

# 2021 ACCOMPLISHMENTS



## EDUCATIONAL ACTIVITIES

- Awarded 8 Emergency Grants (\$5,619 total) to pregnant women in immediate financial crisis so they could choose life for their babies.
- Awarded 12 grants to pregnancy centers to upgrade their centers and improve client services (\$18,000 total)
- Reached women *inside abortion clinics* using polygoning technology and continued messaging for up to four weeks. In 2021, 16,746 women went to a pregnancy resource center after seeing our ads.
- Hosted bi-monthly Zoom conferences with pregnancy center directors focused on sharing resources and building best practices.
- Organized first pregnancy center educational track at State Conference.
- Hosted pregnancy center directors and staff to an end-of-year thank you luncheon.
- Using advanced technology, we reached women on all college campuses in Wisconsin with targeted pro-life messages, and were able to show them similar messages for up to four weeks.
- Held the Education Fund Dinner with special guest speaker Tim Tebow.
- Published four editions of the *Life Voice* newsletter, and one edition of the *Veritas Insider* newsletter.

## CHAPTER & REGION ACTIVITIES

- Sponsored the WRTL State Conference, as well as regional meetings.
- Funded newspaper advertisements around the state.
- Sponsored the Chicago March for Life *Moving the Movement Tour* stop in Madison, WI.
- Held local events to share more information on WRTL with Wisconsinites.
- Sponsored showings of *Unplanned* and *Roe v. Wade* across the state.
- Helped support pregnancy resource centers in local communities.
- Reached thousands of pro-life advocates through our vendor booth at Lifest Music Festival.
- Educated hundreds of people about pro-life topics through our educational booth at the Wisconsin State Fair.

## TEEN & COLLEGE OUTREACH

- Continued the Teen Impact Box program, reaching 350 teens with free, informative subscription boxes several times a year.
- Awarded 14 grants to college students to start or continue Life on Campus groups at their colleges and universities.
- Held Teen Impact Camp with 35 campers.
- Held first annual Teen Impact Live event with 50 students.



## LEGISLATION

- Championed passage of three life-affirming bills in the Assembly and Senate.
- Championed the passage of legislation to strengthen the Safe Haven Laws in Wisconsin, which offer further support to parents and their children
- Undertook a statewide effort to educate on the possibility of a "Post-Roe Wisconsin" and the necessary legislative response.
- Sent 1,125 targeted emails to elected officials from Wisconsinites in support of the Safe Haven Law and other pro-life bills, and in opposition to Planned Parenthood receiving COVID relief funds.
- Issued 23 co-sponsorship memos and press releases.

## ELECTION & VOTER EDUCATION

- WRTL-endorsed candidates won open seat on Wisconsin Court of Appeals, and in special elections in the Assembly and Senate.
- Sent over 37,000 emails in support of WRTL-endorsed candidates.

## LEGAL ACTIVITIES

- Met with leading pro-life lawyer Jim Bopp regarding 'heartbeat legislation' and other legal strategies to defend life in Wisconsin.
- Provided recommendations to legislators for right-to-life legal experts.

## VALERE CIRCLE

- Welcomed a record number of families, businesses and foundations to the Valere Circle, with 85 members.
- Continued building personal relationships by making more than 1700 phone calls, starting 373 email conversations, and hosting 35 personal meetings with donors.
- Hosted a live annual report, the Report to Donors, presented by the Valere Circle, for the second year, by video call.

## SOCIAL NETWORKING, WEBSITES, & EMAILS

- Posted compelling and educational updates for our followers on social media, including 15,200 Facebook friends, 3,690 Twitter followers, and 1,550 Instagram followers.
- Attracted over 31,000 visitors to the Wisconsin Right to Life website, [wrtl.org](http://wrtl.org).
- Helped 30,800 Wisconsin women find a pregnancy resource center close to them through [123GiveLife.com](http://123GiveLife.com).
- Saw 18,300 people click on one of our Google Ads to get help finding a pregnancy help center.
- Published numerous blog posts, press releases, and news articles at [wrtl.org/blog](http://wrtl.org/blog).
- E-mailed thousands of *Life Voice Online* e-newsletters each Monday morning.

## OPERATIONS

- Conducted an audit of all finances and produced monthly financial statements and analyses for all entities of WRTL.
- Responded to thousands of information requests by mail, email, and phone.
- Integrated the use of technology for all staff to work remotely if needed.

## WISCONSIN ABORTION NUMBERS

- The number of Wisconsin lives saved, cumulatively, from abortion since 1987 is over 201,308.
- Abortions in Wisconsin increased in Wisconsin in 2019 by 207 abortions. (*most recent data*)
- Wisconsin's abortion ratio is 10.1 abortions for every 100 births. The national abortion ratio is 18.6 abortions for every 100 live births. (*most recent data*)