



Campaign Finance Reform: Breaking Barriers & Strengthening the Pipelines for Moms to Run & Serve

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In partnership with:



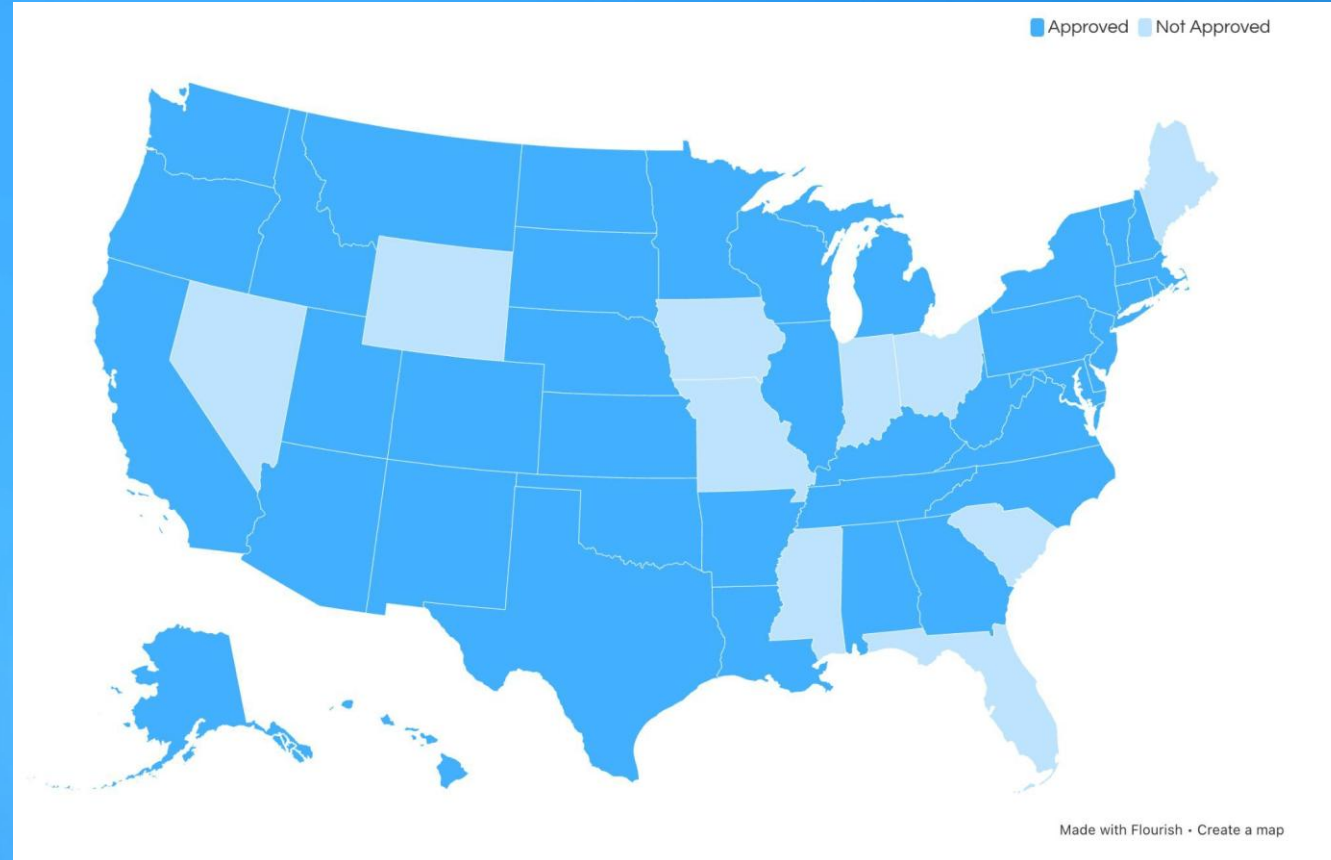
Vote Mama Foundation, a 501(c)(3) nonpartisan organization, is the leading source of research and analysis on the political participation of moms. We are normalizing moms running for office and building a political system that is *truly* family-friendly.

Vote Mama Lobby, a 501(c)(4) organization, advocates to break the structural barriers moms face running for and serving in elected office, and mobilizes fed-up mamas to build their political power, elect moms and pass *truly* family-friendly legislation.

The Origin Story: CFCC

In 2018, the Federal Election Commission approved federal candidates' option to spend campaign funds on childcare through a unanimous, bipartisan vote.

40 states + D.C. have now approved the use of Campaign Funds for Childcare!



demographics: mom status

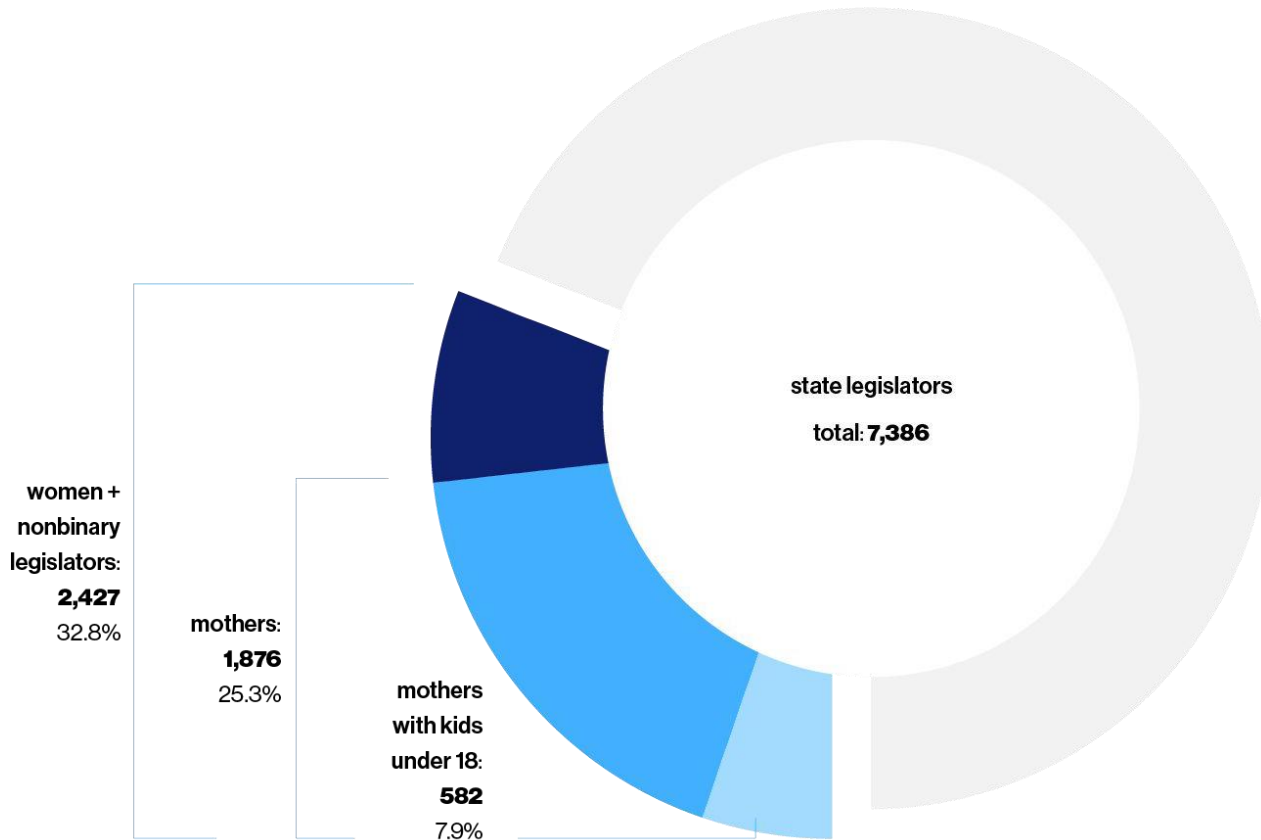


Figure 1: Moms as % of Legislators

- Women total: 2427 (32.8% of all legislators)
- Moms total: 1876 (25.3% of all legislators)
- Moms of Minors: 582 (7.9% of all legislators)

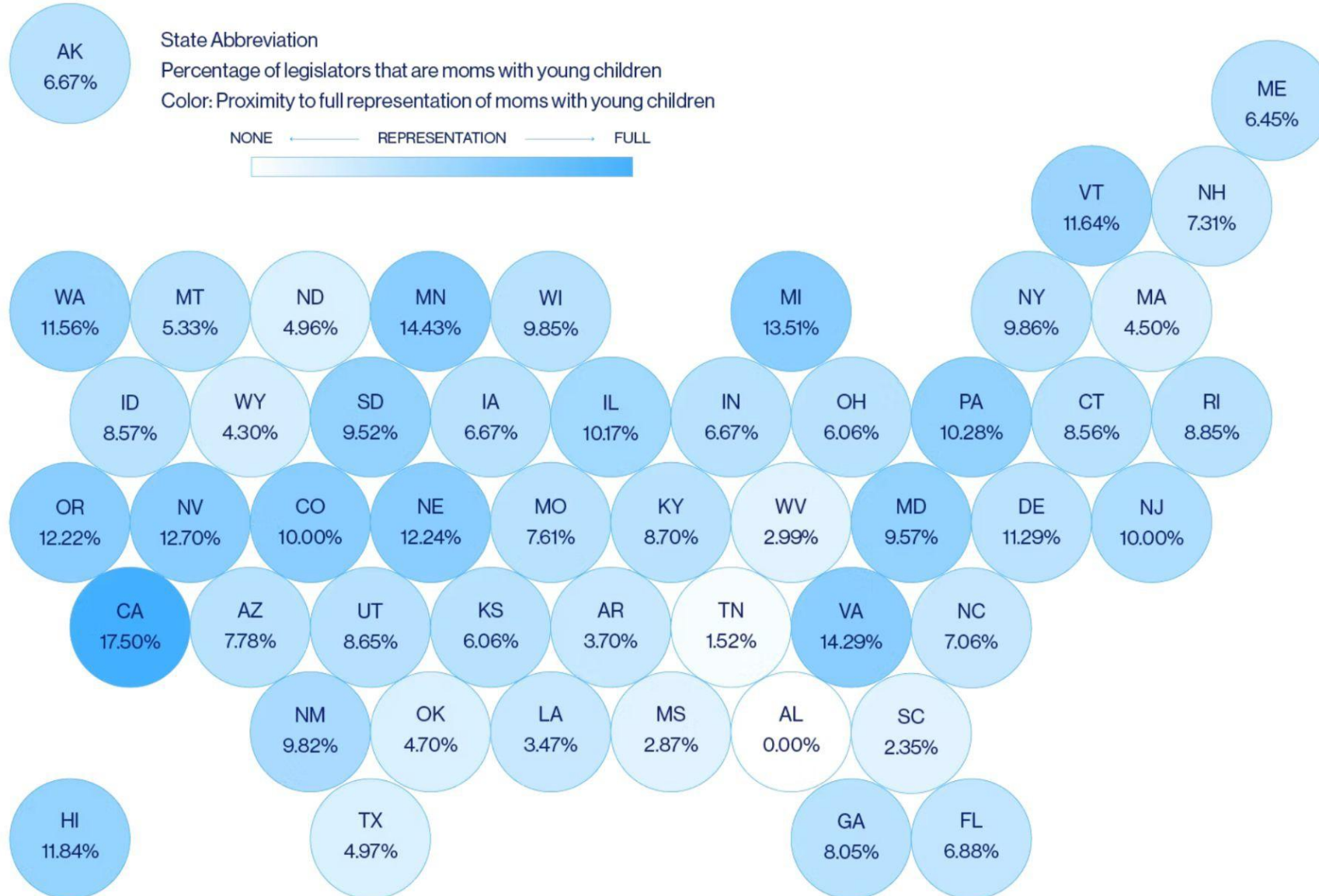
Among all state legislators:

7.9% were moms of minor children

1.7% were moms of minors under the age of six

We would need to elect **763** more moms with kids under 18 to achieve proportional representation

Politics of Parenthood: Representation in State Legislatures 2024



State and Local CFCC Spending

2018 - 2025

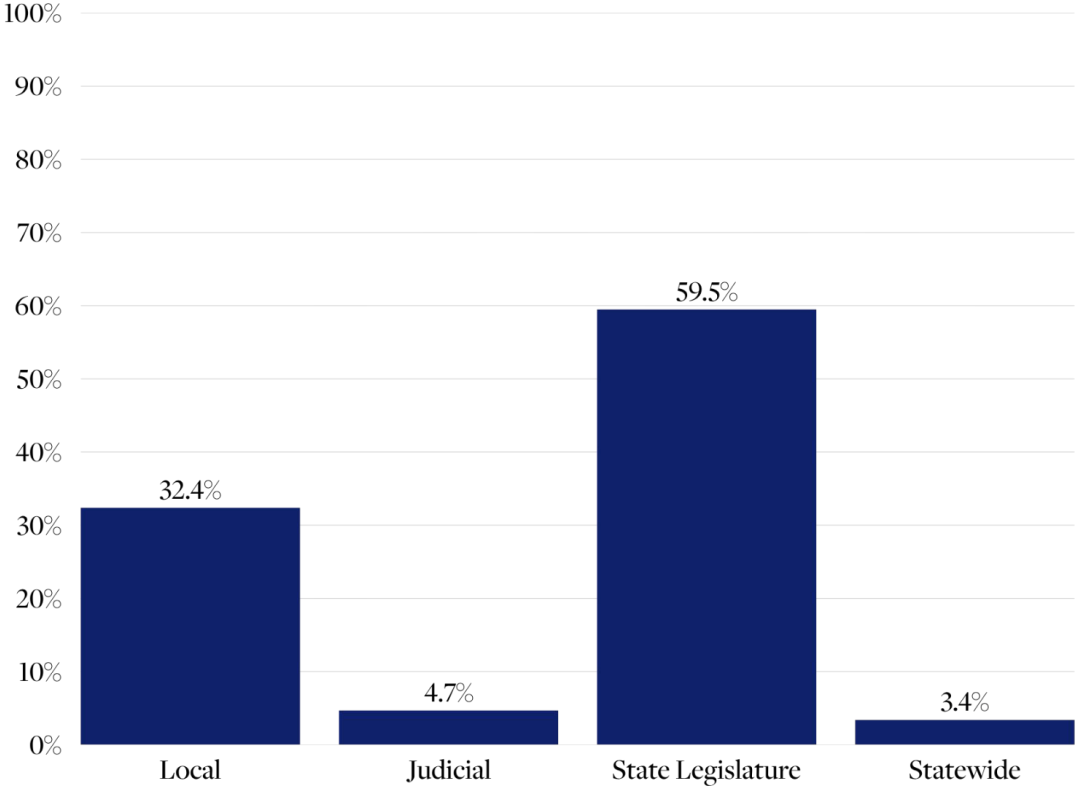
>**\$700k** spent

148+ candidates
utilized in **25+** states

> **1,400%** increase in
spending from 2018-2025

58.1% of candidates were
women

Percent of Spending By Office Level



Replicating the model for CFS

In 2024, the Federal Election Commission (FEC) clarified that all federal candidates and officeholders may use campaign funds on security expenses.

Permissible security expenses include:

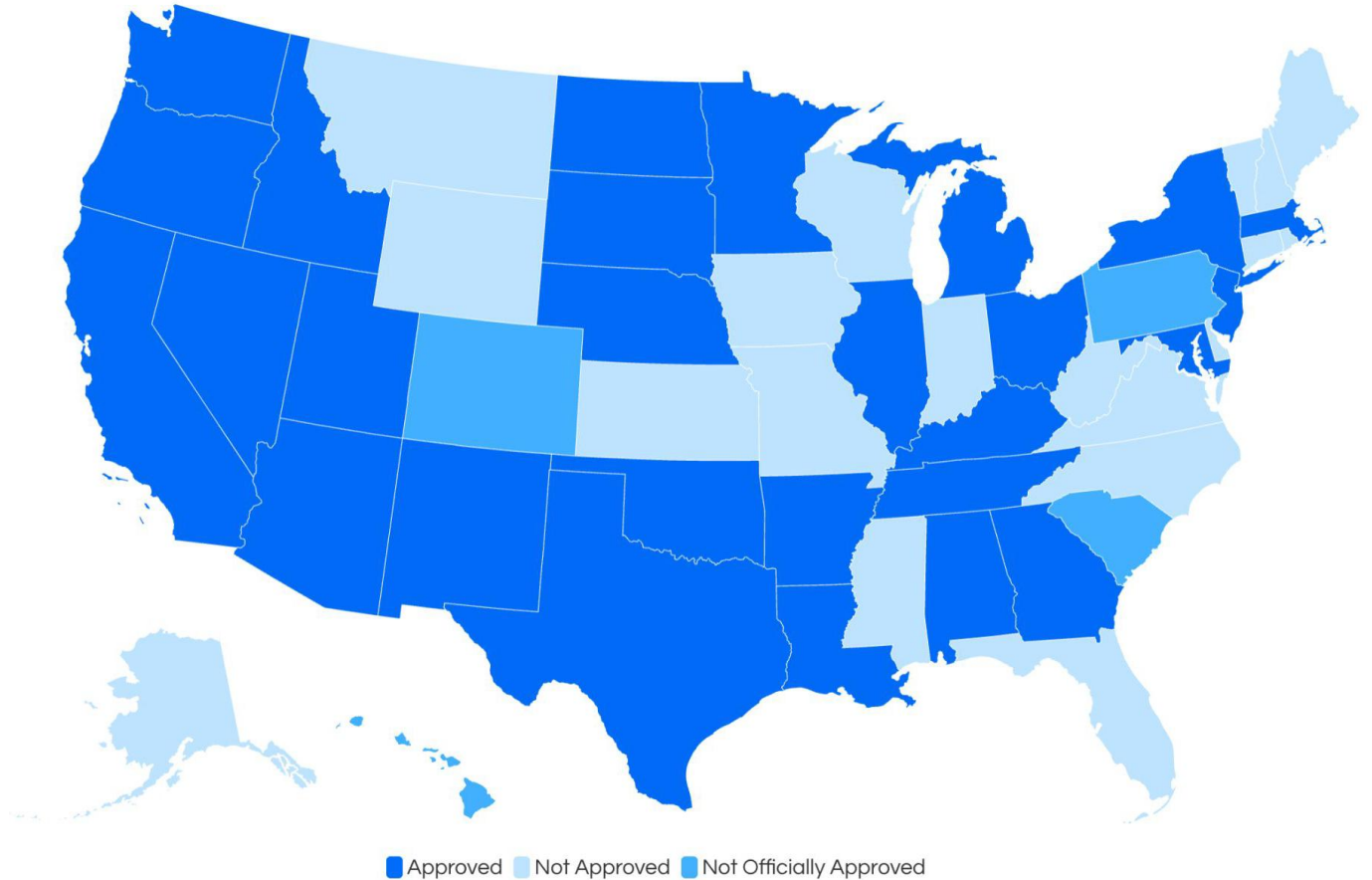
- Non-structural security devices
- Structural security devices
- Security personnel
- Cybersecurity software, devices, and services

national landscape

We launched our CFS initiative in August of 2025 at NCSL

At the time, 10 states had authorized CFS

As of today, 27 states have authorized CFS



Federal CFS Spending

2014-2024

>\$41 million spent

864 candidates

> 7,000% increase in
spending

22% spent by women

Visit our website to access:

- National trackers on CFCC and CFS
- One-pagers on utilization with examples of how to report spending
- Template Advisory Opinion requests to find out if CFCC and CFS is currently allowed state law
- Data on the political representation of mamas

Thank you! Any questions?