



# Impact Report

Fall 2024



Americans  
**United  
for Life**



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# Letter from John Mize

Chief Executive Officer, Americans United for Life



During his time coaching, Coach Tony Dungy once said, “You should never be defined by what you do, by the things you have; you’ve got to define yourself by who you are and who you impact and how you impact people. And that’s the thing I try to get across to my players.”

Americans United for Life has diligently and faithfully fought the battle for life for 53 years working incrementally to change law, policy, and culture toward a society that honors human dignity from the womb to natural death. We are excited to share with our stakeholders our inaugural impact report and communicate the impressive results we’ve delivered over time.

To help better understand our impact, we asked esteemed social scientist and scholar Dr. Michael New to provide AUL with a detailed assessment of the impact we’ve had on saving lives since our founding. According to his methodology, since 1971 AUL has saved over 2.99 million lives. That’s greater than the population of 20 US states. Think of all of the tee-ball games, the dance recitals, and the graduations we’ve enjoyed because of our work in law and policy.

Our work impacts the movement at the 30,000-foot level by helping pass life-affirming legislation, defending and advocating for pregnancy resource centers, helping the courts to make a sound constitutional justification for life, and through our work in promoting life-affirming culture through the media. As you will see

within this report, our work impacts people. Stories are so important for conveying impact, and we will be telling plenty of stories of individuals impacted by our work and the movement.

As you will see throughout this report, AUL is laser-focused on disrupting the status quo, creatively partnering with organizations across the movement while helping legislators pass pro-life laws, and helping the courts make a sound constitutional justification for life.

As Coach Dungy has said, AUL is eager to be defined by our values and the impact we have on creating a culture of life.

Please continue to pray for our mission at Americans United for Life, for vulnerable women, coerced women, and confused women. Pray for moral clarity in this country and the unity of the pro-life movement.

I also ask that you consider giving radically to help us achieve our aggressive, action-oriented strategy. We are facing Goliath in big abortion, who currently outspend the entirety of the pro-life movement 37 to 1. While we have God, embryology, medicine, biology, morality, and law all on our side, we rely on faithful contributions from Americans interested in defeating this stain on our national consciousness.

# Our Purpose

## OUR VISION

Americans United for Life strives for the day when all are welcomed throughout life and protected in law.

## OUR MISSION

We advance the human right to life in culture, law, and policy.

## OUR METHOD

We equip advocates and lawmakers with the facts and strategies that change hearts and minds and protect human life.

## OUR MOTIVATION

All human rights flow from the human right to life. We are all equal members of the human family and equally worthy of respect, solidarity, and love.



"I believe our society has a responsibility to defend the vulnerable and the weak. And I believe our nation should set a goal that unborn children should be welcomed in life and protected in law."

— President George W. Bush

# Impact at-a-glance

Measuring the impact of Americans United for Life's (AUL) various activities in support of our pro-life mission involves evaluating a myriad of metrics to understand both effectiveness and reach. Key indicators include, but are not limited to, the number of lives saved, changes in public opinion, and legislative successes. Statistical data from health departments can track trends in abortion rates. Additionally, adoption rates of our model bills and other policy work is assessed through monitoring the movement of bills in both state and federal government. By analyzing these factors, AUL can determine the efficacy of our efforts and identify areas for improvement to better support their mission. We anticipate expanding on our monitoring and evaluation metrics moving forward.



## 2,994,468

Babies' lives saved-to-date  
in AUL history



## 62

Model bills written by  
AUL



## 100%

AUL participation in every  
pro-life case before the  
U.S. Supreme Court

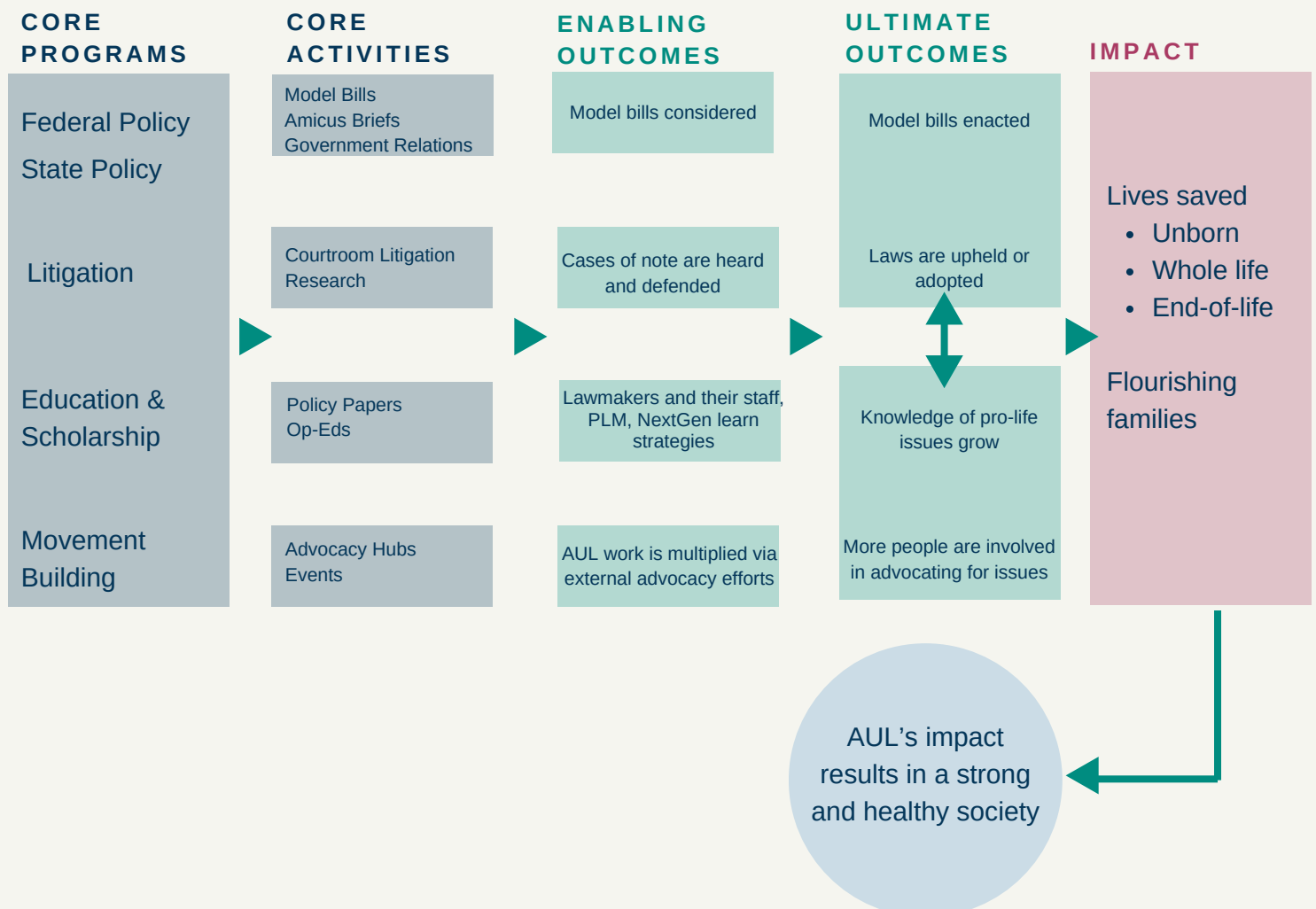


## \$3,019,780

Raised in FY2024 in support  
of critical pro-life work

# Theory of Change

Americans United for Life's *Theory of Change (ToC)* is a description of our social change initiative that includes the desired outcomes and the steps needed to succeed. The *ToC* also identifies our underlying assumptions of conditions and outcomes required for our desired impact to occur. This theory recognizes AUL's four core program areas as well as the core activities that flow from those programs. When our core activities are executed successfully and in accordance with our strategic plan our desired outcomes will be achieved in time, resulting in the organizational impact we strive for.





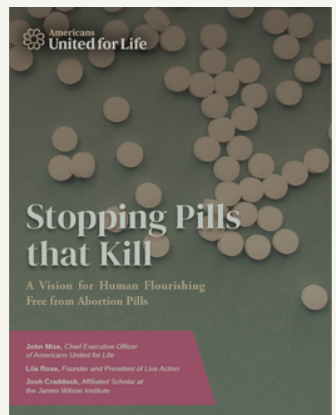
# Stopping Pills That Kill

Chemical abortion remains a paramount issue because it continues to be the most common form of abortion. Even states with second trimester protections can still have an incredibly high number of chemical abortions due to online ordering and mail shipping options. According to Guttmacher, chemical abortions accounted for 63% of all abortions in 2023, an increase of 10% since 2020.[1] It is no secret abortion pills are illegally moving through the U.S. A European-based abortion pill supplier has a program to assist pro-abortion medical professionals in shipping abortifacients into states where abortion is illegal.[2]



## POLICY PAPER RELEASED

***Stopping Pills that Kill: A Vision for Human Flourishing Free from Abortion Pills***, a collaborative policy paper written by Lila Rose, founder and president of Live Action, Josh Craddock, affiliated scholar at the James Wilson Institute, and John Mize, CEO at Americans United for Life will be published in November 2024. The paper is an educational tool developed to increase understanding of the chemistry and methodology of abortion pills and how the regimen of the pills are administered. It provides a background on the history of the National Abortion Pill Anti-Trafficking Law and concludes with casting a national vision to achieve freedom from abortion pill trafficking.



With approximately 53,558 monthly abortions using chemical or abortion pills occurring in formal healthcare systems alone, Americans United for Life is making an impact through policy development that will lead to enforcement that will not only save preborn lives, but effectively prohibit abortion nationwide.



## ABORTION PILL VIDEO RELEASED SCAN & WATCH VIDEO

In concert with the policy paper, AUL has released an explainer video on the same subject titled ***Deadly Poison***. The video is available for view on aul.org as well as on YouTube and Vimeo. The video educates the viewer on the ease of access of abortion pills and how that access has led abortion by pills via the mail or local pharmacy to have quickly grown to be the largest method of abortion.



Both the paper and the video will receive broad distribution following the U.S. elections in November.

[1] News Release, Guttmacher Institute, "Medication Abortions Accounted for 63% of All US Abortions in 2023, an Increase from 53% in 2020" (Mar. 19, 2024), [Subheading](#).

[2] Steven H. Aden, "Annual State Policy Report on America's State Legislative Sessions", Americans United for Life (Oct. 3, 2023), [Subheading](#). *The Economist* states that "the federal drug regulator has allowed abortifacient pills to be prescribed by mail, giving millions of women (including some in anti-abortion states) easier access to early-term abortions than they had before." "The Pro-Choice Movement That Could Help Joe Biden Win", *The Economist*, (May 30, 2024), [Subheading](#).

# Partnering to Protect Pregnancy Centers

Americans United for Life (AUL) has launched the next step in empowering pro-life partners by collaborating with pregnancy centers (PCs) to create the most effective public policy advocacy site in the nation to meet the challenges in the hostile post-*Dobbs* climate from pro-abortion lawmakers.

AUL has implemented a new capability within our website to allow anyone to contact their lawmakers at every governmental level - federal, state and local - in response to policy proposals that would impact PCs. These include attacks on centers' free speech or medical services, bills granting or denying funding to PCs, tax credit bills to help fund PCs or support abortion alternatives such as adoption and foster care, and many others.

AUL's new Advocacy Hub focuses exclusively on pregnancy center-related legislation and administrative proposals. This permits pregnancy centers to offer to their staff, volunteers, and supporters a one-stop-shop for all policy related to PCs, with the ability to instantly create effective advocacy campaigns for or against any proposed legislation or rule at every level of government.

## IMPACT THROUGH PARTNERS

Pregnancy centers represent a valuable segment of the pro-life movement. AUL's partnership with several of the largest networks means their interests are being actively represented and defended across the nation. This is a small sampling of the outcomes from these partners' efforts.



**1200+** affiliated pregnancy centers



Nearly **2 million** client visits annually



**10,000+** families served



Pregnancy centers save communities more than **\$96 million** annually



**3500+** pregnancy help service providers worldwide



**4300+** children placed in foster families or through adoption





# of states where bills failed that would have expanded PAS



# of times AUL legal staff testified on PAS in 2024



# of states that affirmatively prohibit assisted suicide



AUL's Patient Protection Act consists of six model bills



AUL produced webinar on the *Future of Physician-Assisted Suicide in America*

# Standing Strong Against Physician Assisted Suicide

There's more than enough cause for hope. With AUL's help, West Virginia narrowly passed a ballot measure in November amending the state constitution to protect the elderly and disabled by prohibiting physician-assisted suicide (PAS). AUL helped draft the bill and aided in fundraising and developed polling. Danielle Pimentel penned an op-ed arguing that autonomy favors stopping assisted suicide, not promoting it. Additionally, last year, AUL attorneys, especially Danielle Pimentel, testified against the expansion of physician-assisted suicide. Legislators in 22 states introduced bills that would expand the practice resulting in all but one bill being defeated. At the same time, AUL has offered model bills, such as the Palliative Care Education Act, in the federal system and others in state legislatures across the country, including the Suicide by Physician Ban Act and the Suicide Coercion Prevention Act.

Another ray of hope exists as some legislators seek to protect vulnerable communities from suicide activists' efforts to legalize and expand death-on-demand. For example, Republican legislators in New Jersey introduced two opposing bills—one that would have increased penalties for cases of fraud and coercion under the state's physician-assisted suicide law, and one that would have repealed the physician-assisted suicide law entirely. Similarly, Kansas introduced two bills that would have criminalized encouraging or aiding in another's suicide, a type of coercion, although neither bill passed this year.

The policy team at Americans United for Life is encouraged by these recent successes and will extend our strategies to other states and secure additional protections for the elderly and other vulnerable populations.



Danielle Pimentel, Policy Counsel, testifying in Rhode Island

# Providing Movement Leadership

## EQUAL PROTECTION SUMMIT

Americans United for Life's inaugural 2024 Equal Protection Summit took place on the campus of the University of Notre Dame on October 16 -18, 2024. The Summit was a resounding success, bringing together scholars, pro-life advocates and law students from around the country to discuss how to implement the principle of equal protection articulated by the Framers of the 14th amendment to the United States Constitution to human persons in the womb. Nearly 100 individuals attended the event over two-and-a-half days of presentations on scholarly papers, briefings by noted scholars, and practical breakout sessions designed to receive feedback and suggestions for implementing the equal protection principle in law, policy, and culture. The scholarship generated by the conference will be published in a symposium issue by the Notre Dame Journal of Law & Public Policy in Spring 2025. At the Summit's closing banquet, *National Review* Editor-In-Chief Rich Lowry reflected on a half-century of standing against abortion. In recognition of the courage for Life shown by Lowry and *National Review*, Lowry was awarded the inaugural "Victor G. Rosenblum Pro-Life Champion Award".

## ENDORSEMENT

"A remarkable conference.... Every presenter provided tremendous insights and tangible next steps." The scholarship that resulted from the Summit "will be a timeless roadmap" for the Pro-Life Movement in the future. Thank you for your leadership."

- [Michael O. Kenney](#), President of Pro-Life Partners Foundation

# 14th

The amendment to the U.S. Constitution citing the principle of equal protection

# 1868

The year the 14th amendment was ratified

# 100

Event participants representing 15 national organizations



# Transforming lives – a story of change

Caterina's journey from loneliness to a flourishing family highlights the importance of AUL's work along with pregnancy centers



Caterina with her first child

Caterina was in her early 20's and terribly sick with an awful cold when she realized she hadn't started her period. One night, after succumbing to a horrible coughing fit at 4:30 in the morning, she fumbled with a cheap dollar store pregnancy test. The test immediately came back with two dark lines.

At 13 weeks pregnant she had to leave her job because the sickness was too severe. Her midwife diagnosed Caterina with hyperemesis gravidarum, and informed her that she may be sick her entire pregnancy. She felt so lost at that moment and didn't know what to do.

A quick online search for "pregnancy resources" gave Caterina the information she needed and guided her to reach out to the Women's Resource Center.

Caterina was thrilled to find an organization that could not only help get essential items for her baby but also provide educational classes to help her prepare as an expectant mama and new parent. What was truly priceless during this experience as a client at the Women's Resource Center was that she was able to reconnect her life back to God and Jesus and rededicate her life to Him.

After having a second child with the same man, Caterina had hopes that things would change. Unfortunately, her children's father ended up in prison, leaving her children fatherless. After starting over, Caterina fell in love and welcomed a third child into the world. The realization that she had little ability to support her family drove her to commit to changing her life. She re-enrolled in college while pregnant with her third child and was a senior by the time he turned two! Caterina returned to the very place that helped her through her first pregnancy and completed a practicum at the Women's Resource Center.

Caterina went all in during her practicum, including training to become a client advocate and teaching a nighttime parenting/prenatal class. Her passion deepened even more for the mission of the Women's Resource Center. Caterina's practicum culminated in a surprise, an invitation from the director to join the Center as a staff member. **She considers herself blessed beyond reason to be a part of something so impactful in her community.**

Caterina's story highlights the multiplying impact of AUL's work in protecting the mission of pregnancy centers around the country not just to save the lives of the unborn, but to support thousands of mothers in times of crisis and provide opportunities for a flourishing future.

LOVE. LIFE.  
**ALWAYS.**

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