

ANNUAL REPORT

2024 FISCAL YEAR
JULY 1 – JUNE 30





A MESSAGE FROM

Our President

We serve an awesome God who has entrusted us to continue the work of reaching moms facing unexpected pregnancies and rescuing children from the tragedy of abortion.

Let me begin by thanking you for your unwavering commitment to the cause of life. You're making a huge difference where it counts the most.

Because of your remarkable generosity, more than 29,000 babies have been rescued from abortion. And tens of thousands of moms who chose life found a loving community to support them emotionally, tangibly, and spiritually—during their pregnancy and beyond.

Moms were empowered to do what felt impossible: parent their baby.

This year has been a period of remarkable growth at Human Coalition.

Telecare services were expanded into Florida and Indiana so that more moms can be reached with the help and hope they need to choose life for their babies.

And while we celebrate these large leaps forward into new states, it's important to remember the individual lives being impacted. We have seen:

- a mom in her 40s, desperate to not have to start over, whose husband was then murdered, decide to choose life for her baby.
- a college student choose life for her child while pursuing her dream of earning her bachelor's degree.
- a mother of one with no place to call home and without a job choose life for her second baby.

The strength and courage shown by these moms in the face of unimaginable challenges inspire us.

And it's with this same sense of hope that my wife Tricia and I are excited to introduce our new book, *Beauty from Ashes*." This is a very personal story of forgiveness, hope, and redemption for those suffering from the dreadful aftermath of abortion - something that took us over 17 years to understand.

Beauty from Ashes is a book that shows the deep pain and regret that comes with an abortion. But it also reveals the healing, forgiveness, and restoration that can come only from Jesus. This book is a testament to the devastating impact that an abortion can have. And I wish rescuers like you could have been there for us, before we chose abortion.

However, this annual report illustrates the impact you have made on moms and children, sparing them the devastation of abortion.

Thank you for all you do!

God bless you,

Jeff Bradford
PRESIDENT



“

“I really want to emphasize the impact you had in my life, and words are not enough.”

— HUMAN COALITION

Mom

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MISSION

Rescue children from abortion throughout America

VISION

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

CORE VALUES

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

We are called to **INNOVATE**.

We lead with **SELFLESS** determination.

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

We engage in **COURAGEOUS** conversations.

We inspire **HOPE**.

“

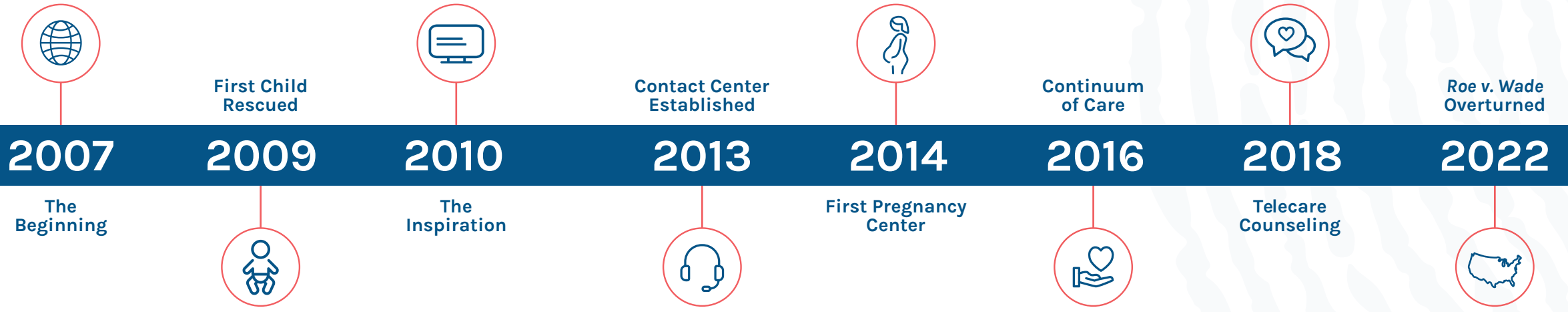
“My granddaughter is a gift from God, and I am grateful that her birth mom chose LIFE!”

— HUMAN COALITION

Donor



OUR TIMELINE



THE CHALLENGE

Right Now, the Next Mom Is Looking for an Abortion

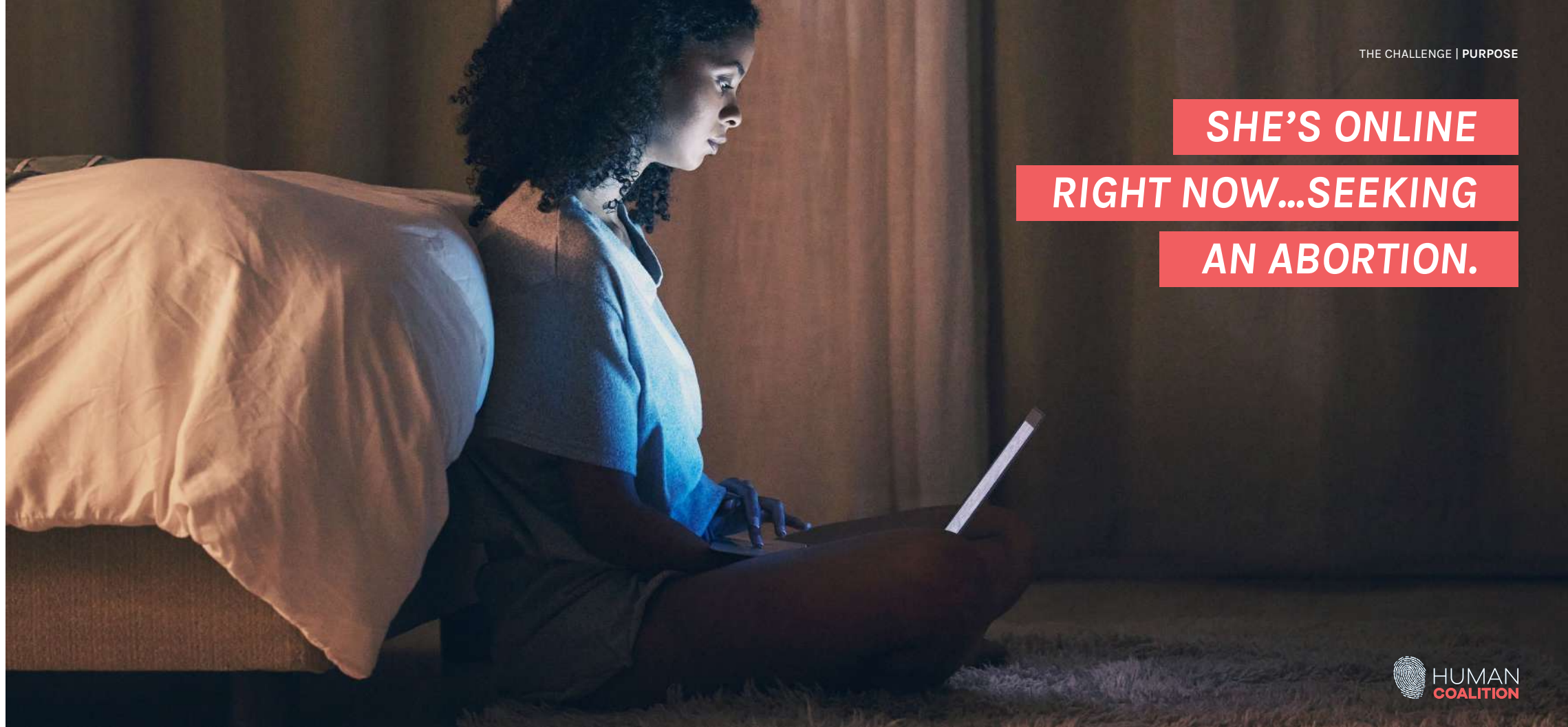
When we receive a call from a mom facing an unexpected pregnancy, she's scared. She's upset. She's struggling to keep food on the table and pay her rent. She has a life inside of her that she's not sure she can even provide for.

Her closest relationships are all telling her the same thing: her friends are telling her to have an abortion, the father of the baby is telling her to have an abortion, and her own mother is telling her to have an abortion.

She doesn't know what to do.

In this moment, abortion sounds necessary to her. She's online right now ... looking for answers.

**SHE'S ONLINE
RIGHT NOW...SEEKING
AN ABORTION.**





A mom seeking an abortion needs the love and compassion of Christ shown to her right now. She needs tangible help to overcome her trials.

You see, it's only when her immediate needs are met that she can slow down and think about the baby in her womb. With her burdens removed, she is free to think about what she really wants for her family.

Your faithful support has provided moms who were planning to abort their child with appointments at life-affirming pregnancy centers. There, these moms received:

- **Compassionate, life-affirming care from licensed healthcare professionals**
- **Access to tangible resources that eased their burdens**

This changed everything for them – and their children.

Because something changes when moms see their child moving inside their tummy. Or when they get to hear their baby's heart beating. A glimpse at the life within them ignites a flame of courage, removing the shadows of doubt from their mind.

You allow these moms to see the love of Christ in action. You are the reason a mom begins to see that an abortion is not necessary at all. You are the reason so many chose life this year!

- **A free ultrasound and the chance to hear their baby's heartbeat**

THE SOLUTION IS YOU

Making Abortion **Unthinkable**
through Advocacy



Advocate For Children

Preborn children need you to advocate for them. With over 3,000 abortions happening every day, they are the most vulnerable group of humans in our lifetime. Your voice is the only voice they have to rely on.

Over the past year, your support has enabled the launch of telecare in Florida and Indiana! This is part of a comprehensive state-by-state plan to support women while working to end abortion. Such programs empower women to choose life and address the root issues that make an abortion feel necessary in the first place.

Since the launch of telecare in Florida
1,451 FAMILIES HAVE BEEN SERVED AND
43 LIFE DECISIONS HAVE BEEN MADE.

Since the launch of telecare in Indiana
738 FAMILIES HAVE BEEN SERVED AND
77 LIFE DECISIONS HAVE BEEN MADE.



Activate The Church

Proverbs 24:11 says to *“Rescue those who are being taken away to death; hold back those who are stumbling to the slaughter.”*

The church is the place where needs are met, forgiveness is found, and eternal impact is made.

We continue to celebrate our growing relationships with the Southern Baptist Convention, the Assemblies of God, and the Church of God in Christ (COGIC).

“Human Coalition is doing great things that we as a church have neither the knowledge nor resources to do. But by partnering with them, we get to participate in their life-saving work and can help them expand their reach even further. We are so honored to be involved!” – Dr. Anthony George, First Baptist Church Atlanta.

Awaken The Culture

Let’s face it, the American culture believes that killing children through abortion is acceptable. What’s more disturbing is that many would go as far as to say that being pro-abortion is the morally superior alternative compared to protecting life in the womb. We have work to do in the hearts and minds of Americans on this topic!

In response, Human Coalition has set out to amplify the pro-life voice by engaging with the media through print and digital articles, radio and TV interviews, and emerging media such as

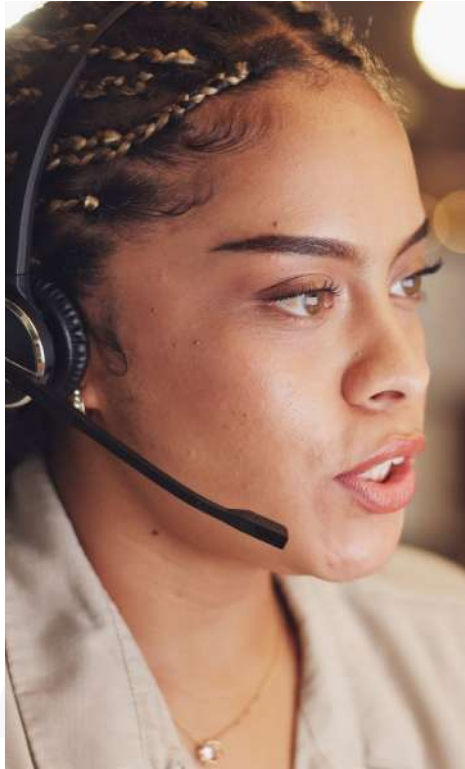
podcasts. Through these efforts in FY 2024, Human Coalition secured 783 media placements and is estimated to have reached over 32 million people with the pro-life message.

Through this effort, we can amplify the pro-life voice and awaken the culture to the tragedy of abortion to both the mom and the child. All of us must continue to prick the conscience of American culture until abortion becomes unthinkable.

SERVICE

Making Abortion Unnecessary through Service





REACH

Last year alone in the U.S., there were an estimated 152.4 million searches related to abortion. Our innovative marketing reaches moms when they go online looking for an abortion at the critical moment of their decision for life or abortion. Through this approach, they are connected with Human Coalition's Contact Center, where they receive life-affirming care almost immediately.

In FY 2024, Human Coalition's marketing efforts were able to serve over 19 million ads online and receive over 1.2 million clicks. This resulted in over 134,000 phone calls flowing into the contact center from across the country. That's more than 1,000 calls per day.

When these mothers are met with compassion, they start to realize that abortion is unnecessary and begin to feel hopeful.



RESCUE

Many women are unaware of abortion's true implications. Abortion doesn't just end a pregnancy; it ends a life.

Your support connects a mom seeking an abortion to a nurse who educates her on the realities of abortion, understands her unique challenges, and connects her to a local pregnancy center. There she'll receive a pregnancy test and free ultrasound, often seeing her child inside her womb for the first time! This is the moment when motherhood becomes the most real to her.

Because of people like you who understand the value of all life, including life in the womb, 29,575 children who were in danger of being aborted have been rescued and have been given the chance at life, liberty, and the pursuit of happiness.





RESTORE

Your support restores families and transforms lives by providing ongoing care beyond their pregnancy decision. Moms are paired with a social worker who walks with them through challenges like feeding the kids they already have, paying rent, affording gas to drive to doctor appointments, and much more.

In FY 2024, 43,783 families received 371,847 services.

The challenges that prompted moms to first seek an abortion are overcome, one by one!



BEAUTY *from* ASHES

A Christian Couple's Journey from Abortion to Redemption.



SCAN QR CODE
to order your
copy today!

My wife, Tricia, and I have co-authored our very first book together, *Beauty from Ashes*. If you've been a supporter of Human Coalition for a while, you have heard a little bit of our story, including the decision to abort our first child.

We both, together and individually, have had to walk through our own journey of forgiveness and redemption. It was extremely difficult. When we made the decision to abort, we were young and unaware of abortion's true implications. We wanted to write our story to tell of God's faithfulness, advocate for other children in the womb, and give insight into the reality of abortion for women and couples before they make the same mistake.

It's sad how many are just like us, unaware of what they're truly doing when ending a life in the womb. Regret and shame often follow that decision for years to come. If true forgiveness is not found in Christ, it is a long and lonely road.

But thanks be to God. We're so grateful for the boundless grace, love, and forgiveness that we've found.

It has truly set us free.

We would be honored if you picked up a copy of our new book, *Beauty from Ashes*. All proceeds fund the continued work of Human Coalition to rescue the next mom, dad, and child from abortion. Maybe you or someone you know has walked through an abortion. Maybe the chains of shame have not yet been broken. Maybe they've not yet experienced God's love. In any case, this book is for them.

Forgiveness is available. I am a recipient of that.

God bless you,

Jeff Bradford
PRESIDENT



Human Coalition is our ally and friend

We trust Human Coalition. They have our back. I know they are fighting the good fight. I know they pray for us. And I know that I can pick up the phone with a question and they have answers. So, they are an incredible resource and are incredibly supportive. And I don't think we could do this job without them.

Janet Custer

CEO, SANCTITY OF LIFE MINISTRIES IN VIRGINIA



To end abortion, the pro-life movement must be one unified lifesaving force. There are many great pro-life organizations and pregnancy centers in America. In FY 2024, 301 of Human Coalition's life decisions came from pregnancy centers like Sanctity of Life Ministries. By all working together, the pro-life movement can protect more children in the womb from death.

In this special video, you will see how your support is bringing the pro-life movement together and rescuing more children.



You can watch Janet's video here

SCAN QR CODE



Marlena's STORY

I Don't Want Any More Kids. I Don't Want to Start All Over!

Marlena told her husband, Kevin, "I don't want any more kids. I'm 42. Like I don't want to start all the way over!"

The chaos and fear of being an older mom drove her to find an immediate "solution."

Living in Georgia, where abortions are

banned after six weeks, Marlena's first thoughts were, *Can I go out of state to get an abortion?*

What am I going to do? I'm 15 weeks.

In her search for an abortion, Marlena called Human Coalition and spoke with a compassionate nurse who talked with her about her options and let Marlena know we would support her throughout her pregnancy and beyond. She was scheduled for an ultrasound at her local Human Coalition pregnancy center.

Her ultrasound was a turning point for Marlena. "I saw arms and legs moving, a head. Like, I'm thinking I was going to see like a little grain of rice, maybe a little egg or something. It was a whole human!"

"So, I believe that God sent me to this place, because [Human Coalition] helped me determine that I wanted to keep him."

Then the unthinkable happened.

"When I was eight-months pregnant, Kevin was murdered. It was one of the worst things in my life. I thought, 'I'm eight-months pregnant. Please God.' I was begging the Lord to let it not be true."

With so many reasons to abort her baby—finances, the children she already had, living in a different state than her family, no job, lack of education, and now the loss of her husband—**Marlena struggled again with the temptation to abort the baby in her womb.**

She did a deep dive into her own heart ...

"It was just a me, me, me. Then I concluded that this was selfish thinking. What does this baby need? Like, I'm not even giving him a choice. And after I figured out that I was being selfish, I let the thought go of having an abortion."

Because of your support, Marlena's Human Coalition care team has been there to support her throughout her pregnancy and beyond.

"I am so grateful. And I feel so blessed for people that help out financially and make donations to Human Coalition. I really appreciate all you do."



You can watch Marlena's video here

SCAN QR CODE

The Brooks

FAMILY

the sanctity of life. But being pro-life was more of a moral stance versus being able to do something about it," Harrison says.

"But there was something about Human Coalition that just felt unique. I felt a fresh perspective on this whole conversation that I've not heard my whole life. Human Coalition introduced a different approach by using data and the internet and technology to meet women in their most vulnerable situation," Harrison explains.

"The ability to use technology for God's glory was something really cool and also measurable. I work in finance, in numbers and data, and it's neat to be able to measure the impact [of] everything Human Coalition does," Harrison says.

"Another special piece about Human



Coalition is how much they value relationships," Caroline relates. "It's not just some group that helps women once they get online. They're the boots on the ground, providing women a care network to support them. As a mother of two, it's hard, it's demanding, and I can't imagine doing it alone."

"And that's what we love so much about Human Coalition. They come around women in a crisis pregnancy, caring for and supporting moms, so they're empowered to choose life," says Caroline.

"It's not that we're just here to save babies and that's the end of the story," Caroline insists. "Human Coalition is with the mom and child as long as she wants them to be there. That was a huge takeaway for me, hearing that they are there until the mom says, 'I think I'm good.'"

Caroline confesses, "I believe that every life in the womb was designed and created by God's perfect, sovereign plan. I think being part of the pro-life movement through Human Coalition is a gift, because we get to help children that don't have a choice."

Harrison admits, "At the end of the day, I firmly believe this is God's battle, and we're on the winning side of it. With Human Coalition, we're on the winning side of life!"



You can watch the Brooks' video here

SCAN QR CODE



Jeff Bradford
PRESIDENT



Mike Tobias
EXECUTIVE VICE
PRESIDENT



Linda Francisco
VICE PRESIDENT OF
HUMAN RESOURCES



Rachel Lane
VICE PRESIDENT OF
FAMILY SERVICES



Barry Moerschell
GENERAL COUNSEL &
VICE PRESIDENT OF
COMPLIANCE



Joseph Pagano
VICE PRESIDENT
OF GOVERNMENT
PROGRAMS



Benjamin Watson
VICE PRESIDENT
OF STRATEGIC
RELATIONSHIPS

HUMAN COALITION
LEADERSHIP



"If I need anything, I know where I could go to outside of my family to help me and assist me in my pregnancy."

— HUMAN COALITION

Mom

HUMAN COALITION
FINANCIALS

Assets

Current Assets	
Cash and Cash Equivalents	\$6,622,602
Cash Grants Restricted	\$586,064
Accounts Receivable, Net	\$76,194
Grants Receivable	\$3,390,744
Pledges Receivable CT	\$2,059,728
Other Current Assets	\$336,172.59
Total Current Assets	\$13,071,505
Long-Term Assets	
Property & Equipment	\$141,260
Pledges Receivable > 12 mths	\$95,375
ROU (Right of Use) Asset Accounts	\$2,286,602
Total Long-Term Assets	\$2,523,236
Total Assets	\$15,594,741

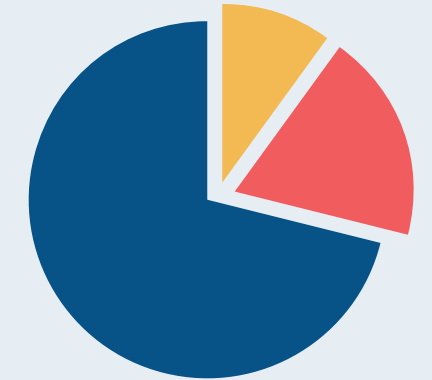
Liabilities & Net Assets

Liabilities	
Short-Term Liabilities	
Accounts Payable	\$657,183
Grants Payable	\$660,015
Accrued Liabilities	\$713,675
Accrued Payroll Taxes	\$169,759
ROU (Right of Use) Lease Liability - ST	\$1,071,518
Note Payable - Current Portion	—
Other Short-Term Liabilities	\$91,394
Total Short-Term Liabilities	\$3,363,544
ROU (Right of Use) Lease Liability - LT	\$1,253,946
Total Liabilities	\$4,617,490
Net Assets	
Unrestricted	
Net Assets	\$10,965,769
Change in Net Assets	\$11,482
Total Unrestricted	\$10,977,251
Total Restricted	—
Total Net Assets	\$10,977,251
Total Liabilities & Net Assets	\$15,594,741


Revenue & Other Income

Contributions	\$12,855,306
Government Revenue	\$17,894,919
Revenue - Sales & Services	\$495,565
Other Income	\$94,267
Total Revenue	\$31,340,058
Expenses	
Program Services	
Outreach	\$7,033,501
Clinic Services	\$12,840,751
Continuum of Care	\$2,415,819
Rescue Partner Services	\$95,821
Total Program Services	\$22,385,892
Supporting Services	
Fundraising	\$3,019,968
Shared Services	\$5,922,716
Total Supporting Services	\$8,942,685
Total Expenses	\$31,328,576
PRELIMINARY & UNAUDITED	

BUDGET BREAKDOWN



■ Program ■ Fundraising ■ Shared Services



SPEAK UP FOR THOSE WHO CANNOT
SPEAK FOR THEMSELVES; ENSURE
JUSTICE FOR THOSE BEING CRUSHED.

PROVERBS 31:8

NEXT STEPS...

You are doing just that!

You are speaking up for those without a voice, defending their rights, and making sure that other pro-lifers take part. You're not sitting idle on the sidelines but are active in this pursuit. It's an honor and a privilege to **run this race with you.**

It's because of your generosity, ceaseless prayers, and endless support that this work can continue. Moms seeking an abortion are being reached, babies in the womb are being rescued, and entire families are experiencing restoration!

Not only is your impact saving children from abortion, but it's also encouraging others to take action and **join the race!**

Tackling the issue of abortion can feel overwhelming. But we know who wins in the end! Together with God's strength, we won't grow weary in doing good. But in due time, we will reap a harvest (Galatians 6:9).

I fully believe that we can end abortion in our lifetime. One day at a time, we'll continue to see lives changed. We'll continue to see babies rescued.

You encourage me—abortion is truly becoming unthinkable and unnecessary for women facing unexpected pregnancies.

Let's keep pressing on together!

Benjamin Watson

VICE PRESIDENT OF STRATEGIC RELATIONSHIPS



PRAYER POINTS



TELECARE STAFF:

Pray for God's strength and wisdom to touch every contact center agent, nurse, social worker, and caregiver as they serve moms.

CHILDREN IN THE WOMB:

Pray for the protection of babies in the womb from a tragic death through abortion. These innocent lives cannot speak up or defend themselves, making our prayers and advocacy crucial for their safety.

OUR NATION:

Pray that our nation returns to being one that values life and protects life in the womb, that hearts and minds change, and that we become a culture of life.

Thank You!





Get involved today by visiting
[Humancoalition.org](https://www.humancoalition.org)

