



MOMS F1RST

BREAKING THROUGH

ANNUAL REPORT 2024



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LETTER FROM THE CEO

Friends,

We typically measure impact with numbers. (Spoiler: You'll get plenty of that in this report.) But when your work is actually breaking through, you should be able to **see it**.

Moms First broke through in a big way in 2024, and I don't need a PowerPoint of data to prove it.

It was on full display at our inaugural Moms First Summit, which convened leaders from across several industries — including genuine heroes of mine — to plant a flag with the idea that the issues that impact moms are broad, economic issues that deserve national attention.

With PaidLeave.ai, the world saw us lead by example — developing technology that helps parents and caregivers access the funds they're entitled to under state programs. In the immediate aftermath of its launch, searches for "paid family leave" shot up, and tens of thousands used our tool in the first month alone. We just expanded PaidLeave.ai nationally and are now reaching parents across the country.

Last spring, when we published a landmark report showing a huge ROI for businesses that offer child care benefits to their employees, you could almost feel the earth move. We have proof that this isn't just about doing right by employees — it's good for business, too. I know firsthand that this got the attention of C-suite executives.

Maybe most impressive, Moms First put our issues in the spotlight in the middle of an election. Leading up to the first presidential debate, over 15,000 moms signed a petition calling on CNN to ask about the child care crisis. They did exactly that. And the ensuing headlines prompted follow-ups, which got the incoming administration on the record committing to fix the problem.



This report, front to back, is evidence that Moms First isn't interested in simply reaching KPIs or checking arbitrary boxes. We are focused on doing what it takes to deliver tangible, meaningful change for moms — in our workplaces, in our laws, and in our culture as a whole.

Thanks to people like you, this movement is delivering results you can truly see. Let's make sure breaking through in 2024 translates into **breakthroughs** for moms everywhere in the year ahead.

Believe it,

A handwritten signature in white ink that reads "Reshma Jaiswal".

Reshma

THE PROBLEM

For too long, our country has seen motherhood, child care, and paid leave as personal problems for women — not broad economic priorities that affect our ability to thrive. America's families and economy pay the price.

50 states

Child care is now more expensive than rent in 50 states.

1 in 4

One in four women return to work just two weeks after giving birth.

2x

The cost of child care has risen at nearly 2x the rate of inflation.

\$10K

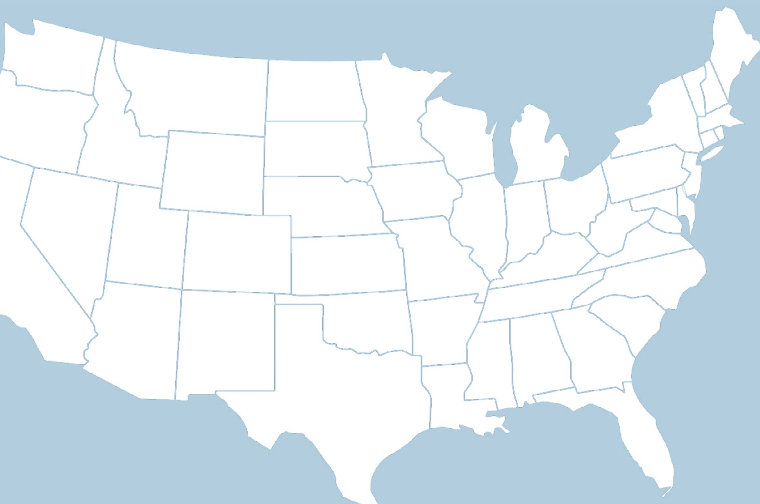
Workers lose \$10K in wages on average when they take unpaid leave — at a time when many Americans have less than \$400 in savings.

40%

40% of parents go into debt to pay for child care.

\$1 trillion

Women are 20% more likely to stay in the labor force if they have access to paid leave, which could boost GDP by as much as \$1 trillion.



ABOUT MOMS FIRST

MOMS FIRST IS FIGHTING FOR AMERICA'S MOMS.

Our mission is to win paid leave and child care as economic imperatives that allow families to thrive. Our vision is a country that values motherhood and supports moms and families.

OUR STRATEGY IS TO:



OUR IMPACT

6 BILLION+

impressions for our message

1.1 MILLION

supporters in our coalition

25%

increase in online searches for “paid leave”
after the launch and expansion of PaidLeave.AI

600,000

employees impacted through the National
Business Coalition for Child Care



MOBILIZE BUSINESS

200+

companies mobilized to drive change in workplace childcare policies

600,000

employees now have access to new or expanded care benefits

425%

ROI proven for employers investing in childcare solutions

Report Proves Big ROI for Companies Investing in Child Care

Our report with Boston Consulting Group (BCG), “[Childcare: The Employee Benefit That Pays for Itself](#),” definitively proved that investing in child care is smart business. The report demonstrated that employers like Etsy and UPS who invest in child care see a staggering ROI — up to 425%. It generated widespread media coverage, with stories in outlets like [Inc.](#), [Fortune](#), and [Fast Company](#). Following a report release event in partnership with the US Chamber of Commerce Foundation, we launched a new tool that enables organizations to measure their ROI for child care benefits. We’re now moving from research to action, partnering with leading businesses to implement profitable child care solutions.



Empowering CEOs to Become Champions of Child Care

Our National Business Coalition for Child Care (NBCC) has mobilized 200+ companies — reaching more than 600,000 employees — to become champions for child care. Our efforts have amplified the voices of business leaders in reshaping how the private sector addresses child care, underscoring its role as both an economic and workforce imperative. Following the release of our report on the ROI of child care, we were invited to the White House to present our findings to the Council of Economic Advisors. C-suite leaders from 12 major employers — including UPS, Morgan Stanley, TIAA, Deloitte, Chobani, Etsy, the Adecco Group, Bobbie, JBS Foods, and others — joined us for a roundtable discussion with bipartisan policymakers on Capitol Hill.

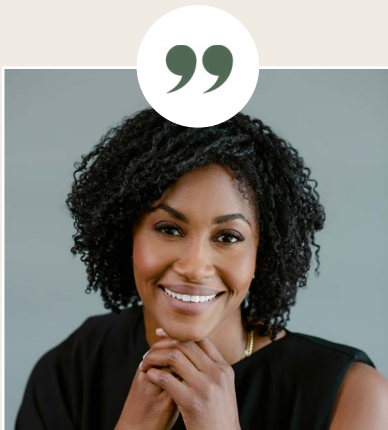
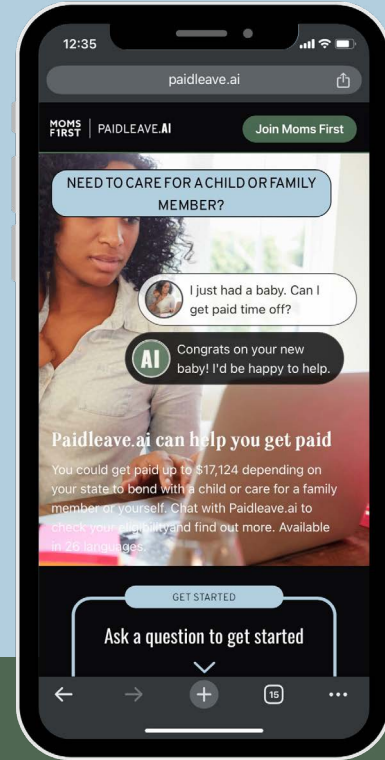
In partnership with the Department of Commerce and the US Chamber of Commerce Foundation, Moms First helped to spotlight bold innovations in child care at the National Child Care Innovation Summit, where our CEO Reshma Saujani delivered the keynote address.

We’re continuing to build a powerful movement of business leaders committed to advancing child care as a national economic priority.

LEAD WITH INNOVATION

PaidLeave.AI Expands

Our wildly successful New York pilot of PaidLeave.ai (supported by OpenAI, Craig Newmark Philanthropies, Capital One, and Robin Hood Foundation) demonstrated the potential of AI to reinvigorate the fight for paid leave and expand access to benefits. The pilot drove a 25% increase in national Google searches for “paid family leave” and the platform saw 25,000 visits in the first month. In 2024, we expanded PaidLeave.AI nationally to all states with active paid family leave programs. We also streamlined the site to improve accessibility and respond in 80 languages, ensuring we connect with more low- and moderate-income communities. In the fall, we launched our first awareness and advertising campaign, “Paid Leave Pays,” reaching moms where they are and driving paid leave uptake.



Moms First is using groundbreaking tools to put money back in the pockets of hardworking low- and moderate-income individuals in a way that helps to relieve stress. Our support for PaidLeave.AI is helping make paid leave more accessible and redefining how AI can be used to propel the delivery of economic benefits to working parents.

KERONE VATEL

Head of Community Impact & Investment
Capital One

8 million

Following our September national expansion, we generated over 8 million impressions

20x

Since launching the site and reaching out directly to parents, we've seen Google searches for “paid family leave” increase 20x

45,000+

unique visitors to our platform in Q4 alone

BUILD THE BROADEST COALITION

15,000

moms sign our petition to get
child care on the debate stage

1.1 MILLION

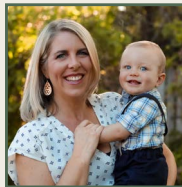
supporters in our coalition

200

personal stories presented to the US
Senate Finance Committee in July 2024

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It’s time for our
leaders to answer
moms across the country
who are calling for
affordable, accessible and
quality child care. Our
families, businesses, and
our children’s future all
depend on it.



LISA GREY
Motherhood
Supporter

”

Parents and
caregivers are
being asked to choose
between basic needs or
child care, affordable
child care or quality child
care, their livelihoods or
child care.



JAIME COLMAN
Motherhood
Supporter

The Motherhood Community Flexes Its Muscle

Our community of activist moms, “The Motherhood,” sprang into action this election year. In 30 states, moms asked candidates up and down the ballot to go on the record with their child care plans. Supporters used our toolkit to publish letters in outlets like *The Baltimore Sun*, the *St. Louis Post-Dispatch*, and *The New York Times*, calling on leaders to reimagine our workplaces, communities, and culture so they finally work for moms. When the Senate Finance Committee hosted a hearing on child care in July, we shared personal stories from 200 of our moms about how the crisis has altered their lives.

Moms Land Child Care on the Debate Stage

In a historic win, we mobilized 15,000 moms to demand that CNN bring up child care during the first presidential debate. As a result of our hand-delivered petition, debate moderator Jake Tapper asked Biden and Trump how they would tackle the crisis — sparking headlines in outlets like *USA Today*. Overnight, leaders across the country started talking about how to fix child care, and Google searches for “child care policy” spiked to the highest levels of the year. By the time the vice presidential debate rolled around in September, our issue was decisively on the map: Walz and Vance spent an astonishing eight minutes debating solutions.



Reshma Saujani · Following
Founder/CEO of Moms First | Founder of Girls Who Code
3mo ·

A full 8 minutes dedicated
to child care and paid family
leave in the VP debate. My
mind is honestly still blown!

SHAPE THE CONVERSATION

Both Presidential Candidates Commit to Child Care

During the 2024 presidential election, Moms First elevated child care as a top economic issue, and helped secure commitments to addressing the child care crisis from the Presidential and Vice Presidential candidates from both major parties — a historic first. During an event at the Economic Club of New York in September, Reshma asked President Trump about child care — catapulting the issue into the headlines. Our advocacy prompted the Trump campaign to go on the record, with J.D. Vance saying “We’re going to have to spend more money.” Similarly, the Harris campaign rolled out a policy platform calling for major investments in child care.



Summit Brings Together Powerful Moms and Allies

Three hundred and fifty of the most influential moms and allies in the world — including Hillary Clinton, OpenAI CEO Sam Altman, Emily Oster, Tarana Burke, Governors Kathy Hochul and Gretchen Whitmer, Elaine Welteroth, and Katie Couric — came to New York for our inaugural Moms First Summit in May. They shared stories and championed solutions, all while nurturing a collective identity for moms; one that is not about our kids, but about us. Media coverage of the live-streamed event reached more than 561 million people around the world, with features in culture-shaping outlets like *InStyle*, *People*, and *Forbes*.



Celebrities Call for More Realistic TV Depictions

We partnered with Geena Davis and Meghan Markle to get people talking about how Hollywood shapes our cultural expectations of moms. Our report, “Rewriting Motherhood: How TV Represents Moms and What We Want to See Next” details the way unrealistic media portrayals fuel gender imbalances and feed mom guilt.

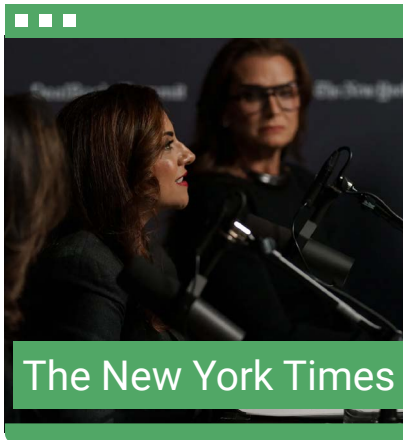


MOMS FIRST IN THE MEDIA



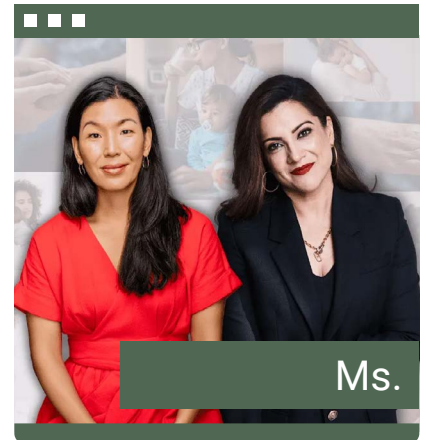
InStyle

The Hardship and Hope of Being a Mom in America Right Now



The New York Times

How Much Progress Have Women Made at Work?



Ms.

How Care Became a Key Issue This Election



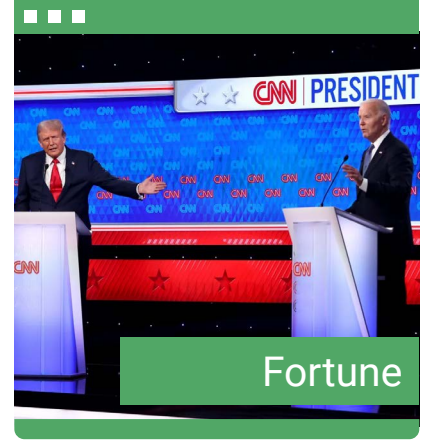
CNN

Don't underestimate moms ahead of the 2024 election



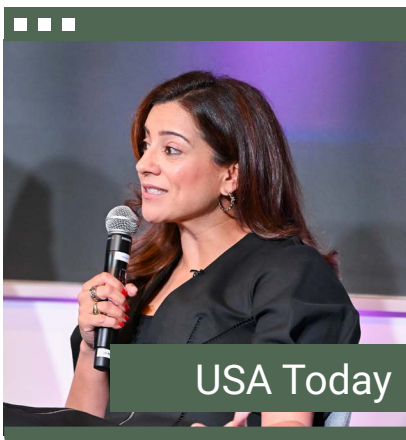
MSNBC

Can AI actually help parents? These moms say absolutely



Fortune

15,000 moms signed a petition demanding that CNN ask Trump and Biden about the childcare crisis during the debate.



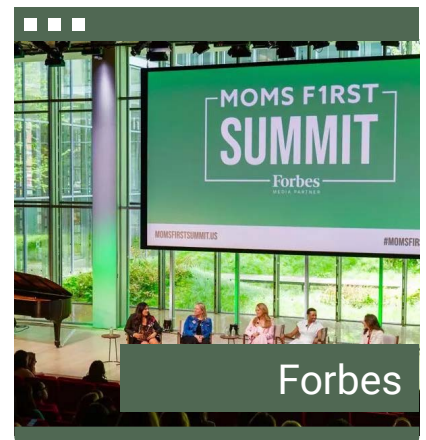
USA Today

Child care costs widened the pay gap. Women in their 30s are taking the hit



USA Today

This AI chatbot can help you get paid family leave in 9 states. Here's how.



Forbes

Moms First Launches The Motherhood On The Heels Of Its Inaugural Summit

OUR PARTNERS

The Adecco Group US Foundation
Anderson Foundation
The Anvi Group Charitable Foundation
Bobbie
The Burke Foundation
Capital One
Craig Newmark Philanthropies
Cocoon
Dan Kusnetz
The Elevate Prize Foundation
Every Page Foundation
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P-Squared Philanthropy
PwC
The Robin Hood Foundation
Romita Shetty

Rovere O'Kelley Family Fund
Schulte Roth & Zabel
Share Our Strength
Shelley & Donald Rubin Foundation
Synchrony
The UPS Foundation
Walton Family Foundation
Willow Tree Fund
Visionary Women Foundation
Vivo Foundation



Working families need caregiving support to do their best work—and as Moms First shows us, it's in a company's best interest to answer this call to action. Their groundbreaking research proves that companies that provide child care benefits see a major return on investment and are more likely to attract and retain top talent. Pivotal is proud to support Moms First as they continue to demonstrate that a caring economy is a competitive one.

BROOKE ANDERSON
President, Pivotal Ventures

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Paidleave.ai is a great model for AI for customer service, not only for public service, but everywhere regular people need a hand. Moms First is a serious leader in AI for good, and I'm really happy to support their efforts.

CRAIG NEWMARK Founder, craigslist and Craig Newmark Philanthropies

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UPS is proud to have partnered with Moms First in 2024 to challenge the status quo with meaningful discourse around childcare — one of the most critical issues employees face today. Together, we've created a platform for action and positive change and look forward to continuing this important work to empower families across the country.

DANELLE MCCUSKER REES Head of Global Talent & Learning, UPS

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Representation doesn't just matter for children — we are all impacted by how we are reflected in popular culture. Moms deserve to see authentic and validating portrayals of motherhood on screen.

GEENA DAVIS Founder and Chair, Geena Davis Institute

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At the Adecco Group US Foundation, we believe in making the future work for everyone. Partnering with Moms First, we have made impactful changes for workers by creating resource groups for working parents, piloting new technology that connects workers to government funding for childcare, and raising awareness on the importance of paid leave and childcare benefits. Our joint initiatives demonstrate that supporting parents isn't just good policy — it's good business.

LAIN GANDY Director, The Adecco Group US Foundation

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The Moms First Summit was long overdue. Every panel centered the labor and contributions of mothers in our nation and the world. I'm proud to be on the Board of an organization that's changing policies and the conversation for working families.

TIFFANY DUFU President, The Tory Burch Foundation & Moms First Board Member

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I'm delighted to have been able to contribute to Mom's First in 2024. They are leading in this space and, most importantly, leading with a clear focus. Keeping their eyes on child care, parental leave, and making the system work for moms and families has enabled Moms First to bring together an extraordinary coalition. I cannot wait to see what happens in 2025.

EMILY OSTER CEO, ParentData

MOMS F1RST

www.momsfirst.us

FOR PRESS INQUIRIES

press@momsfirst.us

FOR DEVELOPMENT INQUIRIES

partnerships@momsfirst.us

MAILING ADDRESS

PO Box 20008, New York, NY 10001

@MOMSFIRSTUS  