

FY 2019 Annual Report







1973

The Supreme Court hands down Roe v. Wade, affirming abortion access as a constitutional right.



who can afford it.

1979

NARAL President Karen Mulhauser testifies in front of Congress against restricting abortion for people eligible for Medicaid.

1993

President Bill Clinton orders reversal of discriminatory abortion restrictions left by the Reagan and Bush administrations.

1985

NARAL launches Abortion Rights,
Silent No More, a campaign that
centers women's voices and
experiences, increasing political
support for the right to
access abortion.

1987

NARAL is instrumental in defeating President Ronald Reagan's nomination of anti-choice Judge Robert Bork to the U.S. Supreme Court.

1994

NARAL celebrates the passage of the FACE Act, which prohibits the threat or use of force aimed at preventing someone from accessing an abortion clinic.



We know we stand on the shoulders of giants.

We know that our generation owes an unimaginable debt to the courageous figures of the past."

-Ilyse G. Hogue, President



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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.



A Message From Our President

Friends.

We have never faced a more critical moment in the fight for reproductive freedom than the one we find ourselves in now.

Even in the midst of the COVID-19 pandemic, the anti-choice movement and its allies in power remain laser-focused on promoting their ideology over and above science in order to advance their agenda of ending legal abortion. Anti-choice lawmakers pushed through an expansion of the discriminatory Hyde Amendment in a COVID-19 relief bill, and state officials hostile to the right to abortion are prioritizing attacks on abortion access during this public health crisis.

It has become increasingly clear that the gloves are off. There's no low they won't sink to in order to achieve their ultimate objective of criminalizing abortion and controlling women, even exploiting a global pandemic if it means achieving their dangerous agenda.

Though we continue to face unprecedented threats to our ability to control our own lives, bodies, and futures, we want to take a moment to reflect on the tremendous victories we saw in NARAL's 50th year.

We went on the offense in states such as Nevada and California and joined our allies in places such as Rhode Island and Illinois to advance reproductive freedom. Tens of thousands of people mobilized to lock into law policies protecting and expanding access to abortion care.

Across the country, people of conscience and determination spoke out louder than ever against the dangerous and incendiary disinformation spread by anti-choice ideologues.

And in places such as Georgia, Iowa, and Missouri-where our opponents fought to limit our freedoms and strip away our ability to determine our own destinies—we fought back with fearlessness and ferocity.

Our rights remain on the line, but we were made for this moment. The brave women who founded NARAL paved a path 50 years ago that we have walked ever since. We will continue to fight back-standing steadfast, courageous, unflinching, and unapologetic in the face of attacks on our reproductive freedom.

In this moment of struggle for our cause, there's something we must remember.

Our fight is not only about freedom, but also about something even more universal: commitment, compassion, empathy, and love.

It's an essential element of our movement's strength—that we place ourselves in the hearts of our neighbors; that we insist that people's stories and experiences be heard, respected, and understood; that we empower people to make their own decisions with those they love.

I truly believe that love, as much as determination, is why we have 2.5 million members today and why we can continue to fight in our new reality.

It's why, even as Donald Trump stacks the courts with ideologues hostile to Roe v. Wade and emboldens anti-choice lawmakers in state legislatures across the country, we lean on one another, unified by our mission.

What they've failed to fully appreciate is that when we stand together in love and compassion, we pack a hell of a punch. We know that reproductive freedom is for every body. And we will continue to fight for it.

Thank you for being a partner as we build the next 50 years of NARAL's future, together.

Yours.

Ilyse G. Hogue President

NARAL Pro-Choice America





Protecting and Expanding Abortion Access

Reality of Roe is a national campaign to educate people about what access to abortion truly looks like in their state and across the country—and what they can do about it. In a year when anti-choice politicians launched attacks on reproductive freedom in unprecedented ways-criminalizing abortion and punishing women-our members led the way, fighting to protect and expand abortion access and demonstrating that we are the majority: the 77% who support the fundamental right to reproductive freedom. Learn more at RealityofRoe.org.



California

California became the first state to ensure medication abortion access on public university campuses with the College Student Right to Access Act. Our members gathered almost 9,000 petition signatures in support of this bill.



Nevada

The Trust Nevada Women Act removes antiquated restrictions that criminalize abortion, NARAL members traveled eight hours each way for four Feminist Road Trips to the capital, Carson City, in support of the bill.



New York

With a new pro-choice majority in place after the 2018 elections, we worked with coalition allies in New York to pass the Reproductive Health Act, decriminalizing abortion and codifying Roe into state law.



Illinois

In Illinois, we supported advocates on the ground in passing the Reproductive Health Act, a law locking in the fundamental rights guaranteed by Roe.

More Reproductive Freedom Victories Throughout the Country

Rhode Island lawmakers passed legislation to enshrine the rights of Roe in state law. NARAL ran radio ads that educated residents and mobilized them to speak up in support of this bill.

Maine passed two laws to make access to abortion more equitable across the state. NARAL members sent messages and made calls to support the in-state coalition.

Washington passed a bill that removes barriers to abortion access, especially for students and transgender communities. NARAL Pro-Choice Washington mobilized members to support this bill.







Defending Our Rights

In 2019 alone, 31 states introduced, passed, or signed into law bans on abortion-from Ohio to Alabama. When Georgia Gov. Brian Kemp signed an extreme ban on abortion, NARAL Pro-Choice Georgia's Pro-Choice Peaches were on the front lines organizing against these dangerous restrictions. We also launched the #ReclaimGeorgia campaign to educate people about how elected officials turned their backs on reproductive freedom.

Our Pro-Choice Peaches:



Made 9,000 calls



Sent 1,500 emails



Mailed 100 handwritten notes to urge their legislators to vote against the abortion ban



98 Pro-Choice Peaches turned out to our Feminist Happy Hour to write postcards and sign up to canvass!



NARAL joined Sen. Kirsten Gillibrand (D-NY) at a press conference in Atlanta to fight back against the abortion ban in Georgia.



We fought back against the abortion ban alongside coalition partners as well as political stalwarts such as Stacey Abrams, leaders in the entertainment industry such as Busy Philipps, and executives from major companies including Netflix.

lowa Defeats Two Extreme Anti-Choice Measures

#ReclaimGeorgia

NARAL organized 21,000 members who worked tirelessly in Iowa, calling their legislators and visiting them at their offices-ultimately defeating two anti-choice bills that would have harmed women and families.

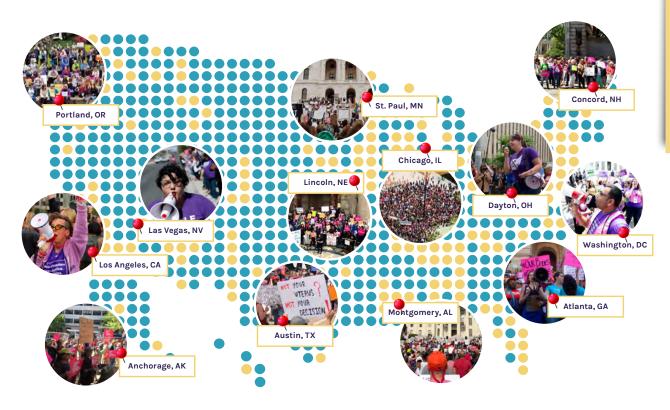






Mobilizing to #StopTheBans

In the face of an unprecedented wave of abortion bans, NARAL led a historic #StopTheBans National Day of Action, with more than 80 partner organizations participating. Tens of thousands of people turned out on May 21 at over 500 events in all 50 states, Washington, DC, and Puerto Rico to reject attacks on reproductive freedom.



Activists throughout the country, including celebrities, politicians, and influencers, denounced bans on abortion.

It is way too often that women find themselves fighting for the ability to make personal medical decisions without unnecessary government intrusion. I will always stand with women and will continue to fight against any legislation that takes our state backwards."

-Georgia State Sen. Nikema Williams

67% of employed adults think their employer should take a stand on reproductive freedom.

Read more about why standing up for reproductive freedom is good for business in our report at NARAL.org/HarrisPoll.

Organizing during **#StopTheBans**

- Our organizing team reached out to 105.419 activists.
- Over 1,000 new volunteers signed up to participate.
- #StopTheBans was the No. 1 Twitter trend nationwide.
- 82,022 new NARAL members subscribed to our email list.

In June, as part of NARAL's corporate social responsibility program, 200 CEOs from a wide range of companies came together to say that abortion bans are bad for business in a New York Times full-page ad. See the full ad: www.DontBanEquality.com.







Reproductive Freedom Is a Political Winner

All eyes were on Kentucky and Virginia during the 2019 elections, when champions for reproductive freedom won at the ballot box, demonstrating once again that reproductive freedom is a political winner.

Kentucky

In Kentucky-one of the reddest states in the country-NARAL hit the ground running with a primary endorsement for Andy Beshear because we knew reproductive freedom was crucial to winning this election. We were proud to play a role in Beshear's election as governor, as he defeated anti-choice incumbent Matt Bevin. Abortion rights were central to this race, and anti-choice organizations outspent reproductive rights groups by a massive margin.

Even in deep-red Kentucky, a poll commissioned by NARAL found that just 17% of voters would only choose a candidate who supports criminalizing abortion and punishing women who obtain one.



NARAL members made over 6,000 calls.



NARAL recruited over 130 volunteers to help elect Beshear.





NARAL members canvassed for Beshear.

NARAL ran digital ads letting Kentuckians know about Matt Bevin's extreme views on abortion.

Virginia

We joined forces with NARAL Pro-Choice Virginia to send reproductive freedom champions to Richmond, flipping the General Assembly and securing a Democratic trifecta in the state-paving the way for progress on reproductive freedom. The anti-choice movement test-drove its disinformation tactics for the 2020 election, and NARAL directly rebutted the false attacks and minimized their electoral impact.

A poll commissioned by NARAL found that 79% of Virginia voters support reproductive freedom and think abortion should be legal. In the election, Virginians sent a clear message rejecting anti-choice extremism.



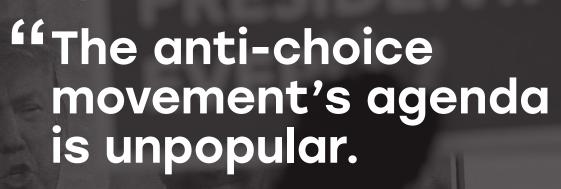
NARAL made a six-figure investment in ads and voter contact in Virginia.



We supported NARAL Virginia's work to make 10,000 calls and knock on 46,000 doors.



NARAL President Ilyse Hogue and NARAL Virginia Executive Director Tarina Keene joined a canvass for Delegate Hala Ayala in Virginia.



That's why they rely on disinformation to prop it up—and why NARAL's work is so critical."

—Ellie Langford Research Director NARAL Pro-Choice America

Combating Anti-Choice Lies and Disinformation

77% of Americans support the legal right to abortion. But the radical right constructed a foundation of propaganda that weaponizes anti-choice disinformation in order to exploit latent misogyny and racism and build long-term political power. Fighting for reproductive freedom means reckoning with that threat.

NARAL's pioneering opposition research team is critical to combating disinformation. Our team of experts tracks and monitors anti-choice actors and organizations, exposing their dangerous lies and their real, ultimate agenda: controlling women.

Learn more in NARAL President Ilyse Hogue's new book and podcast, "The Lie That Binds"—coming this spring.

We monitor anti-choice extremists and organizations, particularly tracking the way medical

disinformation spreads across social media platforms and fuels anti-choice narratives.

Anti-choice activists push for preferential treatment online by disingenuously claiming that fact checks are censorship. Here, they intentionally push medical disinformation to attack abortion access.



Medium | Politics

📸 The Anti-Choice Propaganda Playbook: Five Tactics To Look Out For in 2020

We train and mobilize people

with the information they need to take action against the disinformation campaign being used to dismantle our rights.



We drive the national narrative.

leveraging our hard-hitting communications and in-depth message research to combat stigma and disinformation, change the conversation, and find new ways to reach people.

Centering the stories of pregnant people





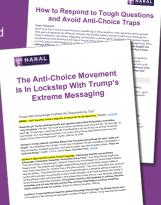
We educate and equip progressive leaders

and elected officials to combat disinformation and avoid traps set by the anti-choice movement.



Sharing research and resources

We worked with state Sen. Jen Jordan for her testimony on the Georgia Senate floor about the dangers of the Georgia abortion ban.





Empowering Our Members

NARAL is deepening member engagement in all 50 states to leverage the power of the 77% of Americans who support the fundamental right to legal abortion. We are identifying, training, and activating volunteer leaders to mobilize people in their own communities to advocate for reproductive freedom through phone banks, rallies, and events. NARAL has an active network of leaders in states such as New York, California, and Nevada, as well as Washington, DC-with more starting every month.

Our strategy is simple: By training volunteers to lead their own local organizing teams, we're creating a committed, ever-expanding network of activists while also building a community of volunteers to work together, trade tips, and organize their communities for reproductive freedom.



In Washington, DC. our volunteer leaders canvassed in Virginia.



34 volunteer leaders showed up to kick off the official organizing program in Nevada.

California has dedicated volunteers throughout the state: the Bay Area, Los Angeles, Orange County, the Inland Empire, Antelope Valley, and San Diego. In New York, our volunteer leaders organize monthly phone banks.



Member Spotlight: Meagan from New York

"I started volunteering with NARAL because I saw how abortion rights were being chipped away, and I felt the need to get involved and safeguard those rights for future generations. I've been inspired by my fellow members and I've learned that building strong community connections can help us achieve our goals, no matter how big."

Financial Overview

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







Statement of Financial Position

Fiscal Year Ending September 30, 2019

Assets

Current Assets	
Cash and investments	\$ 6,590,150
Accounts receivable	3,129,876
Deposits	45,788
TOTAL ASSETS	9,765,814

Liabilities and Net Assets

Liabilities	
Accounts payable and accrued liabilities	1,053,458
TOTAL LIABILITIES	1,053,458
Net Assets	
Unrestricted	5,186,317
Temporarily restricted	3,526,039
TOTAL NET ASSETS	8,712,356
TOTAL LIABILITIES AND NET ASSETS	9,765,814

Statement of Activities

Fiscal Year Ending September 30, 2019





Revenue

Revenue and Support	
Grants	7,299,539
Contributions	3,438,565
Signature events	1,747,749
Other revenue	938,360
In-kind contributions	444,411
TOTAL REVENUE AND SUPPORT	13,868,624

Expenses

Program Services	
Advocacy and organizing	7,864,598
Government relations	1,484,667
Communications	833,007
TOTAL PROGRAM SERVICES	10,182,272
Supporting Services	
Fundraising	1,277,258
Fundraising Management and general	1,277,258 655,542
	, ,
Management and general	655,542
Management and general TOTAL SUPPORTING SERVICES	655,542

Financial Overview

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

Consolidated Statement of Financial Position

Fiscal Year Ending September 30, 2019

Assets

Current Assets	
Cash and investments	\$ 3,822,021
Accounts receivable	690,061
Deposits	342,692
Property and equipment (net of depreciation)	1,257,157
TOTAL ASSETS	6,111,931

Liabilities and Net Assets

Liabilities	
Accounts payable and accrued liabilities	1,913,827
Deferred lease benefit	1,907,496
TOTAL LIABILITIES	3,821,323
Net Assets	
Without donor restrictions	2,290,608
TOTAL NET ASSETS	2,290,608
TOTAL LIABILITIES AND NET ASSETS	6,111,931

Consolidated Statement of Activities

Fiscal Year Ending September 30, 2019





Revenue

Revenue and Support	
Membership and contributions	10,912,408
Signature events	1,282,398
Other income	581,827
TOTAL REVENUE AND SUPPORT	12,776,633

Expenses

Program Services	
Advocacy and organizing	6,426,224
Communications	1,772,150
Government relations	965,666
TOTAL PROGRAM SERVICES	9,164,040
Supporting Services	
Fundraising	2,380,444
Management and general	986,369
TOTAL SUPPORTING SERVICES	3,366,813
TOTAL EXPENSES	12,530,853
Change in unrestricted net assets	245,780



Our friends and allies joined us to celebrate 50 years of fighting for reproductive freedom.



A Message From Our Board Chairs

Friends.

What will it mean to be a NARAL member in the next year?

As we reflect on all that we accomplished in 2019, we also face unprecedented threats to reproductive freedom and an uncertain future. What is our path forward to create an impact in the coming year?

With our rights under assault daily, the challenges ahead are undeniable. Even in the midst of the COVID-19 pandemic, the radical right is consumed with ending legal abortion. And that only makes NARAL's work protecting and expanding reproductive freedom more critical.

What remains more true than ever is that we are the majority—the 77% of Americans who support the legal right to abortion. And even as we fight an unprecedented health crisis, we are working tirelessly to uphold our vision for reproductive freedom, one shared by the overwhelming majority of Americans.

We're growing our Reality of Roe program, mobilizing people across the country to protect and expand abortion access in their communities.

In a year filled with attacks on our rights-from the right to access abortion and birth control, to our fundamental right to raise a family the way we see fit—we are growing our strength. We're making progress in states across the country and holding the line where our freedoms are under threat.

We will continue to beat the drum about our courts, which grow more hostile to our fundamental freedoms by the day as Donald Trump stacks the federal judiciary with antichoice judges.

We will continue to expose the hypocrisy of those in the anti-choice movement and the dangers of their extremist agenda. They have spent decades methodically chipping away at our rights while keeping their true motives under wraps, but their endgame has become brazenly clear.

They want to criminalize abortion and punish women—and they'll stop at nothing to make their draconian vision come to fruition. We won't allow their dangerous deceptions to go unchallenged.

And, finally, yes, an election is coming, and we know what's at stake. This is a time when we must lift our voices. That's why NARAL has expanded our online organizing, arming our members with the digital tools to continue the fight for reproductive freedom from their homes or anywhere with an internet connection.

We know battles lie ahead, and we know the very future of Roe v. Wade hangs in the balance.

Reproductive freedom has not been a reality for so many for far too long. Low-income women, women of color, LGBTQ+ people, immigrants, those living in rural areas, and

people in other marginalized communities disproportionately suffer when our rights are threatened. And the anti-choice movement is exploiting the global COVID-19 public health emergency to advance its dangerous agenda, prioritizing political gain over the health and well-being of women and families. But we at NARAL are fully committed to ensuring that reproductive freedom is for every body.

The stakes are higher than ever—and we stand ready to rise to the occasion. For more than 50 years, NARAL has been the voice of the 77% of Americans who want to see abortion remain legal. In all this time, our commitment to that mission has never wavered.

And thanks to you, we know it never will.

We've got work to do. Let's get it done!



m Biehr

Melinda Bieber Vice Chair, NARAL Pro-Choice America Foundation



Brina Milikowsky Chair, NARAL Pro-Choice America

FY 2019 Boards of Directors

NARAL Pro-Choice America Foundation

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2009
President Barack Obama signs repeal of the global gag rule.

2016
The Supreme Court rules in
Whole Woman's Health v.
Hellerstedt that Texas' clinic
shutdown laws are unconstitutional.

2013 Ilyse Hogue becomes president of NARAL. NARAL co-sponsors the Women's March. One day after Donald Trump's inauguration, millions of Americans march throughout the country, marking the largest singleday protest in U.S. history.

2013
ARAL launches Men fo

NARAL launches Men for Choice, organizing men as key allies in the shared fight for reproductive freedom.



2018

Our 2.5 million members mobilize to flip the U.S. House–electing 37 candidates who flipped seats in the midterm elections and ushering in the most diverse, progressive, pro-choice Congress in history.









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ProChoiceAmerica.org/Foundation

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