



**MOMS  
F1RST**

**COMING  
INTO FOCUS**

**2023 IMPACT REPORT**

# A LETTER FROM OUR CEO

Everyone loves a good cinematic ending. But my favorite part of any movie is right before the climax—when the characters finally see the resolution come into focus. It's typically captured in a fast-paced montage, set to upbeat music, to make sure the audience knows that everything is starting to click.

For Moms First, that moment was 2023.

We started the year by unveiling the new direction (and new name) for this movement. Our organization was born out of a post-pandemic policy platform, coupled with the simple notion that building power among moms could create transformational change. We declared it time to put moms first, in a country that often puts us dead last.

In our first year, we got a real glimpse of what a movement like this is capable of as we grew into a community of over one million moms with more than 130 private-sector partners.

When Congress failed to extend critical child care funding, sending the nation over a proverbial “cliff,” our team sprang into action. Moms from every corner of the country sent

personal messages — over 9,000 of them — to their representatives. And while we didn't magically fix congressional dysfunction, we did earn the attention of the White House, which directed \$16 billion toward child care in an emergency budget proposal.

Then, we galvanized the private sector and assembled corporate leaders at a luncheon with U.S. Commerce Secretary Gina Raimondo and White House officials to discuss the impact of child care on the economy. We're proud to say that at the event, eight major companies unveiled plans to expand their child care offerings, directly benefiting tens of thousands of workers across the country — and challenging other corporations to follow suit.

At the same time, we have teamed up with partners to deliver groundbreaking grassroots workshops that provide moms with hands-on training and battle-tested tools to help them advocate for better paid leave and child care policies at their own workplaces. These sessions don't just strengthen moms' persuasion muscles. When they win (and many certainly do win), they create life-changing results for real people.

And finally, we showed you don't

have to choose between ethics and innovation. Technology is baked into our DNA at Moms First, and we are determined to put it to use to help support moms. In December, we launched PaidLeave.ai, a pilot in New York state that leverages generative AI to help moms cut through red tape and time-consuming bureaucracy to get the paid leave they need, deserve, and are legally entitled to. In its first month, over 25,000 people used the tool, demonstrating that we tapped into a real need among parents and caregivers out there. We're hopeful we can expand PaidLeave.ai to several other states in the months to come.

At the end of the day, our goal is simple: win paid leave and affordable child care for as many moms in as many places as possible. And together, we're showing the world that we're willing to do the hard work to get it done.

Thanks to your support, in 2023 we got a peek at what's possible for Moms First — we are seeing the pieces come together and change is taking shape.. Cue the upbeat music and the fast-paced montage: this is when things get really exciting.

— **Reshma Saujani**  
**Founder and CEO, Moms First**





# OUR MISSION

Moms First is a national nonprofit organization transforming our workplaces, our communities, and our culture so moms can thrive.



# OUR VALUES

## **Moms First.**

We always put moms first. We care deeply about our community and prioritize moms, our families, and one another.

## **Daring.**

We are daring. We dare to take risks, be brave, and challenge the status quo. And when we make mistakes or fall short, we work together to move forward.

## **Relentless.**

We are relentless. We will not be dismissed, and we will not stop until we win.

## **High Impact.**

We are high impact. Just like moms, we are deeply resourceful — we get sh\*t done.

## **Equity.**

We are equitable. We are creating a world that honors the experiences of all moms — no exceptions.

# OUR GOALS

**We have a big, bold, concrete goal: To win affordable child care, gender-neutral paid family leave, and equal pay for all moms.** It won't be easy. It calls for genuine leadership and meaningful action from political leaders as well as the private sector. To get there, we are:

**Galvanizing the private sector**  
to expand benefits, embrace care policies as good business, and advocate for change

**Mobilizing a grassroots movement**  
of one million moms and supporters to take action in their homes, workplaces, and communities

**Changing the conversation**  
about moms — who they are, the value they bring to society, and why we must invest in them

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**We have to stop trying to fix the woman, and start fixing the system.**

**Reshma Saujani**  
Moms First CEO





# YEAR IN REVIEW

2023 was the year moms could not be ignored. We're proud to say that, for the first time ever, this country has a cohesive, energized movement fighting for moms. We've created a political identity around motherhood that is not just about our children, but about us.





# 2023 BY THE NUMBERS



**1M+**

moms and  
supporters  
mobilized

**130+**



businesses engaged  
through our coalition  
and campaigns



**250,000**

US employees across  
40+ businesses in  
the National Business  
Coalition for Child  
Care have access to  
child care benefits



**25,000+**

people used  
PaidLeave.ai within  
the first month

**645**

grassroots donors became  
founding Moms First members



**74**

media stories

**14**

thought leadership  
pieces in top-tier  
outlets



**272**

moms trained to  
advocate for care  
policies

**000,000**



messages to  
Congress from  
moms and  
supporters

# MOBILIZING THE PRIVATE SECTOR

The underlying problem? America treats women in the workforce as a “nice-to-have” rather than a “must-have.” This not only undermines women’s economic freedom, it threatens the broader economy. We’re mobilizing the private sector to change that.

## HOW WE DO IT

### **Ignite Corporate Action**

We use campaigns, earned media, thought leadership, and headliner moments to inspire businesses to join us in building workplaces that work for families.

### **Build a Business Community**

Many companies want to offer good benefits but don’t know where to start. To tackle this problem, we formed the [National Business Coalition on Child Care](#), a first-of-its-kind community of practice where 40+ executives, industry leaders, and child care innovators share best practices for implementing benefits. These companies reach over 250,000 US employees through their child care offerings.

### **Generate Insights and Spark Innovation**

We’re bringing data to the forefront by conducting research that triggers innovation and inspires companies to raise the bar on child care and paid leave.



Moms First partnered with **Chobani** and **Upwards** to develop an annual caregiver stipend and backup care credits for their employees, including corporate and remote staff, as well as workers in their rural manufacturing facilities.



**Nishant Roy**  
Chief Communications  
and Impact Officer  
**Chobani**

**Shari Eaton**  
Chief People Officer  
**Chobani**

**Jessica Chang**  
Co-founder and CEO  
**Upwards**

**Reshma Saujani**  
Founder and CEO  
**Moms First**



# WINNING CHILD CARE FOR THOUSANDS

Moms First brings business leaders and the White House together to announce bold new child care commitments

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**Child care is an economic issue, not a women’s issue or a social issue, but core economic infrastructure that allows for all other work to happen. Investing in child care and Pre-K is essential to our economic competitiveness—just as much as investments in roads, bridges, domestic manufacturing, and semiconductors.**

**Gina Raimondo**  
Secretary of Commerce



In July, we partnered with the White House to convene over 65 business leaders in Washington, D.C. — including executives from PayPal, Deloitte, Gap, and Intel — elevating the role of corporate leadership on child care. At the luncheon Secretary of Commerce Gina Raimondo underscored the critical importance of child care for our nation's economic security, and called on businesses to innovate solutions and take the lead in amplifying the issue.

We also celebrated new child care commitments from eight leading businesses, reaching tens of thousands of employees: Athletes Unlimited, Chobani, Community Offshore Wind, Dollywood Parks and Resorts, Fast Retailing, P.F. Chang's, Tenaris, and Weight Watchers.



**Moms First has quickly established itself at the center of the conversation about how we best support our families and moms. By advocating for an accessible child care and paid leave system, Moms First is a champion of an inclusive and successful future for modern families, businesses of all sizes, and entrepreneurs.**

**Jeffrey Zubricki**

Head of Global Advocacy and Public Policy at Etsy

# #ShowUsYourChildCare

## CAMPAIGN SPARKS TRANSPARENCY FROM 80+ BUSINESSES

To transform child care, we need transparency. In June, we partnered with [theSkimm](#) on a major campaign asking companies to publicly share details about their child care benefits.

More than 80 businesses participated in [#ShowUsYourChildCare](#) — including industry giants like MasterCard, Verizon, Etsy, Patagonia, and Sephora.



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**Our partnership with Moms First over the last year has been a natural fit from the start. I can't wait to see what we can accomplish together as we push to move the needle on the issues that matter most to parents.**

**Sarah Hardy**

Bobbie Co-founder and Chief People & Experience Officer





+ MANY MORE

# CULTIVATING A NEW COMMUNITY OF MOMS

For far too long, America's abysmal lack of structural support for motherhood has squeezed our choices and sabotaged our economic freedom. This is true for moms regardless of their politics, socioeconomic status, industry, or geography. Yet despite this shared experience, we remain divided. We increasingly find ourselves organized around political extremes, instead of rallying around our common identity as mothers.

To win paid leave and affordable child care, we need a unified movement. Moms First is working tirelessly to build and nurture a community of moms (and supporters!) from every walk of life who identify, advocate, and vote as Moms First.



# HOW WE DO IT

## **Bridge the Gap**

We're growing a grassroots network of one million+ supporters from different racial, geographic, and socioeconomic backgrounds who are ready to fight for the structural changes we need and deserve. Our base is truly bipartisan — moms in our community live in red and blue states and vote across the political spectrum.

## **Build Muscle**

We're not just adding more moms to our movement, we're arming them with the skills they need to advocate for change in their workplaces and on Capitol Hill. We provide tools for every step in the process — from a guide on how to ask for benefits to an implementation roadmap for HR teams. In 2023, we trained 272 moms to advocate at their companies, which in total employ more than 250,000 people.

## **Mobilize Moms**

Lawmakers and businesses need to hear from moms, especially at critical moments when child care and paid leave are on the line. This year, our activists successfully pushed for the creation of a bipartisan Congressional caucus on child care, which [launched](#) in June, with Representatives Nancy Mace (R-S.C.) and Ro Khanna (D-Calif.) at its helm. When child care funding threatened to dry up in September, we mobilized our grassroots community to [flood Congress with letters](#), capturing the attention of the White House.



# PAIDLEAVE.AI GETS PARENTS PAID

In December, we unveiled PaidLeave.ai, the first-ever generative AI tool to help parents more easily get the benefits they need to care for their families. When Reshma first had the idea for PaidLeave.ai, she reached out to Sam Altman, the CEO of [OpenAI](#). Sam was excited about the concept, and OpenAI provided technical advice and connected us to our talented development team, [Novy.ai](#). With support from Craig Newmark Philanthropies, we built our tool. In the first month of our New York state pilot, more than 25,000 people used the platform. We aim to expand PaidLeave.ai to other states in the coming year, putting money directly into the pockets of working families — and building a grassroots movement of millions of families who, because of their experience securing state benefits, are inspired to fight for federal paid leave.

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**PaidLeave.ai is a powerful model for how generative AI can change the way we approach customer service for good. This is a big step forward in helping people more easily access the benefits they need to care for their families.**

**Craig Newmark**

Founder of craigslist and Craig Newmark Philanthropies



# TIME

IDEAS • TECHNOLOGY

## We Don't Have to Choose Between Ethical AI and Innovative AI

6 MINUTE READ



Need to care for a child or family member?  
In New York, family leave pays.  
Up to \$13,019.32, to care for a  
child or family member.



**PAID LEAVE AI**



AI can help new parents navigate New York's complicated  
paid leave policies. Nick Schnelle/Washington Post via Getty

BY **RESHMA SAUJANI**

DECEMBER 5, 2023 10:00 AM EST

# LORYN DUKE SHOWS WHAT MOMS CAN ACHIEVE

In the rural town of Steamboat Springs, Colorado, hospitality employees have long faced a child care desert. At one of the town's largest businesses, Steamboat Ski Resort, staff — from executives to ski instructors — struggled to access the child care they needed to do their jobs.

In 2021, the resort's Communications Director, Loryn Duke, joined forces with her colleagues and successfully persuaded the company to create an on-site child care facility. As a result, Loryn has been able to drop in and visit her daughter during the workday — including reading a story to the class on her second birthday. Now Loryn is a key contributor to Moms First trainings and workshops, where she helps other moms advocate for child care in their workplaces.





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**Moms First has been a wonderful resource for Steamboat Ski Resort, helping us in sharing our advocacy efforts and maintaining a successful employer-based child care facility. Participating in Moms First workshops has been fulfilling and inspiring, allowing us to share our story and empower others to advocate for child care in their workplaces. We are incredibly proud of the Steamboat Child Care Center and appreciate Moms First leading the way for others to follow in our footsteps.**

**Loryn Duke**

Moms First Activist and  
Director of Communications at  
Steamboat Ski & Resort Corporation





# CHANGING THE CONVERSATION

To change policy, you must first change minds. Too often, paid leave and child care are seen as “women’s issues” and relegated to the background. In reality, these are bipartisan, mainstream economic matters that should be at the top of our policy agenda, alongside climate and AI. The sooner this becomes clear to legislators, corporate leaders, and moms themselves, the sooner we will win the support we need.

We use thought leadership and media to show that child care struggles aren’t personal problems moms should blame themselves for — they’re pressing corporate and political issues that demand action from our leaders.

## HOW WE DO IT

### Thought Leadership

Over the past year, Moms First has become *the* voice on the structural changes moms need to thrive. In 2023, we placed 14 op-eds in top-tier publications, including [\*Elle\*](#), [\*Fast Company\*](#), [\*Glamour\*](#) and [\*TIME\*](#).

### Turn up the Volume

Our goal is to put moms on 360-degree surround sound. We talk about our issues nonstop, from every angle, every day — bringing the conversation to homes and offices across the nation. In 2023, we generated 73 earned media hits in major outlets, including feature stories by [\*Good Morning America\*](#), [\*Axios\*](#), [\*Katie Couric Media\*](#), [\*Fast Company\*](#), and [\*InStyle\*](#).



# BRINGING MOMS TO THE TABLE

Moms need a voice in the spaces where decisions are made. We're bringing our issues into the corporate, male-dominated rooms that have historically shut us out — rooms where we are never discussed. To this end, Reshma, our CEO, spoke at the [World Economic Forum's meeting in Dubai](#) in October, and, in a major win, she was appointed co-chair of the organization's inaugural Council on the Future of the Care Economy. At the annual [Clinton Global Initiative](#) summit, we made the case for a new “billion dollar idea” — investing in moms. In March, we highlighted the need for paid leave and child care at the [Catalyst Awards](#), and in September, we advocated for moms at [Forbes' Power Women Summit](#). Reshma was also selected as one of *Forbes'* “[Women to Watch in 2024](#)” — further elevating our cause.



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**Moms First recognizes the gaps in our cultural conversations about motherhood and is on a mission to change the narrative, challenging how we see and value moms in this country. I'm proud to champion this work.**

**Gretchen Sisson**  
Moms First Supporter

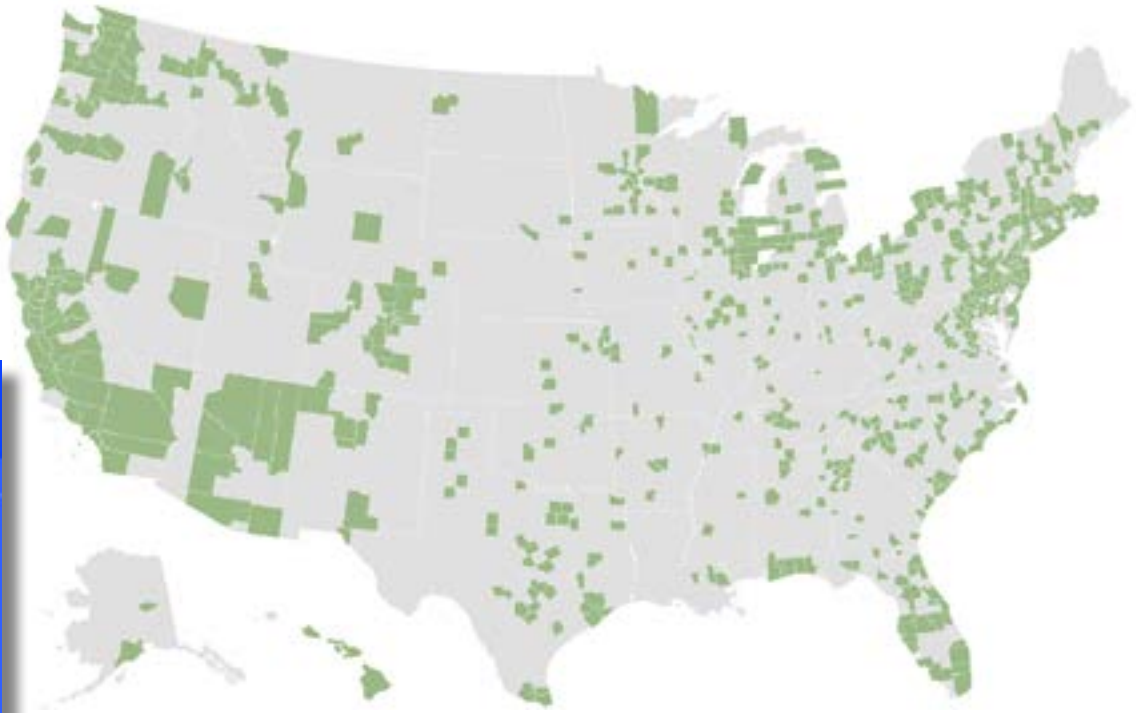
# SPRINGING INTO ACTION TO SAVE CHILDCARE FUNDING

Moms faced a crisis this year — the Child Care Cliff — when critical funding that was keeping the child care sector afloat expired, threatening to leave millions of children without care. Beyond insider circles in D.C., this pending disaster was not getting the attention it deserved — so we got **loud**. We moved the issue from the margins to the mainstream, until moms were talking about it on the playground.

We mobilized activists around the country, who sent more than 9,000 letters to Congress demanding action. We flooded the media, appearing with Poppy Harlow on “[CNN This Morning](#)” and calling for critical funding in pieces by [Forbes](#), [MSNBC](#), [Bloomberg](#), and [Politico](#). When Congress failed to act, President Biden heard us. In direct response to the Moms First community, he requested \$16 billion in emergency supplemental funding for child care, which still hangs in the balance.



# MOMS FIRST ACTIVISTS



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**Whether you're a Republican or a Democrat, whether you live in Idaho or New York City, you are going to feel the effects when we go off the child care cliff. It's devastating. And it just shows that we live in a country that doesn't put families first.**

**Reshma Saujani**  
Moms First CEO



# 2023 IMPACT AN

## OUR REBRAND

The Marshall Plan for Moms became Moms First

## GROWING OUR TEAM

We invested in long-term sustainability by adding three key roles

## M1 COMMUNITY LAUNCH

We formally launched our activist community and saw explosive growth

## WORLD ECONOMIC FORUM

Annual Meeting of the Global Future Councils in Dubai: On the biggest world stages, we made the economic case for supporting moms

## #SHOW USYOUR CHILDCARE

80+ companies took action to make their child care benefits transparent

## BIPARTISAN CONGRESSIONAL CAUCUS

We successfully encouraged Congressional leaders to form a bipartisan caucus on child care

# ND MILESTONES

## THOUGHT LEADERSHIP

We earned coverage in major outlets like “Good Morning America,” *The New York Times*, and *TIME*

## PAIDLEAVE.AI

We unveiled a groundbreaking generative AI tool to help caregivers get benefits

## WHITE HOUSE EVENTS

We partnered with the White House to elevate corporate leadership on child care

## THE CHILD CARE CLIFF

In response to our mobilization, President Biden requested \$16B in emergency child care funding

## ADVOCACY WORKSHOPS

We armed hundreds of moms with tools to advocate in their workplaces

## FOUNDING MOTHERS

645 online donors became founding members of Moms First

# WHAT'S NEXT

In one year as Moms First, we've reshaped the landscape. This country now has a united, bipartisan movement fighting for moms. We're ready to build on that success in 2024 to fundamentally transform America's corporate, policy, and cultural spheres to bring paid leave and child care to the top of our national agenda.

## Our 2024 Priorities

We're doubling down on the bets we made this year, and going further — because we can see that what we're doing is working. In 2024 we will:

- 1 Elevate paid leave and child care policies as essential business issues and grow support for private sector investments
- 2 Expand our nonpartisan digital community of moms and supporters taking action in their homes, workplaces, and communities
- 3 Continue to change the narrative about moms, and bring the conversation about paid leave and child care into homes and halls of power
- 4 Build and invest in a high-impact, responsive, and energized team that is resourced to reimagine the world for moms

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**Moms First is leading the charge to reimagine a new world that puts moms and families first. You are shining a bright light on the challenges and solutions for child care, paid leave, equitable pay, and other issues confronting moms.**

**Atiya Weiss**

Executive Director, The Burke Foundation

## WITH GRATITUDE

We couldn't achieve our goals without the support of our generous donors, partners, and supporters. Every dollar you invest in Moms First gets us closer to securing the structural changes moms need to thrive: affordable child care, gender-neutral paid leave, and pay equity.

**Thank you for entrusting us with your dreams for a better future for moms.**



# MOMS FIRST

## CONTACT

Moms First is a venture of Girls Who Code, a 501(c)(3) not-for-profit organization.

For more information or to work with Moms First, please contact [partnerships@momsfirst.us](mailto:partnerships@momsfirst.us).



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