

A close-up photograph of a woman with long brown hair holding a newborn baby. The woman is looking down at the baby with a gentle expression. The baby is sleeping peacefully, nestled against the woman's chest. The woman is wearing a white textured cardigan. The background is dark and out of focus.

ANNUAL REPORT

FY 2022

July 1 - June 30



HUMAN
COALITION



A MESSAGE FROM **OUR PRESIDENT**

What an amazing year for life! Thank you for your prayers and dedication to rescuing children from abortion over the last fiscal year (July 1, 2021 – June 30, 2022)!

Your courage and commitment have made an incredible difference in the lives of thousands of women and children — reminding me of the honorable warrior depicted in Teddy Roosevelt's "Man in the Arena" speech.

Roosevelt said, "It is not the critic who counts ... the credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly." This person is "daring greatly" as he "spends himself in a worthy cause."

For nearly 50 years, pro-life champions like you have striven valiantly to protect children and families from abortion. It's due to your efforts and the grace of God that *Roe v. Wade* has been overturned!

The federal mandate on abortion is now thankfully over, and each state can create its own laws on abortion. Twenty-six states have enacted lifesaving restrictions for many children in the womb.

As America reaches this pivotal moment in history, I'm filled with both gratitude for the victories achieved and hope for the rescue mission that lies before us.

Thanks to you, the momentum for life is strong.

This past year, your support scaled the services of the Unified National Rescue System and expanded it into new abortion-dense areas. It is ready to serve more women and rescue more children from abortion in a post-*Roe* America.

Additionally, this fiscal year we saw the Texas Heartbeat Act go into effect, a law enacted prior to *Roe*'s repeal that prohibited abortion after the detection of a child's heartbeat. This bill was monumental because it was the first successful six-week abortion ban to be enacted since *Roe*. Over 100 children were rescued each day in Texas after the law went into effect in September 2022.

As you read this report recapping the last year, I hope you will see the impact you have made by advocating for life and serving women and the child in the womb. I know that you'll be inspired to continue your dedication to make abortion *unthinkable* and *unnecessary*.

Thank you for being in the arena!

God Bless,



Jeff Bradford
President



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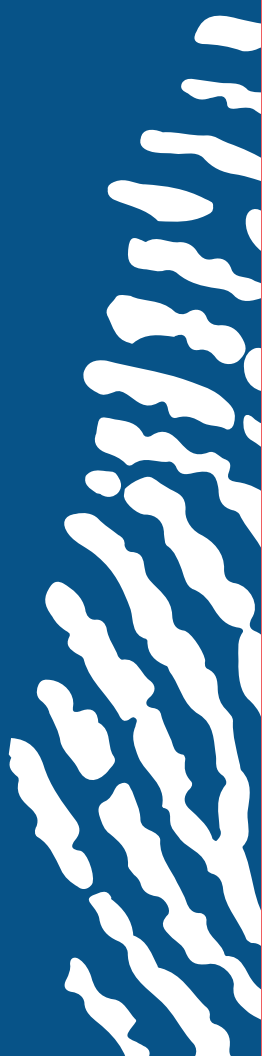
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Look for this icon to read stories from
moms we serve and the people who support them.

OUR Purpose

Our Mission, Vision, and Core Values

Our History

The Challenge

The Solution



"PAIGE"



Human Coalition Client

You guys are the reason I chose to keep my baby. I didn't know there was this kind of support. She is so amazing. I am so happy!



THE MISSION

To make abortion *unthinkable* and *unnecessary*...

THE VISION

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



"MELODY"



Human Coalition Supporter

You actually tell women the TRUTH! That their babies matter and they matter too. Stay strong and keep fighting!



CORE VALUES

We dedicate ourselves to being a **life-giving** family.

We pursue **unity** with grace, joy, and humility.

We are called to **innovate**.

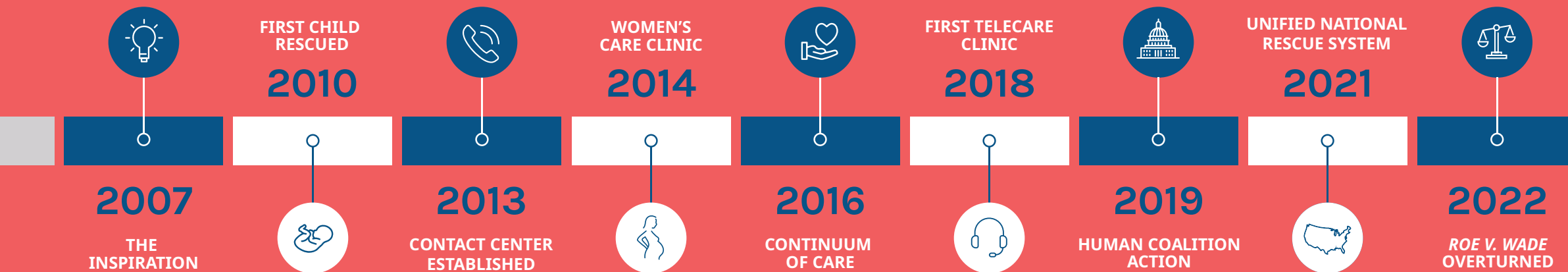
We engage in **courageous** conversations.

We inspire **hope**.

We lead with **selfless** determination.



OUR HISTORY



Gaining New Ground

In October of 2021, the National Rescue System expanded to serve women and families in the state of Tennessee. This includes abortion-dense markets such as Nashville, Memphis, and Knoxville. In the few short months we've been there, we've served over 1,248 families, and seen 176 life decisions made.



A warm, intimate photograph of a woman with long dark hair and a young boy with a short haircut, both smiling and hugging each other in a kitchen. The woman is on the left, and the boy is on the right. A red rectangular frame highlights the central part of the image where they are embracing. In the background, a kitchen shelf with various items like a red mug and a green container is visible.

The lifesaving
mission is far
from over.



THE CHALLENGE

The pro-life movement faces four primary challenges in a post-*Roe v. Wade* America.

Apathy: With *Roe*'s repeal, many pro-life advocates believe that abortion has been ended. Unfortunately, abortion is still legal and widely available in around half the states, which means women and children remain in grave danger. Now is not the time to stop protecting the vulnerable.

Abortion Trafficking: Women living in states with restrictions may rush to a state where abortion is legal. Some states have declared themselves "abortion sanctuaries," and countless corporations have pledged to cover the costs of employees traveling for abortion. The result is innocent lives in the womb trafficked and lost.

Abortion Pill: The federal government has made the deadly abortion pill easy to obtain. Women don't even have to visit a clinic — they can simply receive a prescription over the phone and have the medication mailed to their homes. The pill now accounts for more than 50% of all abortions.

Assistance: Many women will still be facing the same challenges that cause them to seek abortions in the first place. While pro-life advocates know that abortion has always been unnecessary, these women have been told for decades that abortion is the only solution to the difficult circumstances in their life. It is important that the pro-life movement continue to love and serve vulnerable women so that they too can see that abortion is unnecessary.

A photograph of a woman and a young boy lying in a hospital bed. They are both making a heart shape with their lips, looking at each other. The woman has short dark hair and is wearing a blue hospital gown. The boy has short brown hair and is wearing a patterned shirt. They are covered with a blue blanket. In the background, there are medical monitors and equipment on the wall.

"MARA"



Human Coalition Client

The entire staff was just beautifully sweet and it's very nice to know there's people that really care. Don't change a thing.



THE SOLUTION

In order to advocate for life and serve families, we must continue to grow the Unified National Rescue System.

The reality is no single organization can fight for life alone. There must be unified coordination to make the most lifesaving impact possible and counter the reach of the massive abortion industry.

The strategy of the Unified National Rescue System reflects Human Coalition's vision to advance a movement that values human dignity and establishes a culture of life.

Together, our life-affirming advocacy influences culture to face the reality of human worth and the tragedy of abortion; creates change across a unified

movement that makes a meaningful impact for the women and children we all serve; and rescues lives from abortion through a connected system of care that empowers moms to choose life.

Your support empowers the pro-life community to band together as one to lead the way in a post-Roe v. *Wade* America.

Because of you, the pro-life movement works together — and wins together.





OUR Strategy

Advocacy

Human Coalition Action Update

Service



ADVOCACY

We champion the value of life.

In a nation where many are apathetic or consider life in the womb as disposable, your support advocates for the truth: all children are valuable, starting from the moment of conception. You defend innocent children in the womb and protect their families from the devastation of abortion.

You refute the abortion industry's rampant lies as you bolster Human Coalition's media and educational efforts. You engage with culture as a strong voice for the vulnerable, awakening more Americans to abortion's horror and inspiring them to protect life.

Through your support, you work with the Church and equip pastors and Christian leaders to speak about abortion and serve. Our church advocates have made significant national partnerships with the Assemblies of God and The Church of God in Christ (COGIC).

The reality is 75% of moms seeking abortion would prefer to parent if their circumstances were different. You encourage churches to meet the needs of these families through material assistance, monetary support, mentorship programs, and prayer.

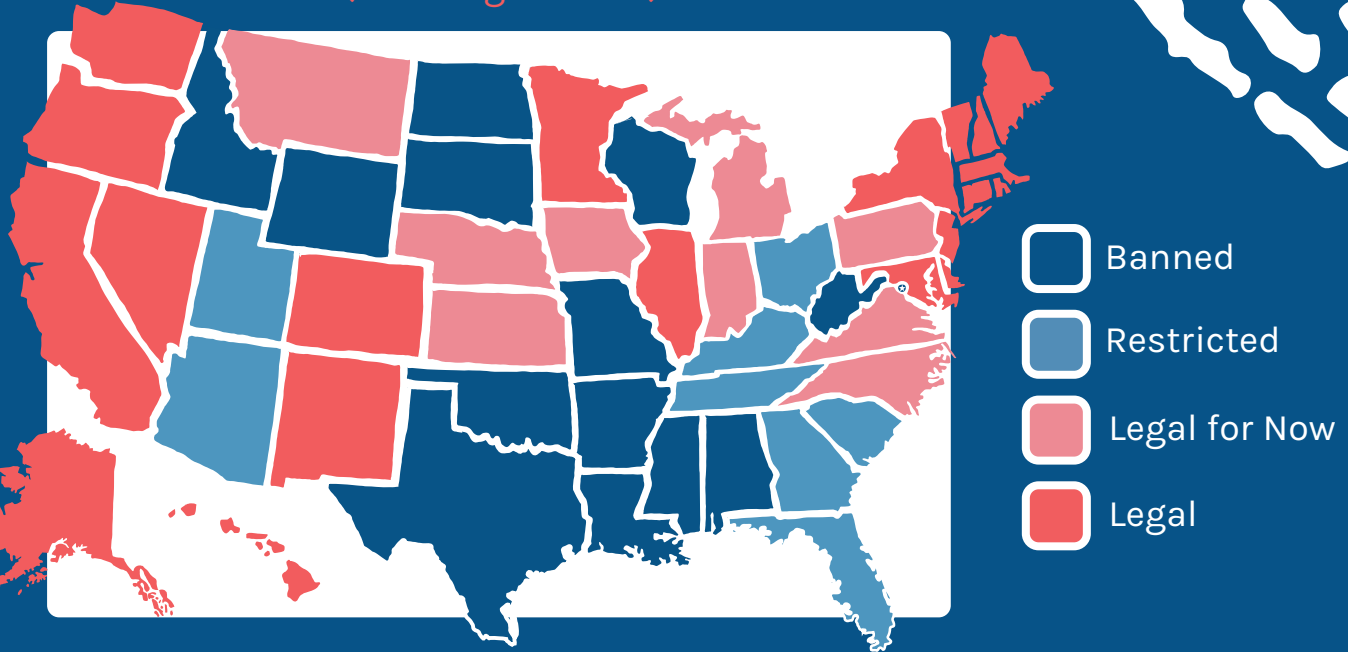
Your support also takes what Human Coalition has learned through directly serving families for over a decade and shares it with groups like Human Coalition Action to inform the laws they advance. You enable them to know which policies will be effective and protect more families from abortion.

Every Day, 100 Children...

are rescued from abortion under
the **Texas Heartbeat Act**.

Post-Roe America

(as of August 2022)



The next few months and years are critical in the pro-life movement. As the abortion bans work their way through the court system, several states are beginning to enact lifesaving measures, while others are beginning to codify abortion into law. The fight is far from over.



HUMAN
COALITION

HUMAN COALITION ACTION UPDATE

Human Coalition Action provides legal and policy expertise, mobilizes grassroots efforts, and works with elected officials across all levels of government to advance life-centered legislation. During the past fiscal year, we've made an extraordinary difference in leading the pro-life movement forward, advocating for policies to protect children and families.

Many of those gains happened in Texas, which has provided an excellent blueprint for how to operate as an abortion-free state. Life-affirming clinics stepped up to serve more moms in need and rescue children from abortion, and the state increased funding for its Alternatives to Abortion program to \$100 million over two years, a program that connects pregnant and young moms with the resources to meet their basic tangible needs.



As our nation moves into a post-Roe future, we hope to build upon the wins we've seen through the advocacy of Human Coalition Action.

In Christ,

Handwritten signature of Dean Nelson in blue ink.

Dean Nelson

Executive Director of
Human Coalition Action



Get involved at
HucoAction.org

FY22 MAJOR VICTORIES

Texas Heartbeat Act

We provided support for the monumental law that prohibited abortion after the detection of a child's heartbeat. Abortions in Texas fell by more than half, resulting in over 100 children rescued every day!

Advocacy at the Supreme Court

Joined with SFLA to file an amicus curiae legal brief supporting the abortion restriction in the Dobbs case. We were one of the first to refute Planned Parenthood's lies about why moms seek abortion.

Post-Roe v. Wade Strategy

Drafted five model bills which set a truly visionary post-Roe legislative strategy. Over 25 states are considering one of the bills we're proposing, building a foundation to rescue lives from abortion!

HUMAN COALITION ACTION LEADERSHIP

Jeff Bradford
President



Dean Nelson
Executive Director



Chelsey Youman
TX State Director &
National Legislative
Advisor





LIFE DECISION



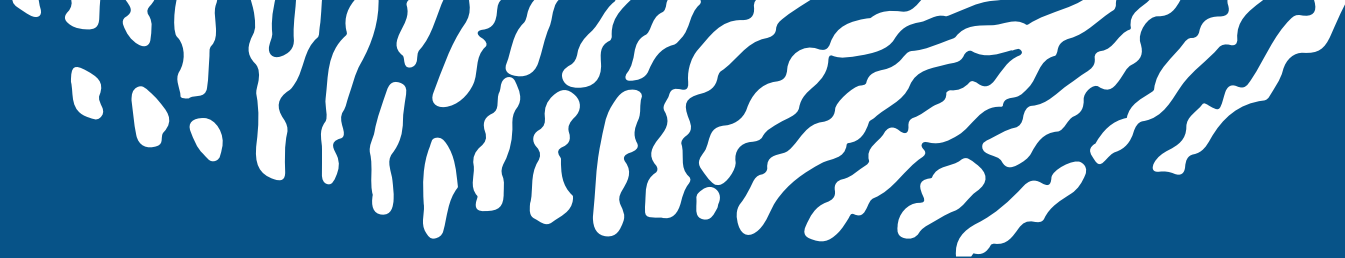
Pro-Life is Pro-Woman

All the plans “Kacee” had made for her life seemed to shatter as she stared at the positive home pregnancy test. As a college student, she longed to graduate and go on to have a successful career. Becoming a mother at this stage in her life wasn’t in the cards.

Kacee visited one of Human Coalition’s Women’s Care Clinics where her pregnancy was confirmed. During this appointment, a nurse compassionately listened to Kacee’s fears and let her know the sky was still the limit for her. Kacee brainstormed ways she could meet her goals and pursue the career of her dreams while parenting her child. She also heard her tiny child’s heartbeat during an ultrasound.

But even with this care and encouragement, Kacee still felt anxious and left the clinic thinking abortion was likely the only road for her.





Kacee talked with the clinic staff again and came back to the clinic one more time for another ultrasound. During this scan, she was astounded to see her child's development as he wiggled around, waved his arms, and even smiled.

Like many moms who visit life-affirming clinics, the ultrasound was a game-changer for Kacee. She saw her child's humanity on display and realized she could courageously choose life for him. Even though he was not in her original plan, she knew this path would be better — filled with love and new life!

The abortion industry tells moms like Kacee that a child is an impediment to achieving their dreams and offers abortion as the only logical choice. But abortion is not the empowering decision they portray. It leaves

many women with a lifetime of pain and regret as they wonder "Who would my child be today?"

Thanks to your support of the Unified National Rescue System, moms are given care at their most desperate moment. They receive real empowerment as they see their child as a blessing and believe they can thrive in life as a mom.

With Roe's reversal, more moms like Kacee need this empowerment. They hunger for someone like you to tell them they can do it and walk with them during and after their pregnancies.

Thank you for stepping up for these moms and showing the world that pro-life is pro-woman!



SERVICE

Rescuing Children through Caring for Moms

Reach: Your support has built and fueled an innovative outreach strategy that reaches moms facing an unexpected pregnancy who are seeking an abortion. These moms are connected to Human Coalition's Contact Center where trained, professional call agents initiate life-affirming care within the Unified National Rescue System.

Rescue: During the initial phone call, moms are immediately transferred to a nurse in a Telecare Women's Clinic. This allows counseling to begin sometimes within minutes of a woman finding out she is pregnant. At the end of this call, she can be referred to a nearby Brick-and-Mortar Women's Clinic or Pregnancy Resource Center for in-person care.

Restore: Human Coalition is committed to walking with moms and families throughout their pregnancies — and long after. Through the Continuum of Care program, your support connects moms to local resources that meet their physical, emotional, and tangible needs. You provide them with practical, long-term care that promotes lasting stability.

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



REACH

3,682,000
ads served

Every day, women look online when planning to abort their children and are connected to the Unified National Rescue System.

Human Coalition clients promptly get the care they need by way of Telecare, Women's Care Clinics, and PRCs.

192,574
ads clicked

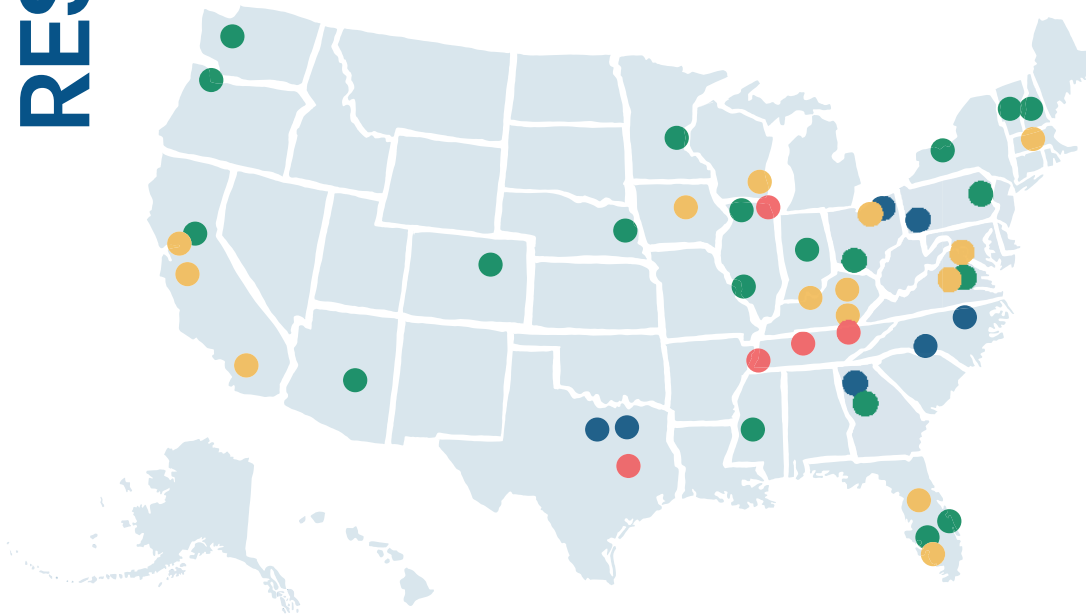


HUMAN
COALITION

Unified National Rescue System

The Unified National rescue system currently operates in 26 states and is ready to further expand into additional abortion-dense markets to rescue more children from the dangers of abortion.

Your generosity served 38,958 families this year.



Telecare + B&M Women's Clinic

Combines telecare and in-person services to women & children.

Telecare Women's Clinic Only

Provides rapid care through phone calls and text messages.

Pregnancy Resource Center (PRC)

Human Coalition refers women to receive compassionate care.

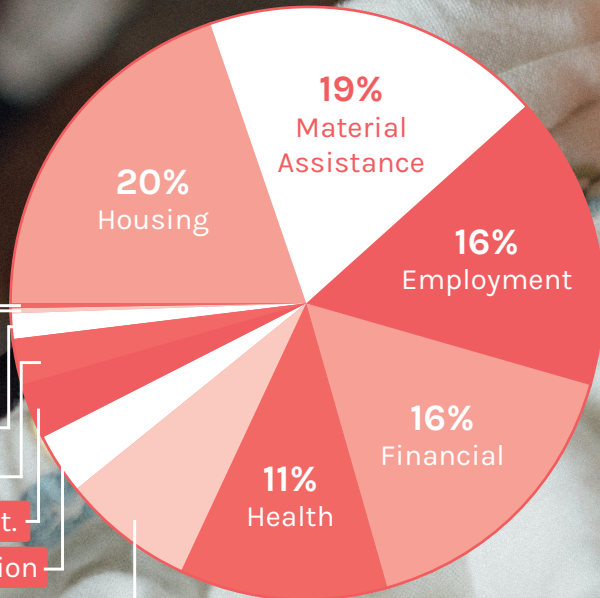
Mission Partners

Pro-life organizations who serve women & families.

RESTORE

Fiscal Year 2022

Service Breakdown*



<1% Addiction

<1% Adoption

2% Legal

2% Education

3% Utility Assist.

4% Transportation

7% Child Care

Our Continuum of Care program coordinates long-term assistance through a network of support services already in place. We select best-in-class organizations and mentors that provide support such as financial, job training, job placement, maternity housing, health care, etc.



HUMAN
COALITION

Each one of these dots represents a family served in the last year.

WHAT MATTERS MOST

Adam & Bethany

Adam and Bethany recently celebrated their 20th wedding anniversary. Through all these years of marriage, protecting families from abortion has been a priority for them. They've supported their local pregnancy resource centers and lived out the truth that the pro-life mission is "integral with God's heart and His Word."

Around seven years ago, God stirred them to do even more.


They attended a dinner where a former abortionist shared her journey toward affirming life. As Adam listened to the heartbreaking details of her past work, he recalls a righteous anger welling up inside him about the tragedy of abortion. He left that night more fervent than ever, knowing that he wanted to be able to say, "I gave myself to this cause."

An entrepreneur, Adam asked himself what business practices could help further the cause for life. How could marketing make a difference? What was the most effective way to devote resources?

These questions led Adam and Bethany to Human Coalition. They learned how the organization uses digital marketing and data optimization to rescue women and children from abortion and saw the scalability of its model through its Telecare services and strategic partnerships.

Adam and Bethany appreciated that Human Coalition is "laser-focused on saving babies and doing it in a holistic way" as it supports families during and after pregnancy. Adam said, "Human Coalition completely destroys the trope that pro-lifers only care about the child until birth as it provides care to the mother and the child."





Knowing this work is only possible with lifesaving support, Adam and Bethany decided to work through Human Coalition to honor God and love others ... a generosity Bethany learned early in life. She grew up with parents who were always looking for ways to give as they “modeled the hands and feet of Jesus” for her.

Through their support, Adam and Bethany serve as Christ’s hands and feet to many families as they reach moms facing unexpected pregnancies, rescue children from abortion, and restore families to stability.

To anyone considering how to invest their time and finances, Adam and Bethany have advice: “When all is said and done, there are not a lot of things that will have mattered as much as saving children who might otherwise be killed. Few things could matter more. By all means — do something.”



HUMAN
COALITION

THE IMPACT

of Help & Hope

When “Katie” got pregnant, she had no idea what to do. A mother to three children, the youngest being months old, she was pregnant and struggling. She didn’t desire an abortion, but without a job or reliable transportation, she believed she wasn’t ready to raise another child.

Looking for help, she picked up the phone and called Human Coalition’s Contact Center. To her relief, she was immediately connected to a nurse at the Telecare Women’s Clinic , who began to provide counseling over the phone. Without transportation, this was perfect.

The pressures of her circumstances were adding up, and Katie had many questions for the nurse. Would she be able to find a job? Could she figure out childcare? What about transportation? How would she find time to study for her GED while caring for another child?

The nurse listened with compassion and answered her questions. She put Katie in touch with a social worker in the Continuum of Care program and assured her that there were plenty of resources and help available.

The social worker began immediately addressing her concerns. After the conversation, Katie was so emotional that she teared up and told the nurse that she was already feeling better about her pregnancy.

In the following weeks and months, Katie received the help and hope she desperately needed. She was given interview tips for her job search. She was connected with tutoring to prepare for her GED. And she was provided assistance in finding affordable childcare.



One unexpected offer of support touched Katie the most: A gracious family stepped in and solved Katie's need for reliable transportation by donating an SUV for her family and paying her insurance coverage for one year! At the beginning of her pregnancy, fear and anxiety almost prompted Katie to have an abortion. However, with her growing family's needs met, Katie made a decision informed by her heart rather than her circumstances: she chose life.

For moms who feel overwhelmed by their circumstances, abortion often seems like the only answer. But because of you, that's not how Katie's story ended. She was reached with care, her child was rescued from abortion, and her family was restored!





EXECUTIVE UPDATES

Leadership Team
Financials
Next Steps

HUMAN COALITION LEADERSHIP TEAM



Jeff Bradford
President



Mike Tobias
Executive Vice President



Clark Costa
Vice President of
Development



Linda Francisco
Director of
Human Resources



Rachel Lane
Vice President of
Family Services



Kathryn Loo
Chief Financial Officer



Barry Moerschell
General Counsel &
Vice President of Compliance



Dean Nelson
Vice President of
Government Relations



Joseph Pagano
Vice President of
Government Programs



Benjamin Watson
Vice President of
Strategic Relationships



"MATTHEW"



Human Coalition Supporter

God bless everyone for supporting the rights of
children to live!



HUMAN
COALITION

A close-up photograph of a woman with dark hair tied back, wearing a white tank top, holding a newborn baby. She is looking down at the baby with a gentle expression. The baby is wearing a grey onesie and a red pacifier. The background is softly blurred, showing what appears to be a window with light coming through.

"LAURYN"



Human Coalition Client

It's still hard for me to wrap my head around [the] heartbeat I heard in the clinic is the same one belonging to the baby taking a nap on me right now. So incredibly grateful!!



FINANCIALS*

ASSETS

Current Assets

Cash and Cash Equivalents	\$3,801,583
Cash - Grants Restricted	\$2,643,490
Accounts Receivable, Net	\$163,596
Grants Receivable	\$1,486,098
Pledges Receivable	\$2,974,000
Other Current Assets	\$372,936
Total Current Assets	\$11,441,705

Long-Term Assets

Property & Equipment	\$371,497
Other Long-Term Assets	\$63,804
Total Long-Term Assets	\$435,302

Total Assets **\$11,877,007**

LIABILITIES & NET ASSETS

Liabilities

Short-Term Liabilities

Accounts Payable	\$410,233
Accrued Liabilities	\$384,111
Accrued Taxes	\$90,237
Deferred Grant Revenue	\$2,241,811
Note Payable - Current Portion	\$0
Other Short-Term Liabilities	\$61,992

Total Short-Term Liabilities **\$3,188,385**

Long-Term Liabilities **\$88,282**

Total Liabilities **\$3,276,668**

Net Assets

Unrestricted Net Assets	\$3,072,207
Change in Net Assets	\$5,528,131

Total Unrestricted **\$8,600,339**

Total Net Assets **\$8,600,339**

Total Liabilities & Net Assets **\$11,877,007**

*Preliminary Unaudited





REVENUE & OTHER INCOME

Contributions	\$14,412,088
Government Revenue	\$11,603,346
Revenue - Sales & Services	\$364,727
Other Income	\$23,604
Total Revenue	\$26,403,765

EXPENDITURES

Program Services

Outreach	\$3,689,429
Clinic Services	\$10,227,254
Continuum of Care	\$684,789
Rescue Partner Services	\$53,993
Total Program Services	\$14,655,464

Supporting Services

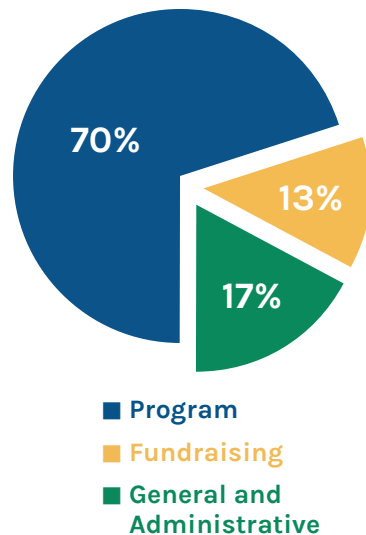
Fundraising	\$2,620,622
Administrative & General	\$3,599,547
Total Supporting Services	\$6,220,169

Total Expenses

\$20,875,634

*Preliminary Unaudited

BUDGET BREAKDOWN



**Evangelical Council for
Financial Accountability**

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

YOUR NEXT STEPS

I hope you have felt encouraged reading about the tremendous impact you made over the last fiscal year! Your support brought the pro-life movement to this incredible point — and I am grateful.

At Human Coalition, we often refer to missionary Hudson Taylor. He said there are three stages to every great work of God: first it appears *impossible*, then it feels *difficult*, and then it's *done*.

When I reflect on the significant strides made for life this past year, I'm encouraged that the impossible no longer seems out of reach. That's because people like you stepped up at the most pivotal time to protect life in the womb.

You advocated for the value of all human life. You served women and children. And you rescued children through caring for moms.

It's critical you and I keep this lifesaving momentum up!

Will you pray for Human Coalition over the next fiscal year? Pray for the contact center agents, nurses, social workers, and caregivers as they serve women. Pray for staff as they use their talents to protect life. And pray for the leadership team as we guide the organization in a post-*Roe* America.

Will you pray for the moms who will be reached? Pray for the many moms who feel paralyzed by fear. Pray more would feel hope and choose life for their children.

Will you also prayerfully consider how you can get more involved in the rescue effort? Pray about ways you can lead in your family, church, workplace, and community. Pray about joining with Human Coalition



to strengthen the Unified National Rescue System to care for more families.

Thank you for your faithful support. Because of you, I have no doubt the mission to make abortion unthinkable and unnecessary will get *done*.

For Life,



Benjamin Watson

Vice President of
Strategic Relationships



P.S. If you want to give today to make abortion unthinkable and unnecessary, you can go to humancoalition.org or use the QR code here:



**HUMAN
COALITION**



HUMAN
COALITION

Get involved today by visiting
HumanCoalition.org