

Action. Power. Freedom.

FY 2018
Annual Report

Don't
Criminalize
Abortion



Don't
Criminalize
Abortion



Don't
Criminalize
Abortion



NARAL
PRO-CHOICE AMERICA FOUNDATION



NARAL
PRO-CHOICE AMERICA

**“This is our moment—
and I truly believe in us.**

Because we—NARAL, our members, our
extended community—have all of the
ingredients necessary to win this fight.
This is the fight that NARAL, and all of
you, were made for.”

—Ilyse G. Hogue, President



**I'm a Battle
Born Feminist
AND I VOTE!**



WWW.PROCHOICENEVADA.ORG

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Our 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.



Pro-Freedom.
Pro-Justice.
Pro-Choice.

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Pro-Freedom.
Pro-Justice.
Pro-Choice.

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A Message From Our President

Friends,

Five decades ago, NARAL's founders set out to reshape reproductive freedom and create a world where affordable, accessible abortion care is a reality for all, free of stigma and shame.

And in those five decades, we've done and seen so much. **NARAL and our 2 million members have changed the national narrative and shown that we are the majority**—the 7 in 10 Americans who support access to abortion.

We've changed how people talk about abortion and reproductive freedom both at the dinner table and throughout the halls of Congress.

We've exposed the hypocrisy and deception of anti-choice extremists who want to criminalize all abortion and punish women.

We've led the charge during Supreme Court nominations to fight for justices who protect the rights of all people.

And we've mobilized our 2 million members to elect pro-choice leaders at every level and worked to pass policies that not only protect our rights, but expand them.

It's remarkable how far we've come since 1969—a time before *Roe v. Wade* was handed down, before abortion was legal in every state, and when access was dependent on what state you lived in and how much money you made.

And the reality is that even now, with abortion legal and with all the other gains we've made, access still often comes down to geography and income. **But if 2018 was proof of anything, it's that we are the majority and we're not going to stop until reproductive freedom is a reality for everyone in the U.S.—regardless of income or ZIP code.**

The past year showed us that when the Supreme Court took up a case that would determine whether anti-choice extremists could use fake women's health centers to lie to and deceive women about their options, our members mobilized to expose them and demand the justices uphold the values of reproductive freedom.

It also showed us that when Brett Kavanaugh was nominated for a lifetime appointment to the highest court in the land, our members poured every ounce of energy they had into demanding senators uphold our constitutional values and fundamental freedoms. We knew from our research that Kavanaugh—and any Trump nominee—would use the bench to gut *Roe*.

And—knowing what was on the line—our members came out yet again to knock on doors and make calls for pro-choice champions and leaders who would advocate for our values and rights in their states and in the halls of Congress.

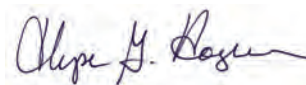
We lost some hard battles, but we didn't lose the war. We began and nurtured something profound in our country, and then made history by reshaping the face of our leadership—leadership that is already changing this country for the better.

It's because of the visionaries who charted a new path and created NARAL in 1969 that we were here to lead the way this year—and **why we'll still be fighting for reproductive freedom until it is a reality for everyone.**

As we celebrate our 50th anniversary, I couldn't be more honored to helm this organization at such a critical time with your support.

Thank you.

In solidarity,



Ilyse G. Hogue
President





Feminista
مُسَوِيَّة
FEMINIST
פמיניסטית
女权主义者

#EndTheLies

When the U.S. Supreme Court announced it would take up *National Institute of Family and Life Advocates (NIFLA) v. Becerra*, NARAL and over a dozen allies mobilized our members to #EndTheLies. Fake women's health centers—aka “crisis pregnancy centers”—and the powerful anti-choice networks behind them were challenging the Reproductive FACT Act, a straightforward California law that NARAL members helped pass to provide people with access to timely and accurate information about the full range of reproductive healthcare options.

Despite the 5-4 ruling condoning their deceptive tactics, we successfully educated people about fake women's health centers and exposed the lies they use to block women from accessing abortion.



◀ Hundreds of allies and NARAL members traveled from 15 states, including California, Ohio, Colorado, and Massachusetts, to rally at the Supreme Court during oral arguments—then visited their senators in D.C. to talk about fake women's health centers and the need for reproductive freedom.
[NARAL.org/SCOTUSRally](https://www.naral.org/SCOTUSRally)



“ Fake women's health centers have a well-documented history of intentionally misleading women into believing they are real, medically-accredited healthcare facilities—& once they lure people inside, they give false, incomplete, or inaccurate info.
[#EndTheLies](#) [#ExposeFakeClinics](#)

[NARAL](#) | [@NARAL](#)



We drove media coverage in dozens of op-eds and articles in major outlets and worked closely with John Oliver's team for his popular HBO show *Last Week Tonight*—which reaches 1.3 million+ people—with an in-depth look at fake women's health centers. [NARAL.org/Oliver](https://www.naral.org/Oliver)



Learn more at [EndTheLies.com](https://www.EndTheLies.com) and in our 2018 report, "[The Insidious Power of the Anti-Choice Movement](#)," which uncovers how the anti-choice opposition has spent years inserting itself into our government, policies, and politics.
[NARAL.org/Oppo](https://www.naral.org/Oppo)

Reproductive
Freedom
For All.

 **NARAL**
PRO-CHOICE AMERICA

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KAVA



NOPE

#STOPKAVANAUGH UNITEFORJUSTICE2018.COM

#STOPKAVANAUGH

STOPKAVANAUGH

FOR SUPREME COURT

Reproductive
Freedom
For All.

MESSAGE TO THE U.S. SENATE

#StopKavanaugh

Justice Anthony Kennedy's retirement from the U.S. Supreme Court and Donald Trump's nomination of anti-choice extremist Brett Kavanaugh put the future of reproductive freedom in serious jeopardy. 71% of Americans don't want *Roe v. Wade* overturned, but Trump has promised to nominate only judges who would do just that—criminalizing abortion and punishing women. Kavanaugh's ultimate confirmation was yet another step in the takeover of our courts by the anti-choice movement.

NARAL members were there from the start, marching in the streets to demand action.



Vox

A leader in the fight to protect *Roe v. Wade* lays out the plan to stop Brett Kavanaugh

NARAL president Ilyse Hogue explains the strategy for protecting abortion rights in the Supreme Court and in the states.

By Emily Stewart | July 29, 2018

◀ NARAL and our coalition allies mobilized people for rallies and events across the country all summer, and our members took 5.7 million actions online alone. On Aug. 26, people **turned out in 150 cities in all 50 states for the Unite for Justice National Day of Action—the largest single-day protest against a Supreme Court nominee in history.**



NARAL members occupying Sen. Susan Collins' office



▲ NARAL launched a series of ads calling on senators to stand with their constituents.



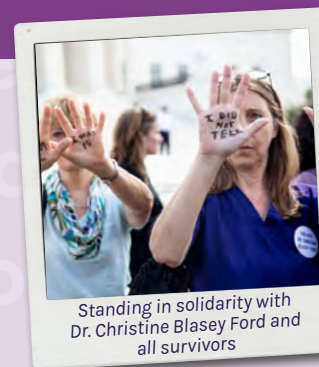
“ How much agony do women & all survivors have to endure for one man to NOT get a giant job promotion he has proven he is wholly unfit for?! Senators, are you listening? Brett Kavanaugh should withdraw. **#BelieveSurvivors #StopKavanaugh**

NARAL | @NARAL



Sen. Mazie Hirono calling out Brett Kavanaugh during confirmation hearings

◀ NARAL and our coalition allies flew into action, digging through thousands of Kavanaugh's documents—**proving beyond a doubt he was a threat to *Roe v. Wade*.** We circulated our findings to the media and senators—including pro-choice champions such as Sen. Mazie Hirono (D-HI), who fought fiercely to #StopKavanaugh.



Standing in solidarity with Dr. Christine Blasey Ford and all survivors



Ilyse Hogue walking out with Tarana Burke, founder of the #MeToo movement

Mobilizing To Make Pro-Choice Election History



NARAL President Ilyse G. Hogue with newly elected Colorado Gov. Jared Polis and NARAL Pro-Choice Colorado Executive Director Karen Middleton

Paving The Way In The States

NARAL members mobilized to help pro-choice champions gain control of governors' mansions and both legislative branches in five states (Colorado, Maine, Nevada, New Mexico, New York), while breaking up Republican control in three (Michigan, New Hampshire, Wisconsin). Changing the tide at the state level is critical to protecting and expanding reproductive freedom.

We Flipped The House!

NARAL and our members endorsed and helped elect 37 of the 42 U.S. House candidates who flipped their districts from red to blue—and are now in Washington advocating for our rights! After years of threats from anti-choice leaders, women turned out in record numbers to run for office and get to the voting booth.



Sharice Davids (KS-03)



Andy Kim (NJ-03)



Katie Hill (CA-25)

The Power Of Our Members In Nevada Leads To Historic Wins

Change doesn't happen overnight. NARAL's investment in states like Nevada means we're not only mobilizing to win at the ballot box, but 365 days a year to push elected officials for better policies that protect and expand access for everyone.



Our members join NARAL's Feminist Road Trips—traveling eight hours to the state capital—and make hundreds of calls to legislators asking them to support the new birth control bill

Our 27,000 members celebrate a huge victory when the Republican governor signs a **law protecting no-copay birth control—the first birth control policy update in 28 years**

2016 June November 2017 March June August

NARAL opens our Nevada chapter with just over 900 members. We quickly get to work canvassing and growing our base, and soon endorse Jacky Rosen for U.S. House

NARAL members help flip both houses of the state legislature to pro-choice



NARAL endorses Rep. Rosen for U.S. Senate

Changing The Tide In Georgia

NARAL Pro-Choice Georgia was an early force behind Stacey Abrams, who was and is a symbol of change in Georgia and the rest of the country. While she lost by just 2 points amid voter suppression, our members achieved critical wins in a red state—including the victory of Lucy McBath, who ousted anti-choice incumbent Karen Handel in Georgia’s 6th congressional district.



Building Power In Iowa

Championing reproductive freedom was key to wins by Cindy Axne and Abby Finkenauer—now the first women to ever represent Iowa in the U.S. House! At the state level, **our members helped flip seven House seats**, chipping away at anti-choice control of the state legislature.



Abby Finkenauer (IA-01) became one of the first women under 30 to get elected to Congress!



September

2018

January

March

April

July

October

November

NARAL members turn out to Heller’s offices to talk about how fake women’s health centers lie to women about their reproductive healthcare options

Our members deliver hundreds of letters demanding anti-choice gubernatorial candidate Attorney General Adam Laxalt stop attacking reproductive freedom



Rosen ousts Heller and wins a seat in the U.S. Senate, thanks to NARAL members who made almost 7,000 calls and the hundreds who turned out for Feminist Happy Hours

Nevadans call on anti-choice Sen. Dean Heller—Rosen’s opponent—to protect the Affordable Care Act after flip-flopping under pressure from Donald Trump



Over 300 NARAL members join us in Nevada during the Women’s March

NARAL hosts a gubernatorial reproductive freedom forum to hear directly from candidates about where they stand on this issue



NARAL endorses Steve Sisolak for governor in a Reno press conference

NARAL members participate in **almost 300 canvass shifts** and **knock on 7,500 doors** to get out the vote



NARAL Pro-Choice Nevada’s now 44,000 members celebrate when Sisolak defeats Laxalt to become the first pro-choice, Democratic governor in 20 years



Organizing For Change

Our power comes from our 2 million+ members—and NARAL is arming them with the tools and skills needed to advocate for reproductive freedom in their own communities.



Phone Banking For Reproductive Freedom

NARAL's phone bank team meets twice a week to call people across the country, mobilizing them to call their elected officials, write letters about critical bills, and turn out on Election Day. **Last year, NARAL's phone bankers, members, and volunteers made over 1.1 million calls!**

Mobilizing Members Across The Country

NARAL is mobilizing people across the country, wherever they are! **Over 1 million NARAL members took action online last year**, from signing petitions to writing letters to elected officials. And in Georgia, Nevada, California, Iowa, and states across the U.S., people are coming out to **NARAL's Feminist Happy Hours, Feminist Road Trips, postcard parties and Turnout Tuesdays** to learn more about reproductive freedom—and how they can protect and expand access in their own communities!



Feminist Road Trip!



Postcard writing party!



Expanding Our Reach Through Our Action Council

NARAL New York City Action Council is a dedicated group of volunteers who meet twice a month to make calls, write letters, and mobilize communities—even in a blizzard! With reproductive freedom and Roe under serious threat, these tireless volunteers are working to protect and expand their rights in their own backyards, and throughout the country!

Financial Overview

NARAL Pro-Choice America Foundation 501(c)(3)



Statement of Financial Position

Fiscal Year End September 30, 2018

Assets

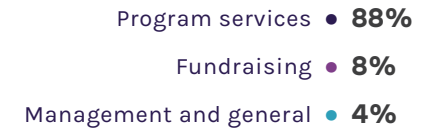
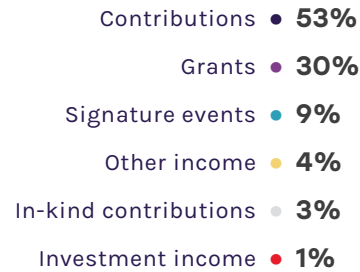
Current Assets	
Cash and investments	\$ 7,791,569
Accounts receivable	44,744
Deposits	5,606
TOTAL ASSETS	7,841,919

Liabilities and Net Assets

Liabilities	
Accounts payable and accrued liabilities	883,115
TOTAL LIABILITIES	883,115
Net Assets	
Unrestricted	6,858,804
Temporarily restricted	100,000
TOTAL NET ASSETS	6,958,804
TOTAL LIABILITIES AND NET ASSETS	7,841,919

Statement of Activities

Fiscal Year End September 30, 2018



Revenue

Revenue and Support	
Contributions	8,022,003
Grants	4,507,806
Signature events	1,316,142
Other income	543,993
In-kind contributions	512,259
Investment income	169,899
TOTAL REVENUE AND SUPPORT	15,072,102

Expenses

Program Services	
Campaigns and programs	10,140,017
Communications	887,949
Policy	880,029
TOTAL PROGRAM SERVICES	11,907,995
Supporting Services	
Fundraising	1,128,750
Management and general	510,206
TOTAL SUPPORTING SERVICES	1,638,956
TOTAL EXPENSES	13,546,951
Change in restricted net assets	1,525,151

Financial Overview

NARAL Pro-Choice America 501(c)(4) and Political Action Committees

Consolidated Statement of Financial Position

Fiscal Year End September 30, 2018

Assets

Current Assets	
Cash and investments	\$ 4,563,822
Accounts receivable	324,439
Deposits	195,536
Property and equipment (net of depreciation)	131,694
TOTAL ASSETS	5,215,491

Liabilities and Net Assets

Liabilities	
Accounts payable and accrued liabilities	2,706,731
Deferred lease benefit	443,862
Capital lease obligations	20,070
TOTAL LIABILITIES	3,170,663
Net Assets	
Unrestricted	2,044,828
TOTAL NET ASSETS	2,044,828
TOTAL LIABILITIES AND NET ASSETS	5,215,491

Consolidated Statement of Activities

Fiscal Year End September 30, 2018



Revenue

Revenue and Support	
Membership and contributions	13,115,556
Signature events	1,254,627
Other income	523,895
TOTAL REVENUE AND SUPPORT	14,894,078



Expenses

Program Services	
Campaigns and programs	8,956,881
Communications	1,421,795
Policy	869,971
TOTAL PROGRAM SERVICES	11,248,647
Supporting Services	
Fundraising	2,396,859
Management and general	1,207,117
TOTAL SUPPORTING SERVICES	3,603,976
TOTAL EXPENSES	14,852,623
Change in unrestricted net assets	41,455



I AM
THE FACE OF
PRO-CHOICE
AMERICA

WILL DECIDE
NOVEMBER 3RD
WOMEN FOR
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NATIONAL
ORGANIZATION
FOR WOMEN

We Will Decide
November 3rd
NARAL

Women of Color
Partnership
Religious Coalition
for Abortion Rights

Another
VOTER
FOR
CHOICE

WON'T GO BACK!
WILL FIGHT BACK!

A Message From Our Board Chairs

Friends,

As we honor 50 years of NARAL's trailblazing work, we're also looking forward to the future, using the strength of our founders to not just defend and protect reproductive freedom—but make it a reality for all people in the U.S.

With our 2 million members standing alongside us, we're fighting every day under the banner of **Action. Power. Freedom.**

While the faces have changed over the last five decades, we are still an army of fierce fighters who know that women's ability to make their own healthcare decisions and access abortion care is central to our lives and fundamental freedoms.

And with *Roe v. Wade* under acute threat, our work is more important than ever. We're taking on an anti-choice opposition determined to control women with a decadeslong strategy to steal our courts, our statehouses, and our White House.

But the momentum is on our side. We're coming off historic wins in the midterms, and nationwide support for *Roe* is at an all-time high—71% of Americans do not want to see *Roe* overturned. We're taking that momentum and creating change one phone call, one letter, one door knock, one **action** at a time.

It was with the **power** of our members in 2018 that we organized and mobilized behind a diverse class of pro-choice champions and leaders across the country. It was our members who **traveled eight hours each way on Feminist Road Trips** to push for policies that expand reproductive freedom in Nevada. It was **over 1 million of our members who took action online last year.** And it was our members who organized phone banks and canvasses to change the tide in states such as Georgia and New York.

Every day, we are paving the way toward reproductive **freedom**—the same freedom we've been fighting for since the day NARAL was founded—in every corner of the country.

The gains we're making are crucial to not only protect our rights, but expand them. **That's why this year NARAL launched our national Reality of *Roe* campaign,** a 50-state strategy to turn our vision into a reality, working state by state to protect and expand access at the state level.

NARAL hasn't stopped fighting in 50 years, and we won't stop now. There is a generation of girls who will stand on our shoulders—just as we're standing on the shoulders of giants now. We're fighting every day to give those

young girls a voice, a seat at the table, and the freedom to make their own choices, without exceptions.

As we look to the next 50 years, we are hopeful, determined, and inspired. NARAL was founded to make reproductive freedom and abortion a legal right, with access for all.

We can think of no better way to honor that vision than to lead the fight to ensure everyone knows that women's agency isn't just another item on the agenda; it's a defining issue of our time—it cannot be ignored.

Thank you.



Priscilla Geeslin

Priscilla Geeslin
Chair, NARAL
Pro-Choice America
Foundation



Brina Milikowsky

Brina Milikowsky
Chair, NARAL
Pro-Choice America

FY 2018 Boards of Directors

NARAL Pro-Choice America Foundation

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Priscilla Geeslin, Chair
Allison Fine, Vice Chair
Dawn Koenigsknecht, Treasurer
Melinda Bieber, Secretary
Daniel Grossman, M.D., At Large

MEMBERS

Margalynne Armstrong	Sara Robinson
Sara Imershein, M.D., M.P.H.	Lois Stainman
Tarina Keene	Jane Wolf
Brina Milikowsky , ex officio	

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Karen Finney, Vice Chair
Anna Burger, Treasurer
Tony Massaro, Secretary

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Sachin Chheda	Rev. Katherine Ragsdale
Priscilla Geeslin , ex officio	René Redwood
Nonie Hawkes Greene	Fran Sussner Rodgers
Andrea Hailey	Tara Romano
Susan M. Hyatt	Jamil Smith
Rachel Laser	

Executive Staff

Ilyse G. Hogue, President
Sasha Bruce, Senior Vice President of Campaigns and Strategy
Adrienne Kimmell, Vice President of Communications and Strategic Research
Steven J. Kravitz, Chief Financial Officer
Kimberley Robinson, Vice President of Human Resources and Operations
Elizabeth Schoetz, Chief of Staff
Melissa Schwartz, Chief Development Officer



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