



# 2025

# *Year in*

# REVIEW

[MomsforAmerica.us](https://MomsforAmerica.us)



# From the FOUNDER & PRESIDENT

## Dear Friends and Partners,

As I look back over the past year, I am filled with overwhelming gratitude — gratitude for you, for your unwavering support, and for the remarkable mothers across this country who are rising with courage, conviction, and an unshakable love for America.

2025 was a historic year for Moms for America. We expanded our movement into new communities, stood before national leaders to defend the rights of parents, equipped tens of thousands of moms with life-changing civics and constitutional training, expanded our influence internationally launching Moms for Freedom World, and continued to carry the banner of faith, family, and freedom in every arena where these values are under attack.

What strikes me most is that this impact did not come from institutions. It came from moms — from kitchen tables, prayer circles, cottage meetings, school board rooms, and rallies across all 50 states. Your investment made that possible.

You helped us build one of the strongest parental rights infrastructures in the nation. You helped us challenge federal overreach through critical litigation. You helped us train new leaders, add dozens of Moms for America groups, protect kids, equip families, and stand boldly for the Constitution at a time when America needs truth more than ever. Every outcome in this annual review is a direct reflection of your partnership.

As we move toward America's 250<sup>th</sup> anniversary, our calling is clear. We must restore our culture, reclaim our history, and prepare the next generation to carry the torch of liberty. We are already building that future through Liberty Trips and other initiatives you will read about in this report.

From the bottom of my heart, thank you. You are not simply donors — you are partners, protectors, and champions of America's moms.

Together, we will restore this Republic, one family at a time.

**In Truth & Liberty,**



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



**Watch Our Vision Video**



# 2025 YEAR IN REVIEW

2025 marked one of the most transformational years in the history of Moms for America.

Fueled by the generosity of major donors and foundations, accompanied by the trust of more than half a million moms, MFA delivered national influence, measurable program expansion, and deep cultural impact across all 50 states.

## Key 2025 Achievements At-a-Glance

- **National Policy Influence:**

MFA leaders were invited **54 times to White House events**, national ceremonies, federal task forces, and major policy gatherings, positioning MFA as a national stakeholder in discussions shaping American families.

- **Grassroots & Membership Growth:**

A historic **834% surge in inquiries**, 76 new local groups, 6 new state directors, 150 county leaders, and exponential growth in Hispanic outreach.

- **Media Reach & Cultural Momentum:**

Over **7 million video views** in 90 days, Facebook engagement **up 867%**, and over **4 million** MFA podcast views to date.

- **Cottage Meetings:**

Record participation with thousands of mothers and teens receiving foundational training in American principles, constitutional literacy, family strengthening, and leadership.

- **School Ambassador Program:**

Rebuilt and expanded, preparing a national corps of parental rights advocates to monitor school policies, oppose harmful curricula, and uphold educational freedom.

- **PREP Act Litigation:**

MFA's constitutional challenge became the **most advanced PREP Act case in the nation**, surviving a motion to dismiss and reaching a federal hearing — a landmark moment for individual rights.

This Year in Review demonstrates that Moms for America is not simply growing — it is shaping policy, influencing culture, and training a generation of moms to protect their children and restore our nation.

# ORGANIZATIONAL OVERVIEW

Founded in 2004, **Moms for America** is a national movement working to reclaim our culture for truth, family, freedom, and the Constitution. Our threefold mission is to Empower Moms, Promote Liberty, and Raise Patriots.

Operating across all 50 states with a grassroots network of over 500,000 moms, MFA equips women with the knowledge, training, networks, and tools to strengthen their families, advocate for parental rights, shape public policy at every level, and advance the principles of freedom in their homes, communities, and through their vote.

MFA is structured through three entities:



Moms for America  
501(c)(3) organization



Moms for America Action  
501(c)(4) organization



Mom Vote  
Section 527

Our headquarters is located in Branson, Missouri, and our leadership includes a nationally respected Board of Directors, Kimberly's Kitchen Table Cabinet, and a rapidly growing operations team.

In 2025, MFA received, yet again, the **Candid Platinum Seal of Transparency**, the highest recognition for nonprofit accountability.



## Empowering Moms. Promoting Liberty. Raising Patriots.

# 2025 PROGRAM IMPACT

## Cottage Meetings – *The Heartbeat of a National Movement*

In 2025, Cottage Meetings reached new heights, becoming one of the most effective family-centered civic education platforms in the nation. What makes

Cottage Meetings powerful is not simply the curriculum — it is the transformation that happens when mothers gather in community to learn, lead, and rediscover America's founding principles together.

Cottage Meeting presentations are available in-home and online and now include Cottage Meetings for Kids and Cottage Meetings for Teens. Recognizing the importance of cultural engagement, MFA fully translated all Cottage Meeting materials into **Spanish** — a major milestone that opened the door to thousands of Hispanic families eager for constitutional education and community connection.

Cottage Meetings quickly became MFA's most effective recruitment engine in 2025, launching **10 new groups**, activating **six new state liaisons**, and strengthening the organization's 130 active Moms for America Groups. To support this momentum, MFA piloted a **Leadership Bootcamp** for emerging leaders.

Among participants, **87% reported feeling significantly more confident** in their ability to engage their communities and lead with clarity.



MORE CONFIDENCE



**3,200 moms** Registered in 2025



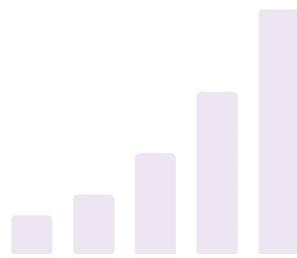
**1,680 teenagers** Participated in 2025



Cottage Meetings are “Inspirational, informative & empowering”.

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

# MEMBERSHIP & GRASSROOTS GROWTH



## A National Awakening – *Mobilized, Organized, and Led by Moms*

2025 was the year America's mothers rose. What began as a steady growth trajectory in the early months of the year became a full-scale national awakening by summer. By Q3, the surge in engagement reached historic levels. In a span of just 2.5 weeks, MFA received **439 new inquiries**, from moms wanting to start groups in their community. These were not casual sign-ups.



**439**  
NEW INQUIRIES

**MFA's leadership capacity is its culture. We develop leaders from within.**

**In 2025 saw:**

- Record participation in Leadership Bootcamps
- Dozens of Cottage Meeting leaders stepping into state-level positions
- Teen participants maturing into young adult ambassadors
- School Ambassador graduates becoming local civic influencers

**76** → **6** → **150**

NEW Local  
Groups  
Launched

NEW State  
Directors  
Appointed

County  
Directors  
Mobilized



Each new leader represents hundreds of families – and each new group becomes a hub of cultural restoration in its community.



**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

Another defining factor in 2025 was the expansion of Hispanic Outreach, with state directors installed in Arizona, Texas, Nevada, Utah, and California. These leaders formed vibrant networks of families from Mexico, Central America, Puerto Rico, and beyond — all united by a deep love for faith, family, and freedom. This is the future of grassroots engagement: multicultural, multigenerational, deeply rooted, and growing faster than any other parental rights movement in the country.

## MFA is not simply expanding — it is scaling a national, mom-driven army ready for long-term cultural and civic influence.

Donor investment is not simply funding programs — it is building a generation of mothers who lead with courage, conviction, and constitutional literacy. MFA now enters 2026 with a leadership team equal to the scale of its mission. And that capacity is one of the strongest signals to investors that this movement is built to last.



## School District Ambassadors

2025 marked a major rebuilding year for our **School District Ambassador Program**, transforming it into one of MFA's most promising long-term civic infrastructure projects.

For years, parents across America have faced school boards that shut out their voices, conceal curricula, and impose harmful ideological agendas on their children. Moms for America recognized that advocacy had to be organized, strategic, and ongoing — not reactive and intermittent. The School District Ambassador Program was designed to fill this critical gap, placing trained parent-advocates in school districts across the country.

In 2025, MFA relaunched the initiative with updated curricula, advanced training modules, and a new certification pipeline. The results were remarkable with school board members in **150 School Districts trained**, Parent Leadership Playbook released, and a goal of 13,000 School Districts Ambassadors set for Q4 2026!

School District Ambassadors form the backbone of MFA's grassroots civic power — local leaders who defend transparency, advocate for parental rights, and mobilize families. Donor investment in this program is not only building local leadership capacity; it is building long-term civic resilience.

**“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**



# ★ ★ ★ NATIONAL POLICY ★ ★ ★

## *A Seat at the Table Where America's Future Is Being Shaped*

2025 was the year **Moms for America** became more than a grassroots movement — it became a national stakeholder in federal policy.

For two decades, MFA has trained mothers to engage their communities and influence local institutions. In 2025, that influence reached all the way to the highest levels of American government.

Throughout the year, MFA leaders were invited by the White House, cabinet officials, federal agencies, and national organizations to participate in major policy events shaping the future of education, health, technology, religious liberty, and family life. From January to December, Moms for America was invited to the White House and Washington DC **54 times to participate in press conferences and attend bill signings**, stake holder meetings, policy briefings, and White House roundtable discussions.

These invitations were not symbolic — they reflected MFA's rising authority as a trusted voice representing millions of mothers. *Some of the most significant engagements are pictured on page 9.*

**Moms for America** was invited to partner with the Department of Education and America First Policy Institute for the 1776 Civics Coalition and our President, Kimberly Fletcher was invited to participate in the Women of Grace & Grit Panel hosted by AFPI and featuring Secretary McMahon. These events demonstrated that MFA is not merely reacting to national policy — it is shaping it.

For major donors and foundations, national representation is a direct indicator of movement maturity. Influence in the federal arena elevates every MFA program — from education to advocacy to voter engagement.

In 2025, MFA wasn't just "in the room." It was at the table, speaking for mothers whose voices are too often ignored.



▲ We were invited to attend several significant events at the White House including Bill Signings Protecting Girl's Sports, Fostering the Future, and the Big Beautiful Bill. We also attended several special events and stake holder meetings for Constitution Day, Taskforce AI Education, Title IX, Unveiling of the Founders Museum, the Higher Education Roundtable with Linda McMahon, and an Autism Press Conference with President Trump. ▼





# 2025 EVENT HIGHLIGHTS



▲ CPAC HUNGARY



Mothers of Influence Awards presented to Brooke Rollins and Karoline Leavitt ▲



Mary Millben sings ▲



Watch CPAC 2025  
Highlights ▼



Patriot Stars Gala  
Highlights▼



Virginia Summit ▼

Veteran's Day Parade ▼

Women's History Month ▼



# PROTECTING CHILDREN, ADVANCING FREEDOM



## PREP ACT Litigation – *A Landmark Legal Battle for Parental Rights and Bodily Autonomy*

In 2025, **Moms for America** emerged as a national leader in one of the most consequential legal battles of the post-pandemic era: the constitutional challenge to the federal PREP Act that provides blanket immunity to pharmaceutical companies and government institutions from liability during public health emergencies. For parents across the country, the act symbolized a dangerous overreach of federal power that threatened bodily autonomy, medical freedom, and parental authority.

MFA's PREP Act case became the most advanced legal challenge in the nation, achieving what no other case had, it survived a motion to dismiss and advanced to a full hearing before a U.S. District Court, and attracted support from national figures including Representatives Mary Miller, Burgess Owens, Cory Mills, and Eric Burlison. To date, MFA's legal suit is the most advanced case on the PREP Act.

For many donors, the PREP Act litigation represents the kind of high-impact initiative that can reshape legal doctrine, defend the rights of millions of families, and hold government institutions accountable. It is long-term, precedent-setting work — and MFA has emerged as the national frontrunner.

## Child ID Kits – *Protecting America's Children, Empowering America's Parents*

In a world where threats to children are increasing at an alarming rate — from trafficking to digital exploitation to emergency circumstances — Moms for America recognized a desperate need for a parental empowerment tool that protects children and supports law enforcement.



In 2025, Moms for America partnered with **National Child ID Program**, the **NFL Hall of Fame**, **NFL Alumni Association**, state attorneys general, and law enforcement agencies across the country, to provide 5 million child ID kits to parents over the next three years.

The kits enable parents to collect and securely store critical identifying information — fingerprints, DNA samples, photographs, and personal data — to assist law enforcement in emergencies. While no parent wants to imagine the worst, thousands expressed relief and gratitude for a tool that could save precious time in the event of a crisis.

Together with these trusted partners, MFA is committed to distributing **5 million Child ID Kits** over three years, positioning MFA as a key strategic partner in child welfare.

**5 Million**  
**CHILD ID KITS**

## A Voice Heard Around the World

*Scan code to Read*

In January, **Moms for America** re-released the Declaration of Mothers with a few minor additions. In April, Congresswoman Mary Miller entered the Declaration into the Congressional Record. A few weeks later Moms for America released the Worldwide Declaration of Mothers.



In March, while speaking at CPAC in Maryland, our president, Kimberly Fletcher officially announced the launch of our international network—**Moms for Freedom World**. This international sisterhood of mothers now has Moms for Freedom groups in **17 countries, and six continents**. This worldwide network of mothers provides a powerful counter voice to the globalist dogma coming from the EU, UN, WHO, UNESCO, and other globalist organizations. On September 27<sup>th</sup> Moms for Freedom World held our global launch in Macedonia, followed by an international press conference in Washington DC on October 7<sup>th</sup>.



US 250 Tour ▲

Mary Miller ▲

Moms for Freedom World ▲

Liberty Trips ▲

## US 250 Tour & Liberty Trips – *Reigniting Patriotism in the Hearts of Families as America Approaches 250 Years*

Much of 2025 was spent preparing for the historic celebration of America's 250<sup>th</sup> Birthday. As this monumental year approached, **Moms for America** recognized a powerful cultural need to ignite a revival of the American spirit in a cultural movement of faith and freedom. Liberty Trips and the US 250 Tour was created as a national movement to meet that need. The US 250 tour is a fully immersive, family-centered journey into America's founding ideals.

Working with the White House 250 taskforce and as a Founding Member of Freedom 250, the US 250 Tour, will travel 50 States in 50 weeks bringing the celebration to the American people through a traveling patriotic festival, special musical presentations, and family-friendly programs and activities. Our mascot Liberty (a Beagle puppy) will travel along with us visiting historic sites, landmarks, and national treasures sharing the story of America.

US 250 Tour is perfectly timed for a country longing to rediscover its soul.

To learn more about the tour visit [US250Tour.com](http://US250Tour.com)



## MFA Podcast & The MomView

This year the **Moms for America** Podcast surpassed **4 million views** and is now listed in the **top 5% of podcasts globally**.

With the support of the Herzog Foundation, the MomView has grown to a nationally recognized source for truth and information on topics that matter most to moms from parenting to public policy. In 2025 recorded a special series in Washington D.C. featuring exclusive interviews with national leaders including White House Chief of Staff **Susie Wiles**, Secretary of Agriculture **Brooke Rollins**, and Second Lady **Usha Vance**.



▲ Second Lady Usha Vance



Elizabeth Johnston ▲



Brooke Rollins ▲



John Rich ▲



White House Chief of Staff Susie Wiles ▲

MFA's digital ecosystem delivered some of the highest engagement rates in the movement.

### 2025 Performance



- 5.16 million views (+651%)
- 336,604 interactions (+867%)
- 18,008 new followers



- 1.85 million views
- 44,981 total followers
- 80% non-followers (extraordinary reach)



- 184,700 impressions
- 3.5% engagement rate (+31%)



- 4,179,157 views YTD
- Guests included national leaders and cultural influencers



◀ Watch the MomView / Watch the Podcast ▶



# VISION FOR 2026

Looking ahead, 2026 will be a pivotal year — not just for *Moms for America*, but for the country. America's 250<sup>th</sup> anniversary represents more than a historical milestone. It is an opportunity for re-anchoring the nation in the principles that made it strong. MFA enters 2026 with momentum, infrastructure, and national visibility unmatched in its 20-year history.

In addition to our US 250 Tour, the vision for 2026 includes:

## 1 National Infrastructure: MFA 2.0

2026 will begin with the launch of a new, modern era infrastructure infusing fresh energy, action, and support into everything we do for moms across the country. A brand-new website, Moms Townsquare, and leaders portal will make it easier than ever for moms to connect, take action, and access powerful resources; helping moms find community and make a difference right where they are.

## 2 Community-Building at Scale

Launching thousands of new Cottage Meetings and extending teen programming across America. 2026 will be the year Moms for America fully emerges as a permanent, national civic force — one capable of shaping policy, protecting children, and forming the next generation of American patriots. Roll out of the first national network of **certified School District Ambassadors** monitoring school policies, attending board meetings, and mobilizing parent coalitions in all 50 states. Additional Focus areas:

### ➤ Digital-to-Grassroots Integration

Turning MFA's massive online reach into active, on-the-ground participation through strategic conversion campaigns.

### ➤ Policy Leadership

Continuing MFA's national voice ensuring that moms are represented at the table where decisions are made.

### ➤ Hispanic Outreach Elevation

Expanding state teams, producing bilingual content, and deepening partnerships with Hispanic churches and community networks.

## 3 Saving Civilization Integrated Campaign

With the increasing threats from the totalitarian Trifecta of Globalism, Communism, and Islamism (Sharia Law) Moms for America is launching an ambitious campaign to expose the dangers of these anti-American agendas and advance an agenda of freedom. This campaign unifies every element of our work into one bold, strategic movement to equip mothers to protect their children, preserve liberty, and rebuild the foundations of western civilization.

# CONCLUSION



To every donor,  
foundation partner,  
and friend of this movement – *Thank you.*

You made 2025 one of the most impactful years in the history of ***Moms for America***. Every kit distributed. Every mom trained. Every child protected. Every civic leader equipped. Every class taught. Every policy table we were invited to. Every moment of courage shown by a mother — all of it traces back to your belief in this mission.

Your generosity, trust, and partnership are shaping the future of families across this country.

You are not simply supporting an organization.

**You are empowering a movement.**

**You are defending a nation.**

And you are giving mothers the tools to rise in courage and conviction.

On behalf of our Board, our staff, our national leadership teams, and the **500,000+ moms** who now call this movement home: *Thank you.*

We could not do this without you.

**Together, we will restore faith, protect family, and preserve freedom for the next generation.**

**In Truth and Freedom,**

A handwritten signature in blue ink, appearing to read "K Fletcher".

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

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



MomsforAmerica.us / Moms@MomsforAmerica.net / 937.477.5200