# 2021-22
# SCHOOL YEAR REPORT

PROTECT LIFE MICHIGAN

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# FROM THE DIRECTOR

Dear Fellow Advocates,

We are STILL celebrating the many victories for life that were secured over the 2021-2022 school year. We achieved a 20% heart-change ratio at outreach (more on that later), we increased our reach by 600%, and that's not even the best part.

Most notably, the Supreme Court of the United States issued the Dobbs v. Jackson decision, and **Roe v. Wade was overturned**!

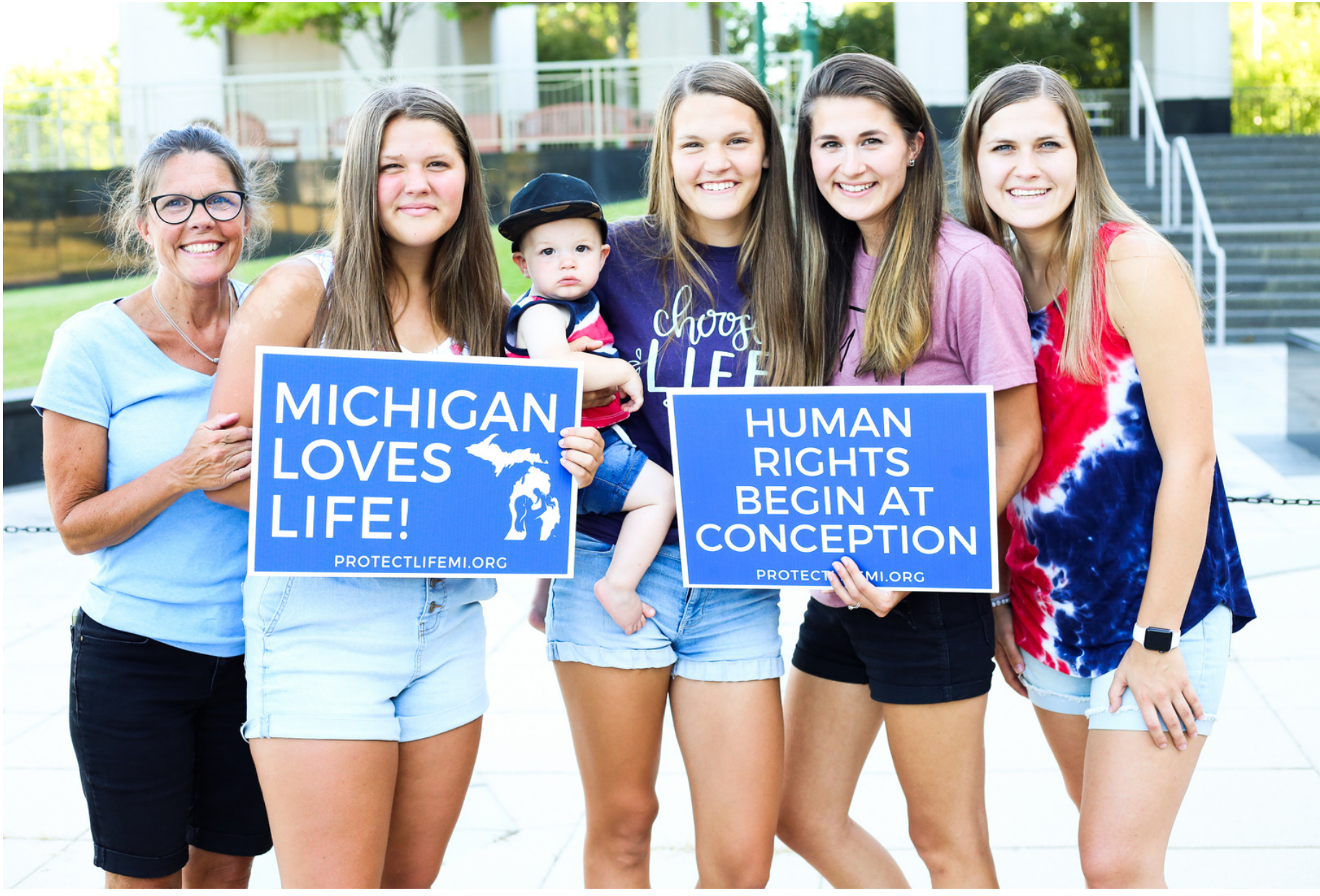
So many people have fought for so many years to achieve this legal victory. **YOUR support was a key factor in Roe's demise.** After all, the pro-life movement wouldn't be what it is today without the army of people that sacrifice their time, talents, and treasures to push us forward.

There is no doubt that the days ahead will be a challenge. Abortion advocates are already desperate to expand their agenda. But as the battle heats up, know this: Protect Life Michigan is more committed than ever to expanding our impact and making abortion unthinkable, unlawful, and unnecessary.

If abortion doesn't stop, neither do we.

With immense gratitude,

Christen Pollo
Executive Director
Protect Life Michigan


MICHIGAN LOVES LIFE!
PROTECTLIFEMI.ORG
HUMAN RIGHTS BEGIN AT CONCEPTION

“Protect Life MI has helped me not only stand up for the unborn but helped me to stand up for myself too. I am not scared of being the 'only one' anymore because there are other people out there who are scared to stand up and need someone they can look up to.”

-Brooke, Eastern Michigan University

"Doing outreach with Protect Life MI and focusing on saving others and fighting against evil is a great reminder that the whole world isn't just about me. I have learned how to be sacrificial for something bigger than myself."

-Shiloh, Ferris State University

# 1,095

**pro-choice minds changed**

# 1 in 5

**conversations lead to a mind change**

**OUR KEY: framing the abortion debate with human rights language.**

**Question 1**: Do you believe in human rights?

**Question 2**: Who should have human rights?

**Question 3**: If the unborn are human beings, then isn't abortion a human rights violation?

"Recently, I talked to a girl at outreach at Eastern Michigan University. She said she didn't know what she thought about abortion, so I asked her what she thought of the video we had playing of abortion victims. She said it was so sad... she had no idea abortion looked like that!

After sharing a little more about the importance of defending human rights equally and not discriminating, and how we need to protect both children AND women from abortion violence, the girl agreed that abortion was totally wrong and even signed up for our club! "

- Jenny, Southeast Michigan Campus Activist

# 476,888

**people reached with the pro-life message**

**1,446**
young people recruited

**5,294**
conversations at outreach

**35**
pregnant women served

**600%**
increase in people reached

# WHAT WE DO

Recruit young pro-life people to local pro-life groups

Equip them to spread the pro-life message in outreaches

Change pro-choice hearts & minds on abortion

## OUR OUTREACHES

FLAG DISPLAY

ABORTION VICTIM PHOTOGRAPHY

QUESTION SIGN DISPLAY

FREE SPEECH BEACH BALL

ROSE DISPLAY

# EVENTS

AUGUST// LIFE ADVOCATE INTENSIVE

OCTOBER // PRO-LIFE ACTIVISM SUMMIT

JANUARY // MARCH FOR LIFE

APRIL // DINNER TO PROTECT LIFE

APRIL // STUDENT CELEBRATION

JUNE // YPL MIXER

## OUR EVENT SPONSORS

**Platinum:**

Boater's Choice
Edgar & Elsa Prince Foundation
Knights of Columbus Michigan State Council

**Gold:**

Alliance Catholic Credit Union
Cornerstone Agricultural Management

**Silver:**

Congressman Tim & Mrs. Sue Walberg
David & Renee Potgeter
Democrats for Life of Michigan
Dr. Don & Mrs. Heidi Burkhardt
Grace Braatz Opper
Johnson Sign Company
J-Ro School of Music
Michigan Republican Party
Mikhail & Kathleen Fedewa
Premier Freight
Spero Partners, LLC

**Bronze:**

Bethany Christian Services
Congresswoman Mary & Mr. Kevin Whiteford
Filla Life Media
Greenlee Consulting
Knights of Columbus Council #9937
Ray Snell, Exit Reality 1st
Right to Life of Michigan

# HIGH

## AUG 2021 // LIFE ADVOCATE INTENSIVE

With PLM staff and a few national pro-life leaders, students got advanced training in outreach & apologetics. In 3 days, they reached 37,950 people, had 381 conversations, & changed 67 minds!

## DEC 2021 // HOPEFUL FUTURE

Students at Saginaw Valley raised funds for an endowed scholarship for pregnant and parents students! The Hopeful Future scholarship officially launched in the spring semester!

## DEC 2021 // DOBBS RALLY

A few members of our team trekked to Washington, D.C. to be present for the oral arguments for the *Dobbs v. Jackson* Supreme Court case.

Only a few months later that same case would bring down *Roe v. Wade*!

# LIGHTS

## MARCH 2022 // NYC TRIP

PLM staff joined other pro-life outreach organizations to learn from each other while working together in NYC.

In less than a week, they had 468 conversations, 62 people became 100% pro-life, & 3 women walked away from the abortion facility!

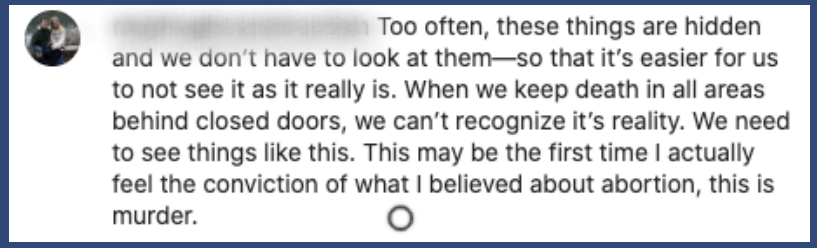
## APRIL 2022 // POP UP DISPLAYS

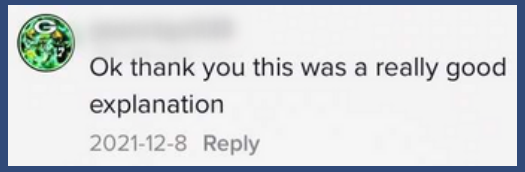
After a leak from the Supreme Court about the *Dobbs v. Jackson* case, students created pop-up displays around the state to build pro-life support.

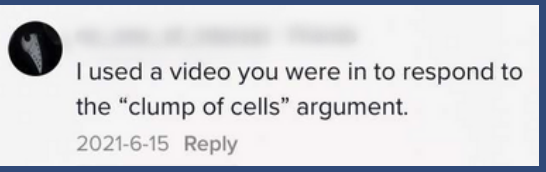
## JUNE 2022 // DECISION DAY RALLY

Over 100 people joined us at the MI Hall of Justice to celebrate and pray upon hearing that the Supreme Court had finally overturned *Roe v. Wade!*

# 800,000 PEOPLE REACHED ONLINE



## TOP VIDEOS

**Pro-choice Interruptions**

**37.3K VIEWS**

**45 Second Pro-life Defense**

**47.2K VIEWS**

**Historical Pro-life Feminists**

**101.4K VIEWS**

# IN THE MEDIA

WDIV LOCAL 4

LET IT RIP FOX 2

BRITTANY GREESON FOR THE WASHINGTON POST

**Haili Gusa, 21**

"I think that abortion should be completely illegal," said Gusa, pictured at the Michigan Capitol. "Ideally, it will always be wrong to intentionally kill an innocent human being in Michigan."

WASHINGTON POST

**164**

**TV, radio & online mentions**

**31,189,094**

**people reached through media**

Christen Pollo, a spokeswoman for a coalition opposing abortion rights called Citizens to Support Michigan Women and Children, blasted the ballot initiative as extreme and said her group intended to mount a robust campaign against the measure.

"We have been gearing up to run a massive educational campaign against this anything-goes-abortion amendment," Pollo said in an interview. "For the next four months, up until Election Day, we'll be fighting to educate every Michigander on what is actually in the text of this abortion amendment."

A week after the monumental Supreme Court ruling, she said, the excitement among opponents of abortion rights remains equally high as a new chapter of the debate begins.

CNN

CNN

**Joy among anti-abortion faithful as Michigan confronts a post-Roe world**

BRIDGE MICHIGAN

# JONAH

*2ND GRADE TEACHER*

## DETROIT YOUNG PROFESSIONALS

After coming to the 2021 Young Professionals for Life (YPL) Mixer, Jonah courageously stepped up with a few others to start the Detroit YPL Network. Thanks to his contagious spirit and conviction, the Detroit Network is thriving.

In just one year, Detroit YPL has recruited 99 members, reached 43,620 people with the pro-life message, and changed 88 pro-choice minds.

Beyond doing outreaches in local downtowns, Detroit YPL has also taken on sidewalk counseling at their local abortion facility every Saturday. It's one commitment Jonah absolutely won't miss.

"WE MUST DO PRO-LIFE WORK BECAUSE WE WANT TO SAVE PRECIOUS HUMAN BEINGS FROM VIOLENCE"

This summer, Jonah is taking his pro-life commitment to the next level (if that's even possible!). He's taking the leap to join PLM full-time as our Young Professionals for Life Coordinator!

# 2021 FINANCIALS

## WE RAISED

Program Service Revenue $35,031

Event Revenue $87,257

Donations, Gifts, & Grants $653,228

**TOTAL: $775,516**

## WE INVESTED

Fundraising $71,501

General & Management $231,750

Program Services $387,841

**TOTAL: $691,092**

Platinum Transparency 2022 Candid.

Note: The numbers shown here are estimates, compiled prior to our Financial Review. For final numbers and more in-depth financial data, please see our profile on Guidestar.com.

## NEW: PROTECT LIFE MICHIGAN ENDOWMENT

In 2021, an anonymous supporter created the Protect Life Michigan Endowment Fund!

An endowment is a unique fund that grows each year and will provide perpetual funding for our organization.

THEY SAID, "...AFTER ALL, MY LIFE BEGAN THROUGH AN UNPLANNED PREGNANCY IN A COLLEGE TOWN, AND THE ONLY REASON I'M ALIVE TODAY IS BECAUSE OF PRO-LIFE ADVOCATES."

Giving to an endowment invests in the future by providing essential support today that extends far beyond your lifetime.

We are proud to partner with the Catholic Foundation of MI to ensure our endowment is only invested in life-affirming ways.

Catholic Foundation of Michigan

HELP BUILD A PRO-LIFE FUTURE

*LEARN MORE*

## How to Support Protect Life Michigan:

Give by check:
Protect Life Michigan
PO Box 23042
Lansing, MI 48909

Donate online:
**protectlifemi.org/donate**

Call: (616) 294-8348

Protect Life Michigan is a 501(c)3 organization.

**@ProtectLifeMI**

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