



**STUDENTS  
FOR LIFE**  
OF AMERICA®

# WE ARE HISTORY MAKERS



2019-2020  
Annual Report

# DEAR INVESTORS,

## There's Still More History to Make...

When the 2019-2020 school year started last fall, no one could've predicted the chaos that would ensue. We went from a regular semester with easy-going chatter about the end of the decade... to full-on pandemonium with a widespread infectious disease and riots in the streets. Many businesses and other organizations had to shut down.

But shutting down is not really an option for groups fighting the biggest human rights injustice our world has ever known. When the quarantines began, our team pivoted harder than ever before, temporarily halting on-campus programming and going fully digital in order to continue serving the Pro-Life Generation.

This is what sets Students for Life apart. When the pandemic struck, we had the infrastructure. We are always ready for the unexpected. And, thankfully, this "grittiness" has also been imbued in our students, and they never missed a beat. So, while this year's successes were not exactly the ones we were expecting, I could not be prouder of pro-life students nonetheless.

This year, the Pro-Life Generation had to be stronger than ever. In our mission to make history and abolish abortion, we expect our activists to face opposition. But this year's opposition was hostile in unprecedented ways. Our students have endured horrible cyber-bullying, discrimination from school administrations, vandalism, and even in-person, physical threats. But the Pro-Life Generation never faltered, instead responding to each new attack with the same compassion they bring to everything they do.

For we know it's not the destructive characters setting fires or the person screaming profanities and slurs in the faces of pro-life activists who will make history. It's the young people who share the truth about abortion with compassion. Who volunteer countless hours for a cause that benefits people they will likely never meet. And who live out their calling so boldly, they inspire their peers to embrace theirs, too.

At this chapter of Students for Life's existence, we are focusing on setting the stage for a post-Roe America. Our

team has built the national number of Students for Life groups from a mere 181 in 2006 to over 1,240 today. While the maximum number of Students for Life groups is only limited by the number of schools in America, SFLA has placed our focus this school year on growing the "quality" of the groups we currently serve.

Thus, we have doubled down on our efforts to offer students an extensive variety of new training and activism opportunities – even despite the pandemic. In fact, student involvement with our digital training opportunities exceeded any expectation we had. Through our Spring 2020 *Campuses to Computers* campaign, we were able to facilitate 2,929 online conversations with abortion supporters, change 197 minds online, host over 183 virtual group trainings, and train 2,557 students virtually!

Students for Life has more conversations about abortion than any other entity, and we are able to quickly mobilize and respond to abortion-related events. Students joined us to oppose the pro-abortion Equal Rights Amendment (ERA). They spearheaded efforts in Alabama on construction worker outreach, persuading workers to quit building a new abortion facility. They delivered over 19,000 petitions to California legislators, trying to persuade them to not mandate all state schools dispense abortion drugs. All the while, the Pro-Life Generation tracked 4,138 minds changed on campuses and 4,332 minds changed on campuses and online about abortion.

*And that only scrapes the surface.*

- This year, we hit a major milestone with the training of our 100,000th student when I visited Cardinal O'Hara High School in Philadelphia to speak.
- We spearheaded the first-ever National Pro-Life Summit in Washington, D.C., which sold out with more than 3,000 pro-life attendees of all ages.
- Students for Life shared our message far and wide with over \$68 million in traditional media, including front-page features in major publications.





This year, we made history. The Students for Life team established **131** new Students for Life groups, trained over **24,101** students, and made **963** visits to school campuses, including **187** colleges with two tour displays, with SFLA staff changing a confirmed 1,721 minds about abortion.

- Our team created two brand-new campus tour displays, *Heart to Heart* and *Life After Roe*, which made a combined 187 college campus visits and changed approximately 1,721 students' minds about first trimester abortion and *Roe v. Wade*.
- In the fall semester, 109 Students for Life groups took advantage of our opportunity for them to screen *Unplanned* on their campuses.
- Students for Life supporters helped raise \$6,000 for a young mother, Ruth, who was wronged by her school as a pregnant student so she could return to campus and finish her degree.
- 27 SFLA Fellows, both high school & college, organized a combined 71 pro-life projects. One student established a permanent scholarship to attend the National Pro-Life March; another individually raised over \$2,000 for a local pregnancy center during COVID-19.
- In March, 50 students rallied in front of the Supreme Court in support of a Louisiana law that would protect women from predatory abortion vendors. Twenty of the students even slept overnight on the steps of the Supreme Court to save the pro-life movement's rally spot!
- We knocked on 30,000 doors with Students for Life Action during summer deployments, encouraging voters to Vote Pro-Life First.
- We changed 62,800 minds as part of combined in-person and digital efforts.
- SFLA Regional Coordinators and students nationwide organized 76 mobilizations throughout the year, which included anything from protesting abortion facilities to lobbying for pro-life laws.
- When the pandemic struck, we mobilized over 3,300 pro-lifers to contact their governors and request that abortion facilities be labeled as "non-essential."

In the aftermath of a turbulent election, the Pro-Life Generation acknowledges the coming difficulties for our movement. But this acknowledgement does not mean we are fearful; in fact, the impending trials have only solidified our resolve. The pro-abortion movement fears the progress we've made. They fear the power we have to change our culture back to one that respects all human life.

I truly believe our movement has never been stronger or more ready thanks to the trained army that is the Pro-Life Generation. We will be the generation that makes history and abolishes abortion.

But now more than ever, our students and team need your prayers for safety and courage as we face this intense battle for the human rights of all – born and preborn. Thank you for your support.





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FIRST**







# MEET THOSE MAKING HISTORY



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 to teach young people to be sexually risky... then come to them for abortions.

Students for Life is uniquely positioned to combat this campus-focused culture of death. One thing that makes Students for Life of America so unique is the mentorship and individualized instruction that student groups receive from our team of Regional Coordinators. We have organized the country into 19 different regions, each one led by a trained and experienced Regional Coordinator. That means pro-life students in every single state have an on-the-ground expert, ready to help with campus activism, pro-life training, free resources, and more.

Our Regional Coordinators are pro-life experts at both the national and local levels, doing everything from organizing rallies and lobby days, to fostering dialogue on campus, and providing educational trainings for dozens of groups across their states. Regional Coordinators help keep the Pro-Life Generation equipped and active!

Because of the support of our generous investors, our team of Regional Coordinators has grown exponentially over the past several years. 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:





*“**Kate Maloney** is a truly fantastic Regional Coordinator. I honestly don’t know what I would do without her constant help. She is always there to give a training, provide a resource, or even at 11 o’clock at night when your club’s Instagram is being attacked. Aside from her pro-life wizardry, she is just about the kindest, most bubbly human you’ll ever get the pleasure of meeting. She puts my mind at ease because if Kate’s involved, I’m confident that every event or meeting or activity will turn out okay!”*

- Autumn Cramer, Cornelians for Life



*“Without **Sarah**, our Students for Life group would not have been able to achieve even close to all the amazing things we have done. She was the first person we spoke to about starting a pro-life group on our campus, and she has supported us through it all, especially when the culture here was very hard to deal with. We’ve been with Sarah on multiple trips including lobbying at our Capitol and to different March for Life events. She’s also been our biggest support individually by helping us step up as leaders in the pro-life movement and it’s been such a blessing. We are so thankful for all of her hard work and dedication!”*

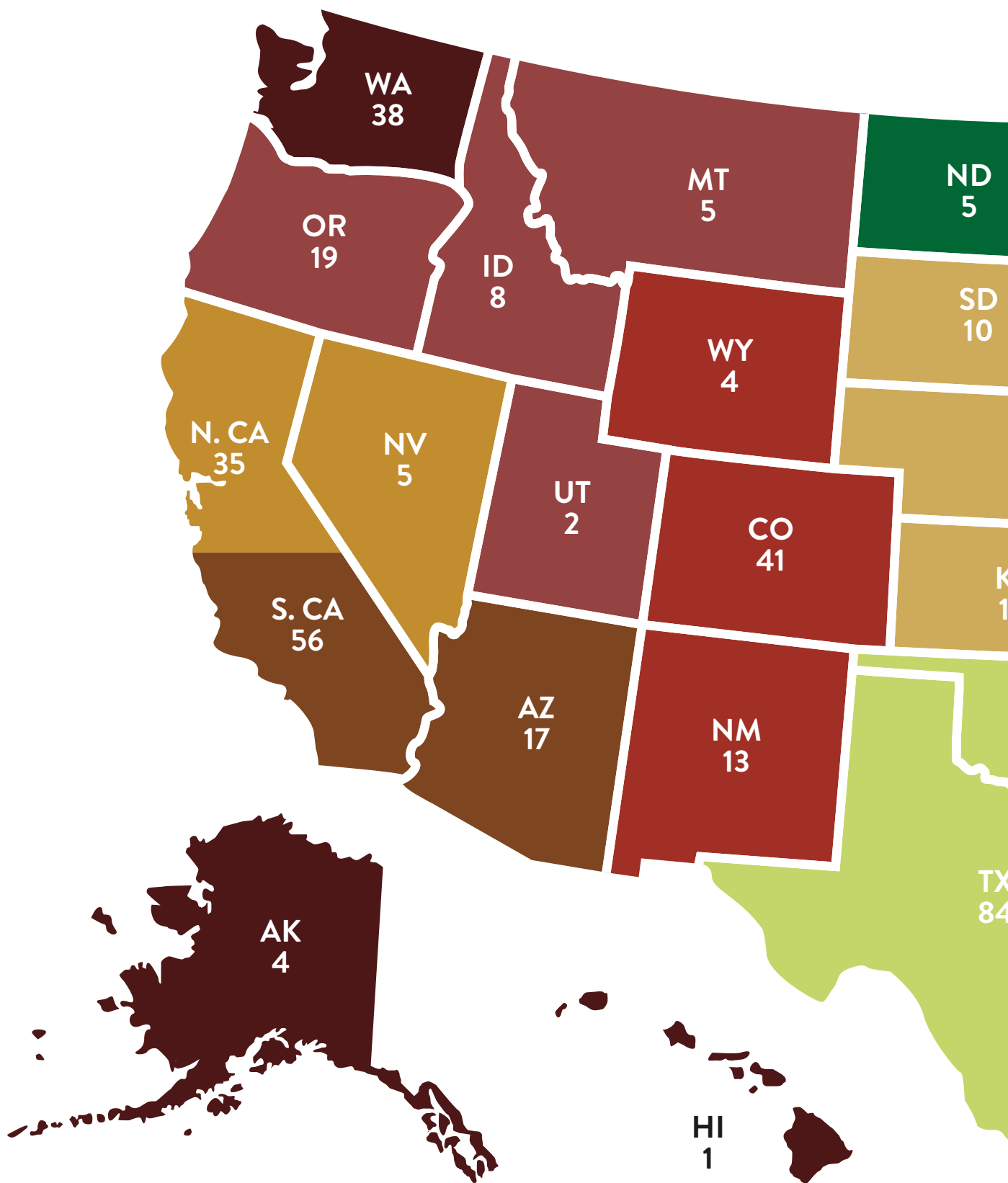
- Emmy Sharaan, Augustana College



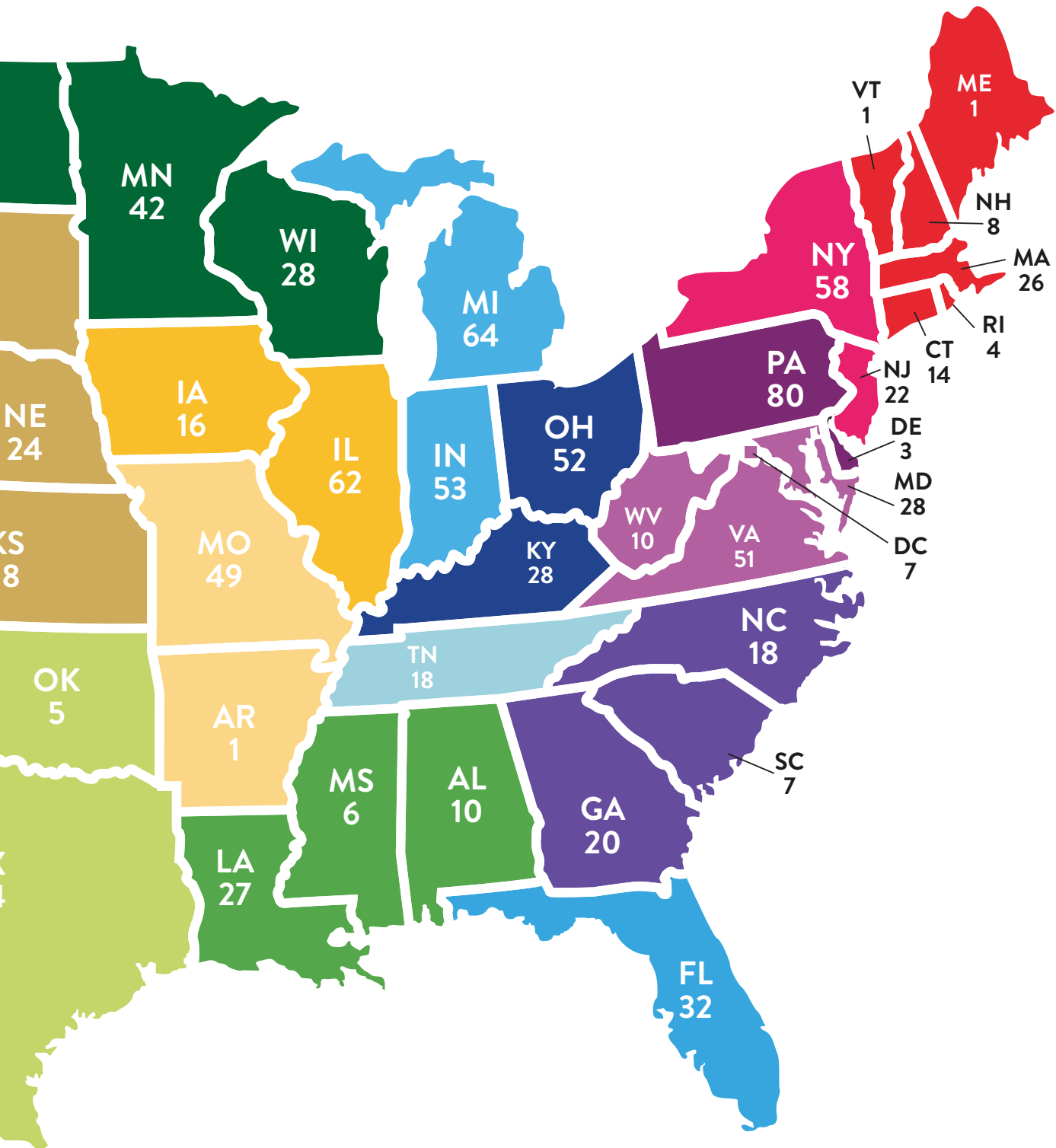
*“**Christina Coffman** is an exceptional leader. Since she came on as Pro-Life Future director, she has held regular Pro-Life Future Officer meetings with leaders across the country. These meetings have allowed us to share best practices and it has helped us to grow during various struggles our group has faced. She has also brought in other professionals to help show us how to help fundraise, grow our social media presence, and much more. She is always kind, professional, diplomatic, and a listening ear when we need advice or someone to bounce ideas off of. We are extremely thankful for all that she has done to bring Pro-Life Future together across the country.”*

- Annaleigh Gidosh, Leigh High Valley Pro-Life Future

# OUR 1,240+ STUDENTS FOR LIFE GROUPS







# OUR RESILIENT MODEL OF SUCCESS

## HOW WE CHANGE MINDS

### BELONG

Students for Life reaches young people during crucial developmental years, 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.



## A SHIFT IN THE MODEL FOR A DIGITAL APPROACH

In order to effectively build the Pro-Life Generation online, we've discovered that technology changed our tactical model as herd mentality and face-to-face engagement does not apply to an online engagement. We've learned through testing and analysis during the 2019-2020 school year that our engagement online must be entirely different. The first engagements cannot focus on belonging, since the psychological elements of the conversation are entirely different. That first engagement must begin by engaging a young person emotionally first, long enough to present facts to them that would cause a cognitive shift in thinking. So, our model online has shifted to Believe, Belong, Behave. Our testing this year allowed us to build new programs online where we successfully engaged with thousands of young people online, allowing us to work twice as hard to accomplish our mission to abolish abortion. We will move forward in the new school year with a robust Digital Field Team to change minds every place young people are.



# HOW WE MAKE LEADERS

## Our Fellowships & Leadership Collective

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, the William Wilberforce Fellowship, and the Christian Leadership Fellowship, were created for high school, college, and Christian leaders respectively.

## Two New Fellowship Opportunities

New to Students for Life's family of fellowships this year are the Invictus Men's Fellowship and the Hildegard Art Fellowship. The Invictus Men's Fellowship was created to serve a very specific need - forming young pro-life men to be leaders in the movement. Too often, the abortion movement tries to silence men and devalue their opinion. But we know it won't do to exclude half the population from a conversation about a human rights issue. Fourteen young men were included in the inaugural class of Invictus Fellows.

The Hildegard Art Fellowship may be our most unique offering. This fellowship is about engaging young artists to use their artistry to change hearts and minds on abortion by becoming artist activists. This opportunity was open to 15 visual, word, and performing artists.

## Students for Life Action Captains

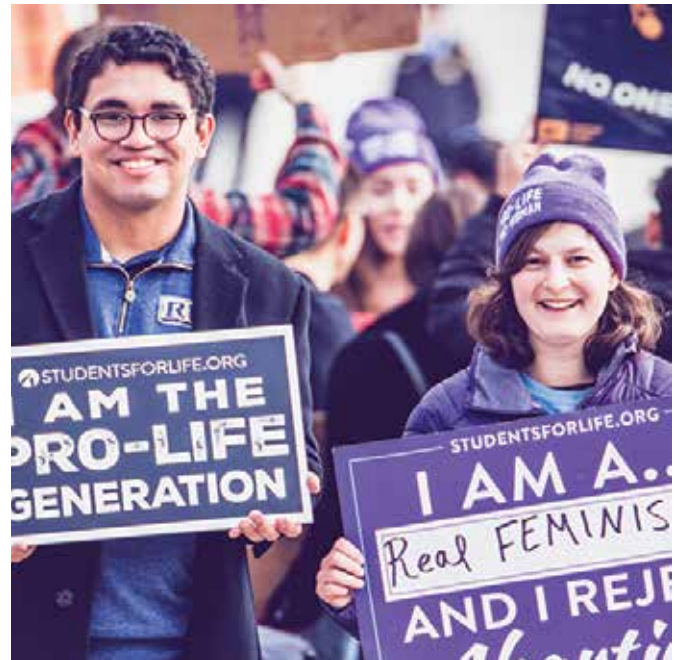
The creation of a team of Students for Life Action Captains was a new venture this year that has yielded tremendous results. This group of 17 Captains leads other members of the Pro-Life Generation in their states to shut down abortion facilities, support pro-life legislation at statehouses and in Washington, D.C., and mobilize others to educate voters about where political candidates really stand on abortion. These students are trained by our team in Public Policy and leadership in order to serve as a ground team that is ready to respond when major abortion-related policy is happening at the state level. Captains consist of both college and high school students.



# FELLOW HIGHLIGHTS

## Jaylem Drousseau

Jaylem Drousseau met Students for Life while attending the National Students for Life Conference with his Catholic high school. While he always considered himself pro-life, he still had some questions. After meeting and talking with the students leading his school's Students for Life group as well as his SFLA Regional Coordinator, he eagerly joined the group. Soon after, he started the first ever Students for Life group at his all boys Catholic high school. He went on to help organize one of the nation's largest diaper drives after partnering with the sister all girls division, built partnerships with local pregnancy resource centers, and activated many young leaders in his community. After graduation, Jaylem started the Students for Life group at his college, the Community College of Aurora. He is completing his degree at Regis University in Denver, Colorado. He has finished our Wilberforce Fellowship Program and is currently an Invictus Men's Fellow and Students for Life Action Campaign Intern. He is planning to serve full-time in the pro-life movement after graduation next spring.



## Erica Caporaletti



Erica Caporaletti became a member of her Students for Life group during her freshman year at Towson University (MD). Erica first met her SFLA Regional Coordinator when she signed up to host our "When Do Human Rights Begin" tabletop on her campus.

Then, Erica went on to attend almost every single one of Students for Life's mobilizations, joining us at the Maryland State Capitol to lobby against Physician Assisted Suicide, at the Supreme Court for multiple rallies, and even hosting more events on campus.

A year after becoming involved, she was elected president of her campus group and has continued to host Students for Life of America tours on her campus, change hearts and minds, and build the Students for Life group from three to over 20 active members. Under her leadership, her Students for Life group has continued to join SFLA for mobilizations like countering the Women's March in D.C., attending the Maryland Life Day, and spending the night at the Supreme Court before the Protect Women, Protect Life March 2020 Rally.

The group sidewalk counsels regularly at the Baltimore Planned Parenthood. Sadly, her group has endured a lot of adversity on campus, facing backlash from both students and faculty, but they push boldly on, no matter what they face.

Currently, Erica is a SFLA Wilberforce Fellow, Field Team Intern, and Students for Life Action Campaign Intern. Erica has vowed to continue her activism on campus as well as serve full-time in the pro-life movement.



# VICTORIES FOR THE HISTORY BOOKS

Students for Life has a reputation, and it is one we are very proud of. *We are the ones who show up.* We mobilize very effectively, and other organizations now look to us for leadership when it comes to responding to major events - whether locally or at our nation's capital. As usual, we led the narrative on major pro-life developments this year, earning high-impact media, shedding light on issues that otherwise would have been obscured by the Abortion Lobby, and leading students to take action where it mattered most.

## Students for Life Wins a Major Court Case in California

In a big victory over discrimination, a federal judge in California ruled in favor of the Students for Life group at California State-San Marcos in a lawsuit that began in Spring 2017 over the unconstitutional allotment of student fees. The judge ruled that Students for Life was unfairly treated in the allocation of student fees, when they were denied \$500 to host University of North Carolina-Wilmington professor Mike Adams.

Public universities have no right to use their power, including mandatory student fees, to restrict speech they don't agree with or particularly like. Thankfully, the court agreed that forcing students to pay into a system that treats their peers unfairly is a disservice to the entire Cal State-San Marcos student body and is flatly unconstitutional. Pro-life students should have every opportunity available to them that pro-abortion students have, and anything less is a failure on the part of Cal State-San Marcos to abide by the First Amendment.



## June Medical Services v. Russo Rally

March 4th was a historic day for the pro-life movement. The hearing for *June Medical Services v. Russo* began at the Supreme Court of the United States, and over 50 pro-life advocates rallied together to show support for a Louisiana state **law designed to protect women** by requiring abortion facilities to be held to the same health and safety standards as any other surgical facility.

Students from Liberty University, Towson University, American University, Catholic University, various local high schools, homeschools, and more joined in. Not only did they have a significant role in the rally, holding up our banner and literally blocking pro-choice activists from forcing their way into our Protect Women, Protect Life rally, but **about 20 of these students also spent the night at the Supreme Court** to hold our spot for the rally the next day. The Court's decision was ultimately a loss for women, but it did show that President Trump's two Supreme Court appointments voted pro-life — which was a side victory!

## Opposition to the Pro-Abortion Equal Rights Amendment (ERA)

Students for Life, in collaboration with other pro-life organizations, sent a joint letter to members of the U.S. Congress and state legislators in Virginia. Pro-abortion legislators were trying to change the rules for passage of the Equal Rights Amendment and to force it through the Virginia legislature. Students and SFLA team members also lobbied and spoke against the legislation on various occasions.

When *Roe v. Wade* falls, the issue of abortion will return to the states where voters finally will have a voice and a vote on life-related policy. The Pro-Life Generation will always actively oppose the ERA as it really is a Trojan Horse for abortion and an attempt to create a Constitutional foothold to replace *Roe*.





THE  
LIFE  
STATION



# A YEAR OF FIRSTS

In order to equip pro-life students to be history makers, Students for Life of America must always be growing and evolving. Our insistence on success and victory-minded attitude has helped us grow steadily each year since our launch in 2006. With that growth comes new events, more opportunities for our students and a bigger impact for Life.

## The First-Ever National Pro-Life Summit

For the last 12 years, the Students for Life National Conference has been the largest pro-life conference in the world, hosting more than 2,500 students in 2019. However, with *Roe* in the balance, it was time to dream bigger... to train the grassroots leaders of the pro-life movement, no matter their age.

So, Students for Life co-hosted the first-ever National Pro-Life Summit the day after the National Pro-Life March in Washington. This was a full day of training and networking with pro-life leaders from across the country, with more than 3,000 people in attendance. This means that **over 3,000 pro-life leaders were trained in one day!** That's more than Planned Parenthood trains **in a year.**

The National Pro-Life Summit was jointly hosted by Students for Life of America, Live Action, Susan B. Anthony List, Heritage Foundation, and Alliance Defending Freedom. This event was one of the biggest collaborations of its kind ever carried out.

## National Neighborhood Pro-Life Chalk Day

As part of our challenge to keep pro-life students active, we came up with a fun quarantine event: a chalk art contest. On May 1st, we challenged students to take to the sidewalks and chalk compassionate, creative, pro-life messages or images to safely keep abortion on the minds of Americans during this huge election year. And students went big with it!

For an added layer of fun, we made National Neighborhood Chalk Day a competition, offering prizes for the first, second, and third place winners. The first place winners, Shasta College Students for Life, used an entire cul-de-sac for their art and took a photo using a drone. They won pro-life tees for each chalk artist, a signed copy of *Unplanned*, two FREE tickets to the next National Pro-Life Summit, and promotion on our digital media accounts.



## The History Maker Toolkit

In January, history was made in the pro-life movement as five national pro-life organizations united to host the first-ever 2020 National Pro-Life Summit. Because so many pro-lifers know just how close we are to achieving our mission, the Summit **sold out with over 3,000 attendees.** But 3,000 is just a small portion of a nationwide community of pro-life advocates. So, the Students for Life of America team put the National Pro-Life Summit online. Dubbed the **HISTORY MAKER TOOLKIT: The Complete Pro-Life Virtual Summit**, users received access to more than 28 virtual sessions given by 70 pro-life experts and leaders.



## A New Region: Florida

It has long been a dream goal of Students for Life's to hire a Regional Coordinator just for the state of Florida. And this year, the stars finally aligned! Thanks to the presence of a full-time Regional Coordinator, the students who call this important swing state home made a big difference for Life.

In Florida alone this year, **1,162** students were trained, there were **15** tour stops with **202** minds changed about abortion, **7** mobilizations, and **7** new Students for Life groups were started!

Florida students also worked very hard to advocate for parental consent laws by attending a massive lobby day, as well as opposing the arrival of a new Planned Parenthood abortion facility in Port St. Lucie. Students rallied as well as spoke at city council meetings to explain why Planned Parenthood was not welcome.



## Special “Under Quarantine” Virtual Trainings

As part of our multi-faceted efforts to provide digital ways for pro-life advocates to stay engaged, active, and making a difference for Life, we decided at the beginning of the pandemic to organize five straight weeks of special Facebook Live events with esteemed pro-life guests. Our digital audience got to hear from Abby Johnson, Jay Watts (Life Training Institute), Liz Wheeler, and Billy Valentine (the Susan B. Anthony List).

After a great conversation with Kristan Hawkins about a topic that each of the guests specialized in, Facebook attendees were then able to ask questions live. An estimated 112,542 viewers either joined us live or watched the trainings after the fact!

## #Why Video Series

Also this year, we created a new video series that featured an all-star roster of pro-life guests like Liz Wheeler, Gov. Scott Walker, Alveda King, and many more. Each video focused on a major “why” question because everyone in our movement struggles with the same big topics. Why doesn't suffering justify abortion? Why is foster care better than abortion? Why does abortion enable sex trafficking?

Each #Why video was an accessible, easy to consume 3-4 minutes in length and offered probing, thoughtful, and straight-shooting answers to questions many in our pro-life movement (and those on the outside) have. The series was extremely well-received, especially by our campus Students for Life groups who gained much wisdom from the perspectives of these varied pro-life experts.



# HOW WE IMPACTED CAMPUSES THIS YEAR

Campuses are ground zero for the abortion industry. They begin grooming children with explicit sex ed in grade school, help high schoolers get abortions without their parents' knowledge, and infiltrate college and graduate campuses to spread abortion propaganda via "Sex Weeks" and other techniques. That's why it's so important that Students for Life is there, sharing a message of Life in environments that would otherwise be havens for abortion.

## The "Life After Roe" and "Heart to Heart" Campus Tours

Every semester, Students for Life creates a campus tour display that travels around the country, visiting college campuses and sparking dialogue. Sometimes, our greatest tours are brought out more than once (like "We Care," which focused on abortion in cases of rape). But this past year, two new ones were created. The first was about what a post-*Roe v. Wade* America will look like, and a second focused on the the humanity of babies in the first trimester.

Unfortunately, coronavirus only allowed a portion of our spring tour stops to take place as students were quickly ushered home after the pandemic's onset. But as a result of the 148 stops that were able to take place in the fall, students and staff had 6,738 conversations and changed 22% of minds about *Roe v. Wade*!





## Changing a Record Number of Hearts and Minds Through Conversation

Students for Life has more conversations about abortion than any other pro-life entity. This year, we shattered our own records. Thanks to the time we did have on campuses before the pandemic, plus our concerted efforts to keep up conversations under quarantine, our team and students had **thousands of mind-changing conversations**.

- We had 122,027 conversations about abortion online, targeting pro-choice and inactive pro-lifers on social media with surveys and chats.
- Between student leaders and Students for Life team members who did outreach on campus and via political canvassing efforts, we had about 100,000 conversations.
- As a result of in-person and digital efforts, we spoke with 209,423 people this year about abortion. And we brought an estimated 62,800 of those people into the pro-life movement – a 25% conversion rate!

On campus, we have conversations while tabling, doing displays, and during other activism events. When the virus struck, Students for Life also encouraged groups to keep up the dialogue by seeking out conversations on Facebook and Instagram, as well as joining dedicated “Coffee and Conversations” events with our staff. During these video calls, students got together and enjoyed fellowship with one another while visiting pro-choice corners of the Internet and starting dialogue.

## Reaching the Next Generation of Medical and Legal Professionals

Med & Law Students for Life has flourished this year as a result of hiring a new coordinator. Thanks to dedicated efforts to strengthen this important initiative that serves graduate students, a very successful speaking tour took place despite the obstacles coronavirus presented. Some schools were able to fit their speakers in for in-person events before quarantines, while others made great use of video technology to host their expert speakers.

In total, **9 medical schools** and **7 law schools** hosted expert pro-life speakers in their respective fields, speaking to about **400 graduate students** about various life-related topics.



# REDUCING PLANNED PARENTHOOD'S INFLUENCE

## Alabama Students Seriously Delay a Planned Parenthood Facility

Working with groups like CEC for Life, Students for Life activists in Alabama delayed a new Birmingham Planned Parenthood from opening. They were actively involved in praying outside the construction site, speaking at city council meetings, reaching out to construction workers, and petitioning on campus.

Further delays were caused when the contractor, Dunn Construction, refused to bid on paving Planned Parenthood's parking lot and refused to provide asphalt to any smaller companies who might take the job. Students from University of Alabama-Birmingham also caused a construction worker to quit building the infrastructure of the new abortion facility simply by informing him of what the building was meant to become. He went to build a new nearby homeless shelter instead!





## In Kansas City, Students Testified Against a New Planned Parenthood

Kansas Students for Life leaders were active in working to make opposition to a new abortion facility heard, including speaking at the county commission meetings, petitioning, and calling and e-mailing county commission members. In addition to the petitions and testifying, the students also held a protest outside of the commission building and sent numerous letters and made phone calls to the commissioners to voice their opposition.

The first victory of Kansas pro-lifers was in convincing a funeral home to break their lease with Planned Parenthood, which wanted to open a facility in an office building owned and on the same lot as the funeral home. Over 600 petition signatures from Kansas residents opposing the new facility were also presented at that meeting!



## Rallying Against a “Secret” Mega-Facility in Illinois

Students for Life and dozens of other pro-life organizations rallied after discovering a giant Planned Parenthood had been built in secret just over the border from Missouri to Illinois. An estimated 400-500 people attended to protest this unwelcome intruder. Speakers came from near and far, and we overcame tons of obstacles to put it together (such as local businesses closing off their parking lots to us). **The attendance blew us away.**

Attendees heard from multiple Students for Life team members, a former abortionist, the leaders of multiple impactful local organizations, and even a few politicians dedicated to protecting life and keeping women safe.



## Kicking Planned Parenthood out of Christian Schools

It's unfortunately a long-standing problem that many Christian colleges maintain some sort of relationship with Planned Parenthood. This could be as seemingly minor as Planned Parenthood listed as a health resource on their website or as major as inviting Planned Parenthood to establish a campus health center and refer for abortions. Students for Life, with the help of our new Industry Impact Coordinator position, has doubled down on efforts to encourage Christian schools to cut ties with the Abortion Goliath.

This year, we identified 101 colleges with relationships to Planned Parenthood and sent letters to 54 of those colleges, asking them to cut ties. A handful had the nerve to respond, defending Planned Parenthood's presence, and thus defaming the foundations on which their Christian school was built. But that wasn't the case everywhere.

**So far, 17 Christian schools have agreed to remove Planned Parenthood from their campus after receiving our letter.**

These schools included:

- Lubbock Christian University – Lubbock, TX
- Clarks Summit University – Clarks Summit, PA
- Pepperdine University – Malibu, CA
- Seattle University – Seattle, WA
- Westmont College – Montecito, CA
- University of Findlay – Findlay, OH
- La Sierra University – Riverside, CA
- Columbia College SC – Columbia, SC
- Edgewood College – Madison, WI
- Hanover College – Hanover, IN
- Loyola University – Chicago, IL
- College of Saint Scholastica – Duluth, MN
- The Masters University – Santa Clarita, CA
- Christian Brothers University – Memphis, TN
- Adrian College – Adrian, MI
- Bloomfield College – Bloomfield, NJ
- Saint Xavier University – Chicago, IL







**PRO-WOMAN  
PRO-BABY  
PRO-LIFE.**

**ASU STUDENTS FOR LIFE**



# SAVING FUTURE GENERATIONS BY SUPPORTING WOMEN FACING UNPLANNED PREGNANCIES

Through our *Pregnant on Campus Initiative*, which exists to ensure that young pregnant women do not feel forced to choose between having an abortion and finishing their education, our student leaders **raised \$41,941 in scholarship money** to support student moms, gave \$51,900 to moms in need through fundraisers, and **volunteered thousands of hours at Pregnancy Help Centers** helping women in need. No woman should ever feel like she has to choose between her child and her education and pro-life students lovingly rose up to make that clear.

## Students for Life Helped 22 Mothers Choose Life

This school year was full of ups and downs, but one thing that remained the same was the Pro-Life Generation's commitment to making abortion unthinkable by changing their campuses to be supportive communities for pregnant and parenting moms in need. Most of the time, pro-life advocates will never know the full impact of our efforts. A pro-choice person might change their mind about abortion because of a video we shared, or a pregnant mom might drive right past the abortion facility and **never show up to her appointment** because she saw a message of hope from someone standing on the sidewalk.



That's what makes it so special to see the impact of our efforts to make abortion unthinkable and unnecessary. Students for Life team members and students had the honor of **standing with 22 young women** this year during their decisions to choose life for their babies.

## A National Virtual Baby Shower

In order to meet the needs of women in crisis, Students for Life of America created a National Baby Item Drive! During the month leading up to Mother's Day, the Pro-Life Generation raised **\$15,418.27** worth of baby items to help pregnant moms. As Planned Parenthoods remained open and continued to commit abortions, we knew we must support women and bring them hope. Pro-lifers donated by registering, selecting their state, and getting access to the Amazon Registry associated with their pregnancy help center of choice.





## Helping a Mother in Need in Colorado

Students for Life met Ruth Asmarzadeh in Colorado in 2017. When she became pregnant as a student at Pikes Peak Community College, **Ruth didn't know what to do.** Her baby's father was pressuring her into getting an abortion. So Ruth scheduled an appointment at a Planned Parenthood in Denver. But Ruth's friend was able to convince her to delay the appointment and speak with her parents first. Ruth then chose life for her son, Eli.

Eli came the week before final exams, so Ruth wasn't able to finish her classes. Not knowing her Title IX rights (*which would have allowed her to reschedule her exams*), she didn't think to inform her teachers ahead of time. She thought they would simply understand (*as she was clearly pregnant*) and they would allow her to make up for her missed classes.

**But not only did the school NOT allow her to make up her work, they even stripped her financial aid!** That's when Students for Life stepped in.

Ruth started to fall behind as she was struggling to juggle being a first-time parent, student, and an employee. So, Students for Life started to help her with baby clothes, diapers, and other necessities. We started a fundraiser for Ruth. **And the results absolutely floored us.** Within days, Students for Life supporters had raised nearly \$6,000 that Ruth needed to finish her associate's degree. Her school may have failed her, but loving pro-life supporters helped make things right for this brave young mom.





# POLITICAL PROGRESS FOR THE HISTORY BOOKS

## Students for Life Action's Big Successes

Students for Life Action is the 501(c)(4) political sister organization of Students for Life of America. Though it is a separate entity, there are naturally many partnership efforts, and many team members and students participate in the activities that Students for Life Action carries out. Thus, Students for Life of America cheers their victories loudly!

In the 2019 Virginia state legislative election, Students for Life Action volunteers knocked on **15,000 doors**, made over **65,000 phone calls**, and sent **1 million personal text messages** to pro-life voters in Virginia, encouraging them to turn out to vote. They helped turn out pro-life voters in key districts, ensuring that pro-life champions like state Senator Bryce Reeves, state Senator Jen Kiggans, and Delegate Mark Cole stayed in office and continued to be pro-life champions.

In the 2020 elections, Students for Life Action organized **50 different activism events** at city council meetings, state capitals, and in Washington, D.C. Team members mentored **40 Students for Life Action Captains** who are public policy leaders in their state.

Students for Life Action also supported pro-life Democrats in four primaries in 2020 against abortion industry-

backed challengers and made over **60,000 phone calls** and knocked on over **10,000 doors** for these candidates. These pro-life Democrats included Congressman Dan Lipinski (IL), Catherine Miranda (AZ), Gabriel Ramos (NM), and Mary Kay Papen (NM).

In the summer of 2020, Students for Life Action engaged in three competitive Republican primaries, winning narrow victories and beating pro-abortion Republicans in each race. Students for Life Action made over **40,000 calls** and knocked on over **25,000 doors** for these winning candidates including Rep. Bradley Slagh (MI), Sen. Nancy Barto (AZ), and Rep. Jane Dirks (KS).

Fortunately, Students for Life Action began working towards the goal of making contact with **1,000,000 voters** through more socially distant means like texting, calling voters, and door to door surveys. When our sister organization was founded last year, we couldn't have imagined the impact it would have on state races and making sure life is respected in law across the nation.

## National Action Days

Students for Life can always be found in the middle of the action, not just in Washington, D.C., but nationwide. Our team of Regional Coordinators and students took part in lobby days and other action days in order to support pro-life legislation (or oppose pro-choice legislation). Rockstar pro-life students dropped off thousands of petitions to their elected officials, lobbied in front of committees, and even met personally with legislators to state the case for Life. We know this public policy activism makes a difference and saves lives!



## “Due Date Too Late” in Colorado

Colorado pro-lifers faced a huge challenge to get a late-term abortion ban on their November ballot. They needed to collect 10,000 signatures — and they did it! Students for Life leaders, including Pro-Life Future chapters, were heavily involved in the effort. The initiative, also known as Due Date Too Late, was specifically a pro-life effort to introduce a 22-week (5.5 month) abortion limit in a state where abortion up until birth is allowed. For scale, researchers currently estimate that a gestating human may be capable of feeling pain as early as 12 weeks (the end of the first trimester), but is almost certainly pain-capable by 18-20 weeks. In Fall 2020, Coloradans will get a chance to dial back their extreme current abortion policy of “birthday abortions.”



## Over 3,300 Pro-Lifers Asked Their Governors to Label Abortion “Non-Essential”

The Pro-Life Generation knows abortion is non-essential all the time — not just during a pandemic. But we were especially disgusted to learn that abortion facilities were not only not giving personal protective equipment to COVID care facilities... but they were asking for donations for themselves to commit abortions!

We had to act. In just one day, over 3,300 pro-life activists joined our nationwide call to urge U.S. governors to tell abortion facilities to donate their personal protective equipment and other important medical resources to local

hospitals and medical clinics to help fight the coronavirus. Abortion is not an essential service, and Planned Parenthood is not an essential business.

“While millions of medical professionals across the country are scrambling to find necessary supplies, we urge every governor to order abortion facilities to cease abortions and to donate their taxpayer-funded, necessary medical supplies to local hospitals and clinics that need it to provide real life-saving care,” SFLA President Kristan Hawkins said. Several pro-life states did end up declaring abortion as non-essential.



# INFAMOUS VANDALISM & PRO-CHOICE AGGRESSION

It's tragic that the destruction of property has become commonplace and nearly expected anytime a Students for Life group does a display. Pro-choice aggressors evidently feel justified in squelching free speech and damaging others' belongings by virtue of their disagreement. This year, pro-life students faced at least 20 documented campus vandalisms.

Many of these altercations involved pro-life flyers being repeatedly torn down, chalk being washed off or otherwise defaced, and Cemetery of the Innocents displays vandalized or stolen entirely. But it's not always that simple. For instance, one documented encounter involved a bomb threat initiated by an abortion supporter at Rochester Community & Technical College. The threat affected a 40 Days for Life event and an additional pro-life event being hosted by the Students for Life group on campus.



## The Pro-Life Generation Endured Over 20 Vandalisms

Despite the vandalism, we won't be stopped. No amount of intimidation can keep the Pro-Life Generation from fighting for the preborn. Despite adversity, our students have remained steadfast, bold, and compassionate. Students for Life groups seek dialogue with those protesting them, stand up for themselves when school administrations treat them unfairly, and continue their events and other activities even when hate is thrown their way. Victory is in sight. The other side knows it... and so do we.



## An SFLA Intern was Threatened at the National Pro-Life March

At the end of the National Pro-Life March route, there is typically a small gathering of pro-abortion protestors who are there to shout and not typically interested in dialogue. This year, before the actual March crowd had arrived at the Supreme Court, a group of our top students were saving our spot in front of the Court. One of these students was Selene Cerankosky. According to Selene, the pro-abortion protestor “came up to me, about three inches in front of my face, and told me, ‘Back up or I will f—kin’ slit your throat.’” Selene, of course, stayed calm and authorities were alerted. The woman was ultimately arrested.

## Kristan Hawkins Received a Death Threat

After posting on Instagram about Planned Parenthood’s sale of fetal parts in September of 2019, SFLA President Kristan Hawkins received a disturbing comment: “*hope someone does to you what was done in colorado springs.*” For those who don’t know the reference, an armed man, Robert Dear, attacked a Colorado Springs Planned Parenthood abortion facility in 2015, **killing three and injuring more.**

Following the threatening comment, Kristan wrote an extensive response on the Students for Life blog. She noted, “This is not just pro-choice trolling anymore. I have been president of Students for Life since I launched our organization full-time **thirteen years ago**, and, since November 2016, the threats have become more and more frequent. The violence pro-lifers face has been on a constant upward trend, both on and off school campuses.”

## The Make Abortion Illegal Campus Tour

In the fall of 2019, SFLA President Kristan Hawkins embarked on a campus speaking tour that reached hundreds of students called “The *Make Abortion Illegal Again* Campus Tour.” This honest yet inflammatory title motivated many vehemently pro-choice students to attend (or outright protest) nearly all of her scheduled stops... even on Christian campuses! In California, Kristan was mobbed by pro-choice students, many of whom struggled to hold a civil dialogue about abortion.

Video clips of this speaking tour broke Students for Life records, reaching 500+ students in person and more than 60,000 people reached virtually! The top clip featured a student at a Catholic University shouting at Kristan and, at one point, saying Kristan herself should be aborted.





# GROUND-BREAKING VENTURES

## Abortion Free Denver Project

A little over two years ago, SFLA began to experiment with online marketing methods to increase engagement in campus pro-life events, change hearts and minds of young people on abortion, and connect mothers considering abortion with community-based alternatives. Over the last 12 months, Students for Life has engaged in a series of “alpha” tests in the Denver metro area and completed our first six-figure quantitative and qualitative research study to determine the best messaging to use and the best way to reach and measure the conversion of our target audience.

The results of these pilot tests in Denver, known as Abortion Free Denver, were groundbreaking:

- SFLA engaged in over 92,000 digital conversations with young people with a 40% success rate of changing the minds of self-identified pro-abortion or mushy middle individuals on abortion or their support of Planned Parenthood.
- Nearly 1,000 students sought out life-saving medical resources through our online and grassroots marketing campaign materials.
- Over 180 calls and online chats were initiated through our partnership with Options United, a national pro-life organization that connects those in crisis with local pregnancy centers.
- Our digital marketing materials reached over 1.9 million young people, and our ads were seen nearly 9 million times and clicked nearly 50,000 times.
- We discovered that the most effective marketing tactic on campuses is traditional marketing, like flyers and sidewalk chalk, that directs students to a resource website or phone number.

We have plans to expand this project into new cities, and this investment will help our team and partnering pro-life organizations and pregnancy health organization to save lives from abortion.

## Pregnant and Parenting Ratings Project

In preparation for a Post-Roe America, schools need to provide resources for pregnant and parenting students’ success. This year, Students for Life of America, through the *Pregnant on Campus Initiative*, rated 19 Chicago-area schools in five key areas (Title IX compliance, housing, on-campus resources, financial assistance, and medical attention) as an innovative and unique evaluation of student needs based on SFLA’s work on more than 1,200 school campuses in all 50 states.

Every student should have an opportunity to achieve a higher education regardless of their parenting status. Chicago was chosen as the beta city because of its high concentration and variety of school types. Each school was rated on a 4 or 5-star scale based on the accommodations they currently provide to pregnant and parenting students. Over the course of the project, SFLA created a template to successfully establish pregnant and parenting resources on campuses which can be used by schools nationwide to better help their pregnant and parenting students, reducing the abortion rate.



# THE PRO-LIFE GENERATION IN THE MEDIA

For the fiscal year of August 2019 to July 2020, SFLA earned a record **\$136,164,257** in media value. And that is the bare minimum recoverable value. In early 2020, our major media tracking company cut the circulation value metric tracking by roughly 75%. So, while the financial value remains the same, the circulation value has been drastically cut.

**FOX  
NEWS**

**USA  
TODAY**

**The New York Times**  
**THE WALL STREET JOURNAL.**

## TOP STORY LINES

### **Abortion as Non-Essential During Coronavirus**

The abortion industry moved quickly to declare abortion as “essential” during the COVID crisis. Students for Life’s social media pushback, op-eds, and commentary made headlines as the abortion industry filed lawsuits, lobbied, and pressured governors to misuse personal protection gear and prey on women’s fears during a pandemic.

### **Georgia Tech Students in Lawsuit against School for Discrimination**

As part of our on-going work to bring powerful pro-life voices to campus, Georgia Tech’s Students for Life group tried to host an event with Dr. Alveda King but were denied funding. A lawsuit filed by our partner at the Alliance Defending Freedom (ADF) highlighted this effort to squash student free speech and SFLA’s commitment to fighting for students on campus.

### **Fighting Against the Equal Rights Amendment (ERA)**

Students for Life of America set the pace nationally, in identifying a push for the ERA as a factor in the fight for the Virginia legislature, and rallied, lobbied, and addressed the issues at stake in an attempt to get around *Roe*’s flaws by adding a real hook for abortion into the Constitution. Our commentary on this issue was pivotal and used for outreach to the Capitol as we worked to prevent the lawless expansion of abortion through a measure that was past its prime.

### **California Mandates that Public Universities Dispense Abortion Pills**

Three times, Students for Life fought the effort by California lawmakers to turn student health centers into abortion vendors. We testified, rallied, lobbied, and worked tirelessly to call attention to the dangers of Chemical Abortion Pills. When former Governor Jerry Brown vetoed the measure, he used talking points that SFLA had advanced – that with so many abortion vendors close to schools, it was not needed. But the third time for the pill pushers was the charm, and distribution of the Chemical Abortion pills is set to begin on campuses in 2021. SFLA’s pledge to help students whose fees will pay for abortion or healthcare workers forced to participate in abortion with lawsuits is making national news.

### **Planned Parenthood Walks Away from \$60 Million in Title X Dollars**

Students for Life made headlines with our push to stop Planned Parenthood from abusing the Title X Family Planning program by using the funds to underwrite the costs of running their abortion vendor locations and by using appointments to promote abortions, even booking abortion appointments. We lobbied Congress and the White House as well as rallied student calls for an end to the abuse of the program. When eventually, the Trump Administration moved forward successfully to sever abortion operations from family planning, Planned Parenthood walked away. Kristan Hawkins discussed this on *Fox & Friends*, in print, and on the radio as well as being a leader in rallying student and Pro-Life Generation opposition.



# IMPACTING A DIGITAL WORLD



Through paid advertising and high engagement, we added over **197,934** followers on the main Students for Life page for a grand total of **451,377**.



We added nearly **26,737** followers for a grand total of **90,700**.



We added **7,199** followers to the Students for Life Twitter account for a grand total of **62,713**. Each month, we generated 1.6 million impressions, meaning that our posts are in people's feeds over 1 million times per month.



On YouTube, we added **3,235** subscribers for a grand total of **16,000** subscribers and over 2,250,000 minutes of content were watched.



## Launching a podcast

Kristan Hawkins's podcast, Explicitly Pro-Life, is the only podcast that focuses on current news and strategies from the frontlines of the pro-life movement. Two seasons in, Explicitly Pro-Life received a branding facelift and new website, Explicitly Pro-Life **has reached nearly 100,000 downloads** and has even drawn out organized campaigns of pro-choice activists against it. On several occasions, abortion supporters made concerted efforts to visit the podcast's various platforms and leave 1-star, scathing reviews. In this business... that's called winning.

*Explicitly* Pro-Life  
PODCAST WITH KRISTAN HAWKINS



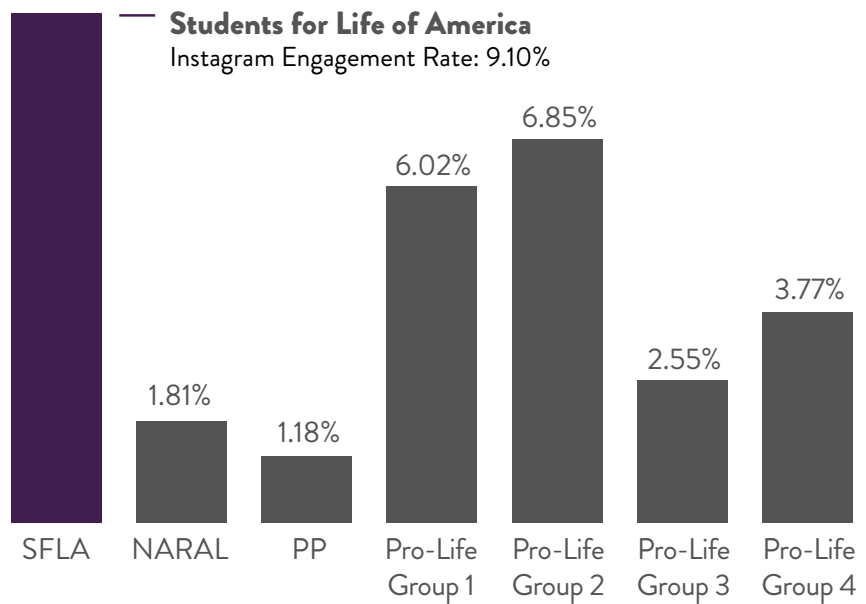
# SOCIAL MEDIA SUCCESS

## A Comparison: Our Engagement Rates

While some organizations focus on the number of followers they have, we focus on engagement as followers can be bought with expensive digital campaigns, but engagement must be earned – meaning the followers you have are truly interested in the content you are sharing and using it to take meaningful action. We also blow the engagement rates of major abortion organizations, such as Planned Parenthood and NARAL Pro-Choice America, out of the water. In fact, we have a 9x higher engagement rate on Instagram than Planned Parenthood, as well as a 97% higher growth rate on Facebook. The conclusion? The Pro-Life Generation is more active, more convicted, and more outspoken than abortion supporters on social media – and they’re coming to us for content.



### Instagram Engagement Rates:



### Students for Life of America Facebook:

- 🕒 36.7M Minutes Viewed (+40.3%)
- 🎬 10.2M 1-minute video views
- 👤 34.1M video views
- 👥 2.3M people who engaged in content

### Kristan Hawkins Facebook:

- 🕒 98.5K Minutes Viewed
- 🎬 18.4K 1-minute video views
- 👤 201.4K video views
- 👥 17.8K people who engaged in content



**Video Views**  
2019-2020 School Year

**36,271,036**



# HELP US MAKE HISTORY

As you've seen here, the Pro-Life Generation and our Students for Life of America team "give by going." All pro-life advocates contribute to our movement in unique ways. We are eternally grateful for our dedicated network of supporters who "go by giving."

Your support allows us to do the pro-life work that no one else can do — equip and empower students to abolish abortion. 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.

## Ways to Leave a Legacy

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

- Donate online at [www.studentsforlife.org/donate](http://www.studentsforlife.org/donate)
- Mail a gift to 1000 Winchester St. Suite 301, Fredericksburg, VA, 22401
- Donate from a traditional or Roth IRA (for supporters aged 70 ½ or older)
- Donate stock
- Get connected to a pro-life realtor with Real Estate for Life who will donate part of their commission to SFLA ([www.realestate4Life.org](http://www.realestate4Life.org))
- Set up a charitable gift annuity or trust
- Include SFLA in your will
- Donate non-cash assets such as; cars, real estate, boats, jewelry, etc
- Donate air miles and hotel rewards points
- Contact us with your questions or to find out more

Students for Life has big plans. Planned Parenthood continues to receive over \$600 million in taxpayer money each year, *Roe v. Wade* is still terrorizing our nation, and roughly one million innocent lives are still taken each year. Not to mention, chemical abortion is the new frontier of the abortion industry. And fighting it will take every ounce of strategy, wisdom, and courage our team has.

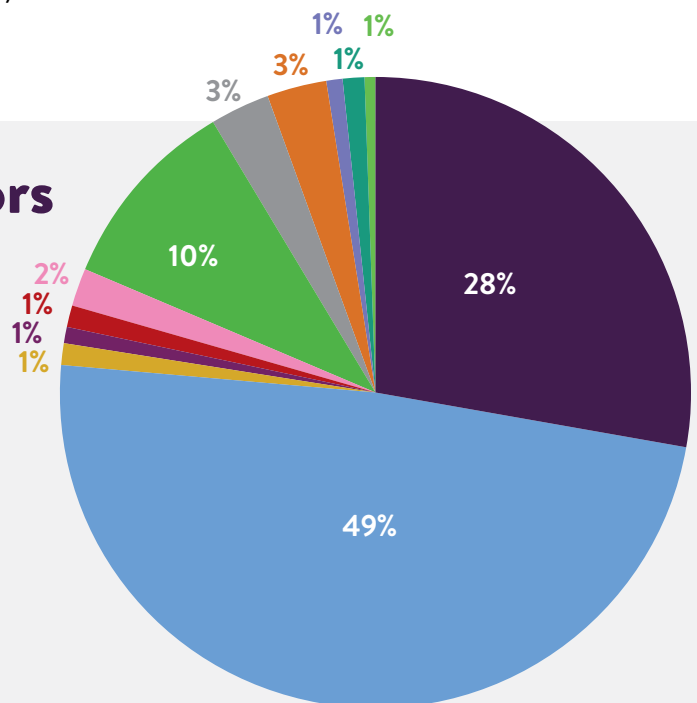
But our big plans require big prayers and financial support. Thank you for standing firm with us on the road to abolish abortion.

## Over 74,000 Active Investors

The average donation to Students for Life is above \$100 per gift.

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

Total \$12,733,830.42











**STUDENTS  
FOR LIFE**  
OF AMERICA®

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