

Annual Report

2023

A large, semi-transparent blue-tinted photograph of a diverse group of young adults smiling and laughing, serving as the background for the central text.

**Life.
The Other
Choice.**

Our Mission



Right to Life of Michigan is a nonpartisan, nonsectarian, nonprofit organization of diverse and caring people united to protect the precious gift of human life from fertilization to natural death.

We work on the behalf of defenseless or vulnerable human beings, born and unborn, within our identified life issues of abortion, infanticide, euthanasia and assisted suicide.

Our Daily Work

Education

The Right to Life of Michigan website, rtl.org, received more than 128,000 unique visitors in 2023, and our web pages were viewed more than 64,000 times. The site is updated weekly and includes information about every aspect of our prolife work: pregnancy help resources, statistics and research about abortion and other prolife issues, a detailed directory of prolife laws in Michigan, candidate endorsements, events, merchandise, and much more.

The Right to Life of Michigan News is published three times a year. It reaches a regular audience of about 35,000, and more than 200,000 during election season.

Our weekly Prolife Update e-newsletter has more than 22,000 subscribers. We also produce monthly e-newsletters geared toward leaders in our state's faith communities and pregnancy help agencies. Thousands of people are provided with daily prolife news and educational information through our social networking profiles.

Our four Educational Resource Centers provide literature and other resources to local prolife groups and the general public.

The Educational Fund provides interesting and informative speakers on prolife issues for our affiliates. Right to Life of Michigan affiliates and our statewide organization hosted 65 dinners across the state in 2023, educating thousands of people about our prolife priorities, from local volunteers and business owners to members of the U.S. Congress.

Right to Life of Michigan staff monitor statewide media coverage and provide timely responses to important developments on the local, state, national, and even international level. We strive to be an active voice for the cause of life.

MiGen Leads Outreach

MiGen Leads is a broad group of students and young adults from all backgrounds and walks of life committed to educating in their communities, advocating for a choice for life, and supporting women in need.

The Educational Fund sponsors several annual contests to showcase the talent of our prolife youth and awards scholarship money.

- **HIGH SCHOOL ORATORY CONTEST**

Our annual high school oratory contest is open to all prolife high school students in Michigan. Local contest winners compete in the state contest in the spring, and the winner of the state competition wins a trip to compete in the National Right to Life Jane B. Thompson Oratory Contest.

- **SENIOR PROLIFE ESSAY SCHOLARSHIP**

Prolife high school seniors nominated by their local RLM affiliate may compete for \$500 by writing a 400-500 word essay on a given prompt.

- **HIGH SCHOOL VOLUNTEERS OF THE YEAR**

Prolife high school students are nominated by their local Right to Life affiliates after turning in an application and list of prolife volunteer work and activism. Three students from across Michigan will win the title of Volunteer of the Year by Right to Life of Michigan.

- **COLLEGE DESIGN CONTEST**

College students from all over Michigan can now take part in our prolife t-shirt design contest. Among other prizes, the digitally created design could be featured on our Prolife Shop for purchase.

Our Daily Work

Pregnancy Help

The 1-800-57WOMAN phone number forwards calls to Option Line, which operates a 24/7 hotline connecting mothers facing unplanned pregnancies or women struggling with abortion to prolife pregnancy resource centers in their local area for counseling and support.

Digital advertising through the Educational Fund connects people with vital prolife information.

Ad campaigns connect Michigan teens to an informational pregnancy help website, Teenbreaks.com; Detroit residents to pregnancy help services through our HelpintheD.org website; people looking for prolife information online and pregnancy help listings with rtl.org.

In 2023, our digital ads were seen more than 1,474,896 times and more than 17,487 were connected with information through the target websites.

The Right to Life of Michigan website, rtl.org, features regularly updated listings of all prolife pregnancy and adoption help agencies available in Michigan. More than 150 agencies are included on this list.

Support Services

Right to Life of Michigan's support services aid the local affiliates with membership, educational projects, and fundraising campaigns. It is our continuing goal to initiate the growth of new Right to Life affiliate groups across our state.

Advertising

Another medium for educational messages is major statewide media. Right to Life of Michigan Educational Fund was the first state prolife organization to utilize major media advertising. Our innovative television and radio ads provide messages which connect our prolife issues directly to hundreds of thousands of households throughout the state.

Political Action

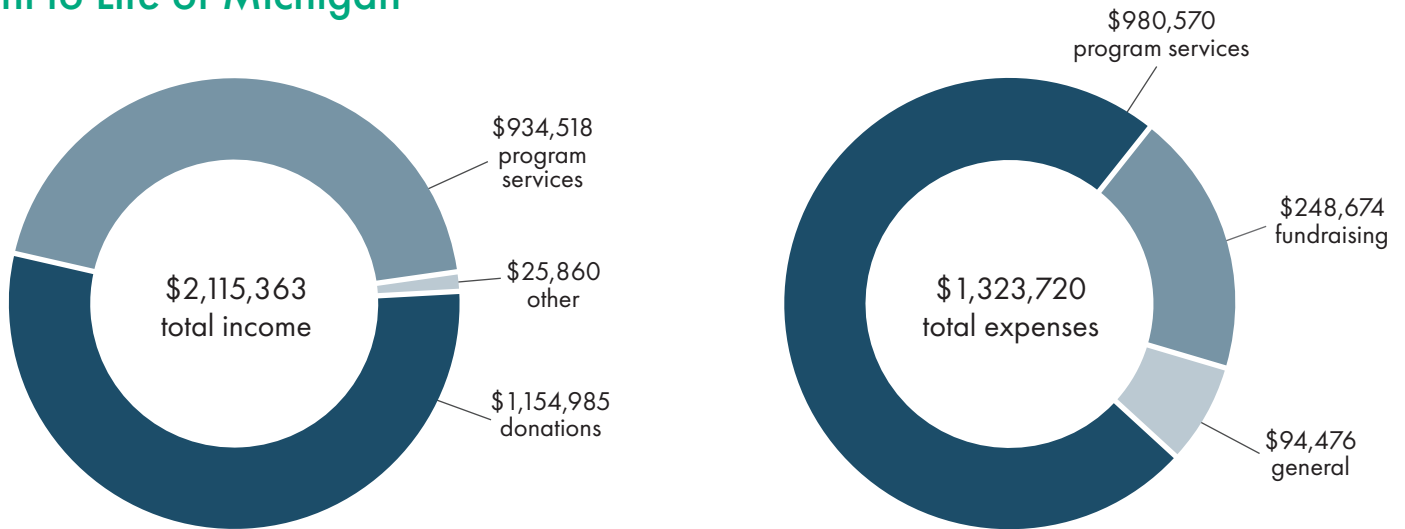
The prolife movement's effectiveness in protecting innocent human life relies on electing lawmakers with a commitment to protecting the sanctity of life. Right to Life of Michigan Political Action Committee election endorsements are made without consideration of party affiliation and follow time-tested guidelines.

Legislation

The Right to Life of Michigan state legislative office works actively to coordinate efforts to support women facing unexpected pregnancies and increase legal protection for unborn children and other threatened members of the human family. Our legislative team closely monitors pieces of legislation which may be in conflict with our goals.

The impact of thousands of prolife grassroots citizen lobbyists is reinforced by the daily presence in the State Capitol of our legislative staff. A full-time lobbyist and additional staff work closely with the prolife leadership in the Legislature every session. Our unique legislative strength rests in the unified effort of our local affiliates and the state coordinating body. This strength is acknowledged by our allies—and even by those who oppose our mission.

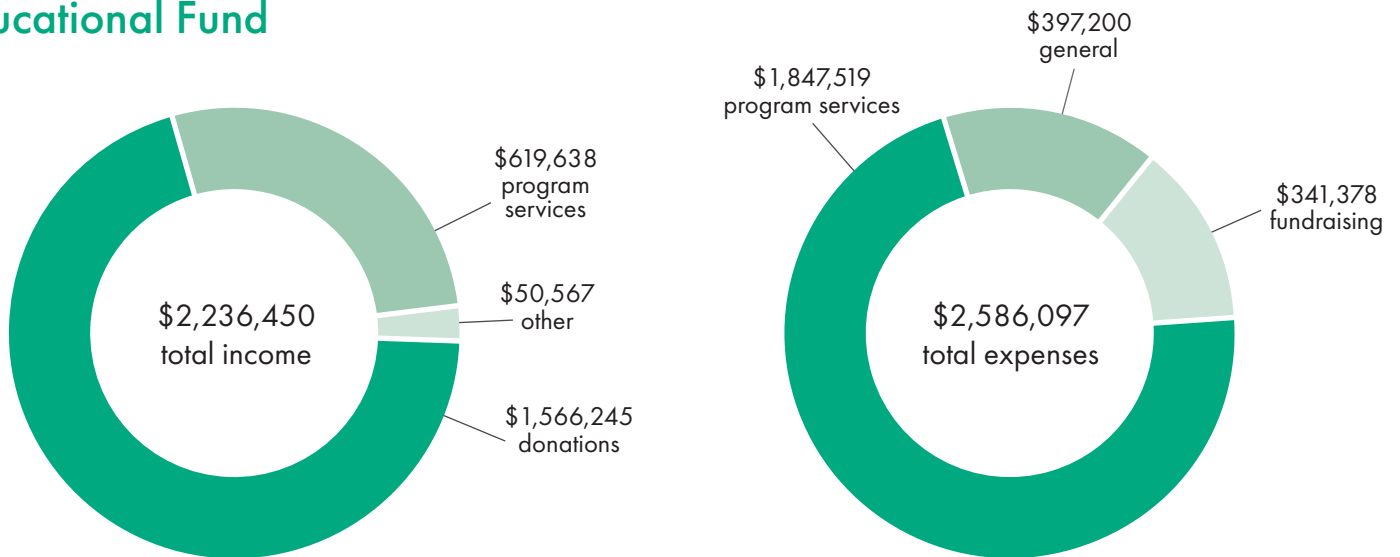
Right to Life of Michigan



In 2023, the total income was \$2,115,363. 55% of that amount came from donations, 44% from program services, and less than 1% from other sources.

In 2023, the total expenses were \$1,323,720 with 74% of that amount toward program services. 18% was devoted to fundraising, and 7% to general expenses.

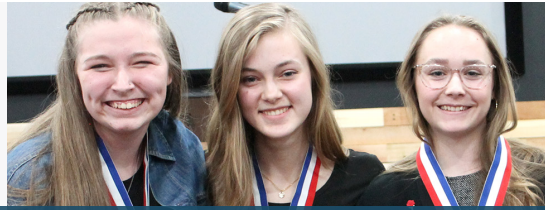
Educational Fund



In 2023, the total income was \$2,236,450. 70% of that amount came from donations, 28% from program services, and 2% from other sources.

In 2023, the total expenses were \$2,586,097 with 71% of that amount toward program services. 13% was devoted to fundraising, and 15% to general expenses.

Our Year in Review



ADVOCATES FOR BETTER CARE

ORATORY CONTEST WINNERS

PROLIFE YOUTH AWARD WINNER

January

On January 3rd, the U.S. Food and Drug Administration modified the REMS (Risk Evaluation and Mitigation Strategy) for the abortion pill. The update allowed pharmacies to distribute the dangerous drug with very few guidelines and regulations. Right to Life of Michigan created a petition for Michiganders to sign as a way to respond to the CVS and Walgreens announcements and seek to limit the pharmacies distributing the drug.

January 22, 2023 marked 50 years since the Supreme Court decision in Roe v. Wade and Doe v. Bolton. Those cases resulted in more than 63 million lives lost. Right to Life of Michigan affiliates across the state held local events to commemorate the date and memorialize the victims. Many traveled to Washington, D.C. for the National March for Life. Churches around the country utilized our Educational Fund's resources for their Sanctity of Human Life Sunday programs.

On January 24, pro-abortion Michigan legislators introduced Senate Bill 39 to repeal the 1931 law prohibiting abortion in Michigan.

February

Right to Life of Michigan revamped Advocates for Better Care, an RLM side project used to network with professionals and educate others about end-of-life issues. A fresh logo, website and educational materials were created for this effort.

March

The Right to Life of Michigan Political Action Committee rescinded endorsements of two state House representatives following their vote for the sweeping repeal of 1931 abortion law.

April

Governor Gretchen Whitmer signed a sweeping repeal of the 1931 Abortion Law, wiping out longstanding protections for women and the unborn in the final stages of pregnancy.

May

The 34th Annual High School Oratory Contest was held in Charlotte on May 20. The contest featured 19 finalists who won local contests held by Right to Life of Michigan affiliates. First place went to Hannah Abel from Tri-Cities Right to Life.

Maze Gusa from Huron County Right to Life was our 2023 Outstanding Prolife Youth Award recipient. Maze had been at the forefront of local efforts to protect life for the last several years.

A ban on telemedicine abortions was introduced in the Michigan state House. Abortion pills have become the top abortion method in Michigan and continued increasing after the Biden Administration took advantage of the pandemic to abuse health regulations and allow abortion pills to be sent through the mail.

On May 17, Governor Whitmer signed into law an amendment to the Elliot Larson Civil Right Act that mandates all employer benefit plans that cover pregnancy must now cover elective abortions.



Our Year in Review



1ST ANNIVERSARY OF DOBBS



REPRODUCTIVE HEALTH ACT



MIGEN LEADS INTRODUCED

June

Right to Life of Michigan celebrated the first anniversary of the Dobbs decision that overturned Roe v. Wade. Right to Life of Michigan continued to support women and girls by standing up for parental consent protections, informed consent requirements and health and safety standards for abortion facilities.

The Michigan Department of Health and Human Services released their 2022 report on abortions in Michigan. The report showed abortions performed on Michigan residents declined by more than 1,000. Sadly, the number of women travelling to Michigan for abortions increased, meaning Michigan saw a small overall increase.

Right to Life of Michigan Educational Fund hosted a 3rd annual Meme Match contest via social media. The winner was Tyler Sterk, with his meme questioning the basic premise of the bodily autonomy argument.

July

The National Cherry Festival revoked Grand Traverse Teens for Life's approval to join in a community parade. The group had marched in the parade several years prior but was revoked due to parade organizers receiving threats.

August

Right to Life of Michigan and Faith Fellowship Baptist Church hosted the first-ever Capital City Baby Shower. Local organizations and businesses came together to provide 76 women and their families with much-needed items, such as car seats, baby swings, strollers, clothing and more.

September

On September 6, the Reproductive Health Act was introduced in the Michigan House by pro-abortion Democrat legislators. The bill package called for the repeal of many commonsense abortion regulations, regulations which continue to enjoy the broad support of Michigan citizens.

The Michigan Coalition to Protect a Woman's Right to Know united in opposition to the dangerous Reproductive Health Act (RHA). The RHA package of bills included repealing Michigan's informed consent and 24-hour waiting period requirement, removing basic surgical abortion clinic health and safety regulations and eliminating the legal barrier that prevents taxpayer dollars from funding elective abortions.

Our 49th Annual Conference was held in Lansing on September 29. Every year our conference draws about 250 pro-life leaders and volunteers from around the state.

MiGen Leads was introduced and rolled out as a broad group of students from all backgrounds and walks of life committed to advocating for a choice for life and supporting women in need. Students and young adults are encouraged to have fun, make connections, join in pro-life service projects, and help people make a choice for life themselves. MiGen Leads is a project of Right to Life of Michigan designed to expand outreach to students and young adults.



PREGNANCY RESOURCE GRANTS



MICHIGAN MARCH FOR LIFE



BARBARA LISTING RETIRES

October

Right to Life of Michigan delivers grants totaling \$10,000 to eight pregnancy resource centers in Detroit as part of our Sixth Annual Pregnancy Resource Center Fall Grant Tour.

November

On November 8, exactly one year after the passage of anti-women, anti-life Proposal 3, Right to Life of Michigan partnered with National March for Life to host Michigan's first-ever March for Life. Crowd size estimates range from 4,000 to 5,000 participants despite the cold, rainy weather.

During the rally, on the steps of the Lansing Capitol building, Right to Life of Michigan President Barbara Listing announced the organization is one of 16 plaintiffs in a lawsuit challenging central elements of Proposal 3 on federal constitutional grounds.

Governor Gretchen Whitmer signed the Reproductive Health Act, repealing several longstanding protective laws for women and children. The 24-hour waiting period and informed consent for abortion, the protection against using taxpayer dollars to pay for other people's abortions and parental consent were left intact.

The Death with Dignity Act (SB 678-681) was introduced in the Michigan state Senate to legalize the dangerous practice of allowing doctors to prescribe lethal doses of drugs to their patients to commit suicide.

December

Right to Life of Michigan President Barbara Listing announced her retirement following 43 years of leading the organization. Amber Roseboom transitioned into the role as the new president.

Right to Life of Michigan Educational Fund raised over \$120,000 in the end-of-the-year online match fundraiser. dedicated to supporting "Life. The Other Choice."

2023 Michigan March for Life, Lansing, MI



Affiliates

Alger County Right to Life

Barry County Right to Life

Bay County Right to Life

Berrien County Right to Life

Birmingham-Bloomfield Right to Life

Branch County Right to Life

Caledonia/Middleville Right to Life

Calhoun County Right to Life

Cass County Right to Life

Central Macomb Right to Life

Central Michigan Right to Life

Central Oakland Right to Life

Central Wayne County Right to Life

Cheboygan County Right to Life

Chippewa County Right to Life

Clare County Right to Life

Clinton County Right to Life

Dearborn Area Right to Life

Delta County Right to Life

Dickinson County Right to Life

Eaton County Right to Life

Emmett County Right to Life

Flat River Right to Life

Gaylord Right to Life

Genesee County Affiliate of RLM

Gladwin County Right to Life

Grand Rapids Right to Life

Grand Traverse Area Right to Life

Grosse Pte/Harper Woods Right to Life

Hillsdale County Right to Life

Holland Area Right to Life

Huron County Right to Life

Ingham County Right to Life

Iosco County Right to Life

Iron County Right to Life

Jackson County Right to Life

Kalamazoo Right to Life

Lakes Area Right to Life

Lapeer County Right to Life

Lenawee County Right to Life

Livingston County Right to Life

Macomb County Northwest Right to Life

Manistee County Right to Life

Mason County Right to Life

Mecosta/Osceola County Right to Life

Midland County Right to Life

Monroe County Right to Life

Muskegon Right to Life

Newaygo County Right to Life

North Allegan County Right to Life

North Kent Right to Life

North Macomb County Right to Life

North Oakland County Right to Life

North West Oakland County Right to Life

Novi Right to Life

Oceana County Right to Life

Ogemaw County Right to Life

Oscoda County Right to Life

Otsego-Plainwell Right to Life

Plymouth Right to Life

Portland Right to Life

Presque Isle Right to Life

Roscommon-Crawford Right to Life

Saginaw County Right to Life

St. Clair County Right to Life

St. Ignace Right to Life

St. Joseph County Right to Life

Sanilac County Right to Life

Shiawassee County Right to Life

Southeast Macomb Right to Life

Southern Downriver Right to Life

Tri-Cities Right to Life

Tuscola County Right to Life

Upper Downriver Right to Life

Van Buren County Right to Life

Warren/Center Line Right to Life

Washtenaw Area Right to Life

Wexford-Missaukee Right to Life

Offices

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