

2023

YEAR END REPORT

FOREWORD

With 2023 behind us, it is time to reflect on another successful year for America First. We obliterated the naysayers, the doubters, and the traitors. Our vision for America is not one that people want, but one that they need. It has become impossible for us to ignore: our country, our people, and our way of life are being threatened. City streets are filled with drugs and crime, millions of invaders flood across our southern border, and foreign interests constantly tangle us in war. Few people in politics are concerned with changing this status quo; as most of them benefit from managing the decline of our nation. In this vacuum, America First has been able to rise.

This year, we have smashed through the Overton Window. Politicians and average Americans alike have now openly condemned the ADL, Israeli influence, the Great Replacement, and the spineless GOP leadership. This shift seemed impossible only a few years ago when rampant censorship extinguished any authentic Right-Wing movement in this nation. Now, Elon Musk is bemoaning the tidal wave of illegal immigration daily, Keith Woods and others are leading the charge on X to combat Jewish power, and conservative politicians are finally calling out the trans agenda and the plague of minority crime in the cities.

Our most difficult work is ongoing: the changing of hearts and minds, leading people to Christ, and retaking our country. While there is still much to be done, it is important to celebrate how far we have come. We have accomplished more in a year than other organizations have in decades.





AMERICA FIRST FOUNDATION

YEAR END REPORT

2023

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ISRAEL, HAMAS, & ZOOMERS

With Israel and Palestine in an ongoing conflict for over 100 years, many will argue that there will never be peace in the Middle East. However, the war that began on October 7th seems to be the beginning of the end for Israeli support in America, which could potentially spell an end to constant Zionist antagonization. Atrocity propaganda followed the attacks

themselves, but few young people fell for them, and many of the stories were quickly exposed as false on X. Gen Z influencers became overwhelmingly pro-Palestinian as soon as Israel retaliated with support from the U.S. government. Even strong supporters of Israel, like Charlie Kirk, argued that it is dubious whether the events of October 7th were truly a surprise attack.



“WHEN I FIRST HEARD THIS STORY, I STILL HAVE THE SAME GUT INSTINCT THAT I DID INITIALLY: I FIND THIS VERY HARD TO BELIEVE.”
– CHARLIE KIRK

Palestinian independence, which was once a fringe political position, is now mainstream in the American discourse. This anti-Zionist response was partially due to the severity of Israel’s counter-offensives. Tens of thousands of Palestinian civilians were massacred in a matter of days, as the Israeli military bombed churches, hospitals, and schools, all in the name of

defeating “terrorism.” Furthermore, Israel’s genocidal actions are largely backed up by American politicians. Israel’s leaders feel comfortable with their brutal tactics because they know the U.S. government backs them unconditionally. While this carte blanche foreign policy has allowed them to grow bolder, America’s population has increasingly become anti-Zionist.



OCTOBER 2023: ISRAELI BOMBING OF CHURCH OF ST. PORPHYRIUS, GAZA’S OLDEST CHURCH, KILLS AT LEAST 18 CHRISTIANS

It is clear that the support for Zionism among the boomers has not carried over to the younger generations, and the Israel lobby will need to switch tactics if they want to maintain support of the American people. An overwhelming tide of pro-Palestinian sentiment left the Zionists weaker than they ever had been. This conflict spilled into a discussion of the Jewish Question in general, which was opportune for the Dissident Right. While every other pundit was clamoring for the glassing of Gaza in the aftermath of the attacks, Nick Fuentes was arguing constantly for de-escalation. Appearing on X Spaces and several interviews, Nick gave a view on Israel that was explicitly America First. Many young people saw this view as the most reasonable, and anti-zionism

spread like wildfire on less censored apps like TikTok and X. Teaming up with other dissident right influencers, Nick’s anti-Israel rhetoric quickly conquered X, despite Elon Musk forcibly suppressing “antisemitic hate speech” as part of a deal with the right-wing Zionist lobby. Nonetheless, the Zionist Jews will not go quietly into the night. It is in the Israeli government’s best interest to pull America in and escalate the war even further. While the people have wisened up to this, the American government remains beholden to Israel, even up to the brink of a world war with Iran, China, and Russia.

DESANTIS' DISASTER



PHOTOGRAPH BY LARRY MARANO / SHUTTERSTOCK

With the 2024 Presidential Election looming, the GOP saw a massive effort to artificially reimagine the MAGA movement. The goal was clear, replace Trump with a

more palatable candidate—not for the sake of the Republican base, nor the country, but to appeal to the sensibilities of the establishment and the donor class.

Who better to lead this new MAGA movement than Ron DeSantis, the new darling of the conservative establishment? DeSantis had found significant success as governor of Florida, with a number of high-profile legislative victories passing through that state's Republican-controlled legislature. He had also built a strong reputation with voters across the country, frequently appearing on Fox News and heralded as a new model for conservatives to follow.

However, all of this hype and posturing were totally undone once the DeSantis campaign launched. In what will likely be remembered as one of the worst political mistakes of this generation, the popular Governor of Florida quickly plummeted in the polls. Aside from his lackluster campaign staff of Never-Trump shills, it was clear that DeSantis lacked the same charisma that Donald Trump exudes.

Concurrently, the political persecution of Trump, orchestrated by the DOJ and the Deep State, recentered the MAGA movement firmly behind 45.

Realizing that DeSantis was a sinking ship, the establishment donor class began fleeing the campaign en masse by Autumn.

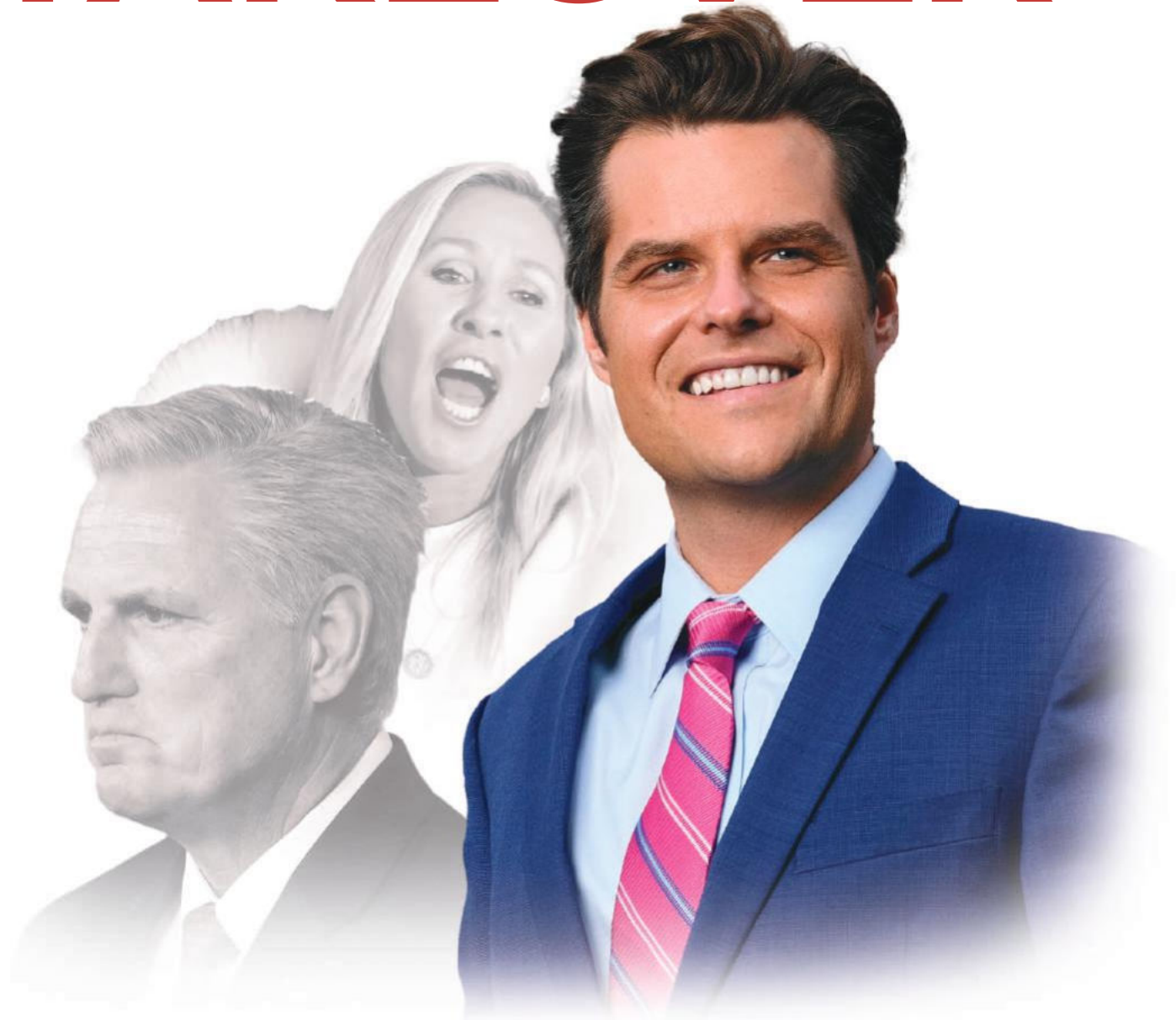
They regrouped behind Nikki Haley, a candidate who exemplifies the worst that the GOP has to offer.

Haley is a bloodthirsty war hawk, beholden to supranational agencies and the military-industrial complex. When not banging the war drums to send our troops to fight Russia or Iran, she keeps busy by trotting out the same tired talking points of the Reagan years.

Fortunately, despite the machinations of the establishment and deep state, Trump appears to be destined to easily sweep the GOP primaries this Spring. This, presumably, will set the stage for a rematch with an unpopular Joe Biden.

There can be no doubt that the left, and everyone who attempted to stop Trump, can now only watch their worst nightmare come true. Trump is stronger than ever, and he will make a triumphant return to the White House this November.

MATT GAETZ AND MAGA TAKEOVER



The GOP suffers from a severe lack of will. No matter how many elections they win, no matter how many seats they have in the Congress or Senate, Republicans never effectively wield the power with which they are entrusted. Conservative voters are told to “hold their nose” and vote for Republicans, but then once elected those same representatives sit on their hands, changing nothing and in many cases surrendering to Democrats in both policy and rhetoric. When questioned these RINOs say that they need to placate the Left and betray their own voters in order to secure the next election. Whether this is due to corruption, or incompetence, or both, the result is always the same: real change is permanently delayed at the expense of the American people.

This past year America First Republicans have helped to change this suicidal political strategy. Republicans like Matt Gaetz have taken their narrow majority in the House and used it to meaningfully push back on the establishment. After first embarrassing McCarthy with fourteen rounds of failed speakership votes, Gaetz and the rest of the Freedom Caucus relented only in exchange for several major

concessions. Later, in direct response to McCarthy betraying his own party to pass a “clean” spending bill with the Democrats, Gaetz invoked one of the deal’s provisions. This began a historic ‘motion to vacate’ McCarthy from his speakership. The motion passed, and out of embarrassment the now disgraced McCarthy has since resigned from Congress.

Matt Gaetz and the rest of the Freedom Caucus have proven that we can still hold our representatives accountable if we have the will to do it. Despite numerous smear campaigns and phony investigations into Gaetz, along with several other Freedom Caucus members, they were able to punch well above their weight simply by refusing to cater to a regime that hates them. Aspiring young Conservatives with political ambition should take note, as this is the only winning strategy: never apologize, never settle, and never surrender.

Tech censorship is one of the most pressing issues for America First. As Nick has said frequently on his show, no movement can grow its following without adequate access to social media. The major platforms are all aware of this fact and have been on a ruthless campaign to ban conservative voices. Even after Elon's acquisition of X (formerly Twitter) and the unbanning of many famous personalities on the site, including Donald Trump and Alex Jones, Nick remains banned from all major social media platforms. He is truly the most canceled man in America.

Alt-Tech has become an invaluable tool to combat this stranglehold. This year Nick exploded in popularity on the alt-tech video and streaming platform, Rumble. Founded back in 2013, Rumble was created in response to Google acquiring YouTube, discouraging independent content creators in favor of influencers and sponsorships. In the decade since its creation,

Rumble has seen an explosion in popularity among its right-wing user base after COVID-19 and January 6th.

As of December 2023, Nick has gained fifty-thousand followers and is currently in the top ten of all Rumble streamers despite still not being offered a contract with the site or a verified account.

Clips of America First frequently go viral, and his live streams gross well over seven thousand live viewers despite Rumble being Nick's secondary platform behind Cozy.tv. His high viewership and unparalleled stats are a testament to the quality of his content and the fierce loyalty of all his followers. While major platforms still have many advantages, it is clear they are not a

long-term solution. As America First grows in influence and strength the goal must be to create a parallel ecosystem of media, one fully independent from the grip of tech monopolies. As more people continue to wake up to the present state of our nation, alternative infrastructure like Rumble will become even more critical.



ALT-TECH AND THE RUMBLE REVOLUTION



ILLUSTRATION BY CHRIS EMERSON

THE #BanTheADL CAMPAIGN

#BanTheADL was a massive social media campaign started by Irish influencer and activist Keith Woods on August 31st, 2023 that was heavily promoted by Nick Fuentes and spread by his supporters on X. Woods started the campaign in response to Anti-Defamation League (ADL) CEO Jonathan Greenblatt holding a threatening shake-down meeting with X CEO Linda

Yaccarino, demanding more censorship on X. The #BanTheADL campaign brought attention (hundreds of millions, if not billions of views) to the ADL's 110-year history of doing exactly that — forcing corporations, governments, organizations, and individuals to bend the knee to their liberal, Jewish agenda.

1 • Trending
#BanTheADL
11.6K posts

#BanTheADL would go on to be posted hundreds of thousands of times and reached the top 10 trending topics on X. Eventually, mainstream conservative figures such as Matt Walsh, Jack Posobiec, Michael Knowles, Charlie Kirk, and even Ben Shapiro were posting the hashtag. In doing so, they exposed their hundreds of millions of combined followers to criticism of the ADL for the first time.

“I AGREE THAT THE ADL SHOULD MAKE THEIR EXPLICIT DEMANDS PUBLIC. IN MY OPINION, THEY ARE EXCESSIVE, BUT PERHAPS THE PUBLIC WILL AGREE WITH THEM.”

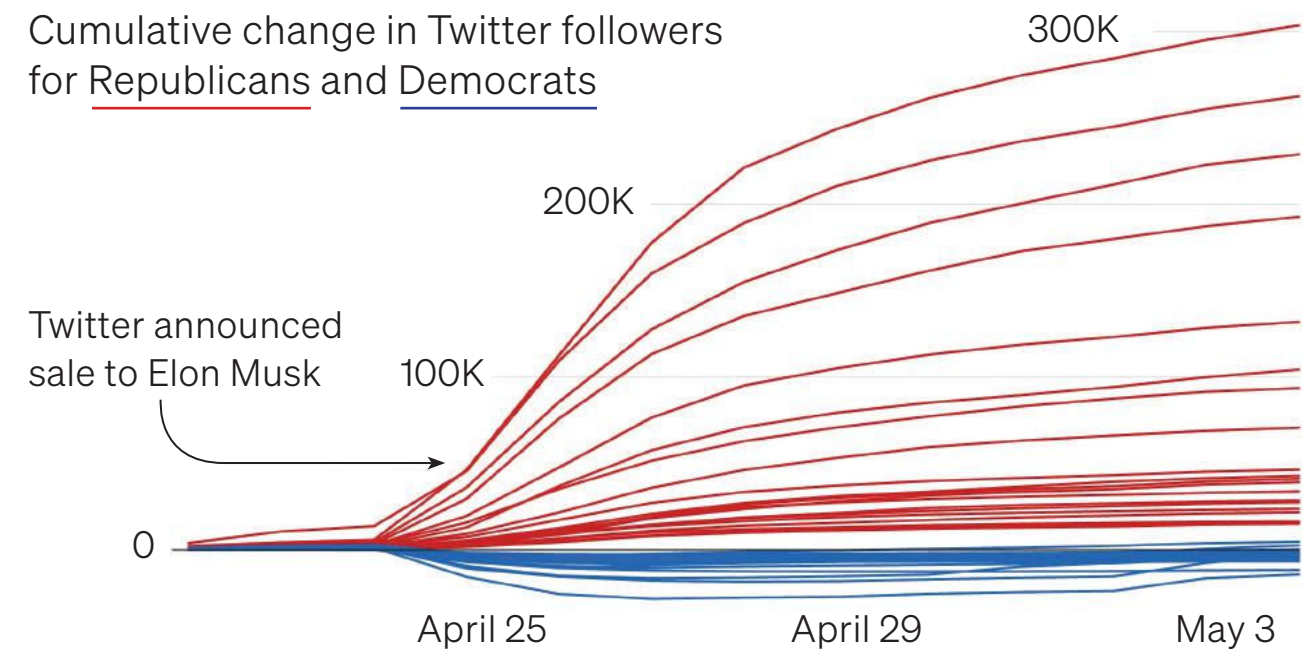
- ELON MUSK

X owner Elon Musk not only replied to Keith Woods after posting the hashtag himself but declared that he is considering suing the ADL for defamation. This came in response to the ADL organizing an advertiser boycott of X in the wake of Musk loosening censorship on the platform.

The #BanTheADL campaign was perhaps the first time ever that the ADL was put on the defensive. Their response was to flailingly deny that they have any hand in online censorship and brand anyone who disagrees as an “anti-semitic.” As a result of this controversy, their public image was irreparably damaged, as millions of people had suddenly been clued into what the ADL is truly all about.

MUSK TAKES OVER TWITTER

Cumulative change in Twitter followers
for Republicans and Democrats



SOURCE: THE WASHINGTON POST

In October 2022, Elon Musk bought social media platform Twitter for \$44 billion. Since his acquisition of Twitter and its subsequent transformation into X, the platform has undergone a notable shift in its policy towards free speech. This has produced a surge in the visibility of right-wing content, which had previously been either stifled or outright censored. Many right-leaning influencers have seen a substantial increase in their follower and view counts. Additionally, many banned accounts such as Alex Jones, Laura Loomer, Gavin McInnes, and—most notably—Donald Trump were reinstated to the platform.

This change in stance towards moderation under Musk, has led to a proliferation of content and viewpoints previously considered taboo. For example, Right Wing talking points such as criticism of Israel, the ADL, and the Great Replacement have not only been allowed to exist on X, but have been able to break into the mainstream despite the suppression of “antisemitism.” This has had a tremendous effect on the political discourse in the Nation and has pulled the Overton Window towards the right. This has clearly demonstrated that if our ideas are allowed to exist within the public square, they will win out.

NICK FUENTES CONTENT TOUR



Nick Fuentes made a number of notable collaborations this year. In March, he flew out to London for an interview with Hannah Pearl Davis, also known as “justpearlythings.” Normally, such interviews are tense and set up to degrade Nick’s character, but this was a welcome exception. Pearl was genuinely curious about Nick and wanted to learn more about him as a person, and she wanted to get to the bottom of why he is so hated by the mainstream. The interview was followed up by another collaboration that went viral, and by the end of the month Nick’s platform had grown even larger than before.



While he was in Europe, Nick was also interviewed by Irish nationalist Keith Woods. The two complement each other perfectly; Keith Woods is stoic but precise, and Nick is more direct and edgy. Keith was able to give Nick a platform on YouTube to speak to an audience that may be

sympathetic to his ideas, yet had no idea about him beforehand. This marked the beginning of a new friendship for Nick and a new alliance for America First.



The next big media collaboration was in May, when Nick met with Myron and the crew of "Fresh 'n Fit." This was more of a saga than a one-time crossover; because of Nick's friendship with Sneako and Zherka, who are popular Rumble streamers in their



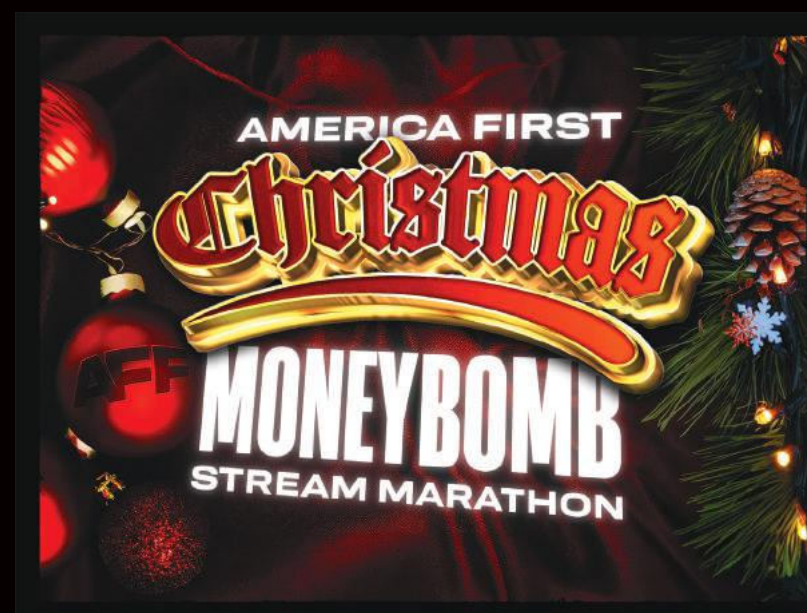
own right, he was able to get on one the biggest redpill podcasts of all time. There was the initial interview, then a livestream where Nick went into great detail on a number of different conspiracies, mostly on 9/11 and Israel.

Later, Nick was brought on for an interview on the "SOScast" show, hosted by Adam Sosnick. Among the panelists was Catalina Lauf, a politician from Illinois who has a history with Nick, and "King" Nima, a self-proclaimed redpill guru. The interview turned out to be a setup by the host in order to smear Nick, and most of the panelists held a grudge against him as well. Nick was unphased by the ambush, and came out of the interview with a bigger audience and more legitimacy for America First.

Finally, the year closed out with one of the biggest and most successful streams Nick has ever done. As part of a fundraiser for the America First



Foundation, Nick hosted a money bomb livestream on Rumble, where each donation would be matched up to \$50,000. The stream would also see a few returning names from the America First scene, including Keith Woods, Vincent James and Stew Peters. By the end of the stream, Nick had raised over \$178,702, and the stream had accrued nearly 200,000 views. With a new war chest to fund ventures like AFPAC and other related events, the new year is already shaping up to favor America First.



TRIBUTE

It is with heavy hearts that we mourn the passing of our dear friend, **Alexander Drummond**. Known to many as ATDrummond, he was a kind, generous, and loving person whose absence will be felt by those who had the privilege of knowing and interacting with him. We share our deepest condolences with his family as they grieve. We thank him for all he did to help the movement and invite you all to join us in praying for his eternal soul.

His family asks for a donation to support the Crohn's & Colitis Foundation in memory of Alex.

Our Alexander was a loving and dynamic young man who cared deeply about Camp Oasis, a residential camp offering a variety of fun activities, outdoor adventures and educational opportunities for children battling Crohn's and colitis diseases. Our hope is that you will donate, in Alexander's memory to the Crohn's & Colitis Foundation to fund critical research and invaluable programs like Camp Oasis.

About Crohn's disease and ulcerative colitis: Known collectively as inflammatory bowel diseases (IBD), Crohn's disease and ulcerative colitis affect millions of Americans. The Foundation's mission is to cure Crohn's disease and ulcerative colitis, and to improve the quality of life of children and adults who are affected by these diseases. No gift is too small when we work together.



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