

WHAT CHANGED IN 2020

In response to feedback from 2019 Mom Congress event attendees that they **identified deeply with the energy, people and opportunities for civic engagement, an annual Membership option was offered** in the Fall of 2019, for a low rate of \$45 (and a scholarship provided through the Colette Louise Tisdahl Memorial Scholarship Fund). The membership income has helped off-set expenses, and allows members to publicly illustrate their belonging and support of Mom Congress.

This year, in place of the Mom Congress in-person event in Washington, D.C., we launched a **new online member community, hosted two virtual town halls** and a **virtual congressional briefing**.

**Mom★
CONGRESS™
2020
MEMBER**

**224
INDIVIDUAL MEMBERS**

community.mom-congress.com

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CONGRESS™**

MEMBER COMMUNITY
Uniting Mothers for Change

HOME GROUPS CALENDAR CHATS MEMBERS ACTIVITY DONATE Q FOLLOW

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New Trending Following

Search Posts

Study Shows Excellent Preschool Experience Can Narrow Racial Achievement Gap

Mothers' Power in U.S. Protests Echoes a Global Tradition

WEBSITE

16K VISITS

27K PAGE VIEWS

MOST POPULAR PAGES

- Our Issues
- 2020 Mom Congress Event
- Get Involved Individuals

EMAILS

**34
ENEWSLETTERS**

CALL TO ACTION EMAILS

4 Action Alerts

RESULTING IN **1,200+**
INDIVIDUAL ACTIONS
TAKEN

WE CAME TOGETHER VIRTUALLY IN 2020



ALL-COMMUNITY TOWN HALL

Sponsored by Sage Therapeutics
Saturday, May 16, 2020



UNVEILING THE:

- Mom Congress “**Momnibus**” supported bill package
- New Online Mom Congress Community
- **Black Learn, Listen and Lift Toolkit**
To provide mothers tools to actively combat racism in America

MEMBER-ONLY TOWN HALL

Sponsored by Superkin
Saturday, June 13, 2020

SUPERKIN

AGENDA:

- **Keynote, Abigail Hawk, Actress**
- **History of U.S. Black Maternal Health**
- **Motherly’s “United State of Motherhood” Report**



Abigail Hawk
Actress



Sayida Peprah, PsyD
Psychologist and Doula



Diana Spalding, MSN, CNM
Motherly

HOSTED A VIRTUAL CONGRESSIONAL BRIEFING

Motherhood on the **Brink:**

COVID'S CAREGIVING CRISIS & MATERNAL MENTAL HEALTH

VIRTUAL CONGRESSIONAL BRIEFING

OPENING REMARKS BY:

Congresswoman Debbie Wasserman Schultz and Senator Joni Ernst

IN CONJUNCTION WITH:

Congressional Caucus
on Maternity Care

Congressional
Pre-K Caucus

Congressional Mental
Health Caucus



IN PARTNERSHIP WITH:



WHAT OUR MEMBERS ARE SAYING:

"I am grateful for the training and knowledge I have received."

"I really liked the high-profile speakers who spoke at the one event I joined this year. I think it helps to elevate the standing and credibility of Mom Congress to have elected leaders and high-profile names speak at our events and to create space to build up the voices of up and coming leadership."

"I just love Mom Congress. I love that there is a place for me to raise my voice in favor of issues that are important to me, learn more about policy and the legislative process and just become more involved as a citizen of the US."

"I engage with MomCongress to hear about the most relevant topics for parenting and politics and where the two intersect."

"I have always felt passionately about advocating for the struggles unique to modern motherhood and until Mom Congress I did not know how to get started. Mom Congress attaches directions and purpose to my values."

Member survey responses:

94% of members **joined Mom Congress because they want to be a part of the organization that's addressing the most pressing issues of motherhood.**

88% of members said **what they love most about Mom Congress are the Calls to Action** (call/email your legislators on relevant topics) they can act on.

WHAT CONGRESS IS SAYING:

As the proud founder of the **'Moms in the House' caucus** and **a mother myself**, I believe it is **absolutely imperative** that our country **address the needs of mothers** and that **mothers themselves** are **presenting members of congress with solutions** and **pushing for change**. To that end I've been **thrilled to address Mom Congress** this year at the virtual town hall and make opening remarks at the **Mom Congress congressional briefing on mental health and the COVID childcare crisis**.

– **The Honorable Debbie Wasserman Shultz**

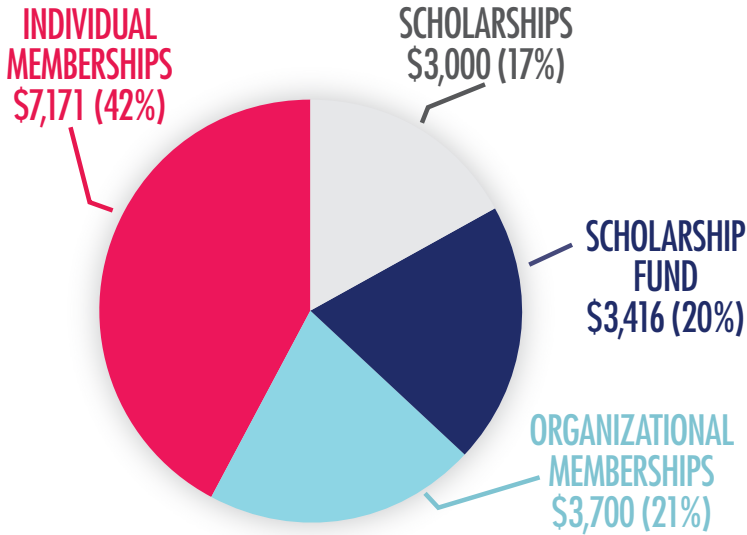
Over the past year, **the Black Maternal Health Caucus has worked closely with Mom Congress**, partnering on critical legislation **to address maternal mortality and disparities in maternal health outcomes**. We are grateful for the valuable guidance that Joy Burkhard and the Mom Congress team have provided in **drafting legislation and building support for these policies in Congress**. We look forward to continuing this urgent work together in 2021 and beyond.

– **Jack DiMatteo, Legislative Assistant, The Honorable Lauren Underwood**

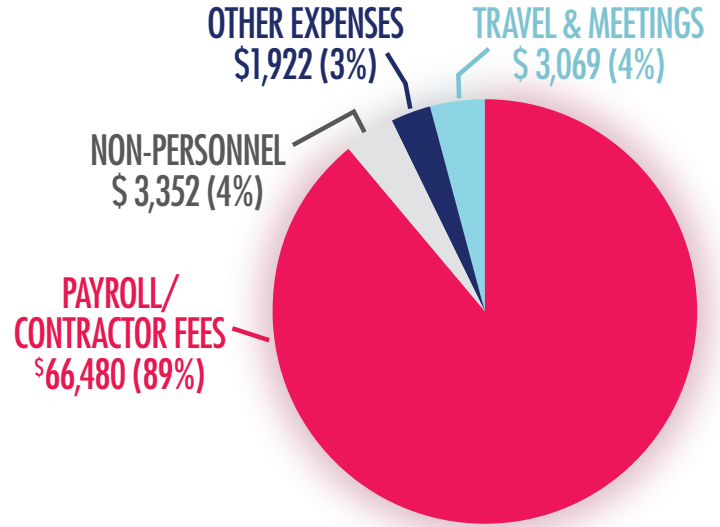
FINANCIALS

FISCAL YEAR OCT 2019-SEPT 2020

\$17,287
INCOME



\$74,823
EXPENDITURES



30 COALITION MEMBERS AND PARTNERS



**#YEAR OF
THE MOTHER**

In Jan 2020, together with Motherly we proactively declared the year, the **YEAR OF THE MOTHER**. Little did we know that with the pressures of COVID, mothers would be forced to birth alone, crisis school at home, and manage jobs, all while attempting to keep their families safe.

SOCIAL MEDIA REACH



1,360 FOLLOWERS
INCREASED

62% over 2019



434 FOLLOWERS
INCREASED

175% over 2019



2.4K FOLLOWERS
INCREASED

355% over 2019

Mom ★ **CONGRESS™**

2020, What a Year

IT STRESSED US TO THE CORE – and has provided us with a **ONCE IN A LIFETIME WINDOW OF OPPORTUNITY** that we must seize for motherhood.

MOTHERS WERE ALREADY EXPECTED TO "DO IT ALL" without recognition or support, that the future of our country depends on mothers – to raise children as thriving and healthy adults.

2020 LAYERED ON THE RESPONSIBILITIES:

- Caring for children in isolation, without the villages we have cobbled together when we need help;
- Overseeing kids' virtual schooling and having to become tech experts;
- Attempting to hold down jobs outside the home or working at home while doing so.

SERIOUSLY?!

Together we **MUST** jump through the window of opportunity that 2020 has given us:

In 2021, we will go deeper to address practical support, maternal health and safety, paid leave and the well-being of mothers.

Here's looking at a new year!

Joy Burkhard and the Mom Congress Team