



Kimberly Fletcher  
President & Founder  
Moms for America®

## A Message from our President

2019 was an exciting year for Moms for America® and we have BIG plans for 2020!

I have been amazed at the doors that have opened, people we've met, connections we've made, and how this powerful Mom's Network has grown. Moms from across the country have flocked to Moms for America®, hungry for truth, common sense and a voice of reason. Because of the incredible support we've received from our friends and supporters, we've been able to deliver!

The year launched with our own **State of the Union** Address from the Moms of America, held on the original date the president was scheduled to address the nation, and highlighted on Fox and Friends. A week later, Moms for America was asked to be part of the Sinclair Broadcasting State of the Union pre-event with Lara Trump, Eric Bolling and other special guests.

In February, we headed to El Paso and the president's first rally of the year. We were able to interview several moms from the area on their concerns with the southern border, adding to our growing bank of videos addressing the border crisis from the mom's perspective.

We went on the road for MomTalks events in March and April, attending Council for National Policy in May and speaking engagements in June. In July we hosted Gold Star Week and the **Gold Star Rally for Freedom**. Gold Star Wives and Mothers from across the country joined us with their families to stand boldly for freedom and against socialism. The week included a private capitol tour with David Barton and Congressman Louis Gohmert, a private White House tour and VIP seating on the platform, right beside the president, during his spectacular 4th of July Celebration at the Lincoln Memorial.

In September we headed back to Washington D.C. to celebrate **Constitution Day** with members of Congress at a national press conference at the Capitol. Later that month, I was invited to participate in FAIR's annual Feet to Fire media event addressing illegal immigration. Michelle Malkin and I joined the amazing line up of guests being interviewed for the two-day national radio broadcast event.

October was an exciting month as we were able to be a part of the first ever **Made In America Trade Show** where we captured the American Dream stories of many of the business owners who attended the event.





After Made In America I headed to Miami Florida for the American Priority Conference where I had the privilege of meeting Rockstar mom, Sarah Huckabee Sanders and many other great patriots.



In November, we were invited to attend the first annual **Fox Nation Patriot Awards**, honoring the unsung heroes in business, entertainment and other areas of society. It was a fabulous evening in St. Petersburg, Florida where we had the opportunity to mingle with several Fox News hosts and connect with some great Americans. Amanda Jacobs, the Gold Star mom who's Freedom Rally speech went viral was able to attend the event with me. That was one of the best parts of the trip.



Aside from the Patriot Awards, November also held some other exciting events including a trip to Chicago to visit with our Illinois state team, and meet with Franklin Graham. Following that, I headed to Colorado to attend a **Heritage Foundation** planning retreat in preparation to launch their new Feulner Institute—which we are very excited to be a part of.

### **Our Plans for 2020!**

With all the connections we've made and partnerships we've formed, as well as the amazing growth of our membership, we are ready to hit the ground running in 2020 with big plans to reclaim our culture.



Our focus will be the 14 critical states in the 2020 Election with our top five being Pennsylvania, Ohio, North Carolina, Georgia, and Florida. We will be focusing our **MomTalks** events, **MomVote** messaging, and expanding our local **MomLinks** groups in these 14 states. In June we will launch our Moms for America bus tour—celebrating 100 Years of the Women Vote empowering moms to realize the power of their voice through their vote.



**Conservative women are hungering for what we have to offer.** They love our message of hope, anxiously engage in our programs and thoroughly enjoy connecting with like-minded moms in their communities and across the nation. Moms, from all demographics, are uniting in this mighty movement to raise the bar of decency, civility, and humanity in our culture, and promote the principles and values that made America the freest, most prosperous nation on earth! As moms, hope is reflected in *our* vision of the future and this is a vision we can believe in.



We can't thank you enough for your generous support. Everything we accomplished this year was because of you. As you can see, we have a bold vision for 2020 with big goals. With your support, we can make 2020 a year of celebration giving voice to the silent majority of American moms, restoring the principles and values our nation was founded on, and empower moms to play a greater role in the political process through their vote. We look forward to sharing the adventure with you!

In Truth & Liberty,

  
Kimberly Fletcher



# Our Growth & Projects in 2019



## We're Growing!

We've seen explosive growth in 2019 as moms from across the country flock to **Moms for America**®



**MomLink Groups are popping up all over the country and we couldn't be more excited!**

MomLinks are our local groups of like-minded moms who want to encourage each other while learning and promoting truth and liberty in their homes, families, communities and through their vote.

In 2019 we developed three additional MomLinks formats to accompany our highly successful signature program—the **Cottage Meeting Project**. These formats reach moms where they are at the stage of life where their in. **MomiU** was designed with working moms and Moms of preschoolers in mind. **MomReads** is our classic Book Club using great books to teach principles of liberty. **Family Lobby** engages the whole family in a co-op experience teaching liberty and self-governance in a fun, interactive way kids of all ages will enjoy.



We have active **MomLinks** Groups in 27 states with more moms starting groups each month. In May, Laura Vanderhoven, one of our moms from Midland, Texas, launched the first Spanish-speaking Cottage Meeting and is already having phenomenal success changing hearts and minds among the Spanish-speaking women in her community.

## Mobilizing Moms in State Networks

With the barrage of negative cultural issues and government policies being thrust at our families **Moms for America**® has organized State Liaisons, creating partnerships with State Family Policy networks to provide support for moms in their own states. We now have State Liaisons in \_\_\_ states—Texas, Georgia, Alabama, Washington, Florida, Maryland, North Carolina, and New Hampshire, with Pennsylvania and Ohio on the way.



Our team has been working on some exciting projects this year from updating our Cottage Meeting Resource Guide to creating new curriculum and resources for our MomLinks groups. We're thrilled to partner with Hillsdale College, Heritage Foundation, Policy Circles and other outstanding organizations to create and provide these resources to our growing membership of moms.

Two of our favorite projects this year were our "For All" video and our Gold Star Pledge.

"For All" is a powerful video highlighting several moms reciting the pledge reminding us that life, liberty and justice are a protected right for all—born and unborn. You can view the video on our [YouTube channel](#)



The **Gold Star Pledge** is promise to the America, in honor of Gold Star families, signed by members of Congress reaffirming their oath to defend the Constitution, secure the Republic and ensure America NEVER becomes a socialist county. Several members of Congress have signed including Senator Ted Cruz. Congressman Steve King of Iowa, was the first to sign the Pledge.

# Impacting the Culture in 2019



*Moms for America*® had a full year of events, projects and activities to impact the culture. **Gold Star Week** was one of our favorite events. Gold Star wives and mothers from across the country joined us in DC in a Rally for Freedom to honor the lives of their loved ones who paid the ultimate price and stand boldly against socialism. Amanda Jacobs (Gold Star Mom from North Carolina) gave a powerful speech that went viral being shared by everyone from Ben Shapiro to Franklin Graham. The event received national media attention and we were so excited to have Academy Award Winning Actor Jon Voight us.

*What an honor and pleasure it was to speak as a gold star mom as part of Moms for America! Thank You for everything you did to make the 4th of July one of the most special events in my lifetime!*

*~Margy, Gold Star Mom*

## MomTalks 2019

We had an incredibly successful year of **MomTalks** events held in DC; San Antonio, Texas; and Buffalo, New York. MomTalks are like TED Talks only for moms, covering all topics from parenting to public policy. This year's events had a powerful line up of inspiring speakers including Ashley Bratcher, the star of *Unplanned*, who spoke at our Buffalo event. Our 2020 **MomTalks** events will focus on connecting and engaging moms in our 14 Target states for **MomVote**.



*"Thank you Moms for America for this AMAZING event! So thankful to be together, stand on truth & protect the next generation! I am ALL in!" —Kimberly W., Homeschooling Mom of 3 Teens*

*"I have been pro-choice my entire life and I walked out of that event pro-life! I was so naïve; it was so eye opening! I am grabbing all of my liberal friends and taking them to see Unplanned tomorrow!" —Lori H. Special Education Teacher*

*"Thank you for the wonderful & insightful seminar! I'm calling it a seminar because every single speaker offered knowledge & truth. It had more substance in 5 hours than any of my college seminars over several days! God bless you and all you do!" —Kathleen S. Mother, Grandmother, Teacher*

*"Such an amazing event! We shed many tears. We shared our experience the next morning at church service. I have not stopped sharing nor will I! I am and will continue to tell people of this amazing group! Keep up the great work!" —Laura P. Buffalo, NY*



# Our Bold Vision for 2020

The United States and the very legacy of freedom our founders left us literally hangs in the balance. 2020 is a critical year having major impact on the future of our nation. Realizing the powerful role suburban moms will play in the 2020 Election, **Moms for America®** has a bold vision to engage and empower moms to take an active role in the electoral process, voicing their values through their vote. Through our programs and initiatives outlined in our 2020 plan, we're mobilizing an army of moms who will flood to the poles to vote their values on Election Day.

Each project outlined in our 2020 plan meets our three-fold mission to Empower Moms, Promote Liberty and Raise a New Generation of patriots. Projects are organized under our four operational divisions: MomLinks, MomTalks, MomsMarch, and MomVote, outlined below and on the following page.



*Moms for America®* is creating long-term, sustainable impact with our focus on home and family and distinct connection with the mothers of America.



## MOM Links



### EDUCATE

**MomLinks** are a powerful way to promote and advance the principles of liberty. Through inspiring stories, relatable examples, and personal experiences moms learn the principles of liberty in a relevant and relatable way. If all they do is meet just once a month, by the end of a year, these moms have more knowledge and understanding of the Constitution and principles of liberty than the majority of elected officials, lawyers and judges in the country. And we have the anecdotal evidence to prove it!

We currently have active MomLinks groups in 23 states. Our goal is expand to all 50 states by 2021 and establish State Liaisons in each of our 14 target states in 2020. We have the program and plan ready to launch in every one of these states we just need the financial support to get it done. As part of our effort to engage moms and families in the electoral process, Moms for America® is hosting the first annual National Family Lobby Day in February. Heritage Foundation, Leadership Institute, Wallbuilders and state family policy groups are partnering with us for this event so families can meet with those who represent them on a location, state and national level.



## MomTalks

All Issues are Mom Issues

### INSPIRE

After holding **MomTalks** in cities in New York, Texas, and Utah we have refined our model and are ready to take it on the road in 2020 focusing on key communities in the most important states for the 2020 Election. **MomTalks** are live-streamed and uploaded to our **MomTalks** YouTube following each event creating timeless messages of truth to share through social media. **MomTalks** are inspiring moms across America, educating and engaging moms on issues of the day while encouraging them in their most important role—raising the future of America!

Our goal is to hold 25 **MomTalks** in 2020 focusing on our 14 target states in conjunction with our **MomVote** initiative and bus tour.



ENGAGE



Mom  
Vote

Our Voice for Our Values

EMPOWER

MomsMarch is the educational action arm of *Moms for America*<sup>®</sup>--a powerful platform giving voice and value to the silent majority of moms on the political and cultural issues of our day. This dynamic platform introduces a much needed voice of truth in a time of deception, and commonsense in an era of irrational thought and radical agendas--largely being promoted by women! *Moms for America*<sup>®</sup> provides a powerful counter-voice to the dangerous, anti-freedom agendas of radical feminism through the **MomsMarch** Movement.

In 2020 our voice will be heard on cultural issues facing our families through our state networks. We are also launching **MommySense** in 2020--a series of short videos introducing compelling, commonsense conversations from the mom perspective. Another MomsMarch goal in 2020 is a 3-part series border documentary continuing the conversation we began in November 2017 with our trip to the border. The documentary will bring us back to the border, visiting all four Border States, interviewing moms, families, border agents, and elected officials to tell the real story of the border from the mom's perspective, clearly show why we need to secure our borders for the safety and protection of women and children on *both* sides of the border.

In the 15 years we've been working directly with mom we've realized something very troubling--conservative women aren't voting. In fact, the majority of conservative women of faith in America not only don't vote, they aren't even registered to vote. In 2018, *Moms for America*<sup>®</sup> launched **MomVote** to change that. We tested **MomVote** in the 2018 election and in all five of the congressional districts where we focused our algorithmic messaging, the conservative candidate won. Imagine what we can do in 2020!

**MomVote** is a powerful, educational resource helping women understand how the electoral process works both nationally and locally and how we can maximize the power of our voice through our vote. In 2020 we will be focusing our **MomVote** initiative in our 14 target states through social media, radio ads on Christian radio, a massive voter registration campaign, non-partisan voter guides and bus tour.

## Moms for America: Celebrating 100 Years of the Women Vote

The most exciting part of our MomVote 2020 plan is our wrapped bus tour celebrating 100th anniversary of the ratification of the 19th Amendment. Feminists are declaring 2020 the year of the woman, promoting their man-hating, freedom-destroying, anti-Constitution agendas. Moms for America is doing the exact opposite--celebrating our history and heritage, sharing the story of the women who were instrumental in the founding of our nation, and registering mom voters in a massive get out the vote effort among conservative suburban moms. Our 2020 campaign will mobilize an army of moms to register and get out and vote their values on Election Day.





# MFA In the News

Our 2019 Media Impact



“What you are doing, Kimberly, I can’t emphasize how important it is...God’s going to honor what your doing. I’m convinced.”

~Foster Friess,  
Entrepreneur, Philanthropist



It is reassuring in this day and age that there's an organization such as Moms for America, to maintain and encourage the principles of our founders.

~Candy Carson,  
Wife of Dr. Ben Carson



Moms for America has launched a powerful movement to give voice to the silent majority of women,—mothers. These are the women of true power who are raising the future and affecting the nation.

~Sam Sorbo  
Author, Actor



I would like to take this opportunity to commend all those involved with this extraordinary national organization as you set out to inform women throughout America on the issues that affect their lives.

~Jim Jordan,  
U.S. Congressman, Ohio



*Moms for America, I’m so admiring of what you’re doing. Its really unbelievable. I know that you’re going to make a big difference so keep doing what you’re doing. We need you so badly at this time in the history of the country. You guys are the ones that know what this country needs and the way its supposed to function better than any other group I’ve ever been a part of.*

~Jon Voight

MFA President Kimberly Fletcher with Jon Voight



## Support Moms for America® with a Tax-Deductible Gift!

**YES!** I would like to help take *Moms for America®* to the next level to support the ongoing mission to reclaim our culture for truth, family, freedom, and get out the **MomVote** in 2020.

Please accept my gift in the amount of \$\_\_\_\_\_

*Moms for America®* is a national, non-profit, 501(c)(3) corporation dedicated to promoting a foundation of liberty and civility in the homes of America, through the mothers of America, to raise a new generation of patriots, and heal America from the inside out!

Your tax-deductible gift helps fund the family-focused, liberty-promoting programs and resources of *Moms for America®*. You can make your donation right online through our secure donation link or via mail using the form below.

Checks should be made out to *Moms for America*.

**Online Donation Link** <https://secure.anedot.com/moms/donatetoday>

*You can also access this link right on our website at [MomsforAmerica.us](http://MomsforAmerica.us)*

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**Moms for America**  
893 S. Main St. #228  
Englewood, OH 45322

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