, this victory demonstrates strong bipartisan support for child care investment. Gov. Josh Stein appointed MomsRising State Director Beth Messersmith to the new North Carolina Task Force on Child Care and Early Education, bringing family voices into the policy planning process. Members also rallied support for Gov. Stein's veto of SB 50, which would have weakened gun safety laws.



Maternal Health National Director Tina Sherman, alongside MomsRising volunteers, speaks at the North Carolina General Assembly.

Pennsylvania: Championing Paid Leave and Economic Security

MomsRising members helped deliver a 2025 budget that included the Working Pennsylvanians Tax Credit and historic investments in the child care workforce. Members advanced the Family Care Act — Pennsylvania's paid leave policy — which now has bipartisan MOMentum and stands closer to passage than ever. Members also championed the CROWN Act, which protects natural hair from discrimination, and Gov. Josh Shapiro signed it into law.



Pennsylvania's MomsRising members are active, proud, and persistent — and their work is paying off. From historic investments in the child care workforce to building real momentum for paid family leave, Pennsylvania moms are proving that showing up and speaking out creates lasting change for families across the Commonwealth.

Washington State: Job Protection, Paid Pumping Breaks, and Child Care Investments

MomsRising members secured job protection for nearly every worker using Washington State's Paid Family and Medical Leave program; passed nation-leading workplace protections for pregnant and postpartum employees, including paid lactation breaks (SB 5217); won a 27 percent child care reimbursement increase; stopped fee hikes for families with multiple children in child care; and preserved Working Connections Child Care expansion.



From Washington Lobby Day to everyday advocacy, Washington State MomsForce members show up ready to win. In 2025, their persistence delivered: job protections for workers on paid leave, nation-leading paid lactation break rights, a 27 percent child care reimbursement increase, and more. This is what a thriving MomsForce looks like.

West Virginia: Building MOMentum for Child Care

MomsRising drove a major shift in West Virginia by elevating child care as a legislative priority, increasing the number of child care bills from 0 to 23 over the past three years. Parents and providers built a shared understanding and MOMentum that positions families for future wins.



Amy Jo Hutchison, MomsRising's West Virginia Campaign Director, and Beacon Gracie Graves celebrate the MOMentum they've helped build for child care in West Virginia.

Moms Vote: Year-Round Organizing Leads to More Voter Mobilization

Throughout 2025, MomsRising mobilized mom voters through targeted digital outreach, mom-to-mom connections, and local community organizing, proving that year-round engagement drives people to vote. Rather than parachuting in shortly before Election Day, we were already there in communities, in inboxes, in trusted relationships.

Independent evaluations confirm what we've always known: MomsRising's year-round engagement model is twice as effective as average get-out-the-vote programs. By engaging moms daily in civic action and building relationships rooted in trust and community, we created a foundation to ensure that moms voted.

The strategy worked, and the results prove it.

MOMS VOTE HIGHLIGHTS

Special Election Mobilization

MomsRising mobilized mom voters in special elections across the country, delivering bilingual text reminders, voting resources, and “Know Your Rights” information to combat disinformation.

Local Ballot Boxes Matter

Moms educated voters in local campaigns too. For instance, in Washington State's Highline School District, mom voters were instrumental in passing a school levy renewal (Prop 1) with a decisive 62 percent margin. MomsRising sent bilingual GOTV alerts to over 3,000 local members, demonstrating how targeted, community-based organizing drives results on issues that directly impact families.



MomsRising is in communities year-round — at parks, at kitchen tables, through postcards and personal conversations — building the trusted relationships that make change possible. Independent evaluations confirm it: our year-round engagement model is twice as effective as average get-out-the-vote programs. This is how movements are built.

Massive Voter Reach

In the November 2025 elections, MomsRising made more than 104,629 voter contacts across key states, including Virginia, New Jersey, California, and Georgia. Through text, email, and social media ads, we reached over a million mom voters with reminders, resources, and the tools they needed to participate.



Vision for 2026 and Beyond

The MomsRising movement enters 2026 energized, expanding, and ready.

Member engagement has continued to climb and our grassroots infrastructure is deeper than ever. MomsRising is shifting the narrative more powerfully than seems possible, and the MOMentum we built in 2025 has positioned us to go further.

Our 2026 strategy doubles down on the levers that deliver results:

- » **GRASSROOTS GROWTH.** We are expanding our movement across the nation and deepening our local leadership through our RISERS, Beacons, Mombassador, State MomsForce, and Moms Next Door programs, and taking MamásConPoder into Latina communities across the country.
- » **STATE-LEVEL VICTORIES.** Building on our 2025 wins, we are taking the fight for health care, child care, paid family and medical leave, maternal health, and more to new states, proving again that pro-family and affordability policies are winners that bring people together across divides to build a strong, durable movement.
- » **NARRATIVE SHAPING PROGRESS.** We are continuing to lift member stories to shift and shape public opinion, grow our Momplify and MomSky networks, and make sure moms stay at the center of the national conversation.
- » **MOMS VOTE.** We are expanding the Moms Vote in 2026, reaching mom voters year-round through relational organizing; enhanced targeted outreach; bilingual engagement; and mom-to-mom organizing to drive civic participation.

The stakes couldn't be higher — and neither could our determination. We will keep building grassroots power, enhancing our narrative strength, shaping policy, and moving voters. When moms rise together, the possibilities expand.

We are just getting started.

Additional video
content available at:
www.momsrising.org/2025-impact





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