

**BE THE  
REVOLUTION**



**STUDENTS  
FOR LIFE**  
OF AMERICA

Annual Report  
**2013-2014 School Year**



**Dear Friends,**

In the history of social movements, **young people have always been essential to victory**. And I know the pro-life movement is no different. Youth is currency. They lead and change the culture which then changes the law and future of our nation.

That's why we know that it's this generation of young people, building off of more than 40 years of tireless work in our movement, that has the greatest chance to finally end abortion in our nation.

When the abortion lobby did everything in its power to force businesses to pay for abortion-inducing drugs, the Supreme Court ruled against them and what photos were splashed across all of the American media outlets? **Pictures of young women** completely ecstatic that religious freedom had been upheld – not that free birth control was at the center of their universe. I would have loved to have been a fly on the wall in the offices of Planned Parenthood and NARAL as they picked up a copy of the *Los Angeles Times* and saw my smiling face on the cover, cheering the Hobby Lobby decision.

**We have the upper hand.** The other side is running terrified because they are losing. They are in a state of panic because all they see when they tune in to coverage of the March for Life are young people – men and women who are passionate about saving the lives of the preborn. The best they can do is pay abortion supporters to show up at statehouses and chant “Hail Satan” (this really happened in Austin last summer) and yell at pro-life students.

So now is the time for us to **Be the Revolution**, to lead the charge for truth and justice. To courageously say that we are unapologetically pro-life and willing to dedicate our lives to a cause greater than ourselves.

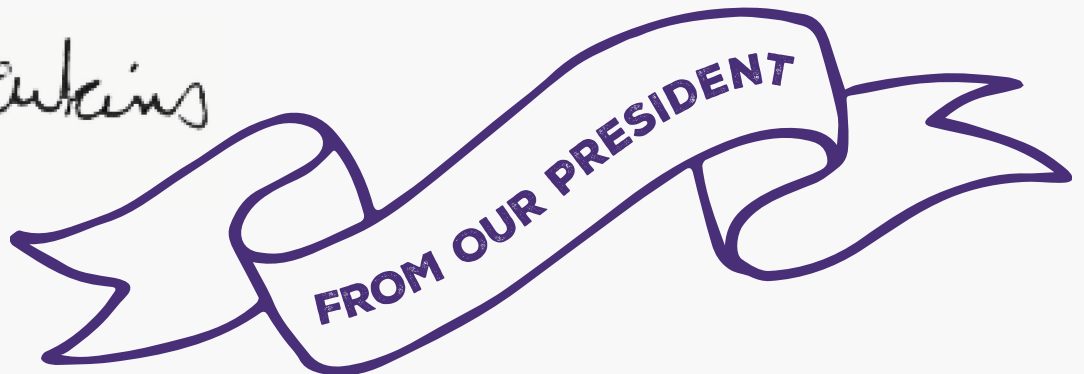
**But we are just getting started.** Sometimes it's hard to believe that Students for Life has just been around for the past eight years, working every day on our nation's high school and college campuses. And there is so much ground we still have to cover. Every day that a preborn baby dies because of the horror of abortion is one more day we need to fight, to educate our generation about abortion, to put the abortion industry out of business, and to provide the support and resources that every scared mother needs to choose Life.

This is what we are fighting for every day. We strategize and form relationships and train young leaders from the East to the West to protect the most innocent among us. Our students face enormous amounts of hostility at their college campuses and high schools but press on because they know we need to **win this war** – and we will.

In the next few pages, you will see how our team at Students for Life is challenging our peers to **Be the Revolution**. I hope you will be as proud of this generation as I am.

Thank you for standing with us,

Kristan J. Hawkins



# WHAT REVOLUTION LOOKS LIKE

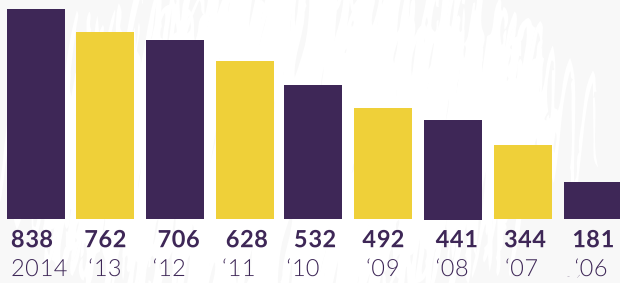
From July 2013 - August 2014,  
here's the revolution that you allowed our team to accomplish:

Total Active Groups at the End of the School Year: **838**  
 New Groups Started: **91**  
 Campus Visits: **274**  
 Group Trainings: **290**  
 One-on-One Leader Consultations: **495**  
 Students Trained: **5,325**  
 SFLA Facebook Page Reaches: **21,992,259**

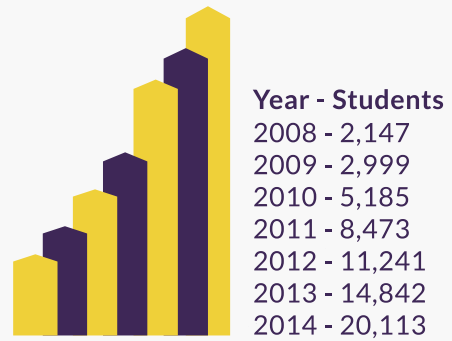


## FIRST 8 YEARS...

TOTAL ACTIVE GROUPS AT THE END OF THE YEAR



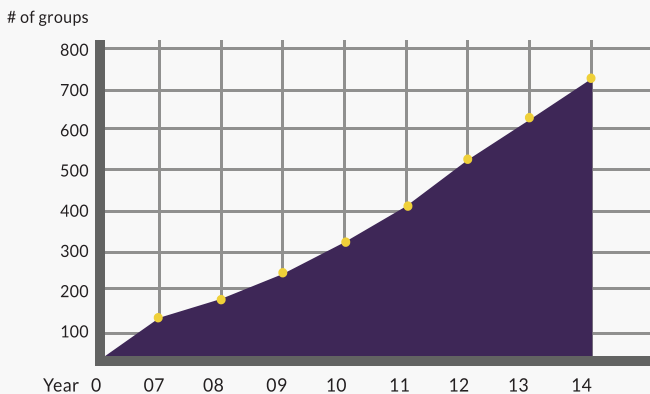
TOTAL STUDENTS TRAINED



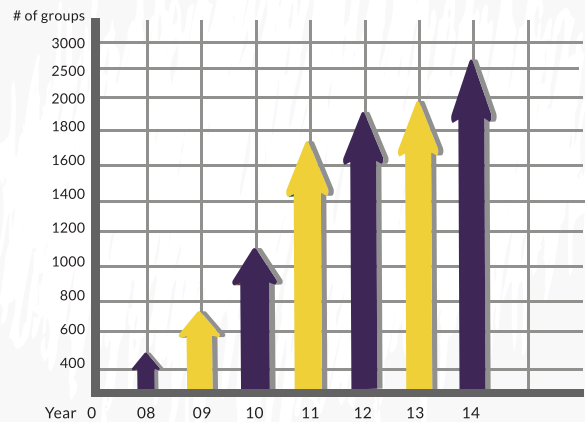
CAMPUS VISITS

# 975

TOTAL GROUPS STARTED BY SFLA



NATIONAL CONFERENCE ATTENDANCE



# CHANGING THE PERSPECTIVE

This summer, Students for Life spearheaded efforts to produce and organize massive press conferences outside of the Supreme Court on the days when the *McCullen vs. Coakley* abortion facility buffer zone and the *Burwell vs. Hobby Lobby Stores, Inc.* (a.k.a. the Hobby Lobby Contraceptive Mandate case) decisions were handed down.

**In both victories, Students for Life assured that it was young, pro-life women who were the face of our pro-life movement as every national news outlet reported from the scene.**



In addition to the summer Supreme Court press conferences, Students for Life was featured on numerous television programs, wrote frequent opinion pieces and was quoted extensively in national publications throughout the year. Recognizing media as a powerful tool, we took our optimistic and youthful message into the public square and let no opportunity pass to express the pro-life message.



By harnessing the power of national media attention and working together with the Alliance Defending Freedom and the Thomas More Legal Society,

**Students for Life was able to bring attention to discriminatory behavior against our student groups by several college and high school administrations.**

After national media attention and help from SFLA supporters across the country, the University of Alabama Students for Life group and winner of our SFLA 2014 College Group of the Year Award, was able to get a full apology from their campus administration and assurances that future pro-life displays hosted by their Students for Life group will not be unfairly taken down.

At Branford High School (CT), group founder Samantha Bailey-Loomis was thrust into the national spotlight after daring to start a Students for Life group. After a threat to sue and national media, BHS promised equal treatment to Sam and her pro-life group. For their courageous stance, BHS Students for Life received the SFLA 2014 High School Group of the Year and March 2014 Group of the Month awards.

At Wilson High School (WA), Bryce was forced into the same situation as Branford High Students for Life founder, Sam. After days of TV, radio, and newspaper attention, Bryce's school changed their policies.



# ENSURING OUR RIGHTS



## STILL ONGOING...

Abolitionists4Life at Boise State University was forced to put up warning signs in front of our Students for Life of America "What Has Roe Done?" display when no other student groups had the requirement. After taking the case public, the university administration refused to respond, so a lawsuit was filed. We hope to have a favorable resolution supporting our pro-life students soon.



In November 2013, citizens in Albuquerque, New Mexico attempted to pass a city-wide referendum that would ban abortions after 20 weeks. Students for Life went up against not only national pro-abortion groups but President Obama's own campaign organization, Organizing for America, which poured time and money into defeating the referendum.

Our students gave up a weekend, traveled from their homes in Arizona and Colorado, and worked non-stop to help the "ABQ Voters for Late-Term Abortion Ban" campaign.

After being outspent 4 to 1 by the national pro-abortion organizations, the city vote ultimately failed. Yet, the trip, like Students for Life's trip to Austin, TX, was a testament to the outstanding mobilization capability of SFLA, motivating passionate students to do something tangible on behalf of the preborn and their mothers!

**To assist local pro-life efforts, Students for Life organized vans full of pro-life student leaders from across the Southwest - over 50 in all - to knock on doors, make phone calls, visit churches, and distribute flyers.**



During the 2013-2014 school year, Students for Life of America took our ground-breaking *Planned Parenthood Project Tour* to **41 campuses in 20 states driving 18,041 miles** to expose the nation's abortion giant – using their own research to reveal exactly what they have planned for their target demographic: college students. Each tour stop used 915 pink crosses to represent the number of preborn children that die each day inside of Planned Parenthood. The tour was a raging success and picked up media attention at every campus, especially when Planned Parenthood staff and supporters came out to rebut our arguments.



## PROVOKING THE CONVERSATION



In addition to the on-going *Planned Parenthood Project Tour*, Students for Life launched its second national tour project in the spring semester, ***What Has Roe Done?*** Abortion advocates often argue that legal abortion is necessary for women's liberation, but what has *Roe* really done for us? That was the question that the our new display answered. Instead of focusing on the baby, the *What Has Roe Done?* display put the focus squarely

on the woman and the effects of abortion on her physically, mentally, spiritually, and psychologically. The project went to over **25 campuses across the country in 13 states during the spring semester** and created dialogue opportunities for our student groups as they learned how to talk about abortion myths and how to compassionately help men and women dealing with the aftermath of abortion.



Our national and regional conferences are key components to training the pro-life generation. January 2014 saw our very first West Coast Conference in San Francisco, following the West Coast Walk for Life. Our East Coast Conference in Washington, DC had over **2,300 students in attendance**. For many students, going to one of our national conferences was the first time that they were able to meet other passionate pro-life leaders like themselves, which makes a huge difference in knowing that they are not isolated in their beliefs on their campuses but rather have an enormous network of support from SFLA and their peers all across the country.

SFLA hosted or participated in **14 Regional Leadership Summits** during the 2013-2014 school year by hosting a total of **436 students from 97 schools**. SFLA Regional Leadership Summits are great opportunities for the SFLA team to network with pro-life students and connect with community/regional pro-life leaders.

In addition to hosting our National Conferences and Leadership Summits, Students for Life constantly seeks out the nation's top student pro-life leaders, those who we know will lead our movement to victory. In July, SFLA brought these top students to our Virginia Headquarters for our Wilberforce (college) and Stevens (high school) Fellowship weekend, training the elite of the elite and matching them with year-long leadership mentors!



## **DURING THE 2013-2014 SCHOOL YEAR**

Students for Life continued training the future leaders of our movement by hosting 9 summer Missionaries for Life and accepting 12 Wilberforce Fellows and 6 Stevens Fellows for mentorship.



# PROVIDING ANOTHER WAY



During the 2013-2014 school year, Students for Life's *Pregnant on Campus Initiative* continued to motivate and train our top Students for Life groups in how to reach and serve those most in crisis on their campus.

While not always an easy task, some of our *Pregnant on Campus* specialized Students for Life

groups exceeded our expectations, creating new resources and working with their administrations to help women in crisis. For example, the Students for Life group at the University of Alabama held a two-month diaper drive competition with their rival Auburn Students for Life and expanded their media outreach with a new video and an independent *Pregnant on Campus* website for University of Alabama students.

**By the end of the school year, we had more than 100 Students for Life groups enrolled in our *Pregnant on Campus Initiative*.**

We also released a video highlighting the courageous parenting story of Jessica and how Meghan, a Students for Life group founder, helped her choose life during her crisis pregnancy. In addition, we began the tedious process of collecting data on hundreds of college campuses for what support is available to pregnant and parenting students to release on an interactive website launching in Fall 2014.

Another great *Pregnant on Campus* focused Students for Life group at Mississippi State helped to open the Starkville Pregnancy Care Center, raising hundreds of thousands of dollars and signing up volunteers to help run the pro-life center. Starkville now has a life-affirming Pregnancy Care Center so that women at Mississippi State University can receive real care.





In 2014, *Rock for Life*, a well-known pro-life music outreach, officially joined the Students for Life of America family.

For more than two decades, *Rock for Life* has been using its unique approach of music and pro-life activism to reach students who normally would not be found by the pro-life movement.

**This summer, the Students for Life/ *Rock for Life* Summer Tour reached more than 700,000 students at 13 Christian music festivals.**

The goal of *Rock for Life* is simple: reach Christian high school students who have never heard about the pro-life movement, educate and empower them, and get them plugged into our national grassroots movement, joining or starting Students for Life groups in their schools.



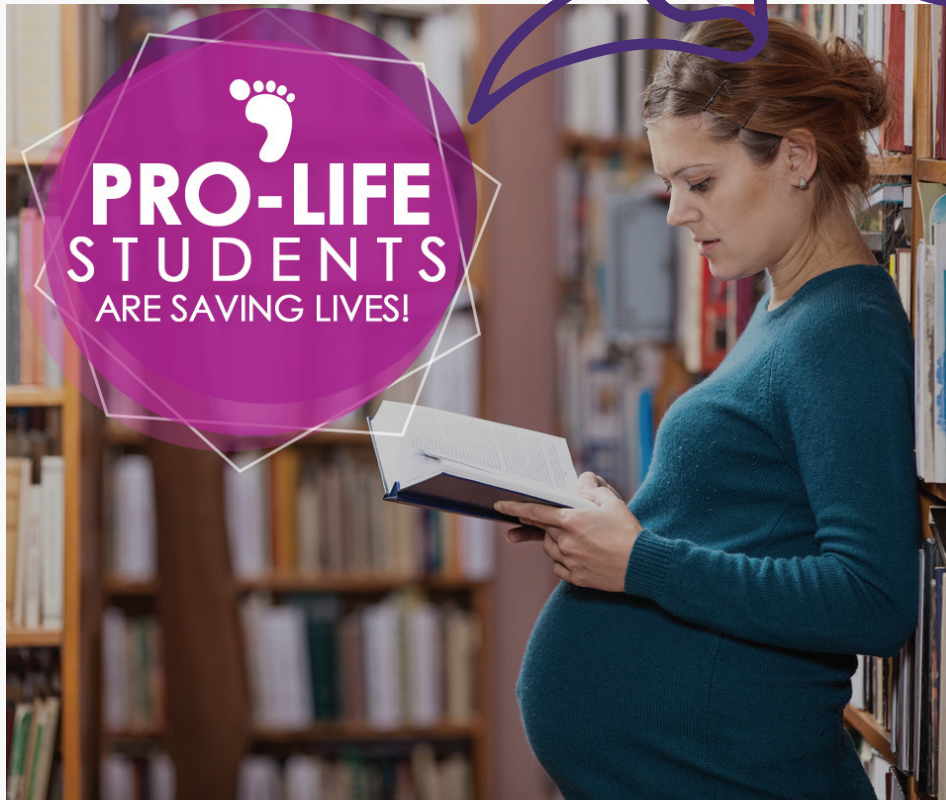
# ENGAGING THE CHURCH

Responding to a disturbing trend of silence on our nation's Christian college campuses, **Students for Life hosted the 1st ever Christian Leadership Summit** for the presidents of our Students for Life groups at over 23 Christian colleges in August of 2014.

This weekend of networking has already produced more courageous leaders and Students for Life groups and these Student for Life students are working on a national statement to release in 2015.

**SAVING LIVES**

**PRO-LIFE  
STUDENTS**  
ARE SAVING LIVES!



**50 lives saved this year!**

While we will never know just how many lives our mission saves, here are a few of our best stories from confirmed baby saves during the 2013-2014 school year.



### **FLORIDA STATE UNIVERSITY**

The brand new FSU Students for Life group welcomed newcomers to the pro-life movement and were able to save a baby by sidewalk counseling in front of their local abortion facility.

### **LANE COMMUNITY COLLEGE (OR)**

While handing out recruitment flyers for their Students for Life group on campus, members of Students for Life met a pregnant student who was concerned about parenting while in college. The group presented the young mother with their resource brochures. After finding out all that was available to her, the pregnant student chose Life. Soon after, she learned that she was carrying twins!

### **UNIVERSITY OF ALABAMA - TUSCALOOSA**

In the Fall of 2013, Bama Students for Life organized and directed the Tuscaloosa 40 Days for Life campaign. During the campaign, they confirmed that six babies were saved in front of the facility! Now, the group continues to lead the local community in sidewalk counseling efforts.

### **CLEMSON UNIVERSITY (SC)**

Clemson Students for Life held a prayer vigil in front of their local abortion facility. During that one hour, two women chose life for their babies!



# OUR MODEL

## WHY WE ARE DIFFERENT

### BELONG

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

### BELIEVE

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

### BEHAVE

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

# THIS IS HOW IT HAPPENS

## BELONG

When I started college, I was mostly apathetic towards most forms of activism. I grew up in a Catholic home and went to a Catholic high school, but I was never passionately pro-life. I joined the Students for Life club at my university my freshman year because I had friends involved in it, and it was something to do.

## BELIEVE

My freshman year I volunteered a little bit and attended group meetings. But in January, I went on our group trip to the Students for Life of America National Conference in Washington, DC. I was overwhelmed with the number of students there to abolish abortion. And when I heard a keynote speaker on Pro-Life Apologetics, my fire was lit. The SFLA National Conference changed my pro-life views from something I supported because my friends supported to something I knew and understood.

## BEHAVE

By the end of my freshman year, I was elected as the president of Students for Life at my university. My group and I held fundraisers for our local pregnancy resource center, we hosted pro-life conferences, debates and national level speakers and were featured in our newspaper dozens of times. I interned with Students for Life of America one summer as well. By the time I graduated, my Students for Life group was twice as large as when I started.

My first job out of college was being a youth minister at a local church, and I helped lead our group to the March for Life that January. And at just the right time, I was offered a position with Students for Life of America as the Great Lakes Regional Coordinator. I often have students thank me for working with them, but the pleasure truly is all mine. Our pro-life youth are matchless, and they will abolish abortion.



# WHAT STUDENTS ARE SAYING ABOUT SFLA

**"My Regional Coordinator has been a huge help in supporting our group!**

SFLA helped us get off the ground, gave me the support I needed to push through the tough spots, and now they continue to provide us with resources that help us host great events.

**Because of SFLA, my school has a pro-life group that will keep doing great work long after I graduate." - Katie**

"A year and a half ago, I attended a Students for Life movie showing and met Rebekah, my SFLA Regional Coordinator. We connected and before I knew it, I was vice president of my group. This was the beginning of my passion for life, which has become my calling.

**Without Rebekah visiting our group, training us, and giving us resources, I doubt we would have a pro-life club today. Thank you for being a voice for the voiceless!" - Bethany**



**"I wouldn't have been able to work up the courage to start up a pro-life group without my SFLA Regional Coordinator's help.**

I can think of several times that I needed help or advice, and she was never more than a phone call away, and often made the three-hour drive to my campus to help with our club fair, train members, etc.

**Thank you for all the hard work you've put into training me as a pro-life leader and being the backbone of my pro-life group!" - Aleah**

**"My Regional Coordinator was the key player in my decision to stay in leadership with our Students for Life group.**

He inspired me to not give up on our little club and to see the potential for it to be really great. Thank you for investing in me personally, and helping me to see myself as a leader that my campus needs.

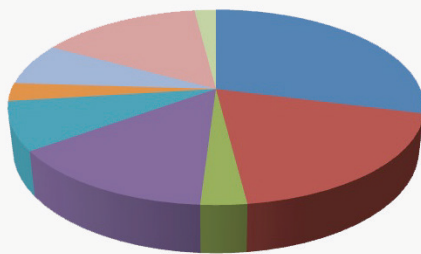
I would not be setting out on this project for another year without SFLA's inspiration.

**Regional Coordinators are truly key to this movement. Thank you." - Maggie**



**Please consider starting or renewing your investment in the pro-life movement today!**

All donations are 100% tax deductible.



**Total 2013 Revenue: \$1,689,987**

- Direct Mail (27%)
- Major Gifts (19%)
- Online Giving (15%)
- Foundations (14%)
- Telemarketing (8%)
- Events (7%)
- Regional Coordinator Funding (3%)
- Monthly Giving (3%)
- Other (2%)



**STUDENTS FOR LIFE**  
OF AMERICA

9900 Courthouse Road  
Spotsylvania, VA 22553  
(571) 379-7261

[www.studentsforlife.org](http://www.studentsforlife.org)  
[info@studentsforlife.org](mailto:info@studentsforlife.org)

Students for Life is 100% committed to abolishing abortion. Our team works tirelessly traveling the country to visit campuses and train students (*even answering their phone calls in the middle of the night*) so that we are successful in inspiring and equipping them to lead our movement to victory!

These are the everyday stories of SFLA. On a daily basis we encounter heroes – the students that work so hard to start pro-life groups on campus, the mothers that courageously choose to parent their child or place him or her for adoption, the school mentors that guide campus groups to be successful, and donors who generously give of their resources to make this all possible.

Our work impacts hundreds of thousands of young people every year who are changing campus culture and saving lives. We hope you are just as excited as we are by our accomplishments and plans for the future as we take the next steps towards abolishing abortion.

**We are grateful beyond words for your generous support. What we do would not be possible without you. Thank you from the bottom of our hearts.**

## Students for Life Active Groups

*Please keep our team and our 838 campus groups in your daily prayers!*

