Freedom Is For Every Body.

FY 2020 Annual Report

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⁶⁶ Playing it safe is not an option.

Now is the time to fight for bold, lasting change."

-Ilyse G. Hogue, President

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FREEDOM IS FOR EVERY

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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.

Reproductive Freedom For All. NARAL WWW.PROCHOICEANERICA.ORE

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A Message From Our President

Dear Friends,

During my eight years at the helm of NARAL Pro-Choice America, we've weathered so much together: four election cycles, four Supreme Court nomination battles, and, most recently, a year like no other—one filled with both challenges and triumphs.

Doing this work—fighting by the side of each and every one of you—has been the privilege of a lifetime. And as you may have heard by now, the moment has come for me to pass the baton to new leadership and step down from my role as president.

I have never been more hopeful for the future of reproductive freedom or for NARAL, and that's why I think this moment is ripe for a fresh vision. The end of 2020 brought with it the historic election of Joe Biden as president and Kamala Harris as the country's first woman, first Black, and first Indian American vice president. Not long after, reproductive freedom champions Rev. Raphael Warnock and Jon Ossoff were sworn in to the U.S. Senate as the first Black and Jewish senators, respectively, to represent Georgia.

After four years of facing down escalating threats to our ability to control our own lives, bodies, and futures, I'm excited for the renewed opportunities to pave the way for true reproductive freedom across the country.

It's a moment worth celebrating. It's a moment we cannot afford to waste.

We won't, thanks to our incredible team and our 2.5 million members. If 2020 showed us anything, it was the resilience and power of NARAL members, who time and again stepped up—to mobilize in Colorado to reject Proposition 115, an anti-choice ban on abortion later in pregnancy. To push leaders in Massachusetts to pass legislation that removes critical barriers to abortion care and take a major step toward ensuring that all Bay Staters can get safe, legal abortion care when and where they need it. And when the pandemic made in-person organizing unsafe, NARAL members joined us by the hundreds for virtual phone banks and voter education events, to train as volunteer-leaders for reproductive freedom in their communities, and to build a bilingual presence on the ground in states such as Arizona. They turned out to learn how to combat anti-choice disinformation and joined us as we worked alongside our movement partners to dismantle racism and white supremacy.

Of course, these wins don't erase the despair of witnessing far too many people choose Trumpism, anti-choice politics, and white supremacy. The fear and anger of the last four years—and of the decades before that—are real and present, especially in the wake of the Jan. 6 attack on the Capitol by right-wing militants.

We know from NARAL's years of tracking the anti-choice opposition that white supremacy and anti-choice rhetoric and violence work hand in hand. And that while we have turned an important corner, our work is far from over.

It has taken years of hard work to get to this moment. Now is the time for bold, lasting change—and that includes new leadership at NARAL. But I have never been more hopeful about what comes next.

I am so proud to have led this team, this organization, and our members to this moment.

Thank you for standing with us.

In Solidarity,

Ilyse G. Hogue President NARAL Pro-Choice America





Protecting and Expanding Reproductive Freedom



In a year when anti-choice politicians exploited the COVID-19 pandemic to launch attacks on access to abortion, our members led the way, demonstrating that we are the majority: the 77% who support the fundamental right to abortion. Learn more about access in your state at WhoDecides.org.

Massachusetts

NARAL supported our Massachusetts affiliate, which coordinated with the ROE Act Coalition to drive the successful campaign to remove several medically unnecessary barriers to care—becoming the first state in the country to legislatively roll back a mandated parental involvement law.

Virginia

NARAL supported our Virginia affiliate to secure passage of the **Reproductive Health Protection Act**, which repealed restrictions on abortion access and dramatically increased access to care—a victory years in the making!

California

NARAL's California team organized to pass the Justice and Equity in Maternity Care Act– with our partners Black Women for Wellness and the California Nurse-Midwives Association—to increase access to midwifery care and improve maternal and infant health outcomes.

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NARAL members sent over 3,500 text messages to stop anti-choice state lawmakers from advancing an extreme ideological agenda and block an amendment to the state constitution to overturn protections for abortion.

Amid the pandemic, anti-choice officials in 13 states attempted to capitalize on COVID-19 to restrict access to abortion. NARAL launched a six-figure ad campaign exposing this craven exploitation of the pandemic to ban abortion—highlighting how the anti-choice movement promotes ideology over science. Watch our ads at NARAL.org/EvenNow.

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 Opinion by Jennifer Rubin, Columnist I April 20, 2020

 Opinion:
 Pulling back the curtain on the not-all-that-pro-life movement



The Fight Isn't Over

While the Supreme Court's ruling in June Medical Services LLC v. Russo struck down a medically unnecessary clinic shutdown law in Louisiana, the split decision left the door wide open for anti-freedom politicians to continue attacks on abortion access.

- We engaged our members to call out senators whose votes to confirm Brett Kavanaugh in 2018 helped create an antichoice majority on the Supreme Court—while driving the national conversation about the impact the court's makeup has on reproductive freedom.
- We mobilized our members to action with a rally at the Supreme Court steps and over 7,000 calls in support of the Women's Health Protection Act, a federal safeguard that would take a critical step toward protecting access to essential reproductive healthcare.

The #KavanaughKourt lost today, but the fight to make abortion safe and legal continues with @NARAL. Donate"

Patton Oswalt | @pattonoswalt 🔰

Pro-Choice

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NABAL

Freedom

For All.

Thousands gathered outside the Supreme Court to mourn the loss of a legend, Justice Ruth Bader Ginsburg.

Mobilizing Our Members

NARAL is driven by the power of our 2.5 million members in all 50 states and Washington, DC. And time and again in 2020, our members showed their resilience and dedication to ensuring reproductive freedom is for *every* body. Learn how you can volunteer at NARAL.org/Volunteer.

Action Councils in Action

NARAL has built a network of Action Councils and volunteer-leaders across the country–expanding our ability to mobilize and organize for reproductive freedom.



In 2020, NARAL trained over 100 volunteerleaders and supported nine Action Councils in four states: California, Michigan, Minnesota, and New York.



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NY Action

Council members

21

voter contact

events

What can just one Action Council of NARAL's dedicated volunteers do?

= 265,000+ calls mobilizing people for reproductive freedom

Staying Engaged During Quarantine

When the pandemic kept our members from meeting in person, they turned out by the hundreds for over **500 online events** across the U.S.

REPRODUCTIVE FREEDOM IN TIMES OF COVID-19 LIBERTAD REPRODUCTIVA EN TIEMPOS DE COVID-19 In **Arizona**, our organizers hosted a virtual, bilingual event with Planned Parenthood to make reproductive freedom resources more accessible for every body.

Our Pro-Choice Peaches in Georgia pivoted their monthly Feminist Power Hours into virtual events, with members showing up to learn how to take action for reproductive freedom!



"May her memory be a blessing, and may her memory be for revolution"

The September passing of Supreme Court Justice Ruth Bader Ginsburg as Rosh Hashana began was deeply felt by NARAL staff and members. More than 500 NARAL members turned out for our national virtual vigil to create a way for the community to mourn together and honor her legacy as a champion for reproductive freedom.

"It was so moving to gather and mourn and celebrate and get ready for the fight ahead." –Samara from Los Angeles, CA





NARAL launched a six-figure ad campaign exposing the hypocrisy of anti-choice officials who call themselves "pro-life" while jeopardizing the lives of millions of Americans amid the COVID-19 pandemic.

Driving the National Conversation

NARAL's comprehensive communications and research program grounds everything we do. In the weeks after the passing of Justice Ruth Bader Ginsburg, then-president Donald Trump and his cronies worked to jam through the confirmation of Amy Coney Barrett to the Supreme Court-putting the future of Roe v. Wade in the hands of the Court's anti-choice supermajority.

NARAL has been sounding the alarm about the increased threats to our courts since the confirmation of Neil Gorsuch to the Supreme Court. So when Republican politicians tried to conceal the threat that Barrett's confirmation posed to reproductive freedom, NARAL mobilized with our coalition partners to expose the alarming story of how she called Roe v. Wade an "erroneous decision" and what the criminalization of abortion could look like in a post-Roe world.

On Washington Desi

Both sides on abortion certain Barrett would restrict, if not overturn, landmark court decision

its Rawing Mile Kim Dec. 3, 2020 at 0.01 perc 801

Media:

Through our media education program **#TellTheWholeStory**, we leveraged our hard-hitting communications and in-depth message research to get the real story out about the threat Barrett poses to reproductive freedom.

Learn more at TellTheWholeStoryNow.com.

Research:

We educated and equipped organizational allies and senators with research on Barrett's demonstrated hostility to reproductive freedom. We also led briefings and circulated resources to push back when Barrett sidestepped questions about Roe-and debunked the narrative that raising legitimate questions about her judicial record was somehow anti-Catholic.

Q_o Action:

We mobilized our members to action, sending over 166,300 petition signatures supporting Justice Ginsburg's wish to not fill the seat before the inauguration and 40,000 letters to senators urging them to wait.



Pro-Fre

^{ff}The GOP may win this confirmation-they may in fact get their greatest wish and undermine Roe. But that's not the end of the story. ...We have an all-powerful weapon on our side, and that is that we are the majority. And at the end of the day, I believeas long as our democracy holds-that the majority will prevail."

-NARAL President Ilyse Hogue on New York Times' "The Daily" podcast

Digital:

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NARAL live-tweeted the confirmation hearing, reaching more than 1 million online, while leveraging the power of key influencers to tell the real story behind Barrett's hostility toward reproductive freedom.

frump has two itimus texts for his #SCOTUS nominees.

Americans agree, we have to stitlockflamen. #OurCourt

and the PE SHARE THE REAL

They have to be willing to gut both Roe and the BACA. He chose Amy Coney Barrett to accomplish what he can't legislatively, because it's so unpopular. But the majority of



Combating Anti-Choice Disinformation

Public support for the legal right to abortion in the United States is at a record high. Yet we're in the midst of an all-out assault on reproductive freedom.

NARAL is *the* movement leader in anti-choice opposition research, and in 2020 we released "The Lie That Binds," a best selling book and podcast series that builds on our years of research. It takes an inside look at how the Radical Right weaponized abortion to create a much larger movement, hell-bent on maintaining white patriarchy and control in a changing world.

1 Ilyse Hogue provides a brilliant, systematic takedown of the extremist, hypocritical forces that seek to control women's bodies. 'The Lie That Binds' is a clarion call for renewed American activism to protect a woman's right to determine her own healthcare, including her right to abortion, at a time when those rights are more at risk than at any point in the last 45 years."

-Stacey Abrams, Founder & Chair, Fair Fight



An overnight bestseller on Barnes & Noble

#1 Bestseller on Amazon in Social Policy **#10 Bestseller** on Amazon in Government Social Policy

TheLieThatBinds.com, where you can:

LEARN more about spotting and combating anti-choice disinformation—and how you can take action.

DOWNLOAD "The Lie That Binds" podcast, a six-part podcast series featuring the perspectives and voices of NARAL's allies, experts, and friends, including Stacey Abrams, Loretta Ross, Pamela Merritt, Dahlia Lithwick, and Brianna Wu.



RS New book covers the history of the fight over abortion rights ,

SCOTUS's Birth Control Ruling Is Another Example of the Radical Right's Obsession with Controlling Women

> The supreme court endangered access to contraception. There's a way to fight back by Ilyse Hogue

Our Communications team drove a hard-hitting **press narrative that reset the conversation on the Radical Right and anti-choice opposition, generating coverage of "The Lie That Binds"** and placing opinion pieces in dozens of outlets, including CNN, Teen Vogue, CBS News, Cosmopolitan, Harper's Bazaar, Marie Claire, Newsweek, and The Guardian. NARAL's Research and Organizing teams hosted **dozens of virtual events** for progressive leaders and elected officials, business leaders, college students, and NARAL members to learn **how to combat disinformation and avoid traps set by the anti-choice movement.**



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

WWW.PROCHOICEAMERICA.ORG

FREEDOM IS FOR EVERY BODY

Electing Reproductive Freedom Champions

NARAL ran our largest-ever electoral program in 2020 to mobilize voters in key battleground states. Our 2020 electoral plan was designed to move voters and leverage wins to advance policies that protect and expand reproductive freedom.

In 2020, NARAL and our members:

- (1) Led over **400 events** to elect reproductive freedom champions
- Filled 2,330 volunteer shifts
- Sent over 2.3 million pieces of mail and 1.1 million text messages, and made over 1.4 million calls
- Launched digital and radio ads across seven states, reaching more than **33 million people**
- Built a **bilingual presence** to reach Spanishspeaking voters in targeted areas
- Helped over **600 people** check their voter registration, register, request a mail-in ballot, and sign up for reminders in English and Spanish through Vote.org

In 2016, NARAL played an integral role in securing the Democratic Party's strongest-ever platform for reproductive freedom, unequivocally affirming the constitutional right to abortion while opposing harmful, discriminatory policies such as the Hyde and Helms Amendments. In 2020, NARAL President Ilyse Hogue once again joined the platform committee and spoke at the Women's Caucus about the importance of women voters in this election cycle.



People are asking what's motivating me to get out the vote this November, and I have one answer: everything. Our reproductive freedom and access to abortion are facing an existential threat. And that's not by accident."

> -Ilyse Hogue, President of NARAL Pro-Choice America

2 Days, 8 Trainings, 25 Speakers, 600 NARAL members, 44 states + DC

"Our Freedom, Our Fight"

In August, NARAL hosted a first-of-its-kind virtual Activists' Summit, bringing together over 600 NARAL members, leaders, activists, and elected officials to organize, mobilize, and energize our members ahead of Election Day! Speakers included:







Men need to stand with women in this fight-not because they are our mothers or sisters or daughters-but because everyone deserves to control their own bodies. Period."

-Senator Cory Booker

Celebrating Victories Across the Country

In 2020, NARAL ran our largest political program in the history of the organization.

ARIZONA

- NARAL-endorsed Mark Kelly handily defeated anti-choice Senator Martha McSally, flipping a critical Senate seat, while Ann Kirkpatrick (AZ-02) won re-election to the House.
- NARAL invested over \$500,000 in Arizona on bilingual direct mail to 79,000 voters, 76,000 peer-to-peer texts, and digital ads reaching 5.4 million people.
- ✓ We built a bilingual organizing presence to reach Spanish-speaking voters, with our onthe-ground organizers leading NARAL welcome sessions and feminist bingo.



COLORADO

- ✓ NARAL-endorsed John Hickenlooper ousted antichoice, anti-freedom Senator Cory Gardner, while Jason Crow (CO-06) and Joe Neguse (CO-02) won re-election to the House.
- ✓ Voters resoundingly rejected Proposition 115, a ban on abortion later in pregnancy—the fourth failed attempt by anti-choice extremists in the state to ban abortion by ballot measure.



✓ NARAL invested in organizing to mobilize our 58,000 members in Colorado while working with a diverse coalition of 125 organizations to fight Proposition 115.

Making History in Georgia

Change doesn't happen overnight-our long-term investment in Georgia means we gained wins up and down the ballot to protect and expand access! NARAL opens our Georgia office with 10,000 members. We quickly get to work canvassing and growing our base. NARAL endorses Lucy McBath in her bid to oust anti-choice incumbent Karen Handel from the U.S. House. McBath is elected to the U.S. House (GA-06), and NARAL helps flip nine state House and three state Senate seats further chipping away at the GOP stronghold.





132 of the 202 candidates endorsed by NARAL won their elections!

GenGaryPeters is the first sitting Senator to share a personal abortion story. He represents countless families in America who have faced the same cruelty in ending pregnancies. via **@LEBassett**

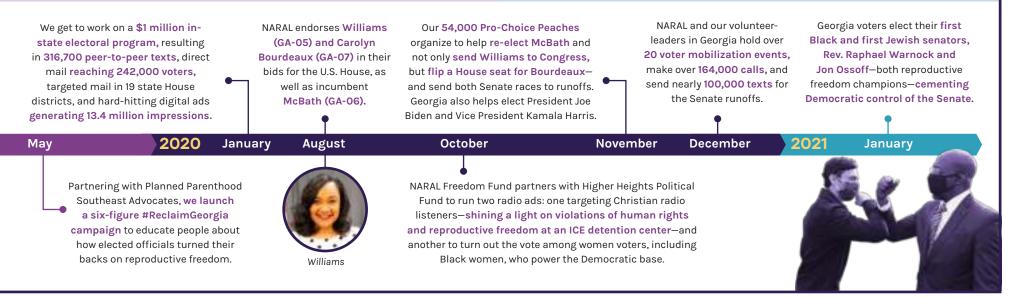
llyse Hogue | @ilyseh 🤘

ILLINOIS

- ✓ NARAL helped elect Marie Newman in Illinois' 3rd Congressional District, unseating one of the last anti-choice Democratic members of Congress, Dan Lipinski. Her victory is the culmination of years of work by NARAL members.
- ✓ NARAL was among the first organizations to endorse Newman's 2018 challenge against Lipinski, recognizing that Lipinski's agenda was dangerously out of touch with both the Democratic Party and his constituents.
- ✓ In 2020, NARAL members and volunteers across the country made approximately 25,000 calls and engaged over 2,300 NARAL members in the district through digital communications such as email and text.

MICHIGAN

- ✓ NARAL-endorsed Gary Peters held a critical Senate seat, defeating anti-choice, anti-freedom Republican John James, while our members mobilized to help Elissa Slotkin (MI-O8) hold her House seat.
- ✓ Our members made 54,000 calls and reached nearly 3,500 voters through direct mail, while holding 27 events and activating over 270 volunteers who made thousands of calls and sent 105,000 text messages and 7,500 postcards to voters.
- ✓ NARAL reached over 2.1 million people in a major ad campaign to boost Peters—including partnering with Detroit Action and Rising Voices of Asian American Families on voter education ads.



Financial Overview

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



Statement of Financial Position

Fiscal Year Ending September 30, 2020

Assets

Current Assets	
Cash and investments	\$ 6,083,959
Accounts receivable	1,021,610
Deposits	5,606
TOTAL ASSETS	7,111,175

Liabilities and Net Assets

Liabilities	
Accounts payable and accrued liabilities	1,830,181
TOTAL LIABILITIES	1,830,181
Net Assets	
Without donor restrictions	3,207,744
With donor restrictions	2,073,250
TOTAL NET ASSETS	5,280,994
TOTAL LIABILITIES AND NET ASSETS	7,111,175

Statement of Activities

Fiscal Year Ending September 30, 2020





Program services • **85%** Fundraising • **10%**

Management and general • 5%

Revenue

Revenue and Support	
Contributions	3,718,283
Grants	2,788,819
Signature events	1,813,447
Other revenue	725,799
In-kind contributions	247,662
Investment return, net	4,364
TOTAL REVENUE AND SUPPORT	9,298,374

Expenses

Program Services	
Advocacy and organizing	8,598,126
Government relations	1,124,430
Communications	1,088,036
TOTAL PROGRAM SERVICES	10,810,592
Supporting Services	
Fundraising	1,313,663
Management and general	605,481
TOTAL SUPPORTING SERVICES	1,919,144
TOTAL EXPENSES	12,729,736
Change in unrestricted net assets	(3,431,362)

Financial Overview

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

Consolidated Statement of Financial Position

Fiscal Year Ending September 30, 2020

Assets

Current Assets	
Cash and investments	\$ 5,978,676
Accounts receivable	147,920
Deposits	282,958
Property and equipment (net of depreciation)	1,141,687
TOTAL ASSETS	7,551,241

Liabilities and Net Assets

Liabilities	
Accounts payable and accrued liabilities	2,441,930
Deferred lease benefit	2,058,349
TOTAL LIABILITIES	4,500,279
Net Assets	
Without donor restrictions	3,050,962
TOTAL NET ASSETS	3,050,962
TOTAL LIABILITIES AND NET ASSETS	7,551,241

Consolidated Statement of Activities

Fiscal Year Ending September 30, 2020





Revenue

Revenue and Support	
Membership and contributions	14,587,172
Signature events	964,595
Other income	492,823
TOTAL REVENUE AND SUPPORT	16,044,590

Expenses

Program Services	
Advocacy and organizing	7,637,700
Communications	1,826,446
Government relations	1,104,653
TOTAL PROGRAM SERVICES	10,568,799
Supporting Services	
Fundraising	3,067,482
Management and general	1,647,955
TOTAL SUPPORTING SERVICES	4,715,437
TOTAL EXPENSES	15,284,236
Change in unrestricted net assets	760,354

FREEDOM IS FOR BODY BODY

A Message From Our Board Chairs

Friends,

The past year was far more than we could have ever bargained for. But together, NARAL has come through it ready to seize this new moment to truly ensure that reproductive freedom is for every body.

And thanks to the passionate and strategic vision of NARAL President Ilyse Hogue over the last eight years, this organization has never been as well positioned to help bring about the lasting changes we know are needed.

Though NARAL's leadership is transitioning, we are more than ready to meet this moment. We are ready because of our 2.5 million dedicated, determined members. We are ready because of our amazing team at NARAL, because of our partnerships with phenomenal leaders in the progressive and reproductive freedom and justice movements, and because of supporters like you.

We are the majority: the 77% of Americans who support legal abortion. And we fight for the majority because access to safe and legal abortion is a fundamental freedom—without it, we cannot achieve economic security or true equality.

The months ahead represent real opportunities—**opportunities to not only undo the damage of the last four years, but to truly expand reproductive freedom.** It's why NARAL is working with our coalition partners to improve access to medication abortion care, to finally end racist and discriminatory abortion coverage bans such as the Hyde Amendment, and to pass the Women's Health Protection Act.

But we also know that the threats to our freedoms remain. Antidemocratic, anti-choice extremists may no longer be in the White House, but they continue to hold power in many state legislatures and governor's mansions, as well as Congress. For this reason, NARAL is working each day to combat the rampant rise in disinformation and to protect and expand access in states across the country. We will undoubtedly face new attempts to cut off abortion access and roll back reproductive freedom. And the courts—including the Supreme Court—remain stacked with Trump judges hostile to *Roe v. Wade*. They will not go quietly into the night.

We must be clear-eyed about both the challenges and opportunities ahead. It is the challenges—and opportunities—that drive us, and it is up to us all to take this moment as far as it can go.

We are beyond grateful for all that Ilyse has done for NARAL, for our members, and for the future of reproductive freedom. And we're excited for the next chapter for NARAL and our country.

Thank you.

Sincerely,



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Melinda Bieber Chair, NARAL Pro-Choice America Foundation





Brina Milikowsky Chair, NARAL Pro-Choice America

FY 2020 Boards of Directors

NARAL Pro-Choice America Foundation

OFFICERS

Melinda Bieber, Chair Sara Robinson, Secretary Dawn Koenigsknecht, Treasurer Margalynne Armstrong, At Large

MEMBERS

Priscilla Geeslin Sara Imershein, M.D., M.P.H. Brina Milikowsky, ex-officio Kimberly Peeler-Allen René Redwood Lois Stainman

NARAL Pro-Choice America

OFFICERS

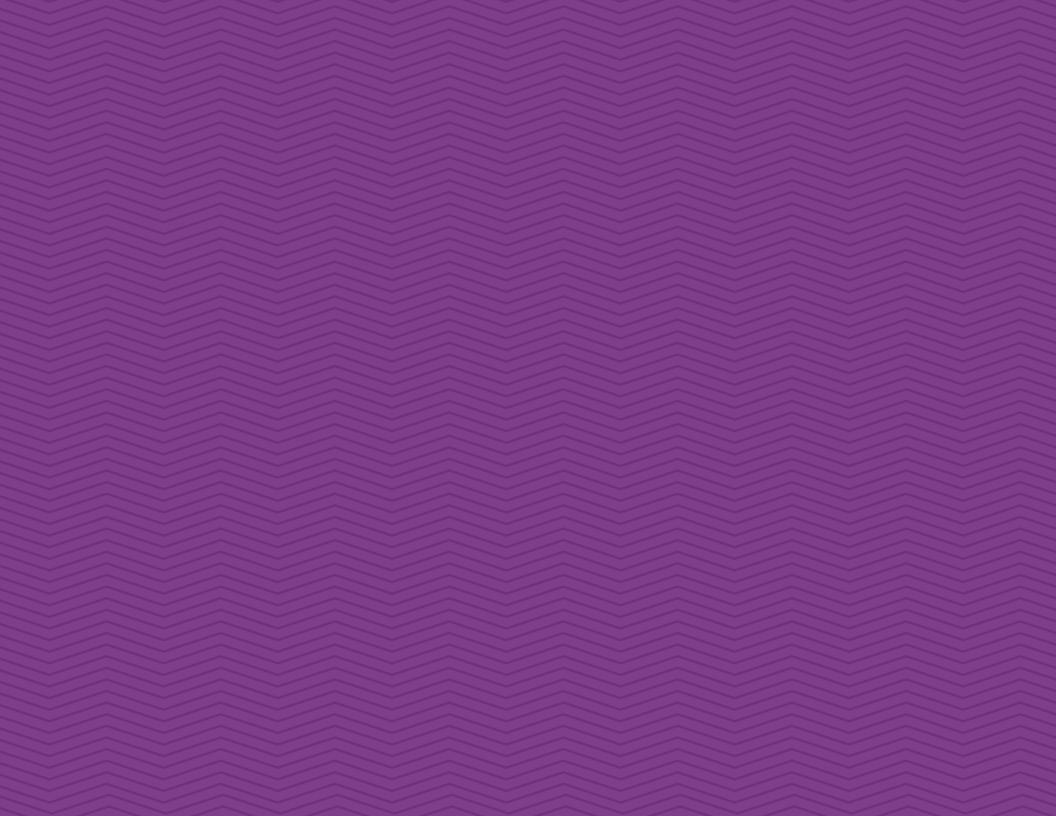
Brina Milikowsky, Chair Karen Finney, Vice Chair Steve Kerrigan, Secretary Anna Burger, Treasurer Nonie Hawkes Greene, At Large

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- Melinda Bieber, ex-officio Becky Carroll Andrea Hailey Shannon Hunt-Scott Susan Hyatt
- Rachel Laser Tony Massaro Kristin Nierengarten Rev. Katherine Ragsdale Joanna Spilker

Executive Staff

Ilyse G. Hogue, President Jen Bluestein, Managing Director Adrienne Kimmell, Chief Research and Communications Officer Steven J. Kravitz, Chief Financial Officer Kimberley Robinson, Chief Human Resources Officer Elizabeth Schoetz, Chief of Staff Melissa Schwartz, Chief Development Officer





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FY 2020 Annual Report

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