

2023 - 2024

# PROTECT LIFE MICHIGAN IMPACT REPORT

Dear Ministry  
Partners:

When it comes to the rights of the unborn, we are living through an extremely dark time in human history. In Michigan, there is now a constitutional right to violently take the life of your own child - with hardly any restriction or regulation - so long as they haven't been born yet. It is outright dehumanization that we will one day look back on with shame like we have so many injustices before.

With such heavy legal losses, I've seen many people and organizations give up. Some have decided to abandon the legal fight, while others relegated themselves to focus on peripheral issues.

Protect Life Michigan will do no such thing. When our laws are unjust, we have more of a responsibility to protect the victims of abortion. Our obligation to those in need has only increased in recent years.

That's why Protect Life Michigan set out to reach more high school and college students this school year than ever before. And, thanks to your generous support, that's exactly what we did!

I am honored to fight alongside a team of committed students, supporters, and staff who will not give up until they succeed in making abortion unthinkable.

In the following pages, you'll see countless stories of impact and learn more about what we plan to tackle next.

But know this: you can count on us to maintain a laser focus on what matters most. To end abortion, we must erode public support for abortion. Each of our programs is focused on recruiting, equipping, and deploying young people to do just that.

Our commitment to effective strategies has garnered us national attention as one of the most effective pro-life organizations in the country. The eyes of the national pro-life movement are on our state as we prepare to deploy new strategies and campaigns to reach the masses. Don't be discouraged by the darkness we currently reside in. Hope is rising.

We couldn't do it without you. Thank you for partnering with us to ensure Michiganders understand the reality of abortion and reject it.



For Life,  
Christen Polo  
Executive Director

# MISSION MOMENTS FROM CAMPUS

"When I asked the man what he thought about abortion, he said that it was a woman's choice. I responded using a straightforward analogy we had learned that day at the Life Advocate Intensive. After a brief 5 minute conversation, he said, "Wow, you're right. Thanks for being here." Just 5 seconds can save a child's life!"

"My group did AVP outreach in the middle of campus when I met a student who said, "I didn't know abortion looks like this!" She was really open and great to talk with. She had a full mind change! And she said she would try to come to some of our meetings!"

"I was talking to a student who just joined our college group, and he told me that he was awestruck by how we did pro-life outreach. He said it was a sacrificial love like he had never seen before and he wanted to be a part of it! How cool is that!?"







"In just ONE day, we reached 6,336 people, had 67 conversations, 21 partial mind changes, 10 full mind changes, and 14 recruits on the campus of Western Michigan University! That's a total mind change rate of 46%!!!!!"

"This week at CMU, 52% of the people we talked to at outreach had a FULL mind change from pro-choice to pro-life!"

"This week at GVSU, a student came to our club meeting and shared that he had a full mind change after talking to us last year! It's really cool to see a full mind change turn into a meeting attendee (and one who wants to get more involved), even a whole year later!"

"It was a hard day of Sidewalk Counseling, but we had an amazing reminder of why we do this work. We got to meet a mother and her baby, who we helped choose life!"

"We reached over 500 students with the Rose Memorial at Aquinas College today! It was a huge success!"



# OUR VISION

**Protect life Michigan exists to bring about an end to abortion by equipping and deploying generations of pro-life leaders to expose the injustice of abortion and strategically change public opinion.**

# OUR MISSION

Our mission is to end abortion by:

1

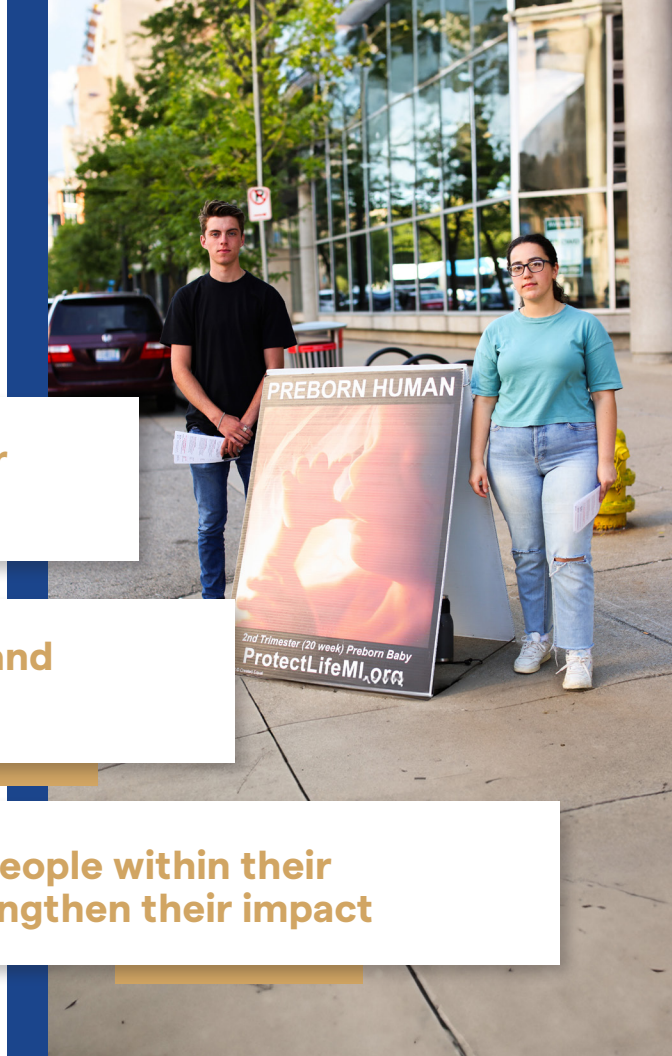
**Recruiting and training young people for pro-life leadership**

2

**Educating youth on life issues and pregnancy resources**

3

**Networking young people within their communities to strengthen their impact**



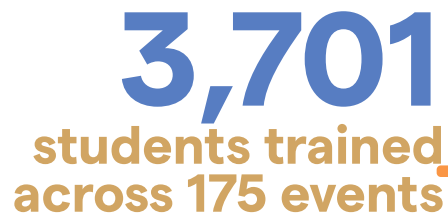


# 32%

**of the people  
we engage admit  
to changing their  
position on  
abortion**

**-- up from 26%  
last year!**





# OUR OUTREACHES & EVENTS



Be The Change Student Conference



Cemetery of the Innocents Flag Display



Pro-Life Chalking



Abortion Victim Photography



Question Signs



Rose Display





High School Presentations



Life Advocate Intensive



Young Professionals Mixer



Student Celebration



Dinner to Protect Life



Networking After the MI March for Life



# PROJECT ROSIE

## Intercepting Women From The Grasp of Abortion Clinics

I am almost 7 weeks pregnant with twins. I want to take the abortion pill.

I'm pregnant 10 weeks and I need an abortion pill but I don't have the money

Hello, I would like to schedule an abortion.

How far along can you get an abortion?

## How does Project Rosie save lives?

Project Rosie is a campaign to reach pregnant students in crisis with life-saving, pro-life resources. In partnership with Life Advancement Group, we reach women who are shopping for abortions with life-saving online ads. When abortion-determined women are shopping for abortions online, they come across our ads and connect

with our crisis helpline instead of the local abortion clinic. Our volunteers provide encouragement and set up appointments at pro-life pregnancy centers, ensuring these women are met with love and resources instead of the destruction of abortion.

**\$35** will connect one woman searching for an abortion online with a pro-life pregnancy center.

**\$135** will save a life from abortion.

**106** appointments scheduled at pregnancy centers.

**24 + LIVES SAVED!**

That's the equivalent of an entire kindergarten class!

The number of lives saved is likely much higher. Due to HIPAA regulations, we don't know the outcome of every appointment.

## Student Chooses Life

Momma S was a college student who felt completely unprepared to become a mother. When she first contacted us, she was seeking information to schedule a first-trimester abortion. Our Project Rosie Volunteers helped her set up an ultrasound appointment at a pro-life pregnancy center. Momma S was abortion-minded but agreed to have the ultrasound to confirm if her pregnancy was viable. We assured her that she still had time to make her decision. She later said, "Thank you for your patience, kindness, and especially your time."

After her ultrasound, we followed up with her, only to find out that the father of her baby was pressuring her to have an abortion. Despite the pressure, Momma S bravely stood her ground and decided to keep her baby. When we heard the news, we were overjoyed!

This brave mother shared, "The ultrasound went great! I've decided to keep the baby! I've been thinking a lot on it and hearing the heartbeat and seeing how active the baby is confirmed that I want my baby."

We believe that every mother & child deserves to be protected from the dangers of abortion, and we're here to make sure that moms like this one get the love and support they need.

Yes, I plan to keep this baby. I have 3 other kids and didn't want to bring another one into this world. I ordered the abortion pills, and they took a while to ship them, so I thought that was a sign from God. I canceled the order, and I am going to keep my baby.

Hi. Yes, (the pregnancy center) was able to help me and I decided to move forward with my pregnancy and I joined a few of the programs. Thank you so much for connecting me with them!

Thank you for all your help! I hope it's a boy! I got some free clothes for a boy lol but either way I just want a healthy baby. Thank you so much!

My appointment went great! I'm 14 weeks and 1 day. I've decided to keep the baby!



# WATCH THEIR MINDS C

At Protect Life Michigan, we know culture change is possible. We don't simply hope that abortion will magically become unthinkable one day; we work hard daily to reach pro-choice individuals with the truth about the unborn in a compelling way that actually transforms their perspectives.

During the 2023-2024 school year, 32% of the pro-choice students we talked to changed their position on abortion.

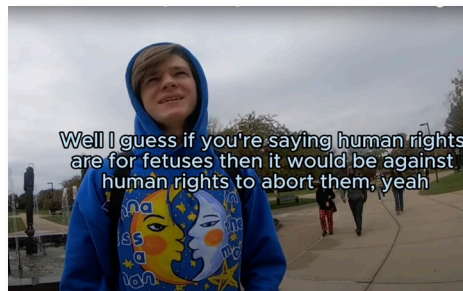
Travel to campus with us through our GoPro footage and witness hearts transform right before your eyes!

**Scan The QR codes to watch!**





**Do Homelessness and Poverty Necessitate Abortion?**



**No Rights for Babies Until They Can Form Memories?**



**Is Abortion Justified in the Case of Sexual Assault?**



**Fetuses Get to Have Rights?**



## She Chose Life for Her College Unplanned Pregnancy

Rachel was a pro-choice college student when she found herself facing an unplanned pregnancy. Thanks to the support of her mom, she chose life for her daughter. During her pregnancy, Rachel changed her mind about abortion after seeing the reality of abortion in the Unplanned movie. Rachel shared: “I felt called to learn more and advocate for these unborn children because — as many of us who are wholeheartedly pro-life know — once you know the truth, you can’t stay silent about it.”



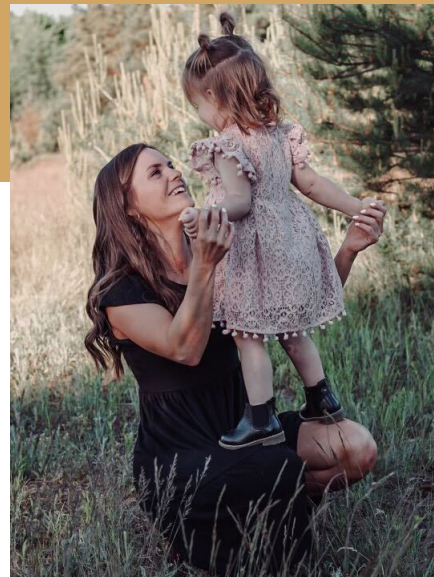


She instantly knew she needed to get involved in the pro-life cause, so she got involved with Protect Life Michigan. Today, Rachel manages our social media, where she helps us reach nearly a million people online every year. Through her posts and videos, Rachel uses her story to change other young minds, and encourage other women to choose life!

Scan the QR code to watch Rachel's moving story:



**"You never know how much you can love until you're holding your child."**



# YEAR IN REVIEW



## "Stop Abortion in Pharmacies" Campaign

In the late summer of 2023, we launched a campaign against the distribution of the deadly abortion pill in pharmacies. We reached over 26,000 people through this campaign!



## Featured on The Pro-Life Guys Podcast

Scan here to watch the episodes!



## Internship

In the summer of 2023, Protect Life Michigan held our summer internship, where we trained eleven students for effective pro-life advocacy. They reached 17,517 people with the pro-life message and had 199 outreach conversations that led to 42 partial mind-changes, and 10 full mind-changes on abortion.



## Life Advocate Intensive

Life Advocate Intensive is our three-day pro-life activist training, which we offer in August of every year and is open to high school and college students. In 2023, 62 students attended LAI, and that weekend, we reached 19,849 people with the pro-life message!



## On Abortion Victim Imagery

Victim Imagery as a Strategy to Change Culture on Abortion

The New York Times



Women Talk Through Their Abortions on TikTok - The New York Times

## National Study Proves Our Effectiveness

Read it here:



## Rachel Maes, PLM's Social Media Manager, Featured in the New York Times

Read it here:



## New Online Apologetics Training

Scan here to watch:



## Hiring New Staff & Growing Our Impact

Our team grew significantly in 2023, allowing us to reach many more campuses and students!



## Opposing the Reproductive Health Act (RHA)

Our staff and students attended Committee Hearings and lobbied against the RHA which repealed nearly all of Michigan's remaining pro-life laws.



## NEW Video Truck

In the spring of 2024, we outfitted a truck with mobile video screens, allowing us to increase our reach and impact.

# REACHING COLLEGE STUDENTS

In 2023, Protect Life MI set a lofty goal to reach every student at the state's most populated universities with the reality of abortion.

Because college students are figuring out what they believe about abortion, and because 46% of abortions are done on college-age women, this is the most important place we can spend our time.

**This year, with your help, we have been present on more college campuses and done more college outreach than ever before.**

Over 8 months, students were exposed to the pro-life message through regular campus outreach - sun, rain, or snow.

***Through this project, we reached more than 209,068 students with the pro-life message and more than 550 pro-choice students changed their positions on abortion.***





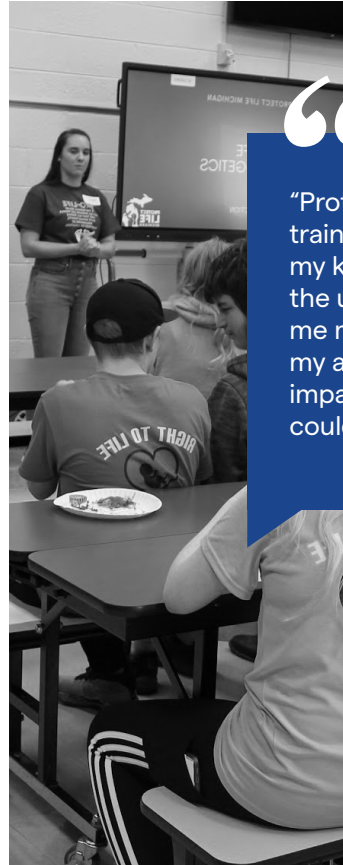


# OUR SPEAKING TEAM

This year, we launched the Protect Life MI Speaking Team! This professionally trained group of knowledgeable advocates travels the state and shares a compelling pro-life message with schools – at no cost!

During the 2023-24 school year, we trained **3,701** students across **175** events! Our speaking team is passionate about equipping high school and college students with skills to help them share their pro-life beliefs with courage.





“Protect Life Michigan’s training helped me grow in my knowledge of defending the unborn, and made me more courageous in my advocacy for life. It impacted me in a way I could never have imagined!”

**Scan here to  
request a free  
speaker:**



# DOLCE'S STORY

Learn more  
about LAI:



In August 2023, Dolce attended Protect Life Michigan's 3-day Life Advocate Intensive (LAI). Dolce was raised pro-life but said, as a high school student, her "passion had fallen asleep". She came to the event hoping to revive that passion.

One session at LAI impacted her profoundly. Guest speaker Blaise Alleyne of the Canadian Centre for Bioethical Reform shared a powerful presentation that included abortion victim photography. Seeing the victims of abortion and all that they suffered changed Dolce's life.



That day, Dolce wrote in her journal asking, “God, are you calling me to full-time pro-life work?”

Despite her plans to leave for college in Austria 2 weeks later, Dolce reached out to express her interest in joining our staff. After a short time of discernment, Dolce followed God’s call into pro-life work and now utilizes her passion to defend the unborn every day.

Dolce shared these thoughts about her experience at LAI:

“It was the best weekend of my life. Truly life-changing. Friday morning, I wrote in my journal, ‘I want to follow you into the streets for millions of babies crying for help. Jesus, break my heart like yours.’”

That day, we saw a video of 5 late-term abortion victims...and when I saw one baby’s blue eye, it broke my heart. I knew in that moment that I had to keep doing this work.”

**Watch  
Dolce’s  
Story:**



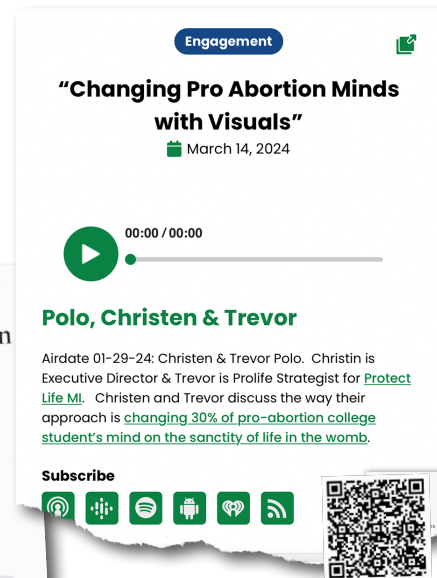


# Protect Life MI In The News

This year, Protect Life Michigan graced the pages of both local and national publications for our advocacy.

Specifically, we gained national attention for a study that proves the effectiveness of our strategies. As the pro-life movement seeks to regain momentum after a series of constitutional amendments on abortion, we have provided a path forward to change minds and save lives.

Read our National Study on the effectiveness of victim imagery by scanning the QR code below – or check one of the many articles and podcasts we were featured in.



## Jessi Corson from Protect Life Michigan - HPLM

 The Pro-Life Guy's Podcast

21 mar. • 26 min



In today's episode, host Cam is joined by Jessi Corson, Strategic Initiatives Manager for Protect Life Michigan, to talk about the pro-life movement and how her life has changed over the years as her family has grown....



## Michigan lawmakers seek to end partial-birth abortion ban, protection for abortion survivors, and more

By Bridget Sielicki | September 18, 2023, 02:46



742 Shares



Lawmakers in Michigan are looking to expand the state's abortion policies even further with the passage of a new bill.



## Do Graphic Abortion Images Push People Away? Discussing new polling with Trevor Polo



While many pro-lifers (and even some abortion advocates) have come to accept and embrace the public display of abortion victim images, there are at least some who believe the strategy is counterproductive.



Play

The Van Maren Show

## Abortion victim photography may be the pro-life movement's answer to a string of defeats

• Wednesday, January 3, 2024

On this week's episode of *The Van Maren Show*, Jonathon interviews Christen Polo, Strategic Initiatives Manager for Protect Life Michigan, on the use of abortion victim photography.



## Abortion victim photography can help convince 'moderates' to become pro-life

On this week's episode of *The Van Maren Show*, Jonathon sits down with Trevor Polo, strategist for Protect Life Michigan (PLM), to discuss the results of a new PLM report on abortion victim photography.



# What's Next: Operation Zero



**For the first time in pro-life history, we have launched a months-long, multi-layered, data-driven persuasion campaign targeted to change a community's views on abortion.**

The pro-life movement is at a critical point in its history. For the first time in over 50 years, we have the ability to implement real protections for all humans from the violence of abortion. However, we have faced numerous devastating defeats at the state and national level since 2022.

What has become clear is that, while we made significant legislative advances under Roe v. Wade, we did not win the most critical battle: eliminating public support for abortion in the hearts and minds of our communities.

Normally, Protect Life Michigan spends our summers preparing for the upcoming fall semester while school is out. However, this summer will look much different. For the first time in pro-life history, we will be launching a months-long, multi-layered, data-driven persuasion campaign targeted at changing a community's position on abortion. This project will bring the pro-life message to every member of that community in their physical and digital

environments multiple times per day, using the messaging and tactics we have perfected in recent years. Most impressively, we will be employing & housing 23 brave, full-time high school and college students to be boots-on-the-ground activists, taking part in daily action and training in this target community.

At the end of the summer, we will report on our success and provide it as a blueprint to the rest of the pro-life movement as a path forward to win back the hearts and minds of our communities. We are consulting with pro-life leaders from around the world on this project, and as a result, the eyes of the movement are on Michigan this summer.



I am excited to introduce this project to you as Operation Zero - Protect Life Michigan's persuasion framework to reduce public support for abortion to zero in communities around the state. We are taking the fight for unborn lives right to our communities, not retreating in the face of losses. I hope you will join us in praying for this effort in the months and years to come.

# FINANCIALS

Platinum  
Transparency  
2023

Candid.

## Support + Revenue

Contributions: \$1,173,682  
Additional Income: \$42,077  
**TOTAL: \$1,215,759**

Platinum  
Transparency  
2024

Candid.

## Expenses

Program Service Expenses: \$653,154  
General Expenses: \$314,848  
Fundraising Expenses: \$154,764  
**TOTAL: \$1,122,766**

The numbers shown here are estimates, compiled prior to our annual financial audit. For final numbers and more in-depth financial data, please visit our Candid profile or contact us directly.

### TOP EVENT SPONSORS



Knights of Columbus  
Michigan State Council



[www.cornerstoneagmgt.com](http://www.cornerstoneagmgt.com)



With deepest gratitude, I want to thank you for the trust and support you put into Protect Life Michigan this year. Your partnership has allowed the pro-life message to reach even the darkest corners of campus, changing hearts and minds across all of Michigan.

We are committed to financial transparency because you deserve to know exactly how your investment is being used. I am pleased to share with you our financial report and look forward to seeing what we can accomplish together in the coming years.

Thank you for being an integral part of this mission. I am eternally grateful for your prayers, support, and financial gifts that make this life-saving work possible!

*Jenny Rule*

**Jenny Rule**  
Director of Community  
Engagement



# WAYS TO SUPPORT US

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## Online

Donate via credit card  
or electronic check at  
[protectlifemi.org/donate](https://protectlifemi.org/donate)

## By Mail

Protect Life Michigan  
P. O. Box 23042  
Lansing, MI 48909

## Matching Funds

Does your employer match donations?  
Have them include Protect Life  
Michigan!

## Legacy Giving

Protect Life Michigan can accept  
cash, marketable securities, and  
Bequests and Beneficiary  
Designations under Revocable  
Trusts, Life Insurance Policies,  
Commercial Annuities, and  
Retirement Plans.

Contact us for more information

## Questions?

We're here to help! Contact Jenny  
Rule at [jennyr@protectlifemi.org](mailto:jennyr@protectlifemi.org) or  
(616) 294-8348

## Endowment

An endowment grows each year  
and provides perpetual funding.

Scan the QR code to give  
a gift that will extend  
beyond your lifetime.







Through your partnership, the pro-life message will continue to reach even the darkest corners of campus. Thank you for sacrificing to ensure hearts are changed and lives are saved!



To view this report online & share it with others,  
visit [www.ProtectLifeMI.org/2024report](http://www.ProtectLifeMI.org/2024report)