



2025 annual report



A Note from Our Founder and CEO

Thank you for supporting Vote Mama Lobby 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, we led the charge to pass Campaign Funds for Security in nearly ten states and inched closer to full nationwide adoption of Campaign Funds for Childcare in all 50 states, with two new authorizations in Alaska and North Dakota.

We made strategic, early investments that helped moms win races up and down the ballot — proving that when moms are backed early, they can build momentum and deliver decisive victories. From school boards to state legislatures to Congress, our mamas showed voters what authentic leadership looks like in action. We broke a Republican supermajority in Iowa, elected a record-breaking Democratic majority in Virginia, and tripled the number of Democratic mama governors.

In 2026, we will flip the House majority, pass Campaign Funds for Childcare and Campaign Funds for Security in more states, and amplify Vote Mama Foundation's research that fills the gap on the representation of moms in elected office. Together, we are building a country that delivers for women and families. Thank you for being part of our movement.

Our Values

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

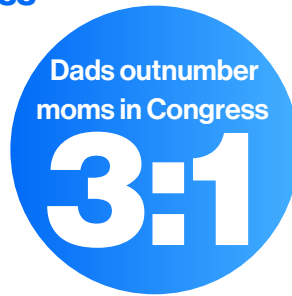


Liuba Grechen Shirley
Founder and CEO
Vote Mama Lobby

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.



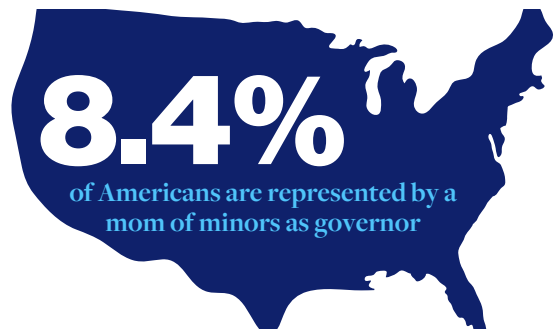
nearly
\$41 MILLION
spent between 2014-2024

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.



Election Results

We laid the groundwork for decisive wins up and down the ballot — helping elect school board moms such as Ileana Garza-Rojas in Texas and breaking the Republican supermajority in the Iowa Senate with Catelin Drey’s special election victory, which resulted in a 20-point shift to the left. These early wins showed the strength of our strategy, built momentum, and demonstrated the difference moms can make when they step up to lead.

On Election Day, our mamas were the majority makers who delivered winning messages around affordability, including childcare, paid family leave, and the social safety net — and that’s why they won at the ballot box. We made our largest ever financial investment in Virginia, and the work paid off: our candidates shattered expectations, flipped seats, and won where every vote counted. On school boards across the country, our moms unseated Republican incumbents in Moms for Liberty territories. Of the 13 seats flipped in the Virginia House of Delegates, nine were Vote Mama PAC-endorsed moms of minor children. This year marked our largest investment ever in Virginia, and our mamas there had a 96% win rate. Pre-primary funding also proved critical: in July, Vote Mama PAC was listed as a top-10 donor for Kacey Carnegie, a top-20 donor for May Nivar and Leslie Mehta, and a top-30 donor for Lindsey Dougherty. They all went on to win their primaries and flip House of Delegates seats in the general election.

From local office to the state legislature to governors’ seats, moms aren’t just running — they’re winning, shaping policy, and setting the agenda for the next generation of leadership. Overall, we supported 64 Democratic moms running for office in 2025, with 57 winning their elections. Out of the winners on Election Day, our moms achieved phenomenal win rates across the board:



9 out of 13

seats flipped by Democrats in the Virginia House of Delegates were VM-endorsed candidates

1 → 3

Democratic moms serving as governors

20-POINT

shift to the left in an Iowa special election, compared to 2024



Moms That Made History

Rep. Adelita Grijalva made history as the first Latina to represent Arizona in Congress. Former Rep. Abigail Spanberger became the first woman and mom elected governor of Virginia, while former Rep. Mikie Sherrill became the first Democratic woman elected governor of New Jersey. Delegate Destiny LeVeré Bolling became the first state legislator in Virginia to vote remotely, and Delegate May Nivar became the first Chinese American elected to the Virginia General Assembly. (Pictured left to right)



2025 Endorsement Overview

Vote Mama PAC endorsed 124 candidates running in 30 states in 2025-2026:

- 60 will have their elections in 2026 — with more endorsements to come!
- 57 won their elections in 2025

2025/2026 Endorsement Breakdown

Of the endorsements we made in 2025:

- 18 first-time candidates
- 70 incumbents
- 51 moms of color
- 10 LGBTQ+/queer moms
- 34 challengers or running in an open Republican seat

2025/2026 Level of Office

- 3: U.S. Senate
- 26: U.S. House
- 11: Statewide
- 46: State Legislature
- 20: School Board
- 18: Local Office

Support Services

We provided an array of support to our endorsed candidates:

- \$154,599 investment in our endorsed moms' campaigns
 - All candidates with direct-to-candidate contributions on the November 2025 ballot won their elections
- 64 1:1 candidate and campaign team coaching sessions
- 49 Vote Mama information sessions
- 70 partner meetings



Vote Mama in the Media

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



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



How Busy Philipps And Vote Mama Are Making Motherhood Electable



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



A new wave of candidates is putting motherhood front and center



Op-Ed: No, Trump. Moms don't want your \$5,000 baby bonus for Mother's Day



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



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



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



After election, paid family leave approval likely next year



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



Emily Amick: The New Right's Cult of Domesticity



VOTE MAMA FOUNDER ON WHY REPRESENTATION IN CONGRESS MATTERS

KATIE PHANG MEIDASTOUCH



Events

Motherboard Launch

In 2025, we launched the Motherboard, a diverse group of influential leaders who are committed to our mission. Together, they work at the intersection of culture, media, and policy to drive real change. On Mother's Day weekend, our network celebrated with Motherboard Co-Chairs Busy Philipps and Rep. Nikema Williams (GA-05) and Motherboard Member Rep. Hillary Scholten (MI-03).

The Ultimate Moms' Night Out

We held the Ultimate Moms' Night Out at a mom-owned brewery in NYC to bring together moms and allies in support of our 100+ endorsed candidates ahead of the November 2025 election. Hosted by Motherboard Co-Chair, actor, and activist, Busy Philipps, the event welcomed congressional candidates, Dr. Annie Andrews, Rebecca Bennett, GA Rep. Jasmine Clark, and Denise Powell.



Mamas for LaMonica

The Vote Mama network came together in unwavering support of Rep. LaMonica McIver (NJ-10), as she fought politically-motivated attacks for conducting oversight of an ICE facility in her congressional district. We raised more than \$10,000 to support Rep. McIver with her legal fees as she faces up to 17 years in prison, reinforcing our mission to back moms in office and protect their ability to shape policy, serve their communities, and drive meaningful change for families.



On the Road

We hit the road for local gatherings in communities across the nation, from Arizona and Virginia to multiple cities in California. These events energized supporters, connected them directly with candidates, and highlighted how moms are shaping elections from coast to coast. Beyond the U.S., we also represented our work internationally, sharing insights and strategies at global gatherings in the United Kingdom and Iceland.



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 the political power of moms.



Politics of Parenthood Report Launch

Vote Mama Foundation launched its 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)

Vote Mama Foundation 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. Vote Mama Foundation highlighted [key findings from the CFS report](#) and provided lawmakers with actionable insights on how candidates and elected officials are using campaign funding to pay for security expenses.



Mamas in Office

Our mamas didn't just serve—they delivered. From crafting landmark legislation to leading authentically, they showed what happens when moms hold power. They championed bills that center families, moved major policy packages across the finish line, and brought new ideas to the forefront. From school board to Congress, moms are reshaping policy with a focus on the long-term well-being of families.

Moms Leading Nationally

In Congress, moms are shaping national conversations and driving federal responses. Rep. Jennifer McClellan (VA-04) championed first-of-its-kind legislation to make childbirth free. Rep. Lateefah Simon (CA-12) made headlines with her powerful response to the GOP-led State of the Union. And Rep. Becca Balint (VT-AL)—the only LGBTQ+ mom of minor children in Congress—used her platform to advocate for mental health and show why representation at the highest levels matters.



Moms Shaping Statewide Agendas

Arizona Attorney General Kris Mayes fought to save SNAP benefits, so families wouldn't go hungry, and fought to protect democracy. Delaware Lt. Governor Kyle Evans Gay showed up in her community and elevated the urgency of early childhood education. And Michigan Supreme Court Justice Kyra Harris Bolden—a trailblazer as the first Black woman and youngest justice to serve—brought a critical perspective to the state's highest court, strengthening justice statewide.



Moms Steering Policy in State Capitols

In state legislatures, moms drove meaningful progress on issues that shape family life. Michigan Senator Mallory McMorrow (SD-08) secured investments for local play centers, academic and athletic spaces, and public schools. Dr. Michelle Au, an anesthesiologist and a Georgia Representative (HD-50), stood out as one of the state's leading voices for gun safety. And Virginia Delegate Elizabeth Bennett-Parker (HD-05) set the stage to pass a voting rights constitutional amendment.



Local Level Leadership

Locally, moms such as New York City Councilwoman Alexa Avilés took on pollution and harmful traffic in neighborhoods affected by corporations. Columbia, South Carolina, Councilwoman Tameika Isaac Devine helped make her city the only one in the state to ban conversion therapy, protecting LGBTQ+ youth. And Broward County School Board Member Maura Bulman, a mom of four and an attorney, led community initiatives from school programs to drives and beach cleanups.



Partnerships & Collaborations

Merch Collaborations

We partnered with [Mad Fine Jewelry by Sophie Flack](#) and [Social Goods](#) to create merchandise that transforms everyday wear into a statement about elevating Democratic moms in leadership.



Democracy Security Project Trainings

Through our partnership with the Democracy Security Project, we hosted trainings that equipped moms, staff, and advocates with practical skills to navigate today's digital and political threats, empowering moms to run and lead safely.



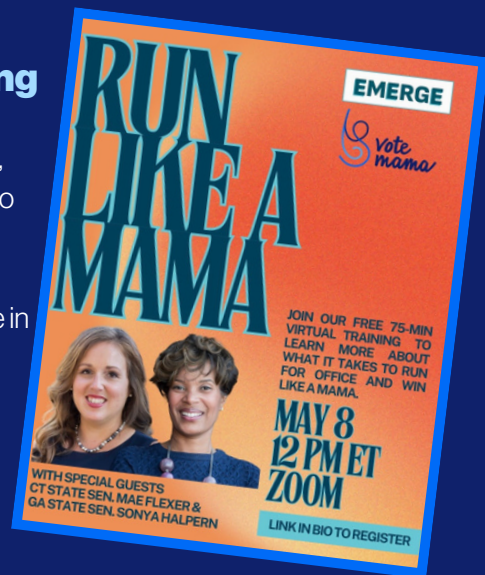
Mother's Day Joint Training with Emerge

In partnership with Emerge, we hosted a Mother's Day-aligned training session to encourage moms to leap into public service. This training directly addressed the unique challenges moms face on the campaign trail and provided tools, encouragement, and community to help them run—and win.



Building the Pipeline with Run for Something

Vote Mama and Run for Something co-hosted a training to help prospective moms who are stepping up to lead in their communities, giving them the tools, confidence, and support networks they need to launch successful campaigns. Post-election, we continued our collaboration by co-authoring an op-ed and press memorandum highlighting the decisive impact moms had in driving a sea of change in the 2025 elections—showing that when moms run, we all win.



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

The Motherboard

Vote Mama launched our [Motherboard](#) to get more moms into power. Co-chaired by actor and activist, Busy Philipps, and Rep. Nikema Williams (GA-05), the Motherboard is a diverse group of leaders who help amplify Vote Mama's efforts—connecting culture, media, and policy to support moms running for office.

Cultural & Creative Leaders:

Busy Philipps, Co-Chair
Ever Carradine
Sophie Flack
Caitlin McHugh Stamos
Meredith Salenger
Amanda Seyfried
Jodie Sweetin
Lisa Ann Walter

Cultural & Creative Leaders:

Governor Kathy Hochul (NY)
Governor Mikie Sherrill (NJ)
Lieutenant Governor Peggy Flanagan (MN)
Secretary of State Jocelyn Benson (MI)

Federal Elected Officials:

Rep. Nikema Williams (GA-05), Co-Chair
Rep. Maxine Dexter (OR-03)
Rep. Jennifer McClellan (VA-04)
Rep. Grace Meng (NY-06)
Rep. Brittany Pettersen (CO-07)
Rep. Hillary Scholten (MI-03)
Rep. Jill Tokuda (HI-02)

State Legislators:

GA Sen. Nabilah Islam Parkes (SD-07)
GA Sen. Nikki Merritt (SD-09)
NY Sen. Samra Brouk (SD-55)
NY Sen. Jessica Scarcella-Spanton (SD-23)
NY Asw. Sarah Clark (AD-136)
NY Asw. Jessica González-Rojas (AD-34)
VA Sen. Jennifer Carroll Foy (SD-33)

Vote Mama Lobby Board of Directors

Our board unites experts and advocates dedicated to advancing our mission. Following a national open call search for new members from Vote Mama Lobby and Vote Mama Foundation, both organizations welcomed significant new expertise and perspectives to guide the work being done, ensuring that it reflects the realities of moms and caregivers nationwide:



Marianna Vaidman Stone: Board Chair, Vote Mama Lobby



Liuba Grechen Shirley: Founder & CEO, Vote Mama Lobby



Yvette Buckner: President, Buckner Group



Julie Kashen: Senior Fellow & Director for Women's Economic Justice, The Century Foundation



Diana Lyman: Fractional Growth Leader, Traction Advisory; Founding Member, In Women's Health



Anu Menon: Founder & President, The Sahana Fund



Heather Samuelson: Attorney & Strategic Advisor



Julian Yap: Co-Founder & President, Realm

Vote Mama Foundation Board of Directors

Vote Mama Foundation's board brings together leaders from across sectors who are committed to expanding the political power of moms. Their expertise and guidance help shape Vote Mama Foundation's research and initiatives, ensuring that every effort reflects the experiences and needs of parents and caregivers:



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

Through Vote Mama Lobby, we are not just helping moms win — we're changing the structure of the political system to make it work for them. Your support allows us to push for policies and legislative reforms that remove barriers for candidates with caregiving responsibilities and create a government responsive to the needs of American families. Your investment powers campaigns and advocacy that help moms lead, shape policy, and have a seat at every decision-making table.

With your help, we're breaking down the barriers that keep moms out of office and out of power. Our work amplifying Vote Mama Foundation's research helps fill the gaps that have left moms' political participation largely invisible. This research includes groundbreaking data on the representation of moms in Congress, governors' offices, and state legislatures. In turn, we are highlighting the importance of moms' leadership and providing the tools advocates and policymakers need to support family-friendly representation.

Join us in continuing to build the political power of moms. Connect, celebrate, and recharge at a Moms' Night Out. Your participation and contributions to the Mama Fund create more opportunities for Democratic moms to lead, run for office, and advance policies that support families. The Mama Fund is Vote Mama PAC's dedicated support fund that empowers moms stepping into leadership and public service. Contributions go directly to Democratic moms' campaigns to equip them with the resources they need to win.

Together, we aren't just winning elections — we're changing the political system. Sign up, give, and be part of our movement.

“Organizations like Vote Mama matter — their work to support and elect moms helps ensure more of us have a seat at the table where decisions are made.”

**North Carolina State Sen.
Sydney Batch (SD-17)**



Photo Citations

Cover: Mikie Sherrill © Mikie Sherrill for Congress; Anisa Liban headshot © Anisa for All, <https://anisaforall.com/>; Adele McClure © Adele McClure for Congress; Tammy Duckworth © Michael Brochstein/ZUMA Press Wire; Brittany Pettersen © Instagram; Abigail Spanberger © Instagram | Page 1: Headshot of Liuba Grechen Shirley © Vote Mama Lobby | 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: Policy map © VoteMamaFoundation.org | Page 4: Adelita Grijalva © Adelita for Congress, <https://adelitaforcongress.com/>; Abigail Spanberger © @SpanbergerForGovernor; Mikie Sherrill © <https://www.mikiesherrill.com/>; Destiny LeVere Bolling © Destiny for Virginia, <https://destinyforvirginia.com/>; May Nivar © <https://maynivar.com/> | Page 5: Adelita Grijalva © Instagram; Vote Mama staff with Minnesota Lt. Governor Peggy Flanagan © Courtesy of Vote Mama Lobby; Liuba Grechen Shirley © Courtesy of Vote Mama Lobby; Abigail Spanberger © Instagram; Vote Mama merchandise © Vote Mama Lobby; Amanda Quillin © Quillin for Chesapeake, <https://quillinforchesapeake.org/> | Page 6: Liuba Grechen Shirley on livestream with V Spehar, Under the Desk News © Under the Desk News; Liuba Grechen Shirley speaking with Katie Phang live on MeidasTouch © MeidasTouch | Page 7: Event photo © Courtesy of Kristin Blush; Vote Mama's Ultimate Moms Night Out © Vote Mama Lobby; Vote Mama staff at retreat © Vote Mama Lobby; Liuba Grechen Shirley with former Canadian Prime Minister Justin Trudeau © Courtesy of Vote Mama Lobby | Page 8: 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; Liuba Grechen Shirley with Queen Consort Camilla Parker Bowles © Vote Mama Lobby | Page 9: Elected official headshots—Rep. Jennifer McClellan (VA-04), Lateefah Simon (CA-12), Rep. Becca Balint (VT-AL), Arizona Attorney General Kris Mayes, Delaware Lt. Governor Kyle Evans Gay, Michigan Supreme Court Justice Kyra Harris Bolden, Michigan State Senator Mallory McMorrow (SD-08), Dr. Michelle Au, Georgia House of Representatives (HD-50), Virginia Delegate Elizabeth Bennett-Parker (HD-05), New York City Councilwoman Alexa Avilés, Columbia, South Carolina City Councilwoman Tameika Isaac Devine, and Broward County School Board Member Maura Bulman © Courtesy of respective campaigns and offices | Page 10: Merchandise collaborations with Mad Fine Jewelry and Social Goods © Vote Mama Lobby; Democracy Security Project logo; Emerge logo; Run for Something logo | Page 11: Vote Mama Lobby staff headshots © Vote Mama Lobby | Page 12: Vote Mama Lobby and Vote Mama Foundation Boards of Directors headshots © Vote Mama | Page 13: North Carolina State Senator Sydney Batch (SD-17) © <https://www.sydneybatch.com/>.

Acknowledgements

Author & Designer

Marcus Coppola, Media Relations Manager

Editors

Liuba Grechen Shirley, Founder & CEO

Corie Pope Lieberman, Chief Operating Officer

Jordan Wong, Senior Communications Director

Content Contributors

Ghazal Rahmanpanah, Senior Operations Director

Kristy Pagan, Senior Political Director

Louisa Duggan, Policy Director

Maria Wilson, Senior Research Manager

Camryn Toner, Programs Associate



To learn more about Vote Mama Lobby, visit votemama.org or contact info@votemamalobby.org

Follow Vote Mama Lobby on [Instagram](#)