



OUR PRESIDENT

Thank you so much for your faithful partnership with Human Coalition throughout fiscal year 2021 (July 1, 2020 – June 30, 2021)!

This was without a doubt one of the most difficult years many of us have faced in our lifetime. Between a global pandemic, nationwide unrest, a contentious election season, and economic uncertainty, every individual, family, and business was met with unprecedented challenges. However, through every twist and turn of the last year, you were there.

You were there for women who believed abortion was their only option.

You were there to provide help and hope to moms in desperate circumstances.

You were there to connect families to lifesaving and life-changing resources – empowering them to choose life for their innocent preborn children.

In fact, thanks to your ongoing support, an incredible milestone was reached during fiscal year 2021: the 20,000th preborn child was rescued from abortion since Human Coalition was founded over 10 years ago.

That means over 20,000 children who would have otherwise been aborted, have LIFE today – all because of your dedicated prayers and support. Praise God!

Additionally, your support has given thousands of moms and families access to comprehensive care to help achieve long-term stability. Through the Continuum of Care program, families are connected to expert care coordinators, who address their specific physical, emotional, and tangible needs.

In fiscal year 2021 alone, you enabled moms and families to receive over 188,000 medical and social services.

In short, you impacted thousands of lives in the last year – an impact that will be felt for generations to come. On behalf of our entire team, thank you for caring so deeply for preborn children and their families.

As you read through this report recapping an amazing year in the lifesaving rescue effort, I hope you will reflect on the long-term, generational impact of your partnership. And I hope you will be inspired to continue partnering with us to make abortion unthinkable and unnecessary.

Thank you again for your commitment to this mission. God bless you!

For life,

jeff Bradford,

President



CONTENTS

Obstacles

6	The Challenge	26	Human Coalition Action Update
8	The Solution	28	EMMA
10	Our Mission, Vision, and Core Values	30	Maria's Story: The Impact of Compassionate Support
14	Reach	32	Human Coalition Leadership Team
16	Rescue	2.4	'
18	Restore	34	Pray for Fiscal Year 2022
20	Our History	36	Financials
22	Life Decision: One Phone Call Changed Everything		
24	Life Decision: Real Solutions for Real		





THE CHALLENGE

Women facing unexpected pregnancies have real obstacles that lead them to believe abortion is their only option.

The primary reasons women cite for seeking an abortion are straightforward – they are struggling to meet basic, tangible needs, such as food, housing, and childcare. In fact, of the women served by Human Coalition, **76% say they would "prefer to parent"** if their life circumstances were different.

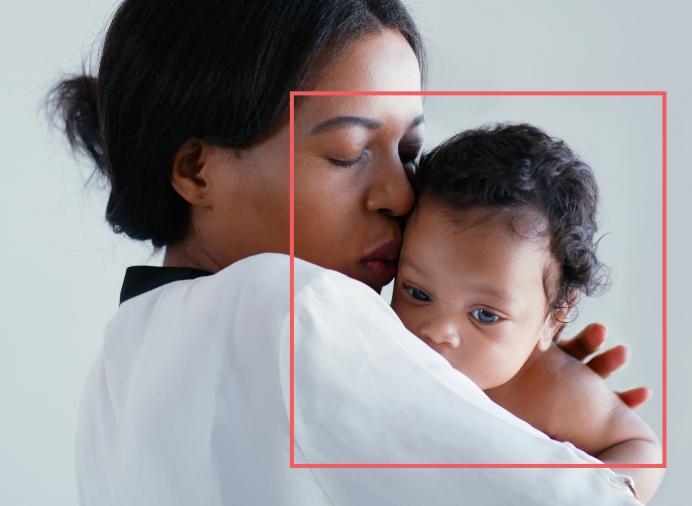
But for many of these moms, real solutions are never offered. Instead, they are aggressively targeted by Planned Parenthood and the abortion industry, who only push the false "solution" of abortion.

And instead of celebrating life in the womb, our culture celebrates abortion in the name of "choice," "reproductive freedom," and "women's rights."

Women facing unexpected pregnancies need true help and hope to overcome their obstacles. They need someone to stand in the gap and show them they have options other than abortion.

Because the lives of innocent children are on the line.





THE SOLUTION

Pro-life champions are uniting to grow a National Rescue System to make abortion unthinkable and unnecessary.

For more than 10 years, pro-life champions like you have locked arms to build a National Rescue System that provides real solutions to women facing unexpected pregnancies in some of the most abortion-dense communities across America.

The National Rescue System has grown to consist of four main components: **Telecare Women's Clinics**, **Brick-and-Mortar Women's Clinics**, **pregnancy resource centers**, **and Continuum of Care services**.

By supporting this network of care, you **REACH** thousands of moms and families with the hope and love of Christ and show them they have options other

than abortion. You empower them with resources to **RESCUE** them and their children from the devastation of abortion. And you provide long-term care and support to **RESTORE** stability to the entire family.

With your help, Human Coalition is committed to growing the National Rescue System, pushing back against the culture of death, and rescuing as many children and families as possible until abortion is *unthinkable* and *unnecessary*.





To make abortion unthinkable and unnecessary...

OUR VISION

...by helping lead an inclusive movement that values human dignity and establishes a culture of life.





OUR CORE VALUES

We dedicate ourselves to being a **LIFE-GIVING** family.

We pursue
UNITY
with grace, joy,
and humility.

We are called to INNOVATE.

We engage in COURAGEOUS conversations.

We lead with SELFLESS determination.

We inspire HOPE.

Through the prayers and support of thousands of partners nationwide, Human Coalition is fulfilling the mission of making abortion **unthinkable** and **unnecessary** through its efforts to...

REACH RESCUE RESTORE



REACH

Planned Parenthood and the abortion industry are not standing idly by, waiting for women to come to them. Instead, they target moms and families, selling abortion as the only "solution" to an unexpected pregnancy.

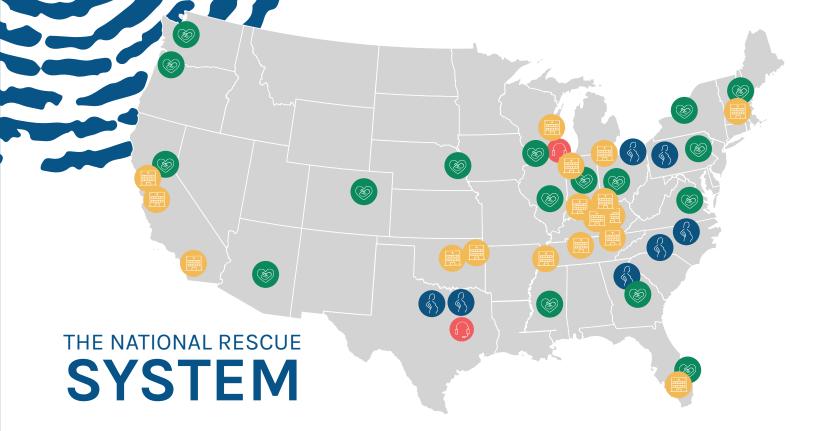
That's why it's critical to reach moms and families with a message of hope and life – before Planned Parenthood gets to them.

Your giving supports an innovative marketing strategy that leverages internet technology, automation software, big data, and marketing intelligence to reach women who are planning to abort online. These moms are connected

with Human Coalition's Contact Center to discuss their circumstances and specific needs.

Trained, professional call agents and nurses answer thousands of phone calls from these women and work to connect them to life-affirming care within the National Rescue System. Depending on the location and individual needs of each woman or family, they are quickly scheduled for an appointment with a Telecare Women's Clinic, a Brick-and-Mortar Women's Clinic, or a nearby pregnancy resource center.







BRICK + MORTAR WOMEN'S CLINICS

Offers in-person care to women, children, and families in some of the most abortion-dense communities in America.



TELECARE WOMEN'S CLINIC

Provides rapid care and assistance to women through phone calls and text messaging.



Allows Human Coalition to refer women and families to them so they can receive quality, compassionate care near their neighborhood.



Organizations within the pro-life movement who work with Human Coalition to serve more women and families across America.

RESCUE

After the initial phone call, your giving enables the moms to receive care in one or more of the following ways: Telecare Women's Clinics, Brickand-Mortar Women's Clinics, and Pregnancy Resource Centers.

Each type of clinic is vital to ensuring moms are provided with the type of care that most fits their needs as quickly and conveniently as possible.

In the case of Telecare Women's Clinics, moms are almost immediately connected with a nurse to begin counseling and care – which is especially important in urgent situations.

For in-person appointments at Brick-and-Mortar

Women's Clinics or pregnancy resource centers, moms meet with a medical professional and are introduced to their child through an ultrasound. A nurse then meets with her to learn more about her situation and how her needs can be met.

Regardless of where the care takes place, the clinic staff works to chip away at the obstacles moms and families are facing and offers tangible resources to empower them to choose life for their children.





Your support has rescued

21,104

children from abortion since 2010.

IN FISCAL YEAR 2021

Your giving served 39,973 clients.
Your giving rescued 3,927 children from abortion.

RESTORE

Of the women served by Human Coalition, 76% say they would "prefer to parent" if their life circumstances were different. That's why Human Coalition is so committed to walking with the entire family throughout the crisis – and long after the initial crisis has passed.

Through the Continuum of Care program, your giving provides practical, long-term care and assistance for the entire family to promote lasting stability.

Families have the opportunity to work with one of Human Coalition's experts, who helps them get connected to and navigate local resources to meet their physical, emotional, and tangible needs.

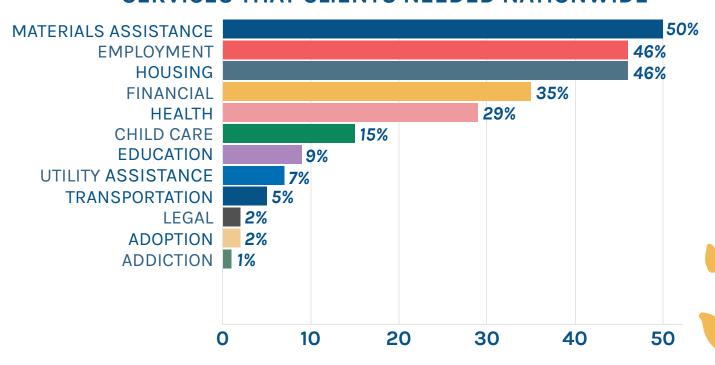
When families are empowered with this kind of support, they see a path to overcoming their obstacles. And in many cases, this support leads them to choose life for their child.

This chart shows the services that are highest in demand for women in the Continuum of Care program. These needs reflect the factors in a mom's life that are causing instability and putting added pressure on her to seek abortion.



IN FISCAL YEAR 2021 Your giving provided 188,040 services to families.

SERVICES THAT CLIENTS NEEDED NATIONWIDE



OUR HISTORY

In 2007, a group of pro-life advocates developed a new concept for reaching women who were at risk to abort through online searches. At the time, **only 2% of women actively seeking an abortion ever stepped foot into a pro-life clinic**. And despite the number of free resources and support available, this population was primarily searching for abortions as the only option for their challenges.

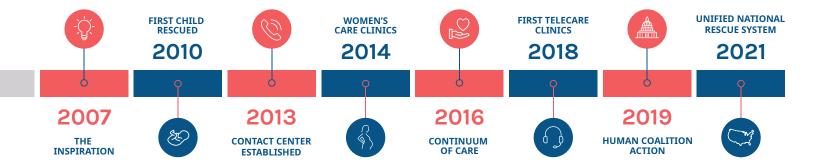
The strategy had never been used before, but the group believed the concept could reach these women and bring them into a life-affirming clinic. Two years later, the concept was tested for the first time, and Human Coalition was born.

Then, on June 22, 2010, the first child was rescued from abortion using the innovative strategy.

That first child was the beginning of a rescue effort that has now lasted more than 10 years. Thanks to the faithful support of pro-life champions like you over the years, Human Coalition has grown into one of the largest pro-life, pro-woman, and pro-family organizations in the country, committed to making abortion *unthinkable* and *unnecessary*.

Today, Human Coalition furthers this mission by engaging pro-life advocates and organizations in each cultural mountain of influence: the Family, the Church, Government, Media, Education, Business, and Arts and Entertainment.

Human Coalition is active in the Church mountain through key strategic partnerships, such as the Church of God in Christ – which has over seven million members. Additionally, Human Coalition mobilizes grassroots, advances pro-life policy and legislation, and engages with elected officials in the Government mountain through its affiliated organization, Human Coalition Action. But the heart of Human Coalition's work is in the Family mountain, where it elevates and expands the National Rescue System to rescue innocent preborn children and their families from abortion.





LIFE DECISION

One Phone Call Changed Everything

When "Kylie" found out she was pregnant, she had no idea what to do.

She told her family about the pregnancy and was met with mixed responses. Her mom was supportive and willing to help. But one of her sisters had previously gotten an abortion. And another was judgmental toward her situation.

Filled with fear and anxiety, Kylie started looking for an abortion online. As she was searching, she found the number to Human Coalition's Contact Center.

When Kylie reached the Contact Center, the call agent compassionately listened to her story. To provide her the urgent assistance she needed, the call agent connected her to a Telecare Women's Clinic.

The telecare nurse began to talk Kylie through all her options over the phone, including parenting the child and putting the child up for adoption. Then Kylie asked a simple but important question: "Is my baby alive?"

The nurse explained the developmental process for the child – sharing the truth that from the moment of conception, the child was alive. The nurse also talked to her about the realities of abortion procedures and the long-term side-effects, both physical and emotional.

Kylie was still unsure about parenting, but the nurse continued to encourage her that not only would her mom be there to help her, but so would the team at Human Coalition. Kylie then agreed to go to a nearby pregnancy resource center for an ultrasound.





LIFE DECISION

Real Solutions for Real Obstacles

"Amy" looked at the positive pregnancy test in complete shock.

She had just had a baby boy four months earlier and was already feeling completely overwhelmed. She was trying to care for a newborn, she had returned to work, and she was struggling to find affordable childcare for her oldest child. While her family was stepping in to help her in the short-term, she knew it wasn't a permanent solution.

Despite her boyfriend supporting the pregnancy, adding another child to her life just felt impossible. And she decided she had no choice other than abortion.

As she was searching for an abortion clinic nearby, she came across one of Human Coalition's Brick-and-Mortar Women's Clinics and scheduled an appointment.

When Amy and her boyfriend arrived for their appointment, they were offered a free ultrasound to meet their baby for the first time.

After the ultrasound, the couple met with a nurse, who talked them through the truth about abortion procedures and the toll it can take on both moms and dads.

While Amy was still undecided, the nurse talked to them about the Continuum of Care program, and reassured them that a whole team would be ready to love and support their entire family every step of the way.

Throughout the conversation, Amy's fears and anxieties began to melt away. And she decided to choose life for her baby!





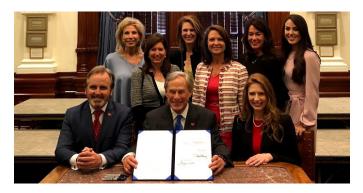
HUMAN COALITION

ACTION UPDATE

Human Coalition Action is focused on the Government mountain of influence through advocating for prolife policy and legislation, mobilizing grassroots, and engaging with elected officials and candidates. In Human Coalition Action's second year, they were extremely effective in elevating the pro-life movement and advocating for important policy at all levels of government.

2020 Elections

Human Coalition Action was highly engaged in the 2020 elections. With the support of partners like you, the team mobilized voters in the race for the White House and key races in the House of Representatives, Senate, and state capitols. While the White House fell to proabortion candidates, there were many exciting election results for the pro-life movement.



In Texas and North Carolina, key pro-life Senators won re-election, and in the House of Representatives, several new pro-life advocates were also elected. Additionally, with Human Coalition headquartered in Texas, the local elections in the state are particularly important. Human Coalition Action's team followed the races closely and were pleased that the strong pro-life majority was held in Austin.



Federal Government Engagement

Despite all the pro-life wins in the 2020 elections, the federal government ended up in the hands of pro-abortion leadership. Which means the abortion industry is working overtime to use their increased influence to roll back the pro-life gains made in the last several years.

One of Human Coalition Action's biggest priorities is preserving the Hyde Amendment – a decades old law that prevents taxpayer dollars from directly funding abortions. From the moment they took office, proabortion policymakers – including President Joe Biden – have fought to abandon this policy and funnel even more taxpayer dollars to groups like Planned Parenthood.

Human Coalition Action will continue building relationships with lawmakers to defend pro-life policies and be a voice for preborn children in the nation's capital.

State Government Engagement

While the federal government leadership is fighting to dismantle pro-life policy, numerous state governments began 2021 by reaffirming their commitment to life. In states such as South Carolina, Oklahoma, and Texas, lawmakers passed legislation banning abortion after a fetal heartbeat is detected. Human Coalition Action was particularly active in Texas, advocating for the state's version of the Heartbeat bill as it went through the legislative process.

Human Coalition Action's top priority at the state level is advancing the Every Mother Matters Act (EMMA) – an important piece of bipartisan legislation that would create a tangible system of support for at-risk women considering abortion. More information about this legislation can be found on *page 28*.

MATTERS ACT

The Every Mother Matters Act (EMMA) is Human Coalition Action's top priority in statelevel engagement. This pro-woman bill would create a tangible system of support for at-risk women considering abortion.

There are two notable factors that women planning to abort most have in common. First, 76% of the women seeking an abortion say they would "prefer to parent" if their life circumstances were different. Second, they are largely unaware that any public or private assistance for their circumstances exists or how to navigate it.

The problem is that many women who are in this situation end up at abortion clinics. While under some state laws, abortion clinics are required to provide information on available programs, this documentation is often lengthy and gives women no true help to obtain the resources. Furthermore, abortion clinics have a financial interest in the abortion and are not equipped to address the socio-economic needs of their patients.

Simply put, moms deserve better care and real options – especially when they need it most. That's why EMMA is so important.

EMMA would address these factors by giving at-risk women a meaningful opportunity to learn about and access the assistance they

need. EMMA provides moms with immediate personal support, long-term solutions, and healthy pregnancy benefits through trained licensed professionals.

Moreover, under this legislation, moms would have access to care for up to two years, regardless of whether or not they have an abortion.

As of the end of the fiscal year, EMMA had already been signed into law in Arkansas and received strong support in Texas. Human Coalition Action will continue to look for new opportunities to work with more lawmakers in other states who want to provide real options and better solutions for women to pass EMMA.





MARIA'S STORY

The Impact of Compassionate Support

When "Maria" discovered she was pregnant, she had just about lost everything. Recently evicted from her apartment and without a stable home, Maria had to send "Chase," her teenage son, to live with her mom in another state.

Maria was bouncing back and forth between motels, her car, and even an emergency shelter. She just couldn't see how she could care for another child. So, she began searching for abortion information online. But instead, she found the number for a Human Coalition Telecare Clinic.

Maria called the number and was urgently connected with a compassionate nurse to start counseling and care right over the phone. Throughout the conversation, Maria could sense that the nurse truly cared about helping her. However, even after talking through all her other options, she still believed she had no choice other than abortion.

But the telecare clinic nurse never gave up on Maria or her baby. She told Maria about resources she could receive through Continuum of Care and continued to encourage her.

Maria decided to come into a Brick-and-Mortar Women's Clinic for an ultrasound. As she saw her baby's tiny arms and legs dancing around, she felt an incredible sense of love. Knowing that a team of experts was ready to help her get back to stability, she decided then and there to choose life!

After Maria decided to choose life, the Continuum of Care staff helped her complete her application for Medicaid. Our team then provided her with information on affordable housing, and Maria moved into a new apartment. Best yet, Chase was able to move back in with her.



Soon after, Maria welcomed her baby boy, "Carter" into the world.

Maria continued staying in touch with Continuum of Care, and the team has helped connect her to resources to achieve true, long-term stability.

They helped Maria find affordable childcare – which she enrolled in just in time for returning to work after maternity leave. And the most exciting update is that she is working with her city's homebuyer's assistance program and is on track to purchase her very first home!

Maria's remarkable transformation is a picture of the lifesaving difference compassionate support can make. If pro-woman bills like EMMA are enacted, moms like Maria across the country could access the resources they so desperately need. And even more children and families could be RESCUED from abortion.



LEADERSHIP TEAM



Jeff Bradford President



Mike Tobias
Executive Vice President



Benjamin Watson Vice President of Strategic Relationships



Clark Costa Vice President of Development



Kathryn Loo Chief Financial Officer



Barry Moerschell General Counsel & Vice President of Compliance



Rachel Lane Vice President of Family Services



Joseph Pagano National Director of Government Programs



Dean NelsonVice President of
Government Relations



Chelsey Youman National Director of Public Policy



FY 2022

I hope you have enjoyed reading about the impact you have made throughout the last fiscal year. Your partnership has truly made a lifesaving impact on thousands of lives. And I can't thank you enough for walking with us through every challenge we faced.

But as you know, the pro-life movement cannot afford to slow down.

That's why in the next year, Human Coalition will remain laser-focused on expanding the National Rescue System and establishing more strategic partnerships, so that together, we can reach more moms, rescue more children, and restore more families.

However, this vision cannot happen without your ongoing prayers and support. So today, I'm asking for your prayers.

Will you pray for the Human Coalition team over the next fiscal year? Pray for the call agents, the nurses, and the clinic staff, who talk to women and families during their darkest times. Pray for our support staff, as they use their talents to elevate the National Rescue System. Pray for the Leadership Team, as we seek God's guidance in leading the organization forward.

Will you pray for the women and families who will be reached? Pray for wisdom as our staff walks with them through their crisis. Pray that even more choose life for their children in fiscal year 2022. Will you also prayerfully consider how you can get involved in the mission to make abortion unthinkable and unnecessary? Pray about being a champion of life in your family, your church, your workplace, and your community. Consider partnering with Human Coalition to rescue as many children and families from abortion as possible.

Once again, thank you for your faithful support of this mission. You are such a blessing!

For children and families,

Jeff Bradford,President





Lord, we plead for these lives that are at stake. We've seen you move, you move the mountains! And I believe we'll see you do it again through this organization!"



Human Coalition Supporter



FINANCIALS*

ASSETS

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Total Assets

Carrent / 133Ct3		
Cash and Cash Equivalents	\$2,032,700	
Accounts Receivable, Net	\$61,700	
Grants Receivable	\$681,200	
Other Current Assets	\$780,000	
Total Current Assets	\$3,555,600	
Long-Term Assets		
Property & Equipment	\$449,200	
Other Long-Term Assets	\$65,800	
Total Long-Term Assets	\$515,000	

LIABILITIES & NET ASSETS

Short-Term Liabilities

Liabilities

SHOLL-LELLIL FIGDILITIES	
Accounts Payable	\$731,200
Accrued Liabilities	\$323,100
Accrued Taxes	\$19,600
Note Payable - Current Portion	\$522,600
Other Short-Term Liabilities	\$352,200
Total Short-Term Liabilities	\$1,948,700
Long-Term Liabilities	\$6,000
Total Liabilities	\$1,954,700

Net Assets

Unrestricted

\$4,070,600

Total Liabilities & Net Assets	\$4,070,600
Total Net Assets	\$2,115,900
Total Unrestricted	\$2,115,900
Change in Net Assets	\$92,400
Net Assets	\$2,023,500
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^{*}Preliminary Unaudited



REVENUE & OTHER INCOME

Total Revenue	\$18,764,100
Other Income	\$731,300
Revenue - Sales & Services	\$215,900
Government Revenue	\$8,316,900
Contributions	\$9,500,000

EXPENDITURES

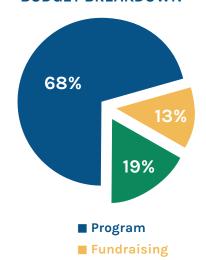
Program Services

Outreach	\$3,681,900
Clinic Services	\$8,232,900
Continuum of Care	\$621,400
Rescue Partner Services	\$121,100
Total Program Services	\$12,657,300

Supporting Services

Fundraising	\$2,434,000
Administrative & General	\$3,580,300
Total Supporting Services	\$6,014,300
otal Expenses	\$18.671.600

HUMAN COALITION BUDGET BREAKDOWN





Evangelical Council for Financial Accountability

■ General and Administrative

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

*Preliminary Unaudited



HUMAN COALITION

Get involved today by visiting HumanCoalition.org and HuCoAction.org.