

1 MILLION MADLY MOTIVATED MOMS 2025 ANNUAL REPORT



TABLE OF CONTENTS

Who We Are	3
Our Impact	4
Letter From the Founder	5
Meet the Team	6
Program Highlights	7
Visibility & Community growth	8
Media	9
Funding & Resourcing	10
The Right Response Directory	11
Mental Wellness Resource Guide	12
Survivor's Response Guide	13
Thank You	14



WHO ARE WE



20
25

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.

OUR STORY

1 Million Madly Motivated Moms began with a moment that shifted everything. In July 2016, during what should have been a joyful baby-moon, news broke of the deaths of Ronnie Shumpert, Philando Castile, and Alton Sterling.

Three Black men. Three cities. Three departments.
The same devastating outcome for three families.

That week changed the course of Tansy McNulty's life. She was working in supply chain management at the time, helping major corporations improve processes and reduce waste. She realized those same skills could be used in a far more urgent way. The systems failing Black communities needed redesigning. The responses that left families grieving needed alternatives. The patterns that repeated year after year needed new leadership and new solutions.

So she stepped away from corporate work and stepped fully into this assignment. Today, 1M4 is a collective of Black moms, Black maternal figures, and committed allies working toward a single goal: end police violence by 2038. 1M4 centers our work on harm prevention, education, community action, and clear pathways to safer response systems.

OUR IMPACT

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.



LETTER FROM THE FOUNDER



TANSY MCNULTY

Dear IM4 Community,

As I write this year's letter, I'm reminded of how far this movement has come and how much strength lives inside this community. In 2025, we sharpened our focus on prevention, expanded our reach, and continued building solutions that protect families facing mental health and behavioral health crises.

My journey started with a desire to protect my own children. That moment in 2016 stayed with me and pushed me to step into work that demanded courage, clarity, and follow-through. Each year since then has shown me what becomes possible when mothers, caregivers, and committed allies refuse to look away.

This year, we grew the Right Response Directory and brought more attention to the organizations offering real support during emergencies. We connected families to resources that honor their dignity. We met with leaders who are ready to adopt approaches rooted in care. We continued educating communities on the patterns that put lives at risk and the solutions that create safer outcomes.

I've heard stories from mothers who no longer feel alone in the fight for their children's safety. I've met advocates who use our tools to push for better systems in their cities. These moments fuel my commitment to seeing this work through.

Thank you for showing up, giving, sharing, and standing with us. Thank you for believing that prevention is possible. Thank you for choosing action over silence.

We have more to build, more people to reach, and more lives to protect. I'm grateful to lead alongside each of you. Our determination grows stronger every year, and our goal remains the same: protect our communities and ensure every family has a chance to live without fear.

With gratitude,

Tansy McNulty



MEET THE TEAM

A dedicated group fighting to end police violence in America. From Tansy McNulty, the visionary Founder & CEO, to the passionate Senior Policy Analyst, Sharron Stephens, each member is driven by a shared mission. Discover their stories and commitment to creating lasting change [here](#).



TANSY MCNULTY
Founder | CEO



CASSANDRA H.
Board President



VERANDA Q.
Board Treasurer



MAKEDA B.
Board Secretary & Strategist



JEN R.
Board Member



CJ L.
Board Member



LAURIE WALKER HALL
Board Member



ALISA H.
Board Member



SHARRON S.
Senior Policy Analyst



EBONY J.
Operations Assoc



LITSKO Y.
Graphic Designer



JASMIN HARDIN
Training Facilitator



CELINE B.
Copywriter



LINDSAY T.
CX Technologist

PROGRAM HIGHLIGHTS

20
25

In 2025, 1 Million Madly Motivated Moms (1M4) continued to strengthen national infrastructure for care-centered crisis response while providing direct support to families navigating some of the most vulnerable moments of their lives.

Expanding Access to Care-Centered Crisis Response

Through The Right Response directory, 1M4 maintained and expanded a national resource mapping more than **250 alternative crisis response programs across 42 states**. Families and advocates used the directory to locate non-police crisis support, including in rural and under-resourced areas where few formal options exist. In several cases, families received guidance and referrals within hours of reaching out.

Training, Education & Field Leadership

1M4 delivered culturally responsive trainings and convenings for crisis response practitioners, community leaders, and advocates. Participants consistently reported high relevance and immediate applicability to their work, with an average session rating of **4.86 out of 5**. These spaces centered Black and African American communities and emphasized practical approaches to reducing harm during mental health crises.

Storytelling as a Tool for Systems Change

1M4 advanced narrative change efforts through the Alternative Response short film and the development of a scripted television series. The film premiered at a national convening attended by over **300 participants**, serving as an educational tool to deepen understanding of care-centered crisis intervention. National organizations amplified this work through newsletters, convenings, and media platforms.

National Partnerships & Institutional Support

In 2025, 1M4 secured **\$100,000 in general operating support from the Sozosei Foundation**, one of only nine organizations funded in that cycle. Additional grant proposals were submitted to national foundations to support crisis response education, storytelling, and infrastructure development. 1M4 was also cited by national partners as a trusted source for crisis response data and community-informed insight.

PROGRAM HIGHLIGHTS

20
25

Community of Practice: Culturally Responsive Crisis Care in Black & African American Communities

In May 2025, IM4 partnered with M-TAC to lead a Community of Practice training on culturally responsive crisis care in Black and African American communities. The session was led by IM4 Founder Tansy McNulty alongside Erin, Tiffany, and Rev. Charles Boyer, equipping crisis providers with practical tools, historical context, and culturally grounded de-escalation strategies.

Participants included members of the M-TAC provider network serving diverse communities across the region.

Impact & Feedback

Survey responses reflected strong engagement and meaningful learning outcomes. Participants emphasized the value of historical context, practical tools, and culturally grounded de-escalation strategies. Many noted that the session expanded their understanding of how to better support Black consumers and families during crisis situations.

When asked, what was the most valuable about this learning experience, participants stated:

“Basic culturally informed training provides essential knowhow and tools for us to be effective in the communities we serve.”

“Learning better ways to support Black and African-American consumers and their families in my work.”

“The professionalism of the instructors. It was not read from content. Full participation. Excellent.”

“Learning how to deescalate when a client mood is heightened and being culturally appropriate in the moment.”

“Understanding the importance of acknowledging the client’s culture.”

“Tansy is a great presenter! She is dynamic and engaging and well versed in the subject matter.”



VISIBILITY & COMMUNITY GROWTH

20
25

In 2025, IM4 expanded the reach of its message through digital platforms, increasing awareness of care-centered crisis response and engaging audiences aligned with the organization's mission and values.

TikTok: Discovery & Awareness Growth

TikTok emerged as a key discovery platform in 2025, with **91% of content discovered through the For You Page**. The account added an average of **50 new followers per month**, with recent videos driving significantly higher growth. Content performance increased by **47.6% in the last 30 days**, driven by educational videos focused on bystander intervention and community safety.

YouTube: Educational Storytelling Reach

IM4's YouTube channel generated **825 views and 23.8 hours of watch time** in 2025, with **99.3% of viewers discovering the content without being subscribed**, signaling strong organic discovery. Subscriber growth increased by **143% compared to 2024**, driven primarily by educational and narrative-based videos.

The most viewed video, She Made the Right Call, received **672 views**, reinforcing the effectiveness of story-driven education.

LinkedIn: Professional & Partner Engagement

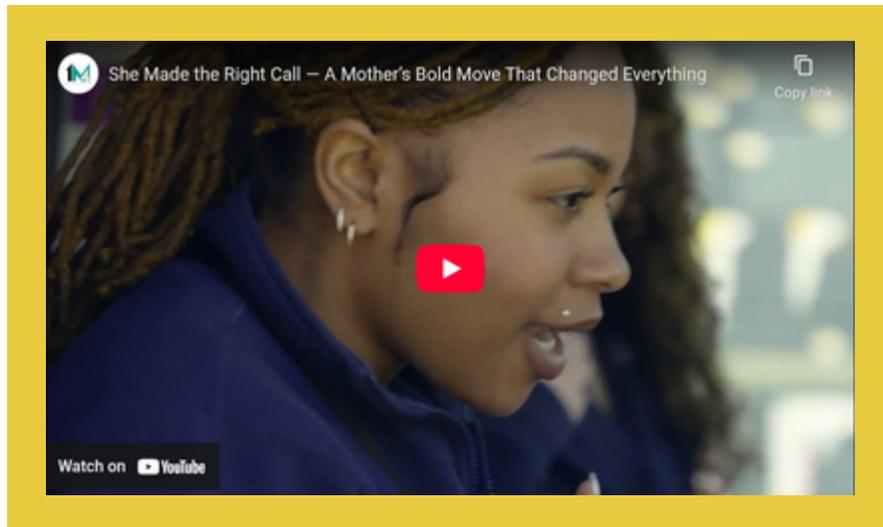
The IM4 LinkedIn page generated **1,529 post impressions** and **199 page views**, with **46 new followers added in 2025**. Engagement included reactions, comments, and reposts from professionals, advocates, and organizations in the mental health, public safety, and social impact spaces, supporting relationship-building with institutional partners.

Instagram: Community-Centered Engagement

IG remained a primary platform for engaging **existing** supporters. Audience demographics show a strong alignment with IM4's mission: **87.4% women; Majority aged 35-54**

MEDIA

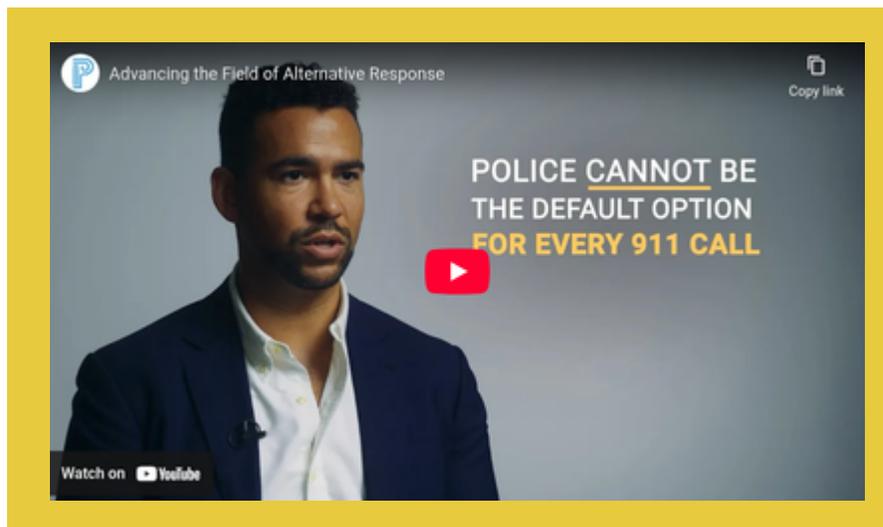
She Made the Right Call – A Mother’s Bold Move That Changed Everything



Source: IM4 YouTube Channel

Note: Alternative Response Premiere - About 300 Attendees

Advancing the Field of Alternative Response



Source: The Policing Project YouTube Channel



FUNDING & RESOURCING

In 2025, philanthropic support enabled 1 Million Madly Motivated Moms (1M4) to deepen its work and extend its reach. Strategic funding strengthened our ability to support families impacted by police violence, advance care-centered mental health conversations, and convene communities across the country. Through trusted partnerships and targeted investments, resources were directed toward advocacy, education, and national engagement efforts that move us closer to lasting change.

**2025
FUNDING**

\$135K+

CENTER for INNOVATIONS
in COMMUNITY SAFETY
GEORGETOWN LAW

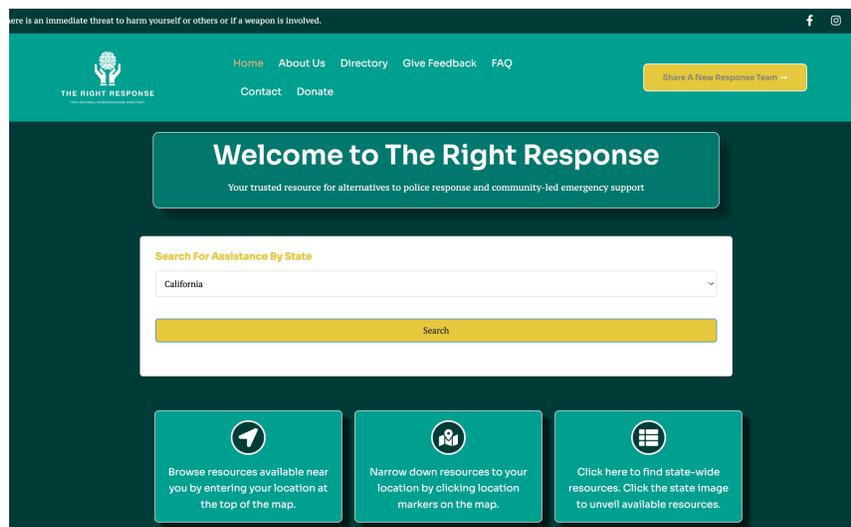
Sozosei Foundation™
Otsuka

WWW.1M4.ORG

THE RIGHT RESPONSE DIRECTORY

The Right Response Directory is a national resource that connects individuals, families, and advocates to non-police crisis response options. Built to support care-centered approaches to mental health emergencies, the directory maps community-based and mobile crisis response programs across the United States.

In 2025, The Right Response continued to serve as a trusted tool for families navigating crisis, practitioners seeking alternatives to police intervention, and organizations working to shift public safety systems toward care.



<https://therightresponse.co/>

2025 At-A-Glance

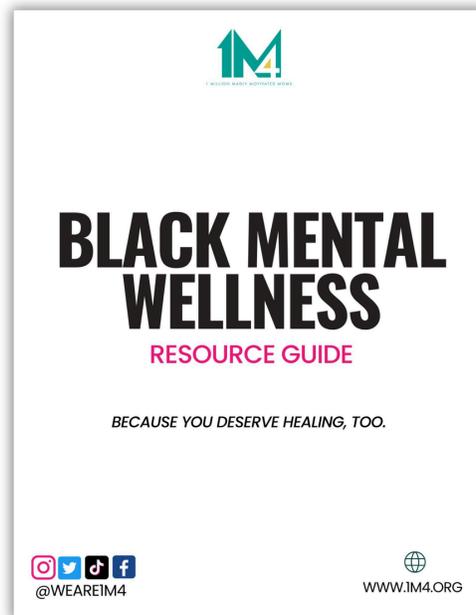
- 250+ alternative crisis response programs maintained and mapped
- 42 states represented
- 7.3K unique website visitors (2025)
- 19K page views across TRR pages
- 845 key actions taken (searches, link clicks, submissions)
- 59% engagement rate
- 1+ minute average engagement time

The Right Response continues to be discovered through organic search, indicating a growing public demand for alternatives to police-based crisis response. In 2025, most users found the directory through direct search and external referrals, signaling intentional use rather than passive browsing.

BLACK MENTAL WELLNESS RESOURCE GUIDE

In 2025, 1 Million Madly Motivated Moms (1M4) continued to prioritize preventative care and access to mental health support through the Black Mental Wellness Resource Guide. This guide was developed to support individuals and families seeking culturally relevant, low-barrier mental health resources without fear of criminalization or excessive cost.

The guide serves as a centralized, easy-to-navigate collection of resources designed to meet people where they are, whether they are seeking ongoing care, immediate support, or grounding tools during moments of stress.



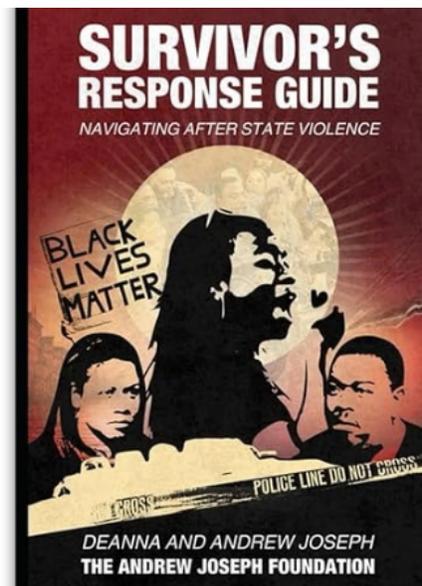
<https://bit.ly/1m4findatherapist>

Throughout 2025, the Black Mental Wellness Resource Guide was shared with community members, families seeking support, and individuals navigating mental health challenges. The guide complemented 1M4's direct support efforts by offering immediate, accessible pathways to care outside of law enforcement involvement.

By prioritizing culturally responsive resources and low-cost options, the guide helped reduce barriers to mental health support for Black families and caregivers.

SURVIVOR'S RESPONSE GUIDE: NAVIGATING AFTER STATE VIOLENCE

Created and published by [The Andrew Joseph Foundation](#) with support from 1M4, this [guide](#) offers practical and emotional help to families impacted by state and police violence, especially those coping with the harm or loss of loved ones.



[Available on Amazon](#)

Collective Impact (March 30, 2025– February 2, 2026)

436 Survivor Response Toolkits were distributed through a combination of community events, media engagement, campaigns, and national online access.

Distribution included 90 toolkits at community events (including a sold-out launch roundtable and the Rise and Remember Festival in Minneapolis); 180 toolkits distributed following Bay News 9 coverage with Dalia Dangerfield; 35 toolkits through the Black Xmas Campaign (Support Black, Build Black, Buy Black); 5 toolkits placed at Café Resistance (Jacksonville, FL) for ongoing public access; and 126 toolkits distributed nationally through Amazon, extending reach beyond local geographies.

Impact: This collective effort expanded access to survivor-led crisis response education, normalized preparedness and accountability conversations, reached families, organizers, educators, and cultural workers, integrated public education into key media and movement spaces, and strengthened trust through culturally grounded, lived-experience tools.





1 MILLION MADLY MOTIVATED MOMS 2025 ANNUAL REPORT

THANK YOU!

To Our Community,

As we close out 2025, we pause with deep gratitude for every person who stood with 1 Million Madly Motivated Moms (1M4) this year. Your belief in this work, your willingness to stay engaged, and your commitment to protecting families made it possible for us to keep showing up in moments that truly matter.

This year required clarity, courage, and consistency. Families reached out in crisis. Communities sought alternatives rooted in care rather than harm. Practitioners, advocates, and partners leaned into new ways of responding to mental health emergencies. Through it all, your support allowed 1M4 to remain steady in our mission to end police violence by 2038 and to advance care-centered crisis response led by lived experience and Black maternal leadership.

The pages in this annual report reflect more than outputs or milestones. They reflect trust. They reflect relationships built across communities, institutions, and movements. They reflect a shared understanding that safety must be rooted in dignity, accountability, and care.

Thank you for contributing your time, resources, voice, and belief. Thank you for choosing to stay engaged in work that is often heavy but deeply necessary. Together, we are strengthening pathways to safety, shifting how crisis is understood, and laying groundwork that will carry this mission forward for years to come.

With sincere gratitude,
The 1M4 Team



@weare1m4

www.1m4.org

