



WE ARE CALLED.

2018 - 2019 ANNUAL REPORT



**STUDENTS
FOR LIFE**
OF AMERICA®

DEAR INVESTORS,

The Pro-Life Generation knows they are **called**. Called to be advocates, culture-changers, defenders of the preborn, and supporters of mothers, no matter their circumstance. Perhaps most importantly, they are called to be leaders.

This year, I witnessed the unique callings of young people who spent their year fighting for life despite an ever louder and ever more hostile opposition. The stories our team has witnessed and been a part of are practically too many to count. This report serves as a mere snapshot of the incredible impact achieved this year.

The Pro-Life Generation has been called.

Being a young person who is active in the pro-life movement isn't always easy. There were many instances this year of on-campus bullies (*both students and administration*). But Students for Life leaders never faltered; such is the strength of their calling. They consistently took initiative, planning rapid response events when the abortion industry tried to infiltrate their communities or even their schools. And I know that living out their calling so boldly inspired their peers to embrace theirs, too.

The pro-life movement is growing bigger every day thanks to the constant effort by our students and team members. Students jumped at the opportunity to volunteer with our new political, sister organization, Students for Life Action, they were a constant presence in statehouses across the country, and they were always there to help mothers in need - all year long.

Embracing our Calling is Only the Beginning...

This year, we took some of our top student leaders on a pro-life mission trip to Australia where they helped teach Students for Life's proven methods to the pro-life Australian youth movement.

In the midst of Justice Kavanaugh's Senate confirmation, we launched the #Justice4Life tour, countering the pro-abortion smear campaign that tried to discredit and keep him from sitting on the Supreme Court.

We were in nearly every mainstream media outlet with our pro-life message at some point during this past year, gaining nearly \$90 million in earned media value.

We stood alongside students throughout their victories at Liberty University when the school finally changed their housing policy for pregnant students, at Miami University of Ohio - Hamilton when our Students for Life group won a significant free speech case, and even started our very first Students for Life group at a HBC (historically black college).

We launched two incredible campus tour displays, #TheyFeelPain and #PlannedParenthoodTruth, which made **245 visits to college campuses** with our two national tours, changing 50% of pro-choice student minds.

We ran a pro-life video ad for one week on a Times Square billboard in the wake of the egregious New York state Reproductive Health Act, which was seen by approximately 1,000,000 New Yorkers.

We gave our Students for Life leaders the tools and the confidence they needed to stand up to discriminatory administrations, especially at places like North Dakota State University where a local Democrat party leader abused her power as a school administrator to try to silence our Students for Life group.

I traveled the country with two different speaking tours. In the fall, my "**Lies Feminists Tell**" tour brought the message of pro-life feminism to 10 campuses. In the spring, my "**Lies Pro-Choice Politicians Tell**" shed light on sneaky pro-choice politics at nine campuses with over 1,322 in attendance.

I have no doubt that this will be the generation that abolishes abortion. Please keep praying for the safety and continued bravery of our students and our team as we live out our calling to lead, change culture, and save lives. Thank you for your support.

For Life,



Kristan Hawkins
President, Students for Life of America

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OF AMERICA



This year was phenomenal. The Students for Life team established 85 new Students for Life groups, trained over 18,865 students, and made 245 visits to college campuses with two tour displays - both changing about 50% of student minds about abortion.





WE ARE CALLED

There is a crisis in America. Not only have tens of millions of innocent lives been lost since 1973, but the abortion lobby has moved more and more radical in their messaging and strategies. Gone is the guise of “safe, legal, and rare” as we enter the #ShoutYourAbortion era. Planned Parenthood has a collection of celebrities, politicians, and other public figures in their pocket, out there doing their dirty work for them.

Students for Life has been called to combat this anti-life epidemic. We resist the notion that women need abortion. We resist the abortion industry’s constant claim, circulating like a broken record, that women aren’t strong enough to embrace both our children and our education. And we resist the idea that women’s rights involve forcibly taking someone else’s away.

This year, we were called to do something drastic. We launched a new sister organization, **Students for Life Action** (a non-profit 501c4), right in the midst of one of our biggest events of the year. Why? Because pro-abortion politicians forced our hand. In New York state, the Reproductive Health Act radicalized abortion to the extreme, with Gov. Andrew Cuomo showing his undying allegiance to Planned Parenthood by lighting up the World Trade Center and other New York landmarks pink in “celebration” of the law’s passing.

Our conviction that the launch of Students for Life Action was necessary was confirmed when two pro-abortion politicians in Virginia showed their true colors soon thereafter. Del. Kathy Tran introduced a bill in favor of third trimester abortions, noting publicly that it should be legal to kill babies even during active labor. In defense of the bill, Gov. Northam then went on public radio and advocated for infanticide, saying that if an ‘unwanted’ baby was born alive, a ‘discussion would ensue between mother and doctor’ about what to do next.

While we know that our mission to abolish abortion isn’t exclusively political, we do know that it’s one of many important areas of engagement for our pro-life movement; after all, politics played a pivotal role in the 1973 passage of *Roe v. Wade* and *Doe v. Bolton*.





EMBRACING THE CALL: THE NUMBERS

Active Groups:

1,209

New Groups Formed:

115

Community Mobilizations:

123

Conversations on Campus:

17,314

Students Trained:

18,865

Consultations Actual:

2,694

Minds Changed Actual:

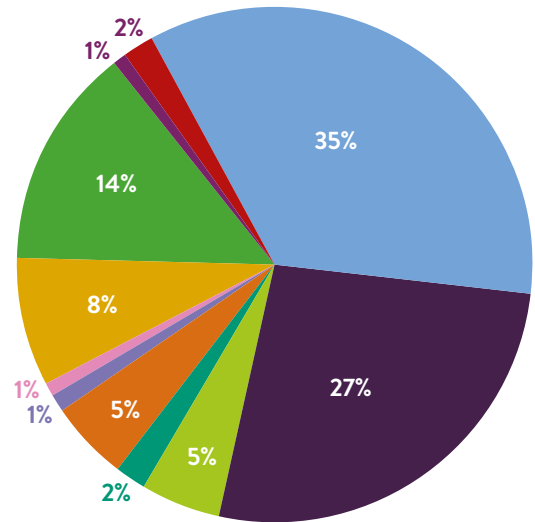
3,829

Campus Trainings:

814

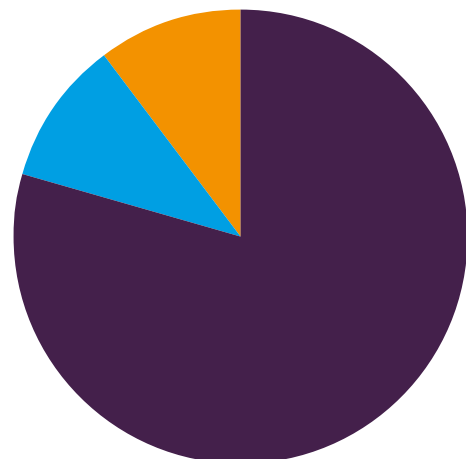
2018 REVENUE \$8,206,029

- Direct Mail
- Telemarketing
- Miscellaneous
- Online Giving
- Monthly Giving
- Major Gifts
- Events
- Field Team Fundraising
- Merchandise
- Foundations
- Stock Gifts



2018 EXPENSES \$7,972,619

Programs	\$6,259,043	78.5%
Admin	\$ 795,135	10.0%
Fundraising	\$ 918,441	10.0%



CALLED TO LEAD

Students for Life is arguably the most active pro-life organization in America, and we don't use that title lightly. We led the narrative on major pro-life developments this year, earning high-impact media, shedding light on issues that otherwise would've been obscured by the abortion lobby, and leading students to take action where it mattered most.

A FREE SPEECH EXECUTIVE ORDER

Students for Life, on behalf of the student leaders we serve, engaged in about 56 free speech battles with schools, including 23 demand letters and two lawsuits. Free speech has been under attack like never before. Fortunately, President Trump took notice. He invited Students for Life leaders to share the stage with him when he signed a Free Speech Executive Order in March. One SFLA Fellow and campus leader, Ellen Wittman, even had a chance to speak about her long-standing free speech conflicts with her school in southern Ohio.



CALIFORNIA'S CAMPUS ABORTION MANDATE

California's efforts to force all state colleges to distribute RU-486 abortion pills to students started as a bill called SB 320. Students for Life leaders in California fought back hard, hosting rallies against it and testifying in front of state committees about how dangerous the drug is for students. One student leader, Bernadette Tasy, even made appearances on national television.



And in the case of SB 320... there was victory! In October of 2018, the then California governor, Jerry Brown, vetoed the bill, even citing Students for Life's talking points as his reasoning. Unfortunately, we also knew it was only a matter of time before this legislation reappeared.

In late 2018, California legislators re-introduced this terrible bill under a new name: SB 24. But this time, they had a new, rabidly pro-abortion governor, Gavin Newsom, on their side. Students for Life and local California groups fought this bill just as hard throughout the Spring 2019 semester.



THE #JUSTICE4LIFE TOUR

When a Supreme Court vacancy presented itself this year, both sides of the Life issue saw the opportunity for what it was - a chance to tilt the Court either for or against abortion. With the abortion industry pulling out every stop to discredit Brett Kavanaugh, we launched the #Justice4Life tour to support the confirmation of a new, pro-life Justice.

This tour took dozens of students and SFLA team members in five custom-made #Justice4Life vans to the offices of crucial Senators to rally support for Brett Kavanaugh's confirmation. Though it was a pro-life activism tour, one student even shared with us that she re-found her faith along the way.





CALLED TO CHANGE CULTURE

AT THE HEART OF THE ABORTION CAPITAL

One of our crowning achievements this year was a placement of our pro-life, video billboard in Times Square right after the horrendous New York Reproductive Health Act (RHA) was passed. It blazed several different pro-life messages for three days, reaching an estimated 1,000,000 passing New Yorkers and tourists and even more during our digital livestream and social media promotion.

But that wasn't all. During that same week, Students for Life hosted our National Gala, protested the RHA by leading several Students for Life leaders through Times Square with a chain of over 900 crosses (*representing those killed by Planned Parenthood each day*), and gathered petitions to send to the New York Department of Health.

THE RALLY IN RESPONSE TO BRIAN SIMS

In April, Pennsylvania Rep. Brian Sims hit the sidewalk outside of a Philadelphia Planned Parenthood to record himself harassing teen, female Students for Life members. He attempted to “dox” them, offering \$100 to anyone who could identify them. He turned out to be a veteran of pro-choice bullying; as on multiple occasions, he has recorded himself harassing pro-life women who were praying and witnessing outside of the abortion facility.

On May 10th, hundreds of pro-lifers turned out to rally against the poor treatment of these young Students for Life leaders by an elected official. SFLA's Executive Vice President Tina Whittington was among the rally's speakers, calling for respectful dialogue and an end to the hate.



THE PLANNED PARENTHOOD CANDIDATE FORUM

In June, Planned Parenthood hosted a voters forum in Columbia, South Carolina and invited every 2020 Democratic presidential candidate. They spent the entire day celebrating abortion and encouraging the candidates to endorse radical notions - like abolishing the Hyde Amendment, which helps prohibit federal tax dollars from funding abortion.

Students for Life held a rally outside the venue, complete with an army of students and our huge “We Are The Pro-Life Generation” and “Abortion Betrays Women” banners. Some of our students were even interviewed by local media.



CALLED TO SAVE LIVES

This pro-life movement is way bigger than ourselves, and the Pro-Life Generation knows it. We are not called to serve ourselves; we are called to save the lives of others. This of course includes the preborn, but also the mothers and fathers who would be hurt by the tragedy of abortion. “Love them both” is not just a poster slogan. It’s our mission.

PAID FAMILY LEAVE ADVOCACY

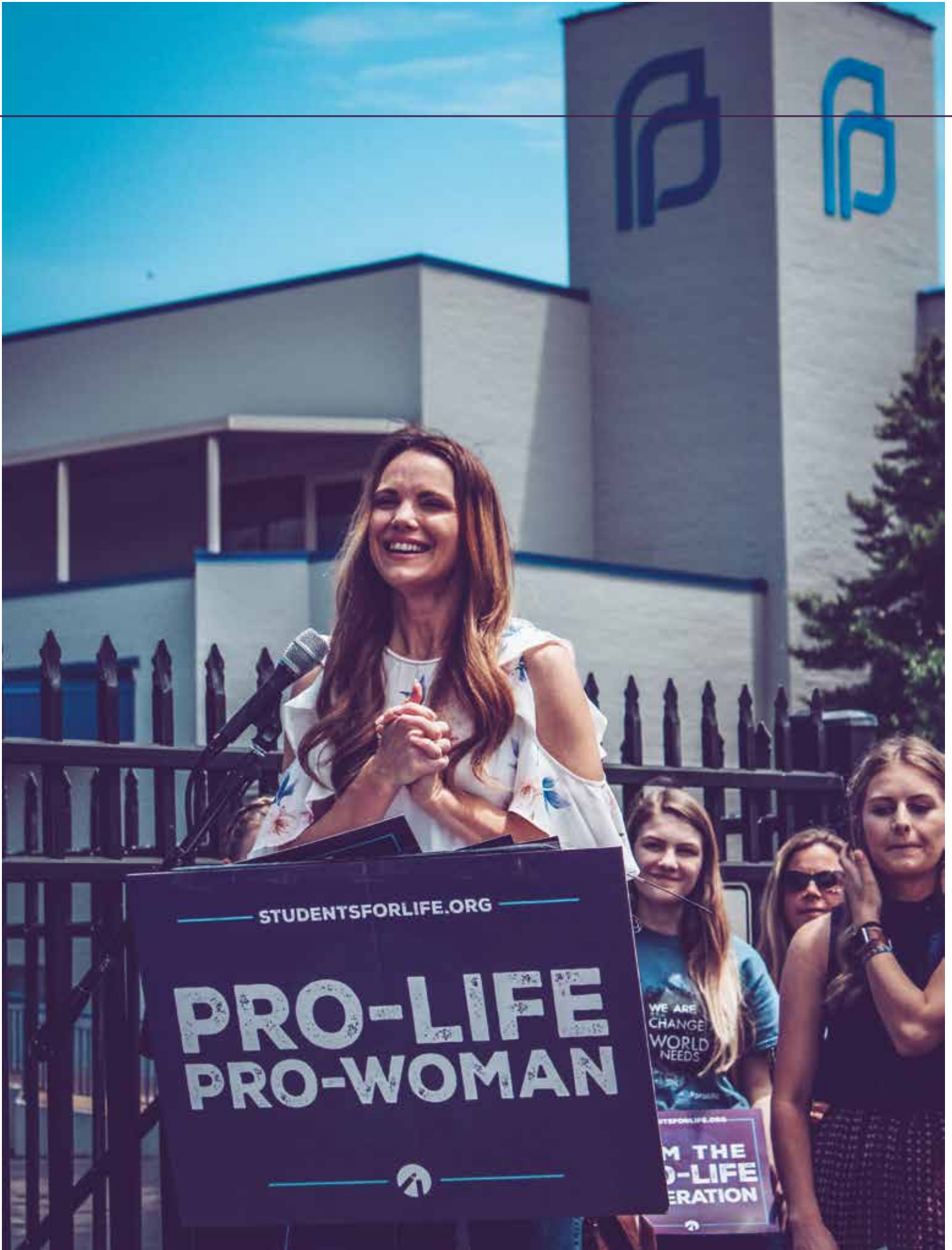
In early 2019, several Members of Congress introduced a pro-life, fiscally conservative Paid Family Leave plan. Excited about a pro-family bill, Students for Life partnered with coalition groups in support of the legislation, spreading awareness and collecting signatures. In May, Students for Life was the first pro-life organization to lobby on Capitol Hill for Paid Family Leave, reaching over 50 House and Senate offices in just a few hours.

OPPOSING THE ST. LOUIS PLANNED PARENTHOOD

The last remaining abortion facility, a Planned Parenthood, in Missouri is on the brink of closure. At the writing of this report, this abortion facility has sent 75 women to the hospital with confirmed medical emergencies in the last ten years. This school year, the state of Missouri finally took notice that this Planned Parenthood is dangerous and is now taking action to shut it down.

Students for Life and local pro-life advocates hosted a huge rally in front of the facility to support its closure. Unfortunately, an activist judge proved he didn’t care about women’s safety and declared that abortion vendors could write their own rules. He kept their doors open. And we will continue the fight.







HOW WE CULTIVATE THE CALLING

THE 2018-2019 LEADERSHIP FELLOWS

Each year, Students for Life invites our top Students for Life leaders around the country to participate in High School or College Fellowship Programs designed to mentor and prepare them for full-time pro-life missions. The programs, the Thaddeus Stevens Fellowship and the William Wilberforce Fellowship, were created for high school and college students respectively.

This year's class consisted of **32 total students** who also came together over the summer to participate in in-depth pro-life training. Oh, and to make national headlines by storming a pro-abortion rally in front of the Supreme Court during the *NIFLA v. Becerra* decision day.



RHESEL RIVERA,
DAMIEN MEMORIAL SCHOOL (HI)

Hawaii is a classic relaxation destination... but not for high school student Rhesel! She was hard at work this year leading one of the strongest Students for Life groups on the island. Rhesel also helped with the Hawaii March for Life and organized 39 student group events throughout the school year. A regular participant in 40 Days for Life, Rhesel is heading to college soon and has a goal to become a pro-life doctor.

ELLEN WITTMAN,
MIAMI UNIVERSITY OF OHIO

Although proven successful, Abortion Pill Reversal is frequently ridiculed by the abortion industry. So, Ellen worked with her Right to Life group, as well as Students for Life's sister organization, Students for Life Action, to introduce legislation in Ohio. If passed, this legislation would force abortionists to tell women about Abortion Pill Reversal when dispensing RU-486 abortion pills. Ellen is a veteran of free speech battles on her Miami University of Ohio campus and even shared the stage with the President of the United States during his address on campus free speech this year.







STUDENTS FOR LIFE ACTION: STATE CAPTAINS

As part of the launch of Students for Life Action, more than 40 of our student leaders stepped up to serve as Students for Life Action State Captains. With 50 different state legislatures all focusing on their own abortion laws, it has helped tremendously to facilitate a concerted effort to monitor exactly what is going on at statehouses nationwide. This makes it much more difficult for a sneaky abortion lobby to pass any pro-abortion legislation in secret.



THE CHRISTIAN LEADERSHIP SUMMIT

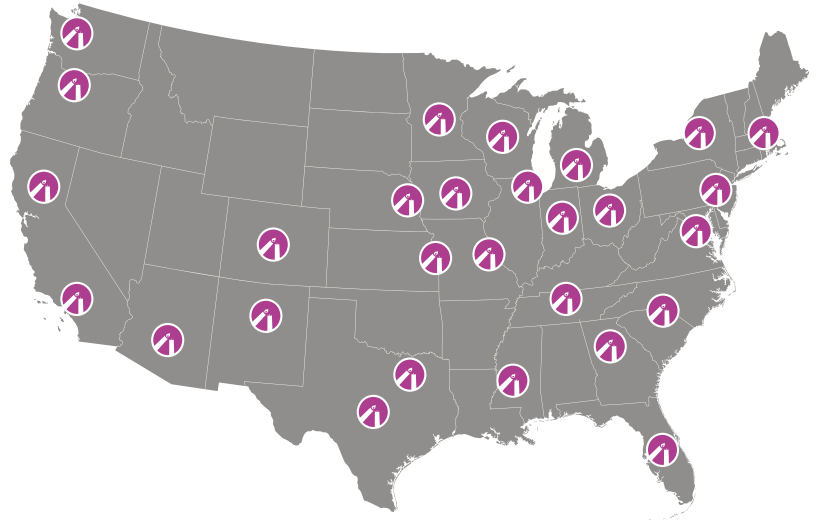
Students at Christian schools face unique obstacles that their public school counterparts don't. Each year, we bring the most committed Students for Life leaders from Christian schools together for an all-expense-paid experience so that they can encourage one another and be empowered by trainings and workshops tailored just for them. **16 student leaders** from campuses all across the



country came together for the 5th Annual Christian Leadership Summit, held in Dana Point, CA. Students left the Summit refreshed, empowered, and grateful for the chance to meet one another. One participant even felt called to write "CLS has given me the tools to lead a pro-life club on my Christian campus. I gained valuable leadership skills and **connected with other college students across the country!** Having this community rooted in Christ has really shaped my foundation on how to be an effective leader for the pro-life movement, on and off campus. Thank you CLS for this fantastic experience!" -Mary Carmen

REGIONAL WORKSHOPS

On any given Saturday throughout the school year, there is probably a Students for Life Leadership Workshop going on somewhere in the country. Every region has its own Workshop, specially designed to address the challenges our young, Students for Life leaders face in combatting the abortion industry in their community and on campus.



THE NATIONAL CONFERENCE

Students for Life of America National Conference is what really sets us apart. This event is the largest pro-life youth conference in the world; and, this year, we welcomed 2,500 attendees. We provided dozens of workshops on Pregnant on Campus, Abortion and the Black Community, and Pro-Life Feminism. Students loved hearing from former NFL player William Green (*who also did push-ups with students standing on his back*), *Unplanned* actress Robia Scott, and even hearing their own names called out for Group of the Year awards.



CALLED TO SERVE: OUR METHOD OF BELONG, BELIEVE, BEHAVE

Belong, Believe, Behave is Students for Life of America's three-step approach to supporting the calling of the Pro-Life Generation by connecting young leaders with opportunities for life-changing experiences that will forever shape their worldview. This is the proven strategy for transforming the Pro-Life Generation into the principled and prepared leaders who are driving the pro-life movement to victory.



BELONG

Students for Life reaches young people during the years their opinions will be formed about abortion and when the abortion industry targets them the most, inviting them to belong to a growing movement that respects the value of human life and stands up for the voiceless. Students for Life gives them a movement to belong to.



BELIEVE

As students are invited by their peers or recruited by Students for Life to join our movement, they enter into relationships with committed, unwavering pro-lifers. Through those relationships, they come to learn the truth about abortion and the abortion industry as well as witness the commitment of the pro-life movement to serving those in crisis. Through these relationships, they learn the truth and believe it: that abortion is an evil that must be stopped and is never a woman's solution and that they must act to end it.



BEHAVE

Once students feel like they belong to our human rights movement, choosing to believe in those fundamental truths that all life has value and that abortion is an evil that must end, the next step is getting them actively involved in our movement. This involves giving them tangible steps to be a positive voice on their campus and within their community.

 STUDENTSFORLIFE.ORG

**I AM THE
PRO-LIFE
GENERATION**

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studentsforlife.org

ANSWERING THE CALL

Once young people are ignited for Life and decide to answer the call to defend the most vulnerable members of our society, we are there to equip them with the tools they need. The demographic that Students for Life primarily serves, high school and college students, are by far **the most targeted** by the abortion industry. This makes our support of their pro-life calling critically important.

The battle for human life will be won or lost on high school and college campuses. About **80% of Planned Parenthood facilities** are located within five miles of a college campus and they have led the abortion industry's charge to purvey explicit sexual education programs in schools and utilize digital media (*including their new app, Roo*) to teach young people to be sexually risky... then come to them for abortions.

Planned Parenthood and the abortion industry have millions of dollars to spend on PR campaigns, lobbying efforts, and paying their "volunteer" army. They **actively target** high school and college-aged women... and there is only one pro-life organization positioned to succeed on this crucial battlefield of high school and college campuses - us!

It's our National Field Team that makes this possible. Because of the support of our generous investors, our team of Regional Coordinators has grown exponentially - including the hiring of a dedicated Florida Regional Coordinator, which has been a long-awaited goal. These Regional Coordinators have been strategically placed in every corner of the nation to help students confront the abortion industry on every campus. Here's what some of our students said about their Regional Coordinators this year:





LIANA HOLLEDONNER
MID-ATLANTIC REGIONAL COORDINATOR

“Having Liana as our Regional Coordinator has been critical to our success. She has done campus outreach with us, hosted training events for local PA schools at Temple, and so much more. We are so thankful for her!”

-Brian Pontious, Temple University



STEPHANIE STONE
CAPITAL AREA REGIONAL COORDINATOR

“Having Stephanie as our Regional Coordinator has been the biggest blessing for our new Students for Life group. Right away, she helped us start up our group and gave us amazing advice and equipped us with the tools we needed. Stephanie has led an amazing workshop, and also has taken us multiple times to our state capital in Richmond to meet with legislators to talk about pro-life issues. We are beyond grateful for her.”

**- Aliyah Duran, President
of Centreville Region Students for Life**



SARAH ZARR
TEXAS & SOUTHERN REGIONAL COORDINATOR

“Sarah has taken me alongside her to protest at the Supreme Court, on the #Justice4Life mission trip, and on a mission trip to Australia. I have lobbied and fought for pro-life bills for my state after watching Sarah testify. She made me a leader even when I didn’t think I was ready. She has helped us throughout protests, persecution, and pushback from our campus. No matter the trial or controversy, she helps us continue the fight!”

-Melanie Salazar, University of Texas

CALLED TO BE BOLD

In the midst of the Kavanaugh nomination and multiple pro-life actions of the Trump administration, pro-abortion leaders and administrators on campuses became increasingly enraged and hateful. Campus vandals used to do their dirty work in the dead of night, stealing crosses or tearing down posters unseen.

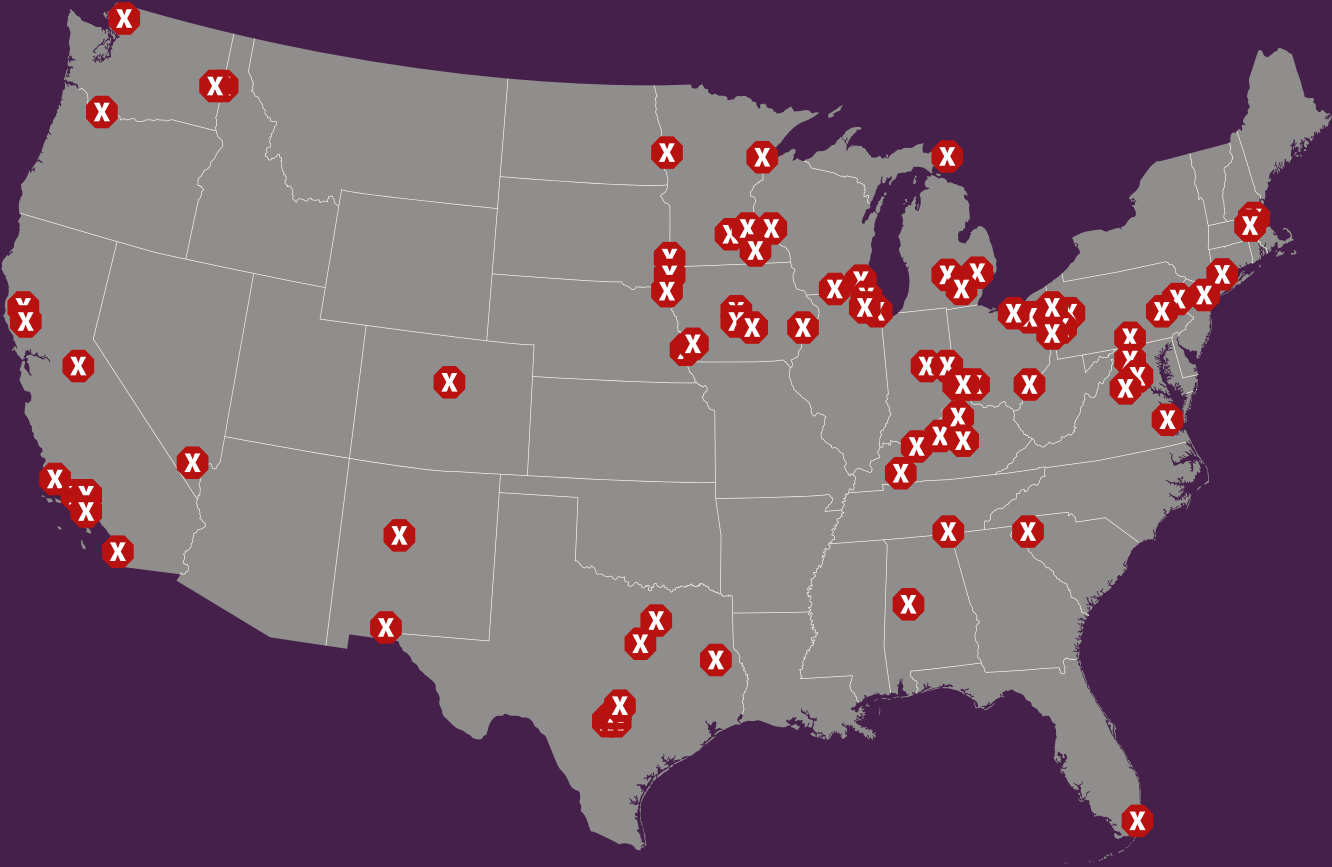
But this year, they were often **upfront in their hatred**, stealing things right in front of Students for Life members and from our on-campus tour displays. We documented numerous instances of campus vandalism, discrimination towards pro-life students, and instances of outright violence (such as a *Kristan Hawkins' tour banner being set on fire in Washington*).

During the 2018-2019 school year, we witnessed an ever-increasing number of vandalizations on campuses against our pro-life displays and engaged in about **56 free speech battles** with schools, including **23 demand letters** and **two lawsuits** to ensure the free speech rights of our pro-life leaders were upheld. We also filed an amicus brief to request the Supreme Court to review Chicago's unconstitutional bubble zone law. We kept close track of transgressions against our students and team on our map tracker:



NUMBER OF CAMPUS VANDALIZATIONS

AGAINST STUDENTS FOR LIFE
2012 - 2020



OUR CALLING HAD THE SPOTLIGHT

As the pro-life movement knows all too well, the mainstream media tends to make a point of pretending we don't exist. But the obvious bias didn't stop Students for Life from earning our highest media value to date this year. From less than \$900,000 in earned media a month in 2017 to more than \$20 million a month in June 2019, the Pro-Life Generation's developing great relationships in conversations with the media.

TRADITIONAL MEDIA

Students for Life had our biggest year to date as it pertains to traditional media. We placed 61 op-eds, appeared in over 600 television and radio interviews, and were mentioned at various points by the top 15 most popular media companies, including:

FOX NEWS

USA TODAY

The New York Times
THE WALL STREET JOURNAL.

For the fiscal year of August 2018 to July 2019, SFLA earned a record \$89,999,000 in media value. And that is only the bare minimum recoverable value. The students and staff who make up the Pro-Life Generation are called to a mission. And we made sure everyone knew about it.

OUR BIGGEST MEDIA HITS OF THE YEAR





DIGITAL MEDIA

As a youth-oriented organization, Students for Life of America prides ourselves on being innovative and effectively using digital trends to convey the pro-life message. As social media trends ebb and flow, our cutting-edge team excels at staying ahead of the curve and meeting the Pro-Life Generation (as well as pro-life young people) where they are: Facebook, Twitter, Instagram, & Snapchat. Our Communications Team works tirelessly to create and promote persuasive graphics, videos, and written content.

An interesting data point we noticed this year is that our audience has a better rate of engagement than Planned Parenthood and Planned Parenthood Action combined. In fact, Students for Life's audience is the second most engaged audience in both the pro-life and pro-abortion movements (abortion organizations examined include EMILY's List, Planned Parenthood, Planned Parenthood Action, NARAL, and NOW).



NETWORK STATS



Total video views on Facebook:

36.5 Million

Total minutes viewed on Facebook:

26.1 Million

Total Engagement on Facebook:

786,800

Total Likes:

313,596

FACEBOOK & YOUTUBE VIDEO VIEW TIME

41,300,000 minutes consumed by our audience is the equivalent of a church the size of **19,855** people sitting in a year's worth of 40-minute Sunday sermons.



Total Twitter impressions:

13.2 Million



Total Instagram followers:

64,000



Total Video Views on YouTube:

1.5 Million

Total Minutes Watched on YouTube:

15.2 Million

THE Pro-Life GEN

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I REJECT
Abortion
EXTREMISM
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ARE YOU CALLED TO JOIN US?

Callings take many different forms. Every pro-life advocate contemplates gifts of time, talent, and treasure. Your unwavering support has allowed the Pro-Life Generation to embrace our many callings this year and make a big difference for the preborn.

Students for Life's work with America's youth is what sets us apart. We are the boots on the ground. We need a full-time Regional Coordinator in every corner of the nation to grow and mentor new Students for Life groups in middle, high school, college, and even graduate schools. **These are the young people who will take over the fight and abolish abortion in our nation.**


Our mission statement boldly declares that we exist to recruit, train, and mobilize the Pro-Life Generation to abolish abortion. Students for Life must continue empowering students to use their voices in communities and statehouses across the country. We are called to take on Planned Parenthood on their turf as they target young people online and on campus. And in an election year, this matters now more than ever.

But our big plans require big prayers and financial support.

Beyond cash donations, here are a few alternative ways you can support SFLA:

- Transfer support from a traditional or Roth IRA (for supporters aged 70 1/2 or older)
- Donate stock
- Find a pro-life realtor with Real Estate for Life who will donate part of their commission to SFLA (www.realestate4life.org)
- Set up a charitable gift annuity or trust
- Include SFLA in your will
- Donate real estate, cars, boats, jewelry
- Donate air miles and hotel rewards points





“This is a generation who wants to see people equipped to excel and succeed rather than assume that nothing can change and that people are not worth the effort. Students for Life stands by them, ready to face every battle and cross the finish line together.”

Kristan Hawkins

President, Students for Life of America

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