

**MOMS ACROSS AMERICA** 

# IMPACT REPORT

## A Tidal Wave of Moms



## A Most Tumultuous, Tragic, and Triumphant 2025

# Letter from our Founding Executive Director

*To Our Illustrious Network,*

*I find this year to be extraordinarily challenging to summarize in a short letter. Personally, this has been the most tragic year of my life. The loss of my firstborn, wonderful son Ben, has been indescribably life-altering. I have no words for the impact. I do have many words to express my gratitude for the responses from all of you. Your response, as a community, was astounding and restorative. Your texts, emails, messages, cards, gifts of art, gifts, flowers, trees, crocheted shawls and blankets, and comforting food brought tears to my eyes, many times. Ben, the reason why I started Moms Across America, is the reason why I will continue this work.*



*I would like to extend my particular thanks to the MAA team, including Sam, Michaela, Anne, Carla, and the MAAM Team, comprising Kendall, Marci, Christine, Happel and Emily. Several others, who know who they are, also contributed to the work of MAA and the newly formed MAAM (The Moms Across America Movement, Yes MAAM! Legislative arm).*

*Never in our lifetime has our political system been shaken as profoundly as it was in 2025. Massive amounts of corruption have been exposed, and extraordinary courage has emerged to dismantle the grip corporations have long held over our society.*

*The work of Moms Across America has undoubtedly been a significant part of these tumultuous changes, and we are proud of our contribution. For over thirteen years, we have been speaking up, petitioning, posting, and hosting gatherings to raise awareness about the toxins in the food supply. FINALLY, on the Presidential platform in 2024, a presidential candidate said the words pesticides, food, autism, and childhood chronic illness. FINALLY. The adoption of essentially a mom's movement of food and vaccine safety advocates became Make America Healthy Again (MAHA). The Trump Administration adopted MAHA as an official Commission, and we have consistently been collaborating with many MAHA groups, government officials, health experts, farmers, lawyers, scientists, parents, and elected candidates ever since.*

*The results have been breathtaking. At least 81 MAHA bills have been introduced in 34 states, and 12 have become legislation. From the clean sweep of the Advisory Committee on Immunization Practices (ACIP) committee, to the reassessment of Hep B and every vaccine on the market, to the retraction of a ghostwritten glyphosate study, and The Free Press calling moms "The most powerful political force in America" – it is clear that times have changed.*

*While significant work remains to be done on pesticides at the EPA—an agency unfortunately not led by Robert F. Kennedy Jr., our former advisor—the FDA has made meaningful progress. As a result of our testing, the agency has taken steps to remove food dyes from products, strengthen the safety of baby formula through Operation Stork Speed, and improve vaccine safety and efficacy.*

Senator Corey Booker introduced the Pesticide Injury Accountability Act, Representative Paul Gosar brought forth the Vaccine Carveout Act, and Representative Rosa DeLauro presented the Federal Food Administration Act with our support. We also helped stop preemptions in a federal food additives bill from Senator Roger Marshall's office. We expect much more to come. 2026 will be a year of equal if not greater change.

Going forward, MAA will expand on our food testing, focusing on food that affects every single one of the 350 million Americans across the nation. We will expand awareness about heavy metals, mycotoxins, and banned pesticides in our food, the contaminants that led to my son's death and the death of many others. Skyrocketing mental health and reproductive issues will be at the top of our list of educational outreach priorities.

You can count on us to be your partners in creating healthy communities.

My dedication, although paused at times for periods of profound grief, is more fervent than ever. I have no fear, total clarity, and we have more supporters than ever. I am filled with fuel that will never be extinguished. I have experts and teammates who are dedicated to this cause with limitless passion.

Buckle up and join us on a high-speed journey transforming the food system and health in America—and far beyond. We're charging ahead at full throttle, and we are **UNSTOPPABLE.**"

With Gratitude.



Zen Honeycutt, Founding Executive Director, Moms Across America



**Zen**  
Executive Director



**Sam**  
Head of Operations



**Michaela**  
Social Media



**Hava**  
Education



**Carla**  
Admin Extraordinaire



**Anne**  
Designer



**Jennifer**  
Research



**Joanna**  
Assistant



## FOOD AND TOXIN TESTING

In January 2025, Moms Across America and GMOScience released the [Girl Scout Cookie Testing](#) results, revealing the undeniable toxicity present in every cookie tested. Joe Rogan picked up the story and it went viral. All Girl Scout cookies contained glyphosate and toxic metals. Girl Scouts USA refuted the findings, but the impact on sales suggests that not only the Girl Scouts organization, but every cookie company, would be wise to reconsider their sourcing.



We later released the results of our cereal testing, comparing children's cereals from the USA, UK, France, and Germany. The findings showed incredibly high levels of aluminum in a German cereal and shockingly high levels of glyphosate in UK cereals. UK experts noted that these elevated glyphosate levels were likely due to widespread geoengineering, the resulting cloudy and wet weather, and the increased use of glyphosate as a drying agent on crops.



Through this body of work, we have produced compelling evidence suggesting a direct connection between geoengineering activities, many of which utilize aluminum, and the high levels of aluminum showing up in our food.

We also discovered that the majority of children's cereals we tested were positive for chlormequat, a banned pesticide with severe health risks. Some products contained extremely high levels, such as General Mills Honey Nut Cheerios, which had 134.16 ppb of chlormequat. High levels of this banned pesticide have been linked to infertility, cancer, Parkinson's disease, and other harms. Through this testing, we determined that current regulations and loosened trade agreements are allowing dangerous chemicals into the U.S. food supply. This information is crucial for influencing food policy and empowering families to look deeper into what they are feeding their children.

Thanks to your support, Moms Across America raised funds for additional testing that will have a nationwide impact. The results are pending. We are particularly grateful to the Centner Academy for their support.

## MEDIA REACH

Moms Across America was featured in the movie [Common Ground](#), which launched on April 22, 2025, on Amazon Prime. While exact numbers have not been reported, the viewing trend is tracking with Josh and Rebecca Tickell's previous film, *Kiss the Ground*, which reached 100 million people.



Zen Honeycutt appeared on [The Dr. Phil Show](#) with MAHA Action advocates and in Jeffrey Hayes' film [Toxic Nation](#) this year as well.

Zen has been featured in U.S. and international films, including *Bought, Modified, Secret Ingredients*, *Peril on My Plate*, *Poisoned Fields*, and *The Truth About Health*, as well as numerous additional online films, webinars, and summits. Moms Across America has been featured on hundreds of podcasts, collectively reaching hundreds of millions of people in 2025.





## SOCIAL MEDIA GROWTH AND EDUCATIONAL OUTREACH:

MAA experienced substantial community engagement in January 2025, adding 16k new followers on Facebook. This uptick is directly linked to the interest generated by our vocal support for Robert F. Kennedy Jr.'s potential appointment to Health and Human Services (HHS). We believe that demonstrating courage and conviction, even amid diverse opinions, is a key expectation of our audience. On Facebook, our community has grown in ways that reflect both momentum and trust. We began 2025 with 89,000 followers and grew to over 119,000 by December—an increase of nearly 34%. Our average engagement rate more than tripled, climbing from 3% to an impressive 11.7%, signaling not only a wider reach but also a far more active and invested community. **One post in particular, highlighting the importance of supporting brands that truly support the fight against breast cancer** by not having carcinogens in their products, went viral—reaching more than 7.6 million views on Facebook alone. That same post reached over 9.7 million on Instagram. This level of engagement reflects a powerful shift in public awareness and growing demand for transparency, advancing Moms Across America's mission to create a healthier future for our children by championing organic, non-toxic living and holding brands accountable.



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On Instagram, our presence has continued to accelerate throughout 2025, reflecting both the strength of our message and the power of organic community building. We began the year with 120,000 followers and grew to 145,000 by December—a net increase of 20.8% without any paid promotion or

boosting. Over this period, we published 1,632 original posts, a 244% increase in content production compared to the previous year. This consistent, strategic posting resulted in 30 million views and over 1 million organic engagements.

Our engagement rate per view improved by 22.1%, underscoring the depth of our content's resonance with our audience. Several posts went viral, including one that got **10 million views** and **another that reached over 2 million views**. These moments of massive visibility reflect the impact of focusing on clear, compelling messaging that empowers families to make informed choices. Instagram remains one of our most powerful tools for building grassroots awareness and driving national conversations around health, food safety, and corporate accountability.

On X, Moms Across America saw significant momentum in 2025, with impressions rising to 105,130, an 80.6% increase from last year and engagements up 83.9%. Our engagement rate increased to 6.8%, and post-link clicks rose 26.1%, indicating that families are seeking more information and actively engaging with our mission.

On LinkedIn, our followers grew 343%.

Social media remains a significant factor in our success. Our reports continue to show that, for many years, our supporters' engagement has been higher than that of our peers. This year, engagement grew from 3 to 5 times greater than groups 5 times larger than ours, showing a connection to our message that reaches hearts and minds.

We continue to share, engage, and acknowledge what is happening in the world, educating our community with honesty, passion, authenticity, and urgency.

## CONFERENCES AND OUTREACH

Through Zen's consistent travel and presence at key events, including six national conferences and a dozen other monthly events, MAA has forged invaluable relationships. These strategic connections with organizations, farmers, doctors, scientists, lawyers, and experts are crucial, providing unique and essential contributions to our mission.

Our collaborative approach means we also actively support their work. This focused participation maximized our reach. Notably, MAAM board member Kendall Mackintosh personally attended the high-profile CHD conference, where she connected with hundreds of key partner supporters, significantly expanding our audience and reinforcing our alliances across the movement. Your support is what makes this presence possible, allowing us to be visible at events and on Capitol Hill, driving positive legislative and public health change for all Americans.

Zen has been an integral voice for mothers and others at numerous roundtables in Washington, DC, hosted by the Heritage Foundation, MAHA Institute, and other organizations. Her commitment to speaking up in a climate where "Business First", "Farmer's First", and "Campaign Contributions First" are often the priorities brings the focus back to "Children First".





## PARADES

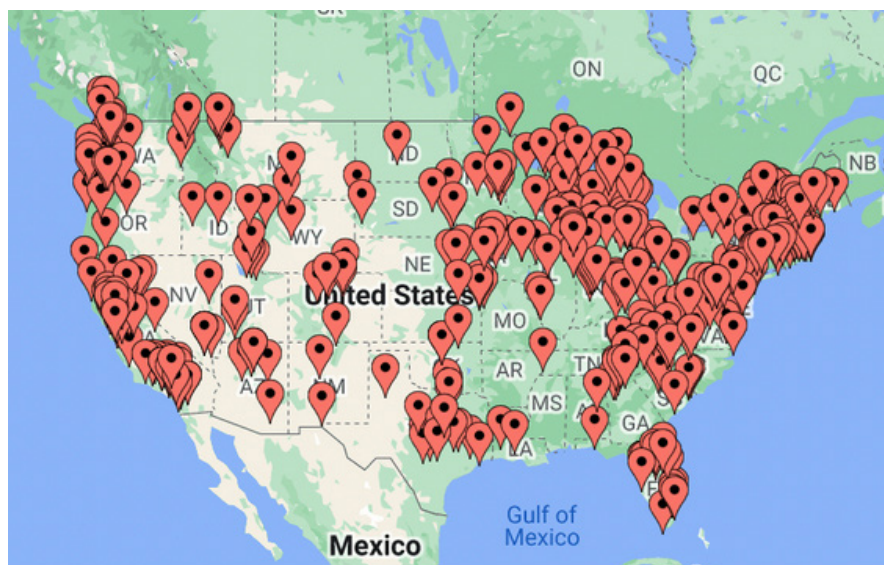
This year saw a reemergence of our parades! Our featured parades this year were focused on Healthy Counties! We were excited to get out and reconnect with our communities, because while we desire global change, it starts at home.



## GROWTH

### VOLUNTEERS

Our volunteer list has grown to **3,368** volunteers and collaborators who are asking to support us, especially following Ben's passing. Our volunteers reach out to their community and educate them about the information we share. They contribute to our work, help create new programs, and bring our information to their Senators, Representatives, and County Commissioners.





## DONORS

Thanks to growing public awareness and strong donor confidence, our organization more than doubled its annual revenue, positioning us to accelerate our mission, deepen our advocacy efforts, and serve more families than ever before.

Our donors make a difference in immeasurable ways. Every dollar goes towards increasing our reach nationwide to create healthy communities. We are in good standing, have good ratings as a non-profit, and our donors are growing daily.



**DONATE**

## FINANCIAL GROWTH HIGHLIGHTS

Compared to 2024, we've seen an increase in community support, enabling meaningful financial growth and strategic investment.

- **Overall revenue increased by more than 100% compared to 2024**
- **Total operating expenses increased by 43%, reflecting intentional investments aligned with organizational growth and mission delivery**

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The increase in financial support over the past year allowed the organization to make several intentional additions designed to strengthen capacity and effectiveness. These additions included:

- ✓ **Expanded operational leadership through hiring a Head of Operations**
- ✓ **Outsourced video editing to improve the quality and consistency of communications**
- ✓ **Increased testing efforts to broaden organizational impact**
- ✓ **Maintained support for our dedicated, small-but-mighty team**

Together, these investments were made to ensure the organization could responsibly scale its work, support staff sustainability, and deliver on its mission with greater consistency and reach.

# COLLABORATION

***"Alone we can do so little; together we can do so much."  
~ Helen Keller***

Moms Across America supported and collaborated with dozens of organizations this year. We are honored to connect with such dedicated people from a varied background of commitments, all of which align in some way with our mission to create healthy communities.

We were a part of testing collaboration, conferences, letter sign-ons, petition gathering, event promotion, events in DC, and for instance, a lobby day in September hosted by the Organic and Natural Health Association along with 14 other organizations, all working together.





## GOALS - LOOKING FORWARD

**Our goal is to transform the food supply and health in America and beyond.**



Grow our MAA team to expand our reach nationwide and globally.



In 2026, we plan to test five major food categories that affect more than 350 million Americans. The findings are expected to attract national and international attention—and have the potential to influence both the foods Americans consume and those supplied to our global export partners.



Our goal is to raise awareness among millions of Americans about the impact that contaminants in food have on not just physical health, but also mental and reproductive health.

Inspired by what we have learned from Ben, we intend to support legislation and public awareness about the impact that unregulated heavy metals, mycotoxins, and pesticides have on mental health, depression, and suicide, potentially saving lives and tragedy.



We also strongly believe that any genetic testing conducted on newborns should be disclosed to the parents (currently, information is being withheld). Additionally, information about MTHFR and other gene variants could support parents in avoiding toxins and potentially reduce autism and childhood chronic illness rates exponentially. Therefore, we support the legislative efforts of the Yes MAAM! Team in the Newborn Genetic Testing Disclosure Act in 2026.



We have plans to launch new educational programs to support both parents and pets.



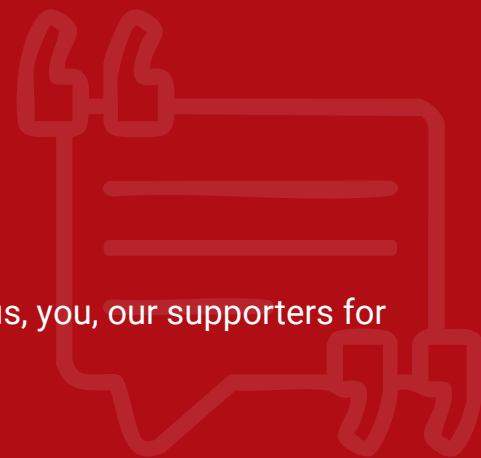
We plan to support MAHA legislation and candidates who uphold our priorities: children, health, safety, and America's future.



Moms will be a major part of ensuring that our elected officials represent us, not corporations, and that the food in grocery stores can be consumed by anyone, nourishing them to live their fullest potential.

## TESTIMONIALS

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A sample of the many messages we get every month thank us, you, our supporters for what we do. Thank you!

### **From a mom who learned about Ben's passing:**

*I was suicidal from age 13-30 due to being wrongfully diagnosed and overmedicated on RX meds as a child. I journeyed into health and met you at RFKJr's announcement he was running for president in Boston a few years ago and started using your website as a bible. Since then, I got married and had a healthy baby naturally. His name is also Ben, and he just turned 1. My heart goes out to you deeply. Thank you for all you do. I am so grateful I met you before I became pregnant. ~ Jacquelyn Wells*

### **From moms who learned about our work and made changes to their diets:**

*Thank you Moms! I had chronic digestive issues but they soon went away when I switched to an organic whole foods diet. My daughter was diagnosed with ulcerative colitis, but keeps it in check with a healthy diet. ~ Cindy B.*

*I changed my own health with good organic non GMO food. Real food does not need a patient number. We eat ORGANIC non GMO food. If we eat the Standard American Diet, aka SAD then we feel ill. So I do not eat SAD I have always been a hands on mom. I worked 20 hours a week, volunteered in his classroom one day a week, all day. Did not let him watch cable tv. soda was a treat. on his birthday I would let him choose a mainstream cereal. At age 3 1/2, he was surprised by the color of his bm afterward. I want real food that we all can afford and I want the small farmer to be helped with diversified crops that are covered by the USDA food laws, an end to mono cultures and pesticides. ~ Ellen B.*

*Both of my sons and I have symptoms of ADD, which seems to be worse when we consume processed foods or GMOs. I personally have radically changed my diet and eat only organic food 99% of the time. The Standard American diet (rich in GMO's, preservatives, dyes, and all sorts of other nasty ingredients) destroyed my health, and I am fighting to recover it to whatever degree that is possible. I can only do so if I can make informed decisions when I am buying my food. ~ Karene C.*

*Dear Zen, Thank you for all you do! Thank you team associates, supporters and Moms for your continual efforts to improve our world, our food supply and for being true advocates for our children. My children are ages 26 and 31 now, but I remember those days of homeschooling in the 90's and early 2000s. Your work is worth it. I just want to encourage you to continue to strive for what you believe in and know to be true. We need people like you. Thank you. ~ Dotty*

*Thank you so much for your zoom meeting yesterday. It is a delight to know of so many like-minded, energetic beings talking real - freely and openly with intelligence, common-sense, purpose and love. I am grateful I have somehow connected to be receiving your emails - I can't remember how that first happened but here we are ! ~ Lucinda Jones*



## FROM OUR DIRECTOR:

The testimonies we receive do not just signify a change in health in that one person, child or family. The improvements in health in one person impact hundreds, if not thousands of people. Think of Maria in Santa Ana who told us that her son used to have mental health issues and threatened to blow up his school as a child. When she switched to organic, his violent tendencies disappeared within two weeks. He is healthy, happy and responsible now, contributing to growing community gardens.

Mental health issues can mean the killing of innocent children, impacting thousands of lives in our schools, churches, and communities. EVERY person who improves their mental, physical or reproductive health impacts thousands of others, either by NOT being violent or harmful or by being inventive, creative, compassionate, taking on leadership, running for office or being a head of a company that changes the world with a new innovation or service.

Moms Across America strives to empower every American and beyond to live a healthy life and live up to their fullest potential. My son Ben lost that opportunity when the toxins in his body and his depression overwhelmed him and he took his life. The loss is something I want no parent to ever experience ever again. But I know that learning about the pesticides, heavy metals, and mycotoxins in his body will enable others to detox and live up to their fullest potential. Even one person doing this could change the world.

Thank you for reading this impact report. Your partnership makes all the difference.

With Gratitude,  
Zen Honeycutt  
Moms Across America



***“We do not inherit the earth from our ancestors;  
we borrow it from our children.”  
~ Adapted from Wendell Berry***