

1st Quarter ▪ January - April 2024



QUARTERLY

REPORT

MomsforAmerica.us



... from the Founder & President



Dear Friends & Supporters,

It was an honor to join so many of you in Dallas to celebrate 20 years of **Moms for America**. Two decades ago, **Moms for America** started with Cottage Meeting Lessons in our living rooms. We wanted moms to learn the principles of freedom on which our nation was founded and to be empowered to teach their children. What started so simply has grown to a national movement beyond anything we could have imagined.

Now we reach moms across the country and offer resources on the hot button issues facing families and young people. Through **Moms for America** Groups, we can connect families with local resources and unite our efforts with patriotic mothers in so many communities.

In addition to our 20th Anniversary Celebration, the first quarter has been jam-packed with events, media appearances, and growth. In this critical election year, moms and the mom vote are more important than ever. That is why we have increased our work empowering moms to protect our children, defend our freedoms, and restore the republic in our homes, communities, and through our vote. Thank you for making the past 20 years possible. We are able to do everything we do because of you. We are so grateful for your continued support.

In Truth & Liberty,

Kimberly Fletcher
Founder & President, **Moms for America**®



Kimberly Fletcher
Founder & President Moms for America
Chairman of the Board



Debbie Kraulidis
Vice President Moms for America



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The Mom Mentor & Founder of
The Moms Like Us Academy

Dallas 20th Anniversary Summit and Gala February 29 - March 2, Dallas, Texas

The **Moms for America** Summit and Gala was an extraordinary event moms are still buzzing about. Eight hundred moms and fans attended in person and thousands more tuned in via live stream to enjoy the three-day infusion of hope and encouragement. The event featured 72 nationally acclaimed speakers, 10 top issue-driven panel discussions and a full training day for our state and local leaders.

The event kicked off with our training day provided by the **Moms for America** national team and Leadership Institute, one of our partner organizations. The day included a VIP Glenn Beck Vault Tour exclusively for MFA group leaders, showcasing the organization's commitment to leadership training and development at Mercury One's headquarters.

That evening, we honored three phenomenal patriots, Jim Caviezel, Ben Carson, and Kevin Sorbo with our *Champion of Freedom Awards*.

Throughout the three-day summit, attendees continued to be inspired by a diverse lineup of speakers including **Moms for America's** founder Kimberly Fletcher, General Mike Flynn, Linda McMahon, country music legend John Rich, Kevin and Sam Sorbo, Dr. Sebastian Gorka, Lance Wallnau, Dr. Simone Gold, Angela Paxton, John Rich and many more! Each speaker brought their unique perspective and passion, leaving a lasting impact on all those who attended. Our panels featured topics such as Gender Confusion, Medical Freedom, Pitfalls of Digital Currency, and Faith in Politics.

The **Moms for America** Summit and Gala was more than just an event; it was truly a milestone celebration of the values and principles that make America great. Attendees left the event feeling inspired, empowered, infused with hope and ready to make a difference in their communities and the world at large.



[See video and pictures of the event here](#)



2024 Conservative Political Action Conference (CPAC)

CPAC was held in Washington, D.C., February 21 to 24, where **Moms for America** was once again the premiere sponsor of the women's breakfast where we presented Gina Loudon and Mercedes Schlapp with *Mothers of Influence Awards*.

Our very own President and Founder, Kimberly Fletcher, took to the main stage at CPAC focusing her speech on the challenges we face as a nation and the pivotal role that moms plays in shaping the future of our country.

Our participation in CPAC 2024 was a resounding success. We not only strengthened our ties with the conservative community, but also showcased the impact and influence of **Moms for America** in the political arena.



[See video and pictures of the event here](#)



[See video and pictures of the event here](#)



Trucker Convoy “Moms at the Border”

In a bold move to address the pressing issue of border security, **Moms for America** joined forces with Texas Governor Greg Abbott and Attorney General Ken Paxton to take a stand for the protection of American families and communities. Coordinated rallies at the California, Arizona, and Texas borders sent a strong message to policymakers that moms demand action to safeguard their children, families, and communities from the ongoing border crisis. In addition to joining the rallies, **Moms for America** launched a digital campaign honoring Governor Abbott and Attorney General Ken Paxton as heroes for taking a strong stand to defend our borders.

CPAC Hungary & Make Europe Great Again

Our President Kimberly Fletcher, a prominent speaker, gained international recognition when she was invited to speak at CPAC Hungary. Her focus was on safeguarding children from radical anti-family political agendas. Additionally, she was a featured speaker at the “Make Europe Great Again” world conference organized by the AUR (a conservative political party in Romania) in Bucharest. Both events covered all expenses for her participation. The AUR, along with the Republican Parties of Romania, have significantly influenced Romanian politics. A notable moment was her meeting with George Simione, the AUR’s candidate for the Romanian Presidency.



[See video and pictures of the event here](#)

Tucker Carlson Roundtable

At the Ritz-Carlton in Naples, Florida, on April 11, 2024, **Moms for America** honored Tucker Carlson with the *Champion of Freedom Award* for his journalistic integrity and commitment to truth. Alongside Kimberly Fletcher, he highlighted the vital role of moms in preserving the nation’s freedom. The event featured a special music performance by award-winning vocalist Mary Millben. Following his departure from Fox News, Carlson shared valuable insights on family and key issues in an exclusive interview featured on our **Moms for America** Podcast.



Podcast Update

The *Moms for America* Podcast, hosted by our Vice President Debbie Kraulidis, continues to soar in popularity. No topic is off-limits as Debbie and her guests dive into the issues that matter most to mothers. Over the last quarter, the podcast has featured a diverse range of guests discussing everything from raising conservative kids in a “woke” world to the unsung heroines of the American Revolution. This engaging and informative content has struck a chord with listeners, resulting in an impressive growth rate of over 100% in the past year. The *Moms for America* Podcast continues to be a powerful platform for mothers to connect, learn, and grow together.



2022

174,887 downloads

2023

352,452 downloads

2024 First Quarter

863,358 downloads



Social Media Growth

In the first quarter of 2024, *Moms for America* experienced a significant surge in social media growth across X, Instagram, and Facebook. On X, the organization saw a remarkable 83% growth in Q1 alone, with an impressive 261% growth from the year-to-date. Instagram followed suit with a 13% growth in Q1 and a year-to-date growth of 113%. Facebook, though showing more modest growth, still managed a 5% increase in Q1 and a 10% increase in overall year-to-date growth with over 6 million “Calls to Action” across all our digital marketing campaigns in 2023 alone. These numbers highlight the growing influence and reach of *Moms for America* as we continue to engage and expand our digital presence across various social media platforms.

Media Interviews, Op-Eds, Press Releases

Moms for America's Media, Op-eds, and Press Releases demonstrate achievement and highlight the widespread network of issues we spearhead.



Media Interviews *(Click [Here](#) to view)*

4/26/2022	Real America's Voice	American Sunrise	Aly Legge
4/22/2024	Salem	WILKOW!	Aly Legge
4/11/2024	Real America's Voice	American Sunrise	Aly Legge
4/5/2024	Salem	WILKOW!	Kimberly Fletcher
3/26/2024	Newsmax Radio	The Rob Carson Show	Kimberly Fletcher
3/14/2024	Sirius XM	Stacy on the Right	Kimberly Fletcher
3/6/2024	OANN	Real America w/ Dan Ball	Kimberly Fletcher
2/29/2024	Podcast	DC After Dark	Aly Legge
2/24/2024	Newsmax	CPAC Coverage	Kimberly Fletcher
2/23/2024	Podcast	AMAC Better for America Podcast	Kimberly Fletcher
2/23/2024	NTD TV	NTD News	Aly Legge
2/23/2024	SRF Swiss TV	Special	Kimberly Fletcher
2/22/2024	Podcast	Opp Score	Kimberly Fletcher
2/22/2024	WILK	The Rob O'Donnell Show	Kimberly Fletcher
2/22/2024	Real America's Voice	CPAC Live	Kimberly Fletcher
2/22/2024	WCHV	The Joe Thomas Show	Kimberly Fletcher
1/26/2024	Salem	The Don Kroah Show	Kimberly Fletcher
1/23/2024	Sirius XM	Stacy on the Right	Kimberly Fletcher

Op-Eds *(Click on the title to read)*

4/26/2024	Kimberly Fletcher	HR 7024	Meaningful Tax Cuts the Best Tax Relief	Newsmax
3/12/2024	Kimberly Fletcher	Gender	No Need for Parents to Be Powerless on Gender Issues	Newsmax
2/23/2024	Kimberly Fletcher	Womxn	Trans Activists Want Women Erased	Newsmax

Press Releases *(Click on the title to read)*

4/30/2024	EXCLUSIVE: Tucker Carlson passionately defends parental rights on Moms For America Podcast
4/26/2024	Moms for America Launches Swing State Door-Knocking Campaign
2/20/2024	Moms for America Hosts 20th Anniversary Summit and Gal
1/30/2024	Moms for America Leads Convoy to Protest Border Crisis
1/30/2024	Moms for America Celebrates 20 Years of Fighting for Faith, Family, and Freedom
1/26/2024	Moms for America Thanks Gov. Abbott for Securing the Border, Protecting Women and Children
1/24/2024	Moms for America Action Endorses Christine Serrano Glassner for US Senate in New Jersey
1/4/2024	Moms for America Statement on Explicit Materials in School Libraries

Membership & Education

Group leaders and State Liaisons have increased by 17% and 10%, respectively. Additionally, the total number of inquiries at the end of Quarter 1 is already at 44% of the total inquiries in 2023. The department's efforts to enhance access to resources and training opportunities have contributed to these positive outcomes.

Webinars have expanded significantly with special sessions like "Kitchen Table Lobby" and "Transform Your Child's Behavior" attracting considerable interest. The "Cottage Meeting Series" has been particularly successful with registrations surpassing half of the previous year's total in just the first three months. Other webinars have already reached 37% of last year's registrations, indicating a potential for further growth.



[Find out more here](#)



Moms for America en Español

Moms for America has made strides in expanding their reach by offering educational materials in Spanish on their website, seminars, and booklets. This initiative has been met with enthusiasm and is seen as a step towards empowering and supporting a wider audience in their mission to promote family values and education.

Scan the code for all of our available booklets.



Aly Legge, Director of School District Engagement, Released our School Board Ambassador Training Series

Aly Legge, Director of School District Engagement at **Moms for America**, engaged in 7 webinars, trainings and training events where she trained 100 mom activists and new School District Ambassadors. She also participated in 20 interviews on various media platforms. Notable appearances included the War Room, Alec Lance Show, and more. She also conducted 10 individual candidate and mentor sessions.



School Board Leadership Project

Dr. Kelly Kohls, the Senior Director of the Schoolboard Leadership Project for **Moms for America** and Director of the National School Board Leadership Council, has continued to be a leading voice in the **Moms for America** mission to reach people across the country with school board training, educational webinars, meetings and contact inquiries for school board issues. This nationwide project has supported school board members in 17 states.



School Board Leadership Project

Initiative First Quarter 2024

Citizen activists trained	90
School board members trained	150
Legal cases in process	25
Media interviews	10
Presentations + speaking events	9
School board training webinars	12

CDC Lawsuit Update

We are diligently pursuing a crucial initiative to unveil the CDC's deceptive practices, empower mothers to safeguard their children against oppressive mandates, and ensure that the onus for these tyrannical decisions is placed squarely on the shoulders of those responsible—elected representatives, schools, and hospitals that enforce these mandates.

We raised \$300,000 for the initial research and litigation prep for the case. We are now ready to present the case in federal district court. The litigation will cost an additional \$200,000 this year and we are seeking funding to meet that goal. There is high probability this case will go all the way to the Supreme Court by early next year.



Mom Vote and Walkathon

The *Moms for America* Mom Vote Campaign and Walkathon has been successfully empowering moms and women to vote, with a focus on increasing voter participation across the country. The initiative is well underway blasting through the beginning of 2024 election year already mobilizing an army of moms in key states like Texas, Arizona, New Hampshire, and North Carolina to make a difference in the 2024 elections. We will continue this grassroots initiative throughout this election year as we continue to activate Moms to Vote!



OUR MISSION

The values we hold dear in America are increasingly under attack, especially our God-given freedoms.

Moms for America® believes liberty begins at home.

Our threefold mission is to Empower Moms, Promote Liberty, and Raise Patriots.

Moms for America® provides valuable resources to help moms raise and nurture strong, virtuous, resilient children who will grow into a mighty generation of youth filled with the knowledge, courage, and wisdom to raise the standard of civility, secure the blessings of liberty, and sustain a free and prosperous America.

Thank you for your support!

TOGETHER, we are reclaiming our culture for truth, family, freedom, and the Constitution.

Your tax-deductible gift will allow us to fulfill our vital mission to empower moms, promote liberty, and raise a new generation of patriots.

Moms for America® is a 501(c)(3) charitable organization, and charitable contributions are tax-deductible for income, gift, and estate taxes.

DONATE NOW

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