



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

Louisa Duggan, Policy Director, Vote Mama Foundation

In partnership with:





Campaign Finance Reform:

Increasing the representation of everyday families at all levels of government

Louisa Duggan

Policy Director

Louisa leads Vote Mama's work to break the barriers moms face running for and serving in elected office. This includes our Campaign Funds for Childcare and Security efforts to advance campaign finance reform in all 50 states.

Louisa holds her B.A. in Politics from Brandeis University and a Master of Public Policy from the Heller School for Social Policy and Management with a concentration in Economic and Racial Equity. Raised on the beautiful island of Hawai'i, Louisa has now settled in Seattle.



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.

demographics: mom status

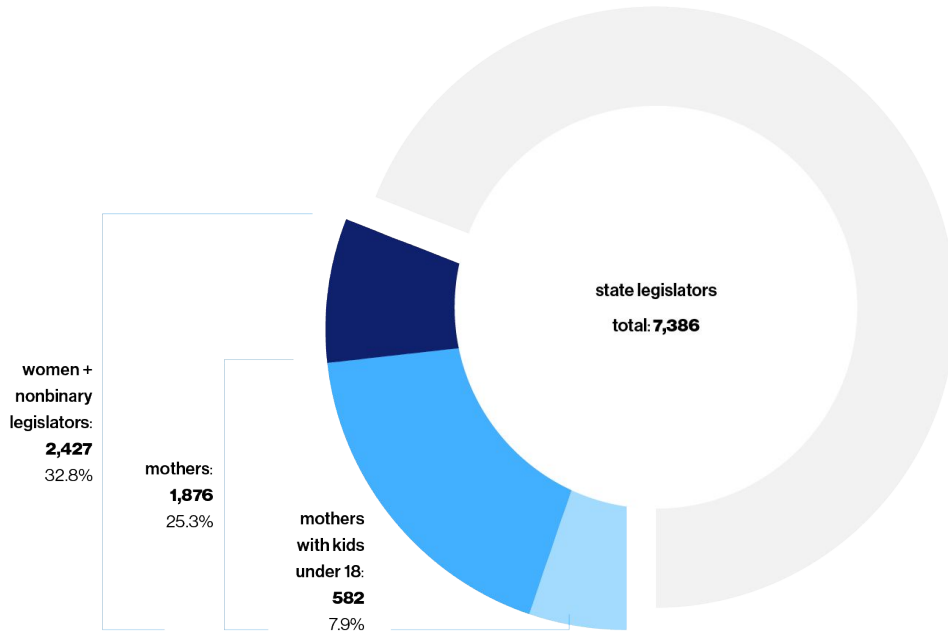


Figure 1: Moms as % of Legislators

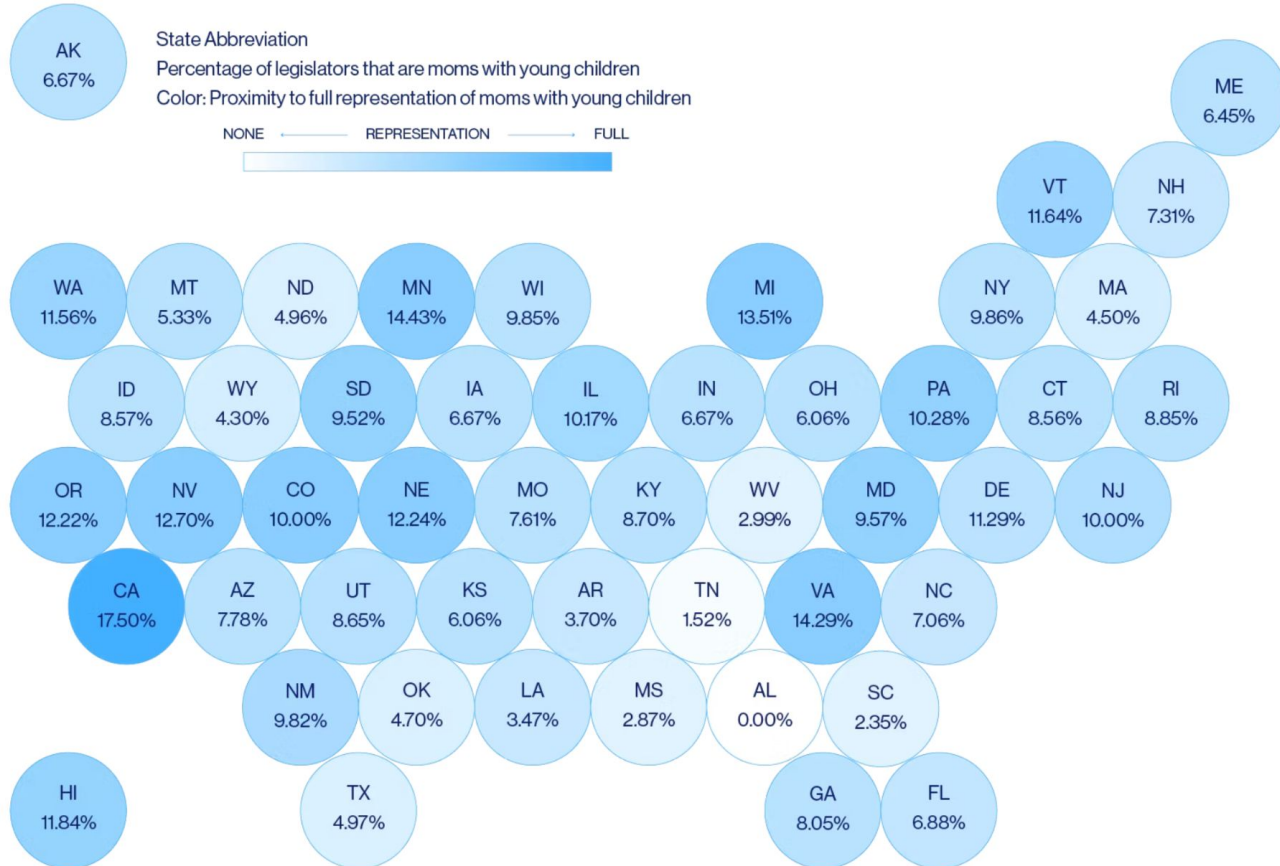
- Women total: 2427 (32.8% of all legislators)
- Moms total: 1876 (25.3% of all legislators)
- Moms of Minors: 582 (7.9% of all legislators)

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

Moms of minor are severely underrepresented



Let's talk campaign funds...

When running for public office in Utah, you can use the money you raise for your campaign...

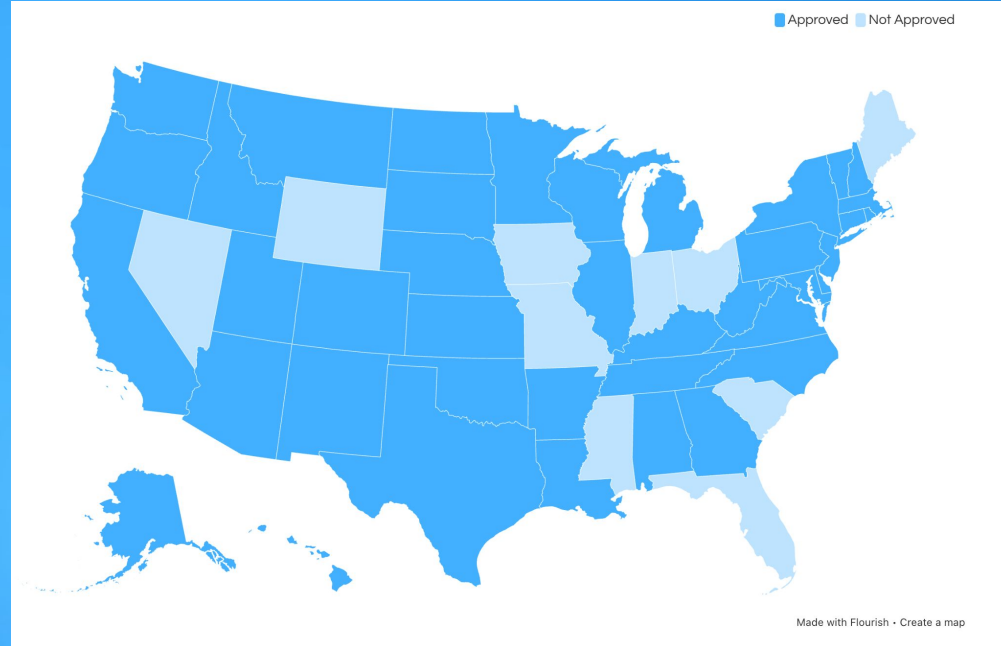
- To pay for travel expenses, including hotels, airfare, and rental cars
- To pay for meals and beverages
- To pay for items connected to a campaign office space (rent, utilities, etc)
- To pay for a donation to a charitable organization
- To pay for **childcare expenses**
- To pay for **security expenses**

Many candidates have to use their campaign funds to pay for these expenses because they have given up their full-time jobs to run for office or they simply don't make enough money to cover these expenses out of pocket.

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!



State and Local CFCC Spending

2018 - 2025

>**\$700k** spent

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

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

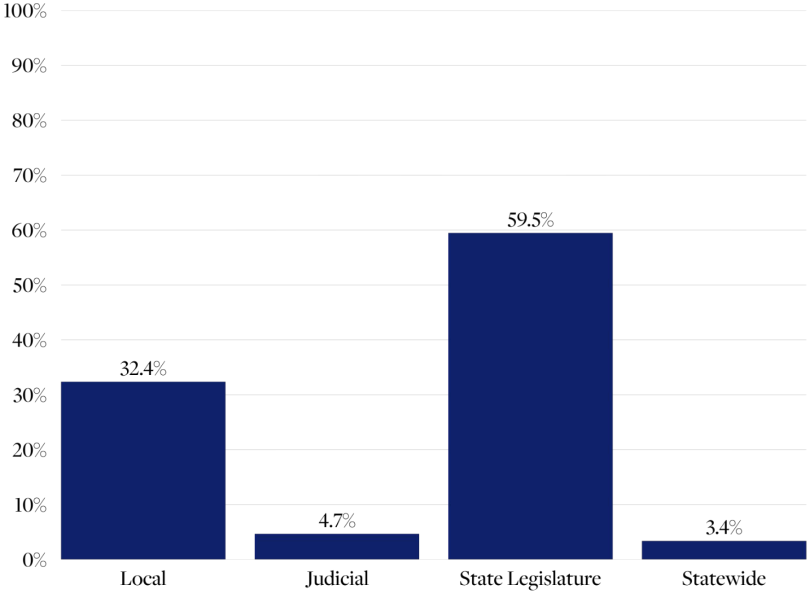
58.1% of candidates were
women

State and Local CFCC Spending

2018 - 2025

30% of CFCC users were candidates of color and accounted for 79% of all state and local CFCC spending.

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:

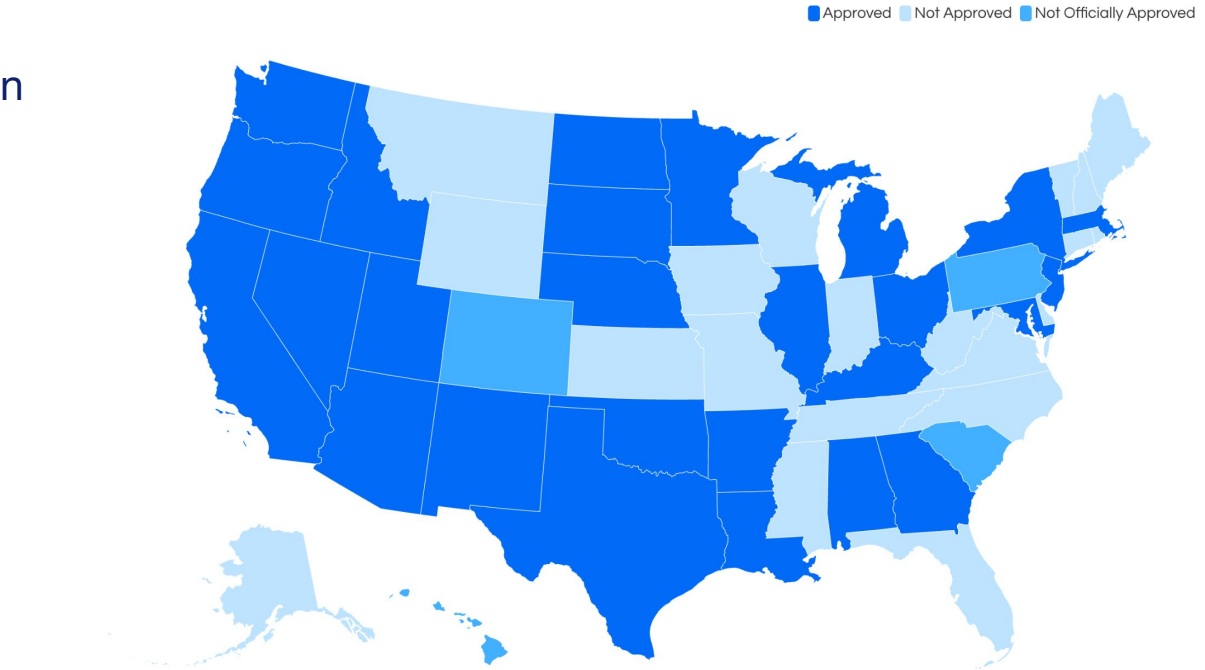
- Non-structural security devices
- Structural security devices
- Security personnel
- Cybersecurity software, devices, and services

national landscape

We launched our CFS initiative in August of 2025 at NCSL

At the time, 10 states had authorized CFS

As of today, 26 states have authorized CFS



Federal CFCC Spending

2014-2024

>**\$41 million** spent

864 candidates

> **7,000%** increase in
spending

22% spent by women

Visit www.votemamafoundation.org 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 under state law
- Data on the political representation of mamas

Thank you! Any questions?