

FOR IMMEDIATE RELEASE: January 23, 2024

CONTACT:

Elise Anderson

elise@votemamafoundation.org ; press@votemamafoundation.org

(214)-490-7003



**VOTE MAMA FOUNDATION PUBLISHES NEW DATA ON CAMPAIGN FUNDS FOR
CHILDCARE USAGE**

Findings show a 662% increase in usage for federal candidates and a 2,156% increase for state and local candidates.

Campaign Funds for Childcare is a resource prominently used by women and candidates of color, and presents an opportunity to increase candidate diversity and build a more representative democracy.

NEW YORK — [Vote Mama Foundation](#), the leading source of research and analysis about the political participation of mothers, today released the findings of its [latest report](#) on Campaign Funds for Childcare. This report builds upon the organization's [prior research](#), and provides an update on the usage of Campaign Funds for Childcare (CFCC) at all levels of government.

In 2018, Liuba Grechen Shirley (Vote Mama Foundation Founder and CEO) ran for Congress and petitioned the Federal Election Commission (FEC) and became the first woman in history to receive federal approval to spend Campaign Funds for Childcare (CFCC). This unanimous, bipartisan decision paved the way for more parents to run for office — 68 federal candidates have since used CFCC, both moms and dads, Democrats and Republicans. The FEC ruling made it easier for parents to run at the federal level, but it does not apply to candidates campaigning for state and local office. Vote Mama Foundation is the only organization working to authorize the use of Campaign Funds for Childcare in all 50 states. To date, [30 states](#) have approved the use of Campaign Funds for Childcare.

FEDERAL KEY FINDINGS

- 662% increase in usage from 2018-2022; 68 individual candidates utilized CFCC in 90 federal races
- 46% of funds were spent by candidates of color
- 51% of funds were spent by women
 - 60% of all funds spent by women were spent by women of color

- 60% of all funds spent by women were used by Democratic women
- 40% of all funds spent by women were used by Republican women
- 77% of total Republican funds spent on childcare were spent by women of color

STATE/ LOCAL KEY FINDINGS

- 2,156% increase in usage from 2018-2022; At least 87 individual candidates have used CFCC in 13 states
- 70% of funds were spent by candidates of color
- 38% of funds were spent by women
 - 70% of total funds spent by women were spent by women of color

Campaign Funds for Childcare has already proven to be a vital resource for candidates at all levels of office. As Vote Mama Foundation continues its work to expand and normalize Campaign Funds for Childcare, we anticipate that usage will rise, creating more opportunities for candidates with caregiving responsibilities to enter the political system.

“For many candidates, running for office hinges on childcare. For some, the cost and accessibility of childcare may shut them out entirely. It is no wonder that just [5.3 percent of state legislators and 6.8 percent of federal legislators](#) are moms with minor children. I started Vote Mama Foundation because I imagined a future in which not one candidate had to consider the cost of childcare in weighing their decision to run. Each day, we get closer to making that future a reality,” **said Liuba Grechen Shirley, Vote Mama Foundation Founder and CEO.** “This new data confirms that Campaign Funds for Childcare has the ability to transform our political landscape, empower parents and caregivers, and make our legislative bodies more reflective of the communities they represent. We are missing critical voices at the decision-making table, and to get more parents and caregivers into every level of office, we must remove the structural barriers that prevent them from running in the first place. Campaign Funds for Childcare helps us level the playing field and build a more diverse body of legislators at all levels of office, and ultimately elect more leaders who understand the realities American families face.”

“The ability to use campaign funds for child care has been a game changer for people like me from blue collar backgrounds,” said **U.S. Representative Eric Swalwell (CA-14).** “As tough as juggling the demands of parenthood while serving in Congress can be, my three young children give me perspective that make me even more committed to doing my job and standing up for hardworking families everywhere. Being able to use campaign funds to be an attentive member of congress and a good dad makes good policy and ensures Congress is not only governed by heirs and millionaires.”

“The cost of childcare is an issue that millions of American families, elected officials, and political candidates have to confront. I am incredibly proud of the work Vote Mama Foundation is doing to advocate for the authorization of Campaign Funds for Childcare in states across the country, and also to shine light on the impact of its use. The ability to use campaign funds to

cover childcare costs was instrumental in the success of my race, and allowed me to balance caring for my daughter and keeping up with the demands of the campaign trail. This new report makes it abundantly clear that Campaign Funds for Childcare tears down a major financial obstacle for parents, and it has the power to activate candidates who may have never considered running for office due to their caregiving responsibilities,” **said California State Controller Malia M. Cohen.**

“Allowing campaign funds to be used for childcare ensures that our political system uplifts marginalized communities. Too often, the doors of government are closed to working parents and people of color, who cannot afford to participate in politics. Empowering candidates with the ability to pay for childcare strengthens the representation of economically disenfranchised women in our elections and secures a place in public affairs for the concerns of hardworking caregivers,” **said State Representative Jeanne Kapela (HI-05).**

Background:

Vote Mama Foundation is the only organization working with candidates and legislators to authorize Campaign Funds for Childcare in all 50 states. To date, [30 states](#) have brought their statutes in line with federal regulations to allow candidates running for state and local office to use CFCC. In 2023 alone, Vote Mama Foundation secured the introduction of 23 pieces of CFCC legislation in 16 states. The gold standard allowance permits candidates to use funds on childcare *and* dependent care for both campaign *and* official duties.

Vote Mama Foundation is the leading source of research and analysis on the political participation of mothers in the United States. We work towards gender equity by normalizing mothers of minor children running for and serving in office, naming and dismantling the barriers that keep moms out of office and out of power, and enabling legislators to pass *truly* family-friendly policies. Vote Mama Foundation is a 501(c)(3) non-profit organization.

To learn more about Vote Mama Foundation and [Campaign Funds for Childcare](#), visit votemamafoundation.org

###