

1M4 ANNUAL REPORT

1M4 is a public safety and mental health organization working to end police violence in the United States by the year of 2038.

2024



WHO ARE WE

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MISSION

Our mission is to develop and execute prevention strategies to transform public safety, provide financial and emotional support to families impacted by police violence, and focus on mental wellness for the Black family.

VISION

We envision a world where Black communities thrive without harm or violence, police are held accountable, and individuals and families have the support to thrive. Our commitment: proactive change, prioritizing prevention, and securing our children's safety.

MENTAL
WELLNESS

6

SISTA CHECK-INS &
PREVENTION
TRAININGS

MENTAL
HEALTH
ADVOCACY
RESOURCES

3.5K+

THE RIGHT
RESPONSE UNIQUE
VISITORS

COMMUNITY
DEVELOPMENT

36.9K

COMMUNITY
MEMBERS
EMPOWERED

LETTER FROM THE FOUNDER

Dear IM4 Community,

As I sit to pen this letter, my heart is filled with profound gratitude and renewed resolve. In 2024, we deepened our commitment to ending police violence, strengthened our focus on mental health, and expanded our efforts to nurture a safer world for every family touched by crisis.

This work began with a simple yet powerful belief: prevention is possible. It's a belief rooted in my personal journey as a wife, mother, and advocate—a journey shaped by moments of anxiety, courage, and an unyielding desire to protect my family and community. This year, that belief has been reinforced time and time again through the transformative work we've achieved together.

We've empowered hundreds of mothers and allies with tools to advocate for change, provided direct support to impacted families, and expanded our national network of mental health crisis response teams. We've made strides in educating communities and leaders about the systemic issues perpetuating police violence and the innovative solutions that can break the cycle.

Yet, the stories we hear—the names we continue to add to the list—remind us why this fight cannot pause. My sons, your children, our communities—they deserve a future free of fear, where safety is not a privilege but a right.

To everyone who has lent your time, voice, or resources to IM4 this year: thank you. Your support is the foundation of this movement, and your partnership is the reason we continue to make an impact. As we step into the next chapter, I am emboldened by the collective strength of this community.

Let us remain madly motivated, laser-focused, and fiercely committed. Together, we will see this mission through to the end.

In solidarity,
Tansy McNulty
Founder & CEO, 1 Million Madly Motivated Moms



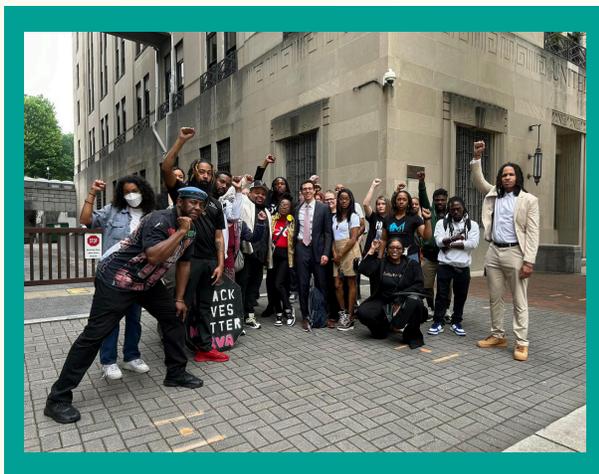
TANSY MCNULTY



PROGRAM HIGHLIGHTS

20
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In 2024, IM4 continued to build momentum, driving conversations and action across diverse platforms. Key events included live training sessions like "The Right Response Directory," mental health conversations aimed at Gen Z, and court support for cases like Xzavier Hill and Terence Richardson & Ferrone Claiborne. From hosting multiple Sista Check-In events across the country to engaging with thought leaders at the Sozosei Summit, IM4 remained a relentless force for change.

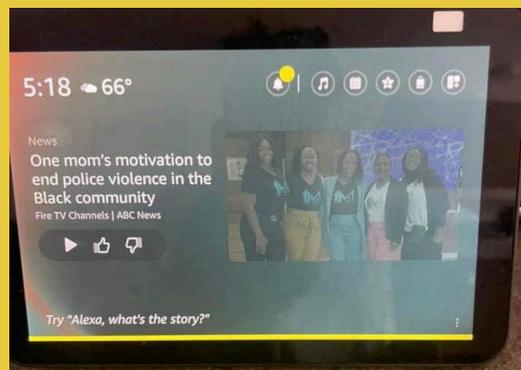


"Many things go through your mind just before you actually dial the number to a Mobile Response Team for your child. Is it really as serious as I think? Can't I just handle this situation alone? What will happen after I call? From the initial contact with the person on the other end of the phone, to the final goodbyes from the response team - Every interaction was thoughtful, careful and reassuring. My 8-year old has a yet-to-be diagnosed disorder. During her "rages" she becomes a different person and it is scary. One time she pulled a knife on me. That same day she punched holes in a door because she was so angry and out of control. I did not want to hurt her or her hurt me. When the energy level was completely uninged, I called the response team and I'm glad I did."

Parent who used The Right Response to find help for her daughter

Ultimately, McNulty says, "I want our community to know that no matter what issue faces us there are Black maternal figures (i.e., moms, grandmothers, aunts, etc.) out there working to resolve the problem and transform the system. You may not know us by name but you will feel and experience the impact of our lifesaving work. We hope that when you see and read about IM4 that you feel compelled to join us and ensure your local community is aware of and equipped to prevent and reduce state sanctioned harm."

Tansy McNulty, Founder



PRESS HIGHLIGHTS

2024

Featured on Good Morning America's "What You Need to Know" to highlight the Right Response Directory, as well as Business Insider, ESSENCE magazine, Capital B News, and other global media

WHAT YOU NEED TO KNOW

One mom's motivation to end police violence in the Black community

Tansy McNulty quit her corporate job to form an organization of mothers fighting for safer communities by preventing tragedy and promoting effective mental health crisis response.

BUSINESS INSIDER

I quit my corporate job after it felt like nobody was talking about police shootings of Black men. Now I run a nonprofit working to end police violence.

Tansy McNulty, the founder of 1 Million Mom's Motivated Moms. Courtesy of Tansy McNulty.

CAPITAL B

Mother of Mentally Ill Ohio Man Killed by Police Turns Grief into Advocacy

Advocates say more prevention is needed as police-related deaths of people experiencing a mental health crisis climb.

THE NEWSETTE

In Their Words

Tansy McNulty
FOUNDER & CEO OF 1 MILLION MOM'S MOTIVATED MOMS

I spent years in corporate America saving major corporations money and improving processes but never felt fulfilled. In the summer of 2016, while in a bathroom with my husband, we disconnected from the world. When we returned, we learned of the murders of Alton Sterling, Philando Castile, and Rayshard Brooks. It shook my world as I was carrying my first child, a son. Here were three Black men, three cities, and three police departments, and all were murdered within a short timeframe. At that point, I knew I had to use my skill set for something that was not only meaningful, but could potentially reduce harm to my son later in life. That was the start of my journey to founding 1M and committing to help end a systemic issue in one generation's time.

CSG Justice Center

Sharing the Load: How to Empower and Leverage Diverse Expertise to Expand First Response

ESSENCE

From Corporate America To Community Advocate: Here's How One Mom Is Working To End Police Violence

Dreaming of a better world for her husband and two children, Tansy McNulty founded 1 Million Mom's Motivated Moms (1M4) to focus on preventing tragedies and help keep Black families intact.

BY KAYLA REID RAYFORD • UPDATED: JUNE 20, 2024

Tansy McNulty spent over a decade working for large corporations, but her life changed

Governing

Alternative 911 Responses Can Build Trust and Improve Outcomes

The vast majority of calls are about distress, not violent crime. Dispatching social workers and other professionals rather than law enforcement can improve outcomes in many cases.

In Brief:

- Fewer than 3 percent of 911 calls have to do with violent crime.
- Law enforcement officers receive little training in dealing with behavioral health or addiction. More feel best equipped to fight crime.
- A commission created by the Council of State Governments Justice Center has issued a report on emerging practices for alternative emergency response programs.

Powered by **Deloitte**.

Equity Observer
with Eileen McGirt

Sonya Massey was killed in her Illinois home by the police officers she needed to help her. What if she could have made a different call?

On August 14, 2014, educator, writer, community activist, professor, and semi-retired social worker [Feminista Jones](#) called for a National Moment of Silence (#NMOSS14) protesting police brutality. Michael Brown had been shot and killed by a police officer in Ferguson, Missouri just five days earlier, a story that sparked [local outrage](#) that quickly spread.

And 10 years ago today, [thousands of people held vigils](#) in nearly 100 cities in the U.S., a stunning achievement within an extraordinary body of widespread organizing work that made police violence and race a kitchen-table topic.

Jones (born Michelle Taylor) had become a catalytic force in what is clearly a more productive era of social media. Two months before launching #NMOSS14, she created an [anti-street harassment campaign](#) called #YouOKSis. The effort succeeded in starting a conversation about how public harassment disproportionately affects Black women, a situation largely ignored by mainstream feminism at the time.

Jones continues to be a welcome and outsize presence in DEI and justice circles, in real life and online. And, as a nod to the anniversary of #NMOSS14,



FUNDING & RESOURCING

In 2024, our funding efforts allowed us to expand our programming and strengthen our commitment to creating change. By prioritizing collaborations and securing vital resources, we supported key initiatives such as court advocacy, mental health conversations, and nationwide events. This year's funding sustained our mission while laying the groundwork for future growth and innovation.

20
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2024
FUNDING

\$254K+



Sozosei Foundation™



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THANK YOU!

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To Our Community,

As we reflect on another year of relentless advocacy, transformative action, and unwavering commitment, we are overwhelmed with gratitude for every individual who has journeyed with us. Your support fuels the heartbeat of 1 Million Madly Motivated Moms (1M4), driving our mission to end police violence by 2038.

Together, we are proving that change is not only possible but inevitable when powered by collective action, compassion, and the wisdom of Black maternal leadership. Each voice, each vote, each effort to amplify our cause strengthens the foundation of a future where safety and justice are universal truths, not distant dreams.

As you hold this report in your hands, know it represents not just the progress we've made but the collective will of a community committed to something far greater than ourselves. Together, we are rewriting narratives, saving lives, and building a legacy that will endure for generations to come.

With gratitude and determination,



@weare1m4

www.1m4.org

