



FY 2016 ANNUAL REPORT

STRENGTH IN NUMBERS



NARAL
Pro-Choice America



NARAL
Pro-Choice America Foundation

**“OUR
MISSION
NOW**

**IS TO FIGHT FOR THE AMERICA
WE BELIEVE IN:**

one where diversity is our strength, where respect is a mandate, and where liberty — to choose abortion, to make our own decisions about our families, to live free from fear — is unassailable.”

ILYSE G. HOGUE

President

NARAL Pro-Choice America



Open

I STAND WITH WOMEN

I am Pro-Choice America



NARAL Pro-Choice America

ABORTION ACCESS

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MISSIONS

NARAL PRO-CHOICE AMERICA FOUNDATION

To support and protect, as a fundamental right and value, a woman's freedom to make personal decisions regarding the full range of reproductive choices through education, training, organizing, legal action, and public policy.

NARAL PRO-CHOICE AMERICA

To develop and sustain a constituency that uses the political process to guarantee every woman the right to make personal decisions regarding the full range of reproductive choices, including preventing unintended pregnancy, bearing healthy children, and choosing legal abortion.



A MESSAGE FROM OUR PRESIDENT

Friends,

This is a letter about 2016 — and I can't talk about 2016 in good faith without talking about how it ended.

So, yes: Despite a national deficit of nearly 3 million votes, Donald Trump — who openly campaigned on robbing us of our fundamental rights as women — was elected president of the United States. That's real.

But we need to acknowledge something else: 2016 wasn't just about setbacks. We won victories, too. And in winning, we learned lessons that will inform every single aspect of our resistance.

We celebrated as the U.S. Supreme Court struck down anti-choice restrictions that closed clinics and cut off tens of thousands of vulnerable people from access to abortion care. We knocked on doors across the country to have good, honest conversations with our neighbors about the importance of reproductive freedom. And in places like Nevada, where our members organized in record numbers, we now have pro-choice champions in Congress and majorities in the state chambers, paving the way to expand birth control access in the coming year.

I don't want to downplay that this election is already having dire consequences — not just for women, but for communities of color and LGBTQ, Muslim, and immigrant communities.

But in the face of these unprecedented threats to our shared values, NARAL members have responded. More than 460,000 people have

signed up with us as new members since Nov. 9, and we've challenged anti-choice members of Congress at town halls, burned up congressional phone lines, and taken to the streets to stand up for what is right. And it's because of our members — people like you — that I hold out hope for the years ahead.

Our 1.2 million member-activists from all 50 states and Washington, DC, are the foot soldiers of this movement. We collect signatures, protest injustices across the country, call local officials, and organize community events to mobilize our friends and neighbors.

Now more than ever, you are the backbone of everything NARAL does. You are the army on the front lines as we stare down threats to reproductive freedom.

Despite the outcome of November's elections, it bears repeating that we are the 7 in 10 who support legal access to abortion. We are the majority. While it can feel disheartening at times, we can't stay down for long.

Every single day in 2016, I saw the power of our members as we made history together. Now, together, we forge ahead. We fight. We resist.

None of this is possible without you. Thank you for standing with us.

Warmly,

Ilyse G. Hogue
President

A MESSAGE FROM OUR BOARD CHAIRS

Friends,

When people ask us why we're proud to be members of NARAL, we always answer the same way: Our country will never have true equality without reproductive freedom — including access to abortion care for everyone who needs it.

We face real threats to those freedoms — from the White House to the statehouse — and NARAL's members are as vital as ever. Make no mistake: We are on the front lines in this fight.

NARAL is 1.2 million member-activists strong. What does that mean?

It means when anti-choice policymakers try to enact yet another 20-week abortion ban, or get away with thinly veiled restrictions that are really designed to close clinics and shame women, we call their offices until they're tired of hearing our voices. And then we keep calling.

It means that, in states like Nevada and Missouri, we can advance policies that improve access to birth control and ban discrimination based on reproductive choices — because we're knocking on doors and gathering petition signatures.

It means we are standing up for the 7 in 10 Americans who support legal abortion. It means we are defending the right of people to access reproductive healthcare, which is critical to their ability to determine their futures and decide what's right for them.

It means, in short, that we show up. And we will keep showing up to ensure a future in which everyone has access to the reproductive healthcare they need, want, and deserve. The road to that future is long, and there are opponents at nearly every turn who would strip us of our rights — but we have marched too far to turn back.

We will play offense. **We will not just fight back against attempts to deny us our rights. We will expand access to the reproductive care that is the right of every single person who calls this country home.** And we will do it because there are 1.2 million of us — and we will not be denied.

Thank you for standing with us at every turn.

Sincerely,



A handwritten signature in black ink that reads "René Redwood".

René Redwood
Chair, NARAL
Pro-Choice America



A handwritten signature in black ink that reads "Sunny Alsup".

Sunny Alsup
Chair, NARAL
Pro-Choice America
Foundation

A photograph of a group of people, likely at a protest or rally, wearing purple t-shirts with the 'NARAL Pro-Choice America' logo. The text 'STRENGTH IN NUMBERS' is overlaid in large white letters. The background is blurred, showing other participants and city lights.

STRENGTH IN NUMBERS



LOUD AND PROUD: THOUSANDS TURN OUT TO KEEP CLINICS OPEN!

In March, over 2,000 activists — including 500 NARAL members who traveled from Texas, Ohio, Massachusetts, North Carolina, Maryland, Virginia, and Washington, DC — gathered on the steps of the U.S. Supreme Court during the *Whole Woman's Health v. Hellerstedt* oral arguments to rally to keep clinics open and make our voices heard.



We reached over 15 million people through Facebook, Twitter, and Instagram!

HOLDING LEADERS ACCOUNTABLE FOR PUTTING POLITICS ABOVE WOMEN'S HEALTH

When GOP leaders closed ranks and refused to hold a hearing for President Barack Obama's Supreme Court nominee Merrick Garland — specifically because of the issue of abortion access — NARAL mobilized our members to call on senators to #DoYourJob and fill the court vacancy, including:

- ☑ Launching a six-figure radio ad campaign in four states highlighting the failure of key leaders to do their jobs
- ☑ Partnering with our allies to collect over 200,000 signatures to pressure public officials to take action
- ☑ Dispatching Founding Father Ben Franklin (aka NARAL member John Robinson) to follow Senate Judiciary Committee Chairman Chuck Grassley during his Iowa town halls, imploring him to #DoYourJob. Mr. Franklin made it onto the front page of newspapers across Iowa



A NATIONAL DAY OF ACTION FOR ABORTION ACCESS

Tens of thousands of people turned out on Sept. 10 for concerts and events in over 30 cities — from comedy shows and festivals to a headliner concert in Cleveland featuring Leslie Jones, Sia, and Jessica Williams — to celebrate reproductive freedom and become pro-choice champions in their own communities!

NARAL PRO-CHOICE AMERICA AT THE 2016 DEMOCRATIC NATIONAL CONVENTION

NARAL traveled to Philadelphia for a historic convention to help shape the future of reproductive rights!



- ✓ NARAL President Ilyse G. Hogue made history as the first person to share her abortion story on the floor of the DNC! Watch the full speech at ProChoiceAmerica.org/DNC
- ✓ NARAL helped shape the 2016 Democratic Party platform, including — for the first time — specific language calling for repeal of the Hyde and Helms amendments

ELECTING CHAMPIONS

If we're going to protect and expand reproductive rights, we need pro-choice champions at every level — from local offices to the statehouse to Congress. That's why NARAL endorsed over 100 champions in 2016 and mobilized our members to knock on doors, make calls, and talk one-on-one with voters. Thanks to our members and volunteers, we saw historic victories that will have an impact for years to come.

- ✓ **ELECTING** the first Latina to the U.S. Senate, Catherine Cortez Masto of Nevada; the first Indian-American woman and only the second African-American woman to the U.S. Senate, Kamala Harris of California; and the first Indian-American woman to the House, Pramila Jayapal of Washington state
- ✓ **UNSEATING** anti-choice incumbent Sen. Kelly Ayotte of New Hampshire, sending pro-choice champion Maggie Hassan to the U.S. Senate
- ✓ **FLIPPING** the Nevada state Senate and Assembly, creating pro-choice majorities in both chambers and paving the way for proactive policy that helps women
- ✓ **WINNING** key state legislative seats in Colorado as well as Washington state, where Lisa Wellman unseated her anti-choice opponent, setting the stage to win back both chambers in future elections

None of the work described on pages 8 and 9 was paid for or endorsed by our 501(c)3 NARAL Pro-Choice America Foundation.

POLITICO

NARAL DIVING INTO STATE LEGISLATIVE CAMPAIGNS IN BATTLEGROUND REGIONS

ON THE ROAD FOR REPRODUCTIVE FREEDOM

The path to reproductive freedom has never been easy, and NARAL and our members worked hard and learned a lot in 2016, crisscrossing the country to support pro-choice champions.



11/3/16

KRISTINE REEVES CAMPAIGN

(defeated anti-choice incumbent Teri Hicke for Wash. state House seat)

"Your team has been the driving force behind our largest numbers!"



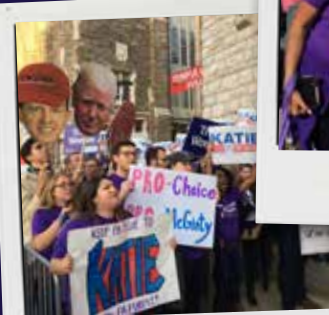
WE CALLED OVER 384,000 VOTERS



NARAL MEMBERS KNOCKED ON 75,000 DOORS IN 7 STATES



CANVASSING IN NEVADA!



STANDING UP FOR REPRO RIGHTS IN PENNSYLVANIA!



#AskAboutAbortion made 190 million Twitter impressions during the campaign!



PUTTING ABORTION ACCESS ON A NATIONAL STAGE

NARAL and our allies, including CREDO, mobilized thousands of our members to demand debate moderators #AskAboutAbortion to get presidential candidates on the record about how they'd address the abortion access crisis. After months of public pressure and over 100,000 signatures, Hillary Clinton addressed the issue head-on during a debate, generating discussion and headlines. Our members later celebrated a huge victory when Fox News' Chris Wallace finally heeded our call to #AskAboutAbortion in the final debate.



MOBILIZING MEN FOR CHOICE

Our Men for Choice program attracted hundreds of new supporters at events in Washington, DC, Philadelphia, San Francisco, and New York!



#MenForChoice trended nationally for the fourth year in a row and reached over 35 million online!

THE GENDER CARDS™



NARAL

America



PLAYING THE GENDER CARD

NARAL celebrated trailblazing women with our Gender Cards, from Hillary Clinton and Laverne Cox to Dolores Huerta, Rachel Carson, and Shirley Chisholm. Get your own set at TheGenderCards.com.



CALLING OUT DOMESTIC TERRORISM

NARAL sounded the alarm on the pattern of escalating attacks on abortion clinics in the U.S. in late 2015 following the release of deceptively edited videos of clinics. Working closely with our allies, we mobilized our members and delivered 300,000 petition signatures, along with a letter signed by over 140 allies and providers, asking that the Department of Justice investigate the attacks for what they were — domestic terrorism.

PUSHING BACK AGAINST DISCRIMINATION

With the 40th anniversary of the Hyde Amendment in September, NARAL worked with the Coalition for Abortion Access and Reproductive Equity (CAARE) to educate the public on the dangers of Hyde, while calling out anti-choice opponents for attempting to expand and entrench this discriminatory policy, which disproportionately affects low-income women, especially women of color, limiting their access to abortion care.



HOLDING OFFICIALS ACCOUNTABLE FOR FAILING ON ZIKA

NARAL publicly called out anti-choice opponents who used the outbreak of Zika — which can cause serious birth defects — to again attack access to abortion and contraception, exposing their real agenda: to control women's reproductive choices, even at a cost to families. With critical funding for research and prevention at stake, we mobilized our members while leading the messaging and polling, which revealed that 85% of voters wanted Congress to put forward a plan that supported women's health clinics, and 65% opposed cutting women's healthcare funding.



At the Capitol to demand action on Zika

MEET OUR MEMBERS



NATALIE MANKA, NEVADA

Student at University of Nevada, Las Vegas and head of UNLV's NARAL chapter

WHY DO YOU FIGHT FOR REPRODUCTIVE FREEDOM?

I grew up in a very, very small town in rural Texas, maybe 150 people tops. I grew up with these really harsh gender roles, thinking that a woman's value was something different from what I think now. We were always taught the dream was to grow up, get married to someone of the opposite sex, and that you have to have children. And you don't get a choice about when that is.

When I moved here (to Nevada), I was open to the idea that anyone would be able to make the choice about when they have a family, if they have a family, how large that family would be, and if they'd be able to participate in the conversation around reproductive rights. Realizing you have a chance to do that is so freeing, and I want that for everybody.

HOW DO YOU HELP?

I was part of the first canvassing team for NARAL Pro-Choice Nevada. We knock on doors and do phone banks, go to events, and table at UNLV.

DO YOU HAVE ANY FAVORITE MOMENTS?

I like NARAL because I like the person-to-person interaction, the feeling of getting someone, hearing their stories. There was a woman who told me she wanted to donate and volunteer because she had gone with her friend in the '70s to have a back-alley abortion and her friend died. It was tough for her to say that out loud. We had a really deep conversation, formed a relationship, and she gave me a hug. She told me she had never cared about political things in the past, but remembering that story gave her motivation to do that.

WHAT ARE YOU TELLING OTHERS ABOUT THE FUTURE?

In Nevada, we did very well as far as getting a pro-choice majority (in the state legislature). It's not time to take a nap. It's time for us to keep going. It's not time to put your head down or look away; it's time to fight. Especially within the states, people need to stand up and protect their reproductive rights from federal attacks.

HOW LONG HAVE YOU BEEN A MEMBER OF NARAL?

I started canvassing in eighth grade, and later made calls for Barack Obama in 2012 and Wendy Davis in 2014. My first canvass trip with NARAL was in 2015, and it was probably one of the best experiences of my life. I loved knocking on doors and talking to voters about why women's health is so important.

WHY DO YOU FIGHT FOR REPRODUCTIVE FREEDOM?

My mom and grandma raised me, and made decision after decision by themselves. And when someone tells my mom, "You can't make this decision solely because you're a woman and you can't control your body," that's something to which I take great offense. That's something that I consider illogical and immoral. I have seen my mom, and all the women in my family, make so many tough decisions. They should have the choice to make the right decision for them. Not someone in Austin (Texas), not someone in Washington, DC — it should be them.

WHY DO YOU VOLUNTEER WITH NARAL?

NARAL constantly reaches out to college campuses and engages students, and helps us with canvassing and organizing events. They understand that we care about these issues; we're not just sitting around looking at the next Instagram post. We want to make a true difference in our communities. They empower us to help change the world one step at a time, one door at a time.

IF PEOPLE WANT TO HELP, WHAT CAN THEY DO?

If you want to get involved, if you want to fight back — and I know there are millions of people in this country who want to fight back — and you care about people being able to make their own choices and getting access to healthcare they deserve, no matter their gender; if you care about the simple idea that women should have the choice to get an abortion and care for their body, then sign up. It doesn't hurt. Every sign-up, donation, every second you spend fighting for what you believe in, against any administration that's anti-choice, is time well spent.

It's what we need in order to fight back. NARAL is one of the best places to do it; they have great staff, and they care. That's what makes NARAL so great and the work they do so important.



LEVI DEBOSE, WASHINGTON, DC

Student at The George Washington University
(native of Houston)



LEE BRIDGES, MONTANA

Woodworker, antique motorcycle restorer,
union sheet metal worker

WHY ARE YOU A NARAL MEMBER AND VOLUNTEER?

I've only recently become so involved because for the past eight years, we've had a president I could trust to do the right thing and veto any ridiculous federal laws concerning abortion, and a state that had pretty good backup. I felt "safe," and it was not in my job description to do anything about it. Then an illegitimate candidate found his way into the White House, and my rage has kicked me into overdrive!

HOW DO YOU HELP?

One big thing is collecting petitions. There was a Women's March in Helena; afterward we had a post-march event, and 400 people showed up. NARAL had sent me petitions, and — not to miss the moment — I made a bunch of copies and handed them out to everyone.

I also talk to people. I don't hesitate to bring up the subject. I'm not ashamed. I'm really super-activated right now — I've dropped everything. I closed up my shop mill doors, and I'm completely working on the resistance right now, period.

WHY DO YOU FIGHT FOR REPRODUCTIVE FREEDOM?

When I was in college, I became pregnant, and with no source of income and no desire to be a mother, I was able to get a safe and legal abortion from a clinic 300 miles away. I am forever grateful to go forward with my life as a woodworker, to an antique motorcycle restorer, to a union sheet metal worker. I've had a very full and independent life, with no regrets.

Now, as an activist in the resistance, I'm going to do everything in my power to assure everyone, no matter their age, the safe and legal right to an abortion!

WHAT HAS BEEN YOUR FAVORITE EXPERIENCE SO FAR?

I get a lot of emails, and a lot of them feel like a waste of time. But (after I signed up to volunteer), NARAL has really reached out. I feel like I'm dealing with a person. You're making that connection to the individual, and that's important — that's how you get people involved. NARAL isn't treating us like a mass crowd; you're treating us as individuals, for who we are.

WHAT WOULD YOU TELL SOMEONE IF THEY ASKED YOU WHY THEY SHOULD JOIN NARAL?

We're not going back into the '50s. We've made too much progress to stop now, and NARAL is spearheading our drive forward. Get on board.

WHY ARE YOU A NARAL MEMBER AND VOLUNTEER?

After working on the Hillary Clinton presidential campaign 24/7 for six months, I returned home feeling crushed by the results. But I had these new organizing skills, and I wanted to put my experience to good use in a way that would further the mission of something really important to me.

WHY DO YOU FIGHT FOR REPRODUCTIVE FREEDOM?

I believe I'm the only person in the world who should have control over my reproductive health choices. I also know there are a lot of women in different parts of the country who are even more restricted in terms of their reproductive rights. I want all of us to have choices when it comes to reproductive health, which is about abortion access, but it's about so much more — access to affordable contraception and health screenings, and many other facets that I think are at risk right now.

HOW DO YOU HELP?

I hold a weekly phone bank with friends. I trained them on how to phone bank, and we call NARAL members to encourage them to call their representatives, recruit volunteers for events, empower people to use their voices to broaden reproductive freedom — it depends on the week. I'm also working with NARAL to build a monthly phone bank open to the public so that we can train other people interested in taking grassroots action.

WHAT HAS BEEN YOUR FAVORITE EXPERIENCE SO FAR?

I recently reached a woman over the phone who used to be a director of a clinic in New York. She was super encouraging, and I enjoyed hearing about her experiences with activism from so many years ago. I really enjoy being in touch with many older women who like to tell me about their experiences. I feel a bond with them, and I like to think that we can empower each other.

WHEN SOMEONE ASKS YOU IF THEY SHOULD JOIN NARAL, WHAT DO YOU SAY?

I would tell them they absolutely should. NARAL always seems to be vigilant about what political fights are ahead of us. I like that NARAL is focused on policy, but also public opinion and voice. It feels good to volunteer for an organization so in tune with policy and what happens day to day.

WHAT ARE YOU TELLING OTHERS ABOUT THE FUTURE?

I'm telling people close to me that we cannot take anything for granted. What happened in November cannot happen again, and we need to collect our energy and take the time to engage in our political system. There's no one way to engage. Maybe some people don't have time, but they have money and can donate. Maybe people are interested in a particular issue, and there's an organization nearby with which they can volunteer. It does not have to be strictly political in nature for efforts to be worthwhile and effective. I think it's important that people take time to engage in some way, giving a part of themselves, whatever that entails.



HANNAH SMOLAR, NEW YORK CITY

Fundraiser

FINANCIAL OVERVIEW

NARAL PRO-CHOICE AMERICA FOUNDATION (C3)



STATEMENT OF FINANCIAL POSITION

Fiscal Year End September 30, 2016

ASSETS

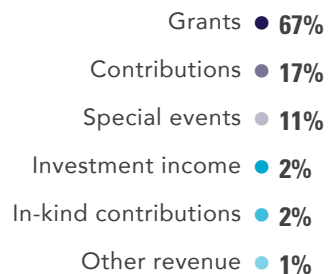
CURRENT ASSETS	
Cash and investments	\$4,260,699
Accounts receivable	2,404,944
Deposits	5,606
TOTAL ASSETS	6,671,249

LIABILITIES AND NET ASSETS

LIABILITIES	
Accounts payable and accrued liabilities	534,382
TOTAL LIABILITIES	534,382
NET ASSETS	
Unrestricted	2,914,606
Temporarily restricted	3,222,261
TOTAL NET ASSETS	6,136,867
TOTAL LIABILITIES AND NET ASSETS	6,671,249

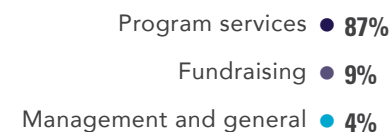
STATEMENT OF ACTIVITIES

Fiscal Year End September 30, 2016



REVENUE

REVENUE AND SUPPORT	
Grants	7,490,871
Contributions	1,877,796
Special events	1,230,280
Investment income	232,554
In-kind contributions	244,086
Other revenue	164,607
TOTAL REVENUE AND SUPPORT	11,240,194



EXPENSES

PROGRAM SERVICES	
Campaigns and programs	8,933,202
Communications	400,613
Policy	994,664
TOTAL PROGRAM SERVICES	10,328,479
SUPPORTING SERVICES	
Fundraising	1,030,063
Management and general	527,701
TOTAL SUPPORTING SERVICES	1,557,764
TOTAL EXPENSES	11,886,243
Change in restricted net assets	(646,049)

FINANCIAL OVERVIEW

NARAL PRO-CHOICE AMERICA (C4) AND POLITICAL ACTION COMMITTEE

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Fiscal Year End September 30, 2016

ASSETS

CURRENT ASSETS	
Cash and investments	\$969,852
Accounts receivable	131,167
Deposits	26,502
Property and equipment (net of depreciation)	272,332
TOTAL ASSETS	1,399,853

LIABILITIES AND NET ASSETS

LIABILITIES	
Accounts payable and accrued liabilities	1,723,831
Deferred lease benefit	532,875
Capital lease obligations	83,264
TOTAL LIABILITIES	2,339,970
NET ASSETS	
Unrestricted	(940,117)
TOTAL NET ASSETS	(940,117)
TOTAL LIABILITIES AND NET ASSETS	1,399,853

CONSOLIDATED STATEMENT OF ACTIVITIES

Fiscal Year End September 30, 2016



REVENUE

REVENUE AND SUPPORT	
Membership and contributions	6,406,366
Special events	1,148,532
Other income	410,238
In-kind contributions	-
TOTAL REVENUE AND SUPPORT	7,965,136



EXPENSES

PROGRAM SERVICES	
Campaigns and programs	3,850,740
Communications	379,359
Policy	841,525
TOTAL PROGRAM SERVICES	5,071,624
SUPPORTING SERVICES	
Fundraising	2,057,741
Management and general	795,878
TOTAL SUPPORTING SERVICES	2,853,619
TOTAL EXPENSES	7,925,243
Change in unrestricted net assets	39,893

FY 2016

BOARDS OF DIRECTORS

NARAL PRO-CHOICE AMERICA FOUNDATION

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Elaine Buss, Treasurer
Daniel Grossman, M.D., Secretary
Dawn Koenigsknecht, At Large

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Renee Bracey Sherman
Allison Fine
Priscilla Geeslin

Sara Imershein, M.D., M.P.H.
René Redwood, ex officio
Sara Robinson
Jane Wolf

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