HUMAN
COALITION

HUMAN COALITION

fiscal year 2020

ANNUAL REPORT

a letter from OUR PRESIDENT

Thank you for your support of Human Coalition's lifesaving work in fiscal year 2020 (July 1, 2019 – June 30, 2020). Because of your commitment to preborn children and their families, Human Coalition had one of our most successful years yet.

Before sharing some exciting details on how you are making a difference, please note that this is the first annual report since transitioning to a fiscal year of July to June, rather than a calendar year of January to December.

Thanks to your sacrificial giving, a total of 4,146 children were rescued from abortion in fiscal year 2020. Behind each number is a child that will have a chance to grow up, bond with family, go to school, make friends, create memories, and have... LIFE. And that's all because ***YOU*** cared!

Your partnership also meant that families received the help and hope that they so desperately needed. In total, your support helped provide over 194,000 medical and social services to moms and families in fiscal year 2020. This included crisis counseling, prenatal care, financial guidance, material assistance, public assistance, and many other important services.

Your giving has transformed families and will mean life for generations to come!

Your generosity also provided critical assistance during the COVID-19 pandemic. In the early weeks of the pandemic, Human Coalition transitioned the entire operation of care into a telehealth model. This transition was done ***in only three days*** and allowed us to continue providing lifesaving care to our patients during a time of incredible need. And as a result, even more innocent children were rescued from abortion in the months that followed.

We are so grateful for your prayers and support. Because of you, lives are still being saved during this unusual time.

As you read through this report, you will learn more about the impact you are making and the hope you are providing to some of the most vulnerable among us. It is my prayer that you are encouraged and inspired to hear how your giving is saving lives.

I also hope that as you read this report, you will prayerfully consider how you can continue playing a role in the mission to end abortion – during fiscal year 2021 and beyond.

Thank you again for your partnership. We are so blessed to have you by our side!

For children and families,

Jeff Bradford,
Acting President

HUMAN COALITION

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"Thank you for loving the babies and allowing me to live out scripture with you."

Rose

Human Coalition Supporter

the CHALLENGE

HUMAN DIGNITY HAS BEEN CORRUPTED BY AN ABORTION INDUSTRY THAT SEEKS TO DESTROY LIFE IN THE WOMB

Human dignity is under attack.

The culture in America simply does not view life inside the womb with the same respect and value as life outside the womb. This disparity in viewpoint concerning the dignity of life has been on full display amidst the COVID-19 pandemic.

While great lengths have been taken to save lives outside the womb, the multi-billion-dollar abortion industry is fighting to continue destroying the lives of innocent children inside the womb. They are taking advantage of women with unexpected pregnancies who are feeling added stress and anxiety over the economic situation. They are spreading the lie that abortion is “essential health care” and should be allowed to continue no matter what.

Human dignity has been, and continues to be, damaged by the culture of death in America. It must be stopped, and dignity must be restored.

HUMAN COALITION

the SOLUTION

HUMAN COALITION IS RESTORING HUMAN DIGNITY FOR ALL GENERATIONS

Thanks to the help of faithful partners like you, Human Coalition isn't standing by waiting for others to act. With your help, Human Coalition is mobilized to restore dignity for generations through its work to reach, rescue, and restore. Our care doesn't stop after a life decision is made. We provide a deep level of care designed to meet the needs of the child, mother, and entire family.

Human Coalition's National Rescue System starts with innovative internet marketing to **REACH** abortion-determined women. Human Coalition's staff approaches women with the love of Christ to listen to their challenges and offer solutions to empower them to choose life and **RESCUE** the entire family from abortion. Long after the crisis has passed, Human Coalition continues to walk with the family to **RESTORE** them to stability.

Your support allows Human Coalition to grow each program aggressively to combat the culture of death in America and restore dignity to all human life.

HUMAN COALITION

OUR MISSION

**WE EXIST TO COOPERATIVELY END ABORTION.
IT'S THAT SIMPLE.**

RESCUE THOSE BEING LED AWAY TO DEATH;
HOLD BACK THOSE STAGGERING TOWARD SLAUGHTER.

PROVERBS 24:11

"Thank you for acknowledging the value of a human life."

Devin

Human Coalition Supporter

OUR CORE VALUES

COLLABORATE: We work together as a team.

CHALLENGE: We're expert problem solvers.

COMMIT: We drive the mission forward in brave pursuit.

HUMAN COALITION

Human Coalition is working to restore dignity for generations through its efforts to . . .

REACH
RESCUE
RESTORE

“I decided I will do what I have to do as a parent because my mother didn’t give up on me when I was this big in her tummy.”
Shannon
Human Coalition Client
HUMAN COALITION

REACH

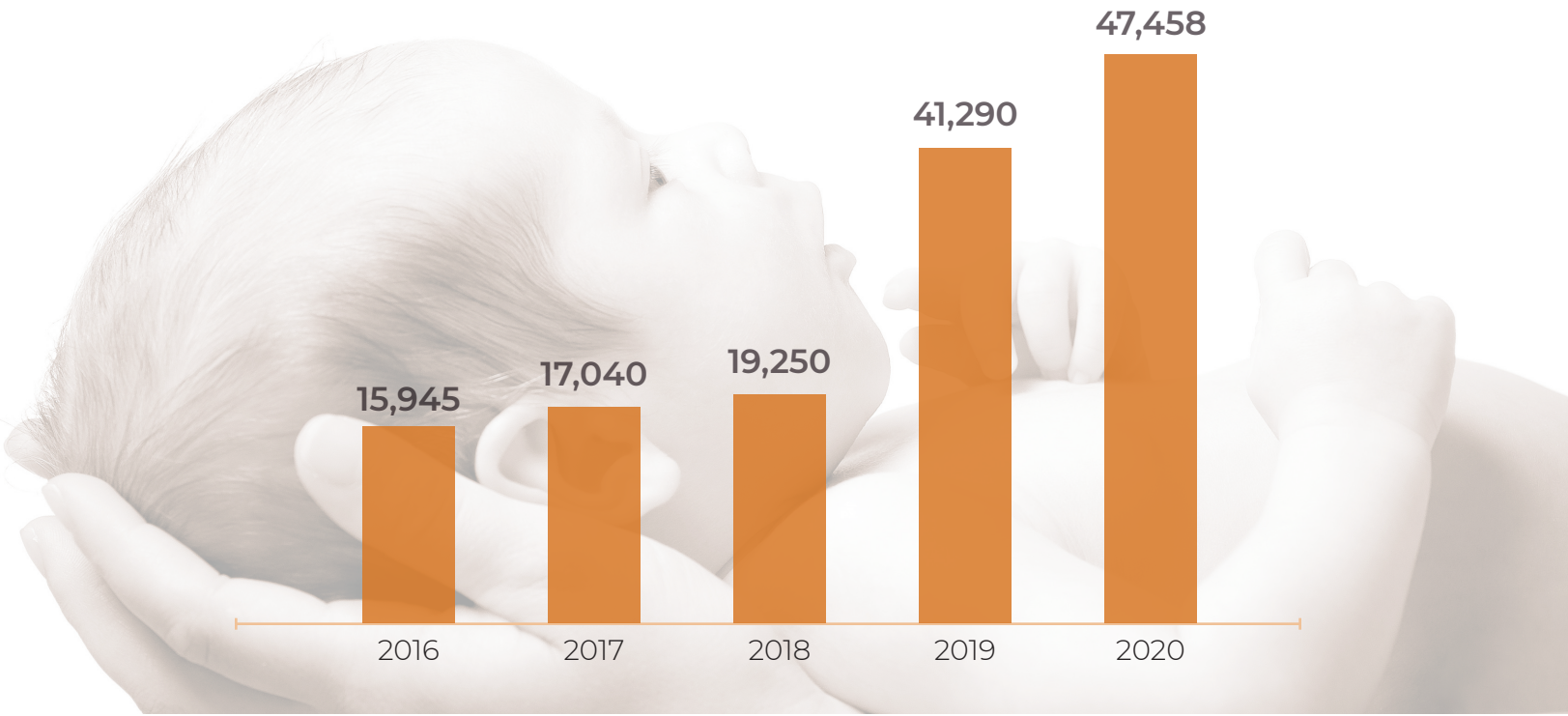
Your giving allows Human Coalition to reach women in desperate need of care and support. As you know, we can't wait for them to find us, because if we don't reach them, they may not hear a message of hope and life from anyone else.

Using internet outreach marketing, Human Coalition reaches women online and offers them the opportunity to connect with our Contact Center. The clients your gifts help us reach include women who are at high risk to abort, as well as women who are not considering abortion but are seeking assistance for other needs and resources.

Women who call the Contact Center are connected with a Human Coalition call agent who begins to ask questions about the services they need, if they are considering abortion, where they live, and who they can be connected to – whether it be one of Human Coalition's Health Care Centers, Telehealth Care Centers, or one of our partner pregnancy resource centers. The agents at the Contact Center then help schedule an appointment at a nearby Health Care Center or with a Telehealth Care Center nurse.

HUMAN COALITION

TOTAL NUMBER OF CLIENTS SERVED



IN FISCAL YEAR 2020

Your giving helped serve 47,458 clients.

RESCUE

Your gifts help rescue children by showing mothers and families the hope and love of Christ and providing for their physical, emotional, and tangible needs. Human Coalition rescues because we ourselves have been rescued by Christ and are called to rescue those being led away to death (Proverbs 24:11).

When a client arrives for her appointment at a Brick-and-Mortar Health Care Center, she meets with a medical professional and is introduced to her baby for the first time through an ultrasound. A nurse then meets with her to talk more about her challenges and the options she has.

In the Telehealth Care Center, a client is almost immediately connected with a nurse to begin counseling. Whether through the Brick-and-Mortar or Telehealth Care Centers, the appointments are meant to help chip away at the mountain of challenges a mom faces so that she can see hope on the other side and feel empowered to choose life for her child.

HUMAN COALITION

Since Human Coalition was founded in 2009,
your giving has helped rescue

17,384

children from abortion.

IN FISCAL YEAR 2020

Your giving helped rescue **4,146 children** from abortion.

RESTORE

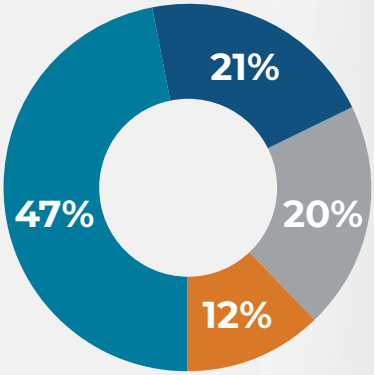
Rescuing children from abortion is at the core of Human Coalition's mission. But our services expand far beyond a life decision because like you, we care about restoring dignity to the entire family.

With your support, Human Coalition provides in-depth, compassionate care for families. This includes care coordination, crisis counseling, and prenatal care and education. For longer-term care, clients have the opportunity to receive a body of Continuum of Care services for their family, which includes financial guidance, housing assistance, employment resources, materials assistance, public assistance, childcare support, and much more.

HUMAN COALITION

Restoring a family to stability takes more than one phone call; it requires a deep level of care with frequent communication. That's why on average, Human Coalition had more than 40 points of contact with each mom who was considering abortion but chose life in fiscal year 2020.

TOTAL NUMBER OF CLIENTS SERVED IN FISCAL YEAR



- Restorative Services
- Crisis Counseling & Support
- Care Coordination
- Prenatal Care & Education

IN FISCAL YEAR 2020

Your giving helped provide **194,239 services** to clients.

our HISTORY

Human Coalition was founded in 2009 based on an 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. Fast forward 10 years, and Human Coalition has grown into one of the largest pro-life organizations in the country, expanding its reach across the nation with an in-house Contact Center, seven life-affirming Brick-and-Mortar Health Care Centers, a network of life-affirming pregnancy resource center partnerships, a body of holistic Continuum of Care services, and a Telehealth Care Center. Additionally, in 2019, Human Coalition launched Human Coalition Action, which advances pro-life policies and issues in the political realm.

HUMAN COALITION

2007

THE INSPIRATION

We develop the concept for using online search to reach women who are at risk to abort.

2009

THE BEGINNING

Human Coalition begins and runs the first internet test.

2010

FIRST CHILD RESCUED

The first child is rescued in Pittsburgh.

2012

FULL-TIME SERVICE

The first full-time employees are hired, and the Contact Center test is launched.

2014

HEALTH CARE CENTERS

Human Coalition begins operating its first two Health Care Centers.

2016

CONTINUUM OF CARE

The Continuum of Care program is launched.

2018

FIRST TELEHEALTH CARE CENTER

The first Telehealth Care Center is launched in Texas.

2019

HUMAN COALITION ACTION

Human Coalition Action is launched to enter into political engagement and pursue pro-life policy.

life DECISION

THE ULTRASOUND REVEALED TWO

"Chelsea" was stunned. How could she be pregnant? She thought she was taking the necessary precautions, but nevertheless, the test was positive.

Chelsea's education was extremely important to her. But now, she feared the funding for her education would change. Moreover, the father of her baby didn't feel it was a good time for him to have a child, and everyone else around her was saying they supported her "choice."

She loved children and wanted to be a mom one day. But with little support and her education on the line, she decided to begin searching for abortion services. Instead, she came across one of Human Coalition's Health Care Centers.

Chelsea arrived at the center determined to have an abortion, but still agreed to an ultrasound. Much to her surprise, the ultrasound revealed not one, but two babies moving around in her womb! And when Chelsea heard the heartbeats, she was hooked. A motherly bond that she never thought she could have started right there in the ultrasound room. Chelsea knew then that she had to choose life for her twins.

HUMAN COALITION

Months later, Chelsea gave birth to two beautiful boys, “Blake” and “Benjamin.” She told us that she has more love to give to her boys than she could ever imagine. Chelsea also shared with us that after the initial shock, her support system came back to rally around her and is walking with her as she raises Blake and Benjamin.

life DECISION

THE IMPOSSIBLE BECAME POSSIBLE

Nothing more could go wrong in "Danica's" life. She recently discovered her violent-tempered ex-boyfriend had a criminal record. Because of him, she lost custody of her only child and was fighting to get her back. She was facing a tough financial situation and constantly felt scared, alone, and full of anxiety.

A positive pregnancy test was enough to send Danica over the edge. What was hard in life now felt impossible. Her fear and anxiety pulled her into a depression. There was just no way she could physically, emotionally, or financially bring another child into the world right now. As she was searching for an abortion, she found Human Coalition. Once she called our Contact Center, our team helped her schedule an appointment at one of our Health Care Centers.

Danica arrived with her mind made up to get an abortion. Still, she agreed to an ultrasound. Danica's baby appeared on the screen, and her tiny arms started waving as Danica watched intently. Knowing she would have a full team to support her, she left feeling less sure of her decision to pursue an abortion.

HUMAN COALITION

As the Health Care Center staff continued to follow up, Danica was deeply conflicted about what to do. She considered getting it over with and having the abortion. But she finally decided to reach out and meet again at our Health Care Center.

As she talked with the Health Care Center staff, Danica's fears began to collapse and her true desire to have her baby came through. Finally, her mind became clear, the impossible became possible, and all she could think about was holding her baby girl. Before she knew it, she was giving birth to "Celeste," and was elated to finally hold her in her arms.

persevering through

THE PANDEMIC

"I can't help but look around and see the world facing so much illness and death, and realize that I am carrying life."

Madison

Human Coalition Client

Innovation has long been at the center of Human Coalition's culture. At no other time has this principle been tested more than during the COVID-19 pandemic.

At the onset of the pandemic in March, the decision was made to shift the entire operation of care – including all seven life-affirming Brick-and-Mortar Health Care Centers – to a completely telehealth care model so we could safely continue serving women and families.

By the grace of God, the help of your prayers and support, and the hard work of our growing team, the transition to telehealth care was made in just three days and more lives were saved in the process!

In the 10 weeks prior to Human Coalition going fully telehealth, we served a total of 8,760 clients. In the 10 weeks following our move to telehealth care, our expanded hours allowed us to meet the increased need and serve a total of **10,297 clients, *an increase of nearly 18%.***

Most importantly, serving more clients meant even more innocent children were rescued from abortion than before going fully telehealth. And it's all thanks to your faithful support!

This season has shown us how God can work amidst a challenging time. It taught us new ways of delivering care that we are eager to use in the future. It renewed our faith in the truth that *with God, all things are possible*.

Again, thank you for your continued dedication to rescuing preborn children during such an uncertain time. Moving forward, we are committing to staying at full staff and full capacity to serve our clients.

HUMAN COALITION

life DECISION

A LIFE SAVED DURING COVID-19

After weeks of going back and forth, "Jen" found herself in the waiting room of an abortion clinic.

Tears filled her eyes as she filled out the paperwork and read what they were going to do to her baby. She glanced up, suddenly feeling self-conscious.

"I wanted to look around the room and make sure nobody was judging me . . . but I was the only one crying," she remembers.

Finally, her name was called, and her consultation began. She received an ultrasound and was told that with how far along she was, a suction abortion would be necessary.

"I knew that . . . but hearing it was even more gross," Jen recalled.

She left the clinic upset but settled on her decision to have an abortion.

Then Jen got the call that changed her life.

Her phone started ringing, and she reluctantly answered. On the other end was one of Human Coalition's Telehealth Care Center staff members.

Weeks earlier, Jen had reached out to the Telehealth Care Center to discuss her options.

Jen was honest with her and said that her mind was made up and she wasn't keeping the baby. The center staff asked if that's what she *wanted* to do and reminded her that she did have options. Something changed for Jen over the course of the conversation.

"I think it was their empathy . . . I could really feel it in their voice that they cared," she said. "I'm not used to anybody really ever wanting to help me."

After that conversation, Jen felt at peace and capable of choosing life for her child. In the days and weeks that followed, Human Coalition staff continued checking on Jen and connected her to resources for Medicaid applications, prenatal care, affordable daycare, utility assistance, and even free baby clothes.

Soon after her decision for life, another challenge came: the COVID-19 pandemic. Jen could have let the fear and anxiety that came with the pandemic draw her back toward abortion. However, now fully equipped with the team from Human Coalition behind her, Jen continued on her path to bringing her baby into the world.

Today, Jen is only weeks away from giving birth but can't wait to meet her daughter! She has remained in consistent contact with Human Coalition's Telehealth Care Center, which has helped her with physical, emotional, and tangible needs throughout her pregnancy.

HUMAN COALITION

human coalition ACTION UPDATE

Still only a year old, Human Coalition Action – the advocacy arm of Human Coalition – is aggressively pursuing the implementation of pro-life policies at the federal and state levels. Specifically, Human Coalition Action is heavily engaged in Washington, D.C., Texas, and North Carolina.

Federal Government Engagement in Washington, D.C.

In Washington, D.C., Human Coalition Action has established relationships with government leaders in the White House and on Capitol Hill, while creating key partnerships with influential organizations. Human Coalition Action's Executive Director, Dean Nelson, met with both President

Donald Trump and Vice President Mike Pence in the last year on issues of race, faith, and the dignity of human life. He also regularly meets with members of the House of Representatives and the U.S. Senate.

In January, Human Coalition Action hosted several events during the National March for Life,

including an event on Capitol Hill with keynote speakers Kay Coles James, president of The Heritage Foundation, and Tony Perkins, president of the Family Research Council.

Additionally, Human Coalition Action engaged the Supreme Court by submitting an amicus curiae (friend of the court) brief in the June Medical Services v. Russo case. The challenged Louisiana law required abortion providers to adhere to basic standards to protect the lives and well-being of women when complications arise. Sadly, the Supreme Court overruled the law in a 5-4 decision, again allowing abortion providers to have exemptions from common sense regulations and failing to protect women.

State Government Engagement in Texas and North Carolina

Human Coalition is headquartered in the state of Texas and has two Brick-and-Mortar Health Care Centers in both Texas and North Carolina, as well as a Telehealth Care Center in Texas. As such, Human Coalition Action has focused on these states for political engagement.

Human Coalition Action consistently met with the highest level officials, like Attorney General Ken Paxton in Texas, to collaborate on essential pro-life policy issues. We also built support for multiple pro-life policies among the Texas legislators and will work to advance these policies in the upcoming session. Human Coalition Action also hosted roundtable events with pastors and community leaders throughout the state of North Carolina to inform and educate about pro-life policy issues.

Human Coalition Action has done many national and regional radio, television, and newspaper interviews.

To learn more and stay updated on the recent news from Human Coalition Action, visit HuCoAction.org.

human coalition

LEADERSHIP TEAM

Rachel Lane
Senior Director,
Family Services

Christopher Baggett
Executive Vice President

Jeff Bradford
Acting President

Barry Moerschell
General Counsel and
Vice President,
Compliance

Erin Forsythe
Vice President,
Development

Dean Nelson
Executive Director,
Human Coalition Action

Chelsey Youman
Texas State Director and
National Legislative Advisor,
Human Coalition Action

"I pray that my donation and many other donations will help end abortion."
Emma
Human Coalition Supporter
HUMAN
COALITION

pray for FISCAL YEAR 2021

We are excited for what God has in store for Human Coalition in fiscal year 2021, as we plan to continue growing to serve even more families and rescue as many preborn children as possible from the horror of abortion.

As we press forward in this mission, will you pray for the Human Coalition team over the next year? Will you pray for God's guidance as we expand to reach more communities in need? Will you pray for wisdom as we listen to His plans for the organization?

Will you pray for the moms and families we will connect with? Will you pray that they will have open hearts and open minds as we work to serve their needs? Will you pray for wisdom as our staff works with moms in difficult situations? Will pray that the staff will know the right words to say to help moms choose life?

Will you also prayerfully consider how God would have you contribute to the mission of ending abortion? Will you be an advocate and voice for preborn children where you work, where you worship, and where you live?

The mission to end abortion in America may seem overwhelming at times. But with your help, abortion can be ended in our lifetime. Again, thank you for your faithful partnership with Human Coalition. God bless you!

For children and families,

Jeff Bradford,
Acting President

FINANCIALS*

ASSETS

Current Assets	
Cash and Cash Equivalents	$1,945,272.37
Receivables, Net	$46,512.81
Other Current Assets	$1,706,430.75
Total Current Assets	**$3,698,215.93**

LONG-TERM ASSETS

Property & Equipment	$748,502.09
Other Long-Term Assets	$60,884.37
Total Long-Term Assets	**$809,386.46**
Total Assets	**$4,507,602.39**

*Unaudited Financials

LIABILITIES AND NET ASSETS

Liabilities	
Short-Term Liabilities	
Accounts Payable	$902,251.42
Accrued Liabilities	$237,526.83
Accrued Taxes	$84,461.67
Note Payable - Current Portion	$756,223.99
Other Short-Term Liabilities	$94,880.42
Total Short-Term Liabilities	**$2,075,344.33**
Total Long-Term Liabilities	**$1,696,453.14**
Total Liabilities	**$3,771,797.47**

NET ASSETS

Unrestricted	$735,804.92
Temporarily Restricted	-
Total Net Assets	**$735,804.92**
Total Liabilities and Net Assets	**$4,507,602.39**

"Thank you for giving women in crisis situations real choices and helping them choose life."

Gabby

Human Coalition Supporter

REVENUE

Private Contributions	$9,278,059.83
Government Reimbursements & Grants	$6,745,520.00
Other Income	$339,741.95
Total Revenue	**$16,363,321.78**

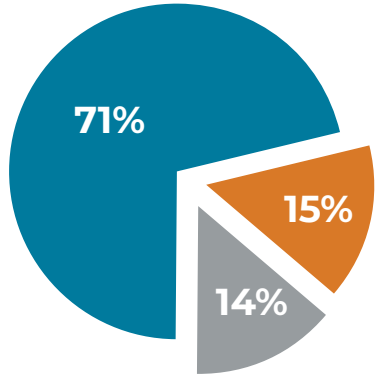
EXPENSES

Program Services	
Reach	$3,908,821.00
Rescue	$8,794,847.25
Restore	$586,323.15
Total Program Expenses	**$13,289,991.40**

SUPPORTING SERVICES

General and Administrative	$2,620,561.69
Fundraising	$2,807,744.66
Total Supporting Services	**$5,428,306.35**
Total Expenses	**$18,718,297.75**

HUMAN COALITION BUDGET BREAKDOWN



- Program
- Fundraising
- General and Administrative

Evangelical Council for Financial Accountability

Human Coalition is a member of ECFA, following its strict accounting standards.