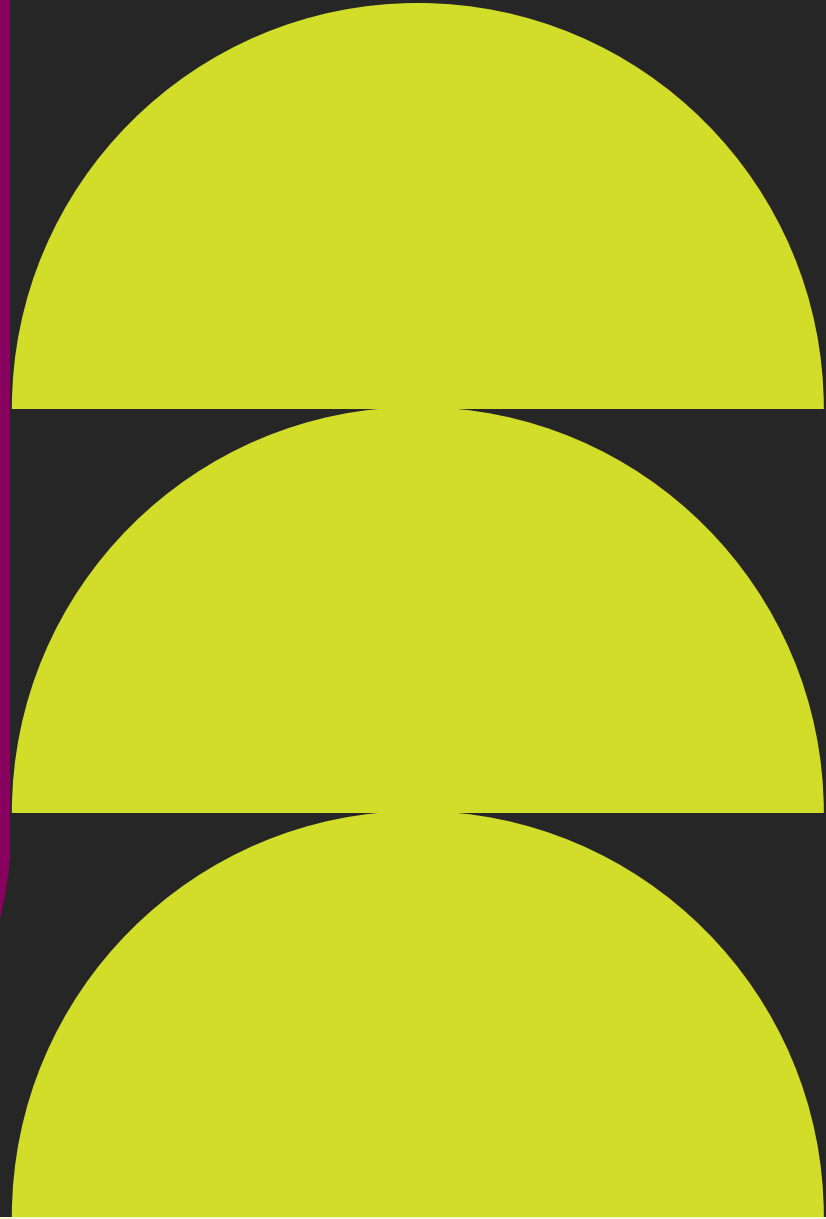


2021

# ANNUAL REPORT

&MOTHER



[ANDMOTHER.ORG](http://ANDMOTHER.ORG)



*Prepared by: Molly Dickens, Executive Director*

# 2021, In Summary

We launched into our first full year as an organization with a Strategic Plan that reflected the voices and views of our 2020 Board members. To help prioritize the work ahead, we defined our three strategic pillars – Narrative Shift, Individual Support, and Institutional Change – with a primary focus on the sports industry. We set broad goals for each pillar, knowing that 2021 would be a key year to test and learn and tee ourselves up for further definition of strategic priorities for the years to come.

Even with our limited budget and small team, we made incredible progress towards these goals over the year. For our Narrative Shift work, we established our voice and community on key social platforms; in addition, we produced and shared three videos and activated our community around calls for storytelling (#showyourmotherhood) and advocacy opportunities (e.g. push for Build Back Better infrastructure bill with caregiver support – childcare subsidies, universal PreK, Paid Leave). For our Individual Support, we financially supported three key &Mother athletes for 2021 – Olicia Williams, Sarah Vaughn, and Dawn Harper – and supported ten additional athletes with Family Support grants. For Institutional Change, we made the first steps towards addressing specific barriers by making new recommendations through our Model Sponsorship Contract Provisions.

On the fundraising side, we continued to focus our time on testing and defining the path forward as well as aligning our message and mission. We also saw great success with our first community fundraiser – our Mom Forward 5K -- on Mother's Day.

Along the way, we continued to build out a powerhouse Advisory Board – including [C. Nicole Mason](#), [Joan Williams](#), [Alison Desir](#), [Patrice Martin](#), and [Anna Katherine Clemmons](#) – to help conceptualize our approach and vision through the lens of the sports industry.

We ended 2021 with exciting signs for the road ahead – a generous funder agreed to support a year-long Strategic Planning contract for 2022 to set us up with a 3-5 year plan for 2023 on.

### Inspiration for the road ahead:

Our advisor, Joan Williams, a gender equity warrior who coined the term *maternal wall* and continues to fight discriminatory practices and bias through her work at the WorkLife Law Center at UC Hastings had this to say about our vision:

*“Leading the way with women in sports is really important. Providing a structural framework that supports, rather than derails, a woman’s career to and through motherhood, sends a critical message to the rest of the working world -- if you can do this in sport, you can do it anywhere.”*

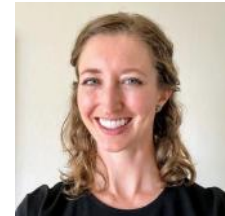
## 2021 Board of Directors



Alysia Montaña,  
President



Molly Dickens,  
Secretary



Laura Brandner,  
Treasurer



Allyson Felix



Gayatri Agnew



Lisa Baird

At the end of Q1, Lynton Slater finished her term as Board Treasurer and Laura Brandner officially stepped into the role. Lisa Baird also joined the Board in Q2 for a one year term with the goal of working alongside Laura to relay her considerable experience working as Board Treasurer for other 501c3 organizations. This "Treasurer Team" was instrumental in building upon the accounting system back end that Lynton set up and establishing best practice for financial accounting as the organization grows.

## **&Mother is dedicated to breaking the barriers that limit a woman’s choice to pursue and thrive in both career and motherhood.**

**We envision a society at gender parity that is healthier and more productive because it values the contributions of women, with or without children.**

**We envision a culture where motherhood is not a limiting factor in how women succeed professionally or personally. Where women can openly express their needs and receive support without retribution.**

**We envision a working world where mothers are supported as leaders and sought after as employees. Where the value of mothers in the workforce has become intrinsic such that structural norms facilitate the needs of the modern family.**

# CORE OPERATING ACTIVITIES

Starting in 2021, &Mother defined and centered programmatic activities within three key pillars: *Narrative Shift, Individual Support, and Institutional Change.*

NARRATIVE  
SHIFT



INDIVIDUAL  
SUPPORT

INSTITUTIONAL  
CHANGE

2021 Narrative Shift activities focused primarily on growing our community and continuing storytelling objectives via our [Instagram](#) (FB secondary) as the key social platform.

Throughout 2021, we organically grew our audience to nearly 10K followers and maintained a high engagement of >5% per post. We leaned into the highlighting of athlete moms that took over the Sports world during the Olympic and Paralympic Trials and the Games with stories featuring mothers' journeys and accomplishments. Throughout the Games, we ran a campaign to feature the mothers competing and had a great reception amongst our community. Through re-sharing and story shares, the community helped amplify our organization and connect new followers to our mission.

Our social presence was the lifeline to our community – with Narrative Shift work running alongside participatory calls and calls for advocacy opportunities (e.g. push for Build Back Better infrastructure bill with caregiver support – childcare subsidies, universal PreK, Paid Leave). Community advocacy opportunities also impacted the sports community with calls to amplify and create noise around policy that blocked maternal participation (e.g. [Mandy Bujold](#)) and created forced decision dilemmas (e.g. [not allowing breastfeeding infants to travel](#) with nursing mothers). For the latter, we quickly spun up a campaign and [partnership with Milk Stork](#) to ensure any nursing athlete or staff representing Team USA could access breast milk shipping during their time in Tokyo.

In addition, we also produced and published three videos in 2021. A beautiful Mother's Day video, [Celebrate Mothers. Value Motherhood](#) featuring Kimmy Fasani and Alysia, and two [#andmother](#) videos featuring &Mother athletes, [Olicia Williams](#) and [Sara Vaughn](#).



We started 2021 by supporting three core &Mother athletes – Dawn Harper-Nelson, Sara Vaughn, and Olicia Williams – all Track & Field athletes with a goal to qualify for the Olympic Trials. Each athlete received \$5000- \$10,000 for 2021. All three women qualified and competed in the Olympic Trials in June wearing their &Mother kits donated by our *Founding Partner*, Cadenshae.

Sara Vaughn also went on to win and set a new course record at the California International Marathon in Sacramento in the fall. Sara [crossed the finish line in her &Mother kit](#), reminding the world that a mother-of-four should not be dismissed in the world of elite athletics.



INDIVIDUAL SUPPORT

In addition to the core &Mother athletes, the organization initiated a new grant program to financially support additional athletes for any motherhood/family-related expenses (e.g. child care, family travel, mental health support, postpartum recovery, etc). Our [Family Support grants](#), generously supported by our *National Partner*, Culturelle, ranged from \$1500-\$2000 and were issued to ten athletes.

A partnership with breastmilk shipping company, Milk Stork, also allowed &Mother to support lactating parents traveling to the Tokyo Games with options to store and ship breastmilk home.



NARRATIVE SHIFT

INSTITUTIONAL CHANGE

We started work towards our long-term *standardization* projects (identifying barriers, developing and instituting new best practice as the future standard) with work towards setting new standards in contractual language to support pregnancy, postpartum recovery, and new parenthood.

In partnership with our *Founding Sponsor*, Oiselle, we developed and published recommended [contractual language for sponsorship contracts](#) that sponsorship contract. For this work, we hired a legal expert with a specialty in maternal discrimination and supportive workplace policy (Cynthia Calvert of Workforce 21C). We worked closely with Cynthia to make the connections needed for background research. In addition to the boilerplate language, we also worked with Cynthia to write up supplementary documents to support the language; including an overview for sponsors, FAQs, and additional "best practices" that came from extensive conversations with athletes during the research for the language. We had several brands either acknowledge that their own contracts meet the essential elements or promised to adopt the language in upcoming contracts.

For work continuing into 2022, we began identifying additional barriers that professional athletes face to and through motherhood with a collaborative round table listening panel – in partnership with Women's Sports Foundation, National Women's Law Center, and Athleta. One of our key goals for 2021 was to both test and listen as we mapped the course forward towards larger scale change in the Sports Industry. The *listening panel* allowed us to identify additional invisible barriers to address in order to systematically and structurally open the door for more professional athletes to have true choices around motherhood and career.

# 2021 FINANCIALS

TOTAL CONTRIBUTIONS: \$181,075

TOTAL EXPENSES: \$111,328

## 2021 CONTRIBUTIONS

Contributions in 2021 were over 5x what we raised in 2020. Hitting a total of \$181,075 for the year. These contributions were distributed between individual donations (\$110,004), corporate donations (\$65,595), and in-kind gifts/goods/services (\$5,476).



- INDIVIDUAL DONORS (61%)
- CORPORATE DONORS (31%)
- IN-KIND GOODS/SERVICES (3%)

Major corporate donations in 2021 included our *Founding Partner*, Cadenshae, our *National Partner*, Culturelle, and *Founding Sponsors*, Altra, Oiselle, and Bobbie. Individual donations throughout the year ranged from \$5 to \$5,000 and came through our donation page on [Classy.org](https://www.classy.org), Instagram and Facebook, direct payments, and employer-matching programs.

On the fundraising side, we had our inaugural, virtual *Mom Forward 5K*, generously supported by our *Founding Sponsor*, Altra. The virtual 5K raised nearly \$20,000. In addition, our *Founding Community Sponsor*, Picky Bars, donated both labor and shipping expenses to support swag bag mailing for our 5k participants. And additional sponsors supplied discounts to incentivize 5k participation including: Nuun Hydration, Picky Bars, Cadenshae, and Erica Sara Designs.

In addition, three *Athletes Unlimited* volleyball players chose &Mother for their Athlete Causes program -- which provides funding to a charity of choice equalling up to 50% of their season bonus. Katie Carter-Gutierrez was the first athlete to choose &Mother with two other players following -- Betty de la Cruz (Dominican Republic -- 6yr old son) and Sheilla Castro (Brazil -- twin toddlers). The 2021 Athletes Unlimited donation, via the three athletes awards, totaled over \$12,000.



## 2021 EXPENSES

We kept expenses in 2021 conservative in order to support carry over for 2022 work. We expended a total of \$111,328 for the year (including expenses classified *in-kind*). These expenses included awards and grants for 13 athletes (\$50,500), contractors doing program-related work (\$45,987), fundraising fees (\$6,706), *in-kind* staff development services (\$2,500), and administrative expenses (\$5,635).

## 2021 PRO BONO WORK

Given the limited budget going into the year, most staff committed to *pro bono* work for 2021. These roles included Caroline Kelly, Chief of Staff Q1-Q2 (*pro bono* work totalling up to \$37,500), Katie Makris, Fundraising (*pro bono* work totalling up to \$8000), and Molly Dickens, Executive Director, committed *pro bono* work for Q1-Q3, (totalling up to \$50,000).

## FUNDING TOWARDS FUTURE GROWTH

At the end of 2021, we connected with a new donor, Mindy Rogers, who became interested in supporting &Mother's strategic growth. She committed \$45,000 to be used for a two-part Strategic Planning -- Theory of Change Development and 3-5 year organizational Road Map. Work on the Theory of Change began in January 2022.



# A year in shifting the narrative for every *Athlete & Mother*

## PRESS

**The Washington Post**  
They are Olympians. They are mothers. And they no longer have to choose.

**The New York Times**  
OPINION  
LINDSAY CROUSE  
Aug 5, 2021  
The Problem With Idealizing Olympian 'Supermoms'

**Sports Illustrated**  
I bet the only ones still hoping to meet the moms hoping to storm the Olympics...  
Both U.S. Women Competing In The Olympic 400-Meter Final Are Moms

**Running Magazine**  
19th  
Olicia Williams is Chasing Her Olympic Dreams, With Her Daughter by Her Side

**Running Magazine**  
EPISODE 10  
Motherhood and The Olympics

**Running Magazine**  
&Mother: supporting women who are athletes and mothers

**Running Magazine**  
&Mother and Cadenshae Announce Three Athlete Ambassadors Ahead of the Tokyo Games

**USA Today**  
SPORTS  
How one company helped parents get 21 gallons of breast milk back from the Tokyo Olympics

## SOCIAL

### Highlighting stories of athlete moms during the Olympic and Paralympic Games

"I know it's hard for able-bodied people to understand what we're capable of, but it's not hard to trust me. I know what I can do."

At &Mother... We're in a culture where motherhood is not a limiting factor in how women succeed professionally.

point was to break down the stigmas that we needed for

450

5

44