

ALL IN FOR LIFE

ANNUAL REPORT 2021-2022



STUDENTS
FOR LIFE.
OF AMERICA



STUDENTS
FOR LIFE.
ACTION



— STUDENTSFORLIFE.ORG —

**I AM THE
POST-ROE
GENERATION**

— TEXT LIFE TO 53445 —

I AM THE
LIFE
ATION
LIFE.ORG

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DEAR INVESTORS,

It's frankly staggering, the honor of writing this letter to you - the first in a post-*Roe* America. Students for Life has always known this day would come, and I believe our tireless work has exemplified that.

At Students for Life, we measure a lot as lead indicators toward our goal: the number of new campus groups started, how active each of them are, how many mobilizations (*state house lobby days, Supreme Court rallies, etc*) our team can organize throughout the year, how many mind-changing conversations we have - *you get the picture*.

As I'm sure you know, measuring progress towards our actual goal of changing our culture, creating an entire generation of pro-life leaders to lead us in making abortion unavailable and unthinkable, is incredibly difficult. The majority of what we do at Students for Life is culture change...and it's hard to measure, *in real-time*, the shifts being produced.

But the reversal of *Roe v. Wade* was a clear *lag* indicator of the progress that we continue to make.

Our Students for Life campus groups, online outreach, and strategic community organizing have made us a key player in changing culture as we produce CONVERSATIONS, CONVERSIONS, and ACTIVATIONS of those most targeted by the abortion industry.

And now it's on us to arm the Pro-Life Generation we've built with the knowledge and strategy to push back against the blatant post-*Roe* lies and fear-mongering of the abortion industry, continue to change hearts and minds about abortion, elevate the non-violent resources already available for pregnant and parenting women in every city, and elect and

hold political leaders in state houses and Washington, D.C. accountable to ensure they introduce and pass legislation that moves the ball forward towards making abortion unthinkable and unavailable.

As I wrote in an op-ed for *Newsweek* in March 2022, Students for Life (and the pro-life movement at large) is done with only being offered "the kid's menu" of pro-life policy options from those we elect to defend preborn life. At 16 years old with more than 1,300 active Students for Life groups and more than 150,000 young people trained, we're ready to continue the battle for the hearts and minds of Americans, stop the proliferation of dangerous chemical abortion pills, and demand that our political leaders continue the momentum of *Roe's* reversal.

As we continue in our mission to see abortion made unthinkable and unavailable throughout America, please keep our team and our Students for Life group leaders in your prayers. Pray that they have the courage they will need to face the threats, violence, and discrimination that we have been preparing them for. Pray that strategies we are employing are effective in propelling our movement closer to an abortion-free America.

And pray for two of our major goals for the 2023-24 school year... hold **one million conversations** with Gen Z and change the minds of more than 15% of pro-abortion young people we engage.

Thank you for your partnership.



Kristan Hawkins

President, Students for Life



THIS YEAR'S **HIGHLIGHTS**

DUE TO VANDALIZATIONS AND DISCRIMINATION ON CAMPUSES, THIS WAS THE FIRST YEAR EVER THAT STUDENTS FOR LIFE HAD TO HIRE A LEGAL TEAM.

Generated **\$155.2M** in media coverage.

Reached **1,301** Students for Life groups.

Worked with **151,000** student leaders in person.

Saw **21,000,000** hours Students for Life groups donated to the pro-life movement.

Organized **352** student mobilizations from Alaska to New Hampshire.

Ensured **40** Christian schools kicked *Planned Parenthood* off their campus.

Had **400,000** online and **45,000** in-person conversations with young people who support abortion.

Saw nearly **90,000** minds changed this year, with an average **16%** minds changed rate.


Reached **100,000** active supporters at Students for Life of America & Students for Life Action who invested nearly **\$20 million**.

Announced the **reversal of *Roe v. Wade*** to the world from the steps of the Supreme Court.

Launched **two new pro-life shows**.

Had a Kristan Hawkins speaking tour video go viral with **2.3M** views.

Reached more than **2 million** people each week on social media.



Since our launch in 2006, Students for Life has embraced a singular goal: to abolish abortion in our lifetime. We have *always* believed we would see the day *Roe v. Wade* was finally thrown onto the ash heap of American history... but it's never been our end goal.

Every project we've taken on, event we've organized, campaign we've run, and strategic move we've made has been angled towards abolishing abortion in our nation, keeping in mind that reversing *Roe v. Wade* is a major step on that path to victory. Consider the last campus tour display our Regional Coordinators and students brought to colleges before the fall of *Roe*: "No Woman Stands Alone in a Post-*Roe* America," which visited 188 schools and prompted 6,033 conversations with students that changed 523 pro-abortion minds.

HOW WE BECAME THE FIRST

And our work shaping the narrative on campuses and in communities is in addition to our on-going efforts to provide the well-trained, easily-mobilized, post-*Roe* army that is needed at state houses. While many organizations may be asking "what's next" or how to shift operations in this new moment, Students for Life is already prepared for it since we established ourselves 16 years ago as the Post-*Roe* organization.

Our legacy will not be reversing *Roe*... but what we do next.



POST-ROE GENERATION



THIS YEAR'S HIGHLIGHTS



The New York Times

'The Pro-Life Generation': Young Women Fight Against Abortion Rights

Many American women mourned the Supreme Court decision to overturn *Roe*, but for others it is a moment of triumph and a matter of human rights.



TOP STORYLINES

The Mainstream Media Finally Realized That We're Serious

After nearly 50 years of being treated as inconsequential by the media, the impending and ultimate reversal of *Roe* forced dozens of major outlets to finally admit that the pro-life movement is strategic, impactful, and winning. And featured prominently in the vast majority of these woe-is-me abortion pieces? Students for Life of America and Students for Life Action.

Students for Life Profiled in Major Documentary Film

In June of 2022, an abortion documentary called "Battleground" was released which beautifully featured the power and joy of the Pro-Life Generation, our National Pro-Life Summit, and the innovation of Students for Life that is leaving the abortion movement in the dust.

The *Dobbs v. Jackson* Leak and *Roe's* Fall

Following the shocking leak of the Supreme Court draft opinion, Students for Life's Kristan Hawkins was featured for commentary on MSNBC, NBC, Newsmax, NPR, C-Span, *National Journal*, and ABC Nightline. Then, following the fall of *Roe v. Wade*, Kristan and team were featured on the front pages of national newspapers. Thanks to our team's near-

constant presence at the Court waiting for the decision, Kristan was able to announce live to the nation that *Roe* was no more.

Waging War on Chemical Abortion

During the COVID pandemic, it became clear that the abortion industry's post-*Roe* plans were all about pushing dangerous chemical abortion pills. Students for Life worked extremely hard to sound the alarm early on these plans, especially given that most abortions in our nation are now committed with the pills. Pro-abortion media went overboard with stories of DIY abortion pills and pro-life efforts to curtail this new frontier, and Students for Life contributed to this national conversation every chance we got with features in *The Washington Post*, *USA Today*, *Politico*, and more.

Supporting & Defending State Pro-Life Efforts

With *Roe's* reversal, each U.S. state reclaimed the right to regulate abortion and each pro-abortion news outlet took that opportunity to stir up misinformation and fear about legal efforts in pro-life states. Students for Life was active in interviews, articles, and quotes all summer dispelling myths and proclaiming the truth: that pro-life laws are in line with the beliefs of most Americans.



A man wearing a dark cap with the word 'LIFE' on it is holding a large black sign. The sign has white text that reads 'STUDENTS FOR LIFE' at the top, 'I AM THE PRO-LIFE GENERATION' in large letters in the middle, and 'TEXT LIFE TO 53445' at the bottom. The background is a blurred outdoor setting with a fence.

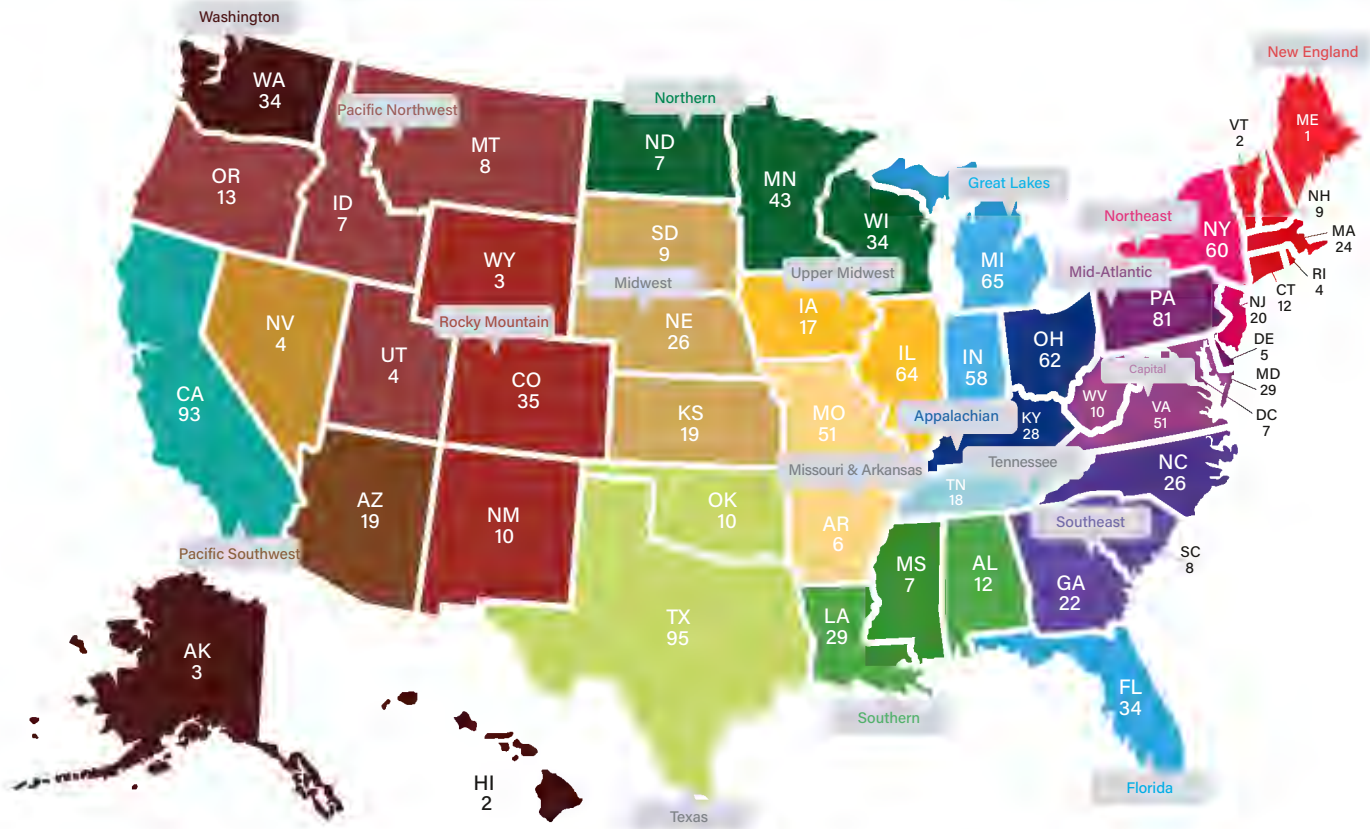
THE STUDENTS FOR LIFE TEAM:

A CASE STUDY

2022

OUR PRESENCE ACROSS AMERICA

1,200+ STUDENT GROUPS ACROSS THE NATION



REGIONAL COORDINATORS

Reagan Barklage
National Field Director

Sarah Zarr
Midwest Regional Manager

Liana Hollendonner
Atlantic Regional Manager

Stephanie Stone
Mid-East Regional Manager

Mariah McCarron
West Coast Regional Manager

Lori Cascio
Field Operations Manager

Sarah Michalak
Programs Manager

Gavin Oxley
Virginias
Regional Coordinator
VA, WV

Kyle Poen
Midwest
Regional Coordinator
NE, KS, SD

Nicole Hollmann
Missouri and Arkansas
Regional Coordinator
MO, AR

Omarr Peters
Southern
Regional Coordinator
AL, LA, MS

Matt Murphy
Northern
Regional Coordinator
WI, MN, ND

Faith Elwonger
Texas
Regional Coordinator
TX, OK

Tom Usle
Upper Midwest
Regional Coordinator
IA, IL

Karlie Lodjic
Washington
Regional Coordinator
WA, AK, HI

Jordan Brittain
Pacific Southwest
Regional Coordinator
AZ, NV, UT, HI

Jamie Scherdin
Ohio
Regional Coordinator
OH

Paolo Castellon
Western Field
Operations Coordinator
CO, NM, WY, WA, OR, ID, AK, MT

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

Stephanie Luiz
New England
Regional Coordinator
ME, CT, RI, VT, NH, MA

Taylor McGee
Northeast
Regional Coordinator
NY, NJ

Cori Woods
Southeast
Regional Coordinator
NC, SC, GA

Mary-Logan Miske
California
Regional Coordinator
CA

Lizzie McNulty
Mid-Atlantic
Regional Coordinator
PA, DE

Marina Mason
Appalachian
Regional Coordinator
KY, TN

Shaohannah Faith
Capital Area
Regional Coordinator
DC, MD

Andy Secola
Florida
Regional Coordinator
FL

Mary Carmen Zakrajsek
Great Lakes
Regional Coordinator
MI, IN

THIS YEAR'S KEY BATTLES

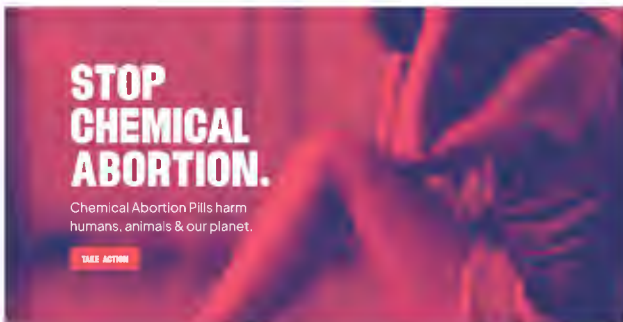
Bringing the Fight to Communities with *The Campaign for Abortion Free Cities*

As it enters its second year, *The Campaign for Abortion Free Cities* is directly reducing abortions in our communities by serving women, promoting non-violent resources, reaching out to our neighbors, and changing hearts and minds with the help of an ever-growing volunteer army and innovative digital strategies.



Chemical Abortion

Surrounding the fall of *Roe v. Wade*, the abortion industry and their kindred politicians went all-in for chemical abortion, reducing health and safety standards, refusing to address a national (and international) black market for the pills, and making it easier for abortion vendors to line their pockets with no regard for women or children. SFLA's *This is Chemical Abortion* Initiative exists to curtail this deadly business.



Violence & Attacks on Free Speech

Students for Life leaders have always dealt with bullying and campus vandalism from pro-abortion peers - but surrounding *Roe's* reversal, the violence from abortion supporters spilled out far beyond the schoolyard, resulting in physical aggression at public events, firebombings of pregnancy centers, and twisted vandalisms of Catholic churches.

As we awaited the reversal, Students for Life hired a full-time legal team, for the first time in our existence, to assist with the mounting number of free speech violations against pro-life students on campuses and even censorship of Students for Life of America. Pro-Life Americans are at a crossroads right now with our free speech rights being challenged at every turn... and SFLA stands ready to fight.



PRO-LIFE SPEECH



FREE SPEECH

OUR PLAYBOOK FOR ABOLISHING ABORTION

01 / *GROW & SUSTAIN THE ARMY*

02 / *DRIVE THE CULTURE*

03 / *RECRUIT, ELECT, & PRESUADE
LEADERS TO CHANGE LAWS*

04 / *ATTACK THE ABORTION INDUSTRY &
PROMOTE NON-VIOLENT ALTERNATIVES*

GROWING & SUSTAINING THE ARMY

DEVELOPING POST-ROE LEADERS

The National Leadership Program

To build up pro-life activists in our states in this Post-Roe era, SFLA offers fellowships for leaders of college and high school Students for Life groups, art/music college majors, politically-motivated students, med/law students, young men, and those at Christian colleges.

Each summer, these 250+ SFLA Fellows are invited to an exclusive training weekend in Washington, D.C. called the *National Leaders Collective* where they are treated to expert presentations from the biggest names in the national pro-life movement and even participate in on-the-ground activism.

The Post-Roe Generation Accelerator Program

New this year, the Post-Roe Gen Accelerator Program is a competition which allows our young leaders to create business plans regarding their biggest pro-life idea, receive year-long mentorship, and compete for grants to launch full-time operations.

Political Leadership Academies

Another new addition this year, Students for Life Action's Political Leadership Academies were launched to provide intensive political training to hundreds of students, motivating and equipping our top grassroots leaders in effective community political engagement. These events help us identify and raise up rising stars in local pro-life movements.

Meet the 2022 Accelerator Winners



Angelique Clark from Las Vegas, Nevada received **\$15,000** to further her project, *Life Dress*. Her project has the unique mission of spreading the pro-life message through hand-painted, thrifted, and ethical apparel.



Cathryn Baird from San Antonio, Texas received **\$10,000** to further her project, *Pro-Parenting Universities*. This project is the implementation of a Pregnant and Parenting Student Accommodations Policy in Christian Schools.



Katie Geer from Virginia received **\$5,000** and an additional **\$1,000** for the people's choice award to further *Worth It*. Her project will work to strategically redefine the cultural ideologies that Planned Parenthood has harmfully engrained in our society by building a generation of professionally trained college-aged leaders to empower, mentor, influence, and teach younger students to live healthy lifestyles.

OUR ALUMNI ARE (STILL) ALL IN FOR LIFE

Students for Life now boasts an *Alumni Association* which exists to serve pro-life young professionals who have graduated and empower them to continue their legacy in the pro-life movement.

Now that *Roe v. Wade* has been reversed, it's more important than ever for former Students for Life leaders to pass the torch and empower the next generation of campus leaders and to ensure these new leaders continue to build on the foundations laid down for them.

Alongside students from more than 1,300 campuses, more than 150,000 members of the Alumni Association can easily stay involved and continue their legacy by connecting with current students, attending SFLA-hosted events, utilizing our pro-life job board, and staying involved in Students for Life initiatives like *The Campaign for Abortion Free Cities*.

ALUMNI HIGHLIGHT



JOSEPH KOHM

Joseph graduated law school in 2016 after serving as Students for Life President at Regent University. Before Joseph became president of Students for Life at Regent University, the group was dormant. Now, the group continues to thrive after his graduation. Joseph now works full-time as the Director of Public Policy at Family Policy Alliance (FPA).



LAUREN CASTILLO

After finding herself unexpectedly pregnant in college, Lauren's passion for serving women was ignited. She worked for Students for Life of America in multiple different roles for a decade and now works on the team at Bella Health + Wellness, a life-affirming medical clinic in Colorado.



ELLIE WITTMAN

Ellie Wittman founded and led Students for Life at Miami University in Oxford, Ohio. In 2017, the school censored her group's pro-life display. Ellie sued and won, earning her an in-person meeting with President Trump as he addressed the nation on the censorship of college students. Ellie now works for Alliance Defending Freedom.

THE NATIONAL PRO-LIFE SUMMIT

Students for Life is honored to host the world's largest pro-life conference every January, which features dozens of timely, relevant pro-life workshop tracks, an all-star lineup of speakers, special events for supporters, and much more.

In 2022, however, despite the COVID hysteria quieting down in many parts of the country, the mayor of Washington, D.C. re-instituted the district's mask mandate and vaccine requirements just prior to our *All in for Life Summit*, resulting

in every other pro-life organization canceling gatherings.

THE NATIONAL PRO-LIFE SUMMIT

In light of the added challenge, our team refused to quit and pivoted, complying with the district's rules, and successfully hosted 2,000+ young people and adults for a

sold-out event with dozens of partners from across the pro-life movement. It was also our distinct pleasure to feature former Vice President Mike Pence as a keynote.



THE EXPLICITLY PRO-LIFE PODCAST



Launched in 2019, Kristan Hawkins' *Explicitly Pro-Life* Podcast has now exploded to, nearly 400k unique downloads and averages 2,000 listeners per episode through podcasting platforms, YouTube, and social media.

Explicitly Pro-Life episodes have been 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. Moving forward, Kristan's short episodes will now focus exclusively on how to defend the pro-life position, featuring helpful answers to the toughest questions pro-lifers are asked every day.

THIS YEAR'S BIGGEST GUESTS

MIKE PENCE

FORMER U.S. VICE PRESIDENT

RYAN BOMBERGER

THE RADIANCE FOUNDATION

LYNN FITCH

MISSISSIPPI ATTORNEY GENERAL

LIZ WHEELER

HOST OF THE LIZ WHEELER SHOW

MARK LEE DICKSON

FOUNDER OF SANCTUARY CITIES FOR THE UNBORN

KAT CAMMACK

U.S. CONGRESSWOMAN (R-FL)

SHAWN CARNEY

CEO OF 40 DAYS FOR LIFE

DR. JOHN SEAGO

TEXAS RIGHT TO LIFE

AMY FORD

CO-FOUNDER OF EMBRACE GRACE

CHARLIE KIRK

FOUNDER OF TURNING POINT USA

OUR INITIATIVES

Because Students for Life of America believes in a well-rounded, multi-faceted approach to abolishing abortion, we've launched a family of initiatives that enrich our mission in unique and specialized ways. Our initiatives' intentionality provide needed support in our mission of abolishing abortion.



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.



ABORTIONFREECITIES.ORG

The Campaign for Abortion Free Cities exists to directly reduce abortions in our communities by activating Students for Life alumni and pro-life grassroots volunteers to promote non-violent pregnancy resources, serve women, and change hearts and minds.



STANDINGWITHYOU.ORG

Standing With You is a pregnancy support initiative that helps student parents embrace both their children and their education, empowers Students for Life groups to transform their campuses by supporting pregnant and parenting peers in tangible ways, and now boasts one of the most extensive pregnancy help directories in America.



INSTITUTEFORPROLIFEADVANCEMENT.ORG

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

OUR PROJECTS



THISISCHEMICALABORTION.COM

This is Chemical Abortion is a project of Students for Life that directly confronts the most important battle the pro-life movement faces today and in the future: dangerous chemical abortion pills. These drugs take more lives than any other abortion method each year and truly represent the next frontier of the abortion industry.



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-change as we work to prepare young people for all of the challenges our new post-Roe America brings.



PODCAST WITH KRISTAN HAWKINS

EXPLICITLYPROLIFE.ORG

Tune in every week for a new episode of *Explicitly Pro-Life*, the only podcast that focuses on how we can change the tide in America to abolish abortion 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.



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.



STUDENTSFORLIFE.ORG/ACCELERATOR

The Post-Roe Generation Accelerator Program supports and guides innovative ideas that will shape and impact the pro-life movement. This program is an entrepreneurial incubator program that supports and guides a young person and their pro-life project idea through its early stages of development.

ALL IN DESPITE BULLYING AND VANDALISM

The impending and ultimate reversal of *Roe v. Wade* in June brought out a whole new side of the abortion movement's ugliest tendencies. Students for Life leaders and staff weathered more abuse from unhinged abortion supporters this year than ever before. Sadly, despite the surge of danger towards pro-life advocates, SFLA's pleas to the FBI to investigate the targeted violence went unanswered, while public officials like Chicago's Lori Lightfoot proclaimed a "call for arms" in defense of *Roe* with no penalty.

AGGRESSION AT A GLANCE...

- During a pro-life counterprotest of an abortion march in Indianapolis, SFLA's Mary Carmen Zakrajsek was assaulted by a Black Lives Matter local leader.



- In Ohio, a mob of pro-abortion students attacked one of Students for Life's See Me Now campus displays, causing nearly \$300 worth of damage.
- At Women's March protests in the fall, our activists had phones ripped out of their hands, were violently shoved around and hit, told by the aggressors they 'hoped they'd be raped,' and needed to be protected by police in multiple cities.

- Multiple instances of harassment in front of abortion facilities, both by facility volunteers and passersby, including theft, vandalism, verbal abuse, and even one case of egging.
- The Students for Life team tracked dozens of campus vandalism instances, including profanity written on pro-life displays, materials stolen and thrown away, event flyers graffitied or stolen, stomping on crosses put up to memorialize abortion victims, and more.
- Dozens of pro-life students were bullied directly, with pro-abortion peers threatening that pro-lifers would 'meet their God' during a high school walkout, some spit on, students being threatened with "doxing," and one student even had pro-abortion aggressors show up to their house in the middle of the night to intimidate him.
- In Washington, D.C., SFLA team members were a regular presence during Supreme Court nominee events and all *Dobbs v. Jackson* activity. Pro-lifers were assaulted at Ketanji Brown Jackson rallies, shoved at Kavanaugh protests, and witnessed a particularly unhinged woman scream wild insults and profanities at them during a *Dobbs* event.

DRIVING THE CULTURE

BRINGING THE PRO-LIFE MESSAGE TO COLLEGE CAMPUSES

The Kristan Hawkins Speaking Tour: “The Future is Anti-Abortion”

Throughout the 2021-2022 school year, Kristan visited 12+ campuses as part of her “The Future is Anti-Abortion” Speaking Tour, during which Kristan shared the pro-life movement’s strategy for a Post-Roe America and answered the most common objections to our goal of Protection at Conception.

- On multiple campuses, Kristan’s visit was ushered in with the vandalism of her event’s promotional materials and subsequently protested by pro-abortion students. **Wellesley College** in Massachusetts was particularly unwelcoming, as their students waged an all-

out war to discredit Kristan, get her event canceled, and even disband the campus’ Students for Life group. Despite hundreds of protesting students and professors, Kristan’s speaking event proceeded, and, fortunately, she was even able to find some common ground with protestors.

- The speaking tour met a similar response at the University of San Diego, a Catholic university, where pro-abortion students attempted to counter Hawkins’ presence with posters claiming abortion is a “human right.” During the event, hundreds of protestors gathered to shout and scream to drown out her speech inside.



Kristan was also honored to co-host a speaking event at Oklahoma University in April with U.S. Senator James Lankford, a longtime pro-life champion.

Our Campus Tours: *See Me Now* (Fall 2021) and *No Woman Stands Alone* (Spring 2022)

Representing a first for Students for Life, the *See Me Now* fall campus tour utilized a cutting-edge form of technology to educate college students about the humanity of the preborn: virtual reality. Each student was given a small case to turn their phone into a virtual reality experience to watch a video showing the growth of a baby, starting with the moment of conception.

The *See Me Now* Tour...

- Visited **171** campuses
- Was brought to **39** states
- Initiated **5,847** conversations
- Activated **2,377** students to do more for Life



Our team also made the decision to expand *See Me Now* into a Live Ultrasound Bus Tour in advance of the Supreme Court's hearing of *Dobbs v. Jackson*. This bus tour rolled through 12 cities on its way from Jackson, Mississippi to Washington, D.C. and hosted prominent guests, a live ultrasound, and other special events at each stop.

No Woman Stands Alone

The last SFLA campus tour before the reversal of *Roe* was very appropriately our *No Woman Stands Alone in a Post-Roe America* tour. With this tour, we demonstrated the abuses of the abortion industry, how they have placed women and children below their financial bottom line, and demonstrated that the Pro-Life Movement is supporting women and families in need as part of our goal to make abortion unavailable and unthinkable in a Post-Roe America.

The *No Woman Stands Alone* Tour...

- Visited **178** campuses
- Was brought to **37** states
- Initiated **5,565** conversations
- Activated **2,155** students to do more for Life



CHANGING CULTURE WITH CONVERSATIONS

Because Students for Life of America has more conversations about abortion than any other entity in America, we know our team has a finger on the pulse of public opinion. Assessing what's working and what isn't with regard to changing our culture to respect life is a responsibility that we don't take lightly.

Thanks to Students for Life's *Demetree Institute for Pro-Life Advancement* and the data we gather from our extensive research and Digital Field Team, we are honing in on evidence-based strategies for how best to change hearts and minds about abortion.

The "Moveable Middle"

In search of a persuasive messaging campaign directed at young women who identify as "in the middle" on abortion, extensive qualitative and quantitative research was conducted between 2019-2020. This year, the findings were published and shared with state and national pro-life organizations. Top line messages were created with proven results that move the middle toward the pro-life position.

- **Key Finding:** The Moveable Middle Woman Chooses the Middle with Intention
- **Key Finding:** The Pro-Life Brand is Damaged, While the Pro-Choice Label Has Issues Too

- **Key Finding:** Woman-Focused Messaging is Most Effective in Shifting Women in the Middle

Looking ahead, more research is currently underway as we explore the same concept of moving the middle, but with young men.

Millennials & Gen Z Aren't Radical on Abortion

Our annual poll found that Millennials & Gen Z – now about one-third the electorate – don't share the Biden Administration's radical abortion views. Findings like this are very important as Students for Life continues to lead coalitions about messaging against abortion earlier and earlier in pregnancy, as well as pursuing earlier restrictions in law.

Post-Roe Messaging

As one of the nation's largest and most influential pro-life organizations, it was important during the fall of *Roe* to drive home a critical message: that reversing *Roe v. Wade* was NOT the finish line of our movement. Our team put a lot of energy into social media posts, webinars, articles, and more to remind pro-lifers that there's much more to do.

More than **9 in 10**
young Americans...



Reject the Biden Administration's no test, online distribution of Chemical Abortion Pills, which put Gen Z & Gen Y at risk of injury, infertility, death, and abusers, who use the drugs against mothers without their knowledge and consent.

And again this year
ALMOST 7 IN 10
SAY THEY WANT
LIMITS ON ABORTION.

The majority of Gen Z & Gen Y reject abortion extremism.



THE MAINSTREAM MEDIA NOTICED WE'RE ALL IN FOR LIFE

"STUDENTS FOR LIFE IS BECOMING THE NEW FACE OF THE ANTI-ABORTION MOVEMENT. THE GROUP HAS A LARGE STAFF AND A BIGGER BUDGET THAN MANY OTHER ANTI-ABORTION ORGANIZATIONS." **REVEAL RADIO**

"STUDENTS FOR LIFE ACTION, ONE OF THE LARGEST ANTIABORTION ORGANIZATIONS IN THE COUNTRY, IS AIMING TO REACH 1 MILLION POTENTIAL VOTERS BETWEEN THE AGES OF 18 AND 35 BEFORE THE ELECTION." **THE WASHINGTON POST**

"AT THE CENTER OF THE NEW MOVEMENT IS AN ADVOCACY GROUP CALLED STUDENTS FOR LIFE OF AMERICA, WHICH HAS CALLED ITSELF ONE OF THE WORLD'S LEADING GRASSROOTS "PRO-LIFE ADVOCACY GROUPS." **THE GUARDIAN**

"... KRISTAN HAWKINS OF STUDENTS FOR LIFE OF AMERICA. MANY AMERICANS ARE REALLY NOT FAMILIAR WITH THESE NAMES BUT THERE ARE SOME OF THE BIGGEST PLAYERS IN AMERICAN POLITICS TODAY ..." **NPR**

"I HAVE TO GIVE THE ANTI-ABORTION PROTESTERS CREDIT... THEY ARE WELL ORGANIZED, WELL-FUNDED, & THEY STICK TOGETHER." **ABC NEWS**

USA TODAY HEADLINE: MEET THE WOMEN WORKING TO OVERTURN ROE V. WADE AND RESTRICT ABORTIONS ACROSS AMERICA **USA TODAY**

ALL IN FOR LIFE ONLINE

Social media is uniquely positioned to meet young people exactly where they are: on their phones. Though our in-person conversations are important, our digital outreach is mission-critical for expanding our reach and bringing new pro-life activists into the movement.

Unfortunately, Big Tech is notoriously pro-abortion, and we may never know the full extent to which they censor our pro-life message. Students for Life (and our ambassadors) are habitually banned or have their videos removed from TikTok and other platforms repeatedly and falsely flag us for "misinformation." Even so, the work continues and each of our platforms continue to grow in impact.

VIDEO VIEWS



14,826,251



22,381,500



19,229,848



52,000,000



376,969

Digital Ads: Reached **5,424,286** young Americans across all platforms.



PLANNED PARENTHOOD COMMITTED

374,155 ABORTIONS
IN 2021

MEANING, THEY KILLED AN AVERAGE OF 1,025 PREBORN BABIES EVERY DAY, NEARLY 43 EVERY HOUR, AND ONE EVERY 84 SECONDS

Planned Parenthood still commits more than 1/3 of all abortions in the U.S.

Who people think abortion benefits:



Who abortion actually benefits:



RECRUITING, ELECTING, & PERSUADING LEADERS TO CHANGE

NATIONAL AND STATE ELECTIONS

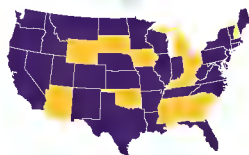
2022 will go down as a noticeable milestone in the growth of Students for Life Action.

SFLAction was the only national pro-life organization engaged in state legislative primary elections in spring 2022, following up to promises we made in the 2022 legislative session to educate voters about leaders who refused to take pro-life action resulting in 20-year incumbents losing their seats to pro-life leaders.



THE FOLLOWING BILLS WERE INTRODUCED AND INSPIRED BY SFLACTION DURING THE 2021-2022 SCHOOL YEAR... **Denotes a bill that has been signed into law.*

1. AL-HB377: Chemical Abortion Ban
2. AZ-HB2810: Life Begins at Conception Act
3. AZ-HB2811: Chemical Abortion Ban
4. IA-HF331: Chemical Abortion Ban
5. MI-HB5445: Heartbeat Law
6. MI-HB6270: Protection at Conception Act
7. MS-HB1368: Life Begins at Conception Act
8. WY-SF0083: Chemical Abortion Ban
9. SD-HB1208: Chemical Abortion Ban
10. NH-HB4577: Heartbeat Law
11. OK-SB612: Life Begins at Conception Act*
12. OH-HB480: Life Begins at Conception Act
13. SD-HB1318: Chemical Abortion Restriction*
14. KY-HB3: Omnibus Pro-Life Bill with Chemical Abortion Restrictions*
15. OH-SB304: Chemical Abortion Restriction
16. GA-SB456: Chemical Abortion Restriction
17. SC-HB4568: Chemical Abortion Restriction*
18. MS-HB1511: Chemical Abortion Restriction
19. Federal, H.R. 7294: Pregnant Students' Rights Act



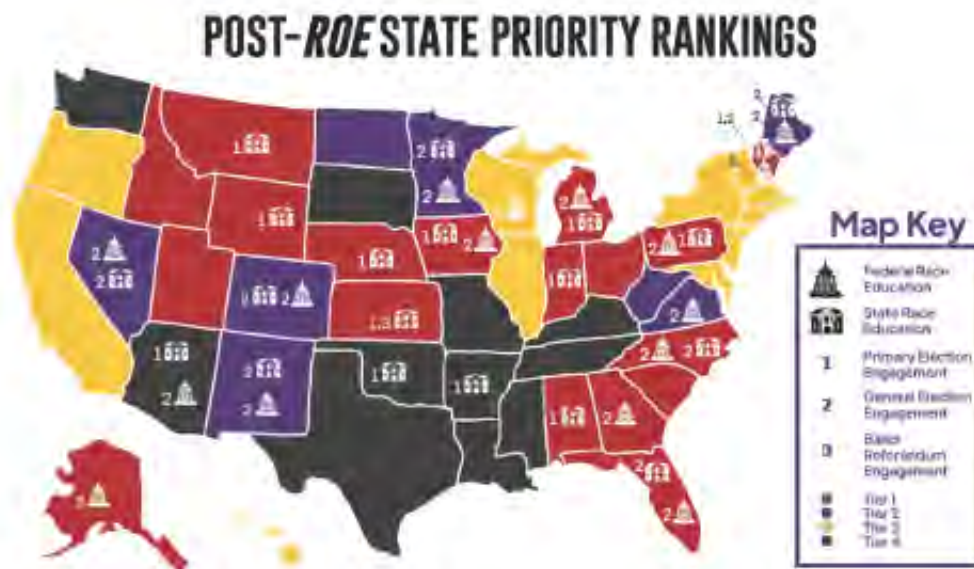
Expanding Our Influence on the Hill

Students for Life Action continues to build and solidify its reputation on Capitol Hill as a bold & innovative leader within the national pro-life movement. In just under a year, our flagship and first ever federally inspired legislation, the Protecting Life on College Campus Act (S. 2408 & H.R. 4607), has taken off in popularity with more than 100 cosponsors and being flagged as a potential priority legislation by the Republican Study Committee (RSC) in the next Congress. This bill will ensure no federal funds may be awarded to any institution of higher education that hosts or is affiliated with any school-based service site that provides abortion drugs or abortions to students of the institution or to employees of the institution or site.

Additionally, our staff worked with Senator Marco Rubio (R-FL) and Representative Ahsley Hinson (R-IA) to inspire the Pregnant Students' Rights Act (S. 4277 & H.R. 7294), a crucial Post-Roe legislation that requires federally supported colleges & universities to provide pro-life-exclusive resources to students who are pregnant while in college.

2021-2022 Fast Facts

- **1.5 million** electoral and legislative phone calls were made to voters
- More than **66,652 voters** were reached through door-to-door canvassing
- **1.7 million** text messages were sent to voters in key states
- More than **128,991 emails** were generated by voters to their legislators
- More than **90 activists** joined 14 deployments across the country
- **19 SFLAction-inspired bills** were introduced
- **Testified 36 times** and hosted 30 lobby days at State Capitols
- Collected more than **500 surveys** from state and federal candidates pledging to vote 100% pro-life



A CLOSER LOOK: VICTORIES OF 2021-2022

The End of Virginia's Abortion Trifecta

In November 2021, Virginia political pundits were shocked by a red wave that swept the House and Governor's mansion away from staunch pro-abortion candidates.

- **SFLAction and Pro-Life Generation volunteers** engaged in 34 targeted Virginia districts out of 100 statewide races.
- **Activity included** door knocking, texting, phone calls, e-mailing, social media, pro-life surveys, and a TV Spot.
- **Corporate Abortion Lost Big** as 36 candidates endorsed by the abortion lobby lost in Virginia.
- **Pro-life voters got WAY more bang for their buck.** Pro-abortion advocates spent \$4.13 million in Virginia compared to about \$415,000 by pro-life advocates.

Defeating Abortion Efforts Again & Again in New Hampshire

Pro-abortion legislators in New Hampshire (including Governor Sununu) tried again and again to fund abortion with tax dollars and allow barbaric late-term abortion. They even attempted to sway the Executive Council to circumvent the legislature and allocate taxpayer dollars to fund abortion. Students for Life Action was there to counter them every step of the way, ending with a five for five record.

- **SFLAction testified multiple times** against taxpayer funding of abortion.
- During a fall vote, **Students for Life mobilized** and contacted 30,000 voters, successfully urging them to contact the Executive Council to prevent their tax dollars from being sent to Planned Parenthood and other abortion facilities in the state.

- When we heard that a vote was scheduled to repeal the late-term abortion ban, Students for Life Action **sent thousands of texts to constituents** asking them to contact their New Hampshire legislators.



Oklahoma Bans Abortion by Embracing Protection at Conception

Inspired by Students for Life Action and sponsored in the state Senate by Sen. Nathan Dahm and in the House by Rep. Jim Olsen, this bill, signed into law by Governor Kevin Stitt on April 12th, protects Oklahoma children from abortion violence from the moment their humanity begins: at conception.

SFLAction deployed grassroots teams who lobbied Oklahoma legislators in person multiple times, conducted a literature drop in key districts urging support for the measure, and collected and delivered thousands of petitions from residents of the state who wanted to see their fellow Oklahomans protected from the abortion industry.



Students for Life Action Captain Highlight

Students for Life Action Captains are chosen to help monitor the political situation in their state, support pro-life legislation at their state capital and in Washington, D.C., and mobilize others to educate voters about where political candidates really stand on abortion.

Students for Life Action Captains were our most dedicated volunteers during our 2021 election efforts in Virginia as well as during the 2021 state legislative season.

STUDENTS FOR LIFE ACTION CAPTAINS



Kaitlyn Ruch

Last year in Montana, Kaitlyn Ruch led the fight for Life in her state, testifying in favor of multiple pro-life bills. This school year, she decided to take the next step, running in a Republican primary for state representative. Not only did she win her primary against two Republicans who were silent on the issue of abortion, but, she did so just days after turning 18.

William Reynolds



In Tennessee, William mobilized to collect over 3,000 petition signatures to promote a *Life At Conception* Law. He skillfully gained media attention for gathering petitions and for publicly calling out Republican State Senators who opposed his efforts. Even after the legislative session was over, he continued to excel as an activist. So far this year, he has won the Greater Chattanooga Oratory contest and hosted a successful pro-life Tennessee student conference.

FIGHTING CHEMICAL ABORTION

IN STATEHOUSES

A Long-Term Battle in Wyoming

Going into the 2022 legislative session, Wyoming had virtually no substantial pro-life laws in their state code. It wasn't even listed on the Guttmacher Institute's "Abortion Policy in the Absence of *Roe*" tracker. That's why Students for Life Action began engaging in 2021 to pass a Chemical Abortion Prevention Act and then exposed the members in the Republican-controlled House who voted against our Chemical Abortion Prevention Act.



Undeterred, we re-filed our Chemical Abortion Prevention Act in the spring and are continuing our efforts to hammer away at the weak Republicans by contacting their constituents with tens of thousands of phone calls, mail, text messages, and emails. Looking for cover to make up for their bad votes on our bill ahead of the 2022 election, Wyoming politicians filed and passed a trigger bill at the beginning of the session. SFLAction engaged in supporting both this and our Chemical Abortion Prevention Act and, ultimately, the Trigger Bill (with rape & incest exemptions later added, despite our efforts against it) was signed into law in a session. We'll be back in Wyoming in 2023 to finally pass our bill preventing all chemical abortions in the state.

Victory in South Dakota

At the start of the legislative session, Governor Kristi Noem filed two pieces of pro-life legislation in South Dakota, one to stop abortions when heartbeats can be detected and another that would prevent tele-med chemical abortions. However, both pieces of legislation were blocked by the Republican-controlled State Affairs Committee in the House.

Then, SFLAction got to work and introduced our Chemical Abortion Prevention Act legislation. Our Chemical Abortion Prevention Act passed out of both the House Chamber and the House Health & Human Services Committee only after our students cranked out 60,000 text messages statewide. When legislators became concerned that our bill would pass and prevent all chemical abortions, they quickly revived the Governor's more moderate chemical abortion online prevention act and passed it instead. In talking with our legislators on the inside, it was clear that the only reason her bill was passed was because of the noise we created with our complete abortion ban.



IN OUR CULTURE

Under *Roe v. Wade*, there was almost nothing that could hinder big abortion. The ruling that had been upheld for nearly 50 years ruthlessly allowed the killing of preborn babies at any point in pregnancy. Now, *Roe's* federal abortion mandate is gone, freeing states to limit abortion as early as they see fit.

Because first trimester chemical abortion is the new frontier of the abortion industry and makes up more than half of all abortions, Students for Life has been sounding the alarm for a long time. But the hard truth

is this: it's easier to persuade someone that killing a fully-developed baby in the third trimester is wrong than it is to convince them that killing a baby in the embryonic stage is wrong.

This is why our messaging on abortion is embracing a simple message: if you're not talking about early abortion, you're not talking about abortion at all. This philosophy drives everything from our *This is Chemical Abortion* Initiative to our state efforts to pass *Protection at Conception* legislation.



ATTACKING THE ABORTION INDUSTRY & OFFERING REAL SUPPORT

POST-ROE SUPPORT FROM STANDING WITH YOU

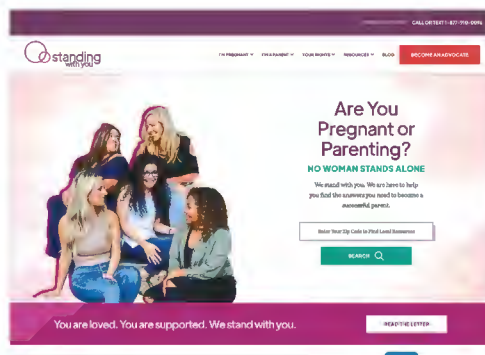
Our pregnancy support initiative *Standing With You* has been around for more than a decade, but on the cusp of *Roe's* demise, we knew it was time to ensure this initiative was more robust than ever before and ready to take on a Post-Roe America.

On Valentine's Day, we "relaunched" *Standing With You* with a press conference in Washington, D.C. alongside our partners and even young moms who have been served by the program. There, we got to unveil...

One of the nation's largest online pregnancy help directories at StandingWithYou.org that features live chat capabilities, per our partnership with Heartbeat

International, and a function to search pregnancy resources by ZIP code.

This Valentine's Day relaunch was then followed by a *Standing With Her Summer* during which the Pro-Life Generation pledged re-energized dedication to serving as sidewalk advocates, volunteers at pregnancy centers, fundraisers for pro-life financial help efforts, babysitters for childcare centers that serve mothers in need, and more.



SFLA promoted *Standing With Her Summer* with a digital and physical pledge distributed online as well as at our Rock for Life Christian music festivals all summer.



THE CAMPAIGN FOR ABORTION FREE CITIES

The Campaign for Abortion Free Cities is perhaps Students for Life's most ambitious project to date. Through the Campaign, we are truly developing the next generation of community pro-life activists.

Using a holistic approach, Students for Life has entered 20+ cities to engage on campuses, in communities, on computers, and in churches to reach women targeted by the abortion industry and connect them with alternatives near them, change minds of young people about abortion, and recruit Christians and other community members to join our movement.



IN OUR FIRST YEAR OF *THE CAMPAIGN FOR ABORTION FREE CITIES*, OUR TEAM AND VOLUNTEERS...

- Knocked on **111,106 doors** (costing only \$.77 per knock and \$11.25 per in-person conversation) to create awareness of non-violent resources. *Sadly, 75% of neighbors were previously unaware of pregnancy centers.*
- Connected **2,007 women** directly to pregnancy centers.
- Held **405,000+ conversations online** (costing only \$.29 per conversation) that changed 16% (76,000+) of pro-abortion young people's minds.
- Got **85 churches** to partner with us.
- Inspired **1,875 neighbors** to join our movement.
- Were the catalysts for **eight different investigations** of abortion facilities.
- Saw more than **30 babies saved**...whom we know of!

Our digital ads initiated **405,000+** conversations and changed **76,000+** minds.

Our outreach connected **2,007** women with life-affirming pregnancy resources.

THE CAMPAIGN FOR ABORTION FREE CITIES: 2021-2022 HIGHLIGHTS

Profiled by NPR

In November, our Midwest Regional Manager, Sarah Zarr, and her pro-life students were highlighted by NPR for their work to abolish abortion in Jackson, Mississippi with *The Campaign for Abortion Free Cities*.

Florida Abortion Facility Shut Down

Abortion Free Cities volunteers in Florida and our partner, Reprotection, were thrilled to report in September that Venice Women's Health Center in Port Charlotte, Florida would be closing for good. Alongside the local pro-life leaders, Reprotection, one of our 2022 Post-Roe Generation Accelerator organizations, filed a number of complaints with the Florida Department of Health's Division of Medical Quality Assurance. They also contacted state leaders and the Governor's office.



Planned Parenthood Location Halted

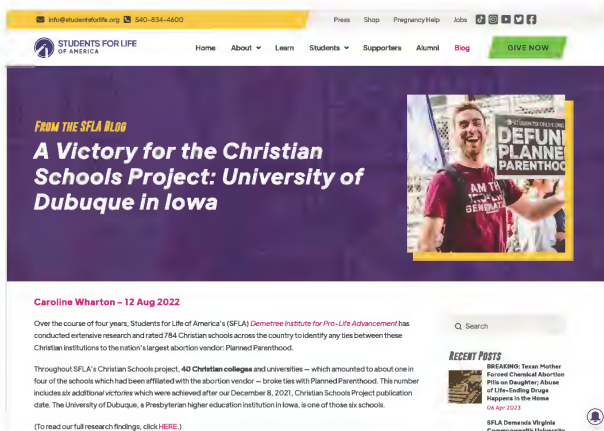
When Planned Parenthood tried to set up shop in Henrietta, New York, our team on the ground sprang into action. They caught the sneaky proposal, halted the decision by a month, organized hundreds of pro-lifers to attend the board meeting and testify, set up a petition page, organized a massive protest, and ultimately secured a victory.



Our Team Knocked on the Door of an Abortionist

Staff and volunteers knock on thousands of doors every month, but knocking on the door of a doctor who assisted with abortions was quite unexpected. Our California Regional Coordinator got to dialogue with this doctor about the value of life and better options for women.

KICKING PLANNED PARENTHOOD OUT OF CHRISTIAN SCHOOLS



Students for Life has been engaged in our “Christian Schools Project” since 2020 in a concerted effort to kick our nation’s largest abortion vendor, Planned Parenthood, off of faith-based college campuses. We investigated nearly 800 schools and assigned a grade to each according to their pro- or anti-life campus environment.

At the start of SFLA’s project, 103 — or one in eight — Christian colleges and universities had a relationship with Planned Parenthood. Over the course of the project, the number of infracted schools dropped to 69,

as **one-third of the infracted schools** cut ties with the abortion vendor due to our involvement. Additionally, 34 previously infracted schools and counting have since changed their ways and earned an A or A+ rating by being friendlier to parents and the preborn.

10 Christian schools cut ties with Planned Parenthood in November 2021 *alone*.

One Victory Highlight

St. Michael’s College, a Catholic institution in Vermont, was initially given an “F” grade for their five infractions (schools with more than three infractions were considered to be in a “committed relationship” with Planned Parenthood). Planned Parenthood was listed on the school website as a resource for Contraception, Dating/ Relationships, Men’s Health, Sexuality, and Women’s Health.

However, Planned Parenthood is no longer on St. Michael’s College website. The college’s rating has been updated to an A-grade Christian school!





ARE YOU ALL IN?

Throughout this history-making year, it has never been more clear that *Students for Life of America is All in for Life*. That commitment radiates through our team, our projects, our goals, and perhaps most importantly, the students we serve. We could hardly have believed, even a decade ago, that our team would have swelled to more than one hundred passionate members - and that growth is thanks to you.

Your sacrificial support gets our Regional Coordinators onto campuses to change the hearts and minds of this generation. It helps us knock doors and distribute necessary pregnancy resources in our *Campaign for Abortion Free Cities*. It makes a critical difference for the preborn in elections big and small. And it empowers our team to dream big, forging innovative, cutting-edge ideas to abolish abortion.

The fall of *Roe v. Wade* is not the finish line of our pro-life efforts, but rather a new beginning. Chemical abortion is rapidly becoming an epidemic, the abortion industry and their allies are more desperate than ever, and legislators have become reckless in their lack of regard for women's safety, conscience rights, and the dignity of preborn Americans.

Thank you for being *All in for Life*. We would not be able to build the new Post-*Roe* America without you.



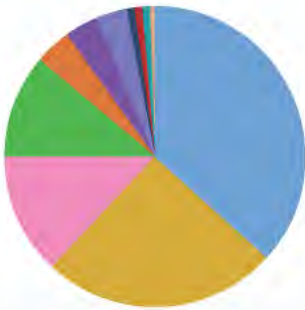
THE NUMBERS



2022 REVENUE

\$13,990,864

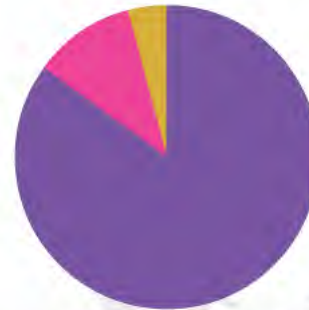
- Major Gifts - **36.79%**
- Direct Mail - **25.23%**
- Online Giving - **13.12%**
- Monthly Giving - **11.04%**
- Planned Giving & Stocks - **3.76%**
- Events - **0.31%**
- Miscellaneous - **3.34%**
- Merchandise - **0.93%**
- Field Fundraising - **0.83%**
- Telemarketing - **0.76%**
- Foundation - **0.49%**



2022 EXPENSES

\$7,972,619

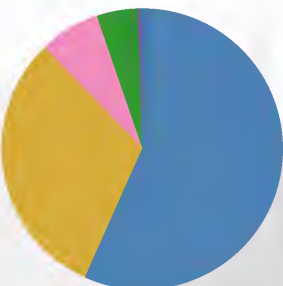
- Programs **85%**
- Fundraising **11%**
- Admin **4%**



2022 REVENUE

\$4,526,195

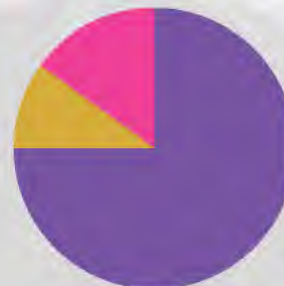
- Online Giving - **46.26%**
- Direct Mail - **25.23%**
- Major Gifts - **21.28%**
- Monthly Giving - **5.80%**
- Telemarketing - **3.76%**
- Miscellaneous - **0.31%**



2022 EXPENSES

\$5,003,000

- Programs **75%**
- Fundraising **15%**
- Admin **10%**



WAYS TO LEAVE A LEGACY

HERE ARE A FEW WAYS YOU CAN SUPPORT STUDENTS FOR LIFE:

- Donate online at www.studentsforlife.org/donate
- Mail Students for Life of America a gift to
1000 WINCHESTER ST. SUITE 301, FREDERICKSBURG, VA, 22401
- Mail Students for Life Action a gift to
600 PRINCESS ANNE ST #7667, 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.



ALL IN FOR LIFE



**STUDENTS
FOR LIFE.**
OF AMERICA

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