

Impact Report

Winter 2024-2025

Table of Contents

- 3 Letter from Our CEO
- 4 Our Purpose
- 5 AUL's Life Saving Impact At-a-Glance
- 6 The Five Pillars of Strategy
- 7 Movement Shaping Actions Against Abortion Pills
- 8 Advocating on Behalf of Pregnancy Centers
- 9 Countering the Wave of Assisted Suicide
- 10 The Pathway to 38 States
- 11 Life is Always Worth Giving



Letter from John Mize

Chief Executive Officer, Americans United for Life



Americans United for Life is continually impressed by the perseverance and strength of American families and the values we hold dear. AUL remains dedicated to preserving families through our mission to promote the human right to life in culture, law, and policy. Raising the next generation of Americans to effectively tackle our societal challenges should be a top priority for all of us.

My wife Stephanie and I have had the blessing of serving as foster parents for over a decade. We have three beautiful biological children and our youngest son we adopted from foster care. Throughout our marriage, we've shared a strong belief in expressing the love of Jesus Christ and serving His Kingdom through helping vulnerable children.

Scripture is clear on our need to serve vulnerable children. In Matthew 18, Jesus teaches his disciples, "Whoever welcomes one such child in my name welcomes me. If any of you put a stumbling block before one of these little ones who believe in me, it would be better for you if a great millstone were fastened around your neck and you were drowned in the depth of the sea."



The Mize Family

Americans United for Life is working tirelessly on saving innocent lives and restoring human dignity into the fabric of our nation. AUL has taken a leading role, partnering throughout the movement with like-minded organizations devoted to defending life and supporting vulnerable women.

We continue to drive significant impact. To help protect the safety of vulnerable women, AUL is leading an effort to re-implement safety measures for chemical abortive drugs with the new Administration that would inhibit telehealth visits.

AUL is also working on crafting an interstate compact with pro-life states to continue defending pro-life laws from the lawlessness of interstate abortions. We've also seen the sustained expansion of our Pregnancy Center Advocacy Hub, designed to help pregnancy centers easily participate in advocating for themselves.

For over half a century, our work has helped save over 3 million lives, and we remain committed to a day when all people are welcomed throughout life and protected in law.

Please continue to pray for our work at AUL and specifically for my team! I firmly believe we punch far above our weight, and while the battle can be exhausting at times, your prayers and support mean a great deal to lifting our spirits.

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.



“Abortion and racism are both symptoms of a fundamental human error. The error is thinking that when someone stands in the way of our wants, we can justify getting that person out of our lives. Abortion and racism stem from the same poisonous root, selfishness.”

— Dr. Alveda C. King



Dr. Alveda C. King with John Mize at the March for Life

Impact at-a-glance

Americans United for Life (AUL) constantly evaluates several key metrics to measure our impact, 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.



3,092,124

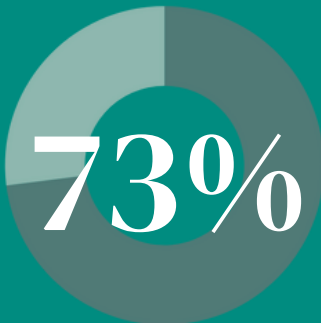
Babies lives saved-to-date
in AUL history*

** based on research conducted by social scientist Dr. Michael New



247

Amicus curiae briefs
written on behalf of
members of Congress



Percent of revenue directly
applied to core legal and
missional work



2,520

Unique donors who supported
the mission of AUL in the past
year

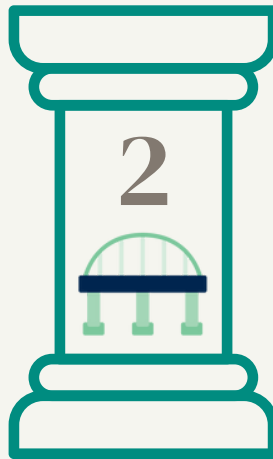
The 5 Pillars of Strategy

Americans United for Life's *Strategic Plan* has as its foundation five pillars that serve as the guideposts for our mission critical work. From these pillars a dozen main objectives cascade. Each of our main objectives house several sub-objectives which are paired with measurable results. **It is AUL's intentional focus on setting and executing strategy that has led to impact in the form of key victories for life for more than 50 years and will continue to illuminate our path leading to future impact.**



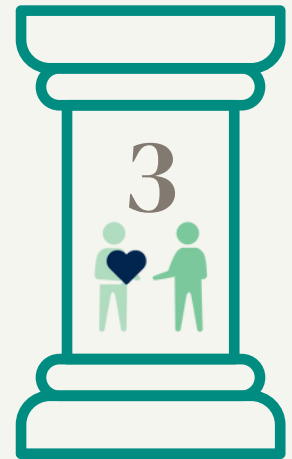
BE THE VOICE FOR MILLIONS

In our states and our nation, we will represent those without a voice in legal systems and the public square.



BE THE BRIDGE FOR ADVOCATES

We will apply our resources and expertise to inspire others to join the movement and equip them to multiply our efforts.



BE WELCOMING AND RELATIONAL

We will encourage conversation, build partnerships, and value relationships.



OPERATE ABOVE REPROACH

We will consistently operate with impeccable integrity and excellence.



RESOURCE THE MISSION

We will develop reliable and sustainable funding, staffing, and technology.

Movement Shaping Actions Against Abortion Pills

Americans United for Life launched the *Pills That Kill* campaign to expose the dangers of chemical abortion through strategic research, advocacy, media engagement, and direct outreach.

We published a comprehensive public policy paper with **Live Action** and the **James Wilson Institute**, detailing the abortion pill's risks and calling for stronger regulation. Our landing page—featuring the paper, a video, letters to the FDA and DOJ, and a petition—became a hub for action. (<https://aul.org/abortion-pill/>)

Leading 30+ pro-life and conservative organizations, AUL sent letters urging the FDA and DOJ to review safety regulations and distribution laws. Our efforts were strategically timed with RFK Jr.'s Senate Confirmation hearing, where we live-tweeted key insights and mobilized partners to amplify our message.



Alison Centofante, VP of
PR & Communications

An op-ed co-authored by John Mize and Dr. Christina Francis, CEO of the American Association of Pro-Life OB-GYNs, was published in *The Federalist*: *RFK Jr. Can Shore Up Support And Save Women With This Common-Sense Stance On Abortion Pills*.

Our policy team engaged with key leaders on Capitol Hill, keeping the abortion pill's dangers at the forefront of legislative discussions. Coalition efforts led to RFK Jr. being directly questioned about the pill's safety record. In response, he affirmed, "*Every abortion is a tragedy*" and committed to looking into the drug's safety: "*We need to understand the safety of every drug – mifepristone and every other drug.*" Through *Pills That Kill*, we have forced a national conversation on chemical abortion. Momentum is growing, and AUL remains steadfast in exposing the truth, mobilizing support, and advocating for greater oversight to protect women and unborn children.

The campaign garnered widespread media attention, with coverage in *MSN*, *Yahoo News*, *CBS News*, *AXIOS*, *SLATE*, *NEWSWEEK*, and others with an advertising equivalency of \$10.9 million. Alison Centofante, AUL's Vice President of Public Relations and Communications, helped facilitate CBS News interviews with CEO John Mize, leading to their publication of our full letter and key quotes. Additionally, the message was taken to national television, with appearances on *EWTN* and *Newsmax* to emphasize the need for regulatory intervention—expanding our reach even further through AUL's social media channels.

3



James Wilson Institute

LIVE ACTION

policy paper written in
collaboration with 3
organizations

30+



of organizations
collaborating on letter to
FDA and DOJ to renew
regulations

\$10M+



Average Value
Equivalency of media
campaign impressions

Advocating on Behalf of Pregnancy Centers

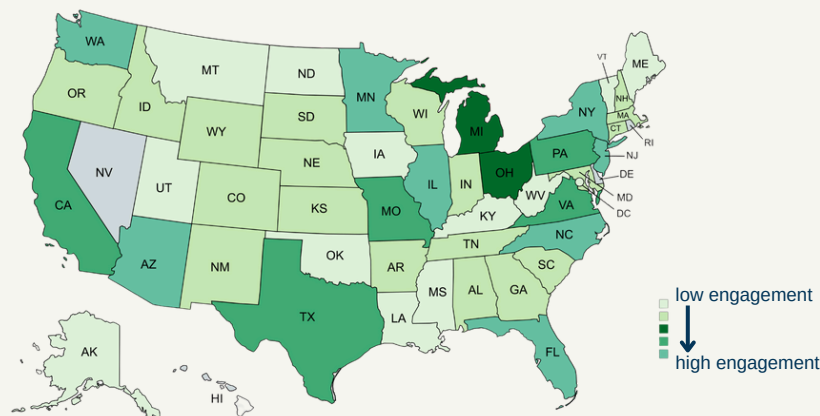
The Pregnancy Center Advocacy Hub, housed on our website, provides information on legislative and administrative proposals impacting the operations of pregnancy resource centers (PRCs) and adoption agencies. It also empowers such organizations to engage with elected officials to tell their impactful stories and advocate to ensure their right to exist.

Since the Pregnancy Center Advocacy Hub launched in September 2024, Americans United for Life has released 15 unique email campaigns on federal and state issues. Using our pre-written message, email recipients can quickly and easily contact their legislators regarding a bill or hearing on a topic they deeply care about. AUL's email campaigns have resulted in hundreds of messages from users to their elected officials over a short period of time. This response represents people from across the country and signify the substantial impact of AUL's advocacy. Firsthand accounts from individuals who are actively engaged and serving in pregnancy centers and adoption agencies are paramount in communicating the impact of their work.

AUL's Pregnancy Center Advocacy Hub campaigns have brought awareness to several issues including deadly abortion amendments, tax credits for PRCs, protection for PRCs from politically motivated government intrusion, and First Amendment freedoms for foster care and adoptive families.

The map below provides an overview of the states where Pregnancy Center Advocacy Hub users have been the most active with Michigan delivering the most actions. We are very encouraged about the growth since the launch and have plans for many future campaigns. To visit the campaigns on the Pregnancy Center Advocacy Hub, go to <https://aul.org/pregnancy-centers> or scan the QR code.

ADVOCACY CAMPAIGN PERFORMANCE



Scan to visit the
Pregnancy Center Advocacy Hub



Countering the Wave of Assisted Suicide

After a grueling fight in 2024 to stem the tide of physician assisted suicide, the proponents of death-on-demand have launched a more expansive and concerted effort to expand physician-assisted suicide, again introducing legislation to allow or expand the practice in twenty-two states.

AUL attorneys, led by the efforts of Policy Counsel Catie Kelley, have responded by relentlessly pushing back against the spread of suicide—providing written or in-person testimony in six states. Thanks to these efforts along those of our stalwart allies and supporters, multiple states have already defeated assisted suicide this legislative cycle. **Indiana, Montana, Tennessee, and Virginia rejected legalization in committee and Washington tabled an effort to expand its already permissive allowances.**

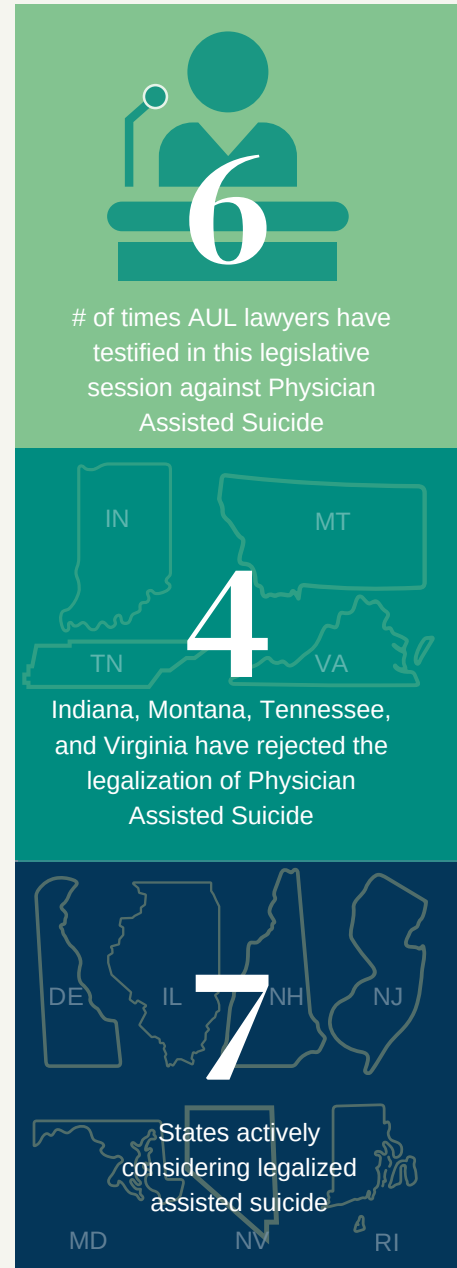
Delaware, Illinois, Maryland, Nevada, New Hampshire, New Jersey, and Rhode Island are actively considering legalizing assisted suicide with hearings and votes scheduled. AUL has responded to each effort by preparing written and oral testimony or developing grassroots efforts.

Yet, there are also efforts to turn back the tide. AUL Government Affairs Director, Bradley Kehr, testified in Montana in favor of legislation to clarify the state's supreme court's 2009 decision did not allow assisted suicide. The bill passed through the Senate 29-20 and is awaiting action in the House.

The policy team at Americans United for Life continues its work showing the detrimental effects physician-assisted suicide has on vulnerable populations, especially the disabled and the elderly. We strive to secure additional protections, including protections from coercion and abuse for the elderly and other vulnerable populations.



Catie Kelley, Policy Counsel, testifying in Rhode Island

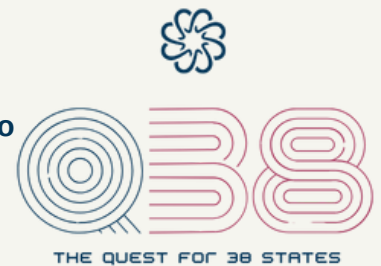


The Pathway to 38 States

Americans United for Life has launched a new strategic framework with the goal of securing a constitutional amendment to protect life in the womb. Quest 38 or Q38 aims to unite legal, political, cultural, and grassroots efforts to enshrine the right to life in the United States constitution and shift the national conversation toward full legal recognition of life at conception as we strive to reach the total of 38 or more states to achieve ratification.

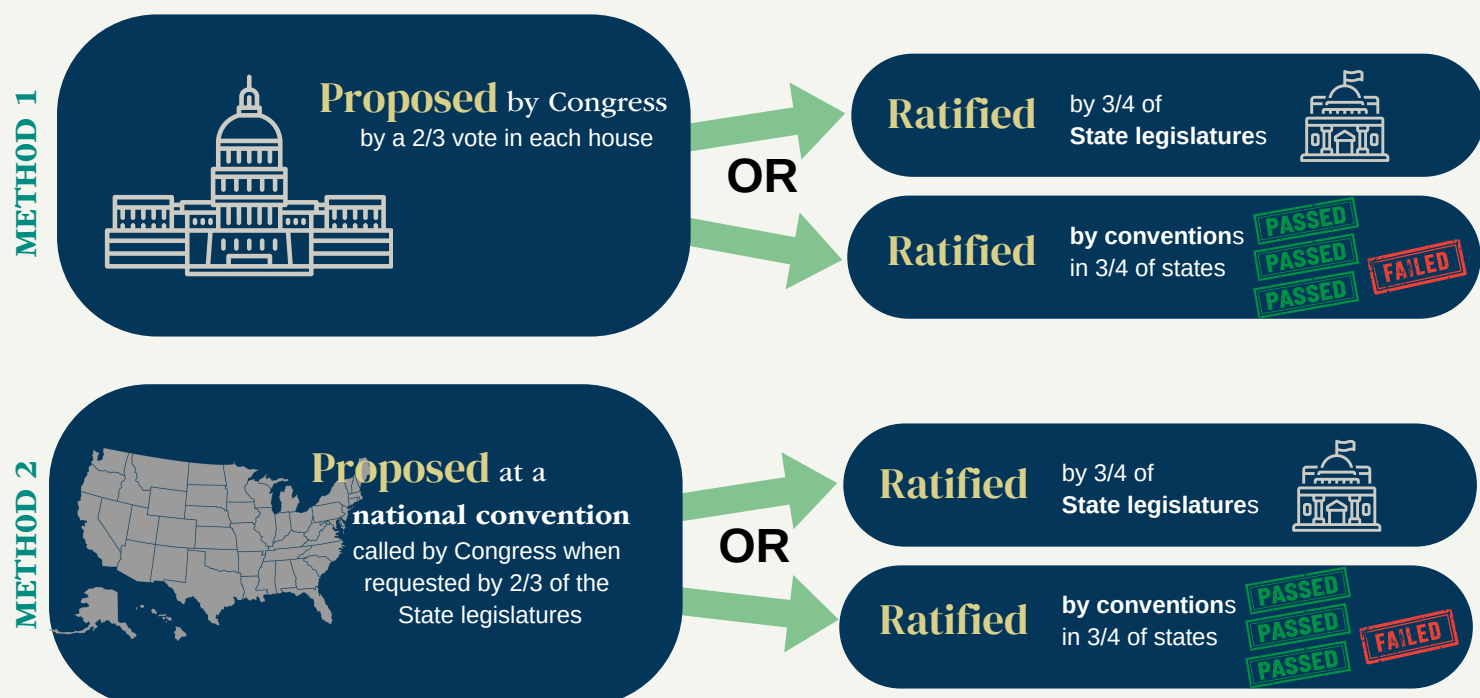
AUL has identified five guiding principles which serve as the foundation of this strategy:

1. The right to life is fundamental and must be protected at every stage.
2. The path to complete protection and complete pro-life legal victory is state by state, moving each state along the spectrum from pro-abortion to pro-life leadership.
3. Amending the Constitution is a democratic process, in contrast to the judicial activism of *Roe v. Wade*.
4. There is a constitutional responsibility to defend the most vulnerable.
5. The pro-life movement must provide clarity, compassion, and conviction in signaling the next and most complete goal of ending abortion.



As we step forward to accomplish this bold, yet achievable goal to protect life, our legal team has begun the process to assess the current environment we are operating in as well as the state of life in each state across our nation. Americans United for Life's movement-leading *Annual Life List Rankings*, *State Legislative Tracker*, and *State Spotlight* products provide a solid foundation for our initial evaluation of the readiness for a state to be included in our count of the 38 states that will be needed to pass the constitutional amendment.

Another crucial element in moving forward with this framework is a thorough understanding of the steps required to achieve a proposed amendment being ratified. The process chart below summarizes the two possible paths to amend the U.S. Constitution.



Life is Always Worth Giving

Advocating for Pregnancy Resource Centers and celebrating their work is a core tenet of Americans United for Life's strategy

Saving innocent children from the physical and moral harm of elective abortion is AUL's top priority. But there is so much more to creating flourishing families than our quest to stop abortion. Educating vulnerable women about the joys of motherhood while teaching them parenting skills is an important step in creating thriving families.

With over 2,500 Pregnancy Resource Centers (PRCs) in the US dedicated to supporting women, preventing abortion and providing comprehensive support services, we thought it was time to show the world how beautiful choosing life can be.

In partnership with ThrIVE St. Louis, we asked women participating in ThrIVE University to paint a picture of what life means to them. We transformed those illustrations into beautiful one-of-a-kind notecards to share their stories and to celebrate that *Life is Always Worth Giving*.

Americans United for Life supports PRCs nationwide and recently launched a state-of-the-art Pregnancy Center Advocacy Hub (see page 5) in partnership with CareNet, Heartbeat International and Lifeline Services. This Hub gives PRCs a voice to defend their critical programs and services so they can continue to serve women and families, fighting to protect children.

PRCs help nearly two million people annually by providing lifesaving services like ultrasounds, blood work, referrals, parenting classes and support services. **For Ella, these programs served as a testament to the community and faith that helped her flourish as a new mom as illustrated in her "A Mother's Love" portrait. Dallis' award-winning painting, "Baby in Womb", captures the profound connection between mother and child. Thanks to ThrIVE, she gained the confidence and skills she needed for motherhood.**

To learn more about the campaign, support our Pregnancy Center Advocacy Hub, and receive a set of notecards for your gift, scan the QR code below.



Scan and learn how to receive a set of custom notecards



Baby in Womb, by Dallis



Into Your Arms, by Robin



A Mother's Love by Ella



Americans
**United
for Life**

aul.org

