



STUDENTS
FOR LIFE
OF AMERICA®

STUDENTS FOR LIFE OF AMERICA

Annual Report

2016-2017

Dear Investors,

A hero is someone who puts their own desires, happiness, and even life behind those of others – especially the most vulnerable individuals. A hero gives of himself for the sake of someone else. I meet and work alongside the heroes of the Pro-Life Generation every single day.

This year I witnessed the heroism of our team and student leaders as we fought for the preborn and their mothers. The stories we have witnessed and been a part of would fill a book; this report is just the highlight reel.

The Pro-Life Generation is a Generation of Heroes

As the pro-life movement grows and expands to reach new people, it's our heroic students and team members on the front lines of this fight to end abortion in our lifetime. Standing on the shoulders of giants, they've learned from those who came before us and are developing new strategies to reach more and more of their peers and women facing unplanned pregnancies.

They have taken the fight against the greatest human rights injustice of our time to their campuses and communities, and they are making changes for good. They've fought uphill battles against the abortion industry. They are a generation to be reckoned with - one that I know will end abortion.



This year was incredible. We started nearly 150 new Students for Life groups, trained over 11,000 students and took our pro-life displays and tours to over 270 campuses.

A Pro-Life President

We brought our Cycle of Corruption tour across the country and to our elected officials in Washington, D.C., to ensure that our peers were educated about the radical abortion platform of the Democratic Party and that Washington knew that it was about to witness the fervor of the pro-life movement at the ballot box.

Once elected, President Trump kept his pro-life promises. He immediately reinstated the Mexico City Policy to cut off funding to abortion businesses overseas. He appointed the staunchly pro-life Neil Gorsuch to the late Antonin Scalia's seat on the Supreme Court bench. He promised to sign legislation that will defund Planned Parenthood. Under the most anti-abortion President in American history, our work is clear-cut: harness the power of the Pro-Life Generation to hold the rest of government and culture accountable so that we abolish abortion in our lifetime. This is an unprecedented moment, and we continue to take advantage of the momentum created by the leadership change to get pro-life work done.

We Are Just Getting Started

We took the Pro-Life Generation to the front lines – literally – of the Women's March in January to be present on behalf of all the women who have been betrayed and exploited by the abortion industry and Planned Parenthood for profit.

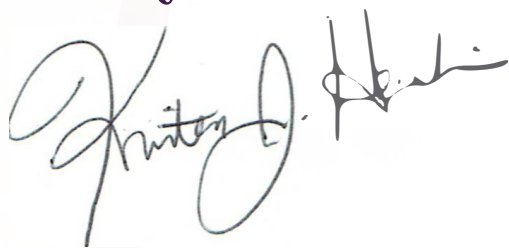
We were in nearly every mainstream media outlet with our pro-life message at some point during this past year.

We followed Planned Parenthood's president Cecile Richards with pink buses decked out with stats about Planned Parenthood's abortion-at-all-costs business model.

We stood side-by-side with a heroic young woman who was shamed by her Christian school for being pregnant.

It was a jam-packed, exciting year and I hope you are as encouraged as I am about how far we came this year.

For Life,



Kristan Hawkins
President, Students for Life of America



OUR METHOD OF *Belong, Believe, Behave*

Belong, Believe, Behave is Students for Life of America's (SFLA) three-step approach to creating an entire generation of pro-life heroes by connecting with them and providing the opportunity for life-transforming experiences that will shape their worldview for the rest of their lives. This is the proven strategy for forming the Pro-Life Generation into the principled leaders who are driving the pro-life movement to victory.



Belong

Students for Life reaches students during the crucial developmental years of middle school through high school and college, inviting them to belong to a group of peers with a common mission and identity, often before new members share that mission and identity. Students for Life gives them something of value to belong to.



Rachel Crawford, a University of Michigan student, attending an SFLA apologetics training.



Believe

Through belonging to a Students for Life group, students are exposed to pro-life values and beliefs. Through participating in the group's activities, students become more and more pro-life, adopting the views of the other members of the group.



Rachel Crawford hosting SFLA's We Don't Need Planned Parenthood display.



Behave

Once students belong to the pro-life movement, choosing to commit themselves to abolishing abortion, they then get involved in activism, taking tangible steps to be a positive voice in their schools, on their campuses, and within their communities



Rachel Crawford as the president of U of M Students for Life.

HEROES EVERY DAY

Being a pro-life activist is about commitment and long-term dedication. It's about quiet heroism day in and day out. Every morning we wake up, go to work, and provide the support and ingenuity that shape the pro-life movement because we know that all of our efforts -- large and small -- are building the momentum that will end abortion in our lifetime.

At Students for Life, we answer the unique calling to be present where the abortion industry is. Big Abortion knows that the battle for hearts, minds, and profit is waged on school campuses. For every time Planned Parenthood inserts its grotesque sex ed curriculum into a middle school or tries to build a "health center" in a public high school, and for every college campus "Sex Week" or vandalism of a pro-life display, SFLA will be there to stand for human dignity and students' rights.

Keeping the abortion movement on its toes is a full-time job, and we have it down to a science. Here's what that vigilance looks like...

Full-Time Support From Students for Life

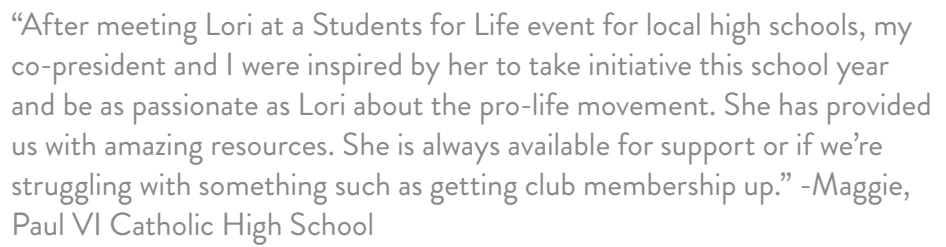
SFLA is the only pro-life organization in the country that has team members – Regional Directors and Coordinators – in every region of the nation. Our hyper-local support allows us to mobilize quickly and support our courageous student leaders with whatever help they need.



"Bethany has been an absolute pleasure to work with. She has helped tremendously in providing literature and training that has been key in engaging students on our campus. We received training for the Cycle of Corruption tour [that we hosted], and Bethany gave the insight and knowledge we needed to discuss Planned Parenthood with students. Not only that, she has also given us training in how to help post-abortive students, something that the average person does not know how to do." – Kevin, Students for Life at the University of Wyoming



"Without Keri's support, help, and encouragement, I do not believe that Stony Brook University Students for Life would have been a success. Since August, Keri has provided me with ideas on how to reach out to students, she stood by my side as we handed out flyers during my school's club fair, and she connected me to a faculty member who is now SBU's Students for Life advisor. Keri also came and met with our club's executive board for a pro-life training and because of her informative presentation, our board is now equipped to engage. I consider Keri both a mentor and a friend, and I'm truly thankful for all the work she's done to ensure a pro-life future on Stony Brook's campus." – Student at Stony Brook University



Often, it's our student leaders who inspire us to keep up the fight day in and day out. We deeply respect their heroism in the face of persecution and their dedication to carrying out the smallest details of their pro-life work with love and enthusiasm. Brielle Heraty, Vice President of the Students for Life group at Saint Louis University, says that a typical day in the life of a Students for Life member on campus can include tabling to change minds, recruiting efforts, attending pro-life events like the March for Life, and hosting fundraisers to support the Pregnant and Parenting Student Association (*that her group started!*) on campus.

Part of what makes the Pro-Life Generation heroic is its willingness to carry out the small and unglamorous activities that have quietly and selflessly stemmed the tide of abortion and built the Pro-Life Generation into the unstoppable force that it is today.



OUR MOBILIZATIONS

1st ANNUAL NATIONAL PRO-LIFE GENERATION SIDEWALK DAY (August 2016)

On August 6, 2016, we called the Pro-Life Generation to the front lines of the abortion industry to reach out to women and save lives on our first ever National Pro-Life Generation Sidewalk Day. We trained Students for Life leaders to connect with women in crisis, discussing the other options they have and working to break the abortion lobby's lie that abortion is the only choice for struggling pregnant women. Women responded, lives were saved, and students experienced first-hand the power of just showing up.



CRASHING THE WOMEN'S MARCH (January 2017)

The Women's March in January 2017 garnered worldwide media coverage and drew a record number of participants. Claiming to represent all women, March organizers declared "Unity Principles" that were inconsistent and problematic -- namely, the "principle" of a so-called right to abortion. Students for Life of America protested the Women's March to demonstrate solidarity with every preborn child in America who is at risk of being violently killed by abortion and every woman who has been targeted by the abortion industry for profit. Although the Women's March -- which was sponsored by Planned Parenthood -- said that the pro-life movement was not welcome, we showed up anyway.

We proudly carried our "Abortion Betrays Women" and "We Don't Need Planned Parenthood" banners at the front of the March, right in front of all the cameras. Our courageous team of staff and student volunteers were jeered at, mocked, spit on, and had signs torn from our hands and destroyed by disgruntled marchers. But we were not deterred from sharing the truth! Our presence garnered national attention, and we successfully communicated to America, via the media, that the Women's March does NOT represent the majority of women or our generation.

DEMANDING UNIVERSITIES STOP THEIR ROLES IN THE BABY BODY PART TRAFFICKING INDUSTRY (February-March 2017)

Following the criminal referrals by committees in both the US House of Representatives and the US Senate in January, Students for Life groups at schools that have been involved in the buying and selling of aborted baby body parts for research hosted rallies. Our students at these rallies at University of Michigan, University of New Mexico, Indiana University, and Colorado State University called on their universities to stop participating in fetal trafficking and ask for investigations into possible criminal violations.



CRASHING PLANNED PARENTHOOD'S #PINKOUT RALLY (March 2017)

With Planned Parenthood flying high during their #PinkOut day, Cecile Richards swooped into Washington, DC to speak at a rally – which SFLA found out about the same day. This happened the day after David Daleiden released a damning video of undercover footage where a Planned Parenthood abortionist talked about leaving babies born alive to die depending “on who was in the room” and whined about how she has to “hit the gym” because crushing the skulls of babies requires a lot of upper body strength.



When we heard that Cecile Richards was going to be the featured speaker at this #PinkOut rally in DC, we knew we had to make our voice heard. We packed up our enormous “We Don’t Need Planned Parenthood” banner, picked up our president from the airport and drove to the rally. They clearly expected no opposition, so our students picked up our 20-foot banner and walked it behind the main stage so everyone – including the media – could see it clearly. Kristan also got close enough to Cecile to ask her about the undercover video – “do you work out with your abortionists?” Our banner and signs were covered by the media, and it was a big win that Planned Parenthood’s rally was overshadowed by the Pro-Life Generation.

PROTEST OF BARBARA P. BUSH SPEAKING AT PLANNED PARENTHOOD FUNDRAISER (March 2017)

We were disappointed to learn that First Daughter Barbara P. Bush agreed to give the keynote address at a Planned Parenthood fundraiser in Fort Worth, Texas. Students for Life immediately pulled together a group of pro-life students, led by Students for Life’s Texas Regional Coordinator, Jillian Ferguson, to protest the event with the message that “We Don’t Need Planned Parenthood.” Jillian was interviewed by at least half a dozen reporters covering the event and the protest, and the estimated one thousand brunch attendees who showed up to support Planned Parenthood were reminded that the Pro-Life Generation is real, thriving, and not going anywhere as long as Planned Parenthood is in business.

SOCK IT 2 PP (April 2017)

Kaylin Haines, a sophomore at Fort Hays State University in Kansas, was the inspiration for the #SockIt2PP project. It was a photo of a baby sock pinned to her backpack that launched the idea.

The campaign sought to collect 323,999 baby socks - one to represent each child killed by Planned Parenthood the previous year. Students for Life groups, supporters, church groups... people all over the country were asked to send baby socks to our headquarters in Virginia. Once the socks were all collected, counted, and sorted, we loaded them up and hit the road in a specially-wrapped #SockIt2PP truck.

On April 26th, the Pro-Life Generation held a massive #SockIt2PP Midway Rally on the Capitol Hill Lawn. We carted all of the socks we had collected by that time, 196,543 to be exact, to the rally, piled them high, and held a press conference right in front of the display. Kristan Hawkins led the rally and was joined by Senator Ben Sasse (R-N), former Planned Parenthood facility director Sue Thayer, and representatives from Alliance Defending Freedom, Susan B. Anthony List, Americans United for Life, and American Life League. Passers-by were shocked to see the sheer number of children Planned Parenthood kills each year.



That same day, we hosted a briefing for Congressional staff on how to speak persuasively about defunding Planned Parenthood in the media and with their constituents. Our Eastern Regional Director, Michele Hendrickson, set up the “We Don’t Need Planned Parenthood” display that we take to campuses in the Capitol for staff from about 20 pro-life offices. She walked them through all the messaging that we know works to convert young people to oppose Planned Parenthood, including their wrongdoing and the rationale for defunding the Abortion Goliath.



OUR CAMPUS TOURS

Cycle of Corruption Tour: Fall 2016

The “Cycle of Corruption” tour started during the lead-up to the 2016 Presidential Election. The tour highlighted the corruption within the abortion industry and challenged students to learn more about their own political parties and the influence of Planned Parenthood within them.

The tour highlighted America’s shocking abortion laws, which permit abortion through all nine months of pregnancy for any reason and highlighted how the two major political party platforms address abortion respectively. The primary focus of the tour was Planned Parenthood’s influence on the D.C. political swamp and how they pocket more than \$500M in fungible taxpayer dollars, and then turn around and give multi-million dollar cash donations to the politicians most aligned with their radical abortion agenda.

Only 17% of Millennials fully agree with America’s abortion laws; most believe that there should be significant restrictions on abortion and that the industry should not be taxpayer-subsidized. The “Cycle of Corruption” tour exposed the fringe radicals that have bullied their way into mainstream political conversations and challenged students to call out politicians and organizations that promote the injustice of abortion and to foster cultural changes that will protect all innocent human lives.



THERE'S A BETTER WAY!

We are pro-life, and our goal is to create a future in which everyone can live in and flourish. We seek to create a world of peace, justice, and freedom.

You Can Affect Change:

- ✓ **Foster a community that treats human lives as they are:** Unique and non-disposable, not commodities. Abortion is unthinkable when a society refuses to use women, punishes sexual assault and sex trafficking, discourages porn, treats those with disabilities and mental illness with acceptance and care, and stands against unjust wars of aggression.
- ✓ **Be consistent:** Killing human beings for any reason other than self-defense is inexcusable. Don't dismiss opportunities to defend life at any stage, under any circumstances.
- ✓ **No matter what political affiliation, we can all agree:** Human life deserves protection, consistently. Vote for candidates who will promote the dignity of the human person in all stages, stand up to the Cycle of Corruption, and put an end to the killing of 2,700 preborn persons a day.

DO YOU FEEL REPRESENTED?

U.S. abortion laws are among the most extreme in the world.



In the United States, women can obtain an abortion, through ALL nine months of pregnancy for any reason, up until the moment of birth.

What our generation thinks about abortion:

53%

believe abortion should be ILLEGAL in all or most cases.

71%

believe abortion should be ILLEGAL after 20 weeks, when the baby can feel pain.

ONLY 17%

agree with Planned Parenthood and their political allies that abortion should be legal at any time, for any reason.

FOLLOW THE MONEY:

Abortion = Big Business
= Political Corruption

Abortion Vendor Funding Increase

2008 Report: \$349.6M
2014 Report: \$553.7M

During 2008-2014, taxpayer funding of Planned Parenthood, the nation's largest abortion vendor, increased by 64.5%, up to \$553.7 million.

From 2008-2014, Planned Parenthood gave \$2.8 million in cash and \$10.8 million as in-kind donations to politicians.

98.7% of those politicians were Democrats.

- In January 2016, Planned Parenthood endorsed in a Presidential primary for the first time ever. They also pledged \$20 million to help get Hillary Clinton elected.
- In July 2016, the Democratic Party approved the most extreme abortion platform ever.
- In August 2016, Planned Parenthood announced a nationwide campaign to register voters at their health facilities.

We Don't Need Planned Parenthood: Spring 2017

In the spring, we continue to educate and inform students about Planned Parenthood with the “We Don’t Need Planned Parenthood” tour. It focused on the services offered by Planned Parenthood versus Federally Qualified Health Centers (FQHCs), which are also taxpayer-funded. Students could vote with wooden “nickels” on whether they thought their money should go to Planned Parenthood or FQHCs. At most campuses, FQHCs won by a long shot at almost every campus we visited.



SFLA took the tour to 68 college campuses resulting in over two dozen news stories and countless positive conversations about why we don’t need the nation’s largest abortion provider.



WE STAND AGAINST DISCRIMINATION

The 2016-2017 school year hurled pro-life students into an unprecedented period of campus discrimination and censorship. From vandalism of pro-life displays to verbal attacks and even threats of violence from school administrators, pro-life students are facing increasing vitriol from abortion activists who have finally realized that they are losing. They may not relent without a fight, but SFLA and the students we serve are ready to stand against discrimination for as long as it takes to bring our movement across the finish line. Here are two of the worst offenders of the 2016-2017 academic year:



Fresno State University Professor Gregory Thatcher

Last May, our Students for Life group at Fresno State was chalking pro-life messages of hope and support around campus. But then Professor Gregory Thatcher showed up and instructed his students to destroy the chalkings. He was caught on camera openly bragging about it and even claimed that his free speech right included the right to erase the chalking. After intervention from Alliance Defending Freedom, Thatcher settled the case for thousands of dollars and must undergo First Amendment training.



Queens College

When Norvilia Etienne sought to start a Students for Life group at Queens College in the Fall of 2016, she faced an uphill battle from a hostile administration. The college gave unlimited power to the Campus Affairs Committee to decide whether a group should be granted official recognition and whether it may receive funding. Because of Queens College's discriminatory practices, Students for Life members must continue to fund, through the college's mandatory student activity fees, groups that support abortion but cannot access funds from those fees, which exceed \$1,200 per student over eight semesters, for themselves."

After filing a lawsuit in January, the school quickly settled and granted Students for Life the full rights afforded to other groups. The group is now thriving on campus.

OUR INITIATIVES



Pro-Life Future

Pro-Life Future (PLF) provides a bridge for our college alumni and young adults to continue involvement in the pro-life movement beyond graduation and to get involved in their communities. PLF brings them together for community, activism, continued training, event planning, and fundraising.

PLF has grown faster than we could have imagined because we have tapped into a generation that is on fire for the pro-life movement but wasn't sure where they fit until now. They are helping their communities become more pro-life, meeting with legislators about important pro-life bills, praying outside abortion facilities, and recruiting more pro-lifers to share in their incredible work.

Chicago Pro-Life Future

"To save babies." This is the resounding answer of Chicago Pro-Life Future leader Meghan Meehan when asked why her group is active in the movement. The group bonds through team building and social events so that they are a strong unit that comes together for the cause by hosting fundraisers, volunteer opportunities, and activism in their area. One of the group's activism traditions is to meet at a highway overpass with a sign reading, "ABORTION TAKES A HUMAN LIFE" – and the group says the sign has been viewed millions of times.



Pregnant on Campus Initiative

One of SFLA's most successful programs is our Pregnant on Campus Initiative, which works to change the culture on campuses into one that helps guarantee that pregnant moms receive the tools they need to have their child and finish their education.

Our Pregnant on Campus initiative tell moms: Yes, you can continue your education and have your child. You do not have to choose between your child and your future. Pregnant on Campus empowers women to reject the abortion industry's rampant lie that moms aren't strong enough or capable enough to have a child and succeed in school. We aim to be the voice these pregnant students hear.



212 Students
for Life groups
participating in
the Pregnant on
Campus Initiative



265 Pregnant
and Parenting
Students Assisted
(by the national
office and student
groups)



34 Babies Saved



6 Pregnant
Students who
chose adoption

In December, we released the second annual list of Top Schools for Pregnant and Parenting Students: Public School Edition. The list highlighted 12 public universities who create a culture of Life by providing support services and resources for pregnant and parenting students such as housing, child care, diaper decks, or scholarships. The University of Washington led the rankings due to their Child Care Assistance Program, multiple child care centers and five family housing options on or near campus, and a commitment to continuing to improve accessibility through their Child Care Advisory Committee.

In 2016, we launched **Building a Better Future (BBF)**, a program aimed at informing and directing high school students in the best ways to aide local pregnancy support organizations and to compassionately encourage pregnant and parenting teens in their communities. The campaign is a crucial step in the Pregnant on Campus Initiative that provides earlier education on pregnancy support and directs high school pregnant and parenting students towards post-secondary educational achievements (i.e. college degrees). High school student leaders will become invested in building a better future for themselves, their school communities, and especially their pregnant and parenting peers.



Rock for Life

Rock for Life, SFLA's initiative that strives to reach young people with the pro-life message, continued to take bold stands within the faith community as well as in the secular music community this year.

On its annual summer tour, Rock for Life's staff and missionaries traveled 27,000 miles to 41 states and made 58 stops at Christian and secular music festivals, including Vans Warped Tour, reaching more than 1.5 million young people. Planned Parenthood was at more than 40 secular festivals, handing out free condoms and recruiting young people to visit their predatory clinics. Rock for Life was the only pro-life presence at these clinics to counter Planned Parenthood. It is critical that we are there to reach young people before the Abortion Goliath does.



Institute for Pro-Life Advancement

Launched in 2015, the Institute for Pro-Life Advancement has published white papers on Millennials, Planned Parenthood, and the pro-life brand. This past year, we released research on churches and pro-life ministry. This research has been critical in SFLA's goal of challenging the Christian community to fully embrace the pro-life messages of compassion, love, and tangible action.

Only 1 in 10 Mainline Protestant Pastors Discussed Pro-Life Issues From Pulpit in Past 6 Months

Nearly Half of Mainline Protestant Churches Are Not Involved in Pro-Life Programs, Survey Finds



By [Samuel Smith](#), CP Reporter | Sep 7, 2016 7:44 AM



Faith Foundations

The Faith Foundations program is aimed at developing dynamic, thoughtful and persuasive pro-life leaders in Catholic and Christian high schools. Close to half of the pro-life groups that work with SFLA are high school clubs and many are religiously-affiliated. However, this is a tiny amount compared to the number of faith-based high schools in existence in the country, many of which are impeded from introducing the pro-life message by a lack of support from administrators.



Middle School Initiative

After seeing a lack of pro-life resources available to counter the infiltration of the abortion industry, led by Planned Parenthood, in middle schools, Students for Life of America introduced the brand new Middle School Initiative in the Fall of 2016. The initiative was developed by partnering with education professionals who helped to determine the best way to talk with middle schoolers (those in 6th, 7th and 8th grade) about abortion.

OUR LEADERSHIP DEVELOPMENT



3rd ANNUAL CHRISTIAN LEADERSHIP SUMMIT (August 2016)

Students at Christian schools face unique challenges to pro-life action, including crippling apathy from faculty, staff, and fellow students who know that abortion is wrong but are unmotivated to do anything about it. SFLA's annual Christian Leadership Summit brings leaders from these schools together to encourage one another and be fired up by talks and workshops specifically designed to address the challenges they face on Christian campuses. Over two dozen leaders from campuses across the country came together for the 3rd Annual Christian Leadership Summit, held in Jacksonville, FL. Students were energized to help their peers overcome apathy and achieve the seismic change possible at Christian universities to create 100% pro-life campuses.

WILLIAM WILBERFORCE AND THADDEUS STEVENS FELLOWSHIPS

The William Wilberforce and Thaddeus Stevens Fellowships are SFLA's college and high school leadership development programs for student leaders who envision a future working full-time in the pro-life movement. Our Fellowships combine mentorship, exhaustive training experiences, projects, and weekly conference calls to form and educate the leaders who will take our places at the helm of the pro-life movement.

This year, 12 college Wilberforce fellows and 8 high school Stevens fellows represented 19 schools.v



19 SCHOOLS
REPRESENTED BY OUR FELLOWS



In their own words...

David Cordaro, Wilberforce Leadership Fellow at Iowa State University, and now SFLA Upper Midwest Regional Coordinator, shares: “I never expected to be accepted into the Wilberforce Fellowship. During my interview, I told SFLA ‘I don’t plan on working full-time in the pro-life movement.’ When I got accepted, I had a ‘why me, God?’ moment. I was paired with Steve Wagner as my mentor, and had a fantastic, but very challenging year of intense apologetics training and life guidance. Fast forward to January of last year, Reagan Barklage offered me my current position, and a few months later, I was asked to lead the Fellowship Program.



“It’s so weird to see where God will lead, and his sense of humor never fails. Through this program, I have met some of my closest friends and have gotten to mentor so many wonderful leaders. This fellowship and community it builds gives me absolute certainty that it is only a matter of time until abortion will be unthinkable in our nation. ”

Brie Heraty, Stevens Fellow from Benet Academy in Illinois, said,

“The Stevens Fellowship Program impacted me in ways I only could have dreamt of. I stumbled upon the program while looking for resources for my high school pro-life club and thought it sounded like an incredible opportunity - so I took a chance, applied, and ended up receiving a spot! The training weekend and web calls provided me with so many opportunities to connect with leaders in the pro-life movement while also helping me to develop my own personal leadership skills. Without the Stevens Fellowship program, I most likely would not have found myself with an Executive Board position on my university’s Students for Life club as a freshman. Being a Stevens Fellow made me truly confident as a student leader and provided me with necessary tools to continue to be a strong voice for the voiceless.”



HEROIC:

BY THE NUMBERS

2016-2017 SCHOOL YEAR



STUDENTS
FOR LIFE
OF AMERICA®

During the 2016-2017 school year, **Students for Life of America** had the pleasure of...

VISITING

641

INDIVIDUAL CAMPUSES

CONDUCTING

3,738

STUDENT CONSULTATIONS

MENTORING

212

PREGNANT ON CAMPUS
GROUPS

STARTING

146

NEW GROUPS

SERVING

1,150

TOTAL GROUPS

TRAINING

11,107

STUDENTS

LEADING

741

TRAININGS

ORGANIZING

45

Community Mobilizations

HOSTING

18

Regional leadership summits
with 181 schools present

REACHING

271

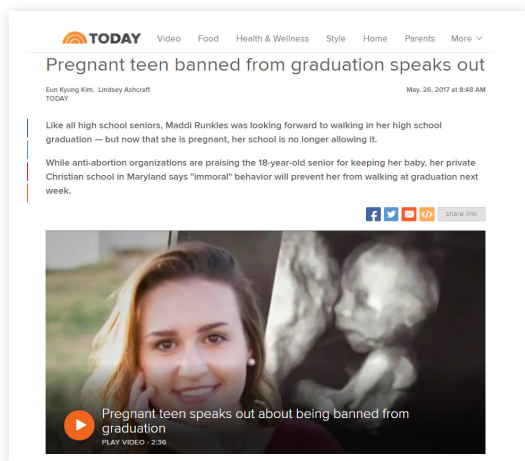
Campuses with our When Do Human Rights Begin?
Planned Parenthood Project, Fetal Pain, and We
Don't Need Planned Parenthood tours.

HEROES IN THE MEDIA

Keeping the Pro-Life Generation front and center in the media serves two purposes. First, it informs and reminds the public that we are here to abolish abortion and we're not backing down from that mission. Second, it ensures that young people's pro-life views are fairly represented as mainstream - because they are. Students are subjected to media that is saturated by the pro-abortion worldview, so we take our fight to represent the Pro-Life Generation seriously and we are relentless in seeking media opportunities.

TRADITIONAL MEDIA

Once again, SFLA had an outstanding year in traditional media. We placed op-eds, appeared in interviews, and spoke with journalists on a regular basis.



EARNED MEDIA

Students for Life achieved a record-breaking year with earned media in 2016-2017.

01

Op-eds by Kristan

39

02

Television hits

2,076

03

Radio interviews
by SFLA staff

499

04

Print/Online
stories

3,654

05

Estimated viewership/
readership

9,000,000,000+

06

Blogs posted to Students
for Life website

256

07

Estimated publicity value of
earned media in 2016-2017:

\$84,571,660

DIGITAL MEDIA

The Pro-Life Generation is online, so we are, too. Video, graphics, and digital advertising have become increasingly effective ways of communicating the message of the Pro-Life Generation. Every project at SFLA is backed by substantial support from our digital media team, which works diligently to express our message in audio-visual language online every single day.

Network Stats

FACEBOOK



Total video views on
Facebook

13,719,713
VIEWS

Total Engagement on
Facebook

59,656,676

Total
Likes:

158,651

TWITTER



Total impressions

6,054,000

INSTAGRAM



Followers

20,000

HEROES ACROSS THE NATION

REGIONAL COORDINATORS:



KATIE LODJIC
Washington Regional Coordinator
WA/AK/HI



CAMILLE RODRIGUEZ
West Coast Regional Coordinator
So CAL, AZ



NICHOLE BENTZ
Northwest Regional Coordinator
OR, ID



ANNA AREND
Northern California Regional Coordinator
Nor CAL



JILLIAN FERGUSON
Texas Regional Coordinator
TX



REAGAN BARKLAGE
Western Regional Director
MO



MADDIE SCHULTE
Northern Regional Coordinator
MN, WI



AUDREY NITZEL
Michigan Regional Coordinator
MI



SAVANNAH FALTER
Midwest Regional Coordinator
NE, KS, SD



DAVID CORDARO
Upper Midwest Regional Coordinator
IL, IA



ANNA ALLGAIER
Indiana Regional Coordinator
IN



RYAN EYRICH
Southeast Regional Coordinator
NC, SC, GA, FL



MICHELE HENDRICKSON
Eastern Regional Director
DC, DE, MD, PA



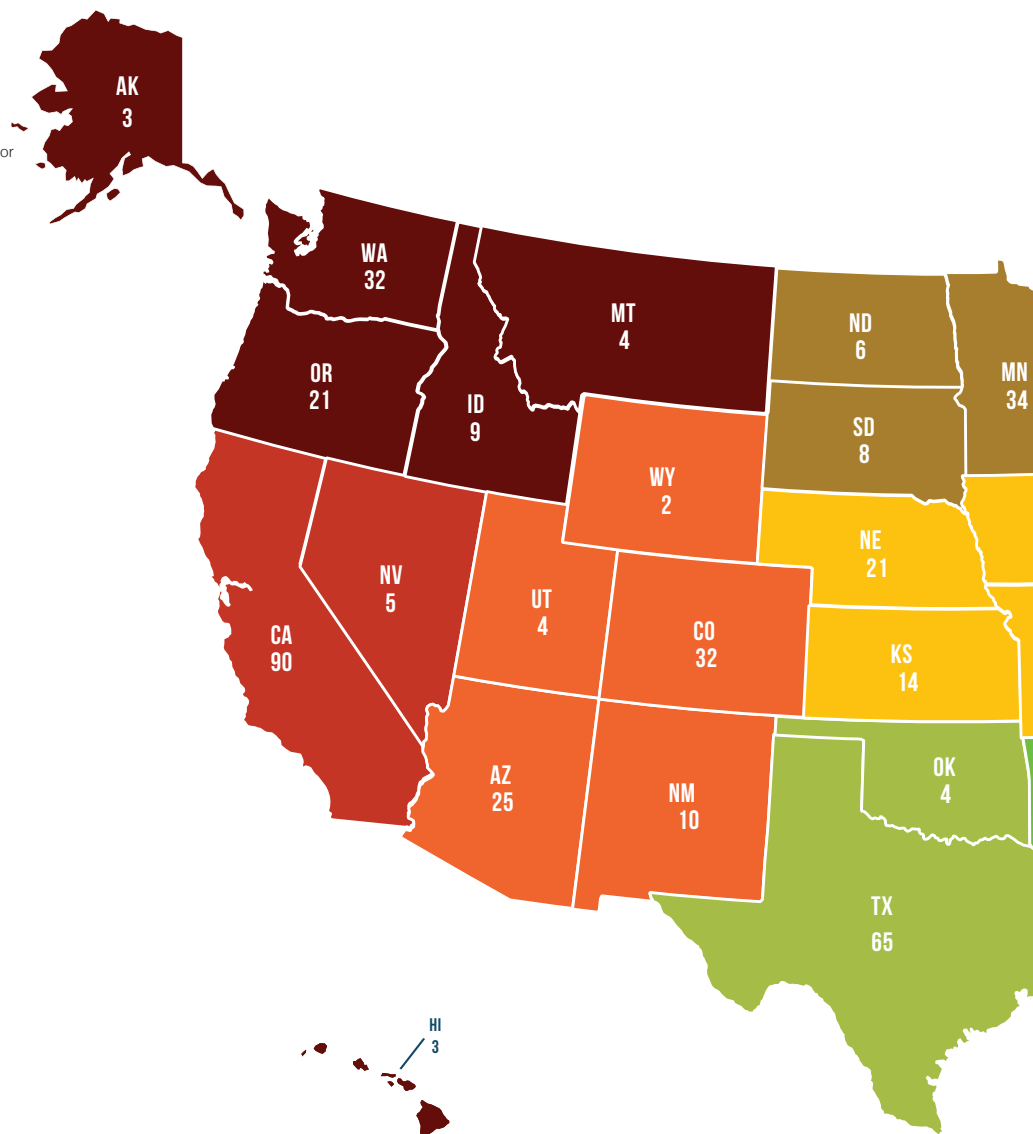
LORI CASCIO
Virginias Regional Coordinator
WV, VA



KERI LANDECHE
Northeast Regional Coordinator
NY, NJ

2017 PRAY

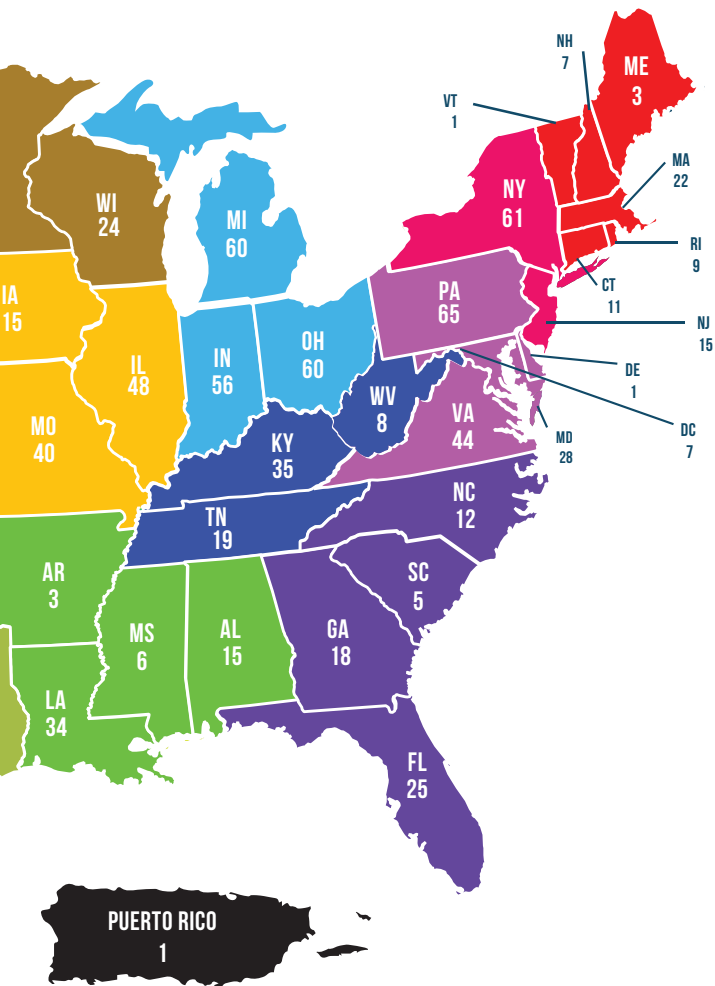
JOIN THE STUDENTS FOR LIFE
SUPPORTERS.STUDENTSFORLIFE.ORG



ER MAP

LIFE PRAYER TEAM AT

[G/JOIN-THE-SFLA-PRAYER-TEAM/](#)



BETHANY JANZEN

Rocky Mountain Regional Coordinator

CO, NM



BRENNA LEWIS

Appalachian Regional Coordinator

KY, TN



ABIGAIL YOUNG

New England Regional Coordinator

CT, NH, ME, RI, VT, MA



MORGAN GETTS

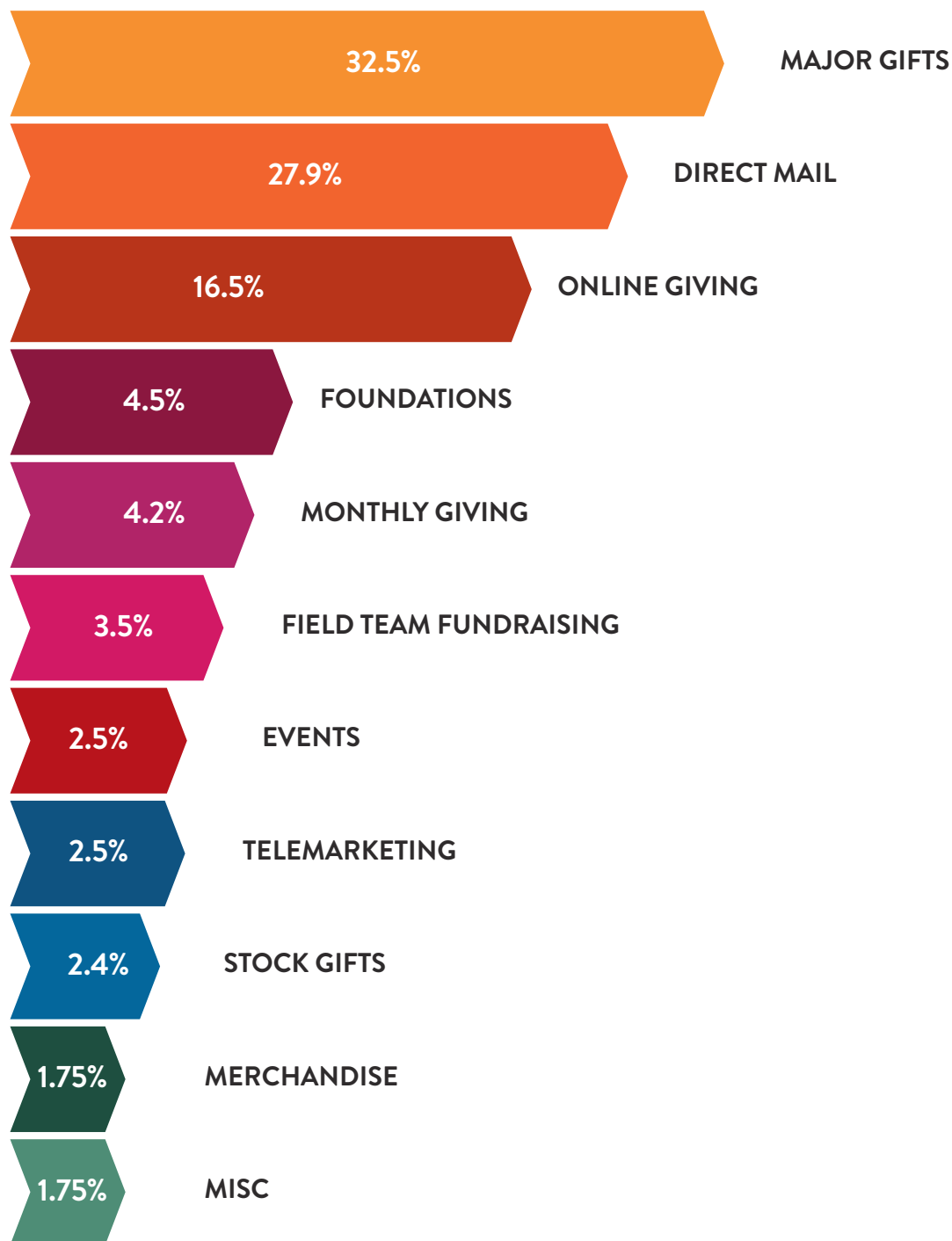
Ohio Regional Coordinator

OH

HEROIC STEWARDSHIP

HOW WE SPEND WHAT IS ENTRUSTED TO US...

Total 2016 Revenue \$5,766,588



JOIN THE HEROIC MOVEMENT

Your investment allowed us to identify, train, and mobilize the heroes of the Pro-Life Generation this year. SFLA has expanded every year since our beginning, and we plan for nothing less in the coming school year.

We need a Regional Coordinator in every part of the nation to grow and mentor new Students for Life groups in middle, high school, college, and even graduate schools, changing hearts and minds and stopping the abortion industry's influence in our schools. We must expand access to leadership initiatives, forming life-time leaders for the pro-life movement. We have to be the voice for our generation in communities and statehouses across the nation. We must continue to take on Planned Parenthood right where they target this generation for business, online and on campus.

But our big plans require big 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 (www.realestate4life.org)
- ∞ Set up a charitable gift annuity or trust
- ∞ Include SFLA in your will
- ∞ Donate real estate, cars, boats, jewelry
- ∞ Donate air miles and hotel rewards points

We cannot do what we do without YOU!

We are so grateful for your support!



SFLA National Headquarters:

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Email: info@studentsforlife.org

“We are there every day on the campuses, right where the culture is formed, right where those future voters are being created, and we’re changing their minds about abortion.”

-Kristan Hawkins

President, Students for Life

