



2022 Annual Report

Message from the Founder, President, and CEO

Dear Supporters and Partners,

I am delighted to present the 2022 annual report for We Are &Mother, reflecting on a year of growth and change as the organization, and the world, emerged from the global COVID-19 pandemic. In 2022, our commitment to breaking the barriers that limit a woman's right to pursue and thrive in her career and motherhood remained unwavering, driving us to new experiences and accomplishments.

Our journey through the year was marked by the ability to activate at in-person events where we launched the first of its kind child care initiative at USA Track and Field Nationals by facilitating free childcare for athletes, coaches and staff as well as providing our first on-course lactation support at the New York City Marathon and the Monterey Bay Half Marathon by year's end. We continued to support professional athletes and coaches through our Changemaker Grants Program. We grew our partnership with brands who supported us financially and signed on to our model contract language for pregnancy and paternal leave.

We extend our heartfelt gratitude to our dedicated team, supportive brand partners, and donors for their unwavering commitment, which continue to propel us toward greater success.

With gratitude,

Alysia Montañó

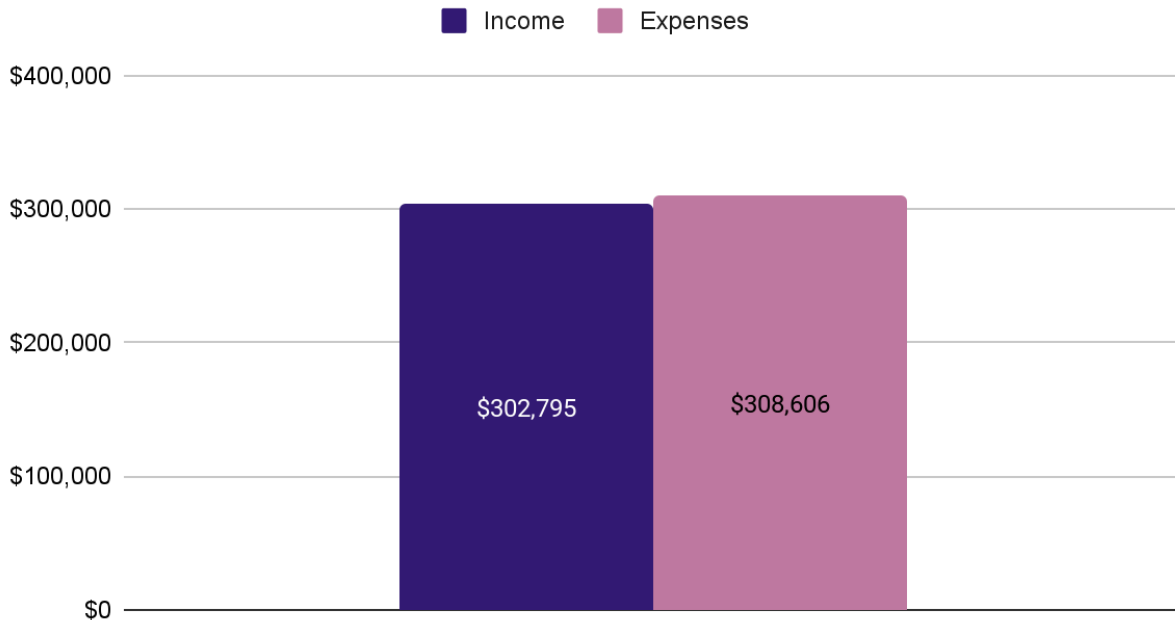
Founder, President, and CEO

We Are &Mother

Financial Highlights

2022 was a building year for &Mother, as athletes all over the world returned to in-person competition. A core component of our work is breaking the barriers that women face when they become mothers, particularly in sports, and those evolved during and in the immediate aftermath of the COVID pandemic. While we secured a number of corporate donors who joined us on our mission, our expenses for providing support at in-person events was more than we anticipated, with a net revenue of \$-5,811.

2022 Income and Expenses



As reflected below, the preponderance of our income in 2022 came from corporate partners.

2022 total income: \$302,795

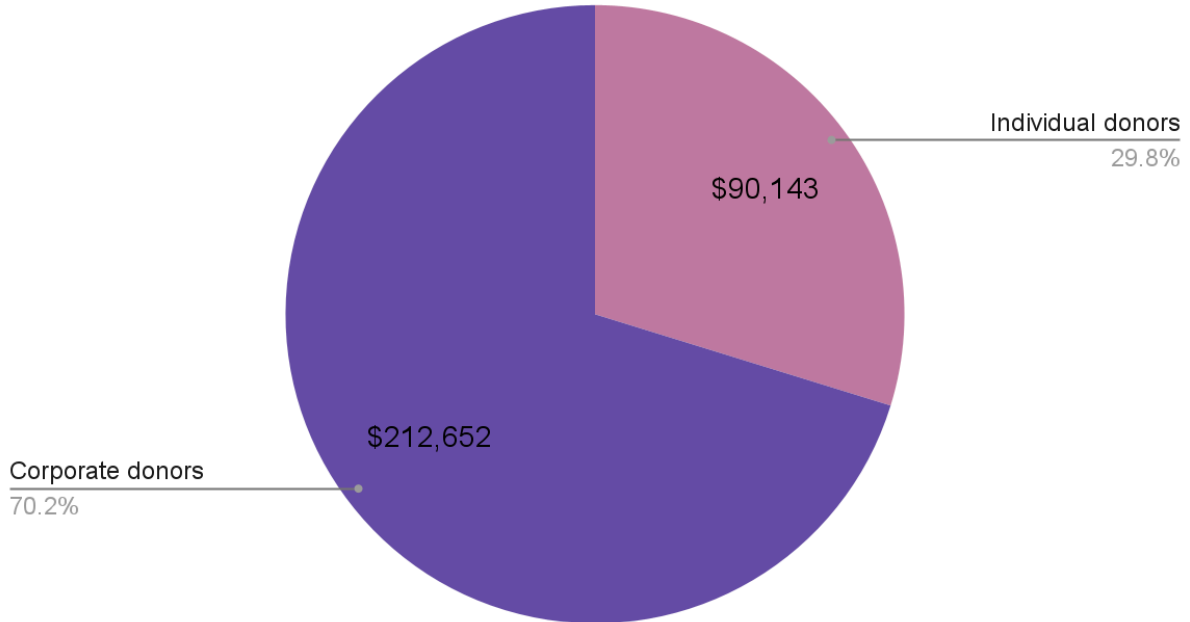
Net Revenue: \$-5,811

- Individual donors: \$90,143 (30%)
- Corporate donors: \$212,652 (70%)

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2022 Income by Type



We are incredibly grateful to our 2022 corporate donors, noted below:



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Our 2022 expenses were concentrated on our contracted staff – who execute our programs, including event standardization and Changemaker grants, etc.

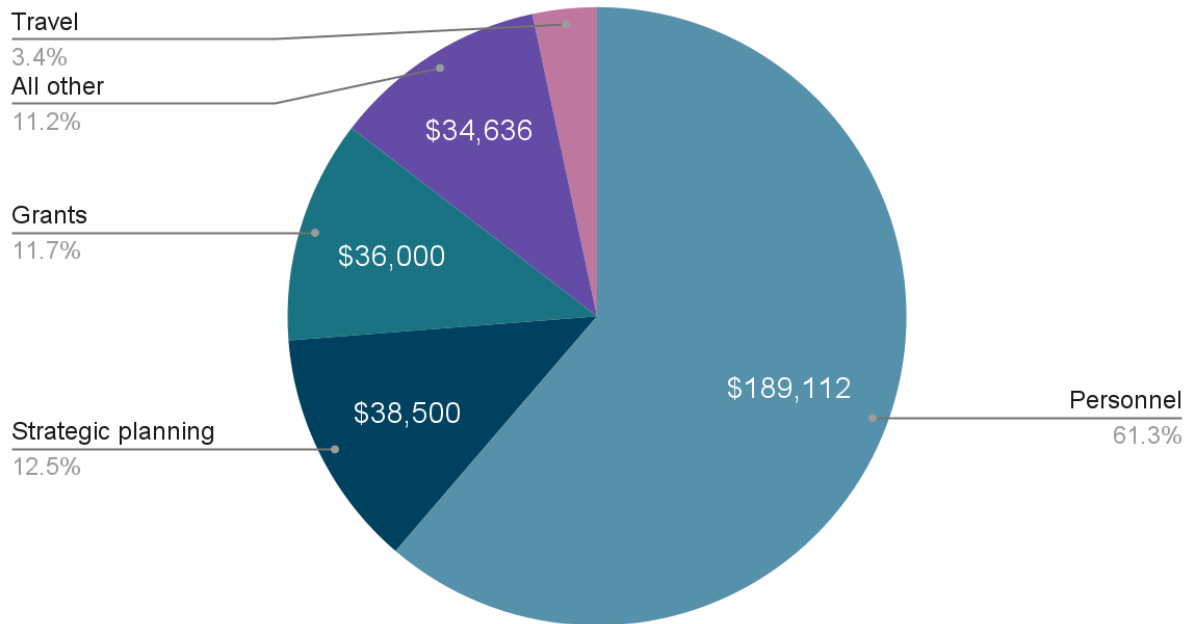
2022 total expenses: \$308,606

- Contracted staff: \$189,112 (61%)
- Strategic planning consultant: \$38,500 (13%)
- Awarded grants: \$36,000 (12%)
- Other expenses (i.e. supplies, shipping, etc.): \$34,636 (11%)
- Travel: \$10,358 (3%)

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2022 Expenses by Type



Program Highlights

In 2022, &Mother's programs focused on three main initiatives:

- Event standardization
 - Provided lactation stations and childcare for elite and amateur athletes participating in running races (road and track).
- Changemaker grants
 - Awarded funding to elite mother-athletes and coaches to support their childcare needs.
- Model contract language
 - Provided language that provides pregnancy and postpartum protections, for sponsors and athletes to utilize in contracts.

All three of these initiatives supported the organization's overall mission and increased our impact across the sports sector.



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Event Standardization

With the reintroduction of more in-person events, &Mother was able to implement our event standardization program for the first time. The event standardization program aims to provide supportive infrastructure for mothers and caregivers at running events for both elite and amateur athletes. By using sports as a microcosm of society, we believe that we can demonstrate how easy, and impactful, it is to create spaces for mothers to pump and / or chestfeed and parents to have childcare so they can pursue their careers.

June 2022: [U.S. Track and Field Championships](#) (Eugene, OR)

- Provided onsite free childcare for athletes, coaches, and staff during the entirety of the U.S. Track and Field Championships.
- Key partners: Athleta for funding; Vivvi for childcare

August 2022: [Allyson Felix Race for Change](#) (Los Angeles, CA)

- Provided onsite lactation support and free childcare for participants in Allyson Felix's daylong running celebration.
- Key partners: Athleta for funding; Vivvi for childcare; and Mamava for lactation infrastructure.

September 2022: [Salomon WMN Trail Half Marathon](#) (Marin Headlands, CA)

- Provided free childcare for race participants and lactation stations at the race expo and the start and finish line on race day.
- Supported race organizer in implementing a pregnancy and postpartum deferral process.
- Key partners: Salomon for funding; Babyation for FDA-approved multi use electric breast pumps; A Helping Hand for childcare.

November 2022: [TCS NYC Marathon](#) (New York, NY)

- Created a safe, clean lactation space on the floor of the marathon expo for nursing / chestfeeding runners, spectators, staff, and expo workers.
- Worked with New York Road Runners (NYRR) to create the first-ever on-course lactation stations at the start line, miles 8, 16, 22, and the finish line of the TCS NYC Marathon, providing lactation accommodations for nearly 30 runners.
- Key partners: NYRR for event activation; Mamava for lactation pod; Babyation for FDA-approved multi use electric breast pumps.

November 2022: [Monterey Bay Half Marathon](#) (Monterey, CA)

- Provided on-course lactation support at the start line and and finish festival, serving over 20 chestfeeding / pumping runners and spectators.

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- o Enabled storage and transportation of breast milk from start to finish line lactation stations.
- Key partners: Big Sur Marathon Foundation and Blistering Pace Race Management for event activation; Babyation for FDA-approved multi use electric breast pumps.

Lessons learned:

- Providing on course lactation support is a critical benefit to athletes who are chestfeeding / pumping mothers..
- Free childcare for race participants is instrumental in enabling people to continue their athletic pursuits after becoming parents.
- Storing breast milk is possible and incredibly beneficial for the moms and babies who can utilize it.



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Changemaker Grants



[Changemaker grant recipients, featured from left to right: Gwen Jorgensen (triathlon); Kaillie Humphries (bobsled); Sarah Piampiano (triathlon); Sarah Newberry Moore (sailing); Makenna Myler (running); Adeline Gray (wrestling); Jackie Paaso (big mountain skiing)]

The Changemaker &Mother grant program focuses on a central tenet of our organization – enabling and supporting women to become the driving force changing their working world. By definition, 'changemakers' take creative action to solve a social



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problem for the greater good. In our eyes, we see our changemakers advocating for gender equity and working motherhood in their professional sport.

Powered by Culturelle Probiotics, we were able to award 14 inspiring athletes and mothers between \$2,000 - \$5,000 to support their individual efforts to dismantle the barriers that limit how athletes excel in their careers when, and even before, they decide to start a family. These efforts take time. And we recognize and value their time. That's why these grants can be attributed to time dedicated to change-making initiatives and/or support related to being a working caregiver (i.e. childcare, family travel, etc.).

The best part: their change-making efforts are as unique as they are. From sailing to skiing, and wrestling to sitting volleyball, they represent motherhood across the sports industry. Keep your eyes and ears open as these mamas and mamas-to-be use their platforms to shake up the motherhood narrative, catalyzing &Mother's mission forward.

We asked our Changemaker recipients a few questions about their experiences as athletes and mothers, and here's what they had to say:

What does '&Mother' mean to you?

[Sarah True \(triathlon\)](#): *One of the most surprising and wonderful parts of becoming a mother was that it entered me into a network of supportive athlete parents. &Mother is perfect distillation of that community; I become part of something bigger and more important than myself. Through the empowerment of athlete moms, &Mother highlights that when we support mothers with their professional ambitions, it extends beyond the individual and affects our community.*

[Makenna Myler \(running\)](#): *I feel a deep, almost emotional calling to the sport of running. Not for victories or podium glory, but because the better I do, the more young women look to me for guidance... Growing up, these types of organizations like yours didn't exist. If they did, they were not prevalent. I am so excited to be a part of this wonderful push to help society recognize that motherhood is the basis of society, and that these incredible people we call mothers are of even greater worth than that alone.*

What have the biggest challenges been, balancing motherhood and sport?

[Erin Huck \(XC mountain biking\)](#): *The challenges of balancing motherhood and sport have evolved throughout my journey. At first, it was the physical challenge of recovering from birth, being severely sleep deprived, and struggling to eat and rest to support training recovery. Now I struggle with carving out the time for training, usually cutting training short or having to maximize efficiency. And, fitting in pumping and breastfeeding is another logistic to plan around.*

[Kaillie Humphries \(bobsled\)](#): *The biggest challenges have been timing and infertility. Mentally battling my inner dialogue that wishes I had started a family earlier. I waited to*



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have kids to excel in my sport career. I put off having children because for years I thought I couldn't have or do both. I never planned or thought I would have infertility issues, and when I found out I have endometriosis I quickly learned about all the reproductive complications that come along with it. I am currently having a hard time balancing hormones, IVF injections and multiple egg retrievals while training and competing. My body doesn't respond the same way it normally would, so I'm having to adjust workouts and diets so I can stay on track for both.

[Elana Meyers Taylor \(bobsled\)](#): *The biggest challenge I've had in balancing sport and motherhood is just how to logistically make it all work. As bobsledders, we travel for six months out of the year. We don't often get to come back to our home or even to the States. So how to care for and raise a child while you're on the road, while you're in Europe, while you're in Asia, all these different places. It can be quite a challenge. Also, my husband is a bobsledder as well, so we're both doing this balancing act. It's chaos every single day. But we do what we can and we make the most of it.*

What is your long-term vision for change?

[Aliphine Tuliamuk \(running\)](#): *My long term vision is to continue to share my stories and inspire current and future generations of female athletes so they don't have to choose between their careers and families. I also hope that more organizations will support working moms so that we can be the best at both careers and mothers because when moms are supported like I have been, they can do incredible things. 16 months postpartum and I just ran my fastest 25km and missed the women-only American record by only 2 seconds, that was a 1+ minute PR for me!*

[Meredith Kessler \(triathlon\)](#): *Having a long-term vision of change for mothers and future mothers in sports is so paramount! I have always wanted to make the sport of triathlon a better place to be -- a more vibrant and supportive culture to be a part of.*

How has having kids changed your passions, sport and motherhood?

[Kaleo Maclay \(sitting volleyball\)](#): *Having kids hasn't changed my passions but caused me to be more intentional with each passion and dream I have. It has made me more intentional with my time, and more intentional with bringing my family alongside me. When it comes to motherhood, having kids has made me more passionate about advocating for mothers in sport and changing the stereotype within athletics of being a mother and an athlete.*

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[Changemaker grant recipients, featured from left to right: Meredith Kessler (triathlon); Aliphine Tuliamuk (running); Kaleo Maclay (sitting volleyball); Elana Meyers Taylor (bobsled); Erin Huck (XC mountain bike); Sarah True (triathlon); Lauren Fendrick (beach volleyball)]

Gold standard for contract language

In November 2021, &Mother publicly announced recommended contractual provisions for sponsored athletes to support pregnancy, postpartum recovery, and parental leave. The initial goal of the work and public release was to provide an easily accessible, gold



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standard model for any athlete, brand, or agent to adopt these new, more supportive standards.

“Asking for the word pregnancy to appear in a contract can feel like putting a target on your back,” explained Alysia Montaño, &Mother founder who wrote about lack of sponsor support for motherhood in a [2019 NY Times op-ed](#). “You can be a champion and a mother. There is no reason to push women out of the prime of their career if they decide to start a family. We need to break the assumption that a career ends when babies come along.”

We support brands and athletes with our model contract language, enabling it to become the standard for all female-bodied athletes. We hope to have brands sign-on as official partners of &Mother, adopting our model contract provisions to protect all athletes throughout their parenting journey.

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Narrative Shift

One of &Mother’s key pillars is to change the way the public thinks and speaks about female athletes who become mothers. Our work in 2022 focused on demonstrating how important it is for athlete-mothers, at all levels, to be supported and how that support enables them to thrive: as individuals, as athletes, as professionals, and especially as caregivers.

During the year, Alysia participated in multiple public speaking events and interviews to increase awareness about the importance of our work. We saw an increase in media coverage regarding our event standardization work, especially around our support at the U.S. Track and Field Championships in June, and an overwhelmingly positive response to articles discussing &Mother, as seen below:¹

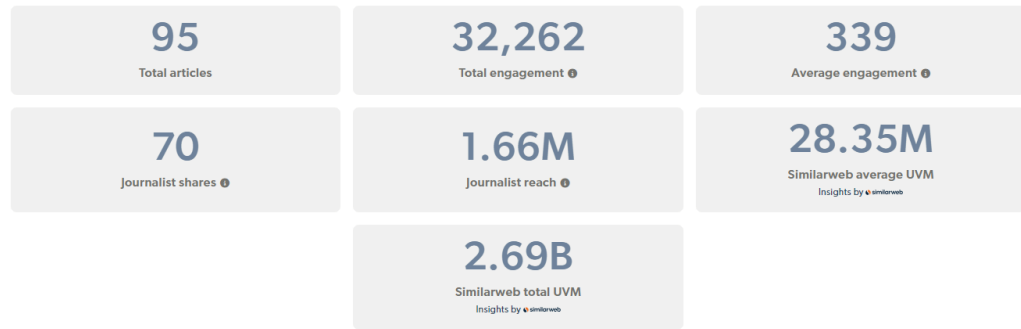
¹ Source: Media Coverage Analytics for &Mother Jan 2022 - Dec 2022, *MuckRack*

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Metrics

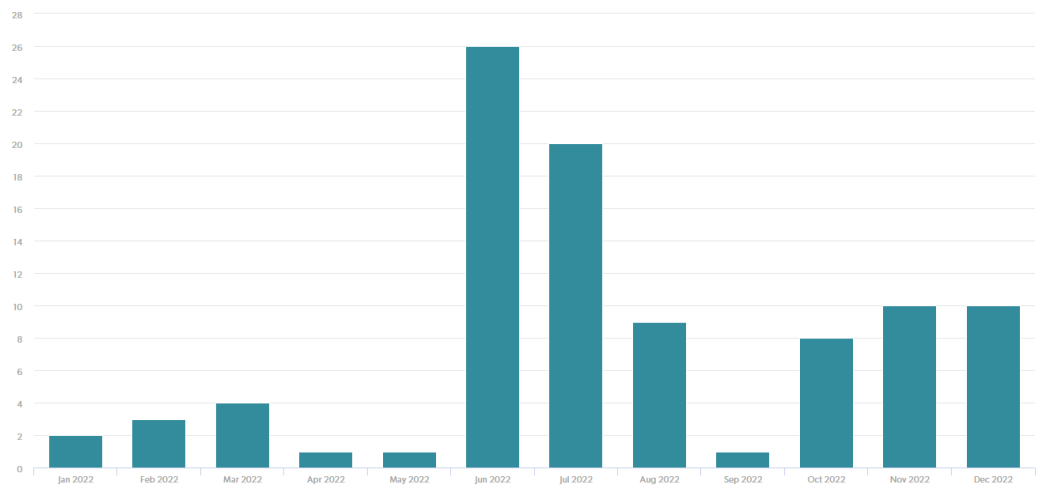
Overview metrics including the article total, social engagement, UVM and journalist reach.



[Metrics: There were nearly 100 articles about &Mother published and shared in 2022]

Articles by date

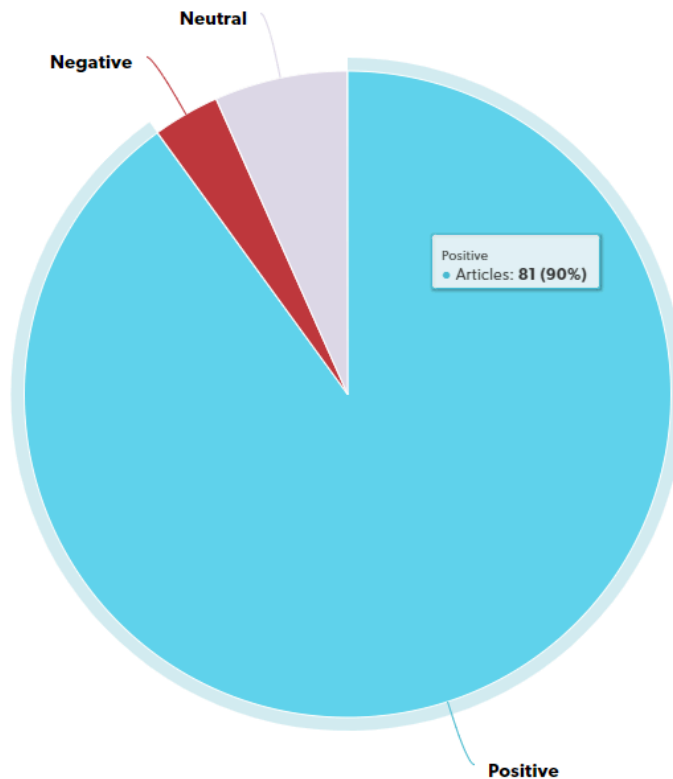
Number of articles by date articles were published.



[The preponderance of coverage centered around our lactation and child care support during the U.S. Track and Field Championships in June 2022.]

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[90% of articles discussing our work were positive in tone.]

Research

In 2022, &Mother furthered our research efforts by conducting three surveys asking respondents about their perspectives on supportive infrastructure for parents, such as lactation stations and childcare, and how that type of support impacts them. All three surveys used SurveyMonkey and were conducted during fall 2022, in conjunction with our event standardization efforts at the Salomon WMN Trail Half Marathon (Sept 2022); the TCS NYC Marathon (Nov 2022); and the Monterey Bay Half Marathon (Nov 2022).

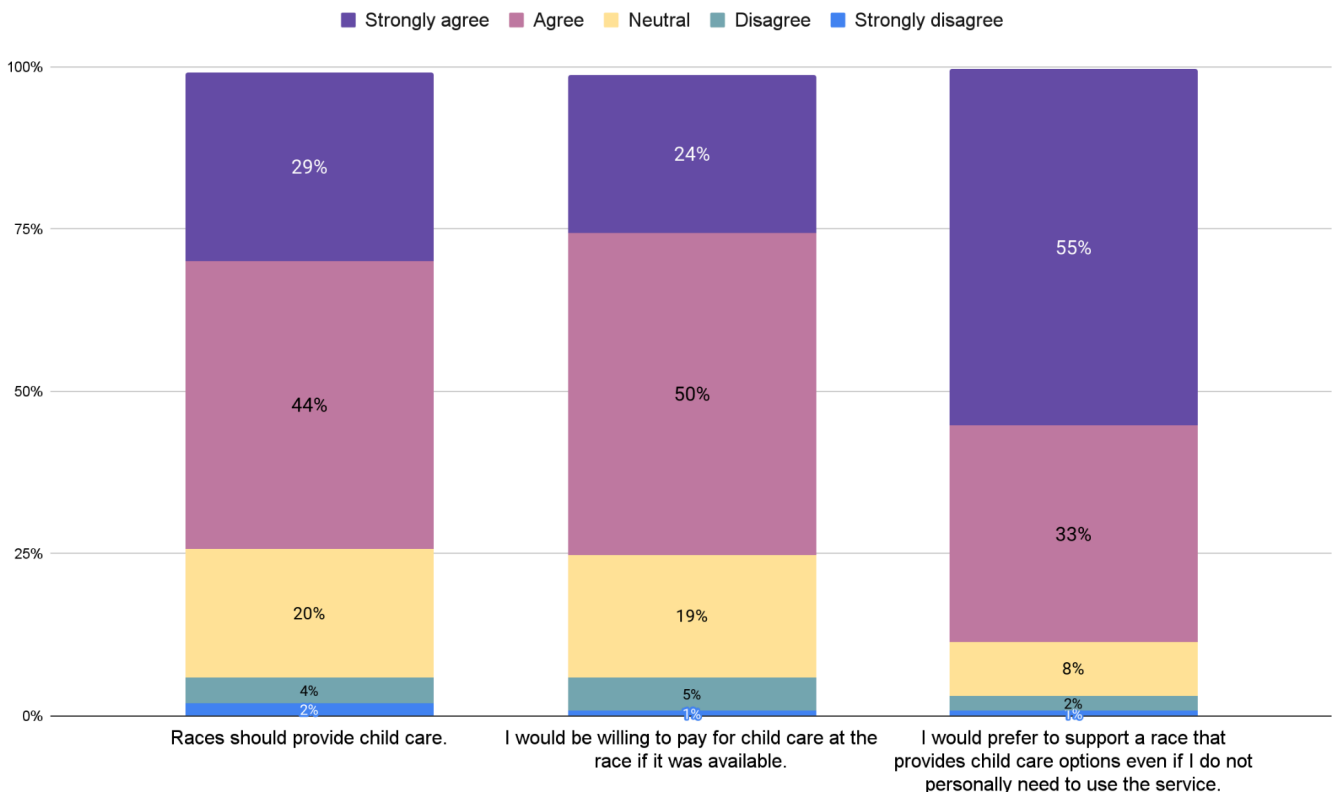
Below is a summary of our findings to questions we found critical in demonstrating how our work supports the wellbeing of parents, particularly mothers.

We asked 255 people (across the three different events and via Instagram) to respond to the following statements by selecting how strongly they agree or disagreed with the following statements:



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- Races should provide child care.
 - 73% of respondents agreed or strongly agreed.
- I would be willing to pay for child care at the race if it was available.
 - 74% of respondents agreed or strongly agreed.
- I would prefer to support a race that provides child care options even if I do not personally need to use the service.
 - 88% of respondents agreed or strongly agreed.



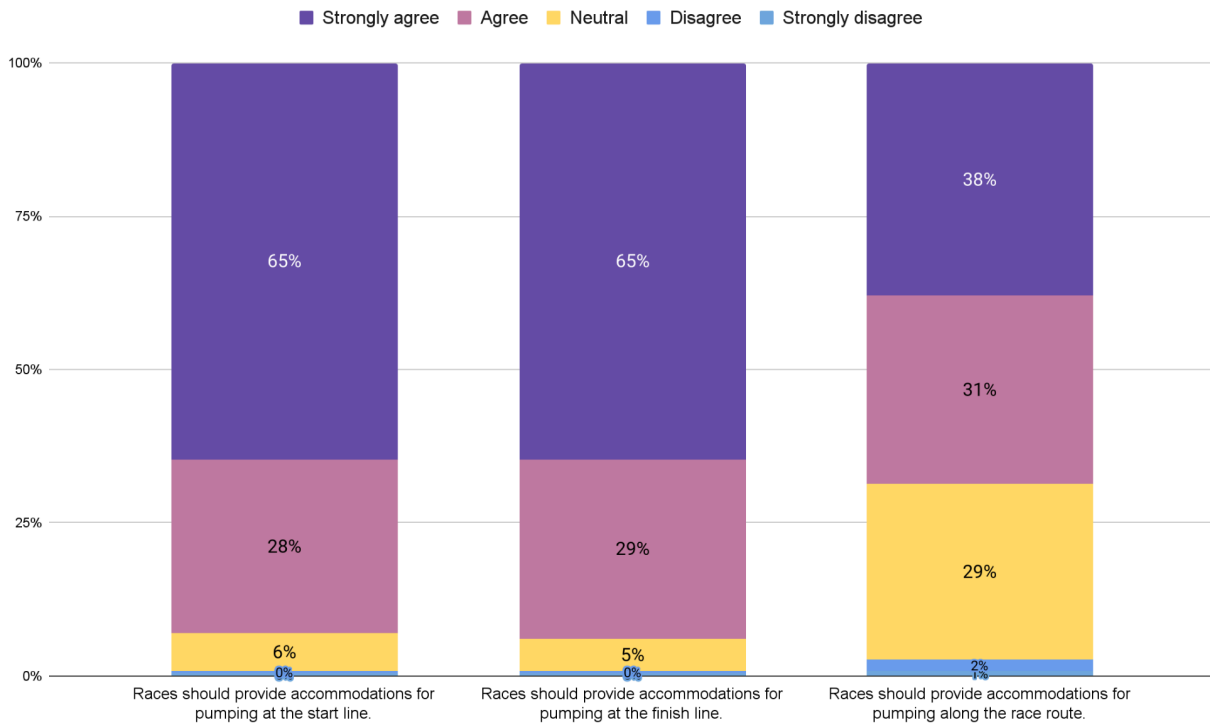
We then asked the same group about pumping accommodations, and 225 people responded to the following prompts:

- Races should provide accommodations for pumping at the start line.
 - 93% of respondents agreed or strongly agreed.
- Races should provide accommodations for pumping at the finish line.
 - 94% of respondents agreed or strongly agreed.
- Races should provide accommodations for pumping along the race route.
 - 69% of respondents agreed or strongly agreed.



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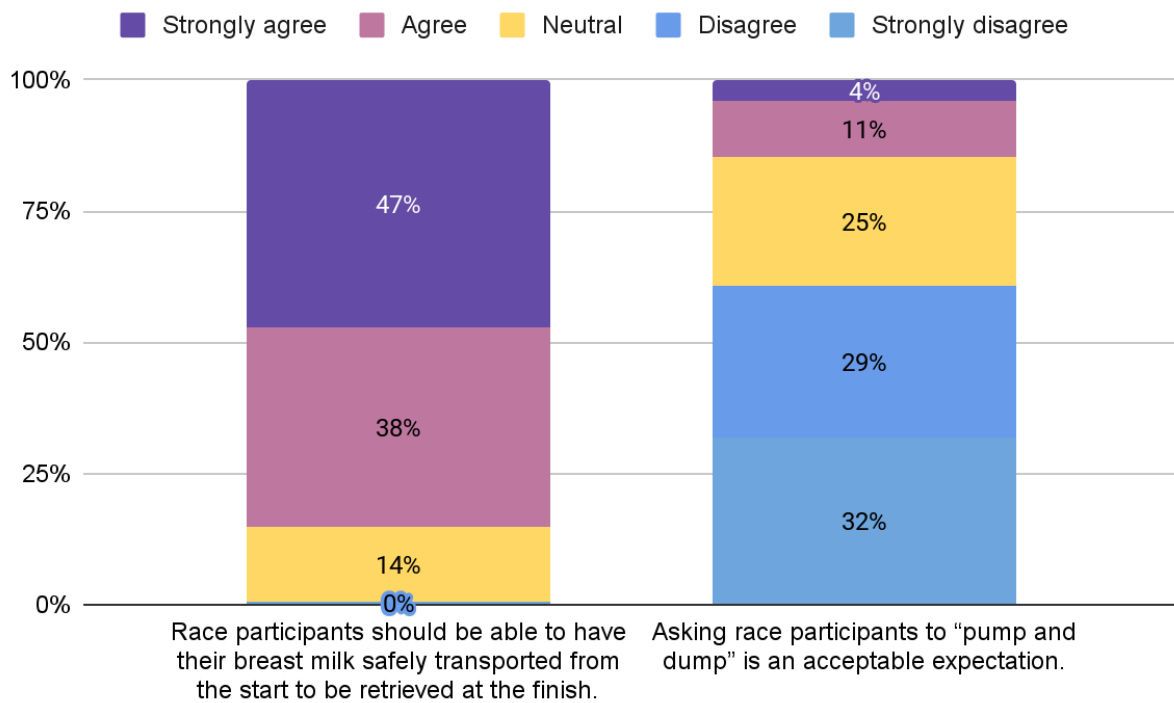
When asked about breastmilk storage, respondents overwhelmingly supported it.

- Race participants should be able to have their breast milk safely transported from the start to be retrieved at the finish.
 - 85% of respondents agreed or strongly agreed.
- Asking race participants to “pump and dump” is an acceptable expectation.
 - 61% of respondents disagreed or strongly disagreed.



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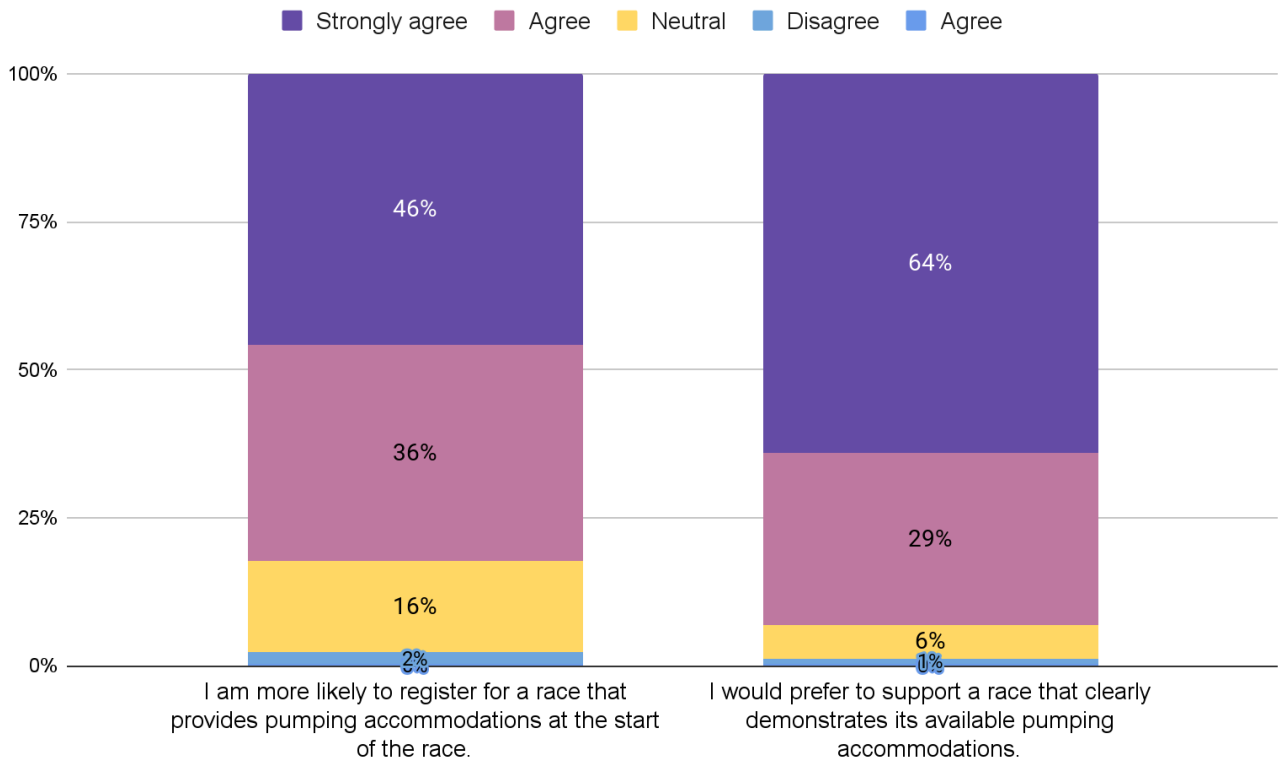


Lastly we asked participants about their perspective on participating in races that provide pumping accommodations; the support was overwhelmingly:

- I am more likely to register for a race that provides pumping accommodations at the start of the race.
 - 73% of respondents agreed or strongly agreed.
- I would prefer to support a race that clearly demonstrates its available pumping accommodations.
 - 93% of respondents agreed or strongly agreed.

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Our research findings confirm that our work is needed and necessary to support athlete moms, and we plan to leverage this feedback to further our event standardization work in 2023.



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Outlook for 2023

Our goals for 2023 are to expand on our learnings as we strive to demonstrate the blueprint for infrastructure that supports parents and caregivers in the workplace through the lens of sports. In 2023 we have the unique opportunity to transform the landscape for mothers and caregivers by our continued partnership with NYRR as part of a 3 year pilot project, where we will have a continued opportunity to test our Family Support initiative. Additionally, we know change starts within each of us and we hope to lay the groundwork for individual athletes to continue to pursue and thrive in both their career and motherhood as they set their eyes on the Olympic Games and beyond.

Thank you for your unwavering support on this remarkable journey.

With gratitude,

Alysia Montañó

Founder, President, and CEO

We Are &Mother

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