



2024

YEAR IN REVIEW

2024



FROM THE

FOUNDER & PRESIDENT

Dear Friends & Supporters,

"Liberty, once lost, is lost forever." These words from John Adams remind us of the sacred responsibility we bear to protect our freedoms for future generations. This year, we saw a remarkable chapter unfold in America's story—a chapter written by moms across the nation who stepped up and became the game changers in the 2024 elections.

Moms rallied like never before, bringing their voices to the ballot box, their passion to their communities, and their commitment to raising patriots who will safeguard family values for years to come. From school boards to the halls of Congress, their influence was undeniable, shifting the tide for truth and freedom.

In 2024, **Moms for America** led one of the most powerful grassroots efforts in the country, uniting moms from every state to stand for their families and reclaim our culture. Together, we equipped thousands of moms with the tools and information to not only vote their values with confidence but also inspire others to do the same. Their impact didn't stop at the polls—they reignited hope in neighborhoods, schools, and statehouses across America.

One of the most inspiring moments this year was seeing moms use their influence to stand against ideologies threatening our families. Whether it was defending parental rights, protecting children from harmful agendas, or advocating for educational excellence, moms made it clear that their voices matter and their resolve is unwavering.

As we celebrate our 20th anniversary, **Moms for America** is poised for even greater impact. Our programs are growing, our partnerships are strengthening, and our message is reaching millions. We know the road ahead is challenging, but with each mom we empower, we are reminded that the future of America is worth every effort.

This year's achievements belong to all of us who believe in the power of moms to shape the heart of our nation. Together, we are building a legacy of liberty for generations to come. Thank you for standing with us, for supporting our mission, and for being part of this movement to protect what we hold most dear.

In Truth & Freedom,



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



Watch Our Vision Video





TABLE OF CONTENTS...

4-7

Our Initiatives

8-11

2024 Event Highlights

12-13

Mothers of Influence &
Champion of Freedom Awards

14-15

20 Years of Moms History

16-17

Data and Numbers

18

About Moms for America /
Our Founder

19

Support Moms for America

Who We Are

Moms for America's is a grassroots movement of over 500,000 moms dedicated to reclaiming our culture for truth, family, freedom, and the Constitution. Together, we inspire, educate, and empower moms to promote the principles and values of freedom in their homes, communities, and through their vote.

Our Mission

Moms for America's mission is to empower moms, promote liberty, and raise patriots to heal America from the inside out.

Our Vision

Moms for America's vision is to build a national movement of moms to promote the principles of Liberty to restore the Republic, and create a culture of truth, family and freedom in our homes and communities.

What We Do

- We activate moms through extensive local grassroots efforts through Moms for America Groups and Cottage Meetings.
- We empower moms by providing them with critical information and tools to protect their children from the radical ideologies and anti-American agendas permeating our culture.
- We mobilize moms as constitutional activists engaged in shaping the future of our country.

Empowering Moms. Promoting Liberty. Raising Patriots.



OUR INITIATIVES

Cottage Meeting Project:

Empowering moms through relatable discussions about liberty, the Constitution, and American history. Formats include in-person, virtual, and specialized sessions for kids, teens, and working moms. Cottage Meetings are also available in Spanish.



MomVote:

MomVote Educates moms on voting issues and provides voter registration instructions, non-partisan voter guides, election reminders, and a “Report Card” of elected representatives at the federal and state levels. All designed to empower moms to vote their values with confidence.



Cottage Meetings are “Inspirational, informative & empowering”.

— Kirk Cameron, Actor, Documentary Filmmaker, TV Show Host, Producer, & Author



Moms Walkathon:

Mobilizing moms through door-to-door canvassing and call-a-thons to ensure voter turnout in local, state, and federal elections. Various events are held across the nation, mobilizing moms for voter outreach and community engagement. Highlight videos emphasize the success and participation.

Family Lobby:

Training families to engage with local and national representatives, advocating for life, liberty, and parental rights. Includes Kitchen Table Lobby sessions and Washington D.C. Fly-ins as well as our School Board training and engagement for parents, teachers, and school board members.

Restoring Patriotism:

Programs like Liberty Kids Club and Patriot Packs inspire children with American values through stories, games, and activities.



Watch Our Testimonial Video



MOMVOTE



Overview:

The MomVote initiative is **Moms for America's** powerful response to activating moms across the nation to become a decisive voting force. Recognizing the vital role moms play in shaping elections, MomVote provides essential resources, tools, and education, empowering moms to vote their values with confidence.



I got the biggest endorsement from... Moms for America and that had a big impact...

It's an honor to have your support. We'll always honor the greatest people in our country, you know what they are called? Moms for America.

President Elect **Donald J. Trump**



Senator Ted Cruz ▲

President Donald J. Trump ▲

150 poll watchers trained ▲

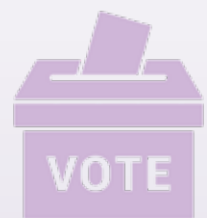
Key Achievements:

- Mobilized **millions of moms** across battleground states, making a pivotal impact in the 2024 elections.
- Contributed significantly to the **election of 3 U.S. Senators** and the victory of **President Donald J. Trump** in key battleground states.
- Supported grassroots efforts resulting in **thousands of voter registrations** and increased voter turnout among moms.

8 Million

VOTER CONTACTS

reached via direct mail, digital outreach, canvassing, and calls.



MomVote has proven that moms can not only win elections but also inspire a generation to value freedom, family, and the Constitution.



Moms for America is the most coveted endorsement in America.

U.S. Senator Elect, **Bernie Moreno**

PODCAST & THE MOMVIEW

Podcast Overview:

The **Moms for America** Podcast is a platform dedicated to encouraging, educating, and inspiring moms to take action. Hosted by Debbie Kraulidis, it tackles essential topics affecting families and communities. Notable guests include Tucker Carlson, Roseanne Barr, and Donald Trump, offering unique perspectives on critical issues such as parental rights, freedom, and cultural preservation.



The MomView Overview:

The MomView is a weekly show addressing parenting challenges, public policy, and cultural topics. It airs every Monday at 10:00 AM EST on Rumble, X, and YouTube. This program has become a beacon for mothers seeking relatable and actionable insights.



Roseanne Barr ▲

Isabel Brown ▲

Alex Newman ▲

Julie Pickren ▲

Tucker Carlson ▲

Supporting Data:

- Reached over **2 million listeners** in 2024 across various platforms.
- Featured high-profile guests such as Tucker Carlson and Roseanne Barr.
- Achieved a **70% growth** in podcast downloads year-over-year.
- Generated **4 million views** and engagements on The MomView episodes.



Watch The MomView Trailer Here





KIMBERLY FLETCHER
PRESIDENT OF MOMS FOR AMERICA



CPAC Video Here ▲

2024 EVENT HIGHLIGHTS

CPAC:

Moms for America hosted the Women's Breakfast as the Premiere Sponsor of the most influential gathering of conservatives in the world for CPAC in our Nation's Capital, February 21-24, 2024. Moms for America also presented Mercedes Schlapp, Utah Congresswoman Celeste Maloy, and Gina Loudon, with the **Mothers of Influence Award** at the breakfast.

Kimberly Fletcher, President and Founder of Moms for America®, spoke on the main stage at CPAC, providing hope and encouragement for the battles that we face in our country today.

Moms for America SONG:

An inspiring music video paired with behind-the-scenes footage celebrating the spirit of the movement.



Moms for America
Song and
Behind the Scenes
Video Here ▲



Watch Our 2024 Highlight Video Here





20th Anniversary Summit and Gala:

Celebrating 20 years of empowering moms, promoting liberty and raising patriots. Held in Dallas, Texas, hundreds of moms attended in person with thousands of moms joining in the live stream.

There were informative panels, inspirational speakers, celebrities, influencers, live music, and a full day of training for our leaders.

With over 60 fabulous speakers and entertainers, this 3-Day event was a great opportunity to get connected, be empowered, and celebrate the incredible accomplishments of moms across the country.

Our Boots 'N Bling Kick-Off Celebration was held on Thursday evening featuring a full line up of entertainers and speakers: Kimberly Fletcher, Jim Caviezel, Dr. Ben Carson, Kevin Sorbo, Patriot Barbie – Lindsey Graham, MC Sherronna Bishop, and music with Lisa Daggs.

Friday night celebrated our 20th Anniversary with a Gala featuring speakers and performers Natasha Owens, Rose Tennent, Rachel Mack, Juleen Jackson, Debbie Kraulidis, Kimberly Fletcher, and a special music performance by John Rich.



Watch the
20th Anniversary
Summit and Gala
Here ▲



Moms for America has the front lines, the middle lines, and the back lines. They are the most fierce fighters for our kids that we will ever know. | John Rich, Multi-Platinum Hit Generator & Music Industry Leader



RNC Convention ▲



Kirk Cameron ▲



Tucker Carlson Live Tour 17 Stop ▲



2024 EVENT HIGHLIGHTS Continued...

RNC Convention:

Moms for America took the stage with impactful presentations by MFA Vice President, Debbie Kraulidis and MFA Action Executive Director, Vanessa Faura.

See You at the Library National Campaign:

Families across the nation participated in story hours promoting patriotism and traditional values.



Tucker Tour:

After awarding Tucker Carlson the Champion of Freedom award he asked us to join his national tour with 17 stops nationwide. An average attendance of **10,000 per event** allowed us to spread **Moms for America's** message to diverse audiences, expand our network and membership, and register thousands of new mom voters.

 **10,000** PER EVENT!



” I love moms, I love America — I especially love Moms for America.
I Tucker Carlson, American Commentator & Writer



MomVote Townhall ▲

Hurricane Relief ▲

✓ **350** UNDECIDED MOMS



Hurricane Relief Stops:

When Hurricane Helene struck North Carolina, **Moms for America** rallied across eight states, filling seven semis with essential supplies. With partners like Congressman Cory Mills, Samaritan's Purse, Mercury One, Ashley Furniture, Wall of Honor, and Freedom Chamber we delivered vital relief, proving the power of moms united in service.

7 Trucks LOADED WITH SUPPLIES!

MomVote Townhall with JD Vance:

Held in Pennsylvania where **350 undecided mom** voters were invited to attend in person, while millions watched online. The viral event was covered by several national media outlets including Fox News, Forbes, CNN and ABC. Millions of moms got to virtually meet JD Vance in a personal way as he answered questions from moms on our panel addressing issues moms care about.

Evening of Note:

An elegant evening of Music and Inspiration held at Mar-a-Lago, celebrating the impact of Moms for America, featuring world-renowned classical guitarist Christian Thomas Lee and MFA President, Kimberly Fletcher. **Moms for America** will be hosting these Evenings of Note in private homes across America. If you would like to host or attend one of these highly inspiring events please contact us.



Watch Our Townhall Video's Here

Mothers of *Influence* Champion of *Freedom* and Awards

Friday, November 22, 2024

The Mar-a-lago Club • Palm Beach, Florida

The Mothers of Influence & Champion of Freedom Awards at Mar-a-Lago is our biggest event of the year. Credited by many attendees at the “event of the season” this was our fourth year holding the event which sells out every year.

The event honors influential moms and remarkable individuals advocating for freedom and family values.



Highlight Video Here ▲



2024 Honorees:

Donald J. Trump: Awarded the “Man of the Century” honor for his leadership and dedication to preserving American freedoms. His message resonated with the audience, emphasizing the importance of protecting our nation’s future.

Kim Walker-Smith: Honored for her amazing song, *Mama*, that became an anthem for many of us.

Graci McGillicuddy: Honored for her tireless advocacy for foster care reform, Graci has been a beacon of hope for vulnerable children and families.

Missy Robertson: Recognized for her unwavering promotion of family values, Missy’s leadership continues to inspire countless moms to prioritize faith and family.

Vivek Ramaswamy: Acknowledged as a visionary leader, Vivek’s dedication to free enterprise and the future of America embodies the entrepreneurial spirit moms strive to instill in their children.

Event Highlights:

An inspirational keynote by Kimberly Fletcher, emphasizing the pivotal role of moms in shaping the nation’s future.

Networking opportunities for attendees with honorees and community leaders in VIP and green rooms.

A captivating highlight video and live performances, creating an unforgettable evening.

Impact:

Underscoring the significant influence moms have in driving meaningful change, attendees left inspired and committed to furthering the mission of Moms for America. With over a **half a million dollars raised** through the event.



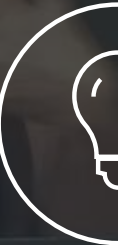
20 YEARS OF MOMS

Moms for America founded in living rooms, providing a space for moms to engage in discussions about liberty and the Constitution.

2014: Launched School Board Project, successfully leading education programs and grassroots campaigns to protect parental rights and advocate for educational reform.

2017: Held the Moms March for America reaching millions of moms in 4,000 cities, all 50 states, and 23 countries launching

2009-
2012



2004



20
20

2009: Actively engaged as leading organization in Tea Party movement, partnered with Peter Wolf to launch The Voices of America after discovering the Left's playbook on how to get out the vote on the Harris County Texas Democrat Party website. Cohosted three major Tea Party events in Ohio.

2010: Presented Neighborhood Organizing and Abigail Adams Project (now MomVote) at Tea Party Convention in Nashville. Traveled the country training hundreds of Liberty and Tea Party groups how to "get out the vote" using the Left's playbook.

2012: Launched the Cottage Meeting Project, empowering moms nationwide with knowledge about American history and values.

a national network of moms. We also hit a milestone of 300,000 active moms in our network.

2018 Played a pivotal role in the confirmation of Justice Brett Kavanaugh, mobilizing moms to advocate for constitutional judges. Entered the Declaration of Mothers into the Congressional Record.

Passed pivotal legislation in Texas protecting children under 18 from physiological and medical gender transition drugs and surgeries. Helped pass bills protecting girls sports in seven states, advocated for school choice in Texas and played pivotal role passing school choice bill in Florida.

2020-
2022

2023-
2024

2020: Mobilized moms to influence the 2020 elections, focusing on voter education and community engagement. Supported confirmation of Amy Coney Barrett to the Supreme Court.

2021: Held national press conference with moms and teachers from 11 states in front of the headquarters of the National School Board Association when they declared moms “domestic terrorists.” 500,000 active moms in our network.

MILLIONS OF MOMS

DATA & NUMBERS

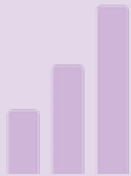
Memberships and Education:



Trained over 6,000 moms through Cottage Meetings and webinars.



265% Increase in Cottage Meeting registrations.



Trained 29,000 school board members and parents each month through 2024 with specialized sessions and Mama Bear training.



Distributed over 150,000

educational resources to empower moms nationwide.

Social Media and Marketing:



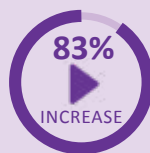
Total social media interactions exceeded **10 million in 2024.**



Facebook engagement **grew by 116%;**



Instagram **by 247%.**



The Moms for America Podcast experienced an **83% increase in listenership.**



Achieved a 90% growth in Twitter/X followers, expanding our reach significantly.

Moms for America Action:



Over 8 million voter contacts made through calls, door-to-door efforts, and digital outreach.



Mobilized 4,000 low-propensity mom voters in battleground states via walkathons.



Supported 139 endorsed candidates, with a **92% success rate.**



Partnered with **True the Vote** for a revolutionary Moms for America App to track canvassing and ballot-chasing progress.



Advancing Policy:

- **140 Meetings** at Capital Hill
- **Foster Care Reform:** Advocating for the CHOICE Act and CARE for Children Act.
- Combatting Human Trafficking: **Supporting the Trafficking Survivors Relief Act.**
- Food Safety: **Opposing the EATS Act** to protect American agriculture.
- Capitol Hill Fly-In: Connected activists with **70+ lawmakers.**



▲ Pictured: MFA meeting with Senators Hagerty and Blackburn about the EATS Act.



Moms for America is remarkable, and making a huge difference to save our republic, and our children.

— **Glenn Beck**, Best Selling Author, Podcaster, Media Personality & Co-Founder of Blaze Media

ABOUT



For 20 years, **Moms for America** has been a unifying force for mothers across the nation, dedicated to reclaiming our culture for truth, family, freedom, and the Constitution. Moms for America is the ultimate moms support group empowering moms to protect our children, defend our freedoms, and restore the republic.

Kimberly is the Founder and President of **Moms for America**® and **Moms for America Action**. She is the wife of a retired Air Force officer and mother of 8 children. Kimberly's life-changing journey began on September 11, 2001, when her husband was stationed at the Pentagon. Through a series of miracles, her husband came home safe that day and Kimberly realized firsthand the price of freedom. That was the day she went from being patriotic to being a patriot and she's been on the frontlines of freedom ever since.

Matthew Vassar declared,

“The Mothers of a country mold its citizens, determine its institutions, and shape its destiny”

We're on a destiny-shaping mission at **Moms for America**®

We're thrilled to have you join us!



Watch Our 90 Second Video

SUPPORT

How to Support:

1. **Donate:** Your contributions enable us to empower moms and safeguard our shared values.
2. **Volunteer:** Join our growing community of grassroots activists.
3. **Engage:** Share our mission and programs with your network to amplify our impact.
4. Visit momsforamerica.us to learn more and get involved.



Moms for America® is a national movement of moms to reclaim our culture for truth, family, freedom, and the constitution.

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

MAILING ADDRESS

Checks may be mailed to the following address:

Moms for America
1440 State Hwy 248 Suite Q-304
Branson, MO 65616

Secure Online Donation Link

Support Moms for America Inc. — Anedot



Moms for America ACTION is a 501(c)(4) public policy organization. Charitable contributions are not tax-deductible for income, gift, and estate taxes.

MAILING ADDRESS

Checks may be mailed to the following address:

Moms for America Action
1440 State Hwy 248 Suite Q-178
Branson, MO 65616

Secure Online Donation Link

Support Moms for America Inc. — Revv



CONTACT For questions or to receive wire information:

Rachael Seymour, *Moms for America Director of Operations* | Rachael@MomsforAmerica.net | 404.558.3903



As preparations unfold for the upcoming year of 2025,
it's crucial to take stock of the remarkable achievements made throughout 2024.

With such an exceptional 2024,
we're ecstatic to see what 2025 has in store for all of us!



MomsforAmerica.us / Moms@MomsforAmerica.net / 937.477.5200