

STUDENTS FOR LIFE ANNUAL REPORT

2014-2015

STUDENTSFORLIFE.ORG



Unique We are the only national pro-life organization that has team members spread out across the nation dedicated to training and equipping high school, college, law, and med students. Our approach is uniquely effective and the methods we have developed are a combination of time-tested techniques and cutting-edge technology. Our field team is now able to mobilize students nationwide effectively and efficiently. Our digital team has set the bar high in the pro-life movement by creating stellar graphics and videos that easily explain our position and challenge others to think about the pro-life message in different ways.

Leading the Pro-Life Generation

Planned Parenthood boasted in their last annual report that they have 200 groups on college campuses. This year, SFLA surpassed 900 groups on high school and college campuses. This generation is pro-life and they are working hard on campuses across the country to show their peers that being pro-life is the majority, that helping women and their preborn babies is the "cool" thing to do on campus, that fighting for those who cannot speak for themselves is the ultimate fight against the worst human rights injustice of our time.

Students on college and high school campuses are showing the entire nation that they are not afraid to fight for life – both publicly and privately. This past year, we had four high school students come out publicly against their schools for denying them their free speech rights by letting them start a pro-life group at their school. Each of these courageous students did local and national media interviews, showing their communities that young people are leading the way in the fight to abolish abortion.

Enpowering Often the pro-abortion, so-called women's groups will say over and over that they are empowering women by providing abortions. No, they are not empowering women-

they are degrading women, they are shaming women into convincing them they cannot either raise a child or place the child for adoption. This year, SFLA created the largest searchable database of pregnancy resources by college campuses that exist in the world: www.pregnantoncampus.org. We are not only telling women that they don't have to choose between their education and their child but we are helping them with physical, emotional and spiritual needs. Our students are walking the walk on campus. They are helping both the woman and the baby, putting action behind the words: love them both.







OUR METHOD: CREATING AN ARMY OF LOVE

SFLA uses a proven 3-step method to create our Army of Love.

Belong

Students for Life reaches young people at a critical point in their lives, right when their beliefs are being challenged and their need to belong is at its strongest. By having Students for Life groups on campus, SFLA shows young people that being pro-life is valid and the majority.

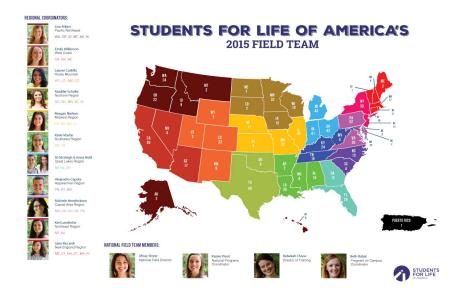
Believe

By joining and participating with SFLA Students for Life groups, students are invited by their peers to pro-life activities and events, learn about core pro-life principles, and then decide on their own to believe.



With their beliefs in place, SFLA encourages student leaders to set out and do something tangible and to speak out on behalf of the preborn and their mothers. When they are challenged, their beliefs are strengthened and they morph into life-long activists in the army of love, with SFLA there every step of the way to educate, empower, and equip them to fulfill their mission of abolishing abortion in this lifetime.

WHO MAKES IT ALL HAPPEN? Regional Coordinators.



SFLA is the only national pro-life group that fosters relationships with students and local community leaders because we have our team where they live, work and study. Our Regional Coordinators don't have to jump on a plane or wait a week to visit with students and get them what they need. They can meet with students in hours, not weeks.

This is why SFLA is able to quickly mobilize groups of passionate students to lobby their elected officials on prolife legislation or rally for a pro-life cause.

We will abolish abortion because we are on the ground, every day, meeting with this generation where they are and equipping them to be compassionate leaders on their campuses and helping women facing unplanned pregnancies.





OUR METHOD: CREATING AN ARMY OF LOVE



PACIFIC NORTHWEST REGIONAL COORDINATOR *Lisa Atkins*

LISA'S STORY

Lisa first was invited to become active with Students for Life when a classmate asked her to help start a group on their campus. Having had a pregnancy scare of her own, Lisa became determined to make changes to her life. She decided that becoming involved in Students for Life could not only change her life, but also her entire campus.

Soon after meeting the SFLA Regional Coordinator, Lisa became the President of the Students for Life group at Boise State University. Being mentored and encouraged by her Regional Coordinator, Lisa began to grow in her leadership and pro-life beliefs. After their first year on campus, the group became embroiled in a First Amendment case when the university tried to hinder her group during a campus display. The Boise State Students for Life group successfully challenged the school's policies in order to prevent any further discrimination against the group.

Today, Lisa is Students for Life's Pacific Northwest Regional Coordinator and has started dozens of Students for Life groups. She has trained over 1,000 students and mentored countless others. She is living out her calling to promote a Culture of Life through training and equipping this generation to abolish abortion in our lifetime.

WEST COAST REGIONAL COORDINATOR Emily Wilkinson

MIDWEST REGIONAL COORDINATOR *Reagan Nielsen*

NEW ENGLAND REGIONAL COORDINATOR Jane Riccardi ROCKY MOUNTAI REGIONAL COORDINATOR *Lauren Castillo*

SOUTHWEST REGIONAL COORDINATOR *Lisa Atkins*

NORTHEAST REGIONAL COORDINATOR *Keri Landeche*

GREAT LAKES REGIONAL DIRECTOR & COORDINATOR *RJ McVeigh & Anna Held* NORTHERN REGIONAL COORDINATOR *Angela Erickson*

APPALACHIAN REGIONAL COORDINATOR *Alejandro Capote*

CAPITAL AREA REGIONAL COORDINATOR *Michele Hendrickson*



SFLA strives to be there for our students every day so they know we've got their backs, providing trainings in recruiting, apologetics, leadership, and handling controversy, to one-on-one mentor relationships to free resources and everything in between. Our Regional Coordinators host Leadership Summits, our interns and volunteers send hundreds of Event-in-a-Box packages to students a month, our attorneys send demand letters on behalf of students facing hostile school administrations, our media team trains and promotes students, and our students save babies.

DURING THE 2014-2015 SCHOOL YEAR, STUDENTS FOR LIFE....



Started **120 new** student groups



Trained 8,152 students



Hosted 2 National Conferences and

16 Regional Leadership Summits



Traveled **152,928** miles to reach students



Saved 48 babies



Sent 4 demand letters on behalf of high school students trying to start clubs





PROTECTING THEIR RIGHTS

During the 2014-2015 school year, Students for Life of America sent four demand letters to five high schools whose administrations refused to allow pro-life students to start Students for Life groups. Principals and administrators told the students that abortion is "too controversial" or that there are "better people to talk about abortion than a sophomore in high school."



Maddie Sutherland

Maddie was a senior at Spotsylvania High School in Virginia and her principal kept delaying the start of her club and, in the end, denied her the right to start the club. She went to our Capital Area Regional Coordinator, Michele, who immediately got her in touch with our SFLA legal team. After training Maddie and consulting with our attorneys, we sent a demand letter to the school, informing them that Maddie's free speech rights were being violated. SFLA then went to the press with the letter, who covered the story the entire week. Maddie was featured on every local news station and the story was picked up in several national publications. The school relented only four days after getting the demand letter, and Maddie was able to start her group, attend the March for Life, and make sure the Students for Life club got off to a great start before she graduated.



Brigid O'Keefe and Katie McPherson

Brigid and Katie were sophomores at different high schools in the Fargo, North Dakota school district. Both came back from the March for Life and SFLA East Coast National Conference inspired to create their own Students for Life groups, but both schools, and then the district, refused them their First Amendment rights to do so. SFLA then sent the district a demand letter, alerted the press and prepped the girls for the media. After intense media and public pressure, the school caved and changed its policies, which allowed the girls to start their respective pro-life clubs.



Angelique Clark

In a Las Vegas high school, sophomore Angelique Clark was having problems starting her pro-life group. She remembered something from Students for Life she had seen at the Walk for Life and contacted SFLA to help her. Our West Coast Regional Coordinator, Emily, worked with Angelique to guide her through the logistics of sending a demand letter and preparing for media interviews. Angelique was featured on Fox News for her pro-life stance and courage against her stubborn school administrators. Despite media pressure, the school refused to allow the pro-life club and eventually the Thomas More Society filed a lawsuit against the school, which was won in a week's time when the school settled. Angelique now has her pro-life club and has over two dozen students interested in joining the club.



Isabel Akers

Isabel was a senior at her Iowa high school, who had trouble with her school administration. She came to Students for Life for help and, with the help of our lawyers, SFLA sent the school a demand letter, informing them that Isabel had every right to start a Students for Life group. Both local and national media picked up the story and the school is currently in the process of revising their policies, so all clubs are treated fairly.





EDUCATION

College students are busy. They have their classes, work-study, jobs, volunteer hours, and clubs. They don't have the time to sit through hours of training and education about abortion and apologetics. **We get it.**

But it's so important that they be presented with the facts and their "everything is relative" philosophy challenged.

That's why Students for Life has made it a critical part of our mission to educate students through thoughtprovoking displays. In 2014-2015, SFLA hosted the *Human Rights Display*, the *Planned Parenthood Project*, the *We Care Tour* and the Fetal Pain Tour. All of these tours consist of easy-to-read banners with quick facts about abortion. We aim to make our displays interactive and interesting – something that will catch the attention of busy college students.



Our display launches were a huge success. The **Fetal Pain Tour**, which was a tabletop display that used medical references to explain how a preborn child at 20 weeks gestation feels pain, was a great recruitment tool for our groups.

The **We Care Tour** was created to engage in the campus conversation of sexual assault. Students were able to talk to their peers about abortion in cases of rape but also help those who needed healing following sexual assault with resources.

The **Planned Parenthood Project** uses data directly from Planned Parenthood's own annual reports to tell the story of their business practice of pushing abortion. Students are always shocked at not only the fact that Planned Parenthood is the nation's largest abortion vendor but that they are funded with taxpayer dollars.

And the **Human Rights Display** challenged students' conception of when human rights begin with fetal development pictures. It asked them to vote on when life begins and should be protected. An astounding number of students voted that life begins and should be protected at conception.

Along with educating students on campuses, SFLA spends a majority of our time educating our student leaders. In addition to our on-campus training sessions and **16 Regional Leadership Conferences**, SFLA also hosted two National Conferences – one in Washington, D.C. and the other one in San Francisco - to train our leaders during the 2014-2015 school year.

Our **Med Students for Life National Speaking Tour** is unique to the pro-life movement in that it brings pro-life physicians to medical schools to speak about topics related to reproductive health, like fertility awareness, end-of-life issues, and abortion.





DURING THE 2014-2015 SCHOOL YEAR:



103

Campuses reached with our tours: Planned Parenthood Project, Fetal Pain, We Care, Human Rights.



27

Medical schools reached by our MedSFLA speaking tour.



58

Number of local and regional media stories generated from campus tours.



Attendees at our two National Conferences.

WHAT STUDENTS ARE SAYING ABOUT OUR SFLA *Mational Conferences*

DEVANIE FROM TN

"I was so impressed by the speakers. Their knowledge and experience was incredible. Additionally, it was so encouraging to be surrounded by hundreds of young adults who are defending life in their cities and on their campuses. It was inspiring."







MOBILIZATION

Students for Life of America is the only national pro-life group that is able to mobilize students at the drop of a hat. We have the necessary relationships at hundreds of colleges, universities, high schools and home school communities with students who are passionate and want to do everything they can to show our nation that this is the pro-life generation and that they stand for the preborn and their mothers.



In Olympia, Lisa Atkins, our Northwest Regional Coordinator, mobilized dozens of students to go to a hearing in support of a parental notification bill. One student even testified for her support immediately following a Planned Parenthood supporter. Planned Parenthood was so shocked by the presence of our students that they had to call in reinforcements by sending out an emergency email to their local supporters.

In St. Paul,

Angela Erickson, our Northern Regional Coordinator, organized students to testify before the Health and Human Services committee to pass three pro-life bills.

In Santa Fe, Lauren Castillo, our Rocky Mountain Regional Coordinator, quickly organized high school, homeschool, college and nursing students to attend committee hearings for a 20-week Pain Capable Unborn Child Protection Act Bill and a Parental Consent Bill. All together there were five pro-life groups and 18 students, many of whom were able to testify at the hearing, and all of whom stayed for the entire nine hours of the hearings. After the hearings, many of the committee members approached the students to tell them how their presence there was an incredible witness in the room

In Washington, DC,

Michele Hendrickson, our Capital Area Regional Coordinator, after hearing about a Congressman publicly announce he had changed his position from pro-life to pro-choice, gathered several students and paid his office a visit to talk to him about late-term abortion. They then managed to confront a pro-life Congresswoman who blamed Millennials when she stopped a bill that banned abortions after 20 weeks from advancing in the House of Representatives.

This congressman flip-flopped on abortion. Now pro-life students plan to confront him

Democrats For I

WASHINGTON, D.C., February 3, 2015 (LifeSiteNews.com) -- Ohio Congressman Tim Ryan stated his latest position on the right-to-life last week. Soon, pro-life students will travel to his congressional office in Washington, D.C., to make their voices heard.

Young collegians associated with the pro-life campus group Students for Life of America (SFLA) in northern Virginia are protesting the northeastern Ohio Democrat's new stance.





LEADERSHIP

A major part of the Students for Life mission is to train and equip this pro-life generation to abolish abortion in their lifetime. The William Wilberforce Fellowship and the Thaddeus Stevens Fellowship are key tools that we use to accomplish our mission – we bring in leaders and officers from Students for Life groups and those who desire to serve in the pro-life movement full-time who are then trained and mentored by national pro-life leaders.





Success Stories

Catherine Stewart, a Thaddeus Stevens fellow and a homeschooler from Louisiana, published a book "*How* to be a Heroic Catholic."

Another Thaddeus Steven fellow, **Tori Thornton** got accepted to Creighton University and is pursuing a medical degree to become a pro-life OB/GYN and is actively involved with the Students for Life group there.







LEADERSHIP

The Wilberforce fellows and mentors for the 2014-2015 school year are listed below:

Laura Peredo (2016) – Benedictine College, President Major: Business Management, Theology Mentor: Peggy Hartshorn, Heartbeat International

Nick Bell (2015) – Mississippi State, President Major: Communications Mentor: Mike Spencer

Sarah Karchunas (2015) – University of Notre Dame, Commissioner Major: Political Science, Theology, Catholic Social Tradition Mentor: Kristan Hawkins, Students for Life of America

Emily Farthing (2016) – University of North Carolina-Chapel Hill, Education Director Major: Political Science with minors in Women's Studies and Christianity Mentor: Josh Brahm, Equal Rights Institute

Maggie Otlewski (2015) – Arizona State University, President Major: Psychology, Catholic Studies Mentor: Jeanne Monahan, March for Life **Bailey Wright** (2016) – University of Michigan-Flint, President Major: Communications Mentor: Jay Watts, Life Training Institute

Stephanie Kaefer (2016) – Saint Louis University, President Major: Special Education, minor in Urban Poverty Studies Mentor: Serrin Foster, Feminists for Life

Melody Durrett (2016) – Linn-Benton Community College, Vice President Mentor: Jeanneane Maxon, Americans United for Life

Mirna Awrow (2016) – Oakland University, President Major: Bioengineering, Pre-Med Mentor: Dr. Marguerite Duane, Georgetown School of Medicine

Lauren Goodale (2016) – University of Wisconsin-Platteville, President Major: Elementary Education Mentor: Casey Tesauro, Students for Life of America

Rachel Booth (2016) – University of Mary Hardin-Baylor, President Major: Science and nursing Mentor: Jill Stanek, Pro-life blogger





OUR INITIATIVES

Students for Life of America has several programs under its umbrella to help make abortion unthinkable, help women facing unplanned pregnancies, and reach and cultivate pro-life activists.

Pregnant on Campus Initiative

Pregnant on Campus is one of SFLA's hugely successful programs, having helped 28 women this past year who were facing stressful pregnancies at school. Pregnant on Campus aims to give pregnant and parenting students the resources they need, the support they crave and the empowerment they deserve to either parent their child or place him for adoption and finish their education.

During this past year, SFLA released the brand new website, www.PregnantonCampus.org, which is a one-ofa-kind resource where students can search their own school's location for resources available to help them. No other website exists like this. A student who just found out she is pregnant can search for her school and see options available for housing, financial aid, maternity clothes, and childcare. We are trying to give students every option we can so they don't feel forced to choose between their child and their education.







OUR INITIATIVES

Pro-Life Future

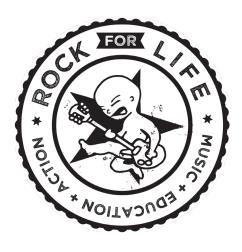
Pro-Life Future starts chapters in cities across the nation to give dynamic young adults a continued outlet for pro-life involvement, education, and activism beyond college. Through regular social and educational events, Pro-Life Future chapters build a community of young pro-lifers, oriented towards action and change. Pro-Life Future chapters operate similarly to the college groups sponsored by SFLA. Based in cities rather than on campuses, Pro-Life Future chapters are dynamic meeting grounds for young adults of our generation to continue the battle to abolish abortion, and effectively promote Life in their communities. Pro-Life Future provides the concrete means and organization for our generation to work together to abolish abortion.

We want to be part of and add to what is already being done in the pro-life movement by supporting active, local pro-life groups and filling the needs of the movement in our communities. We will continue to train members to better represent the pro-life movement. And we will bring new people to our cause through outreach and relationships.



Rock for Life

Rock for Life took their message of hope and love to over 700,000 teens at 15 Christian Music Festivals last summer. Rock for Life is right there meeting teens where they are and bringing the pro-life message where it's needed most. Rock For Life showcases their trendy t-shirts and hats, showing teens that being pro-life is the cool thing to do, that showing their resolve to protect the preborn is rebellious and selfless. In 2014-2015 alone, Rock for Life attended 33 events, such as Christian music festivals and youth conferences, traveled almost 29,000 miles, spoke on the main stages of four Christian Music Festivals and collected over 4,000 *I am Pro-life pledge* signatures.





DELIVERING OUR MESSAGE IN THE MEDIA

Students for Life of America had a stellar year in the press, delivering the pro-life message well into the recesses of not only the pro-life and conservative press but also the mainstream media.

We are meeting Americans – pro-life and pro-choice – where they are: online, watching TV, on social media, and reading the newspaper.



338%

Increase in total media coverage from 2013 to 2014



\$1,024,863

Conservative estimate of the publicity value of SFLA media coverage



49,761,4852

Conservative estimate of the number of people who saw SFLA's messages



31,565,799

Number of people reached through SFLA's Facebook page

Every single month of the year, Kristan Hawkins' name bylined at least two opinion editorials, which were placed in publications like the *Washington Examiner, Breitbart, the Washington Times* and *The Hill.* She became a monthly contributor to The Blaze and was quoted in publications such as *the Wall Street Journal, TIME Magazine*, and *the Washington Post.* SFLA messages were also picked up in left-leaning publications like Slate. com, RH Reality Check, Cosmopolitan, and Jezebel.

Local news also carried our *Planned Parenthood Project*, our *We Care Display*, and our *Human Rights Tour* messages to markets all across the country.





WHAT OUR STUDENTS ARE SAYING

"One year ago, Wilson Students for Life took our stand for life to the next level. And now, one year, two days of silences, one March for Life, two diaper drives, two Students for Life trainings, and one 40 Days for Life campaigns later, our commitment shows no wavering. We will continue to work to the day when abortion is unthinkable." BRYCE, WILSON HIGH SCHOOL



"Looking at the schedule for the Students for Life National Conference... made me cry because I realized that all my role models would be in the same room with me in one day." ANJA, MISSISSIPPI STATE

"With God's divine help...and the Students for Life team, our group is bringing the loving pro-life message to a campus where the voice of the pro-life movement has been silent for far too long." KATIE, WESTERN WASHINGTON UNIVERSITY



"I also wanted to tell you that there were Planned Parenthood advocates on campus today clipboarding to get students to donate...which seems like it wouldn't be productive. I sent out our officers to all go talk to them and tell them that Planned Parenthood does not do mammograms, that they get \$500 million in taxpayer funding, and that abortion is never safe for women. They seemed really surprised when I talked to them, and Jackie and Jen have said the same things. They told us they were paid advocates working for an organization that Planned Parenthood hired to do this, which cracks me up because we have a Vox chapter and they couldn't get those students to do it? My group volunteered over 12-15 hours EACH this week to do JFA outreach and training. Anyways...just wanted to tell you that abortion is OVER."





OUR FINANCIALS



HELPING AT PREGNANCY RESOURCE CENTERS PRAYING AND SIDEWALK COUNSELING AT ABORTION CLINICS BABYSITTING FOR STUDENT PARENTS ASSISTING WITH FUNDRAISERS





SERVING THE PROLIFE MOVEMENT AND WOMEN IN CRISIS

900 STUDENT GROUPS X 15 HOURS/WEEK PER GROUP

=13,500 VOLUNTEER HOURS/WEEK

486,000 VOLUNTEER HOURS/YEAR × \$23.07/VOLUNTEER HOUR

= OVER \$11 MILLION

486,000 VOLUNTEER HOURS/YEAR \times FEDERAL MINIMUM WAGE RATE

= OVER \$3.5 MILLION PER YEAR!

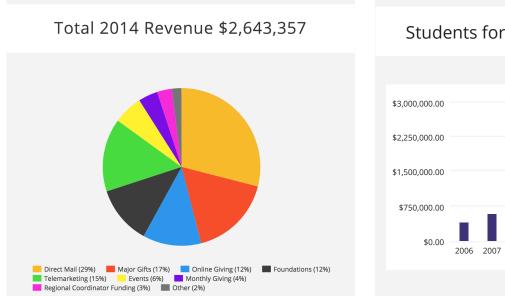




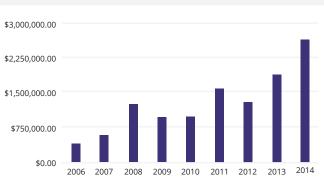
OUR FINANCIALS

How We Spend What is Entrusted To Us

SFLA is a non-profit, and we fundraise for every dollar that goes into our mission of equipping students with the resources they need to make abortion unthinkable and help women facing crisis pregnancies. Every expenditure, campus displays, postcards, travel expenses, rally signs, etc, goes towards those goals.



Students for Life of America Income







CAN YOU JOIN?

Simply put, there is no way to do what we do without your support. This is your report, these are the accomplishments you have allowed us to do this year. SFLA has expanded every year since we started, and we are expecting nothing less in the coming school year.

We want to have a Regional Coordinator in every part of the nation and continue to grow and foster new Students for Life groups. We want to expand access to life-saving training methods. We want to grow our East and West Coast National Conferences and Regional Leadership Summits. We want to create more resources for students to convince their peers to join the fight against abortion.

We have big plans, but we need the prayers, resources, and capital to make it happen.

Beyond immediate cash donations, here are a few alternative ways you can support Students for Life:

- Transfer support from a traditional or Roth IRA (for supporters aged 70 1/2 or older).
- Donate stock.
- Find a pro-life realtor with Real Estate for Life who will donate part of their commission to SFLA.
- Setup an annuity.
- Include SFLA in your will.
- Donate real estate.
- Donate air miles and hotel rewards points.





WE CANNOT DO WHAT WE DO WITHOUT YOU! WE ARE SO GRATEFUL FOR YOUR SUPPORT.

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