



2023 Annual Report

Message from the Founder, President, and CEO

Dear Supporters and Partners,

I am delighted to present the 2023 annual report for We Are &Mother. This year was a banner one in growing our organization's impact and supporting more moms across more events than ever before, while also building out our brand partners and research efforts.

Over 12 short months, our mighty team:

- Continued our work with the New York Road Runners by providing lactation stations for 150 pumping moms at their marquee races - the United Airlines Half Marathon, the RBC Brooklyn Half Marathon, and the TCS NYC Marathon;
- Brought on two new major brand partners - Bobbie and Vita Coco - alongside the continued support of stalwarts like Altra and Salomon to help fund our initiatives;
- Partnered with Carleton University's Health and Wellness Equity Research Group to further build a body of knowledge specific to, and for, female-bodied athletes who become mothers; and
- Fielded our first charity running team for the TCS NYC Marathon.

Our team worked tirelessly to expand our efforts, and I extend my heartfelt gratitude to them, our supportive brand partners, fundraisers, and donors for their unwavering commitment, which continue to propel us toward greater success.

With gratitude,

Alysia Montañó

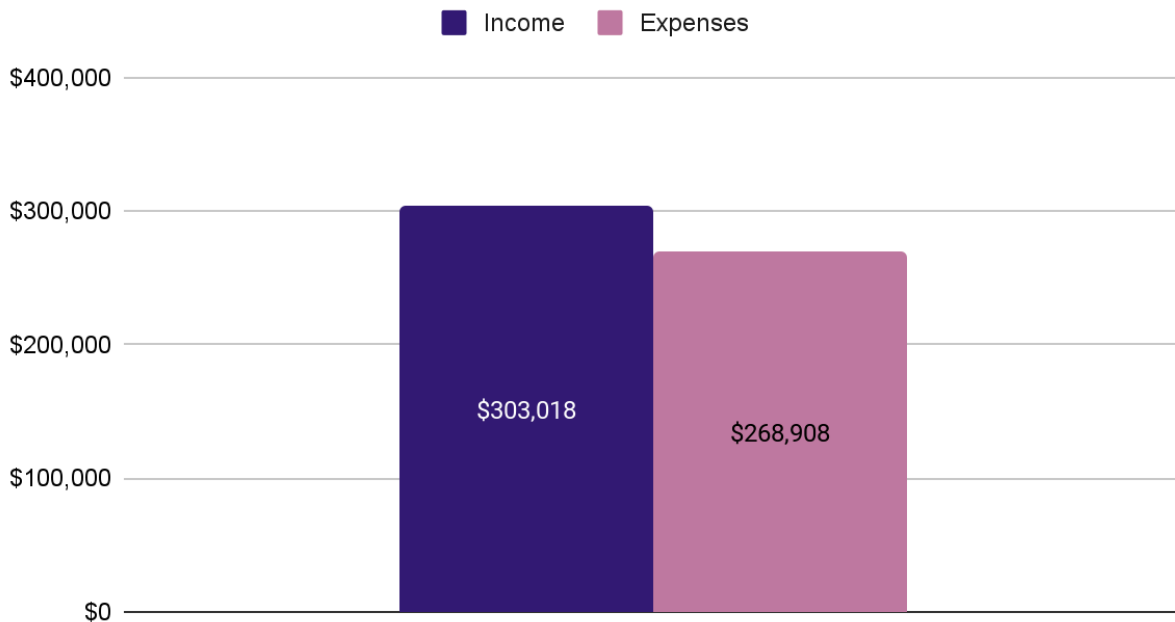
Founder, President, and CEO

We Are &Mother

Financial Highlights

2023 enabled &Mother to bring on more team members and expand our in-person event standardization efforts, providing lactation support and childcare for athlete-moms at multiple races, and conducting our first major peer-to-peer fundraising campaign via a charity team at the TCS NYC Marathon. Through individual and corporate donors, we were able to end the year ahead, with a net revenue of \$34,110.

2023 Income and Expenses



In 2023, our income from individual donors versus corporate donors nearly reached parity for the first time.

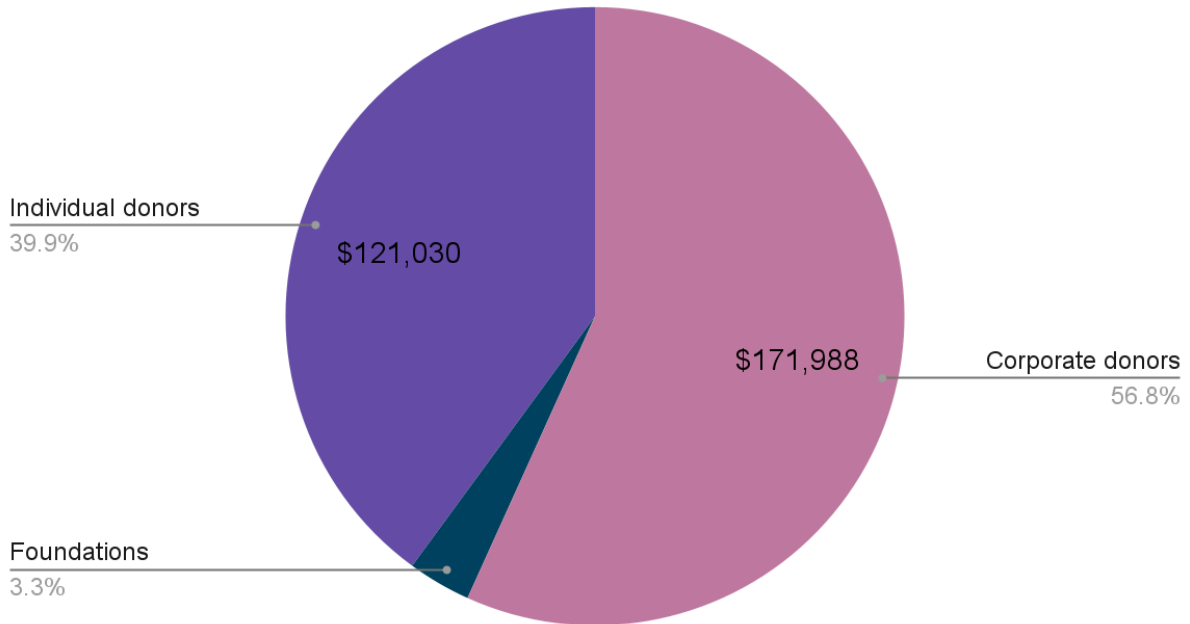
2023 total income: \$303,018

- Individual donors: \$121,030 (40%)
- Corporate donors: \$171,988 (57%)
- Women's Sports Foundation: \$10,000 (3%)

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2023 Income by Type



We are incredibly grateful to our 2023 corporate donors (noted below), especially NYRR, Altra, and Salomon who also supported us in 2022:



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**Working
Assumptions**



**Women's Sports
Foundation**

As in 2022, our 2023 expenses were concentrated on our contracted staff – who execute our programs, including event standardization and Changemaker grants, etc. - with an increase in overhead due to the number of in-person activations we conducted throughout the year.

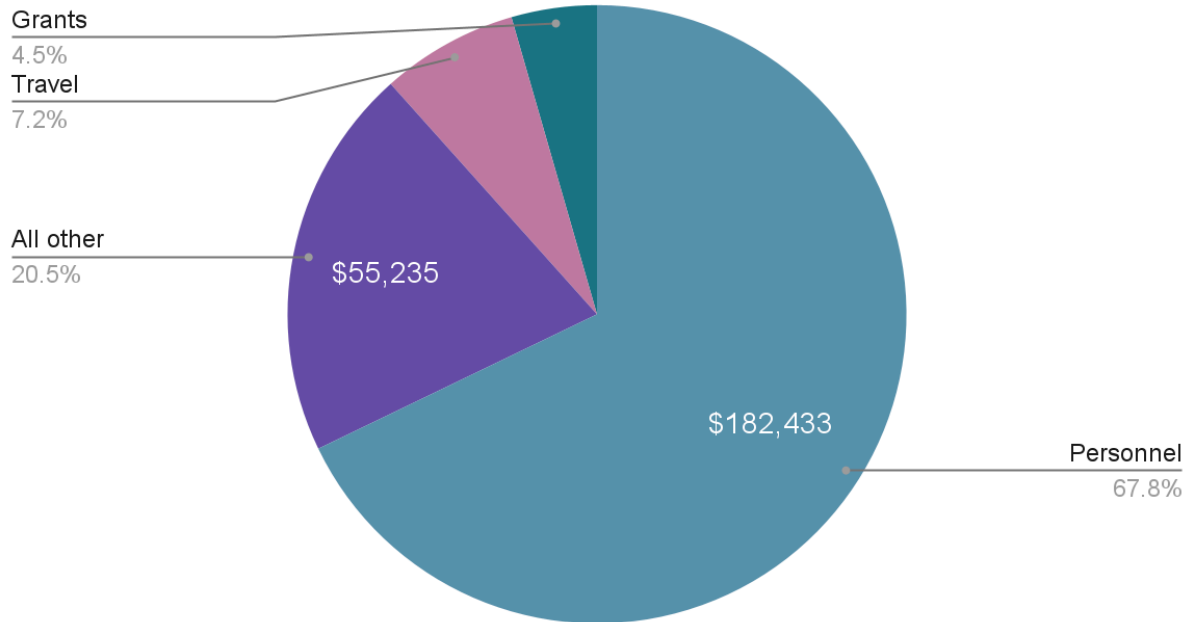
2023 total expenses: \$268,908

- Contracted staff: \$182,433 (68%)
- Other expenses (i.e. supplies, shipping, etc.): \$55,235 (21%)
- Travel: \$19,240 (7%)
- Awarded grants: \$12,000 (5%)

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2023 Expenses by Type



Program Highlights

In 2023, &Mother's programs focused on four initiatives:

- Event standardization
 - Provided lactation stations and childcare for elite and amateur athletes participating in running races (road and track) and sport-related events.
- Changemaker grants
 - Awarded funding to elite mother-athletes and coaches to support their childcare needs.
- Education and research
 - Participated in multiple speaking engagements, conducted surveys, and partnered with Carleton University's Health and Wellness Equity Research Group to expand our research and education efforts.
- Fundraising
 - Supported our first major peer-to-peer fundraising campaign with a charity team who raced at the TCS NYC Marathon.



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

Event Standardization

Building on our experience in 2022, we supported lactation stations and childcare at six events in 2023. 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.

March 2023: [United Airlines Half Marathon](#) (New York, NY)

- Continued our work with New York Road Runners (NYRR), providing lactation stations during the race expo and on race day at the start line and finish area for 15 nursing / chestfeeding athletes.
- Key partners: NYRR for event activation; Mamava for lactation pod.

March 2023: [Run.She.Is.Beautiful](#) (Santa Cruz, CA)

- Worked with Bobbie to create a caregivers lounge, which provided lactation accommodations, changing tables, and kid-focused support for runners and spectators, serving over 30 families.
- Key partners: Run.She.Is.Beautiful for event activation; Bobbie for caregivers lounge.

May 2023: [RBC Brooklyn Half Marathon](#) (New York, NY)

- Worked with NYRR to provide lactation stations during the race expo and on race day at the start line, mile 8, and finish area for 20 nursing / chestfeeding athletes.
- Key partners: NYRR for event activation; Mamava for lactation pod.

October 2023: [Women's Sports Foundation \(WSF\) Annual Salute to Women in Sports](#) (New York, NY)

- Provided two days of onsite childcare for four athlete-moms (six children) participating in the Women's Sports Foundation Annual Salute to Women in Sports.
- Supported three nursing moms by creating lactation accommodations in the historic space at which the Annual Salute to Women in Sports gala was held.
- Key partners: WSF for funding and event activation; The Nanny League for childcare; BabyQuip for equipment.

November 2023: [TCS NYC Marathon](#) (New York, NY)



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- Provided lactation stations at the expo and on race day at the start line, miles 8, 16, 22, and the finish line of the TCS NYC Marathon, providing lactation accommodations for nearly 120 runners, spectators, and staff over the course of race weekend.
- Key partners: NYRR for event activation; Mamava for lactation pod.

November 2023: The Running Event (Austin, TX)

- Worked with conference organizers to ensure clean, safe lactation accommodations were provided during the industry conference.
- Supported TRE in changing their policy on bringing children to the event, enabling chestfeeding mothers to bring their children.
- Key partners: DivCom for funding and event activation; Mamava for lactation pod.

Lessons learned:

- Providing on course lactation support continues to be a critical benefit to athletes who are chestfeeding / pumping mothers.
- Free childcare is instrumental in enabling people to continue their athletic pursuits after becoming parents.
- Storing breast milk is not supported by all event organizers, despite being requested by athlete-moms and backed by data as critical to the wellbeing of mothers and their babies, something we will continue to advocate as standard for on course lactation support.

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Changemaker Grants



[Changemaker grant recipients, featured from top to bottom: Mallory Weggemann (swimming); Besti Flint (beach volleyball); Jasmine Jones (bobsled)]

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

In 2023, through a generous donation by Clif Bar, we were able to award 3 inspiring athlete-moms \$4,000 each to support their individual efforts to dismantle the barriers that limit how athletes excel in their careers. The 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.). We were thrilled to provide grants to:



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- [Mallory Weggemann](#), a five-time Paralympic medalist in swimming, motivational speaker, and author. In 2022 Mallory became a first-time mom to daughter Charlotte.
- [Betsi Flint](#), a five-time medalist for Team USA in beach volleyball. She is a seven-time AVP pro beach champion and mother to daughter, Cora; and
- [Jasmine Jones](#), a member of the U.S. Air Force WCAP program and a brakewoman for the United States bobsled team. She is a mother to daughter, Jade.

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 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 continue to 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.

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 2023 expanded our efforts to demonstrate 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, &Mother team members participated in multiple public speaking events and interviews to increase awareness about the importance of our work, including:

- Child Care Aware of America’s Annual Symposium (June 2023): Alysia and Brennan Grignon (Operations Director) served as keynote speakers to an

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audience of 400 conference attendees focused on addressing the childcare crisis.

- Business of Motherhood: Running our Bodies panel (April 2023): Fleet Feet Monterey hosted a panel with Alysia, pro marathoner Steph Rothstein, and Sara Tanza of Pelvic Potential to discuss all things running and motherhood with an audience of 50 people.
- The Running Event (TRE) Webinar (September 2023): Brennan joined panelists from the Queer Running Society, Low Impact Alliance, and the RIDC to discuss how TRE is partnering with organizations to broaden the inclusivity of the running industry's largest event.
- Vita Coco meetup (October 2023): Brennan and board member Jami Crist joined forces with Runners World coach Jess Movold for an education session and workout with 20 athletes.



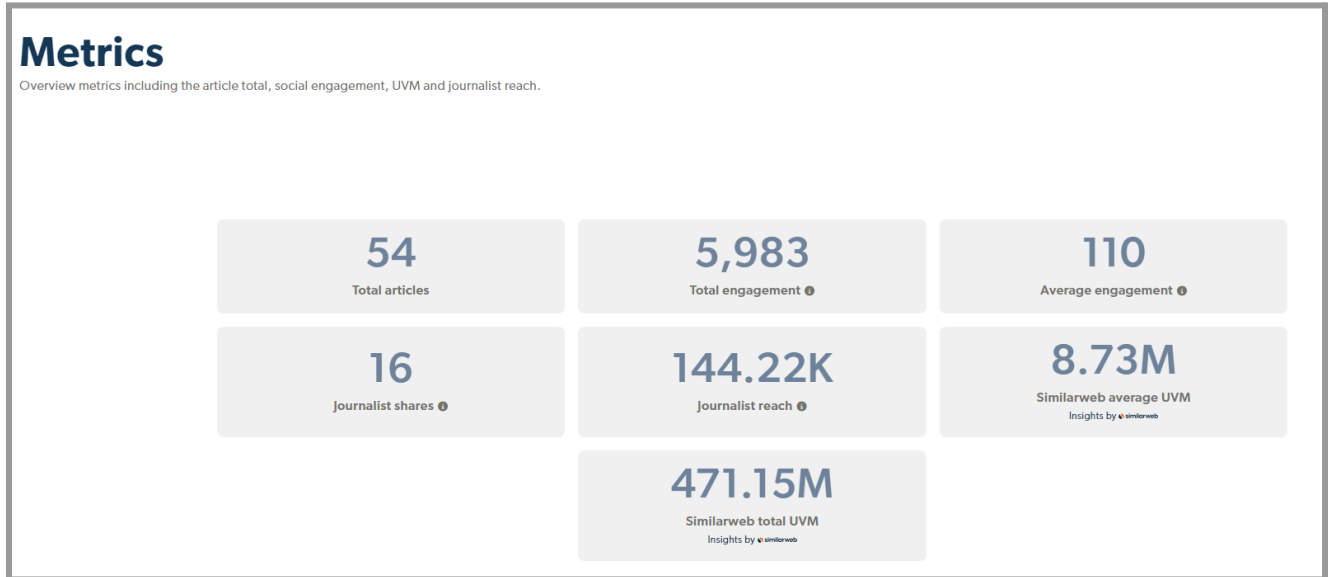
- Women's Sports Foundation Athlete Leadership Connection (October 2023): Alysia spoke to 100 current and potential professional athletes about her experience as a Black woman and mother in sports, and how her work at &Mother is breaking barriers for the next generation of athlete-moms.
- NYC bRUNch + Learn (November 2023): The &Mother team partnered with Fleet Feet Columbus Circle to host a shakeout run and panel discussion with Alysia; activist, author, and Board member Alison Mariella Désir; and head of Bobbie for Change Michele Lampach to talk about activism in motherhood to an audience of 45 people.
- [TRE Livestream](#) (November 2023): Alysia was interviewed by Tommie Runz and Gary Koutsoubos as part of the TRE livestream broadcast, communicating how &Mother helped TRE change its policy on bringing children to the event and providing more accessible lactation support on the showroom floor.

Our biggest influence from media coverage surrounded our work with NYRR for the TCS NYC Marathon, including a major story in the [New York Times](#) two days before the

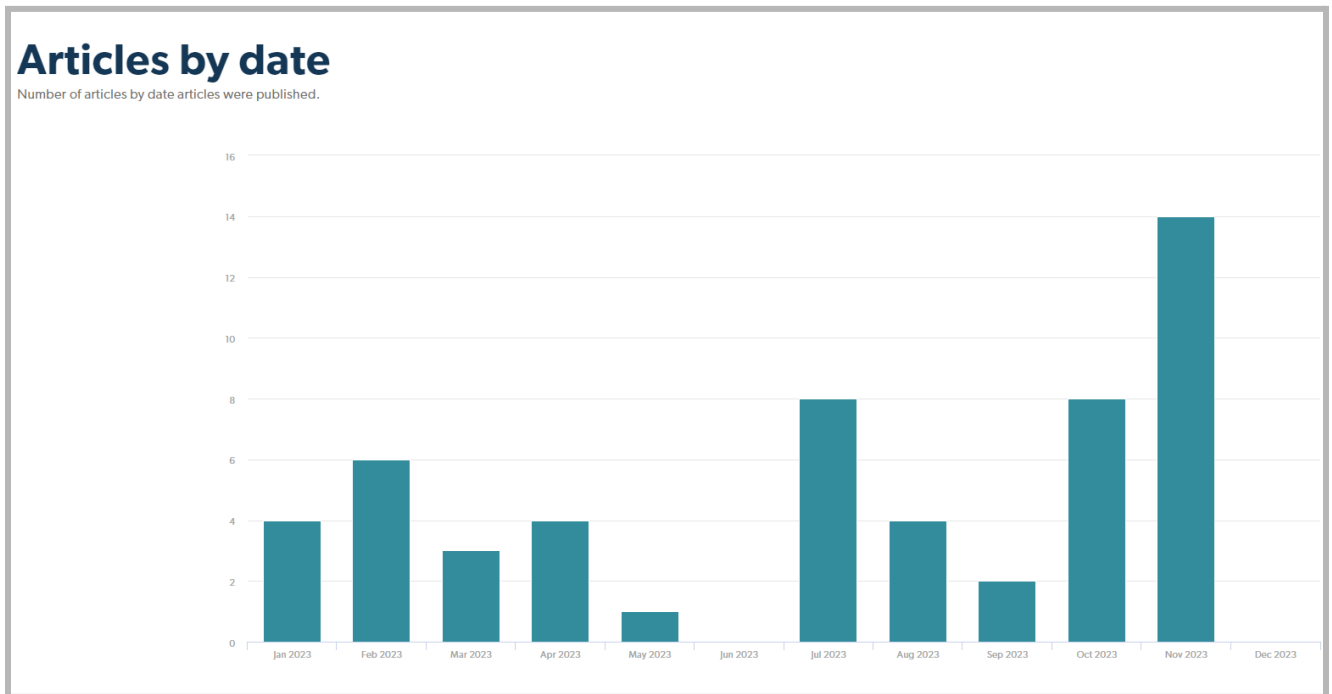


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race. As in 2022, the coverage of our work was overwhelmingly positive, as seen below:¹



[Metrics: There were nearly 55 articles about &Mother published and shared in 2023]

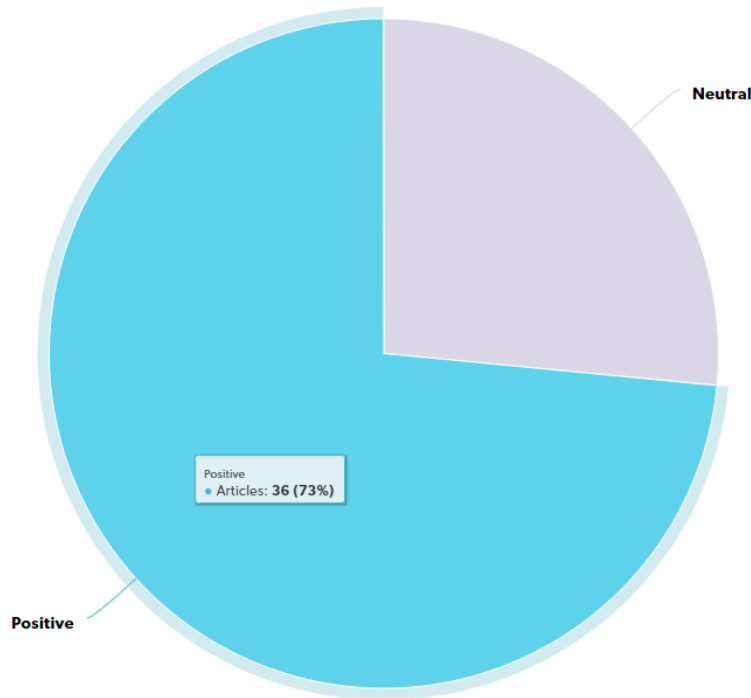


¹ Source: Media Coverage Analytics for &Mother Jan 2023 - Dec 2023, MuckRack

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[The preponderance of coverage centered around our lactation support at the TCS NYC Marathon in November 2023.]



[73% of articles discussing our work were positive in tone.]

Research

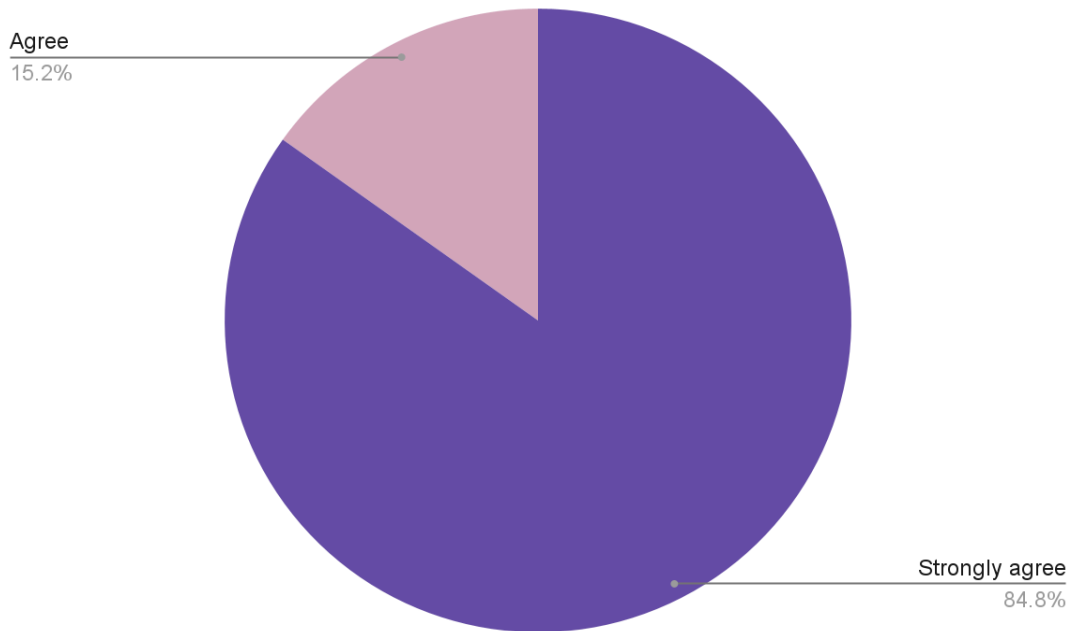
In 2023, we modified our research questions to see how the athlete community - parents and non-parents - perceive the need for supportive infrastructure for mothers. Over the course of the year, 254 people responded to our surveys; 252 of them identify as female and 221 are parents or guardians.

We asked people three main questions about supportive infrastructure at races, and as the below charts demonstrate, there is overwhelming agreement that supportive infrastructure for parents and caregivers is beneficial.

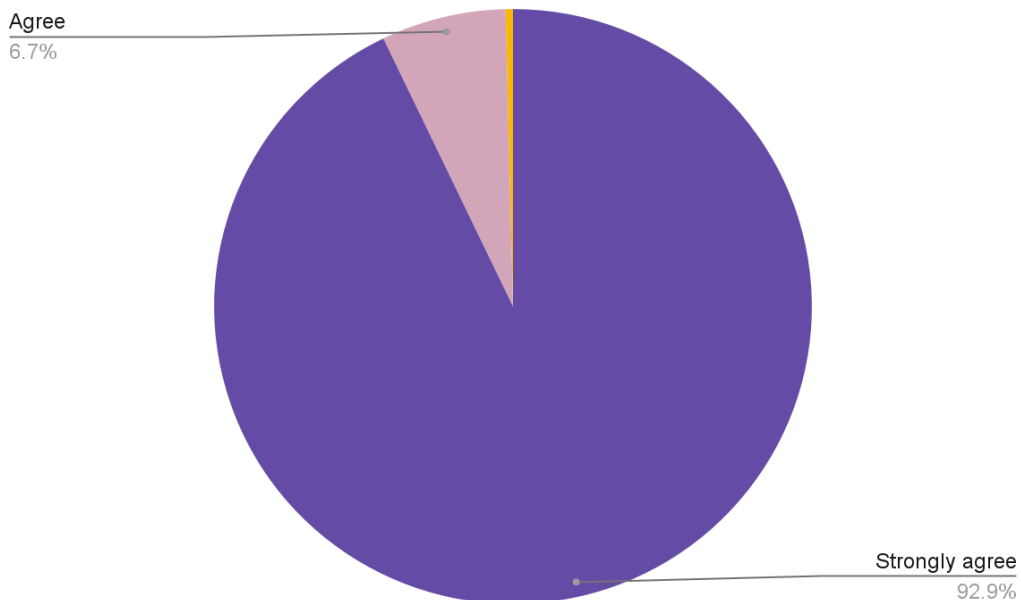
&Mother survey question: Would you prefer to support a race that provides childcare options for athletes, even if you do not personally need to use the service? (Childcare includes free care of dependents while a parent/guardian races.)

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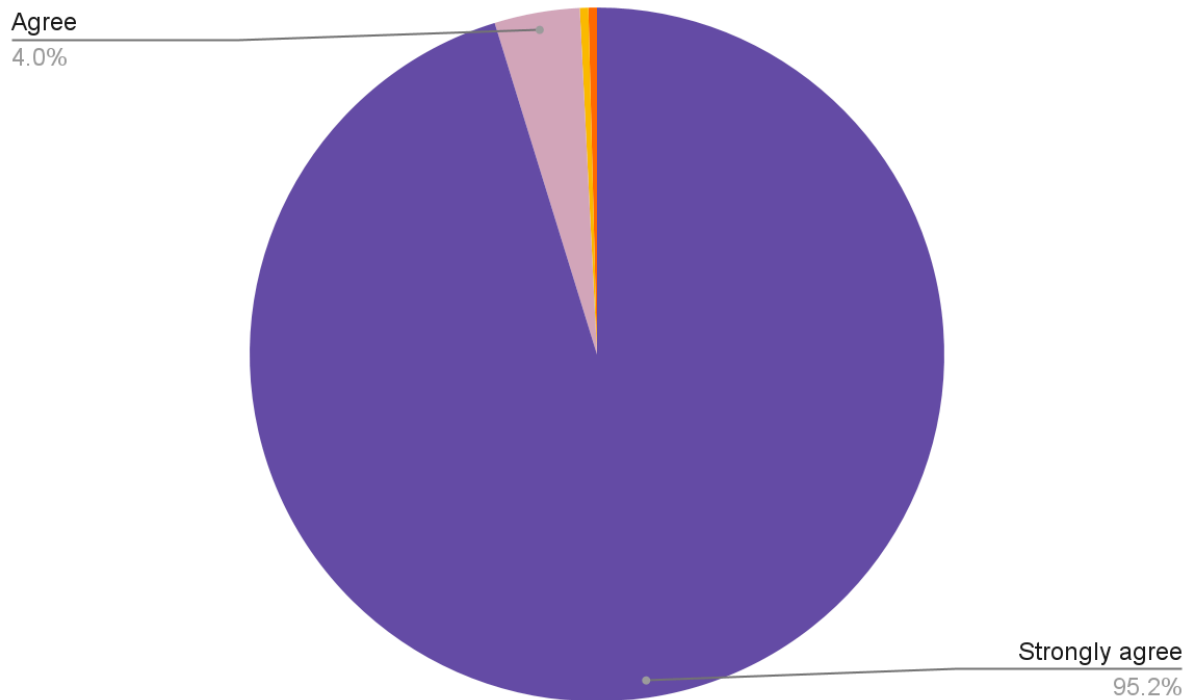
&Mother survey question: Would you prefer to support a race that provides pumping / lactation / caregiver support services for athletes, even if you do not personally need to use the service? (Lactation support includes tents for pumping/chest feeding/bottle feeding at the start and finish line of races; FDA-approved multi use breast pumps; coolers for storing breast milk; etc.)



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&Mother survey question: Would you prefer to support a race that allows a pregnancy deferral for athletes? (Pregnancy deferral allows an athlete who is, or becomes, pregnant prior to race day and chooses not to participate due to such circumstances to be eligible to receive a deferred entry into one of the next two subsequent races for the same event.)

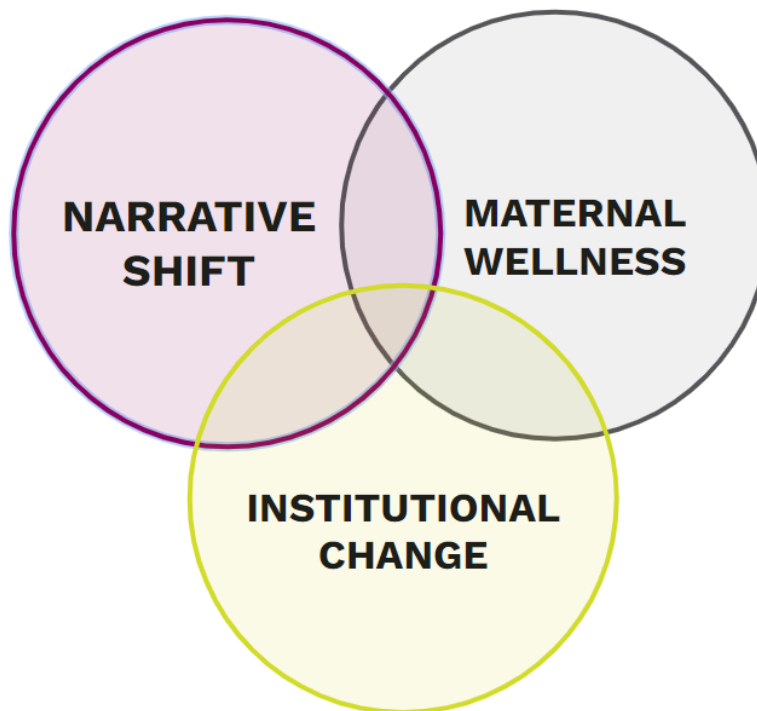


In addition to our survey work, &Mother entered into a formal partnership with [Carleton University's Health and Wellness Equity Research Group](#). The team at Carleton University is conducting research “examining elite (World Championship/Olympic level) parenting distance runners and their experiences during pregnancy and postpartum. The work is focused on conducting mixed methods research that explores the ways elite parent athletes negotiate the competing identities of parenthood and professional athletics.”

[Carleton University, in partnership with &Mother](#), has “expanded this research to examine mass participation race events and practices (e.g., pregnancy deferral policies, childcare, and lactation supports) to understand what is currently being done at major marathons to respond to the needs of pregnant and/or parenting participants” through survey data and interviews with individuals, all provided by &Mother. More information on this work will be forthcoming in 2024.

Outlook for 2024

In 2024, we are building the scaffolding for systemic and infrastructure change needed to support mothers' and families' ability to thrive in both career and motherhood / parenthood. We want to create the gold standard for how that is done, through three key areas:



Within each pillar, we have outlined our primary goals and objectives as follows:

Maternal wellness

- Identify the gaps in Maternal support needs and demonstrate solutions.
- Identify, test, template resources related to specific needs/resources to work/life related barriers.
- Directly support individual women through family-related financial support, education mentorship, and community.
- Provide support and resources to empower “change-makers” -- individual women or teams working to break general barriers in their chosen profession.

Narrative shift



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- Reframe the dialogue and assumptions around motherhood in the paid and unpaid workforce.
- Change the visual representation of mothers in their chosen profession, emphasizing their strength and value in the workforce.
- Inspire “every-day-advocacy” opportunities to spread impact through language, storytelling, and community activation.

Institutional change

- Promote a culture that values maternal experience and centers family needs
- Work with industry leaders to understand and address opportunities for change in the industry.
- Align with partners to promote internal policy structures that enable family-friendly environments and standards, hiring structures that value mothers, and support beyond traditional benefits.
- Partner with existing female- and working mother focused movements.
- Track and publish the brand partners who adopt our Gold Standard Contract Provisions for pregnancy and parental support.

Thank you for your unwavering support on this remarkable journey.

With gratitude,

Alysia Montañó

Founder, President, and CEO

We Are &Mother