A MESSAGE FROM
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
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I’m proud to support the noble work you’re doing... I don’t have much money but it’s money well spent if it can help stop [abortion]."

Matthew
Human Coalition
Supporter
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 have real obstacles that lead them to believe abortion is their only option. 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.
OUR MISSION
To make abortion *unthinkable* and *unnecessary*...

OUR VISION
...by helping lead an inclusive movement that values human dignity and establishes a culture of life.
Thank you for all you’re doing to rescue these little treasures from Heaven.”

Natalie
Human Coalition Supporter

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**
I appreciate every little thing you have done for me and the boys... I'm just speechless and grateful.

Jackie
Human Coalition Client
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.
Provides rapid care and assistance to women through phone calls and text messaging.

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

Telecare + B&M Women's Clinic

Telecare Women's Clinic Only

Service Pregnancy Resource Center (SPRC)

Mission Partners

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

Pregnancy Resource Center

Mission Partner

The National Rescue System

Brick + Mortar Women's Clinics

Telecare Women's Clinic

Pregnancy Resource Center

Mission Partner

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

- Materials Assistance: 50%
- Employment: 46%
- Housing: 46%
- Financial: 35%
- Health: 29%
- Child Care: 15%
- Education: 9%
- Utility Assistance: 7%
- Transportation: 5%
- Legal: 2%
- Adoption: 2%
- Addiction: 1%
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.


- 2007: The Inspiration
- 2010: First Child Rescued
- 2013: Contact Center Established
- 2014: Women’s Care Clinics
- 2016: Continuum of Care
- 2018: First Telecare Clinics
- 2019: Human Coalition Action
- 2021: Unified National Rescue System
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.
When Kylie arrived, she was already feeling more hopeful, thanks to her conversation with the telecare nurse. Then, seeing the first pictures of her baby on the screen, she realized she could not abort her child. And instead of being filled with fear and anxiety, she was filled with confidence to choose life for her child!

Months later, Kylie gave birth to her precious baby girl, “Emily.”

**Thanks to YOUR dedicated support, the Telecare Women’s Clinic has lifesaving conversations with moms like Kylie every day. These moms are given the support, the help, and the hope they need right over the phone. And because of you, thousands of children like Emily have LIFE outside the womb.**
“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!
After her decision for life, the Continuum of Care team went to work to help meet their needs – providing real solutions to their real obstacles.

When the time came to finally meet their baby girl, “Paige,” their fear had turned into incredible love and joy for their new child.

The majority of the moms served by Human Coalition already have at least one child. And because of partners like you, these moms and their families are empowered with real solutions to the real obstacles they face every day. And they are given a support system that walks with them for long after the crisis has passed.
Human Coalition Action is focused on the Government mountain of influence through advocating for pro-life 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 capitolls. While the White House fell to pro-abortion 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, pro-abortion 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.

To learn more and stay updated on the recent news from Human Coalition Action, visit HuCoAction.org.
The Every Mother Matters Act (EMMA) is Human Coalition Action’s top priority in state-level 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.

To stay informed on developments with EMMA and other important legislative initiatives, visit HuCoAction.org.
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 Nelson
Vice President of Government Relations

Chelsey Youman
National Director of Public Policy
When I first walked into the clinic, I thought, ‘No way I can have this baby.’ My life was a mess... From the moment I chose my baby, the blessings just started coming... I got a job, place to stay, and I am better off than I was before.

Tiana
Human Coalition Client
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!”

Peter
Human Coalition Supporter
# FINANCIALS*

## ASSETS

### Current Assets
- 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

**Total Assets**: $4,070,600

*Preliminary Unaudited*

## LIABILITIES & NET ASSETS

### Liabilities
- Short-Term Liabilities
  - 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
  - Net Assets: $2,023,500
  - Change in Net Assets: $92,400

**Total Unrestricted**: $2,115,900

**Total Net Assets**: $2,115,900

**Total Liabilities & Net Assets**: $4,070,600

*Preliminary Unaudited*
“God bless your ministry and all of the mothers and babies.”

Michelle
Human Coalition Supporter
# Human Coalition Budget Breakdown

## REVENUE & OTHER INCOME

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<th>Category</th>
<th>Amount</th>
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<tr>
<td>Contributions</td>
<td>$9,500,000</td>
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<tr>
<td>Government Revenue</td>
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<tr>
<td>Revenue - Sales &amp; Services</td>
<td>$215,900</td>
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<tr>
<td>Other Income</td>
<td>$731,300</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$18,764,100</strong></td>
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## 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** |

| **Total Expenses**              | **$18,671,600** |

*Preliminary Unaudited

**Human Coalition is a member of ECFA, following its strict accounting standards.**
Get involved today by visiting HumanCoalition.org and HuCoAction.org.