



TWO THOUSAND EIGHTEEN

# ANNUAL REPORT



HUMAN  
COALITION



# A LETTER FROM OUR PRESIDENT

OUR GOAL IN 2018 WAS TO  
COOPERATIVELY RESCUE OVER  
2,800 CHILDREN. BY GOD'S GRACE  
AND THROUGH YOUR SUPPORT, WE  
RESCUED 3,217 CHILDREN.

—BRIAN FISHER



Thank you for your generous and sacrificial support of our lifesaving work in 2018! It was another banner, God-blessed year at Human Coalition, and we couldn't have experienced such success without you!

Our goal in 2018 was to cooperatively rescue over 2,800 children. By God's grace and through your support, we rescued **3,217** children—that's equal to a large high school full of children! What a fantastic year of seeing lives rescued, families served, and communities transformed. We also celebrated a major milestone in 2018: the rescue of the 10,000th child through our cooperative work. Considering we rescued 15

children in 2010, which was our first year of doing this, that is a big increase in the number of rescued lives, for which we give God all the praise!

Human Coalition started 2018 with 6 pro-life women's care clinics, and we ended the year with 14! We now own and operate clinics in Grapevine, Fort Worth, Atlanta, Tucker, Charlotte, Raleigh, Pittsburgh, and Cleveland. And we continue to passionately serve life-affirming pregnancy centers, working with over 40 locations in states across the nation.

We also started a brand-new type of women's care clinic this year: a virtual clinic. This tele-solution is working to

combat the abortion industry's aggressive move toward tele-abortions: sending abortion pills to women's homes so they can avoid the traditional medical steps to get an abortion. And in just a few months, our virtual clinic rescued **263** children from abortion.

Thank you for your fantastic support! It is with great anticipation that we look forward to what God will do through you and Human Coalition in 2019.

For children and families,

Brian Fisher  
President

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The care coordinators were amazing!  
Very caring and they made sure I was  
aware of all my options. I absolutely  
loved them.

“JENNY,” Women’s Care Clinic Client



# THE CHALLENGE

## ABORTION—THE LEADING CAUSE OF DEATH IN AMERICA

The Centers for Disease Control and Prevention reports that heart disease is the leading cause of death in America. However, the elective termination of preborn children in the womb kills almost twice as many Americans. Not only is abortion the leading cause of death in America, but it is responsible for 1 in 3 deaths each year. Abortion may be legal, but it is neither safe nor rare. And its destructive impact on relationships; the family; a person's

mental, physical, and spiritual health; and the fabric of society are incalculable.

The abortion industry perpetuates the lie that abortion is reproductive healthcare. However, this falsehood bolsters a society that targets and exploits women and their preborn children, ultimately devaluing and destroying their very lives. Justice demands that we step up when other humans are being oppressed and killed.



# OUR RESPONSE

## A NATIONAL RESCUE SYSTEM

Although America has constructed dozens of systems to rescue human beings from death and harm (fire departments, the military, emergency rooms, hospitals, FEMA, etc.), **at-risk** preborn children remain the only people group without a national, well-funded, high-quality **rescue system**. Yet there is a multibillion-dollar industry legally killing preborn children at a rate of more than 3,000 every day.

Over the last decade, Human Coalition (HuCo) has grown from a simple Internet outreach idea into a comprehensive care provider for at-risk pregnant women. Now one of the largest pro-life organizations in the country, Human Coalition continues to grow aggressively to expand this national rescue system into the top abortion-dense communities, compete head to head with the abortion industry, and help lead the effort to make abortion unthinkable and unavailable in America.



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**VIRTUAL WOMEN'S CARE CLINIC**

14

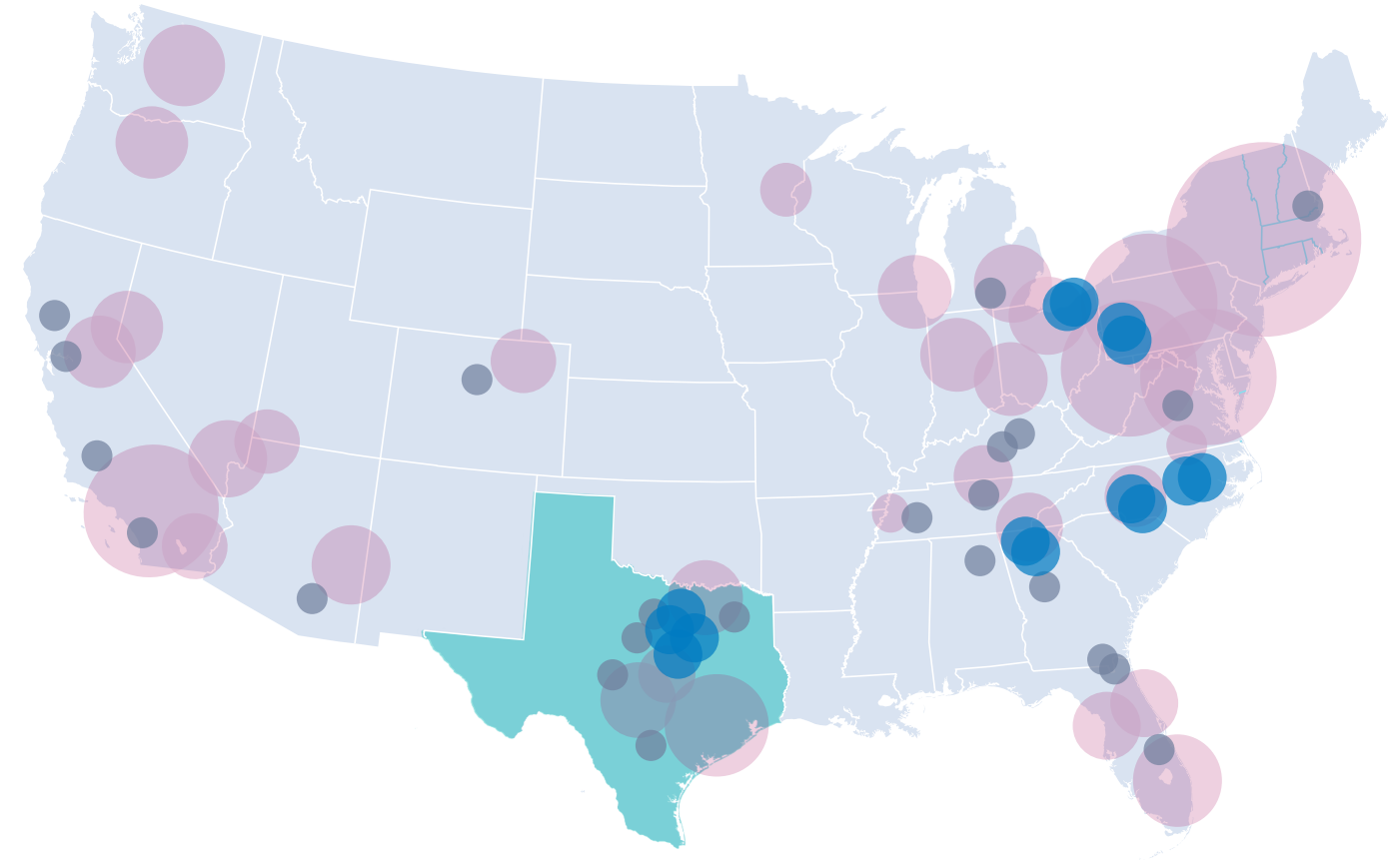
**HUCO WOMEN'S CARE CLINICS**

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**LIFE-AFFIRMING PRC PARTNERSHIPS**

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**TOP ABORTION-DENSE COMMUNITIES**





**WE EXIST TO MAKE  
ABORTION UNTHINKABLE  
AND UNAVAILABLE IN  
OUR LIFETIME.**

# OUR MISSION

RESCUE THOSE BEING LED AWAY TO DEATH; HOLD

**HOPE, INNOVATION,  
AND SERVICE**

# OUR CORE VALUES

BACK THOSE STAGGERING TOWARD SLAUGHTER.

PROVERBS 24:11



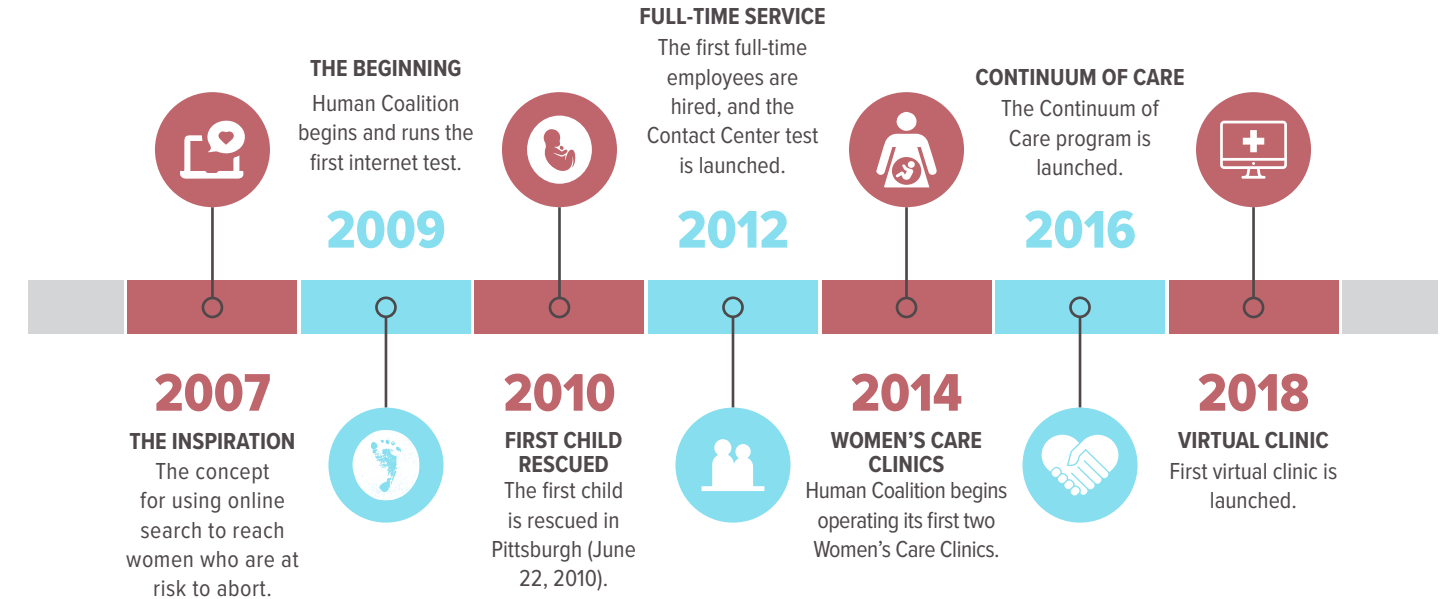
# OUR HISTORY

Human Coalition was founded in 2009 based on a 2007 Internet test to reach hurting and vulnerable women contemplating abortion. On June 22, 2010, the very first child was rescued from abortion using Human Coalition's innovative strategy and marketing methodology. For President Brian Fisher, this was a monumental moment. Upon hearing the story of how this child was rescued, he wept. The tears expressed his sorrow for having delayed his leap of faith into a full-time pro-life service, but also conveyed a sense of joy.

"I saw that God had called on me to rescue someone. I was converted in that instant from being a very reluctant participant to believing we can end abortion and we should," he recalls.

Between 2010 and 2012, Human Coalition grew slowly as a volunteer effort. However, in early 2012, Fisher and a few like-minded businessmen left their for-profit professions to lead Human Coalition full time.

Today, Human Coalition has grown into one of the largest pro-life organizations in the country, utilizing not only Internet marketing technology, but an in-house Contact Center, a network of life-affirming women's care clinics, a network of life-affirming pregnancy center partnerships, a Continuum of Care program, church outreach, and most recently—a virtual/telecommunication clinic.



# OUR IMPACT



I want to save the lives of innocent children and preserve their mothers from the pain of abortion.

“JANE,” Human Coalition Supporter

**158**

Employees Working  
to End Abortion

**11,109**

Donors Across the  
United States

**46,647**

Family-Related  
Services Delivered

**14**

Women's Care  
Clinics

**3,217**

Children Rescued  
from Abortion

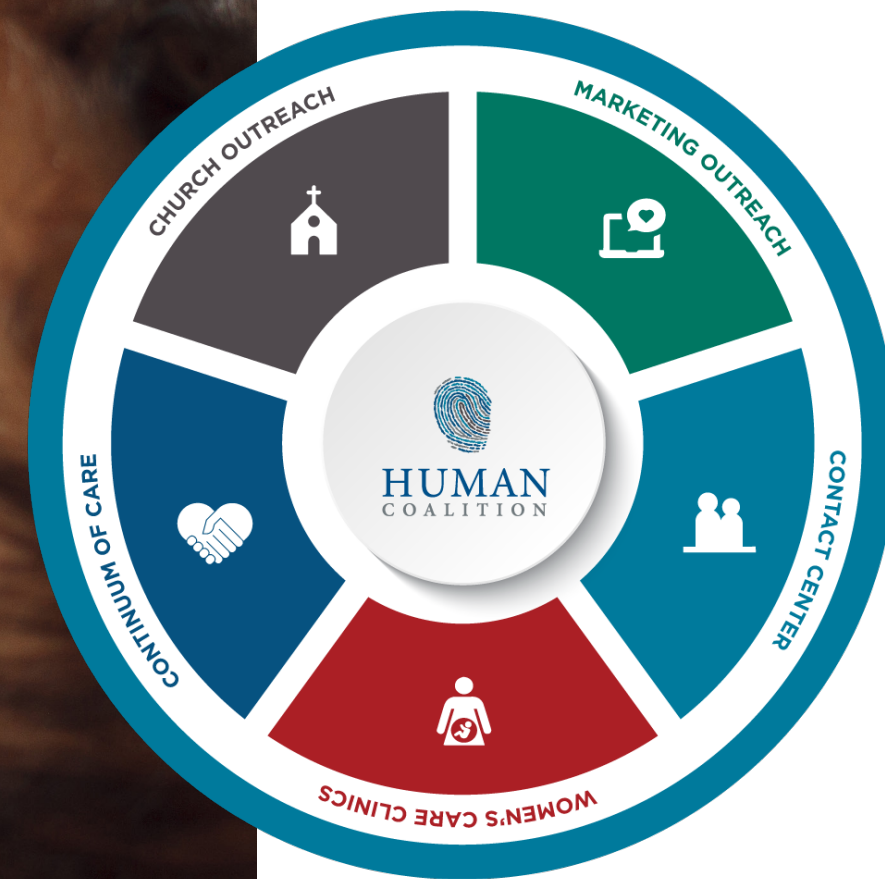
# CHILDREN RESCUED





# THE COMPREHENSIVE CARE SYSTEM

Human Coalition's Comprehensive Care System is built on a client care cycle: **reach** out to pregnant women in crisis, **rescue** their children from abortion, and **restore** their families to stability.



## MARKETING OUTREACH



We leverage Internet technology, automation software, big data, online and offline marketing, and marketing intelligence to reach and connect with women and families who are at high risk to abort. All marketing outreaches are evaluated based on cost, quantity, and quality.

“

Great people to talk to. Felt 100% comfortable talking to them about my situation.

— *“SHONDRA,”* Women’s Care Clinic Client

**54,860**

conversations with families  
who were planning to abort

## CONTACT CENTER



“

I was a bit nervous when I first arrived, but they made me feel comfortable. They actually care about you not only as a patient, but as a person as well.

— *“JANEE,”* Women’s Care Clinic Client

**7,327**

families guided into a life-affirming  
clinic across the country





“

I am an infant/toddler teacher at a child care center in New Mexico. I see every day just how amazing children are, no matter how small. I care so much about children and their rights. And when I see Human Coalition, I see others who care deeply about children's rights. All rights start with the right to be alive. Thank you so much for the work that you do!

---

“JAMIE,” Human Coalition Supporter

## WOMEN'S CARE CLINICS

Our women's care clinics, mobile care clinics, and virtual clinic provide comprehensive, compassionate care to vulnerable women and their families.



**4,878 FAMILIES CONNECTED** WITH LOCAL ASSISTANCE PROGRAMS THROUGH HUMAN COALITION'S VIRTUAL CLINIC.

**2,222 CHILDREN WERE RESCUED** BY HUMAN COALITION'S WOMEN'S CARE CLINICS.

**995 CHILDREN WERE RESCUED** BY HUMAN COALITION'S PREGNANCY CENTER PARTNERSHIPS.



## CONTINUUM OF CARE



We are committed to the child and family even after the initial crisis has passed. Our Continuum of Care program coordinates long-term assistance for vulnerable women and families through a network of support services that are already in place in major cities.

“ERIC,”

Thank you for going the extra mile for mothers, making abortion not the only perceived option.

Human Coalition Supporter

**1,464**

resources were extended to families

## CHURCH OUTREACH



“RENEE,”

My husband and I pray every day for pregnant women and unwanted babies. I felt I could help put our words into action. Thank you for what you do.

Human Coalition Supporter

**577,378**

church members promoting a pro-life culture

## A LIFE FOREVER CHANGED

In mid-summer of 2018, the virtual clinic began taking calls. The first call was received from “Evie” a single, homeless mother to four young children. When Evie called, she explained that she was pregnant with her fifth child, the father of the baby was no longer involved, and she was overwhelmed and desperate.

Evie loved being a mother; however, her living situation was unstable, and Evie felt like she had nowhere to turn.

She felt she should consider aborting this baby because another child would only add to the stress of her situation. So she searched online for abortion information and was guided to contact Human Coalition’s virtual clinic.

The virtual clinic nurse helped Evie schedule an appointment at a local pregnancy resource center to receive a free ultrasound, and she agreed. After seeing her baby on the ultrasound monitor, Evie decided to choose life. However, despite our attempts to make

many follow-up calls, our staff could not reach Evie. Several months passed before Evie reached out to us again. And she explained that she hadn’t had cell phone service.

Immediately after speaking with Evie, our Continuum of Care team jumped into action, connecting her with housing options, Christmas presents for her children, and even supplies for the new baby. Evie’s little boy was the virtual clinic’s first child rescued and

first birth! Our team continues to help Evie as she prepares to go back to work while raising her five children.







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It is a very personal and professional atmosphere, yet soothing and comfortable. Plus, caring and concerned. I plan to write a great Google review about this place! Women need to know there are people other than friends and family to listen to them. This is a scary time for some women, and the fear can cause you to make a choice you aren't 100% [sure] on, no matter what that may be. Love this place!

---

“*SHAWNA*,” Women's Care Clinic Client

WELCOME TO  
THE FAMILY

# EXPANSION

## 2018 WAS A YEAR OF SIGNIFICANT GROWTH

Human Coalition is constantly exploring how we can improve and more efficiently reach women and families who are at risk to abort. In order to reach the next woman and rescue the next child more quickly, we must continue to grow and expand into our nation's most abortion-devastated communities.



**We launched the first-ever pro-life virtual clinic in Texas.**

**WE GREW FROM 6 TO 14 WOMEN'S CARE CLINICS.**

WE CONTINUE TO PARTNER WITH PRO-LIFE PREGNANCY CENTERS IN **MORE THAN 40** LOCATIONS ACROSS THE COUNTRY.

OUR HUMAN COALITION STAFF GREW FROM **92 TO 158** EMPLOYEES.



"Human Coalition is perpetuating the sacredness of life. The effectiveness with which we are rescuing lives in the virtual clinic is an example of that. Our virtual

clinic is revolutionary! We were nervous about starting it because it had never been done before. However, we tested the market with counseling and Continuum of Care, received approval in May, and launched in June. What is so unbelievable about the virtual clinic is the marketability and scalability of it. **You can blanket an entire geographical area.** It is efficient and simplistic, but extremely effective. Our life decision rate speaks to that!"

— Ben Matthews  
Executive Vice President



"Women who are planning to abort take a home pregnancy test; search the Internet; make a call, which goes to a Contact Center agent; and they are transferred to a nurse who begins

counseling. This all takes place within minutes. So essentially, **the woman in crisis is talking to someone right away.** Any misinformation or worries or fears are acknowledged, and any medical questions are answered. We can address any crisis challenges and pressure points right away, serving her and helping her—from connecting her to medical care, free ultrasounds, and state services, to drop-shipping her diapers or formula for a child already at home."

— Lori Szala  
National Director of Client Services



# WELCOME, CHARLOTTE

## ERIN FORSYTHE DIRECTOR OF STRATEGIC PARTNERSHIPS



“By God’s grace, the Charlotte team is a well-oiled machine whose confidence is rooted in the finished work of Christ. We are not immune to high-pressure situations and emotionally charged work. I love our long-established culture of consistent transparency and vulnerability amongst all members of the team. Each employee’s strengths are sought after and shared—we make each other better. Becoming a part of Human Coalition was a huge act of obedience

unto God. I felt His tug to pursue this path in 2013, and I have been amazed to watch His plan, in His timing, unfold. The Charlotte team is ready to see God end abortion in our city and our great nation. Human Coalition has a laser focus on getting that done. Together, we are stronger and more effective... united in one purpose: to end abortion and take what the enemy meant for harm and destruction and use it for God’s good purposes.

I’m ready to see Charlotte become an abortion-free city, and I dream about it being the first in our nation to do so. I believe God can answer that big prayer.”

## MARY FLEISCHMAN, CLINIC DIRECTOR



“The Board of Directors at my clinic asked me why I thought it was a good idea for the clinic to become a part of Human Coalition. I told them we’d built a great battleship, but we were going to pull up alongside an aircraft carrier. I explained to my clinic’s board that I love the people at Human Coalition. They care about reporting with integrity and putting the client experience first. Our visions are aligned. But the most important aspect of our relationship with

Human Coalition is that on our own, we had done all we could as a pregnancy resource center. We had reached a point where we had maxed out. We needed to do more. The opportunity to rescue more lives as a part of the Human Coalition family is so exciting. As I look to the future, I can’t wait to see what happens. We are just now seven months into the process as a women’s care clinic. We have new support systems, and we are gaining traction.

I can’t wait to hit the one-year mark because the growth here in Charlotte is going to be explosive!”

# WELCOME, CLEVELAND

**PAMELA GIBSON, CLINIC DIRECTOR**



“I am so grateful to be a part of Human Coalition. I feel God has called me to the pro-life movement. It is my passion and near and dear to God; therefore, it is near and dear to me as well. I was so excited to align with Human Coalition because their mission and vision so closely aligned with mine.

To think abortion could be unthinkable and unavailable in my generation greatly excites me.

I can’t wait to see how God is going to work, move, and do the impossible in the future. It makes me so happy that we can share His hope and love with the women we minister to.

My prayer is that all the women we meet would value life, because all life is precious.”

# WELCOME, TUCKER

**RACHEL LANE  
REGIONAL DIRECTOR OF CLIENT SERVICES**



“I am so grateful to get to love on and show Jesus to hurting women. It is so fulfilling to help rescue babies and restore lives. I became a part of Human Coalition because of their mission. I love how the Lord is leading and guiding this organization. I am looking forward to seeing Human Coalition expand in the future—so much so that we are in every state!”



# INNOVATION

**ANGIE IVEY**  
**CLINIC DIRECTOR—VIRTUAL CLINIC**



“When we began the virtual clinic, it was a completely new concept—something that had never been done before in the pro-life space. First, because we weren’t able to see our clients face to face; and second, because we had to get them into a pregnancy resource center (rather than one of our women’s care clinics) for an ultrasound and pregnancy test. Our nurses had never worked in this kind of environment before, so it was

a new concept and new adventure for everyone involved. However, from August to December 2018, we rescued 263 children. Women really appreciate that they can call in and immediately talk to a nurse. The nurses care for the women and walk through their concerns with them. Because it is anonymous, the women will go to the pregnancy resource center. One of the most impactful stories was a young woman who went home and told her

mother how she had been planning to abort. However, she changed her mind and chose life after she talked with us. That young woman’s mother then confided in her that she’d had an abortion 13 years earlier, and she wished she would have had someone like Human Coalition to talk to as well.”

**263 CHILDREN  
RESCUED FROM  
ABORTION SINCE  
ITS INCEPTION IN  
AUGUST 2018.**

**4,878 FAMILIES  
CONNECTED WITH  
LOCAL ASSISTANCE  
PROGRAMS.**



GG

I believe you are standing in the gap to rescue scared mothers from feeling like abortion is their only option, while at the same time loving them and pointing them to Christ. May God continue to bless your work.

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*“THOMAS,”* Human Coalition Supporter





# FINANCIALS\*

## ASSETS

Current Assets	
Cash and Cash Equivalents	\$1,709,375.93
Receivables, Net	\$16,661.26
Other Current Assets	\$2,715,973.22
<b>Total Current Assets</b>	<b>\$4,442,010.41</b>

## LONG-TERM ASSETS

Property & Equipment	\$662,415.40
<b>Total Long-term Assets</b>	<b>\$662,415.40</b>
<b>Total Assets</b>	<b>\$5,104,425.81</b>

## LIABILITIES AND NET ASSETS

Liabilities	
Short-term Liabilities	
Accounts Payable	\$510,703.79
Accrued Liabilities	\$120,807.27
Accrued Taxes	\$55,859.08
Note Payable - Current Portion	\$700,000.00
Other Short-term Liabilities	\$18,838.04
<b>Total Short-term Liabilities</b>	<b>\$1,406,208.18</b>
<b>Total Liabilities</b>	<b>\$1,406,208.18</b>

## NET ASSETS

Unrestricted	\$3,278,217.27
Temporarily Restricted	\$420,000.00
<b>Total Net Assets</b>	<b>\$3,698,217.27</b>
<b>Total Liabilities and Net Assets</b>	<b>\$5,104,425.45</b>

## REVENUE

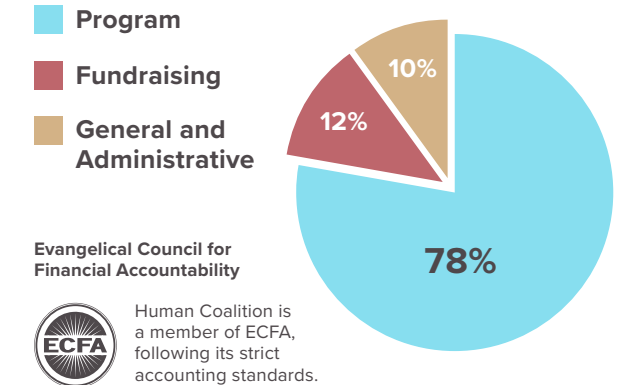
Private Contributions	\$8,292,514.53
Government Reimbursements & Grants	\$2,503,625.91
Other Income	\$1,196,673.38
<b>Total Revenue</b>	<b>\$11,992,813.82</b>

## EXPENSES

Program Services	
Marketing Outreach	\$865,668.08
Allocated Services	\$1,403,648.86
Contact Center	\$365,480.89
Women's Care Clinics	\$5,974,693.49
Continuum of Care	\$642,963.02
Church Outreach	\$131,759.51
<b>Total Program Expenses</b>	<b>\$9,384,213.85</b>

## SUPPORTING SERVICES

General and Administrative	\$1,179,284.36
Fundraising	\$1,425,567.08
<b>Total Supporting Services</b>	<b>\$2,604,851.44</b>
<b>Total Expenses</b>	<b>\$11,989,065.29</b>



\*Unaudited Financials



## SENIOR LEADERSHIP TEAM



**Christopher Baggett**

Vice President,  
Donor  
Development



**Jeff Bradford**

Vice President,  
Strategic  
Relationships



**Brian Fisher**

President



**Rachel Lane**

Regional  
Director of  
Client Services



**Colin LeCroy**

National Director  
of Government  
Partnerships



**Amber Lehman**

National Director  
of Strategic  
Partnerships



**Ben Matthews**

Executive Vice  
President



**Barry Moerschell**

General  
Counsel



**Reverend  
Dean Nelson**

National  
Outreach  
Director



**Joe Pagano**

National  
Contact Center  
Director



**Lori Szala**

National  
Director of  
Client Services



## WILL YOU PRAY?

With much excitement, we are looking forward to all that God has in store for us in 2019. As we continue to **rapidly expand this national rescue system** for preborn children and their families, we are prayerfully asking God for more and more children to be rescued from abortion.

Will you join us in that prayer? **Will you join us in praying God** would give us more brick-and-mortar clinics, more mobile clinics, and a larger reach for our new virtual clinic?

Our marketing outreach costs rose 54% in 2018, meaning it costs us 54% more just to reach a woman in crisis. The abortion industry continues its attempts to outspend and outsmart us as we seek to reach women and families. **Will you pray that God thwarts their efforts and reduces** our costs, so we can rescue more children?

**Will you also pray that our collaborative, coalition-building efforts** in the pro-life movement will continue to grow and succeed? We cannot end abortion alone—we need more and

more partners and groups to link arms with us.

Again, thank you for your profound impact on this ministry.

Many blessings to you and your family in 2019.

For children and families,



Brian Fisher  
President





