

2024

ACCOMPLISHMENTS



EDUCATIONAL ACTIVITIES

- Awarded 32 emergency grants (\$34,198.45 total) to pregnant women in immediate financial crisis so they could choose life for their babies
- Awarded \$22,813.11 to 4 pregnancy centers to support the launch of two satellite centers, equip center leaders with national training, and purchase an exam table for an ultrasound room
- Reached young Wisconsin women in all public and private high schools and universities with targeted pro-life messages by the Veritas Society
 - In all, our outreach grew by almost 8% over 2023
- Held the Education Fund Dinner with special guest speaker Jordy Nelson
- Published three editions of the *Life Voice* newsletter
- Hosted renowned scholars for our inaugural quarterly educational webinar series, increasing outreach and educating those of all walks of life on pro-life topics
- Hosted the *Veritas Scientiae Conference: Exploring the Truth, Beauty, and Science of Life*, a day-long event with nationally and internationally renowned scholars
- Created free, pro-life, middle school resources for Catholic students, with non-Catholic materials in production

CHAPTER & REGION ACTIVITIES

- Held local events to share more information on WRTL with Wisconsinites
- Chapters participated in local parades, had booths at county fairs, and shared the message of life in local churches
- Helped support pregnancy help centers in local communities
- Reached thousands of pro-life advocates through our booth at Lifest Music Festival
- Reached hundreds of pro-life advocates through our booth at Onefest
- 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 over 600 teens with free, informative subscription boxes four times a year
- Started college box program reaching over 100 college students
- Awarded 10 grants to college students to start or continue Life on Campus groups at their colleges and universities
- Held Teen Impact Camp with 19 campers
- Held a college training event with 36 college students from various Wisconsin campuses

VALERE CIRCLE

Welcomed 7 new members to the Valere Circle, who are the families, foundations, and companies donating \$5,000 or more annually, as well as donors who plan to make a gift of any size from their will or estate.

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
- Leveraged technology to interact in-person and over the phone with registered voters



LEGISLATION

- Lead the effort to block Assembly Bill 975, which would have harmed the pro-life cause and weakened protections for life in Wisconsin
- Continued the statewide effort to educate on the rising threat of chemical abortion, and the potential legislative response
- Helped constituents make thousands of targeted emails and calls to their elected officials to prevent the passage of Assembly Bill 975
- Issued 15 press releases
- Participated in countless media interviews educating on the pro-life message

ELECTION & VOTER EDUCATION

- Made 531,014 voter contacts using a combination of targeted phone banking, direct mail, digital advertising, and text messages
- Employed new technology to reach 150,000 more voters with a 60% decrease in total cost per voter contact from last election cycle
- Doubled our election volunteer force
- Launched a first-time ballot chase program that yielded a 15% increase in early voting among registered pro-life voters

LEGAL ACTIVITIES

- Joined with other pro-life groups in the state and filed as an “intervener” to prevent Planned Parenthood and Attorney General Kaul’s pursuit to find a “right to abortion” in the Wisconsin State Constitution
- Attended the oral arguments on Wisconsin’s pro life law, s. 940.04, before the state Supreme Court

SOCIAL NETWORKING, WEBSITES, & EMAILS

- Posted compelling and educational updates for our followers on social media, including 16,271 Facebook followers and 1,782 Instagram followers
- Attracted over 48,000 visitors to the Wisconsin Right to Life website, *wrtl.org*
- Served over 15,528,000 digital commercials or impressions using social media and targeted display to our target audience offering them alternatives to abortion
 - Of those, we had 24,850 women click on our *123givelife.org* website, helping them find resources to choose life for their baby
- Teenbreaks.com attracted 58,000 visitors, with 44,000 of them coming through paid search
- Published numerous blog posts, press releases, and news articles at *wrtl.org/blog*
- E-mailed the *Life Voice Online* e-newsletter to thousands of subscribers each Monday morning
- Participated in over 35 media interviews on behalf of WRTL and the pro-life message

WISCONSIN ABORTION NUMBERS

- The number of Wisconsin lives saved, cumulatively, from abortion since 1987 is over 234,205.
- Abortions in Wisconsin were halted from June of 2022 to September of 2023.
 - Wisconsin’s birth rate increased by 2.5% estimating an additional 1,503 births during this time because of the Dobbs decision.¹
- Wisconsin’s abortion ratio is 6 abortions for every 100 births (2022 data). The national abortion ratio is 19.8 abortions for every 100 live births (2020 data).²

¹ <https://docs.iza.org/dp16608.pdf>

² <https://www.dhs.wisconsin.gov/publications/p45360-22.pdf>