



UNSTOPPABLE

The Pro-Life Generation's 2022-2023 Annual Report



STUDENTS
FOR LIFE®
OF AMERICA



STUDENTS
FOR LIFE®
ACTION



DEMETREE
INSTITUTE FOR PRO-LIFE ADVANCEMENT



ABORTION FREE
CITIES



standing
with you

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DEAR INVESTORS,

You are probably familiar with the biblical battle of David and Goliath. But what you may not know is that throughout human history, there have been multiple notable *David and Goliath* battles ... and the Davids can win and have won more than half of the time. You probably see where I'm going with this ...

We, the pro-life movement, are the Davids. And the fall of *Roe* last June was a huge stone hurled at Goliath. We no longer live in a nation where abortion is the uncontested norm, endorsed by the highest Court in our land.

A generation who has never known an America without legal abortion has been shown that great change and incredible transformation is possible ... that terrible wrongs in our history can be righted if there are those willing to fight against them.

But now, those in the abortion industry, Democrats in power, their allies in the mainstream media, and even some elected officials who have claimed to be “pro-life” in the past are now rushing to make the case that recent setbacks at the state level prove we are now losing.

After 49 years of *Roe* being law of the land, they wanted to hurry up and declare defeat for our movement because we didn't have it all “wrapped up” immediately after *Roe* fell. **Clearly, they haven't met The Pro-Life Generation.**

What the state-level setbacks we've endured actually indicate is that we can't beat Goliath at his own game. **We have to fight like the Davids we are.**

We are frequently outspent, under-represented in the media, and outgunned by the abortion industry's rhetoric machine. But there's a reason the Davids like us *win anyway*. Because we have Him on our side, we're brave enough to believe we can. In the spirit of bringing a slingshot to a fistfight, we are

innovative. And we are undeterred – always ready to continue pushing after setbacks or defeats.

When I launched *Students for Life* 17 years ago, I would begin presentations speaking about *WHEN Roe* was gone and what we would have to do. And a lot of well-meaning naysayers told me I was being naïve or unrealistic. But I'm so glad I didn't listen to their advice.

After all, one of the crucial things the naysayers have failed to notice is that the debate is now *WHEN* do we prevent abortions, not *IF*. When do we protect children - when he feels pain, when her heart is beating, or the very moment of conception when his life began...and *THIS* is battleground that the abortion industry cannot win upon.

Thank you for your continued support and prayers for our team as they endure unprecedented levels of harassment and navigate the new landscape and strategy of abolishing abortion state by state – *all the while we work to protect preborn life at the federal level via the 14th Amendment*. Please pray that The Pro-Life Generation remains as brave, determined, and innovative as ever in order to accomplish our vision of abolishing abortion in our lifetime.

Please pray as well for our ambitious new *Five-Year Campus Takeover Plan* whereby we will work to have a *Students for Life* presence on every 4-year university in America.

Thank you for your partnership.

Kristan Hawkins
CEO, The Pro-Life Generation



HIGHLIGHTS

FROM OUR 2022-2023 YEAR



Generated just under **\$283,000,000** in earned media coverage.

168 new *Students for Life* groups started, with SFLA now serving **1,447** total groups.

Engaged **17,622** pro-life students as part of their on-campus groups.

Students for Life groups donated **756,000** volunteer hours to the pro-life movement.

Mobilized students **417** times from Alaska to Maine.

76% of graduating student leaders in SFLA's *National Leaders Collective* actively pursued a pro-life job after completing their fellowship year with *Students for Life of America*.

54% of recent graduates grew in their faith due to their involvement with SFLA.

12 *Students for Life Action*-inspired bills were introduced in state capitols, including our **Chemical Abortion Prevention Act**, which passed in Wyoming as the first of its kind.

Had nearly **700,000** online conversations and **59,433** in-person conversations with young people about abortion.

Saw **4,348** young people on campus change their minds, increasing our average minds-changed rate with our campus tours to **11%**. And **156,492** young people changed their minds on abortion online.

Reached **83,924** active supporters at *Students for Life of America* & *Students for Life Action* who invested nearly **\$18,000,000** in our mission.

Assisted **108** *Students for Life* groups with free legal help following discrimination or harassment.

In 2022, *Students for Life Action* engaged in **110** General Election races, seeing pro-lifers win in 210 of the 317 we tracked (66%). We engaged in **152** primary races and won **73**, at a low cost per victory of just over **\$1,900**.

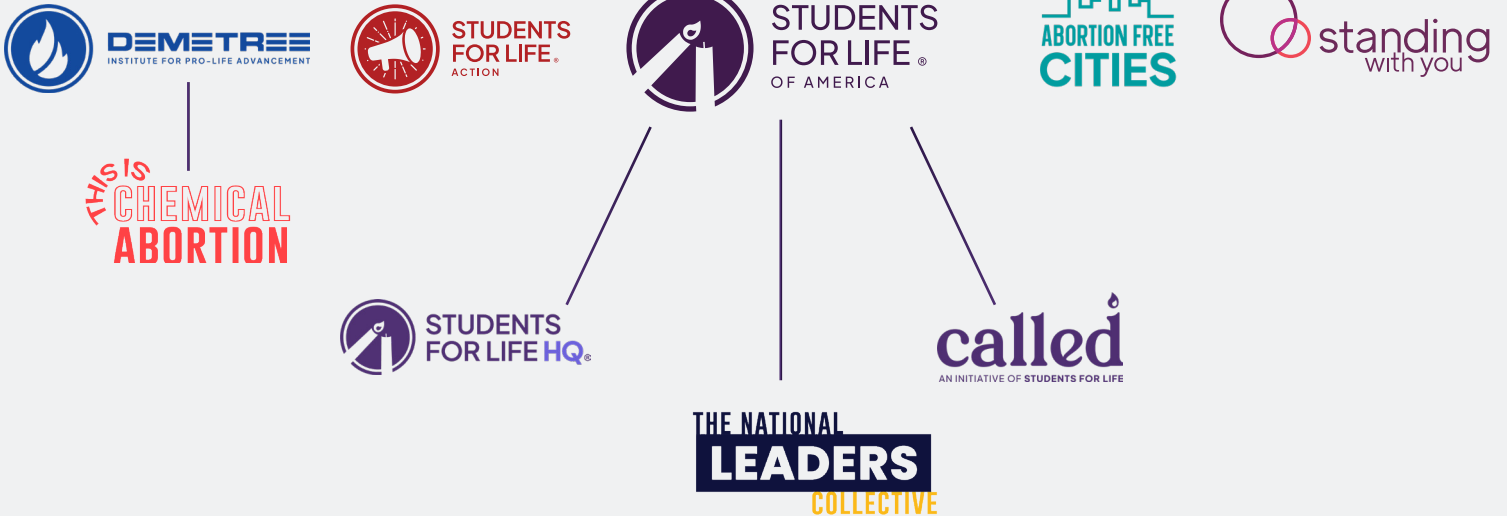
In the North Carolina U.S. Senate race, our **#VoteProLifeFirst** campaign secured **41,866** pledges from voters to propel new pro-life U.S. Senator Ted Budd to victory at a cost of just 113 cents per voter.

Hosted the **third**, sold-out *National Pro-Life Summit* in Washington, D.C.

Brought **28** pro-life organizations and more than **2,500** attendees together for **National Celebrate Life Day**, a rally on the steps of the Lincoln Memorial and gala on the first anniversary of *Roe v. Wade*'s reversal.

Kristan Hawkins speaking tour videos went viral with more than **114,000,000** views on YouTube, Facebook, TikTok, and Instagram.

THE PRO-LIFE GENERATION IS EVERYWHERE



Students for Life of America is on campuses, training up student pro-life advocates, hosting mind-changing events and conversations with those most targeted by the abortion industry, and saving babies from abortion.

Our National Field Team is utilizing our free, online training platform, **StudentsforLifeHQ**, to train more than 17,000 student leaders in Students for Life campus groups. Our **Called** initiative is working directly with dioceses and Christian schools to equip young students to speak out against abortion. And the **National Leaders Collective** is mentoring and training the top 250+ leaders of this Pro-Life Generation.

Students for Life Action is in **state capitals** and **Washington, D.C.**, testifying and lobbying legislators to fight for laws that save the most lives. During election years, you'll find our student volunteer army door-knocking, phone banking, and text messaging to turn out pro-life voters in state and federal races.

The Demetree Institute for Pro-Life Advancement is using research, messaging, and innovative action to unify the pro-life movement.

Our **This is Chemical Abortion** project is educating pro-lifers of all ages about the harms of chemical abortion pills, *now the leading cause of abortion death in America*, helping students stop these pills from coming to campuses, passing laws to restrict access to these drugs, and employing creative legal strategies to end this deadly business.

Standing With You works daily with *Students for Life* groups across America to change campus policies to support pregnant and parenting students and help this Pro-Life Generation serve women and families in need in their communities by partnering with pregnancy resource centers. Our online database of more than 4,000 non-violent resources is marketed on campuses and online and has helped thousands of young women in crisis choose life.

The Campaign for Abortion Free Cities galvanizes our *Students for Life* alumni and current campus leaders to engage in their **neighborhoods**, bringing referrals to local pregnancy support centers and parenting resources directly to the doorsteps of families.



UNITING THE PRO-LIFE MOVEMENT

UNSTOPPABLE NATIONAL CELEBRATE LIFE DAY & GALA

On the first anniversary of the reversal of *Roe v. Wade*, we brought the pro-life movement together on the steps of the Lincoln Memorial in Washington, D.C. for a *National Celebrate Life Day and Gala*.

On this historic day, we celebrated one of the greatest days in American history, honored past pro-life heroes, and resolved to not rest until every preborn American is protected from the injustice of abortion. *National Celebrate Life Day* was an important declaration that our movement will not rest until the protections of the 14th Amendment apply to all Americans – *born and preborn*.



National Celebrate Life Day 2023 ...

- Was aired live on C-SPAN and was heavily replayed.
- Included leaders like Vice President Mike Pence, Dr. Alveda King, Marjorie Dannenfelser, Penny Nance, Lila Rose, Kristan Hawkins and others.
- Had dozens of media outlets covering the event like *Fox*, *BBC*, *Yahoo*, *New York Times*, *National Review*, *ABC*, *Washington Times*, *Reuters*, and many more.
- Included 28 pro-life organizations and more than 2,500 attendees.
- Exemplified the unity of our movement and our shared call for equal protection under the law.

After sponsorship contributions from partner organizations, *National Celebrate Life Day* cost us \$117,634.98 to host in June.



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THE 2023 NATIONAL PRO-LIFE SUMMIT

In January, the Pro-Life Generation came back to Washington, D.C. after the reversal of *Roe v. Wade* to show our nation that we are Unstoppable!

- We trained a sold-out crowd of 2,476 attendees.
- 59 pro-life and pro-family organizations were represented.
- The event garnered more media coverage value (\$41M) than we earned immediately following *Roe's* fall.
- *Rolling Stone* ran the presidential straw poll we conducted at the Summit as an exclusive. And *USA Today*, *Washington Times*, *Politico*, and others wrote about the Summit.

After registration and sponsorship income, SFLA must raise nearly \$343,997 to host the Summit each January.





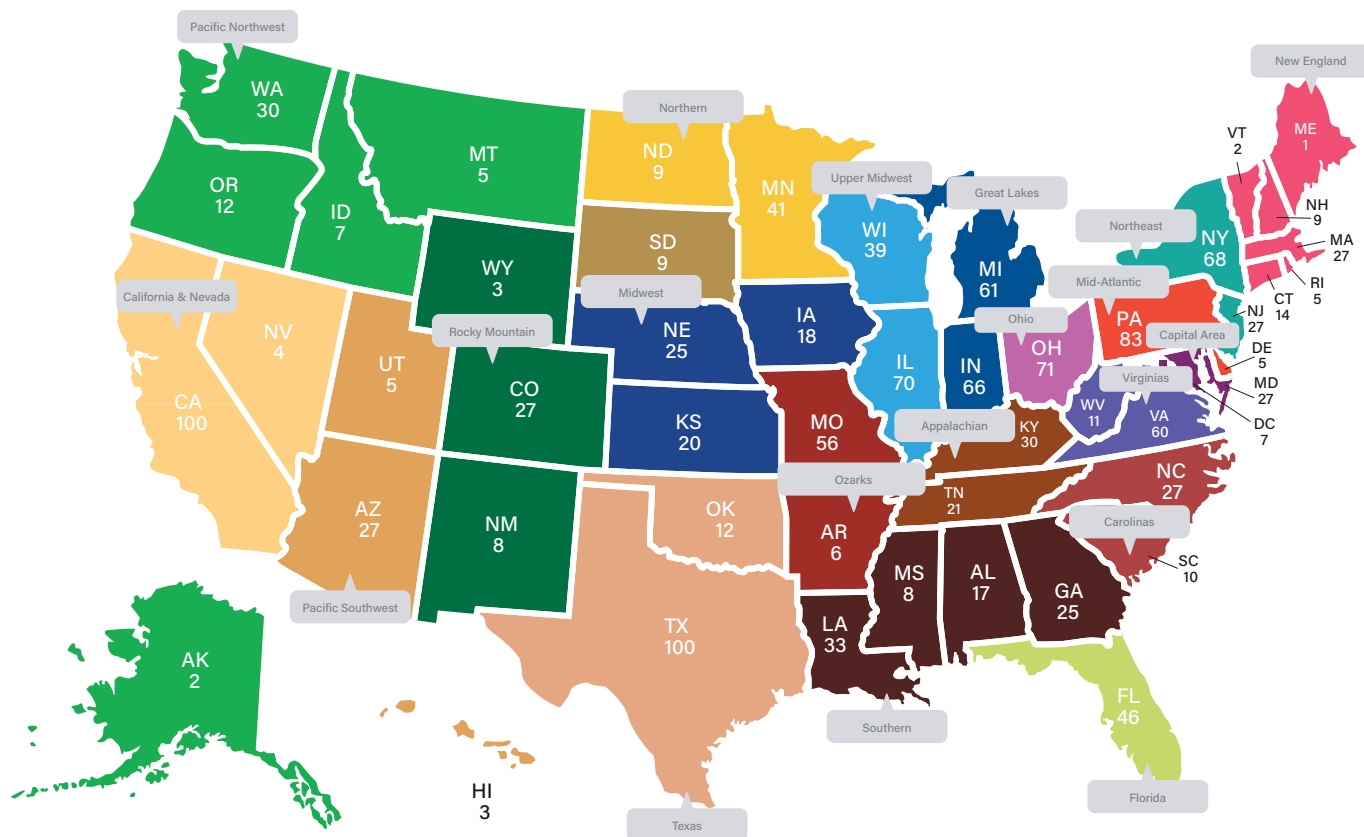
STUDENTS FOR LIFE OF AMERICA



STUDENTS
FOR LIFE®
OF AMERICA

MEET OUR UNSTOPPABLE NATIONAL FIELD TEAM

1,400+ STUDENT GROUPS ACROSS THE NATION



REGIONAL COORDINATORS



Reagan Barklage
National Field Director

Jordan Brittain
Western Regional Manager

Nicole Hollmann
Southern Regional Manager

Liana Moorman
Eastern Regional Manager

Tom Usle
Northern Regional Manager

Kelsey Muse
Field Team Executive Assistant



Heather Litchfield
Pacific Southwest
Regional Coordinator
AZ, UT, HI



Gabriel Penner
California & Nevada
Regional Coordinator
CA, NV



Sophia Di Piazza
Pacific Northwest
Regional Coordinator
WA, OR, ID, AK, MT



Victoria Trujillo
Rocky Mountain
Regional Coordinator
CO, NM, WY



Kristen Wayne
Florida
Regional Coordinator
FL



Cori Woods
Southern
Regional Coordinator
GA, AL, MS, LA



Faith Elwonger
Texas
Regional Coordinator
TX, OK



Marina Mason
Appalachian
Regional Coordinator
KY, TN



William Anderson
Midwest
Regional Coordinator
KS, IA, NE



Kendall Hirte
Ozarks
Regional Coordinator
MO, AR



Alicia Foreman
Carolinas
Regional Coordinator
NC, SC



Lizzie McNulty
Mid-Atlantic
Regional Coordinator
PA, DE



Jessica Power
New England
Regional Coordinator
ME, CT, RI, VT, NH, MA



Natalee Wilson
Virginias
Regional Coordinator
VA, WV



Penelope Rose
Northeast
Regional Coordinator
NY, NJ



Rachel Nesmith
Capital Area
Regional Coordinator
DC, MD



Benjamin Ice
Great Lakes
Regional Coordinator
MI, IN



Jamie Curry
Ohio
Regional Coordinator
OH



Shawna Weber
Upper Midwest
Regional Coordinator
IL, WI

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THE 2022-2023 SCHOOL YEAR AT A GLANCE

Started **168** new *Students for Life* groups

Had **54,867** conversations on campuses about abortion

Activated **15,593** young people to take pro-life action

Changed **4,174** minds on abortion

Held **1,113** pro-life trainings

Trained **20,681** activists

Visited **947** unique campuses for a total of **1,550** visits

Met with students **3,073** times

Hosted **357** National Tour and **245** Tabletop Displays

Engaged **17,662** active students

Mobilized the Pro-Life Generation in their communities more than **230** times

SFLA Regional Coordinators traveled **203,160** miles

9,777 events spearheaded or attended by *Students for Life* groups

More than **1/3** of the *Students for Life* groups we serve are considered "extremely active"

The Pro-Life Generation participated in **44+** protests nationwide to demand that local Walgreens, CVS, and Rite-Aid pharmacies "opt out" of selling dangerous Chemical Abortion Pills



Our National Field Team is at the heart of all that we do at the Pro-Life Generation. Salaries and travel costs tally close to \$2,871,384.66 annually.

THE PRO-LIFE GENERATION LEGAL DEFENSE FUND

As the level of aggression from abortion supporters continues to rise, *Students for Life* groups and team members are facing **almost unbelievable harassment** on campuses and at community events. In the 2022-2023 year, we had a record-breaking year for free speech violations, vandalism, and bullying issues, with more than TRIPLE the number of issues of the previous school year.

In just one school year, SFLA has assisted over 107 groups (7% of our groups!) with free legal help for vandalisms, free speech attacks, denials to start groups or host events, suspiciously high security fees for hosting pro-life events, and other incidents targeted towards us.

- Our **federal lawsuit** against Washington, D.C. for suppressing our free speech when we attempted to chalk "Black Preborn Lives Matter" in front of Planned Parenthood in August 2020 is **finally moving forward thanks to a 3-0 D.C. Circuit Decision**, which denied the city's request to drop the case.
- In South Dakota, *Students for Life Action* is suing the state to prevent state agencies from forcing groups like ours to disclose investor information.
- *Students for Life of America* has submitted **three Amicus Briefs** to the Supreme Court as we await decisions on key cases that will affect pro-life laws and our movement.
- In Indiana, our lawsuit against Noblesville High School for **denying a Students for Life group** continues forward but we have been assigned an openly pro-abortion judge, who has previously violated judicial standards to advance her ideology.



ANTIFA member arrested at Kristan Hawkins' speech at Virginia Commonwealth University.

	Total 2021-2022	Total 2022-2023
Vandalisms	17	28
Bullying	1	4
Free Speech/Legal Issues	15	76
*Legal Counsels	4	**24
Lawsuits	1	5
Total Free Speech Issues	33	108

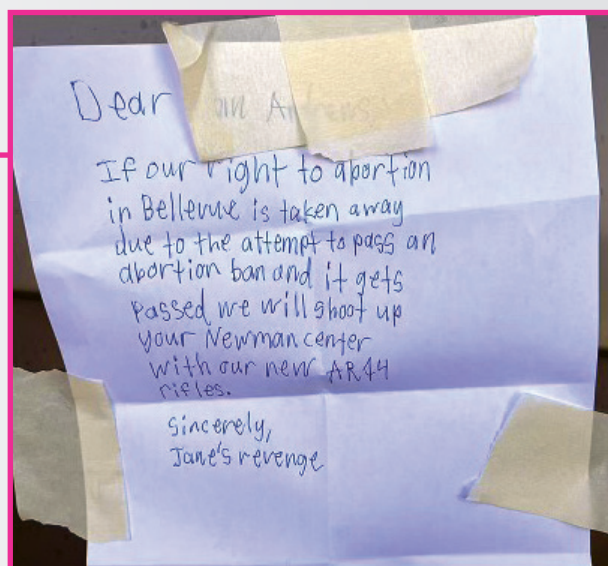
*All of our student groups have access to free legal counsel when their legal rights are violated by their schools.

**Some issues are dismissed by the student or resolved before they get to this point.

STORIES FROM THE FRONT LINES

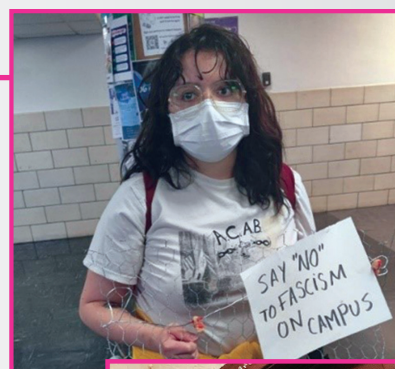
Death Threats

The *Students for Life Action* team in Nebraska found a note promising gun violence by “Jane’s Revenge” when we showed up to host one of our Political Leadership Workshops in December. Word had spread about our *Campaign for Abortion Free Cities* effort to shut down the late-term abortion facility in the state.



Vandalism

When our Regional Coordinator took SFLA’s Spring “This Is Chemical Abortion” National Campus Tour to Hunter College in Manhattan, a female student came up to the display holding a sign that read “Say No to Fascism on Campus.” She had also attached to the sign a strip of chicken wire which was holding two of SFLA’s fetal models she had stolen earlier in the day. These models, meant to show how preborn babies look and weigh at nine and ten weeks-old, were disgustingly chewed up and had been painted with some sort of red substance clearly to represent blood. Later that day, the art professor at the school came by to scream at our students and throw our display materials to the ground. When the *NY Post* showed up at her apartment a week later to get a quote regarding the viral video showing her destroying our display, she chased him down the street with a machete.



STORIES FROM THE FRONT LINES

Assault

While visiting **William & Mary University** on our *Abortion Is Not Right* National Campus Tour, **our students had a cup of urine thrown at them.** Thanks to the Virginia Attorney General getting involved, the culprit was later arrested and charged with two counts of assault.

In April, the president of the VCU Students for Life group, Autumn, shared a harrowing experience: *"When my group attempted to host Kristan Hawkins and Isabel Brown to speak, I had no idea that it would become extremely violent, and that I would end up getting hurt. While I was recording on my phone, an ANTIFA protester had to be taken out of the room by SFLA's security guard since VCU police were refusing to help. The protestor was kicking and resisting so aggressively that I ended up getting shoved full force into a table against the wall. While in intense pain, I limped to a safe room where I discovered a golf ball-sized welt and a growing bruise on my leg. Kristan insisted that we call the EMTs to examine my leg to see if I needed to go to the hospital."*

In August, a teenager in Kansas, who was knocking on doors with *Students for Life Action* to get out the vote in favor of the Kansas *Value Them Both* Amendment, was physically assaulted by an unhinged, pro-abortion woman. A report was filed with the Leewood Police Department by the teenager who was wrongfully attacked and a lawsuit is still ongoing.



Harassment

SFLA Hildegard Fellow and President of the SFLA group at **Coastal Carolina University**, Jessica Newell, was told by abortion supporters at the Washington, D.C. Women's March to "get raped." Sadly, this is a common remark our female, pro-life student leaders hear.

CHANGING MINDS WITH OUR NATIONAL CAMPUS TOURS



ABORTION IS NOT RIGHT

The *Abortion Is Not Right* Fall Campus tour focused on the “rights” regarding abortion — that abortion is not a constitutional right; that it takes away the fundamental right to life; that it threatens all human rights; and that women have a right to authentic support, *not abortion*. The goal of this tour was to change the hearts and minds of college students into becoming single-issue, pro-life voters. Our team **hosted 164** of these displays on campuses.



CEMETERY OF THE INNOCENTS

The *Cemetery of the Innocents Campus Tour* was a smaller-scale companion effort to the national tour. These displays consisted of 1,666 crosses, which is a conservative estimate of how many abortions are committed every day in America — even after the reversal of *Roe v. Wade*. Our team helped students **host 40** of these displays on campuses and in communities.



THIS IS CHEMICAL ABORTION

Because more than half of all abortions are committed using Chemical Abortion Pills, we kicked off 2023 by educating students about how these pills are distributed in a reckless and unregulated fashion, can severely harm mothers, and are wreaking unknown havoc on our environment.

It costs SFLA \$63,000 each semester to visit
200+ campuses during our National Tour.

FORMING THE PRO-LIFE MOVEMENT'S NEXT LEADERS

In order to grow and maintain the Pro-Life Generation, SFLA invests in building up lifelong leaders who are ready to lead in this Post-Roe America through our nine Fellowships & Leadership Programs. These committed young people aren't only the leaders of our movement tomorrow — today, they're on the front lines of this battle!

HOW WE'RE GROWING THIS GENERATION'S LEADERS ...

- SFLA's Leadership Initiatives Team mentored **75** student leaders, bringing our total to **389** SFLA fellowship graduates since 2010.
- **6** students entered the pro-life movement full-time following graduation from our leadership programs this year.
- In June 2023, we trained **175** attendees at the third National Leaders Collective, including **153** student leaders from **36** states and **22** state legislators.
- *Students for Life HQ*, our online training portal, gained **14,081** new users since July 2022.



SFLA'S LEADERSHIP PROGRAM GRADUATES ARE READY TO LEAD

Upon graduation from our *National Leaders Collective*, students were asked to share how they have grown as leaders due to SFLA's additional training and investment.

- **97%** of leaders felt more equipped to defend their pro-life beliefs and **86%** felt more confident to engage in political activism.
- **79%** of leaders are now considering a job full-time in the pro-life movement.
 - Of the leaders graduating from school altogether, **76%** of them were actively pursuing a pro-life job.
- **73%** of leaders grew in their faith.
- **69%** of leaders now volunteer with a local Pregnancy Resource Organization at least twice a year.



POST-ROE GENERATION ACCELERATOR PROGRAM

The *Post-Roe Generation Accelerator Program* had many successes this year, launching innovative ideas and unique pro-life organizations. Here are a few young people and their new endeavors that received mentoring and financial investment from us in the 2022-2023 school year ...

Individual Innovators

- Megan Vareha (PA) launched Pro-Life Action Network (PLAN) to help unite pro-life efforts in Philadelphia.
- Aline Vargas (MA) launched a platform in Boston to connect professionals who are pro-life with pro-life organizations in need of skills.

SFLA's *National Leaders Collective* costs us nearly \$391,590 to train 175 pro-life leaders every June.

FORMING THE PRO-LIFE MOVEMENT'S NEXT LEADERS

NEW 501(C)(3)s LAUNCHED



LifeDress

Led by one of *Students for Life's* alumni, Angelique Clarke, *LifeDress* became an official 501(c)(3) organization this year, and Angelique spent the 2022-2023 academic year at the SFLA HQ, growing her brand and expanding the reach of her pro-life apparel as a tool to change hearts and minds. Angelique received \$15,000 from SFLA to grow her project.



Pro-Parent Campus

Led by Cathryn Baird of St. Mary's Law School in Texas, *Pro-Parent Campus* became an official 501(c)(3) organization focused on an affiliation of universities that pledge to support their pregnant and parenting students. Cathryn received \$10,000 from SFLA to help grow her project.

Worth It Network

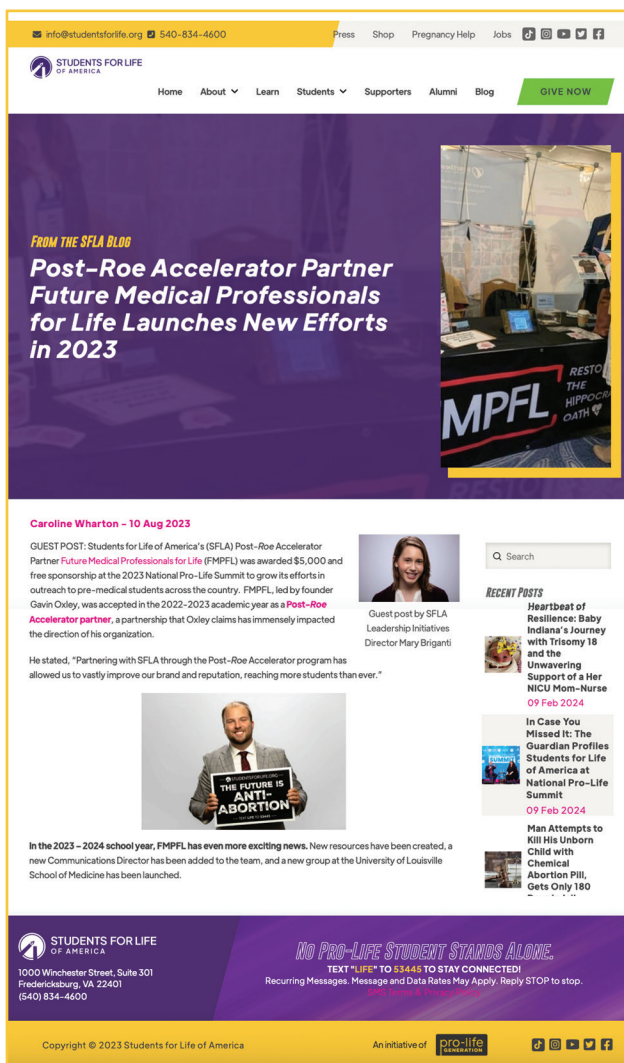
Led by Katie Geer of Liberty University in Virginia, *Worth It Network* became an official 501(c)(3) organization focused on restoring life-affirming sex education. Katie was a finalist of our 2021-2022 *Post-Roe Accelerator Program* and received \$6,000 from SFLA to grow her project. This past year, *Worth It Network* presented their curriculum at 4 schools in Virginia and began research to improve their program.



EXISTING 501(C)(3)s ACCELERATED

Future Medical Professionals for Life

Led by Gavin Oxley, with *Students for Life of America*, *Future Medical Professionals for Life* was awarded \$5,000 to grow its efforts in outreach to pre-med students across the country. This year, *Future Medical Professionals for Life* created new resources, hired a Communications Director, and started a new group at the University of Louisville School of Medicine.



The screenshot shows the homepage of the Students for Life of America website. The header includes the organization's name, contact information (info@studentsforlife.org, 540-834-4600), and navigation links (Home, About, Learn, Students, Supporters, Alumni, Blog, GIVE NOW). The main content area features a blog post titled "Post-Roe Accelerator Partner Future Medical Professionals for Life Launches New Efforts in 2023" by Caroline Wharton, dated 10 Aug 2023. The post text mentions a guest post by SFLA Leadership Initiatives Director Mary Briganti and a photo of Gavin Oxley holding a sign that says "THE FUTURE IS ANTI-ABORTION". The footer includes the organization's address (1000 Winchester Street, Suite 301, Fredericksburg, VA 22401) and a copyright notice for 2023.



Abortion Survivors Network

Led by Melissa Ohden, *The Abortion Survivors Network* was awarded \$15,000 to accelerate their efforts as an organization that is filling a massive need in the pro-life movement. Due to our investment and support, they built a new website that has increased their reach to abortion survivors, launched support groups for pregnant and parenting mothers who experienced failed abortions, and are in the process of unveiling a new ambassador program with trainings from the SFLA team.



STUDENT HIGHLIGHTS

Ella Schumacher from **Kalida High School** in **Ohio** joined SFLA's *Pro-Life Gen Voices* on the day it launched and started a *Students for Life* group at her school only a few months later! She then went on to gain a spot in our *National Leaders Collective* as a Thaddeus Stevens Fellow, and the group she started won our 2023 High School Group of the Year award.

She recently wrote to us saying... *"Before Students for Life found me, I struggled with anxiety and finding a purpose and Students for Life helped me find a purpose and become more confident."*



OTHER STUDENT STORIES

The National Leaders Collective has been an incredible opportunity full of growth for me personally and professionally. My time as a fellow the past two years had prepared me for my calling to go into the world and be a voice for the voiceless.

—**Natalee Wilson (VA), now SFLA Virginia Regional Coordinator**

I am grateful for my experience with Students for Life and the lessons learned that have prepared me for this next step in life as Executive Director of a pregnancy center. Students for Life helped me to recognize the desire in my heart to help pregnant mothers and their children in a very direct way. I realized that many students on my campus think having an abortion is the only way for a woman with an unplanned pregnancy to be happy. But I hope to take part in saving the lives of many children and showing mothers that they have the strength and ability to choose life.

—**Julie Kilmer (PA), SFLA alumni and Executive Director of Tepeyac Pregnancy Center**

What I have learned about leadership and the pro-life movement has helped me grow tremendously as a leader. From what I have learned and the connections I have made from other leaders, applying for this fellowship is one of the best choices I ever made.

—**Penelope Rose (NY), former Wilberforce Fellow and now SFLA Northeast Regional Coordinator**

My involvement in the National Leaders Collective has completely changed my life. Without it, I don't know that I'd even be involved in the pro-life movement to this extent; I'm now looking at a career in the pro-life movement.

—**Ashley Miles (KY), former Hildegard Fellow and volunteer with the Campaign for Abortion Free Cities**

The National Leaders Collective has opened me up to the world of connections and relationships in the pro-life movement. It has helped me to become a better leader by pushing my comfort zones.

—**Ethan Davis (NC), Invictus Fellow**

I have become a stronger and more confident leader and feel very prepared to take over the role of club President next year!

—**Kathryn Schneider (CA), Christian Leadership Fellow**



STUDENTS FOR LIFE ACTION



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STUDENTS FOR LIFE ACTION

In the immediate wake of the 2022 midterm elections, the mainstream media labeled the elections a defeat for the pro-life movement. However, *Students for Life Action* (SFLAction) was quick to point out that thanks to our work in the primary and general state legislative elections, more lives would be saved in 2023 than in the previous year.

SFLAction turns heads by being the driving force for significant state legislation within our movement. In the 2022-2023 year, we were often the only national pro-life organization willing to do the uncomfortable task of holding elected officials, even Republicans, accountable to their pro-life campaign promises.

STUDENTS FOR LIFE ACTION'S 2022-2023 YEAR

- Hosted **45** lobby days by engaging in **42** states, plus Washington, D.C.
- Trained **909** pro-life political activists and mobilized nearly **800** students for legislative and election efforts.
 - For **250** of our student election volunteers, it was their first time engaging in public policy.
 - More than **83%** said they were “very likely” to continue to volunteer in future elections.
- Made **3,989,932** phone calls (electoral and legislative) and sent **2,793,849** personal peer-to-peer text messages.
- Visited **302,718** homes through door-to-door canvassing.
- **145+** candidates returned our survey, pledging to protect the preborn.
- Engaged in legislative fights in **27** states where we were able to get **13** SFLAction-inspired bills introduced.
- Engaged in **153** primary election races in 2022, winning **73** races at an average cost of under \$2,000 per race.
- Engaged in more than **110** general election races in 2022 and tracked **317** races where the pro-life candidate won in **210** of those races.
- Attended more than **200** meetings with legislative offices at the federal and state level related to SFLAction's goals.
- Recruited more than **62** co-sponsors to each of all our SFLAction-inspired federal bills.
- Worked with **32** champion legislators in state houses to pass strong bills.
- Saw **24** SFLAction alumni run for public office and **30** student leaders win student government elections.

UNSTOPPABLE ELECTIONS

Following the spring 2022 legislative session, SFLAction took our mission to the next level by engaging in Republican primaries, educating voters about pro-life champions or disappointments at state capitals.

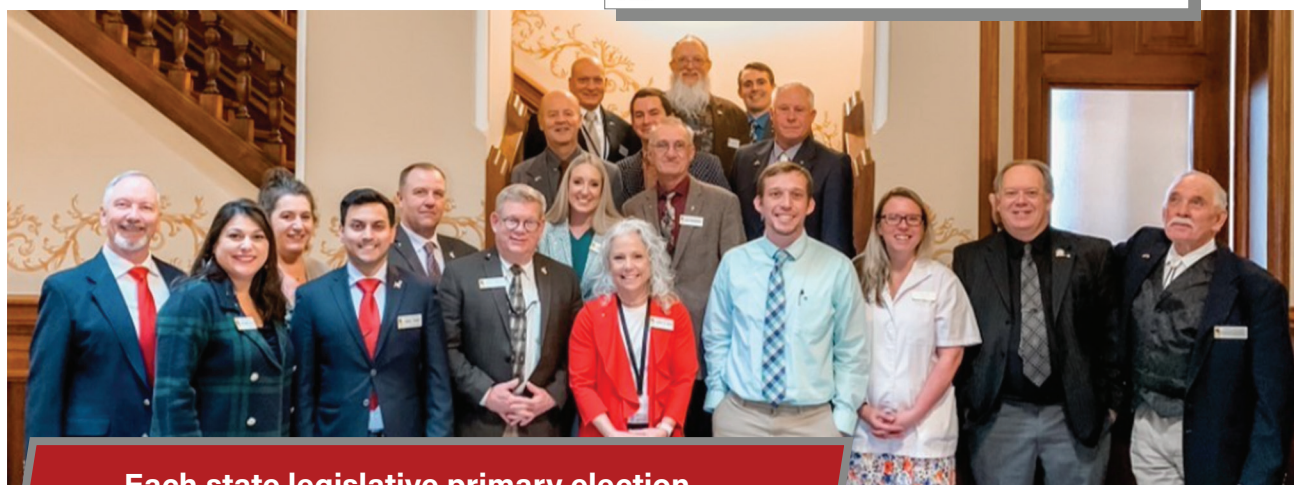
Overall, **all of SFLAction's pro-life champion legislators who carried our legislation were re-elected or elected to higher office.** Two of our champions, Rep. Andrew Sorrell (AL) and Rep. Chuck Gray (WY), ran for statewide office and won their elections as well.

PRIMARY ELECTION HIGHLIGHTS

Wyoming



In 2022, six candidates who either ran openly as a pro-abortion Republican or voted against SFLAction's *Chemical Abortion Prevention Act* were voted out of office while SFLA Alum, Rep. Ocean Andrew, won re-election in a landslide. After rapid response grassroots mobilization and direct lobbying by *Students for Life Action's* staff and volunteers, the *Chemical Abortion Prevention Act*, the first of its kind, **was finally passed in 2023 and signed into law (much to the chagrin of the Vice President).**



Each state legislative primary election victory costs us an average of \$2,000 to win.

UNSTOPPABLE ELECTIONS

Pennsylvania



SFLAction exposed three incumbents who all were voted out of office after we made it known they voted incorrectly on a budget amendment that would have stripped the University of Pittsburgh from receiving state funding until they ended their barbaric practice of fetal research on aborted babies.



"I won a primary last election against a 20-year incumbent thanks to the voter education efforts of Students for Life Action knocking doors, sending mail, texts, and calls exposing the incumbent on this issue. Pitt's experimentation with aborted-remains was an unsung issue that mattered to voters in my district. I'd like to thank SFLA for their watchful eye of votes like these and their action when members break campaign promises and leave behind their pro-life values."

- Rep. Joe D'Orsie,
Pennsylvania State House of Representatives, District 47

GENERAL ELECTION HIGHLIGHTS

In addition to our grassroots primary election strategy, we **focused our ground-game in key state legislative general election races** where a handful of votes would determine the fate of pro-life laws in 2023. Specifically, we prioritized races in the following states:

Nebraska



After knocking doors in the Cornhusker State, just over 300 votes determined the margin of victory in the race pro-lifers needed to thwart the previous year's pro-abortion filibuster. **This directly led to the passage of a 12-Week Abortion Prevention Act.**

Arizona



By engaging in key state legislative races, we retained the slim pro-life majority in the Arizona legislature, ensuring **Governor Katie Hobbs doesn't have the votes to reverse** the Grand Canyon State's abortion laws.

North Carolina



Pro-lifers achieved a veto-proof majority in the state Senate and a slim pro-life majority in the state House. **This led to the passage of a 12-week Abortion Prevention Act**, despite the veto of the Democrat Governor.

Of special note, we utilized our innovative #VoteProLifeFirst Campaign to help propel U.S. Senator Ted Budd to victory. We secured 41,866 pledges from North Carolina voters, driving new and unlikely voters to the polls specifically on the issue of protecting preborn children at a cost-per-conversion for the entire campaign of just \$1.13 per mind changed. Budd ultimately won with 50.5% of the vote.

It only costs SFLAction \$791 to host one student lobby day at a state capital!

LAWS

While we made sure to hold the bad elected officials accountable in 2022, we also worked in 2023 to build up legislative champions in state capitals, hosting more than a dozen for additional training at our *National Leaders Collective* in June! Our team had more than 120 meetings with state officials throughout the year and worked with 32 pro-life champions to introduce and pass strong, pro-life legislation.

To continue to grow our state legislative program, we expanded our on-the-ground efforts—door knocking during legislative fights, hosting student lobbying days and testifying more than 23 times before state houses, and deploying new tactics like “spine deliveries” to demand legislators grow a backbone for Life.

STATE HIGHLIGHTS



Wyoming

Going into the 2022 legislative session, Wyoming had virtually no substantial pro-life laws in their state code. That's why *Students for Life Action* started fighting in 2021 to pass a *Chemical Abortion Prevention Act* and expose the members in the Republican-controlled House who voted against pro-life legislation. **Despite all the challenges and doubts of others, in February 2023, our *Chemical Abortion Prevention Act* was signed into law, the first law of its kind in America to end the distribution of Chemical Abortion Pills.**





Florida

Gov. DeSantis publicly stated that he intended to sign “strong pro-life legislation” in the 2023 session. While his words were vague, it was clear that he expected a bill that would further restrict abortion in Florida from the 15-Week Prevention Act the state had previously enacted. Initially, the Republican Senate President, Kathleen Passidomo, insisted on going no further than a 12-Week Protection Law.

Students for Life Action targeted Senate President Passidomo, using her as an example of the expectations of pro-life voters in Florida for Republican leadership. **As a result of thousands of calls, texts, petitions delivered, direct mail, and multiple lobby days, a *Heartbeat Abortion Prevention Act* was passed and signed into law with our students in attendance in April 2023.**



South Carolina

Our program in South Carolina has been one of our most extensive to date. In addition to typical lobby days and connecting constituents to legislators through thousands of texts, phone calls, and emails, we generated at least 100 calls each day into the offices of pro-abortion Republicans who filibustered our *Protection at Conception Act* in the previous year.

Thanks to our student’s constant work, the *Heartbeat Abortion Protection Act* was signed into law, and we also saw a significant growth in supporters and student activists in the state because of our efforts.



New Hampshire

When the pro-abortion Republican Governor made it clear he was intending to fund Planned Parenthood, and tried to force a vote to do so through the state’s Executive Council, SFLAction left into action in New Hampshire. Through our rapid response program of student protests, calls, texts, and emails, in partnership with Cornerstone Action and legislators we’ve supported, we were able to stop this funding going to Planned Parenthood in the Granite State, despite aggressive attempts to bring the funding back for a vote again and again to produce a different result.



DEFENDING LIFE IN WASHINGTON, D.C.

Savanna Deretich, an alum from our first class of SFLAction Captains, now serves as our Government Affairs Coordinator. Her in-person lobbying, our national news coverage, and student activism have been the keys to our success in building and solidifying SFLAction's reputation on the Hill as a bold & innovative leader within the national pro-life movement.

- **We were able to successfully reintroduce our flagship and first-ever federally inspired legislation, the *Protecting Life on College Campus Act* (S. 16 & H.R. 435).** This bill will ensure no federal funds may be awarded to any institution of higher education that hosts or is affiliated with any service site that sells abortion to students of the institution or to employees of the institution.
- **We also combatted the deadly and discriminatory Equal Rights Amendment or, as we like to call it, the “Everything Related to Abortion Act.”** Through our lobby day educating congress members on the ERA, as well as our program urging their constituents to contact their congress members, the ERA failed to pass.
- Our team has become known as experts on Chemical Abortion – the most common form of abortion today – and hosted multiple lobby days and Hill briefings in the 2022-2023 year to educate Congress on the dangers of Chemical Abortion and the most effective strategies to prevent this type of abortion violence.



LEADERS

At the heart of our electoral and legislative success is a common denominator: our commitment to training the next generation of pro-life leaders.

POLITICAL LEADERSHIP WORKSHOPS

SFLAction's Political Leadership Workshops train top students to become successful pro-life activists using the proven grassroots model of political activity detailed by the late State Senator H.L. Richardson (R-CA) in his book, "Confrontational Politics."

This simple, yet effective, strategy has been implemented for decades by the far left and only recently have conservative organizations started to catch up in adopting these tactics.



SFLACTION STATE CAPTAINS

Students for Life Action's **50 State Captains** were our most dedicated volunteers during the 2022 state legislative season. Students in this program are required to participate in a book study, write blogs about their activism, join at least three SFLAction voter contact events, attend monthly Squad Calls, and host a pro-life speaker on their campus.

Captain Highlight

Cheyenne Vandeventer, a recent high school graduate and SFLAction Kansas Captain, interned with us in the Spring 2023 semester, working to draft and introduce Senate Bill 286, the Protection at Conception and Chemical Abortion Prevention Act. When passed, her bill will civilly punish abortionists for killing babies, despite the state's pro-abortion Constitutional Amendment. To promote her bill, Cheyenne led several lobby days and door-to-door canvassing days and met with many offices to garner support for the bill ... *with more to come!*



Each Pro-Life Political Leadership Workshop costs an average of just \$1,752 to teach grassroots political strategies to our students.



UNSTOPPABLE

STANDING WITH YOU



UNSTOPPABLE

STANDING WITH YOU

Standing With You is getting life-saving resources into the hands of families who need them through our *Campaign for Abortion Free Cities* volunteers and innovative digital campaigns as well as teaching Students for Life group leaders how to transform their campuses to support pregnant & parenting students.



STANDING WITH HER SUNDAY



Students for Life was proud to host the second annual *Standing With Her Sunday Simulcast* in August 2023. This large-scale, ecumenical event is designed to equip & empower faith communities to support both their congregants and others in their communities facing unexpected pregnancies. Those who tuned in to watch with their church family, small group, or individually received materials from our partners as well as expert training and testimony from powerhouses like...

- Kaya Jones, former *Pussycat Doll* member and post-abortive mom
- Toni McFadden, author, pro-life activist, and post-abortive mom
- Jim Daly, President of *Focus on the Family*
- Susan O'Neill, *Sidewalk Advocates for Life*
- U.S. Senator James Lankford
- Kelly Lester, *ProLove Ministries*

What a powerful name it is
The name of Jesus



UNSTOPPABLE

CHANGING CAMPUS POLICIES FOR LIFE

This school year, Students for Life groups successfully enacted or changed 11 campus policies to make their campuses more accommodating to pregnant and parenting students.

- *The Standing With You Resource Directory* now showcases **4,135** different resources including pregnancy centers, maternity homes, adoption organizations, and more.
- **122,827** users visited *StandingWithYou.org* this school year.
- Using Google Ads, we connected **2,712** women with non-violent pregnancy resources or parenting support.
- **685** Students for Life groups worked to produce transformational change on their campuses in the 2022-2023 school year. Here are just a few highlights...
 - **350** baby item drives were organized to support pregnant and parenting students.
 - Students collected approximately **549,000** diapers for an estimated value of \$203,130.
 - Students for Life groups participated in **32** fundraisers which raised **\$59,476** for moms in need.
 - This year, **20** groups established campus scholarships and were able to award **\$12,500** in scholarship monies to their peers.
 - Students spent **3,244** hours volunteering for our *Standing With You Initiative* by hosting diaper drives, assisting their local pregnancy centers, baby sitting, and more for a volunteer value of **\$103,159.20!**

HIGHLIGHT



Charleston Southern, a *Christian school*, **will no longer dismiss a student for becoming pregnant outside of marriage.** Previously, there was no protection from discrimination and punishment, which pressured students to consider abortion. The new policy – *initiated by a Students for Life leader* – utilizes biblical scripture to uphold the school's values while serving pregnant students in a way that will help them choose life.

A gift of \$1,500 will cover one Campus Policy Change training seminar for a Students for Life group.

UNSTOPPABLE

SUMMER OF SERVICE



Immediately following the reversal of *Roe v. Wade* in June 2022, abortion supporters announced they would be launching a “Summer of Rage.” So, The Pro-Life Generation countered by launching a *Summer of Service*. It went so well that we hosted it again in Summer 2023!

Here are some *Summer of Service* highlights from across the country...

Rochester, New York: In just one day, the Pro-Life Generation gave away 678 diapers, 17 packs of baby wipes, six packs of baby food, two baby bouncers, two boxes of bottles, and five packages of feminine care products. We reached 100 community members, having 30 conversations and directly helping more than 10 families.

Allentown, Pennsylvania: By knocking on more than 90 doors, the SFLA team had 20+ conversations and gave away clothes, infant formula, blankets, and diapers. One young father that the group met already had six children with another on the way, and he expressed much gratitude for the resources, as well as eagerness to call the local help center.





CAMPAIGN FOR ABORTION FREE CITIES


**ABORTION FREE
CITIES**

THE CAMPAIGN FOR ABORTION FREE CITIES

Did you know that more than 70% of community members do not know about their local life-affirming pregnancy options?

The Campaign for Abortion Free Cities (AFC) continues to be the innovative strategy that grassroots, pro-life leaders and **Students for Life** alumni apply in their communities to fight the abortion industry.

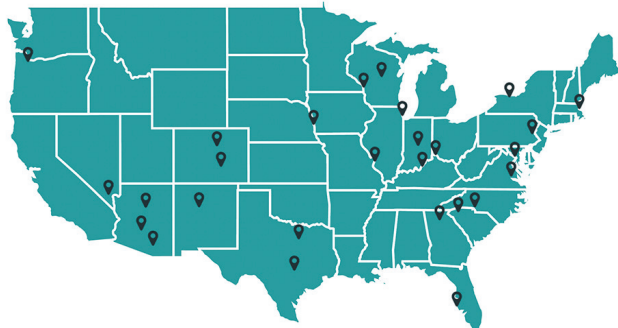
In cities across the country, *Abortion Free Cities* leaders served their communities passing out material goods while advertising local Pregnancy Resource Centers (PRCs). Another woman who had adopted her grandchild recently, and in need of supplies, said she was “blown away by their work” and that everything was perfect timing. In Richmond, our team assisted a newly pregnant mother without housing by connecting her to a maternity home. In total, **AFC teams visited over 5,100 homes with information about Pregnancy Resource Centers and provided more than 300 tangible resources.**



SUCCESS IN THE 2022-2023 YEAR

The Campaign for Abortion Free Cities Success in the 2022-2023 Year

- Reached **44,052** neighbors
- Held **14,550** conversations and changed **920** minds (*in-person*)
- Held **336,877** conversations in targeted cities, changing **43,538** minds (*online*)
- Activated **5,628** pro-life neighbors
- Served **7,940** volunteer hours
- Partnered with **118** churches
- Connected **2,712** families to life-affirming services through *Standing With You*





UNSTOPPABLE

DEMETREE INSTITUTE FOR PRO-LIFE ADVANCEMENT



DEMETREE
INSTITUTE FOR PRO-LIFE ADVANCEMENT

THE DEMETREE INSTITUTE FOR PRO-LIFE ADVANCEMENT

The *Demetree Institute for Pro-Life Advancement* **researches the best ways to communicate our opposition to abortion and unites the pro-life movement in innovative action to win this generation to our anti-abortion movement.** Our research has tackled the attitudes of persuadable young women and men, youth voters, and Planned Parenthood locations in communities and schools. In addition, the Institute has been instrumental in the ongoing battle against chemical abortion.



DEMETREE
INSTITUTE FOR PRO-LIFE ADVANCEMENT

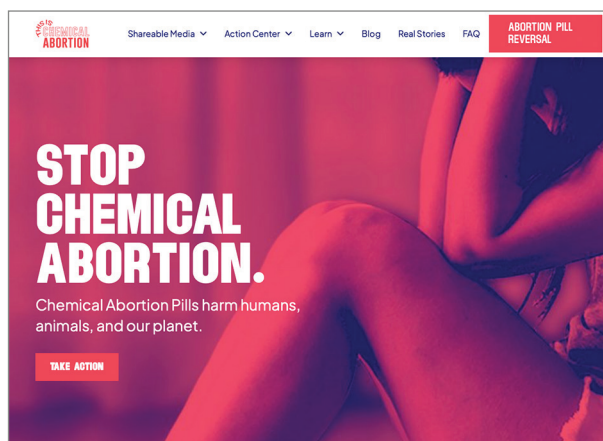
In the upcoming 2023-2024 school year, we will spend at least \$350,000 leading the fight against Chemical Abortion Pills.

LEADING THE FIGHT AGAINST CHEMICAL ABORTION

Following the reversal of *Roe v. Wade*, the floodgates of chemical abortion were thrown open. The abortion industry has gone all-in on its production, marketing, and distribution of the drugs, and, *using COVID as an excuse*, the FDA has pulled back all regulations, now allowing for the mass mail-order of abortions even in states where it is illegal.

To confront this epidemic, the *Demetree Institute for Pro-Life Advancement & Students for Life* launched **ThisIsChemicalAbortion.com** to ramp up our efforts to educate our audiences about the harms of Chemical Abortion Pills and pursue innovative strategies to end sales and distribution of these abortion pills.

**THIS IS
CHEMICAL
ABORTION**



EXPOSING PLANNED PARENTHOOD'S INFLUENCE ON COLLEGE CAMPUSES

THE CHRISTIAN SCHOOLS PROJECT

This is a crucial project to ensure our nation's faith-based schools are not conspiring with the abortion industry, and is ongoing. During the 2022-2023 school year, we conducted another round of research to explore if any previously infracted schools had gotten better or worse following the reversal of *Roe v. Wade*. Our December 2022 preliminary report detailing our research of 784 schools highlighted the ...

11 Worst Christian Schools in Relationship with Planned Parenthood

1. Augsburg University
2. Duke University
3. Elizabethtown College
4. Emory University
5. Ohio Wesleyan University
6. Macalester College
7. Moravian University
8. Muhlenberg College
9. Rhodes College
10. Hamline University
11. St. Olaf College

Over 100 Christian colleges have ties to Planned Parenthood: report

By Ryan Foley, Christian Post Reporter | Wednesday, January 05, 2022



PLANNED PARENTHOOD PROXIMITY STUDY

10 years ago, we researched the proximity of Planned Parenthoods nationwide to college campuses. At that time, 79% of Planned Parenthood facilities turned out to be within 5 miles of a college campus. In 2023, after the reversal of *Roe*, we suspected Planned Parenthood would adjust its corporate strategy to move abortion facilities even closer to their most important target market: college campuses.

Unfortunately, our hunch was confirmed: 87.6% of the 563 Planned Parenthood facilities are now located within 5 miles of a college campus, an increase of 8.6% since our initial study. We included these findings in a "Memo to the Movement" which contained further related research and suggestions to the Pro-Life Movement, which includes the need for even MORE Students for Life groups on campuses.

UNSTOPPABLE

MORE RESEARCH FOR THE MOVEMENT

OTHER NOTABLE RESEARCH CONDUCTED

Moveable Middle Men: Winning Back Men's Courage to Reject Abortion & Embrace Life

In 2022, we completed our research on young men between the ages of 20-34 with middle-ground opinions on abortion. Four characteristics about the Moveable Middle Man stood out:

- His choice is to avoid the conversation.
- His uncommitted position is a survival tactic.
- He is repelled by both sides of the abortion debate, but the pro-life brand appears the most damaged.
- He has a sense of responsibility, defined on his own terms. There were certain points, such as having multiple abortions or late-term abortions, when these men found abortion to be inexcusable.

Views of Gen Y and Gen Z Voters on Abortion

Over the last four years, we have been tracking the abortion viewpoints among Gens Y and Z, America's now largest (31%) voting segment. Our January 2023 YouGov-Vinea poll illustrated that the youngest segment of voters are not as pro-abortion as we're being led to believe ...

- 9 in 10 consistently expressed concern with the current No Test, Online Distribution of Chemical Abortion Pills.
- Almost 7 in 10 say they want limits on abortion.
- We found that there was an equal amount of support for a Heartbeat Abortion Limit (cardiac activity begins at about 21 days) and a Fetal Viability Limit (21 weeks).
- Asked about how important abortion is to their voting decision, the answer is VERY for more than half (53%).

Gen Z, Millennials Become More Pro-Life After Learning About Abortion Law: POLL



DAILY CALLER NEWS FOUNDATION

THE CHRISTIAN POST

Most millennials, Gen Z adults support bans on abortions when baby's heartbeat is detected: poll

By Ryan Foley, Christian Post Reporter | Friday, January 21, 2022



GATHERING THE MOVEMENT'S LEADERS

Since 2019, the *Demetree Institute for Pro-Life Advancement* has gathered state & national pro-life leaders annually in Washington, D.C. for a time of networking and discussions related to winning strategies and messaging for our movement. This annual event has included leaders from U.S. Congressional offices, the Annual Pro-Life March, Susan B. Anthony Pro-Life America, state Right to Life chapters and family policy councils, and dozens of other influential pro-life national organizations.

In addition to providing a space for multiple organizations to present and share research and winning messaging and tactics, we also provide expert training in topics to benefit every organization such as fundraising, public relations, staff development, and much more. Thanks to the generous funds available, we sponsor one "seat at the table" free of charge for every organization attending, which also includes three meals, professional headshots, and access to research study results and assets. We have seen this event grow over the years with as many as 90 participants in-person for 2023's annual gathering.



Our annual Pro-Life Leader Stakeholders Meeting costs nearly \$21,400 to host.





THE PRO-LIFE GENERATION
ONLINE & IN THE MEDIA

THE PRO-LIFE GENERATION ONLINE & IN THE MEDIA

SOCIAL MEDIA

If the conversation about abortion isn't happening on social media, then it isn't happening at all ... at least, not with young people. And given that young people make up America's largest voting bloc and are the strongest drivers of cultural change, engaging with Gens Y and Z on social media about abortion is mission-critical.

During the 2022-2023 school year, we scaled Kristan Hawkins' National Campus Tour to maximize the video footage created from the events, which have fueled a massive growth on our social media channels.

OUR FOLLOWERS & THEIR ENGAGEMENT



**735,544 FACEBOOK FOLLOWERS
WITH A 12% ENGAGEMENT RATE**



**390,360 INSTAGRAM FOLLOWERS
WITH A 10% ENGAGEMENT RATE**



**250K YOUTUBE SUBSCRIBERS
WITH 83 MILLION VIEWS AND
2.1 MILLION HOURS WATCHED**



**181,329 TIKTOK FOLLOWERS
WITH A 7% ENGAGEMENT RATE**



**181,329 FOLLOWERS
WITH A 7% ENGAGEMENT RATE**

It costs nearly \$5,000 to host Kristan Hawkins on one college campus, which includes security officers, videographers and editors, and travel. One speech on campus will likely result in millions of video views.

OUR VIDEO VIEWS



34.7 MILLION FACEBOOK VIEWS



67.9 MILLION INSTAGRAM VIEWS



83 MILLION YOUTUBE VIEWS



42.2 MILLION TIKTOK VIEWS



1.8 MILLION TWITTER (X) VIEWS

THE PRO-LIFE GENERATION ONLINE & IN THE MEDIA

GONE VIRAL

Students for Life of America
Fri 5/12/2023 4:05 pm EDT

Born DEAD at just 23-weeks gestation, Derick Hall's mom had to fight for his life. Now, 22 years later, the 6'3, 250-pound...

FORMER NICU BABY BORN DEAD AT 23-WEEKS-OLD DRAFTED INTO THE NFL

Impressions 6,285,038

Students for Life of America
Sat 9/2/2023 12:00 pm EDT

Blake Lively praises Ryan Reynolds at an awards show for always prioritizing fatherhood and family over everything els...

"HOME IS WHERE HIS HEART IS"

Impressions 4,845,414

kristanmercerhawkins
Thu 9/21/2023 3:53 pm EDT

If I had a penny for every time I heard a preborn child is a parasite, I would be richer than Planned Parenthood (and that'...

BABIES IN THE WOMB ARE

Impressions 3,892,015

studentsforlife
Mon 10/23/2023 1:15 pm EDT

If you can't agree that innocent human lives are worthy of respect and protection, you need to rethink your position.

ARE BABIES WORTH RESPECT

Impressions 2,650,653

studentsforlife
Thu 3/30/2023 12:03 am EDT

When will law enforcement begin to take threats against pro-lifers seriously? @vcu your campus police deemed Antifa's...

ABORTION IS

Impressions 1,906,306

Students for Life of America
Tue 3/21/2023 9:26 pm EDT

"I was incredibly scared when I first found out that my daughter had Down syndrome at around 12 weeks pregnant. We then...

"I THINK PEOPLE CAN DO WHATEVER THE F*CK

Impressions 1,905,123

kristanmercerhawkins
Thu 1/12/2023 12:23 pm EST

Explicit language warning Abortion supporter applauds violence and denies all objective morality. At least her ideology is...

"I THINK PEOPLE CAN DO WHATEVER THE F*CK

Impressions 1,866,825

kristanmercerhawkins
Wed 11/1/2023 7:04 pm EDT

The devil is real.

ABORTION IS DEMONIC

Impressions 1,797,778



THE EXPLICITLY PRO-LIFE PODCAST

Kristan Hawkins' *Explicitly Pro-Life* Podcast has enjoyed steady growth since its launch in 2019, with nearly 472,401 downloads and an average of 3,000 listeners per episode via platforms like YouTube, Spotify, and other social media sites.

Notable Guests This Year

- Charlie Kirk, Founder of Turning Point USA
- Dennis Prager, Founder of Prager U
- Riley Gaines, Independent Women's Forum Ambassador
- Isabel Brown, Turning Point USA Ambassador
- U.S. Rep. Bob Good
- Dr. John Bruchalski, former abortionist and pro-life OB/GYN
- Dr. Alveda King, Pro-Life Advocate
- Michael Seifert, Founder of PublicSq.
- VA Del. Nick Freitas
- Peggy Hartshorn, Chairwoman of Heartbeat International



Every podcast episode costs our team appropriately \$1,000.



THE PRO-LIFE GENERATION ONLINE & IN THE MEDIA

TRADITIONAL MEDIA

The Pro-Life Generation made a splash in traditional media this year, earning a **record-breaking \$283 million in media coverage** (print articles, television coverage, etc.). We were featured in ...



TOP STORYLINES

Debunking the Lies of an Enraged Abortion Industry

The abortion industry has been working overtime to stoke fear among Americans about what *Roe*'s reversal meant for miscarriage treatment, ectopic pregnancies, prosecution of women, and more. Kristan Hawkins and *Students for Life* were featured in many outlets throughout the 2022-2023 year countering these lies.

Abortion as a Key Election Issue

Amidst state ballot referendums, chemical abortion legislation, and other state activity, we continually set the record straight about what motivates pro-life voters and how messaging against late-term abortion is key to keeping radical state amendments from passing.

Settling into the Trenches in the War against Chemical Abortion Pills

Students for Life has been a stalwart leader in the movement against Chemical Abortion Pills, which was noticed in dozens of pickups by major media outlets who amplified our efforts to curtail access to the pills.



Chaos on Campuses

Due to record-level tension on college campuses, much media attention was directed towards the aggression many *Students for Life* groups faced this year (i.e. vandalism, death threats, and assaults, and attacks on free speech rights).

BBC Profile

One of the biggest media successes of the year was a full profile of *Students for Life* President Kristan Hawkins, which chronicled her early days at SFLA (*including sleeping on a couch at our first office*) all the way through today as she stands at the helm of a powerhouse in the pro-life movement.





STUDENTS FOR LIFE.ORG
PROTECTION
AT
CONCEPTION

STUDENTS FOR LIFE
I AM THE
PRO-LIFE
GENERATION
TEXT LIFE TO 53445

STUDENTS FOR LIFE
THE FUTURE
ANTI-
ABORTION
TEXT LIFE TO 53445

STUDENTS FOR LIFE.ORG
THE FUTURE IS
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POST-ROE
GENERATION
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I AM THE
POST-ROE
GENERATION
TEXT LIFE TO 53445

LOVE
LIFE
#CHOOSELIFE
WWW.YAY.ORG

STUDENTS FOR LIFE ACTION.ORG
PROTECT
AT
CONCEPTION

STUDENTS FOR LIFE.ORG
PROTECTION
AT
CONCEPTION

STUDENTS FOR LIFE.ORG
PROTECTION
AT
CONCEPTION

STUDENTS FOR LIFE
THE FUTURE
ANTI-
ABORTION
TEXT LIFE TO 53445

UNSTOPPABLE

Throughout this historic year, it has never been more clear that the Pro-Life Generation is Unstoppable. That commitment radiates through *Students for Life of America*, *Students for Life Action*, *The Campaign for Abortion Free Cities*, *Standing with You Initiative*, *The Demetree Institute for Pro-Life Advancement*, as well as our team, our big goals, and most importantly, the students we serve.

Your sacrificial support gets our Regional Coordinators onto campuses and into communities to change the hearts and minds of this generation. It helps us knock doors and distribute necessary pregnancy resources to women and families in need. It makes a critical difference for the preborn in big and small elections. And it empowers our team to dream big, forging innovative, fast-moving, and gritty ideas to abolish abortion.

Thank you for making the Pro-Life Generation Unstoppable.



UNSTOPPABLE

THE NUMBERS

STUDENTS FOR LIFE OF AMERICA:

2023 REVENUE

\$14,002,065

Major Gifts

\$5,147,560.67
37%

Direct Mail

\$3,529,275.66
25%

Online Giving

\$1,835,575.77
13%

Monthly Giving

\$1,545,161.82
11%

Planned Giving & Stocks

\$534,304.23
3.8%

Events

\$508,701.54
3.6%

Miscellaneous

\$478,738.57
3.4%

Merchandise

\$130,714.56
0.9%

Field Fundraising

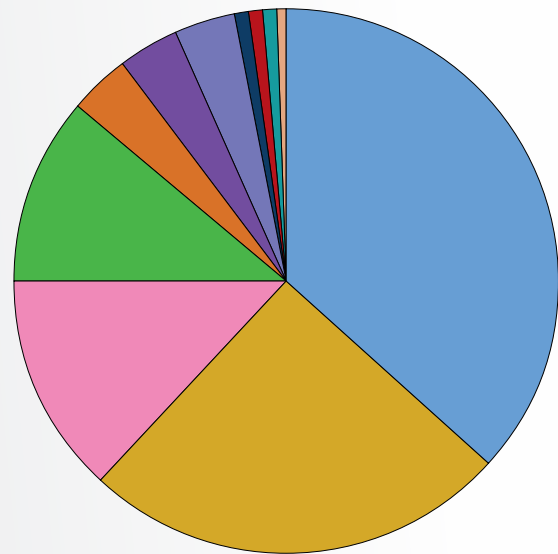
\$116,679.75
0.8%

Telemarketing

\$106,652.00
0.8%

Foundation

\$68,700.00
0.5%



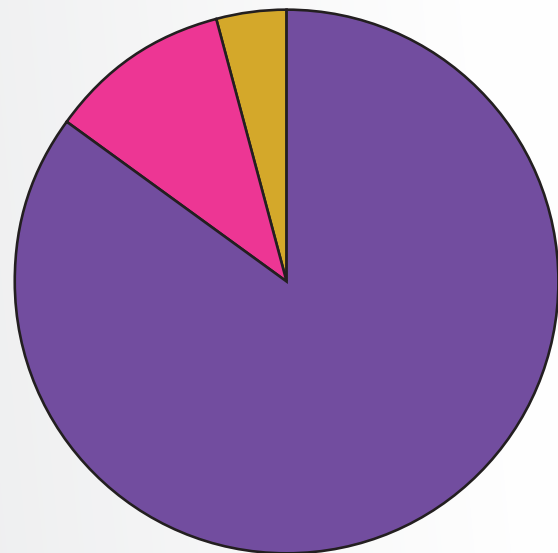
2023 EXPENSES

\$14,011,713

Programs **84%**

Fundraising **9%**

Admin **7%**



UNSTOPPABLE

THE NUMBERS

STUDENTS FOR LIFE ACTION:

2023 REVENUE

\$3,367,541

Online Giving

\$1,557,792.48
46%

Direct Mail

\$760,933.13
23%

Major Gifts

\$716,693.00
21%

Monthly Giving

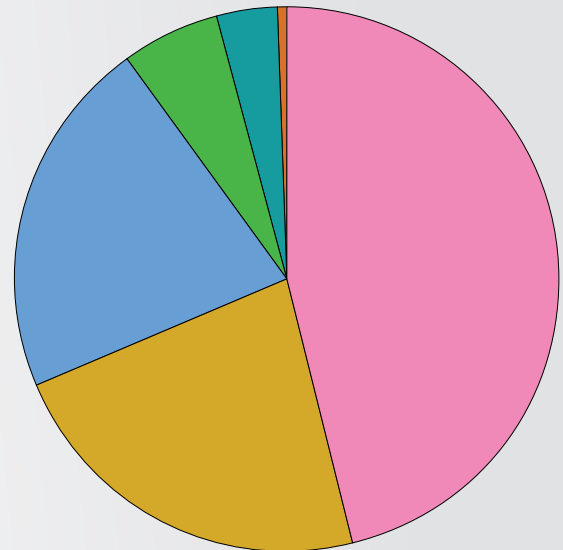
\$195,278.22
5.8%

Telemarketing

\$126,570.00
3.8%

Planned Giving & Stocks

\$10,274.25
0.3%



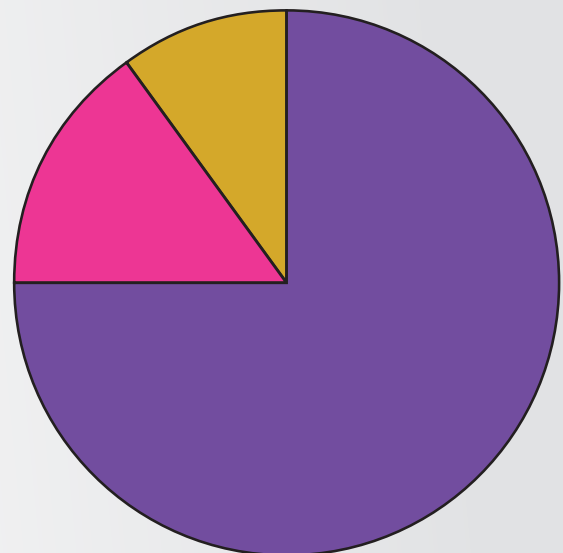
2023 EXPENSES

\$5,003,000

Programs **75%**

Fundraising **15%**

Admin **10%**



UNSTOPPABLE

LOOKING TO LEAVE A LEGACY?

Have you ever considered leaving a gift to *Students for Life* in your will?

Non-profit organizations such as *Students for Life of America* do not pay any federal or state tax on any type of charitable gifts including a gift in your will.

Our goal for your will is to maximize the amount you can leave to your heirs while cutting out the government as much as possible. We want to see you optimize your hard-earned money and work alongside you to ensure that your will reflects the legacy you wish to leave.

"When the time comes, as it surely will, when we face that awesome moment, the

final judgment, I've often thought, as Fulton Sheen wrote, that it is a terrible moment of loneliness. You have no advocates, you are there alone standing before God—and a terror will rip your soul like nothing you can imagine. But I really think there'll be a chorus of voices that have never been heard beautifully and clearly in the next world—and they will plead for everyone who has been in this movement. They will say to God, 'Spare him, because he loved us!'" -U.S. Congressman Henry Hyde

For charitable solutions such as these, you can contact **Giovanni Mowrey**, Senior Philanthropy Advisor, at **gmowrey@studentsforlife.org** or **610-923-0405!**

OTHER WAYS TO GIVE:

Donate Stock

- Donate from a Traditional or Roth IRA (for supporters aged 70 ½ or older)
- Get connected to a pro-life realtor with *Real Estate for Life* who will donate part of their commission to SFLA (www.realestate4life.org)
- Set up a charitable gift annuity or trust
- Donate non-cash assets such as cars, real estate, boats, jewelry, etc.
- Donate airline miles and/or hotel rewards points
- Donate proceeds from the sale of a business
- Donate an item that we can use for an auction or one of our events
- Host a Regional Coordinator when they are visiting a campus near you
- Pledge to Pray for our Mission, Team, and Student Volunteers Daily

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