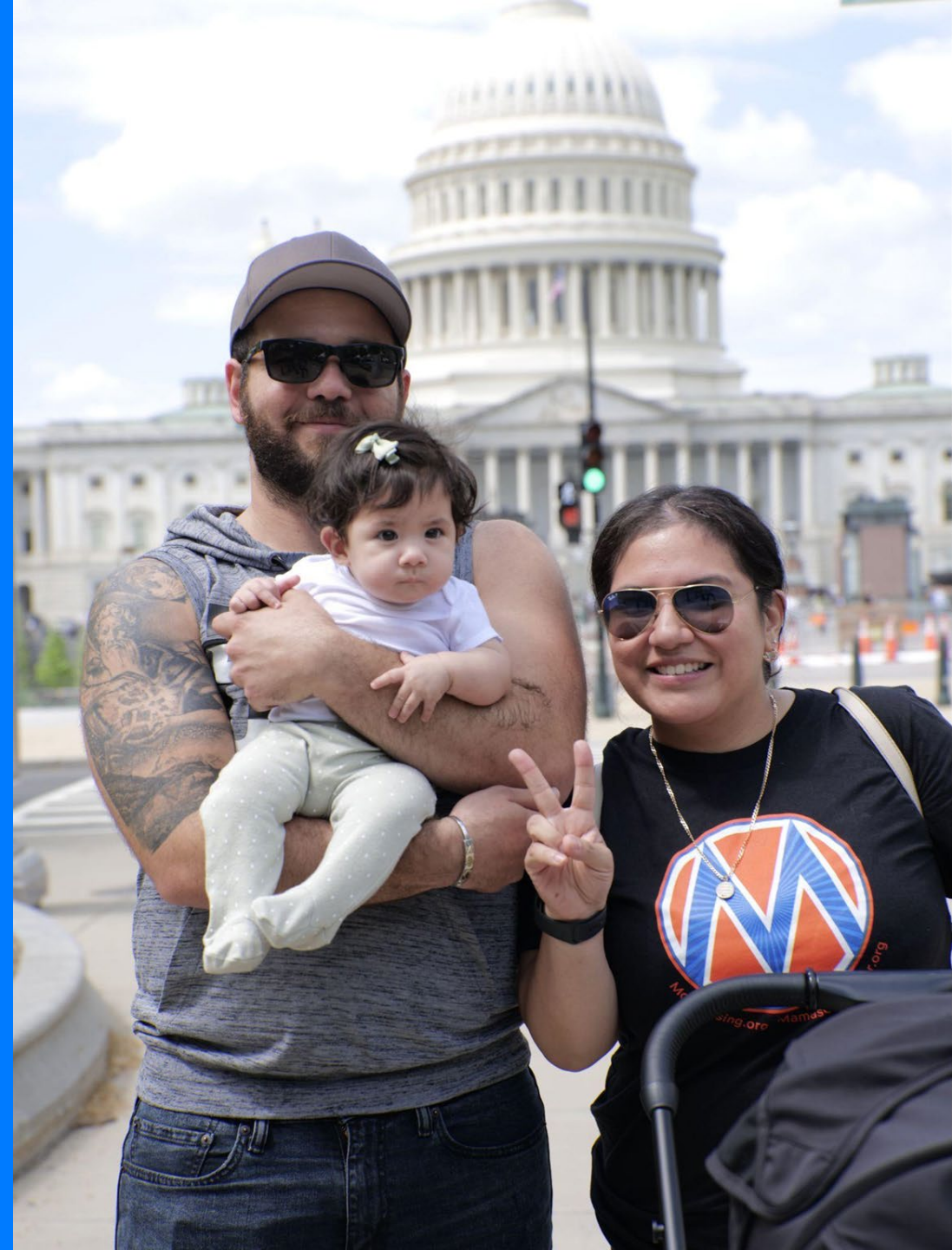


Parents As Experts: Parent Powered Change

**Nina Perez, MomsRising National
Director of Early Learning and Florida
Director**



MomsRising.org
MamásConPoder.org



About MomsRising

- MomsRising established in 2006, MamásConPoder in 2014
- A national, on-the-ground & online grassroots organization, with more than a million moms & family members across the country
- We are multi-issue and intersectional as we advance our mission to increase family economic security, decrease discrimination, and build a nation where both the economy and families can thrive
- Focused deeper organizing in State Mom Force States: Washington, North Carolina, Pennsylvania, New Hampshire, West Virginia, and Florida.





It's time to use our outside voices!

- Affordable, High-Quality Child Care and Early Learning
- Paid Family & Medical Leave
- Affordable Health Care
- Maternal Health
- Healthy Foods & Nutrition
- Breastfeeding Rights
- Racial Justice
- Immigrant Rights
- And more!



**WORKING TO END DISCRIMINATION
AGAINST MOMS & WOMEN!**

MomsRising's Recipe for Success



MomsRising's success in reaching a wide range of parents has come from being a listening organization and opening as many avenues for engagement as possible at the same time so that busy people (like parents!) can choose what they have the time to do in each given moment in a way that honors their lives and time. Additionally, many pieces working together at the same time are often most effective. We call this layer cake organizing.



Layer Cake Organizing



The Power of Our Experiences



We Are
MomsRising

CHILDCARE & EARLY EDUCATION
FAMILIES & THE FEDERAL BUDGET PAID FAMILY LEAVE

I Met With Chairwoman Cecilia Rouse to Talk About Paid Leave

December 13, 2021



Shaking hands with Chairwoman Rouse





Why partner with families?



- Support effective policy implementation by centering those most impacted - experts of experience
- Engage parents early and often in the policy planning, development, and implementation to ensure policies work for children and families
- Mobilize parents and caregivers to pass important policies - grassroots power
- Have parents involved in the planning process of an event, center families, and build from there
- Building power, sharing power, and the long term sustainability of the movement

Centering families

- The families come first. Part of our effort to serve the work means that we serve, support, and build power among impacted communities
- Intentional partnerships, trust, and shared leadership
- The elected leaders (or high profile people) can wait, be moved, and worked around within reason
- Flexibility is key - multilayered aggressive rainbow strategy
- Experts of our own experience – working through imposter syndrome - stories from a place of power
- Integrated models for activities/actions whenever possible. Offering child care alone isn't always the





Building Parent Power

- Fostering deep relationships with our members
- Develop members to be leaders by doing the work alongside us
- Engage members in shared learning and decision making
- Identifying opportunities for political education, training, and continued action
- Prioritizing resources for communities furthest from opportunity



When it Works, It Works



- Parent made Mission Statement
- Concrete tools built by parents for parents
- Families weighing in on the Federal Legislation
- Representing MomsRising at the White House, in Congress, and beyond
- MomsRising Members Reviewing Child Care Next Grant Applications
- Moms at the heart of \$50 billion investment in Child Care relief win
- MomsRising Staffing
- Hundreds of media moments and direct actions with elected leaders
- Parent Leadership Programs
- Parents Shaping Change Beyond MomsRising





Here it Directly from Moms!

“MomsRising has made it possible for moms like me to be on the frontlines of advocacy for policies to better support our families, like universal childcare and paid family leave. It’s one of the only organizing spaces where I’ve felt my whole self, and whole family, is welcome.” – Leila, Pennsylvania

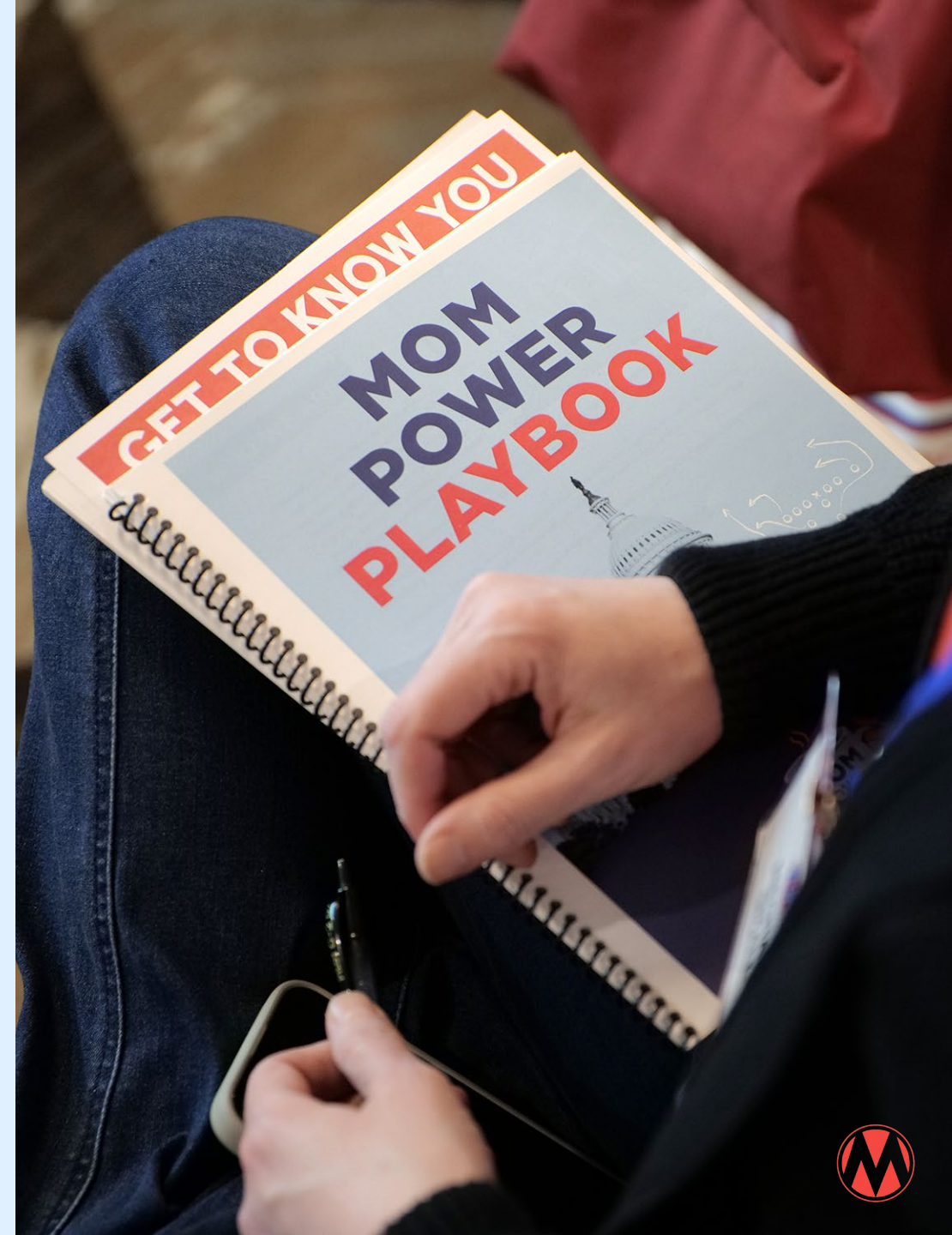
"I love you ladies [MomsRising]. If it wasn't for y'all our stories would not be heard. If you would've told me a few years ago that I would be doing this, I would've told that person that they're crazy. After speaking outside of Congress; I feel accomplished and powerful."

– Jacqueline, New York



“As a parent volunteer with MomsRising, I am able to speak out on some of the key issues that matter to me as a parent of child with a disability. From voting rights, to healthcare, and child care - I have worked on key issues that matter to my family in a way that makes for us. Side by side with policy advocates, organizers, and other parents I have helped shape the conversation, funding, and ultimately the future of families in America. Being a parent volunteer with MomsRising means I get a say prioritizing local and national policies. As a mom I want to make a better world not just for my children but all children and MomsRising is how I do it.”

— Meredith, Florida





“With MomsRising, I believe my voice is being heard and changes are being made! I used to reach out to my elected officials on my own, but being a member of MomsRising, I find there is a powerful strength in numbers.”

– Julie, Michigan

“MomsRising is amazing! This organization makes me feel empowered and comfortable with learning more about how I can make a difference locally and nationally. I really appreciate them being open to every person to learn what they can contribute as an individual.”

– Te’Ja, Ohio



Questions?



MomsRising.org
MamásConPoder.org

Thank You!

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www.momsrising.org

