



[www.NotYourAverageAutismMom.com](http://www.NotYourAverageAutismMom.com)

*Shannon Urquiola*

OWNER/FOUNDER  
NOT YOUR AVERAGE AUTISM MOM  
501 (C)3 ORGANIZATION

Not Your Average  
**AUTISM MOM**

MEDIA KIT

# Hi. Shannon Urquiola!

## OWNER/FOUNDER

Shannon Urquiola is the founder of Not Your Average Autism Mom, Inc., a nonprofit organization supporting thousands of families raising children and adults on the autism spectrum.

As a mom to her 29-year-old son, Jordan, who is autistic, and her daughter Maddie, 27, Shannon brings almost three decades of real-life experience, and has made it her life's work to educate and advocate for families like hers.

Shannon is also the host of The Not Your Average Autism Mom Podcast, now with over 240 episodes and listeners around the world, and the author of the upcoming book, *When Life Doesn't Go As Planned: Finding Strength, Surrender, and Acceptance Parenting an Autistic Child*.

She's been featured on NewsNation NOW, and her work showcased on Love What Matters, Her View From Home, and Finding Cooper's Voice, sharing her heartfelt perspective on parenting, acceptance, and life alongside autism.

Her voice has become a trusted one among parents, educators, and organizations seeking to understand the emotional and practical realities of raising a child on the spectrum.

### About Not Your Average Autism Mom

Not Your Average Autism Mom is a nonprofit membership community created exclusively for moms raising children on the autism spectrum. What began as Shannon's personal mission to help other moms feel less alone has grown into a thriving online village where thousands of mothers connect, learn, and find hope together.

Because motherhood in autism looks different – but it doesn't have to feel lonely.

"I don't sugarcoat the hard – but I show moms that happiness is still possible." – Shannon Urquiola

# Not Your Average AUTISM MOM



17K+

Followers



5.7K

monthly page views



85K

podcast downloads



15K

email subscribers



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 501 (C)3 ORGANIZATION

## About Shannon

With a background in Special Education Advocacy and many years in the Beauty Industry, Shannon combines compassion and communication expertise with real-life autism parenting experience. A Master Certified Life and Parent Coach, she supports moms raising autistic children through education, mindset coaching, and community connection.

Her podcast, The Not Your Average Autism Mom Podcast, now with more than 240 episodes and listeners worldwide, continues to grow alongside her Let's TALK AUTISM Newsletter, CARE4AUTISM Family Benefits Program, and the Not Your Average Autism Mom Private Membership Community, providing mothers with connection, education, and real-world support.

## Suggested Interview Topics

1. The caregiver experience: why supporting parents is just as important as supporting children.
2. Living alongside autism: autism is a family diagnosis. Embracing the journey without losing yourself in it.
3. Guardianship, adulthood, and transition planning: navigating what comes after 18.
4. Inclusion & understanding: breaking myths and misconceptions about autism.
5. Raising Children on the Autism Spectrum: Resilience and Real-Life Lessons
6. Beyond Awareness: Building Autism-Inclusive Workplaces – A look at how the CARE4AUTISM Family Benefits Program helps companies support employees raising autistic children.

## What She Offers

Her sessions blend lived experience with practical tools – inspiring awareness, resilience, and empathy. From family audiences to professional educators and corporate leaders, Shannon's presentations inspire inclusion, perspective, and a deeper sense of belonging.

Together, her platforms provide families with training, resources, and the support they need to navigate this parenting journey with confidence, understanding, and hope.

Shannon's message is simple: kindness, openness, and understanding create connection.

## Suggested Interview Questions

- Can you share your journey of raising a child on the autism spectrum and how it led you to create Not Your Average Autism Mom?
- How has your background in Special Education Advocacy and the Beauty Industry influenced your approach to supporting autism parents?
- Tell us about the Not Your Average Autism Mom Membership and the families you work with – what makes it unique?
- What inspired you to create the CARE4AUTISM Family Benefits Program, and what impact have you seen in workplaces that use it?
- Your upcoming book, When Life Doesn't Go As Planned, speaks to acceptance and surrender. What do you hope parents take away from it?

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## SPEAKING TOPICS

Shannon's speaking topics blend personal storytelling with practical guidance, leaving audiences informed, inspired, and encouraged to create lasting impact.

Acceptance isn't emotional resistance – it means believing more is possible while still advocating for the supports and accommodations your child needs to succeed.

Popular Topics are:

- Navigating a Parenting Journey You Weren't Prepared For
- The Power of Acceptance: Embracing Your Child's Autism Journey
- Guardianship and Growth: Parenting into Adulthood
- Raising Children on the Autism Spectrum: Resilience and Real-Life Lessons

Embrace the changes that come with raising a child on the spectrum. Let go of comparisons, perfectionism, and unrealistic standards – and celebrate your unique family.



“

## Client Testimonials

“I had employees reach out immediately to share that this was one of the best events ABE has put on! Shannon delivered a powerful message on very challenging and emotional topics that resonated with our team. Her authenticity, compassion, and practical insight into autism awareness and inclusion left a lasting impression on our employees. She brings both heart and understanding to every conversation.”

“Thank you for making an impact on the people within our organization! We cannot thank you enough,”

Erin Jones  
CSX Transportation

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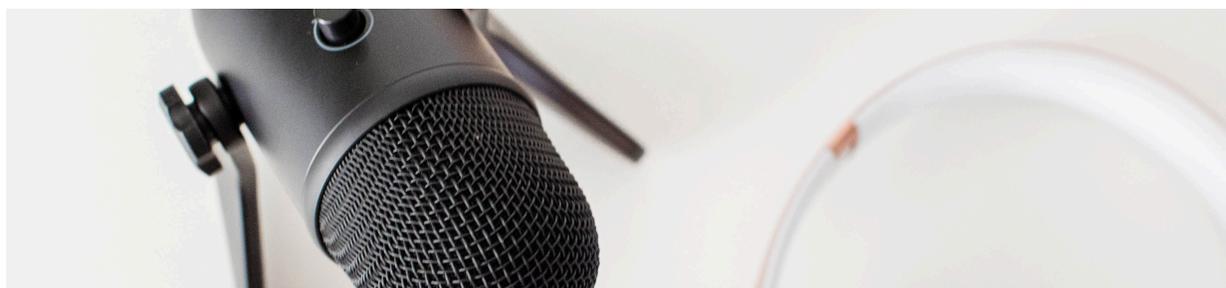
# The Podcast

[WWW.NOTYOURAVERAGEAUTISMMOM.COM/PODCAST](http://WWW.NOTYOURAVERAGEAUTISMMOM.COM/PODCAST)

Each week, Shannon Urquiola hosts The Not Your Average Autism Mom Podcast, where honest conversations meet real-life parenting.

With over 240 episodes and listeners across the globe, Shannon dives into life alongside autism – exploring behavior, emotions, advocacy, and acceptance with heart, humor, and hope.

New episodes every Thursday on all major platforms— available in both audio and video on Spotify and the Not Your Average Autism Mom Podcast Page.



## MOST POPULAR EPISODES

A few listener favorites...

-  **Uncharted Territory in Special Education**  
Special Education Edition
-  **Feelings First: The Step We Often Skip (and Why It Matters)**
-  **Ripping the Bandaid Off on Electronics**
-  **The Back-to-School Parent Pep Talk: What Every Autism Parent Needs to Know**
-  **Having Language vs Using Language: There is a Difference**
-  **Loving Them Through It: Real Love in the Real Hard**

## STATISTICS

**85K+**

total podcast  
downloads

**3K+**

average monthly  
downloads

**5.0**

podcast rating

**240+**

# of episodes

## MY AUDIENCE

**96%**

women

**70%**

25-55 yrs old

# Media & Appearances

Shannon Urquiola's advocacy and personal storytelling have been featured across national and digital media platforms, where she shares real, relatable conversations about parenting, autism, and family life.

- NewsNation NOW — National television appearance discussing autism, advocacy, and family perspective.
- Love What Matters — Viral feature on motherhood, acceptance, and raising an autistic child.
- Her View From Home — Contributor pieces on parenting and advocacy.
- Finding Cooper's Voice — Collaborative storytelling feature about family, connection, and autism acceptance.

Her voice continues to reach thousands of families through these platforms, creating awareness and changing the conversation about living alongside autism.



## The Blog



The Year was 2001. D-Day. Diagnosis Day.



I cried in my car on the way to the airport and I'm not sad. I'm really happy!



Family dinner at a restaurant. Nothing out of the ordinary for most families. We aren't most families.



A trip to the dentist. To most families, this is no big deal. For many families, like ours, this is a HUGE deal.

### MOST VIEWED BLOGS



Not Your Average  
**AUTISM MOM**

## Get in Touch!

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Through her lived experience and advocacy, Shannon works to create a more inclusive and understanding world for families living alongside autism — because autism doesn't only impact the one diagnosed; it touches everyone who loves them. She presents to organizations and businesses nationwide, both in person and virtually.

Shannon

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# CARE4AUTISM Family Support



At Not Your Average Autism Mom, we believe in going beyond traditional employee benefits. We understand that your employees are not just part of a team; they're part of a family. That's why we're thrilled to introduce our groundbreaking, Autism and Special Education Resources and Training Program through our CARE4AUTISM Family Support Benefits Program.

## Why This Matters:

- **Enhancing Well-being:** Mental and emotional well-being are crucial. This program offers valuable resources for employees with loved ones on the autism spectrum, promoting healthier, happier lives.
- **Supporting Families:** 1 in 31 children are diagnosed with autism, and these numbers are rising. By providing resources and training, you are supporting your employees through their unique journey.
- **Fostering Inclusivity:** We're committed to creating an inclusive workplace. This program aligns with our values, ensuring that every employee feels valued and supported.

## What Our Program Offers:

- **Online Training:** Access to an array of recorded trainings exclusively for parents raising children on the autism spectrum. Learn valuable skills and strategies to support your child's development. Training and Resources for everything parents need to know about Special Education
- **Member Portal:** A comprehensive hub with resources, templates, and guides that families will need along their journey.
- **Work-Life Balance:** We understand that balancing work and caring for an autistic child can be challenging. Our program includes resources to help you achieve that balance.

**MORE INFO**



Join us in embracing this new era of employee benefits. Together, we can create a more inclusive and supportive environment for all.

✉ [info@notyouraverageautismmom.com](mailto:info@notyouraverageautismmom.com)

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Autism4CareFamilySupportBenefitsProgram](http://www.notyouraverageautismmom.com/Autism4CareFamilySupportBenefitsProgram)

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