

WE STAND FOR LIFE



STUDENTS
FOR LIFE®
OF AMERICA



STUDENTS
FOR LIFE®
ACTION

ANNUAL REPORT
2020-2021





DEAR INVESTORS,

If you know *Students for Life*, you know we are not afraid to Stand for Life.

Without fail, our team fearlessly counters the most hostile pro-abortion events in existence, stands up to bullies on campuses daily, and boldly leads the Pro-Life Generation (and the entire pro-life movement) step-by-step towards the finish line of abolishing abortion by driving innovative messaging and strategies that work.

With the fate of *Roe v. Wade* and *Doe v. Bolton* hanging in the balance, and incredible pro-life momentum in the states, our team is bold, gritty, and hungry to win. Thankfully, we've also imbued those same qualities in the students we serve. Students whom we've invested heavily into training up as leaders are truly at the helm of the progress being made, from campus victories to high-impact state laws and everything in between.

While there were still some lingering effects on our day-to-day work due to COVID this school year, overall, we were able to get back to engaging in our pro-life mission where it's most needed - on high school and college campuses. Because even in the midst of fear and chaos, there is light. With *Students for Life of America* (SFLA), no pro-life student and no woman in crisis stands alone. We are right beside them every step of the way.

The exponential growth of the *Students for Life* team over the past few years is very much mirrored in the impact we've had nationwide in defense of the preborn. We've been able to launch more life-saving projects, craft more cutting-edge

campaigns, change more pro-abortion minds using intentional and creative methods, and make more tangible pro-life gains in elections and legislation than ever before. Every year, I aspire to write a small, concise report summarizing our accomplishments. Yet every year, it gets harder and harder to squeeze the enormity of what SFLA and *Students for Life Action* (SFL Action) accomplish in a mere 365 days into anything less than a book.

After all, the time we've been preparing for in our pro-life movement is fast approaching. While we know reversing *Roe v. Wade* is not the finish line, SFLA and the army we've been training for nearly 15 years is ready to Stand for Life in any way we must...on campuses, in Washington, D.C., and at our state capitols.

Thank you for your continued prayers and support as we reflect, strategize, and prepare for what lies ahead.

Sincerely,



Kristan Hawkins
President, Students for Life





HOW WE'VE BEEN BUILDING FOR THIS MOMENT...

Students for Life of America (SFLA) launched full-time in August 2006 with the hiring of Kristan Hawkins. Thanks to an angel investor, our organization was able to grow rapidly with the mission to build and become the voice of the Pro-Life Generation.

For the first several years of our organization, we were focused on growing the number and quality of *Students for Life* groups on college, high school, and graduate campuses. However, simply starting *Students for Life* groups is not our mission. Abolishing abortion is.

Students for Life has grown up to become one of the leading pro-life advocacy organizations in the world, driving the narrative for the entire movement and leading by example. Our staff size and budget is one of the largest in the entire pro-life movement, and our reach and success are recognized movement-wide.

It's become a humbling reality to know that a pro-life advocate cannot go to a pro-life march or any other event without witnessing our legacy of joyful, hopeful, young people proudly waving our signature black-and-white "I am the Pro-Life Generation" signs.

No other pro-life organization can mobilize more quickly and with more grassroots pro-life activists than *Students for Life*.

We currently serve more than 1,200 groups in all 50 states and have trained more than 127,000 young people.

Students for Life currently reaches an audience of more than 2 million each week through our social media channels. Our constant presence on campuses as well as our rapid mobilizations allow us to respond in communities across America to support pro-life initiatives or oppose abortion extremism, earning us more than \$52 million in traditional media coverage each year. This year, our team averaged a 31% mind-change rate (an abortion supporter switching from identifying as pro-choice to pro-life) with our online campaigns and a 25% mind-change rate from our on-campus outreach.

Since our launch 15 years ago, we have been focused on leading, mobilizing, and transforming young people across America for what will happen the day after *Roe v. Wade* and *Doe v. Bolton* are reversed, and the decisions about the legality of abortion returns to the states. For at that moment, 50 individual state battles will begin, and the pro-life movement must have trained, easy-to-mobilize activists to lead the charge to abolish abortion in their states and promote the non-violent alternatives already available to women in crisis.

This is the Pro-Life Generation.

WHAT STANDING FOR LIFE LOOKED LIKE IN 2020-2021

- » Started **85** new *Students for Life* groups, ending the school year serving more than **1,200** groups
- » Provided personal, one-on-one assistance to *Students for Life* groups **2,553** times, training nearly **15,000** pro-life students in person
- » Mobilized the Pro-Life Generation to respond to community abortion events **248** times
- » Initiated **1.2 million** online conversations about abortion and another **27,307** in-person on campuses
- » Converted more than **one-third** of individuals whom we engaged in conversation from pro-choice to pro-life
- » Achieved **20** victories of kicking Planned Parenthood off Christian school campuses
- » Earned nearly **\$53,000,000** in traditional media coverage
- » Knocked on more than **244,000** doors to educate voters in key races alongside our sister organization, *Students for Life Action*
- » SFLAction's triple threat of door knocking, phone calling, and personal text messages resulted in more than **3.8 million** voter contacts in the 2020 elections
- » Welcomed over **63,000** pro-life advocates to our professionally-produced online "Stand for Life" weekend in January 2021 (and another **1,000** to our in-person events) as a replacement for the cancellation of the National Pro-Life March in Washington, D.C.
- » Generated more than **3,000,000** views on Students for Life of America YouTube videos
- » Amassed a combined social media following of more than **1.2 million**
- » Raised over **\$71,396** in funding, scholarships, and baby items for student mothers and fathers on campus through our *Students for Life* groups
- » Held our inaugural National Leadership Collective which provided in-depth training for more than **150** top leaders and graduated a record **52** students from our five Fellowship Programs
- » Saved at least **30** babies, that we know of, from abortion

OUR INITIATIVES

Because *Students for Life of America* believes in a well-rounded, multi-faceted approach to abolishing abortion, we have, over the years, launched a family of Initiatives that enrich our mission in unique and specialized ways. Our Initiatives provide the intentionality needed to accomplish specific goals on the road to making abortion unthinkable and unavailable.



STUDENTSFORLIFEACTION.ORG

Students for Life Action, the 501c(4) sister organization of *Students for Life of America*, trains and mobilizes this generation of pro-life leaders to impact public policy and influence key elections to restrict and abolish abortion state by state.



STUDENTSFORLIFEHQ.COM

Students for Life HQ is a free online platform that offers students pro-life training, tools, resources, and networking opportunities. It is a one-stop-shop for any pro-life student looking to find their place in the pro-life movement.

ABORTION FREE CITIES

ABORTIONFREECITIES.ORG

The Campaign for Abortion Free Cities exists to directly reduce abortions in our communities by serving women, promoting non-violent pregnancy resources, reaching out to our neighbors, and changing hearts and minds.



EXPLICITLYPROLIFE.ORG

Tune in every other week for a new episode of *Explicitly Pro-Life*. The only podcast that focuses on how we can change the tide in America to reverse *Roe v. Wade* and shift the political playing field in America. This podcast is brought to you by Kristan Hawkins, the President of *Students for Life of America*, mother of four, and a fierce fighter for the preborn.



STANDINGWITHYOU.ORG

Standing With You is a pregnancy support initiative of *Students for Life of America* that helps student parents embrace both their children and their education and empowers *Students for Life* groups to support their pregnant and parenting peers in tangible ways.



INSTITUTEFORPROLIFEADVANCEMENT.ORG

The Mary Demetree Institute for Pro-Life Advancement is committed to researching the best ways to communicate our philosophically and scientifically-sound opposition to abortion in order to win this generation to our pro-life movement.



PROLIFESUMMIT.COM

The National Pro-Life Summit harnesses the passion of the most dedicated among those who pilgrimage to Washington, D.C. for the annual Pro-Life March, challenging them to dive deeper and return to their communities with a new vision and tools to radically change the political and cultural landscape. This one-day training event is a game changer and exactly what our movement needs to prepare for a post-Roe America.



THE STRATEGIES BEHIND STANDING FOR LIFE

Students for Life recruits new people into giving the pro-life movement a second look, helps in the conversion of their hearts and minds, and then mobilizes them to become leaders in Post-Roe America. The success of this model is the reason the Pro-Life Generation is turning the tide for Life in our nation. This year, we followed three priority strategies to help us further our mission of abolishing abortion.

01

Attack Planned Parenthood & the Abortion Industry

With the reality of a very abortion-friendly new presidential administration, the *Students for Life* team refocused our efforts to impact the abortion industry away from the White House and took them directly to the front lines – college campuses, the Supreme Court, and statehouses.

02

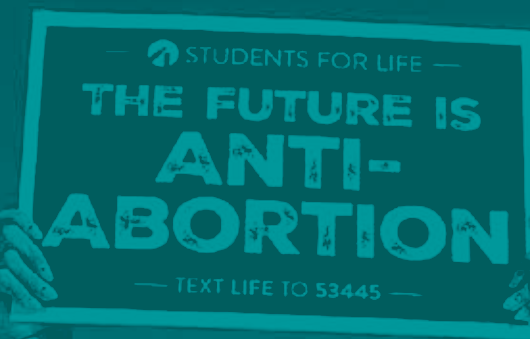
Develop Young Leaders

In order to grow and maintain the Pro-Life Generation, *Students for Life* is continuing to build up lifelong leaders who are ready to usher in and LEAD in a post-Roe America. Our Fellowship Programs, (new) Student Spokesperson Program, *Students for Life* Action Captains Program, and a myriad of leadership opportunities empower students to be the leaders our movement needs, not just in the future, but today.

03

Change the Hearts and Minds of this Generation

With the effects of COVID-19 continuing to linger, the *SFLA* team doubled down on innovative efforts to further our life-saving mission using digital means. And, despite concerted efforts by Big Tech to silence our voice, we held hundreds of thousands of conversations online and saw well over a quarter of a million pro-choice Americans change their minds about abortion.



STRATEGY 1

ATTACK PLANNED PARENTHOOD AND THE ABORTION INDUSTRY

KICKING PLANNED PARENTHOOD OUT OF CHRISTIAN SCHOOLS

There are some very concerning data cross-sections when it comes to abortion clientele. Half of abortion-seeking women are in their 20s...and half are regular church-goers. With this knowledge, Catholic and Christian colleges should be actively promoting life and protecting their students from the predatory abortion industry. Sadly, after extensive research, our team has not found that to be the case.

Since 2020, we have engaged in 52 battles with **20 victories**, pressuring Christian schools to end relationships with Planned Parenthood and cease any promotion of abortion on campus.

PLANNED PARENTHOOD RESOURCE REMOVED FROM WEBSITE

- Seattle University, Seattle, WA
- College of Saint Scholastica, Duluth, MN
- Clarks Summit University, Clarks Summit, PA
- Lubbock Christian University, Lubbock, TX
- Edgewood College, Madison, WI

PLANNED PARENTHOOD NO LONGER LISTED AS A RESOURCE

- Pepperdine University, Malibu, CA
- Bloomfield College, Bloomfield, NJ
- Adrian University, Adrian, MI
- Pacific School of Religion, Berkeley, CA
- St. Norbert's University, De Pere, WI
- St. Francis University, Loretto, PA

PLANNED PARENTHOOD REMOVED AS A VOLUNTEER OPPORTUNITY

- Westmont College, Santa Barbara, CA

PLANNED PARENTHOOD REMOVED AS A PRACTICUM SITE

- La Sierra University, Riverside, CA
- Loyola University, Chicago, IL

ABORTION NO LONGER COVERED IN STUDENT INSURANCE PLAN

- Masters University, Santa Clarita, CA
- Christian Brothers University, Memphis, TN

PLANNED PARENTHOOD NOT ALLOWED ON CAMPUS

- University of Findlay, Findlay, OH
- Saint Xavier University, Cincinnati, OH

PLANNED PARENTHOOD REMOVED AS A CAREER OPPORTUNITY

- Hanover College, Hanover, IN

PLANNED PARENTHOOD REMOVED AS A COMMUNITY PARTNER

- Columbia College, Columbia, SC



STANDING AGAINST CHEMICAL ABORTION

Victories in the States

	Heartbeat	Life at Conception Act	Chemical Abortion Total Ban	Chemical Abortion Online Ban (partnership with SBA List & AUL)
AL			Introduced	
AR		Signed into law		Signed into law
AZ	Introduced			Signed into law
IA			Introduced	
ID	Signed into law			
IN				Signed into law
MT				Signed into law
OH				Signed into law
OK		Passed Senate, Carried into 2022		Signed into law
SC	Signed into law			
TN		Introduced, Carried into 2022		
TX	Signed into law			Signed into law
WY			Introduced, Passed Senate	

Expanding our Influence on the Hill

The battle against abortion will not be won without heavy and concerted efforts on chemical abortion, which accounts for **54% of all abortions** and more than **90% of all first trimester abortions**. *Students for Life* is leading the national charge against the abortion lobby's Death by Mail agenda by exposing the dangers of No Test, Online distribution of the deadly drugs as well as the sneaky expansion of it by the abortion industry and its allied legislators.

SFLAction worked with Sen. Steve Daines (R-MT) and Rep. Chip Roy (R-TX) to introduce our first-ever federal bill, the **Protecting Life On College Campus Act** (S. 2408 and H.R. 4607). If passed, the bill would prohibit federal funding of colleges that provide Chemical Abortion drugs or other abortion procedures to their students or staff.

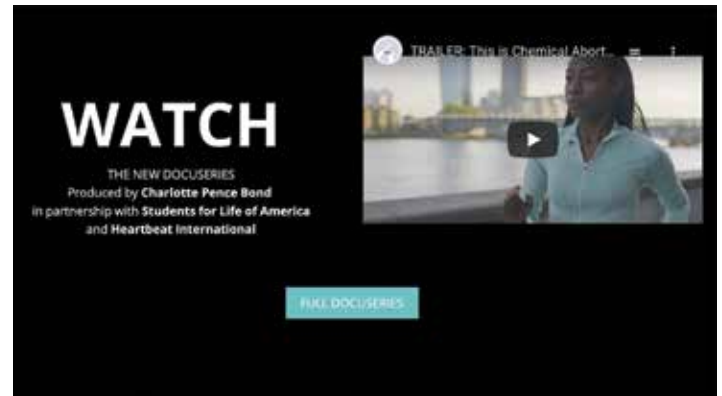
Opposing Bad Actors

As expected, President Biden's radically pro-abortion administration got quickly to work appointing bad political actors to positions of power. One of these was Xavier Becerra, who was appointed to head the Department of Health and Human Services (HHS) and now oversees the FDA even though he once sued them to drop health and safety standards for Chemical Abortion Pills. *Students for Life* went to work opposing the nomination, educating the public about Becerra's extreme record on abortion and encouraging pro-lifers to contact their representatives to urge them to vote "No" on his confirmation. We sent a joint letter in December to members of the U.S. Senate and hosted a Facebook Townhall with two U.S. Senators to educate and mobilize the movement. In total, we measured the following activity from 64,000 voters:

719,918 robocall patch thru attempts with **7,435 completed**; **153,760 personal text messages** sent to voters in key states; **37,409 faxes** sent to Senators from voters; and **18,078 emails** sent to Senate offices from voters.

This is Chemical Abortion Docu-Series

One facet of the chemical abortion fight is a general lack of knowledge about the crisis. From ignorance about how chemical abortion actually works to the current state of its legality and distribution, *Students for Life* recognizes the critical importance of providing education about these toxic, life-ending drugs. We filmed a professionally-produced docu-series solely exposing the realities of chemical abortion, from its health implications to the lies about it peddled by the industry that profits from them. You can watch it here: thisischemicalabortion.org



PROTECTING LIFE STATE BY STATE

Throughout the 2020-2021 school year, the *Students for Life* team organized a whopping **248 pro-life events** in response to either pro-life or pro-abortion happenings in communities nationwide. For scale - that's the most our team has EVER done in one year.

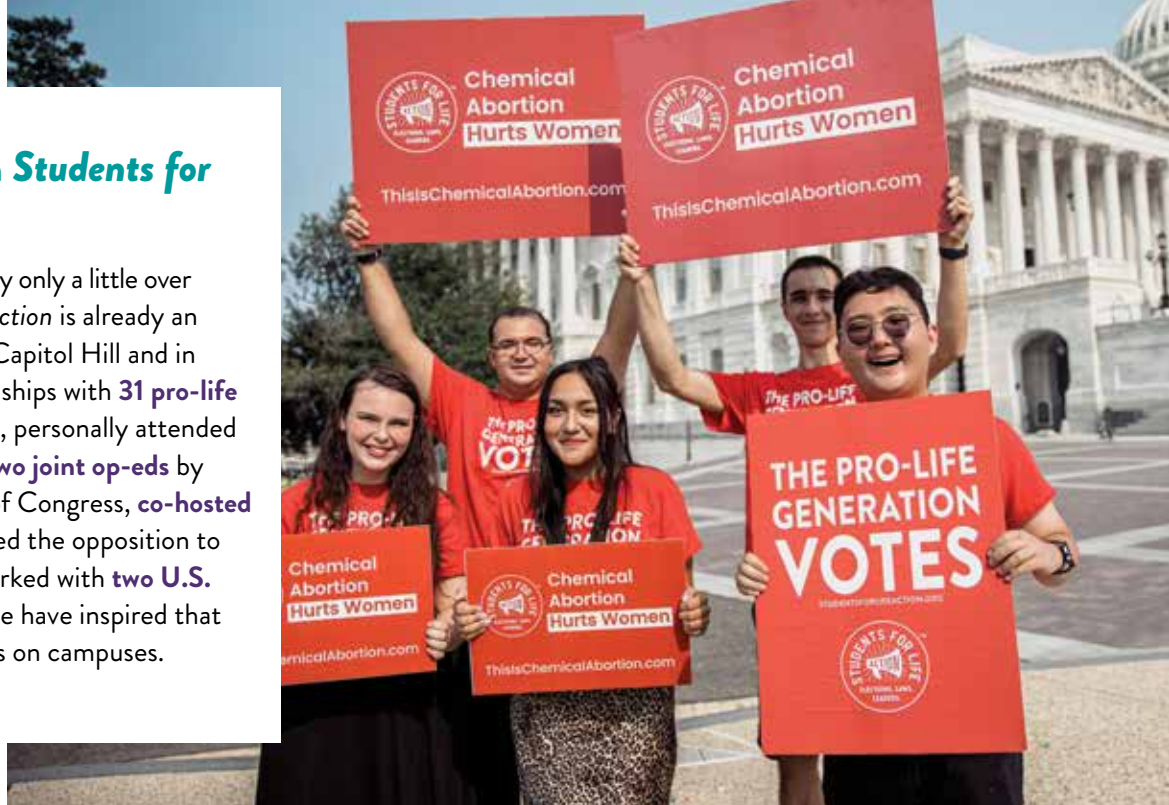
In October 2020, all eyes were on the Supreme Court as Amy Coney Barrett persisted through her tumultuous confirmation process. In support of Judge Barrett, the Pro-Life Generation...

- Took part in a #Justice4Life tour in ten states, rallying support for Amy Coney Barrett's confirmation. We showed up outside the offices of U.S. Senators Joe Manchin (D-WV) and Lisa Murkowski (R-AK) in particular, who represented essential swing votes.
- Formed a special small group of young women dubbed "The SCOTUS Squad" who lived temporarily in Washington, D.C. so they could be present at the Court at a moment's notice due to the constant flurry of Supreme Court activity last fall.
- Countered the pro-abortion Women's March in Washington, D.C. Our team carried pro-life and pro-Amy Coney Barrett signs (and were spray painted by angry pro-abortion protesters).



Standing for Life with *Students for Life Action*

Though the organization is formally only a little over two years old, *Students for Life Action* is already an influential powerhouse both on Capitol Hill and in statehouses. We've built relationships with **31 pro-life leaders** in the House and Senate, personally attended **two state bill signings**, penned **two joint op-eds** by Kristan Hawkins and Members of Congress, **co-hosted four Facebook Townhall Lives**, led the opposition to Xavier Becerra for HHS, and worked with **two U.S. House members** on legislation we have inspired that would ban chemical abortion pills on campuses.



STUDENTS FOR LIFE ACTION STATE CAPTAIN HIGHLIGHTS



GABBY LARA

In Kansas, State Captain Gabby Lara led the effort to pass the Value Them Both Amendment. Our students, including Gabby, were also involved in lobbying efforts in 2019. Gabby also helped with election efforts last summer to replace Jan Kessinger, the pro-choice Republican who stopped Value Them Both from passing. Thanks to these summer efforts, a ballot initiative is now in place for 2022 that will decide whether this pro-life constitutional amendment goes into law.

FELIPE AVILA

In Nevada, State Captain Felipe Avila led a project calling on the Nevada Department of Health to revoke the license of a dangerous abortion facility in Nevada. Felipe helped draft a formal letter from *Students for Life* and organized students to bring it to the Nevada Department of Health office. This abortion facility has a record of deficiencies and unsanitary conditions which warrant the closing of the facility.



RACHEL SCHRODER

In Texas, State Captain Rachel Schroder helped lead the effort to abolish abortion. She went to the Texas state capital to testify, organized lobby days, or otherwise represented *Students for Life Action* eight separate times. Thanks in part to her efforts with *Students for Life Action*, Texas is now the 12th state to pass a version of the Heartbeat Bill.

A Massive Gathering in Georgia

More than **200 students and staff** sacrificed their New Year's plans to travel to Atlanta in January 2021 for Georgia's special runoff election. For 85% of the student volunteers, this huge undertaking was their first participation with *Students for Life Action*. We knocked on **70,000 doors**, sent over **314,000 personal text messages**, reached more than **491,000 voters** through phone calls, and contacted **876,769 total voters** through our Get Out the Vote (GOTV) efforts... all in just 4 days.



2020 Election Mobilization

For the 2020 election, *Students for Life of America* and *Students for Life Action* went all in. Despite the disappointing results of the Presidential election, we're proud of the way the Pro-Life Generation stepped up to serve in numbers never seen before and were motivated by the success pro-lifers saw in down-ballot races.



We knocked on **187,504 doors** in **13 states**



We recruited more than **1,000 students** to be involved in phone banking, personal text messaging, and door-knocking efforts



We made **523,022 phone calls** and sent **2.18 million personal text messages**, averaging \$16.40 per vote



We launched a first-of-its-kind Digital Field Team for the pro-life and conservative movement that saw **99,440 voters**, aged 18-35, change their minds and commit to voting pro-life first



Nationally, we saw a **7% increase** in the youth vote going to President Trump



Students for Life Action saw victories in **10 federal races** and **14 state races** with which we were involved

This “triple threat” of door knocking, phone calling, and text messaging allowed us to have a wider impact on these races and a wider influence when it came to lobbying. We even engaged in six races that saw Planned Parenthood Action Fund-endorsed candidates defeated.

Sanctuary Cities

In May 2021, the *SFLAction* team mobilized students in Lubbock, Texas to garner support for banning abortion facilities within city limits. In one weekend, our students knocked on **4,000 doors**, sent **20,000 personal text messages**, and made **5,000 phone calls** to voters. We were the only national pro-life organization to engage. The result? The referendum passed with **62%** of the vote, and as of June 1st, the Planned Parenthood in Lubbock stopped committing abortions.

State Legislation

Last spring, *SFLAction* significantly increased our efforts to help pass pro-life and block pro-abortion legislation in state capitals across America. Bypassing the insider and access-based issue advocacy typically utilized by the pro-life movement, we implemented a grassroots-oriented approach to identify and mobilize pro-lifers in states to contact state legislators to pass or defeat bills.

In total, *Students for Life* cranked out 1.5 million patch-thru phone calls and sent **470,000 personal text messages** to voters in key states. We tracked **nearly 300** state bills and directly engaged in state legislative battles in **27 states**, with *Students for Life* leaders testifying **more than 30 times** before state houses and hosting 25 lobby days. **24 pieces** of legislation we supported and mobilized for were passed. Because of our efforts, our team and students were personally asked to be present at bill signings in Montana and Texas. For the first time, several of the bills we mobilized support for were *Students for Life*-inspired.



Top 4 State Case Studies from 2021

Arkansas - VICTORY

On Tuesday, March 9th, Arkansas Governor Asa Hutchinson signed the “Unborn Child Protection Act” for which the only exception is life of the mother. *Students for Life Action’s* efforts on behalf of the pro-life legislation included generating **more than 4,700 emails** into the Capitol and Governor’s mansion.

SFLAction called **more than 42,000** pro-lifers in Arkansas, urging them to call their state legislators in support of this bill. Additionally, we sent **over 130,000 personal text messages** to pro-lifers in targeted Senate offices. Many of our calls, emails,

and texts were made to stop leadership from watering down the bill with exception amendments.

Regional Coordinator Jacinta Florence spoke in support of the bill at a joint press conference with the bill sponsor, Sen. Jason Rapert. Sen. Rapert made a video about how he loved working with us and said our efforts were crucial in stopping leadership from nuking the bill.

Arizona - PARTIAL VICTORY

Students for Life Action’s ability to engage and mobilize within just a few hours paid dividends in Arizona two times in 2021. The first example started during Arizona’s 2020 state primary cycle. State Senator Nancy Barto, with the help of *SFLAction* (the only national pro-life organization who had boots on the ground), defeated an alleged “pro-life” Republican incumbent

who blocked pro-life bills from passing. After being sworn in, Sen. Barto wasted no time introducing pro-life legislation.

Her pro-life omnibus bill, SB 1457, had several pro-life pieces of legislation built into one, including an abortion ban based on genetic abnormalities and a ban on mail-order chemical abortion

pill. Of course, when it came down to final passage in the State Senate, one Republican Senator became a hold-up and refused to support the bill.

Within hours of being notified, *Students for Life Action* made **23,794 calls** to pro-lifers in this Senator's district alerting them about his refusal to support the bill. Days later, he dropped his opposition. The bill then proceeded to pass the Arizona Senate by a vote of 16-14 and was signed into law.



The second instance of *SFLAction's* rapid response occurred when Sen. Sine Kerr introduced an amendment to a separate bill in the Arizona Senate Appropriations Committee to completely rewrite a transportation bill into a Heartbeat Bill.

With only a day's notice before the hearing, *SFLAction* launched **more than 134,000 calls** and **nearly 60,000 personal text messages** targeting the committee members. While *SFLAction* was successful in dislodging the bill out of committee, the Senate President claimed several supposedly "pro-life" Senators told him they weren't supporting the bill, so he didn't schedule a floor vote for the bill.

We will continue to urge Arizona legislators to make the most of their pro-life majorities and continue to advocate for legislation to restrict and abolish abortion.

Kansas - VICTORY

After watching the Value Them Both Amendment, a vital bill that would make it clear in the Kansas State Constitution that abortion is not guaranteed, fail at the hands of four Republicans who voted to sustain the Democrat Governor's veto of the bill in 2020, *Students for Life Action* took the bold position of getting engaged in primaries to replace politicians unwilling to protect preborn life. In particular, *SFLAction* worked to replace incumbent Jan Kessinger with Jane Dirks, who won in the August 2020 primary.

"Jan Kessinger's loss was a cautionary tale to Republicans. If you won't help us save preborn lives, we will find someone who will," said Titus Folks, *Students for Life Action's* Grassroots Political Coordinator. With the four pro-abortion Republicans who blocked the pro-life amendment gone at the beginning of the 2021 state legislative session in Kansas, local media outlets were predicting a fast and easy passage of the bill with enough votes to override the Governor's veto and place the amendment on the ballot in the upcoming Republican primary in 2022.

However, the preliminary whip count ahead of the vote came down to just one key Senator, Sen. Dennis Pyle. Unfortunately, that Senator was mysteriously absent every time the bill was eligible to be voted on, so the bill was

delayed and skipped over. His fellow pro-life seatmate took to Facebook and called him out over it.

SFLAction decided that video was worthy of sending out to Senator Pyle's pro-life constituency. Within hours of that video being posted, *SFLAction* students and staff blasted a link to the video via text message, along with a link to directly email Sen. Pyle and urge him to show up and vote.

After 11,000 of his pro-life/conservative constituents received this text message, Sen. Pyle decided to show up the very next day, and the bill finally passed with a veto-proof majority. *SFLAction* plans to finish off our success by ensuring the ballot amendment passes in the favorable environment of the 2022 primary in Kansas.



Wyoming - FOOTHOLD GAINED

While not a victory, we managed to work with a pro-life champion to score a roll call vote against Wyoming House leadership's wishes. Our model bill (SF0133), introduced by Sen. Tim Salazar to ban chemical abortion, passed the Senate.

Unfortunately, the House leadership refused to submit the bill to a committee and tried to use calendar deadlines to run the clock out in order to quietly ignore the bill.

Fortunately, *SFLAction* worked with pro-life champion Rep. Chuck Gray to force a vote in the House through a parliamentary procedure that bypassed the committee and brought the bill forward for consideration by the Wyoming House of Representatives.

The chamber spent an entire hour debating whether they should even vote on the bill and then, ironically, a majority voted against hearing the bill, claiming they didn't have enough time to vote on the bill.

Armed with a roll call vote in the House, *SFLAction* now knows which Wyoming Representatives can be trusted to defend the preborn and which ones can't. We will be actively mobilizing in Wyoming and pursuing aggressive campaigns to expose the faux pro-life Representatives in that state.



Defending Life in Washington

In Washington, D.C., *Students for Life* has engaged like never before, building relationships with pro-life leaders in the House and Senate and mobilizing the Pro-Life Generation to action. In December 2020, *Students for Life* led the way in the pro-life movement's opposition to Xavier Becerra's nomination to lead the U.S. Department of Health and Human Services by drafting and sending a joint letter in December to members of the U.S. Senate. In February, we hosted a Facebook Townhall with two U.S. Senators to educate and mobilize the movement.

In total, our efforts resulted in more than **64,000 voters** taking action to contact targeted U.S. Senators through phone calls, emails, and faxes. While our efforts ultimately fell short thanks largely to Senator Susan Collins (R-ME) voting for Becerra's nomination, our efforts in West Virginia caused Sen. Manchin to waffle in his support, which delayed the confirmation for several weeks.

Immediately following the Becerra confirmation battle, *SFLAction* expanded our program in West Virginia. This time, it was to keep the pressure on Joe Manchin to protect the filibuster necessary to block the pro-abortion legislation spewing from Speaker Nancy Pelosi's (D-CA) majority in the U.S. House of Representatives. In addition to mobilizing our West Virginia students to rally outside of Sen. Manchin's office, *SFLAction* coupled our grassroots efforts with a billboard campaign across the Mountaineer State.



Last spring, *Students for Life Action* mobilized students for six in-person and one national, virtual federal lobby days. In April, we organized five rallies in front of House Democrat home offices encouraging them to sign the Born Alive Discharge Petition.

In May 2021, *SFLAction* generated more than **19,700** of the 174,179 comments submitted to HHS on their proposed change (to nullify) to President Trump's Protect Life Rule, which prohibits Planned Parenthood from receiving Title X funds. That's more than 11% of the total comments. A former HHS official said of our work, "I wouldn't be surprised if you topped all the other pro-life organizations."

In June, *Students for Life of America* and *Students for Life Action* mobilized in D.C. to call for the firing of Dr. Anthony Fauci for his role in approving taxpayer funds to be used for research involving the body parts of aborted children. We also mobilized in Washington and in six other cities to call on the U.S. Catholic Bishops to stand for Life and speak out against so-called "Catholic" politicians who publicly promote and aggressively expand abortion in our nation.



A person wearing a dark beanie with 'INTERSECT ROE' text, a light-colored winter coat with a fur-lined hood, and a face mask is holding a large wooden cross. The cross has the year '2005' written on its horizontal beam. The background shows a city street with buildings and trees.

STRATEGY 2

DEVELOP YOUNG LEADERS

National Leaders Collective

In 2021, we hosted a first-of-its-kind National Leaders Collective, an advanced leadership training in Washington, D.C. for the top pro-life student leaders. A record-breaking ten different SFLA leadership initiatives were represented at this event.

For our inaugural year, we accepted **149 students** who were trained by pro-life experts in various fields about how to best abolish abortion in their communities and nationwide. Attendees also enjoyed hands-on activism opportunities, plus time to network and build relationships with other leaders.



Student Spokespersons

In 2021, we re-launched the SFLA Student Spokesperson program to train five of our top students in communicating the pro-life message on a national scale. These students joined us in Washington, D.C. for the #Stand4Life weekend, where they helped collect footage and contributed to social media outreach. The unspoken goal of this program is to equip and empower these students to join our staff. Out of the 5 student spokespersons from this school year, **4 have been hired full-time.**

Fellowship Programs

Each year, *Students for Life* invites our top student leaders around the country to participate in one of five exclusive Fellowship opportunities that are designed to mentor and prepare them for full-time careers in the pro-life movement. Each Fellowship has been specially crafted to serve a particular niche of student leader, from high schoolers to artistically-inclined pro-life college students. The Fellowship programs include; the Thaddeus Stevens Fellowship, the William Wilberforce Fellowship, the Christian Leadership Fellowship, the Invictus Men's Fellowship, and the Hildegard Art Fellowship. Students who are accepted to the Fellowships are paired with a mentor, travel to Washington, D.C. for the National Leaders Collective kick-off weekend, receive year-long leadership training, are assigned a pro-life project, and more.

Students For Life Action Captains

Students for Life Action's 50 State Captains were our most dedicated volunteers during our 2020 election efforts as well as during the 2021 state legislative season. An average of 40 of the State Captains were responsible for...

- 25% of 2020 election efforts (doors knocked, calls made, texts sent).
- 138,000 calls made to voters.
- 174,000 texts sent to voters.
- 37,000+ doors knocked to educate voters.
- 25+ days spent making calls to voters.

ALUMNI & THEIR LEGACY



MARILYN SYNEK
Nebraska Family Alliance



OLIVIA GARZA
Students for Life of America



BRISCOE CAIN
TX State Representative



HELEN NGUYEN
3W Medical for Women

#STANDFORLIFE WEEKEND

Virtual Trainings

Each evening of #Stand4Life, *Students for Life* hosted a professionally-produced live virtual training on how to advocate for Life to elected leaders, sidewalk counsel, and defend pro-life beliefs. More than 63,000 pro-lifers, of all ages, tuned in to hear from expert apologist Stephanie (Gray) Connors, former Planned Parenthood director Abby Johnson, and Sidewalk Advocates for Life, among many others.

Public Policy Activism

Thousands of pro-life students hosted press conferences and did pro-life sidewalk chalking in front of the offices of U.S. Senators and Congressmen thanking them for their pro-life votes in Washington or encouraging them to re-consider their votes in favor of abortion. In Texas, students and staff members were peacefully chalking on the public sidewalk outside of U.S. Congressman Colin Allred's (D) office and SIX police officers were called on them.



World's Biggest Life Chain

On Friday, January 29th, 2021, the Pro-Life Gen gathered over 120 activists in Washington D.C. and hosted life chains in 19 cities across the nation simultaneously, making this one of the largest life chain campaigns our nation has ever seen. In Arlington, Virginia, many pro-life students and community members lined a D.C. street with signs proclaiming, "The Future is Anti-Abortion!" Unfortunately, because D.C. picks and chooses what free speech they allow, we were approached by police and asked to leave. But overall, the national event was a major success.



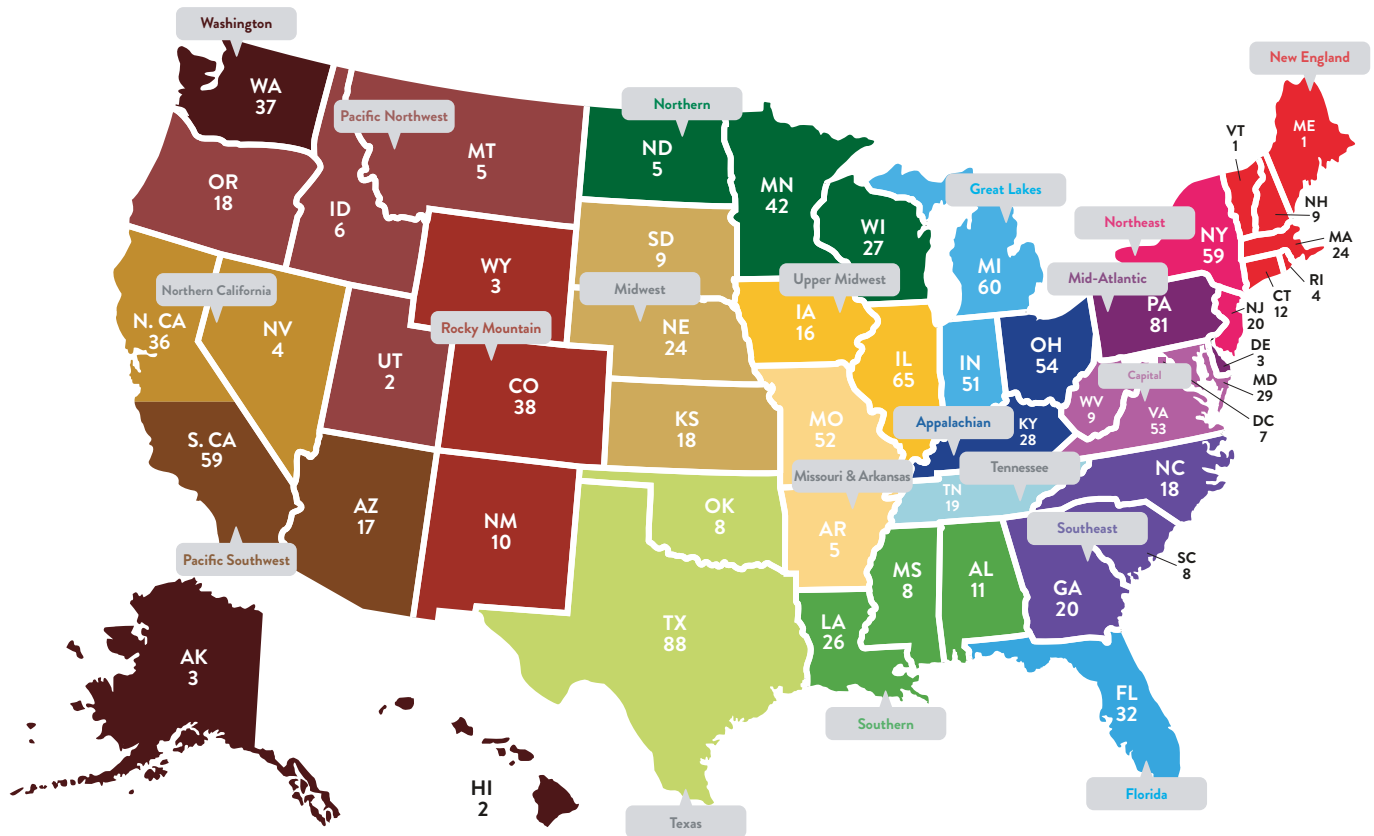
Sidewalk Counseling

Pro-life students brought life-affirming information, compassionate hearts, and blessing bags to serve women who may not have known that abortion was not their only option. At the Washington, D.C. Planned Parenthood sidewalk counseling event, the pro-life students looked on as a couple pulled into the parking lot. After dropping off the woman at the abortion facility, the male counterpart approached and twice said that if they didn't leave by the time he came back, he'd have a gun and 'spray [them] with bullets.' Fortunately, the police were called, and nothing came of the threat.



2021 OUR PRESENCE ACROSS *America*

1,200+ student groups across the nation in 15 regions



Reagan Barklage
National Field Director

Sarah Zarr
Midwest Regional Manager

Liana Hollendonner
Atlantic Regional Manager

Stephanie Stone
Mid-East Regional Manager

Brei Brooke
West Coast Regional Manager

REGIONAL COORDINATORS

Jaylem Dourousseau
Midwest
Regional Coordinator
NE, KS, SD

Lucy Gonzalez
Missouri and Arkansas
Regional Coordinator
MO, AR

Omarr Peters
Southern
Regional Coordinator
AL, LA, MS

Matt Murphy
Northern
Regional Coordinator
WI, MN, ND

Karlie Lodjic
Washington
Regional Coordinator
WA, AK, HI

Jordan Brittain
Pacific Southwest
Regional Coordinator
So Ca, AZ

Lea Kalinowski
Northern California
Regional Coordinator
No Ca, NV

Lucia Morud
Pacific Northwest
Regional Coordinator
OR, ID, UT, MT

Mariah McCarron
New England
Regional Coordinator
ME, CT, RI, VT, NH, MA

Lauren Marlowe
Northeast
Regional Coordinator
NY, NJ

Brooke Larkin
Southeast
Regional Coordinator
NC, SC, GA

Mary Carmen Zakrajsek
Indiana
Regional Coordinator
IN

Jordan Moorman
Ohio
Regional Coordinator
OH

Hannah Wolfe
Capital Area
Regional Coordinator
DC, MD, VA, WV

Andy Secola
Florida
Regional Coordinator
FL



STRATEGY 3

CHANGE THE HEARTS AND MINDS OF THIS GENERATION

STANDING FOR LIFE ON CAMPUS

There is no one more uniquely positioned to combat our nation's campus-focused culture of death than *Students for Life* and our National Field Team. Because of the support of our generous investors, this team has grown exponentially from only four to more than 30 today.

The Impact of our Field Team in 2020-2021



27,307

on-campus conversations about abortion



160

pro-life displays brought to campuses



14,071

pro-life students trained in-person



247

mobilizations in communities organized



85

Students for Life groups launched

OUR CAMPUS TOUR

Sock the Vote (Fall 2020)

The Sock the Vote On-Campus and Virtual Tour educated campuses across the country on why to vote pro-life. We focused on exposing the extremism of the abortion lobby and finding common ground with the average American. Our Abortion Quiz asked questions like, “Are you okay with late-term abortion?” and “Are you okay with abortion for any reason, including sex of the child?” It was our way of starting the conversation on their playing field, while also exposing the shocking reality of abortion in our country. The tour included **2,362 baby socks** to represent the number of abortions that are committed each day in the United States.



Due to COVID policies and restrictions, we had three tiers for groups to choose from. Tier 1 groups hosted an in-person display with SFLA Staff. Tier 2 groups were able to host an event instead of the regular display. Lastly, for campuses that were heavily restricted, Tier 3 provided a digital option.

Our field staff took this tour to **27 states** and had over **98 stops**. Through our **1,752 conversations**, we were able to change the minds of **7.6% of students** we spoke to, and activate **45% to take action for LIFE!**



HAVING CONVERSATIONS THAT CHANGE OUR CULTURE

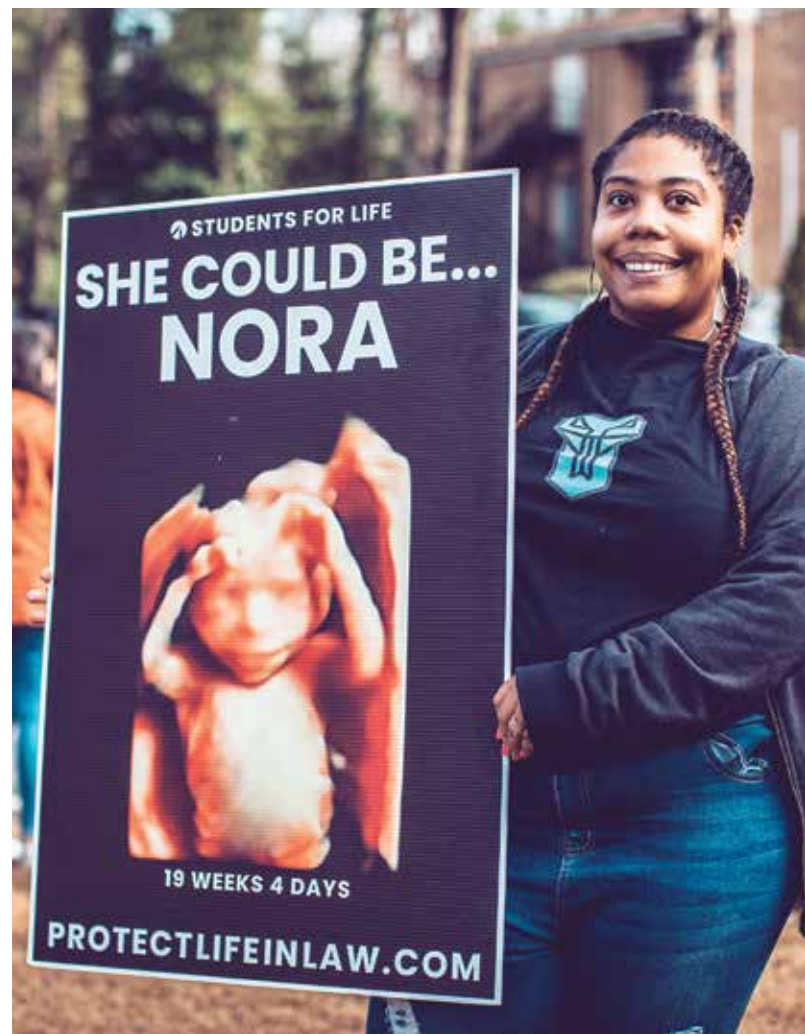
Students for Life of America leads the way for the pro-life movement in the use of technology and innovation. Because we are working to reach our own generation, who make up the nation's largest voting bloc and drivers of our culture, we know how to get in touch with them.

Though our team members on the ground had **nearly 30,000 mind-changing in-person conversations** on campuses, it was our unprecedented digital impact in the wake of the pandemic that stole the show in 2020. The combined grand total of conversations we had about abortion **exceeded 1.2 million**.

Through Social Media

Students for Life reaches roughly 2 million Americans per week via our social media platforms. Some specific mind-changing digital campaigns this year included...

- We initiated **17,180 online conversations** about now-Justice Amy Coney Barrett and had a conversion (mind changed) rate of **19%**.
- Leading up to the 2020 November elections, we changed **99,440** minds and achieved an average conversion rate of **19.6%** of individuals who said they would #VoteProLifeFirst. Overall, we had **more than 1,183,413 digital conversations**.
- As part of the brand-new Campaign for Abortion Free Cities, our team initiated **more than 22,000 conversations online** and achieved an **18%** conversion rate.



STANDING STRONG FOR LIFE - NO MATTER WHAT

Every year, there are more and more instances of violence, discrimination, and other hostility towards *Students for Life* groups and team members. Last year was another record-breaker. Sadly, what's able to be mentioned here only scratches the surface of what pro-life students endure from their pro-abortion peers and teachers on a daily basis.



Pro-Life Students Wrongly Arrested in Washington, D.C.

On August 1st, 2020, a group organized by *Students for Life of America* and the Frederick Douglass Foundation gathered outside the Washington, D.C. Planned Parenthood to share an important message - Black Preborn Lives Matter. The peaceful demonstration by pro-life students resulted in two *Students for Life* members being arrested.

Because other “social justice” protesters had been painting the streets around that time with no interference from the government, we wanted to do it, too. But when we arrived at Planned Parenthood that day, we were met by police force and threats of arrest. Two students decided instead to write our message “Black Preborn Lives Matter” in chalk on the sidewalk and were promptly arrested. *Students for Life* filed a free speech lawsuit.



Team Member Punched at Supreme Court, Others Spray Painted

Amidst the confirmation process for Amy Coney Barrett (during which *Students for Life* leaders were a near-constant pro-life presence), there was a Women's March in Washington, D.C. that the SFLA team attended as pro-life women. Brand-new team member Autumn Schimmer was punched in the face by an abortion supporter in front of the Court, and other team members had their signs, bodies, and equipment spray-painted.

Thankfully, our peaceful pro-life voices and amusing “SCOTUS Squad” of students dressed up as Supreme Court Justices wielding pro-life signs paid off and Amy Coney Barrett was confirmed. These confirmation hearings and the success of our constant presence was the birth of the official SCOTUS Squad, a dedicated troupe of pro-life student leaders who are local to the D.C. area and ready to mobilize there at a moment's notice.



VANDALISM

Unfortunately, the instances of campus vandalism (including throwing water or smearing pro-life chalking or adding pro-abortion messages to chalking, tearing down or defacing pro-life flyers, and wrecking other displays) as well as vicious cyberbullying would fill a book.



A few examples include...

**OCT
2020**

On Life Chain Sunday, **Winona Students for Life** President Jamie Scherdin had her campus Life Chain formally protested by pro-abortion students who brought crass signs and screeched at attendees (including children) that they were “Nazis, sexists, and deserving of rape.”

**DEC
2020**

Vandals at **Miami University (Ohio)** tore up flags from the *Students for Life* group’s Cemetery of Innocents display and threw them in nearby trash cans.

**MAR
2021**

Tarleton Students for Life in Texas had their pro-life chalk hosed away by school staff, despite other groups’ chalk remaining suspiciously intact.

**MAR
2021**

Clark College Students for Life were witnessing outside an abortion facility in Portland when a pro-choice woman used a milk jug filled with water to erase the group’s pro-life chalking. She then snatched the students’ pro-life signs, tore them up, and took off with the rest after throwing their chalk in the street.

**MAY
2021**

Milwaukee School of Engineering (MSOE) Right to Life put up a Black Baby Lives Matter display of 3,000 pink and red flags. It couldn’t make it more than 24 hours without vandalism, including the tearing down of flags and changing the messages on signs.

STANDING WITH YOU

A NEW NAME FOR A CRUCIAL INITIATIVE

Last year, *Pregnant on Campus* has been rechristened *Standing With You*. Quite intentionally, the only things that changed about this important segment of *Students for Life* were the name and the website, which also received a beautiful renovation. The initiative still proudly serves pregnant and parenting women and empowers *Students for Life* groups to support parents in need on and near their campuses.

As part of the *Standing With You* rebrand...

StandingWithYou.org underwent a complete redesign which now more appropriately appeals to our target demographic of young women.



The website boasts a much-improved search function which connects users to both local and national pregnancy and parenting resources.



A true brand and marketing strategy were devised, making the initiative cohesive and increasingly recognizable to target audiences.

The initiative was strongly tied to the Campaign for Abortion Free Cities efforts, with *Standing With You's* resource information printed on hundreds of thousands of door-hanger cards that are constantly distributed in communities nationwide by volunteers.



Standing With You fills a very necessary gap in pro-life supportive services by serving as a connection between young people and non-violent pregnancy help. By building on the legacy left by *Pregnant on Campus*, this initiative is serving more women and saving more babies than ever before.





SUPPORTING PREGNANT & PARENTING STUDENTS

CAMPUS POLICY CHANGES

Standing With You gives pro-life students the knowledge and the tools to investigate their campuses for “pregnancy and parenting friendliness” and to encourage their schools to improve. When students know they are supported in both their education and their parenthood, they are less likely to feel like abortion is their only option.

During the 2020-2021 school year, **8 official campus policies** were enacted or changed and **42 more are still in progress**. The enacted policies include accommodations like maternity parking, scholarships started, and diaper changing stations added to campus restrooms.

MOTHERS SUPPORTED

Students for Life groups organized and carried out **over 300 events** that directly supported mothers and families in need. These events included diaper drives, baby showers, fundraising for pregnancy centers, and more. These groups also raised **over \$71,396** in funding, scholarships, and baby items for student mothers and fathers on campuses.



STANDING FOR LIFE IN THE MEDIA

For the August 2020 to July 2021 school year, *Students for Life* obtained more than **\$52,838,155** in media value coverage for our work in Washington, D.C. and across the nation.



POLITICO



THE WALL STREET JOURNAL

The Washington Post

AP Associated Press

The New York Times

The Atlantic

TOP STORYLINES

Black Preborn Lives Matter and SFLA Arrested

Pro-abortion outrage about SFLA's Black Preborn Lives Matter campaign on top of conservative outrage over pro-life students being arrested for sidewalk chalk in Washington, D.C. sparked many articles, radio interviews, large podcast mentions, and even a segment on Tucker Carlson with Kristan Hawkins and Warner DePriest, one of the students who was arrested.

Students for Life Takes up Residence at Supreme Court During Confirmation Process for Amy Coney Barrett

Knowing this very qualified judge would face a lot of backlash from abortion supporters, *Students for Life* formed a "SCOTUS Squad" of a select group of young pro-life women who spent days in front of the Supreme Court, advocating for Judge Barrett's confirmation. Because of their constant presence (and that of additional team members and students), *Students for Life* was featured in nearly every photo used in conjunction with coverage of the confirmation hearings of now Justice Barrett.

Presidential and Georgia Runoff Elections

Students for Life Action hit the ground so hard door knocking, making calls, and sending texts in support of pro-life candidates during both the presidential and Georgia Senate runoff elections, our efforts were picked up by many media outlets. Though some of the election outcomes were not favorable, the overwhelming publicity both made our pro-life message known and encouraged even more members of the Pro-Life Generation to participate in subsequent efforts.

Opposition to Presidential Abortion Radicalism

When the presidential election results were finally sorted out and Joe Biden was declared the victor, *Students for Life* served as a trusted analyst and commentator for the movement with opinion coverage from a variety of respected outlets. This continued when SFLA led the efforts to oppose one of President Biden's first cabinet nominations of Xavier Becerra to head the Department of Health and Human Services.

The Fight Against Chemical Abortion

As the abortion industry begins to admit defeat in the area of surgical abortion, first trimester chemical abortion is on the rise and must be stopped. Recognizing the urgency, *Students for Life* published as much content as possible, including the release of our own docu-series, in order to get ahead of the coming chemical abortion epidemic.



STANDING FOR LIFE ONLINE

At *Students for Life*, we know that person-to-person conversations and relationships have proven to be the best tools we have to convert and activate the Pro-Life Generation. However, engaging in online platforms gives us a unique ability to dramatically expand our reach and identify new activists. Yet, we are increasingly aware of the censorship and bans that Big Tech are imposing upon pro-life organizations.

While not putting all our “eggs in the basket,” *Students for Life* remains committed to utilizing social media platforms to further our mission as long as it’s available to use.

COMBINED METRICS FOR



STUDENTS
FOR LIFE.
OF AMERICA



STUDENTS
FOR LIFE.
ACTION

Explicitly Pro-Life
PODCAST WITH KRISTAN HAWKINS

451,621

Total Facebook Followers
Average Engagement Rate: 10.6%

125,669

Total Instagram Followers
Average Engagement Rate: 9.4%

26,875

Total Youtube Followers
Total Minutes Watched: 4,957,306

57,756

Total Twitter Followers
Monthly Impressions: 1,512,548

70,685

Downloads of Explicitly Pro-Life Podcast



Kristan Hawkins hosts a bi-weekly podcast, “Explicitly Pro-Life” that is a mix between short, news relevant episodes that provide listeners with pro-life talking points about current events, and longer, themed episodes featuring special guests and pro-life leaders to showcase the behind-the-scenes work in the pro-life movement. Guests have ranged from Michael Knowles, Abby Johnson, Liz Wheeler, Trent Horn, Stephanie Gray-Connors, Charlie Kirk, and more!

This podcast has over **200,000 unique downloads** and is reaching an additional average of **10,000 listeners per episode** through social media.



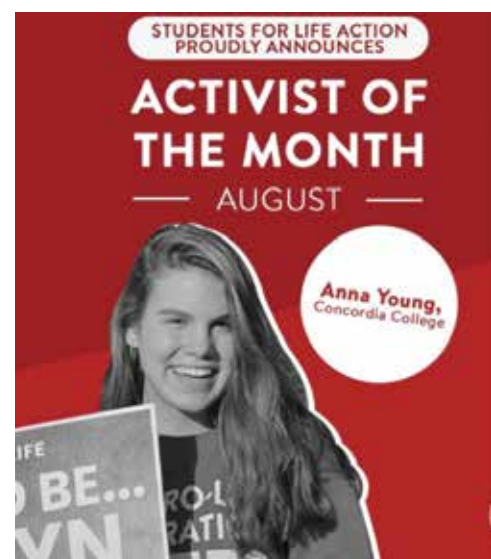
Getting the Attention of a (Pro-Abortion) Mega-Star

In September of 2020, world-famous musician Billie Eilish responded to one of SFLA's Instagram posts. Because of her notoriety, that single post earned over 1 **million impressions** and gained SFLA **over 5,000 new followers**.



Launching a Social Media Ambassador Program

In 2021, SFLA identified and reached out to a select group of prominent social media influencers in both pro-life and conservative circles and established partnerships with them. Our group of 35 “Ambassadors” and 12 “Senior Ambassadors,” who have a reach of **more than 1,545,650** and is helping us grow the reach of SFLA, has had great success so far.





INTRODUCING THE NEXT PHASE OF *SFLA*



THE CAMPAIGN FOR ABORTION FREE CITIES

After much careful deliberation and beta testing, *Students for Life* devised a cutting-edge new project called *The Campaign for Abortion Free Cities*. Ambitious and unlike anything the pro-life movement has ever seen before, this campaign targets **20 different cities nationwide** with one objective: **make them 100% abortion free**.

Efforts to create abortion free cities are multifaceted and carefully devised.



Use simple, yet effective outreach tools to reach women and families in crisis with abortion alternatives.



Utilize cutting-edge technology to change the minds of those most targeted by the abortion industry.



Recruit pro-life neighbors and fellow church members to join us.



During the preview and testing phase of four months (March-June 2021), volunteers with the Campaign...



Knocked on more than **70,000 doors** to educate community members about non-violent pregnancy options.



Inspired about **600 pro-lifers** to want to join the Campaign or otherwise get more active in the pro-life movement.



Changed more than **12,000 minds** online using digital ads.



Encouraged **more than 200 abortion supporters** to change their minds and identify as pro-life simply by knocking on their door and having a conversation.

STAND FOR LIFE WITH US

Students for Life of America has been honored to lead the Pro-Life Generation courageously and confidently to thwart the plans and save lives from Planned Parenthood and the abortion industry. Every day, our team of more than 75 are on campuses in all 50 states developing today's young pro-life leaders, and, in the 2021-2022 school year, we will change the hearts and minds of this generation about abortion more than ever before. All gratitude goes towards our faithful, generous, and, often times, sacrificial supporters who invest by partnering with the Pro-Life Generation every step of the way.

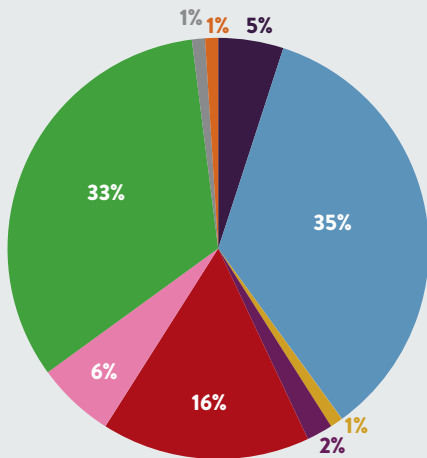
Your support grows our team of full-time Regional Coordinators, trains pro-life students on more than 1,250 campuses to be leaders, mobilizes communities for Life, changes minds about abortion, makes a difference for Life in elections, supports mothers in need, and so much more.

At *Students for Life*, we always have big plans. With *Roe v. Wade* on the chopping block, chemical abortion on the rise, and the abortion industry more aggressive and desperate than ever... our team is going to need to muster every bit of courage, wisdom, spiritual protection, and fortitude we can, to win.

Thank you for standing for Life alongside us. We could not build the Pro-Life Generation without you.

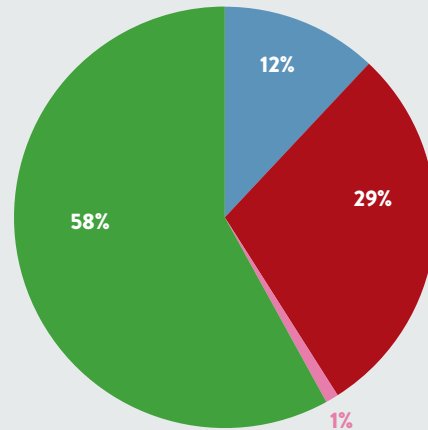


Total Income August 2020 - July 2021



Students For Life of America
Total: **\$13,923,459.76**

- Other
- Major Gifts
- Foundation
- Planned Giving
- Online Gifts
- Monthly Gifts
- Direct Mail
- Field Fundraising
- Merchandise



Students For Life Action
Total: **\$4,088,265.60**

- Other
- Major Gifts
- Planned Giving
- Online Gifts
- Monthly Gifts
- Direct Mail

WAYS TO LEAVE A *Legacy*

Here are a few ways you can support Students for Life:

- Donate online at www.studentsforlife.org/donate
- Mail a gift to **1000 Winchester St. Suite 301, Fredericksburg, VA, 22401**
- Include SFLA in your will
- 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 air miles and hotel rewards points
- Donate proceeds from the sale of a business
- Donate an item that we can use for auction at one of our events

One of our philanthropy advisors is standing by waiting to speak with you about how you can leave a legacy for the Pro-Life Generation today and in the future!

Just email us at donations@studentsforlife.org.







STUDENTS
FOR LIFE®
OF AMERICA



STUDENTS
FOR LIFE®
ACTION

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