

2nd Quarter ▪ 2023



# QUARTERLY REPORT

MomsforAmerica.us



... from the Founder & President

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Dear Friends & Supporters,

I want to personally thank you for your ongoing support for our mission and let you know what we have been up to in our second quarter. The past three months have been busy! We have seen tremendous growth, made strategic additions to our team, and met with moms across the U.S. excited to join us.

Our spring and summer have been packed with events, media appearances, rallies, and press conferences. We are getting the word out and putting the silent majority in the public spotlight. These events and initiatives would not be possible without your generous support. There is such a hunger for truth and more moms are waking up to the need for action. With your help, we continue to grow and reach more moms and patriotic Americans who want to be part of bringing America back to our founding principles.

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



**Mercedes Schlapp**  
ACU Foundation  
Senior Fellow

**Sam Sorbo**  
Radio Host, Actress,  
Model & Author

**Peter Leite**  
Owner & President of  
Hichens & Harrison

**Alvin B. Jackson Jr.**  
President of Dowdle Studios  
& Land That I Love

**Charles W. Herbster**  
Owner, Carico Farms Inc.  
Herbster Angus Farms, Inc.

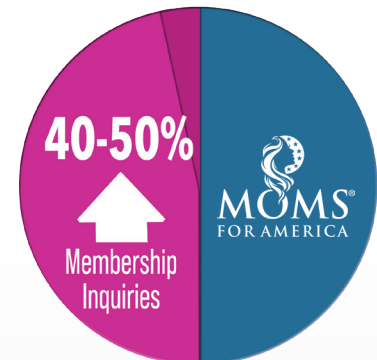
**Mona Corwin**  
The Mom Mentor & Founder of  
The Moms Like Us Academy

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## Membership & Education

During our second quarter, our Membership and Education Department has grown exponentially, starting with expanding the staff from one to four members. Zaira Gomez, our Director of Membership and Education, now has two full-time administrators for membership and education, and a part-time administrative assistant. With as fast as our membership is growing, this has created a smoother, more effective workflow and increased department productivity, allowing us to keep up with the growth and continue to serve our expanding membership.

Nationwide, membership inquiries are up 40%-50%, attributed primarily to live events and media interviews with our Founder and President, Kimberly Fletcher. State Liaison and Group Leader onboarding has increased by 30%-40%. Monthly leadership training sessions provide our State Liaisons and Group Leaders with the skills and knowledge necessary to advance the **Moms for America** mission and vision in their own states and communities. We have forged working partnerships with several organizations including Grassroots Leadership Academy and the National Center for Constitutional Studies to help us strengthen and equip our volunteer leaders.



Future goals for the department include expanding the educational webinar calendar, filling each state with a liaison and each county with a group leader, assisting in the recruitment of School District Ambassadors, streamlining and automating the volunteer onboarding process, effectively training Group Leaders/State Liaisons in social media interaction, developing a summer Kids' Camp and follow-up lessons for Cottage Meetings for Kids, increase Hispanic outreach, and expand the Grammy Grizzlies membership.

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## EMPOWERMoms

Our Empower Moms team is actively recruiting and training School District Ambassadors to serve in the 13,452 school districts in the United States. We hosted a Spring Training Camp for new school board members led by Kelly Kohls, the director of our School Board Leadership program, held monthly Mom2Mom webinars for moms interested in homeschooling, and partnered with September Group to provide more relatable, mom-friendly training for school board candidates. We are currently working with and training school board members and candidates in 32 school districts in 14 states.



[Click Here for Spring Training Video's](#)



## Events

### Boots & Bling Red Carpet Event

with John Rich — Nashville, Tennessee

On April 13<sup>th</sup>, Country Music Legend John Rich hosted the Boots & Bling Red Carpet Event at his home to benefit **Moms for America**. Everyone enjoyed great food, drinks, and the chart-topping music of John Rich and his band! Boots, hats and a lot of bling were the theme of the evening. MFA President, Kimberly Fletcher and Vice President, Debbie Kraulidis spoke to the guests about the mission of Moms for America to Empower Moms, Promote Liberty and Raise Patriots.



[Click Here for Endorsement Video & Pictures](#)



### Texas Moms for America Crisis on the Border Rally, Austin, Texas

**Moms for America** was at the “How Many More?” rally in Austin Texas in April, bringing a sea of purple to the event. Prior to the Rally, we held a press conference where several moms shared their heart-wrenching stories and urged lawmakers to take swift, decisive action to end the humanitarian crisis on our southern border. Several moms shared their heart-wrenching stories and urged lawmakers to take swift, decisive action to end the humanitarian crisis on our southern border.

The press conference was covered by national and local media, including Fox 7 Austin, Newsmax, Ingraham Angle, and several others!

[Click Here for Rally Pictures](#)

## Events

### Protecting Women's Sports

Press Conference, Washington, D.C.

**Moms for America** hosted a press conference on Capitol Hill on June 7, urging the U.S. Senate to pass H.R. 734 to protect both women's sports and female athletes. Speakers included Debbie Kraulidis, VP of Moms for America; Congresswomen Mary Miller and Diana Harshbarger; Idaho State Rep. Barbara Ehardt; as well as athletes Abby Carr, Women's Varsity Swimming; Evie Edwards, former NCAA CX Runner and Cyclist; Taylor Silverman, Competitive Skateboarder; Macy Petty, NCAA Women's Volleyball; Kassidy Comer, NCAA Basketball.

[Click Here for the Newsmax interview](#) with Deb Kraulidis and Macy Petty about Protecting Women's Sports.



[Click Here for Press Conference Highlight Reel](#)

## Initiatives



Powered by **Moms for America**, Future Moms for America (FMFA) connects future moms with mom mentors in preparation to raise patriots, reclaim our culture, and restore the Republic. FMFA launched at Turning Point USA's Young Women's Leadership Summit, prompting both moms and future moms to get engaged and be the change.

[Click Here](#) to view Cassie Fletcher, Co-Founder and National Director of Future Moms for America speak at the 2023 YWLS Summit.



[Click Here for Video of the FMFA Launch](#)



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## Initiatives

### FCC Bill – Moms for America with John Rich

**Moms for America** spearheaded ground-breaking legislation in Texas championing the FCC Standards Bill, also known as the READER Act. This simple legislation protects children from inappropriate material in the public school. The bill began with the simple idea: “If you can’t show it on TV, and you can’t air it on the radio, you can’t have it in the classroom.”

Here’s an [interview](#) with John Rich and Moms for America President and CEO Kimberly Fletcher after the bill was signed into Texas Law on June 12.

Our [press release](#) on the FCC Standards Bill.



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### Moms for America Action! [501c4]

**Moms for America Action** is our public policy organization. MFA Action projects include candidate endorsements from School Board to Congress, building our state leadership teams in preparation for the 2024 elections, introducing and advancing the FCC Standard bill in all 50 states, and implementing our 10-State Plan to mobilize moms and get out the MomVote in 2024.

To effectively implement these projects and meet our goals, MFA Action welcomed **Vanessa Faura** to the team. An experienced professional in areas of legislative activism, issue-based education, grassroots organization, and community partnership and involvement, Vanessa will be a tremendous asset to the work of Moms for America Action. Mother of two girls, Vanessa also brings a mother’s perspective and experience to the role. Vanessa will serve as the Executive Director of Moms for America Action. We are so excited to have her on board!



# In the Media

## Moms for America Podcast

Our **Moms for America Podcast**, hosted by our Vice President, Debbie Kraulidis, continues to rack up tens of thousands of downloads and high profile guests including Kirk Cameron, Heidi St. John and January Littlejohn. We also started a presidential candidate series interviewing candidates in the presidential primary.

We continue to have a strong voice in the media addressing the issues facing moms and families from parental rights to border security because all issues are moms' issues. Through TV, podcasts, social media and radio interviews we were able to reach over 3 million moms from April to June. Here are some highlights.



[Click Here to Listen](#)



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## 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.

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*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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