



**Power.
Progress.
Principles.**

FY 2017 Annual Report



NARAL
PRO-CHOICE AMERICA FOUNDATION



NARAL
PRO-CHOICE AMERICA

**“When women
are better off,**

our families and our country are better off. If ever there was a time for the leadership of women, it's now. If ever America needed to stand up for women, it's now.”

—Ilyse G. Hogue, President



**STOP THE WAR
ON WOMEN**



**TRUST
WOMEN**



**STOP THE WAR
ON WOMEN**



**NARAL
Pro-Choice America**

**STOP THE WAR
ON WOMEN**



**NARAL
Pro-Choice America**

TRUST

Contents

A Message from our President.....	4
A Message from our Board Chairs.....	5
Power.....	6
Progress	9
Principles	13
Financial Overview.....	16
Boards of Directors & Executive Staff.....	20

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.

A Message from our President

Friends,

There's no question that 2017 was one of the toughest years we've faced in quite some time—not just for reproductive freedom, but for our progressive, shared values that ensure each of us has the ability to determine our own futures.

We knew the moment Donald Trump was elected president that this country would face incredible challenges under his administration—and that reproductive freedom would quickly come under attack, with real consequences and harm for women and families on the horizon.

We also knew NARAL's 1.4 million member-activists—who have fought for years to protect and expand reproductive freedom—were made for moments like this. It's thanks to those members that 2017 was a year not just of resistance, but of persistence.

It's because of our members that we're building **power** across the country—hundreds of thousands of people turned to NARAL in the months after the election, looking to help however they could. They signed up to become organizing fellows and leaders in their communities, run phone banks, take to the streets to fight for their rights, and turn out—repeatedly—to stop lawmakers from stripping tens of millions of people of their healthcare coverage under the Affordable Care Act.

Thanks to our members, we made real **progress**—even in times like these—through successes such as expanding protections against reproductive health discrimination in the workplace in St. Louis and paving the way for proactive, pro-choice policies in Washington state, Georgia, and Virginia.

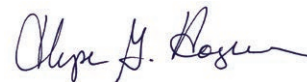
And our members and our allies stood on the front lines and held firm to our **principles**, leading The People's Defense to sound the alarm about the crisis in our courts, and pushing members of Congress to protect the values of reproductive freedom that are so central to our own economic security.

The threats we face aren't new, and they aren't going away—in fact, they're only intensifying.

And so NARAL members all across the country aren't just resisting; they're persisting every day, turning out to stand for what's right, and creating a path forward through **power, progress, and principles**.

Thank you for standing with us.

Warmly,



Ilyse G. Hogue
President



A Message from our Board Chairs

Friends,

Despite all odds, today we are the strongest we've ever been. There's no question that 2017 brought extraordinary new challenges—but also unprecedented energy, support, and activism.

Our members and activists put in an incredible amount of work this past year. Those everyday actions, big and small, add up and pave the way forward. Every one of our successes reflects the passion and commitment of supporters like you—the phone calls made, petitions gathered, and letters sent add up to real, tangible results.

Those thousands of individual phone calls eventually resulted in lowering barriers to abortion access for low-income women in Illinois. The 82 NARAL members who traveled eight hours each way to Carson City helped lead the way toward expanded birth control access in Nevada.

NARAL organized our allies and members under The People's Defense to create vocal resistance against extremist Supreme Court nominees. It was our dedicated members who turned out at our events, held up signs at our rallies, and helped gather 1.4 million petition signatures—and

in just a few short months helped double the number of senators willing to publicly oppose anti-choice, anti-LGBTQ, anti-civil rights Supreme Court nominee Neil Gorsuch.

The energy remains high, even more than a year after the election—but our work doesn't end here. We need every last one of our supporters with us to win this fight.

You're an important part of that, through actions big and small. As we look ahead, here's how you can help:

- **Stay informed:** Sign up on our website for the latest email updates on reproductive rights at NARAL.org.
- **Volunteer:** Sign up with our Mobile Action Alert program to get text message updates on ways you—and your friends!—can take action, from knocking on doors to signing petitions and calling other members to mobilize them in red states. Text "NARAL" to 21333 to sign up.
- **Donate:** Our supporters are critical to our work. Visit www.NARAL.org/GiveNow to learn more about ways to support us, including through a legacy gift.

NARAL is on the front lines working to ensure everyone has access to the reproductive healthcare they need, want, and deserve. We're not just fighting to protect our rights; we're working to tear down walls that hold us back and strip away our ability to make decisions about our own lives, bodies, and futures, and chart our own destiny.

With your support, we will continue to mobilize and reclaim our power. From the bottom of our hearts, thank you.

Sincerely,



Priscilla Geeslin

Priscilla Geeslin
Chair, NARAL
Pro-Choice America
Foundation



René Redwood

René Redwood
Chair, NARAL
Pro-Choice America

**The Power
to make a
difference.**

Historic Women's March on Washington

A mere 24 hours after Donald Trump's Jan. 20 inauguration, hundreds of thousands of people took to the streets of Washington, DC. They were joined by 4 million people in 673 cities to support equality, reproductive rights, abortion access, and the progressive issues critical to the future of this country.

Thanks to the generous donations of our members, **NARAL co-sponsored this historic march and brought young activists from Wisconsin, Ohio, Connecticut, New Hampshire, and all across the country** to the nation's capital to stand up for their reproductive rights.



#7in10ForRoe



Reproductive freedom for all!

“Thank you for everything you did to help us get to the Women's March. This weekend was a reminder that we are the majority in this country, and we can channel our despair and frustration into tangible change.”

—Junghye Kim, President
New Hampshire College Democrats

#MenForChoice speak out

More and more men are joining the fight for reproductive freedom! NARAL and hundreds of our supporters celebrated the fifth anniversary of **#MenForChoice** this year, turning out at events in San Francisco and Washington, DC, and using their voices to speak out.



“I believe women are smart enough, wise enough, and strong enough to make their own choices about their bodies and lives. #MenForChoice”

—Mark Ruffalo | @markruffalo



Ilyse Hogue and
Sen. Cory Booker, D-NJ

“Chicago Fire” and “Sex and the City” star David Eigenberg released a video with us proudly declaring himself a NARAL Man for Choice.



Organizing the next generation of leaders

Rising leaders of the reproductive freedom movement are getting a master class in organizing, mobilizing, and resisting—thanks to NARAL's Organizing Fellows program. Our new, paid, 12-week program trains activists and deploys them to their communities across the country to mobilize and organize their neighbors, friends, classmates, and fellow citizens around reproductive rights.



“The Fellows program has given me the tools to engage with others on these issues, including my own friends and family, in a way I wasn’t able to before. It has been an incredibly rewarding experience to be able to share my passion with others and see their eagerness to get involved and do more.”

—Meagan Barrera, NARAL Fellow, New York

#SaveOurCare

With the GOP working overtime to strip tens of millions of Americans of their healthcare coverage under the Affordable Care Act, NARAL members and allies mobilized across the country. They **shared their stories, made thousands of calls to representatives, sent over 7,000 faxes, and flooded town halls, legislative debates, and the steps of the Capitol.** With so much at stake, our members aren’t backing down.



Making **Progress**
where it matters
the most.

Expanding birth control access in Nevada

NARAL's Nevada members celebrated a huge victory when Gov. Brian Sandoval signed into law new policies that protect no-copay birth control and allow people to get up to 12 months of birth control at once. It was the first time in 18 years that Nevada updated its birth control protections—updates that are increasingly critical under the Trump administration.

Our members came out in full force to expand access!

- ✓ **3,600:** Postcards to legislators and the governor asking for their support
- ✓ **2,200:** Calls to elected officials asking them to support these new policies
- ✓ **124:** Lobby meetings with lawmakers on both sides of the aisle, led by NARAL members
- ✓ **82:** Members who traveled up to eight hours each way on our Feminist Road Trips to Carson City to share their stories
- ✓ **60:** Members who testified at hearings
- ✓ **3:** Op-eds published by NARAL members sharing their stories

“Joining this Feminist Road Trip is one of the most empowering things I’ve done this year.”

—Liliana, NARAL member, Las Vegas



“I’ve had times in my life where obtaining my birth control was a hardship, and the no-copay birth control coverage changed that. I’m in a place now where I can stand up for others so they hopefully won’t have to face the same tough situations I did.”

—Jean, NARAL member,
Las Vegas



Protecting people from workplace discrimination

NARAL's national reproductive health non-discrimination campaign is working to ensure people can do their jobs without being penalized for their reproductive health choices.

In 2015, we mobilized thousands of citizens and business owners to successfully push for the Reproductive Health Non-Discrimination Amendment Act in Washington, DC. Not to be outdone, NARAL Pro-Choice Missouri members in St. Louis organized in 2017 for their own protections, which unanimously passed the city's Board of Aldermen. They mobilized again—making hundreds of calls and traveling hours to the capital—when anti-choice Gov. Eric Greitens called a seven-week “abortion-special” legislative session, wasting hundreds of thousands of taxpayer dollars to try (and fail) to repeal the new ordinance.

And in California, working with California Latinas for Reproductive Justice, we:

- ✓ Spearheaded and organized support for a statewide reproductive health non-discrimination act, **mobilizing 80 organizations, including 16 faith groups, and over 300 businesses**
- ✓ Delivered **15,000 signatures** to Gov. Jerry Brown
- ✓ Mobilized member-activists to make **over 1,000 calls** to the governor's office

At the last minute, Brown vetoed the bill, which had come under pressure from anti-choice opposition. The situation only illustrates that we cannot rest and that protections from reproductive health discrimination are needed in every city and state in the country.



Lowering barriers to abortion access in Illinois

NARAL—working with our allies, including All* Above All, Planned Parenthood of Illinois, and Personal PAC—organized **our members to make 3,500 calls, sign petitions, and write letters** in support of HB 40. The new law, signed by Gov. Bruce Rauner, rolls back funding bans that have long prohibited low-income women from accessing abortion. Just as critically, it protects the constitutional right to access abortion in Illinois, should the Supreme Court ever overturn *Roe v. Wade*.



“Thanks to all @NARAL members in #IL and all allies at @PersonalPAC @AllAboveAll who made today possible. Historic moment. #beboldendhyde”

—Illyse Hogue | @ilyseh 

Mobilizing to make election history

The 2017 elections were a strong rebuke of the Trump/GOP agenda—and NARAL Pro-Choice America's members and activists showed that running on pro-choice values is a winning strategy.

Georgia

NARAL opened a new chapter in Georgia in 2017 and hit the ground running, endorsing and helping elect two pro-choice champions! We were an early force in state Senate races, campaigning for Nikema Williams and Jen Jordan. **Our members made 27,000 calls and sent 33,700 texts** while knocking on doors and sending out mailers to show our support for these two progressive leaders. Their victories took away the GOP's supermajority in the state Senate and mean better representation for women and families across the state.



Virginia

NARAL and NARAL Pro-Choice Virginia members teamed up to help make history, knocking on doors and talking with voters about supporting pro-choice champions up and down the ticket. We came out early to endorse pro-choice leaders who won over a dozen state delegate seats and key top offices—including attorney general (Mark Herring), lieutenant governor (Justin Fairfax), and governor (Dr. Ralph Northam). **Together, NARAL and NARAL Virginia knocked on 50,000 doors and made 40,000 phone calls.**



NARAL members canvass with the Jen Jordan team.



Nikema Williams (left) with NARAL Georgia State Director Laura Simmons.

Washington

Pro-choice leaders took back the state Senate in 2017 thanks to Manka Dhingra's victory! NARAL and NARAL Pro-Choice Washington went all-in to support Dhingra—**investing six figures and reaching 26,000 voters** to spotlight the stark contrast between champion Dhingra and her Trump-supporting, anti-choice opponent.



Getting ready to knock on doors!

**Standing
by our
Principles.**

Spotlighting the crisis in our courts

With the future of our nation's judiciary at stake, NARAL mobilized our allies and million-plus members under The People's Defense, a grassroots campaign that empowers everyday Americans to leverage their voices against the erosion of justice in the courts.

First up: Neil Gorsuch, an anti-choice, anti-LGBTQ, anti-worker, anti-civil rights judge nominated by Trump for a lifetime appointment to the U.S. Supreme Court. The People's Defense took action, **delivering 1.4 million petition signatures and rallying thousands of people** all across the country for The People's Filibuster in April 2017.

With the power of our members behind us, in just a few short months The People's Defense **more than doubled the number of senators willing to publicly oppose the confirmation**, to 45. We kept the resistance energized and pushed our leaders to stand for their principles—forcing the opposition to ultimately change the rules to confirm Gorsuch.

And we didn't stop there. Our federal courts are the last line of defense to protect our most basic rights and are under heavy threat by the Trump administration, which has the opportunity to fill well over 100 vacancies. The People's Defense continues to sound the alarm about the crisis in our courts, from John Bush, a shady anonymous blogger who likened abortion to slavery, to Brett Talley, an extremist deemed unqualified by the American Bar Association.

[Learn more at ThePeoplesDefense.org](https://ThePeoplesDefense.org)

ELLE
Mattie Kahn, ELLE | March 28, 2017
Elizabeth Warren and NARAL President Illyse Hogue on the Dangers of Neil Gorsuch
If Gorsuch is appointed, "women's rights are all up for grabs."



Thank you so much for meeting with us when we came to D.C. As we are a group of students passionate about social justice, meeting professionals who have dedicated their lives to fighting injustice is truly inspiring. We loved seeing Elizabeth Warren and Illyse Hogue speak—it was a privilege to be around such powerful women. For most of us, delivering petitions was the most rewarding experience of the week. If not, phone banking definitely was. Gabby was incredibly inspiring and we had an amazing time at your offices. Thank you again for helping us on our journey to become strong advocates for reproductive justice!!

Sincerely,
ASB: Respect is the minimum

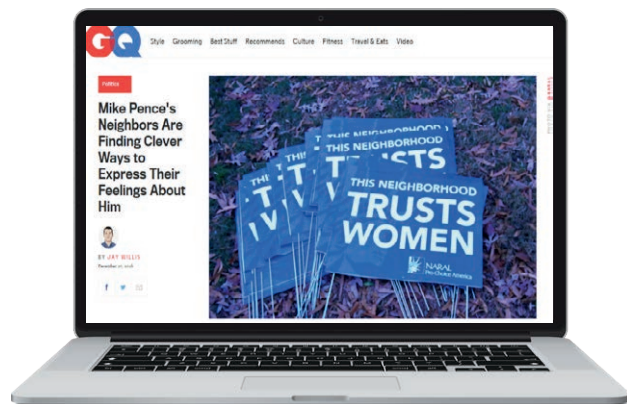


The People's Defense ran a six-figure ad campaign holding senators accountable for changing the rules to confirm an extremist nominee. ▲



Mike Pence doesn't trust women, but his neighbors do

With a new administration in town, NARAL teamed up with Vice President Mike Pence's new Washington, DC, neighbors to remind him his anti-choice, anti-woman agenda isn't welcome.



Standing for our principles

The reckoning that followed the 2016 election led some in the Democratic Party to suggest that a path to victory lay in supporting anti-choice nominees who were good on “economic issues.”

NARAL joined with Democracy for America and 13 other progressive organizations to push back, releasing our Statement of Principles to underscore that there is no economic security without the ability to decide if, when, and how to raise a family. We're sending a clear message that our bodily autonomy is nonnegotiable and supporting these candidates is simply bad political strategy.



Financial Overview

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



Statement of Financial Position

Fiscal Year End September 30, 2017

Assets

Current Assets

Cash and investments	\$ 4,406,104
Accounts receivable	1,434,242
Deposits	5,606

TOTAL ASSETS	5,845,952
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Liabilities and Net Assets

Liabilities

Accounts payable and accrued liabilities	412,299
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TOTAL LIABILITIES	412,299
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Net Assets

Unrestricted	4,086,153
Temporarily restricted	1,347,500

TOTAL NET ASSETS	5,433,653
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TOTAL LIABILITIES AND NET ASSETS	5,845,952
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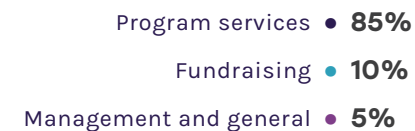
Statement of Activities

Fiscal Year End September 30, 2017



Revenue

Revenue and Support	
Contributions	3,213,241
Grants	2,468,614
Signature events	1,445,894
Investment income	366,099
In-kind contributions	414,372
Other revenue	-
TOTAL REVENUE AND SUPPORT	7,908,220



Expenses

Program Services	
Campaigns and programs	5,089,532
Communications	1,300,735
Policy	918,845
TOTAL PROGRAM SERVICES	7,309,112
Supporting Services	
Fundraising	883,263
Management and general	419,059
TOTAL SUPPORTING SERVICES	1,302,322
TOTAL EXPENSES	8,611,434
Change in restricted net assets	(703,214)

NARAL Pro-Choice America Foundation received a multiyear grant in FY16, which was recorded as revenue in FY16, based on generally accepted accounting principles. \$1,147,500 was restricted for use in FY17; the expenses for this grant were incurred in FY17, which caused the deficit as detailed above.

Financial Overview

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

Consolidated Statement of Financial Position

Fiscal Year End September 30, 2017

Assets

Current Assets	
Cash and investments	\$ 4,324,901
Accounts receivable	26,592
Deposits	26,502
Property and equipment (net of depreciation)	203,653
TOTAL ASSETS	4,581,648

Liabilities and Net Assets

Liabilities	
Accounts payable and accrued liabilities	2,032,628
Deferred lease benefit	500,616
Capital lease obligations	45,031
TOTAL LIABILITIES	2,578,275
Net Assets	
Unrestricted	2,003,373
TOTAL NET ASSETS	2,003,373
TOTAL LIABILITIES AND NET ASSETS	4,581,648

Consolidated Statement of Activities

Fiscal Year End September 30, 2017



Revenue

Revenue and Support	
Membership and contributions	11,219,307
Signature events	1,191,727
Other income	471,672
TOTAL REVENUE AND SUPPORT	12,882,706



Expenses

Program Services	
Campaigns and programs	3,498,869
Communications	1,877,961
Policy	1,067,909
TOTAL PROGRAM SERVICES	6,444,739
Supporting Services	
Fundraising	2,930,787
Management and general	563,690
TOTAL SUPPORTING SERVICES	3,494,477
TOTAL EXPENSES	9,939,216
Change in unrestricted net assets	2,943,490

FY 2017 Boards of Directors

NARAL Pro-Choice America Foundation

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

MEMBERS

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Margalynne Armstrong	René Redwood, ex officio
Sara Imershein, M.D., M.P.H.	Sara Robinson
Tarina Keene	Renee Bracey Sherman
Dawn Koenigsknecht	Lois Stainman
Carol Mayer Marshall	Jane Wolf

NARAL Pro-Choice America

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Brina Milikowsky, Vice Chair
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Fran Rodgers, Secretary
Renee Bracey Sherman, At Large

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Anna Burger	Steve Kerrigan
Becky Carroll	Rachel Laser
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Karen Finney	Mallory McMaster, R.N.
Priscilla Geeslin, ex officio	Rev. Katherine Ragsdale
Nonie Hawkes Greene	Karen Ritter
Andrea Hailey	Jamil Smith

Executive Staff

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



FY 2017 Annual Report

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