

THE BIG MOTHER ENERGY MANIFESTO.

A country for mothers, by mothers.

October 2026

Every one of us inherited the best parts of ourselves from our mothers.

The steadiness. The stubbornness. The way she could run a household, a budget, a crisis and a birthday party in the same afternoon and call it Tuesday. That is what Big Mother Energy is built on. Not a mood. An inheritance.

HERE IS WHAT WE KNOW.

The system was not built for us. It was built for us to fail quietly. Care that costs more than rent. Leave that ends before the healing does. A school day that ends at 3:15 and a workday that ends at 5. A résumé gap where our hardest years should be. A culture that says a mother is less than, and says it so softly that we started saying it to ourselves.

We are done saying it.

Most things built for mothers are about coping. Big Mother Energy is about wanting. Wanting more for ourselves, and being unashamed to say it out loud, in public, together, with the people who should be listening in the room.

WHAT WE BELIEVE.

- The skills and experience we already have are our biggest asset. Not someday. Now. Someone with big mother energy knows that, and uses them to create a future that works for her.
- We are too busy doing the work to have time for the BS. We don't have opinions. We have receipts.
- Confidence doesn't have to be earned before motherhood. Motherhood earns it.
- A mother who wants something for herself is not taking from her family. She is showing them how.
- You compete with who you were yesterday, not with the mother next to you.
- Every kind of mother is welcome in this country. There is no one way to do this, and there is no mother doing it wrong.
- Nobody is put on the spot. Nobody is let off the hook. The founder goes first.
- Nothing about us without us. Mothers belong in the room where the decisions get made, and we are pulling up the chair ourselves.
- A dream kept in your head is a secret, and secrets get heavy. Say it to one real person, put a date on it, and it becomes a plan.

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HOW WE BUILD A COUNTRY FOR MOTHERS.

Step one. Burn it down.

We say out loud, in public, together, everything that isn't working. One thing a week. We call out the brands that sell to us and stay silent, and we repost until they share. We tag three more mothers and save them a seat. The film is the gasoline. We are the match.

Step two. Rebuild.

We take stock of what we already are. Every mother has an Energy, and every Energy counts. We name our skills in work words, we put our hardest years back on the résumé, and we stop apologizing for wanting a life of our own. Own your energy.

Step three. The platform.

We pool what we have. The referrals, the resources, the rooms, the work. A system built by mothers for the families it was always supposed to serve. Bigger. Better. Ours. And the mothers who built it get paid for building it.

WHAT EACH OF US DOES.

Own your skillset.	Name what you can do. Say it in work words. Stop brushing it off.
Take part in the big decisions.	At home, at work, in your town. The ones made about you get made with you.
Advocate for support and infrastructure.	Care, leave, schedules, pay. Say the number out loud so no mother thinks she's the only one.
Prioritize your health.	Your body did something enormous. It gets more than one checkup and a lot of opinions.
Embrace joy.	Wanting joy was never the opposite of loving your family. It was the proof of it.

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THE PROMISE.

This is for women, by women. Big Mother Energy is the name, and it is not only for mothers. It is for anyone who is sick and tired of the lack of support for mothers and wants to help burn down the system as it is. We are not here to give her advice. We are here to give her the match.

Our daughters are watching. Our sons are watching. What they see is a mother who wanted something, said it out loud, and built it with other mothers in broad daylight.

**Let's burn down the culture that says we are less than,
and build one that shows our power.**

**Let's show the world what happens when we harness big
mother energy.**

The past was theirs. The future is ours.

Your story is yours to tell.

Our future is ours to build.

But we all have to play a role.

Own yours.

Megan Darrell, Founder

Mother of four. Unearned confidence, earned by motherhood.