



LIVE ACTION

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SUPPORT LIVE ACTION

OUR VISION:
A WORLD WHERE
ABORTION IS
CULTURALLY AND
LEGALLY REJECTED
AND WHERE EVERY
CHILD IS SEEN AS
THE EMBODIMENT
OF LOVE



LIVE ACTION

was started by one 15-year-old girl, Lila Rose, in her family's living room, with the goal to expose abortion and educate on the humanity of the preborn child.

Live Action exists to defend the rights of the most vulnerable: preborn children. Through compelling educational media, human interest storytelling, and investigative reporting that exposes the abortion industry, Live Action works to shift public opinion on abortion.

With the largest online following in the pro-life movement, Live Action is leading the transformation to end this grave human rights abuse and make abortion unthinkable.

OUR MISSION:
TO EXPOSE THE EVIL
OF ABORTION AND
TO AFFIRM THE LIFE
OF EVERY CHILD



LETTER FROM THE PRESIDENT



DEAR FRIEND OF LIFE,

When I was a teenager, I had a dream and vision that if we could just show the victim of abortion—the preborn child—and educate people about this horrific violence and injustice, then we could end the killing.

In the years since then, I could not more proud of the work Live Action has done to do just that.

Live Action grew from a group of friends educating our local community into an organization with national influence.

In 2008, we created and produced the first nationally televised undercover investigation of the abortion industry. For over a decade since that first investigation, Live Action has continued our investigative journalism exposing Planned Parenthood and the abortion industry, revealing how they exploit women and murder preborn children for power and profit, and uncovering their lies, abuses, and corruption.

Along with our continued investigative journalism, our compelling educational media content and emotional human interest storytelling are forcing people to think and feel about abortion like they never have before – changing hearts and minds in the process and saving the lives of innocent babies. We built and continue to host the largest online following in the pro-life movement, reaching millions of people every week with powerful videos, articles, and graphics on social media.

With abortion numbers declining, a record number of abortion facilities closing, and a record number of pro-life legislation being enacted, life is winning in America. And Live Action is playing a huge role to make this happen.

But there is still so much work to be done.

Every year, nearly a million preborn children are being dismembered, poisoned, and starved to death. All while abortion giant Planned Parenthood continues to receive over a half-billion taxpayer dollars annually.

The fact remains: most people don't know about the horrific violence abortion inflicts on preborn children, or the devastation it wrecks on mothers, fathers, and our whole society.

When we educate on the true inhumanity of abortion, we make the killing of preborn children unthinkable. Together with our supporters and our generous partners like you, I know we will see the day when the rights the preborn are protected and cherished.

Thank you for your commitment to our mission to defend the most vulnerable – our precious preborn.

Yours in the fight for life,

A handwritten signature in black ink, appearing to read "Lila Rose".

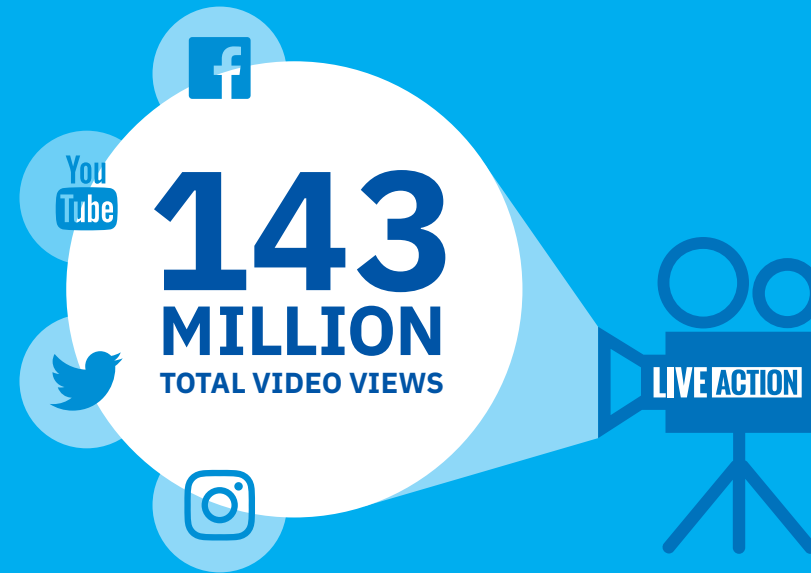
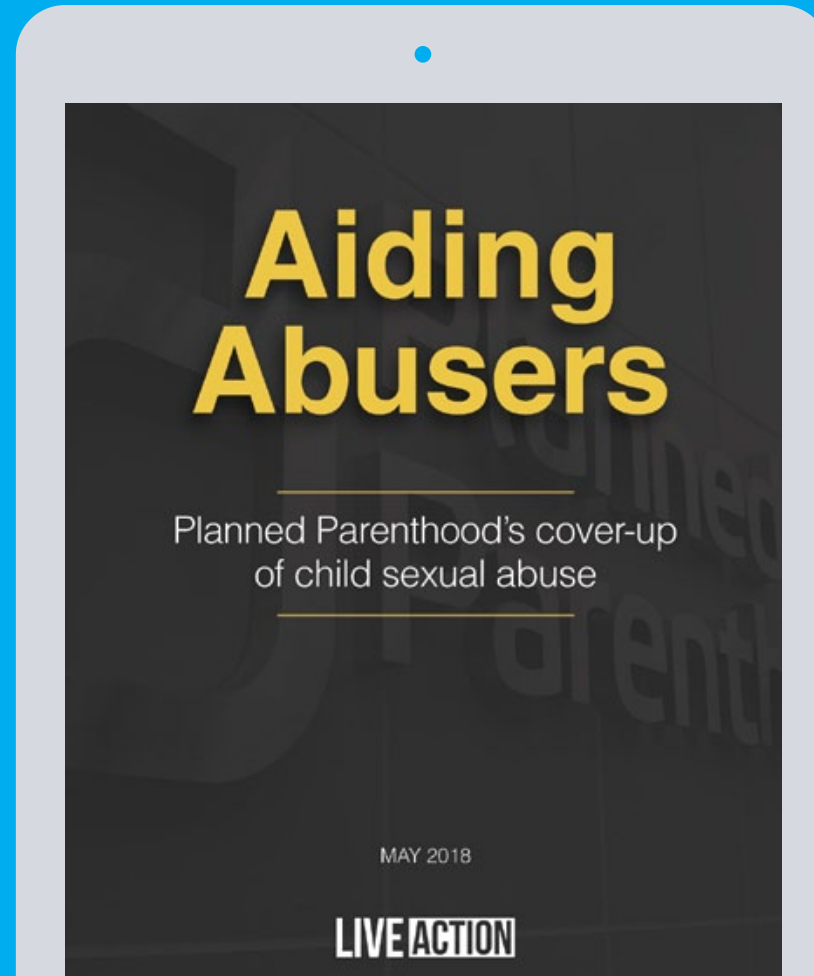
Lila Rose
President and Founder

2018 HIGHLIGHTS

MAY 2018

AIDING ABUSERS: PLANNED PARENTHOOD'S COVER-UP OF CHILD SEX ABUSE

In May, we released an investigative report and docuseries presenting a wealth of evidence with videos, articles, and graphics showing Planned Parenthood as an accomplice and enabler of child sexual abuse. **PAGE 20**



JANUARY — DECEMBER 2018

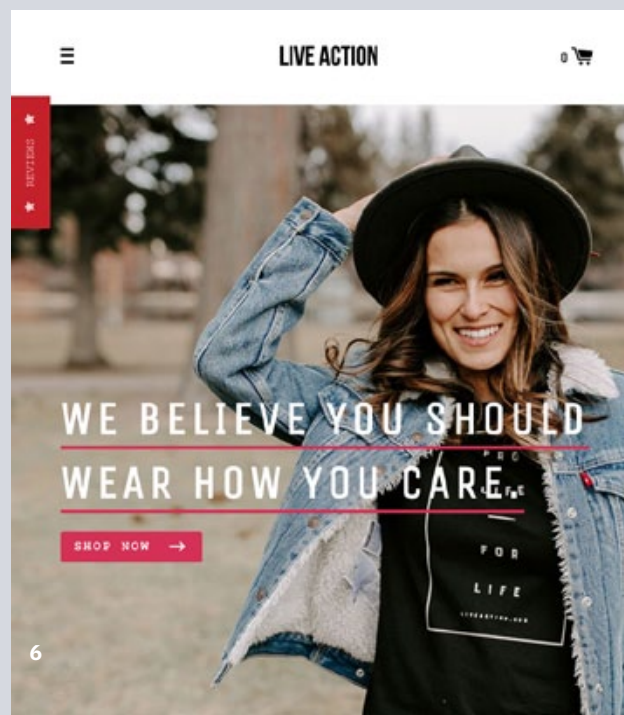
VIDEOS THAT EXPOSE & INSPIRE

Live Action's most powerful media content are our videos exposing the violence of abortion and revealing the humanity of the preborn child. Our videos feature compelling human interest stories, highlight our investigative journalism, and educate on the breaking news, history, and facts pro-life activists need to know. **PAGES 12-15**

FEBRUARY 2016 — PRESENT

ABORTION PROCEDURES CAMPAIGN

Our Abortion Procedures video series, launched in February of 2016, now has over 100 million total views! Each four-minute video features a medical animation of one the four most prevalent abortion procedures. We have continued filming "pro-choicers" reactions around the country, taking our videos to Los Angeles, San Francisco, Seattle, New York, and Miami. The response continues to be one of hearts and minds changed—and lives saved—as people see the truth about abortion. **PAGE 12**



EARLY 2018

PRO-LIFE STORE

In early 2018, we launched Live Action's new online store, which offers merchandise and educational materials to provide our supporters with ongoing opportunities to spread the word about defending the preborn and further build a culture of life in their communities. Get your own t-shirt at shop.liveaction.org. **PAGE 28**



OCTOBER 2, 2018

FEATURED IN THE ATLANTIC

Live Action President and Founder Lila Rose was featured in a mini-documentary produced by *The Atlantic*, "The Face of the Millennial Anti-Abortion Movement." **PAGE 25**

DIGITAL MEDIA



LIVE ACTION creates and publishes the most transformative pro-life educational content available online by using visual media and compelling storytelling to create an emotional response to the problem of abortion and to help form more consistent thought on life issues.



REACHING MILLIONS THROUGH SOCIAL MEDIA

LIVE ACTION continues to have the largest online presence of any pro-life group or of any pro-abortion group in America, with a larger online reach than even Planned Parenthood.

2.7 MILLION

total "Likes" on our Facebook pages

4.6 MILLION

people reached in a single week on Facebook, January 2018

13 MILLION

avg. number of people reached per week on all Live Action platforms

500 THOUSAND

avg. combined comments, likes, and shares weekly on Facebook



TOP 35 NON-PROFITS

in the U.S. on Facebook
for number of followers

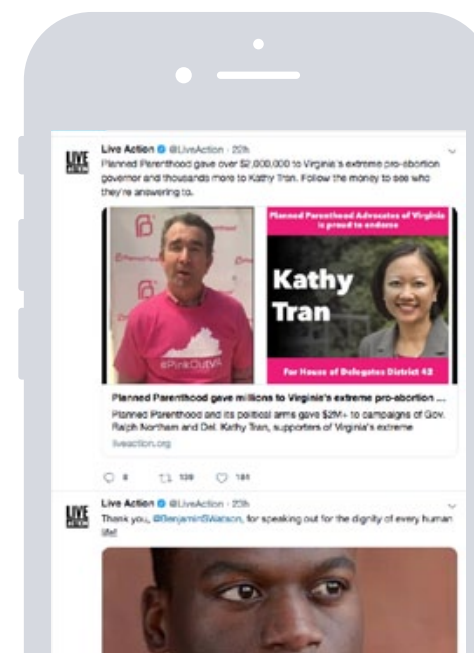


WE ARE RANKED among the largest publishers in the United States for our level of engagement on Facebook. That puts Live Action's page up there with *BuzzFeed*, *FOX News*, and *The New York Times* for the number of views, shares, and clicks of our content.

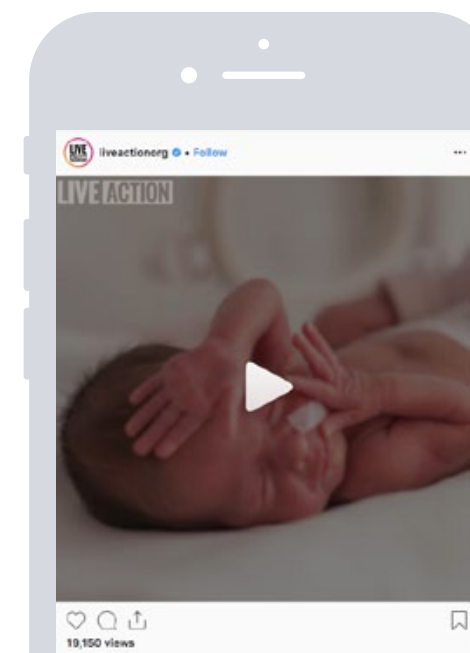
#1

**WE ARE RANKED #1
IN ENGAGEMENT AMONG
PRO-LIFE AND PRO-ABORTION
GROUPS ON FACEBOOK.**

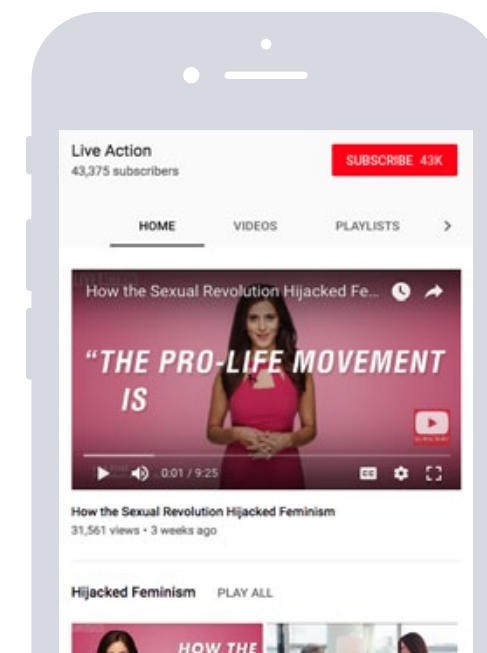
4.6M REACHED WEEKLY



90K FOLLOWERS



30M VIEWS ALL TIME



CHANGING HEARTS AND MINDS



100+
MILLION
TOTAL VIEWS

ABORTION PROCEDURES

Our Abortion Procedures video series, launched in February 2016, now has over 100 million total views. Each four-minute video features a medical animation of one of the four most prevalent abortion procedures. We have continued filming “pro-choicers” reactions around the country, taking our videos to Los Angeles, San Francisco, Seattle, New York, and Miami.



We continue to receive comments and messages of hearts and minds changed—and lives saved—because of these videos.

Highlighted comment
10 minutes ago
OMG, I'm pro choice but seeing this is very very hard.

damn i might've just
become pro life

Direct and to
the point. All
kids need to
see this in 'sex
ed' classes...

As a teacher of
embryology (putting
my thoughts and
feelings aside) I can
confirm everything
he is saying is true.

hi i am from
mexico i was
thinking about
aborting and
then i watched
your videos
on youtube
from from dr.
antonhy 😞
thank you.

You guys have single
handedly flipped my
opinion of abortion.
Thank you.

PRO-LIFE STORIES

Telling human-interest stories is a critical part of Live Action's mission to move society to reject abortion. In 2018, we released several influential video interviews of people with fascinating pro-life stories to tell.

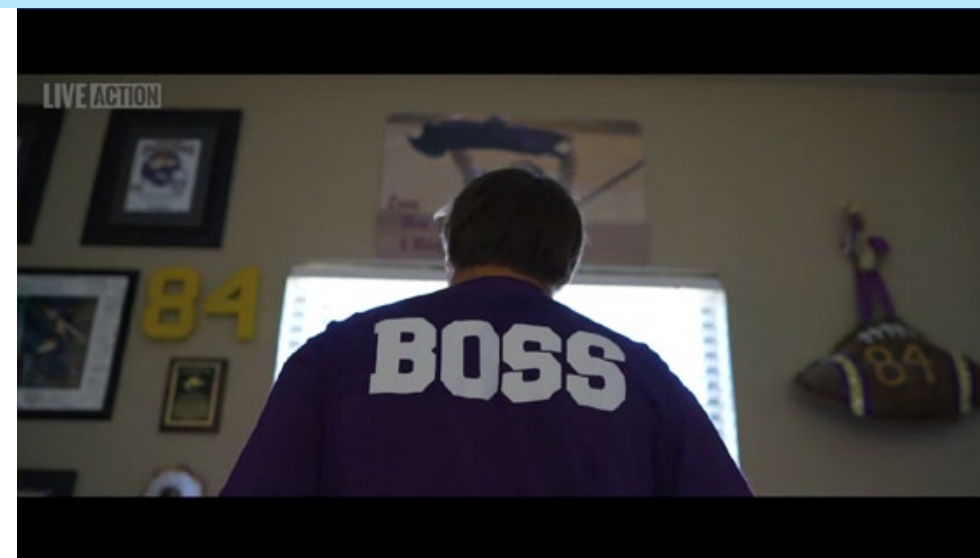
PREGNANT FROM RAPE: JENNIFER SHARES HER POWERFUL STORY



2.6+
MILLION
VIEWS

One video features Jennifer Christie, who became pregnant after she was raped while on a business trip but chose to keep her baby. Her husband's and her decision to provide a loving home for their son along with her incredible testimony opened lots of eyes and inspired millions. The video has over 2.6 million views.

MEET THE BUSINESS OWNER WITH DOWN SYNDROME



We also released two powerful videos in time for World Down Syndrome Day—a critical time to talk about life, as the majority of parents who get a prenatal diagnosis of Down Syndrome abort their children, often with the encouragement of doctors. Blake Pyron's inspiring story of defeating the odds and starting a business known throughout Texas has reached over a million people.

BROTHER OF WOMAN WHO DIED AFTER ABORTION AT PLANNED PARENTHOOD SPEAKS OUT



Another video features Tyler Sheppard, whose sister died after a botched abortion at Planned Parenthood. Tyler is now demanding justice and that Planned Parenthood not get a pass.

MOTHER OF BABY WITH DOWN SYNDROME REJECTS ABORTION



Courtney Baker shared her inspiring story of choosing life for her sweet Emersyn, who has taught her a love stronger than she had ever imagined, despite pressure from her doctors to abort.

FACING OPPOSITION: TECH GIANTS FIGHT BACK

Twitter, the social media platform with over 300,000,000 users per month, has banned Live Action's ability to pay to promote our content beyond our own followers since the summer of 2017. The company called our ads "inflammatory" and "offensive."

BANNED!



Lila Rose, Live Action's Founder and President, appeared on Fox News' *Tucker Carlson Tonight* to call out the social media platform for its suppression of the pro-life message. Live Action also launched a petition calling on Twitter to end the ban of any pro-life content.



IN THE LAST MONTHS OF 2018, FACEBOOK ALSO CHOSE TO SELECTIVELY BAN OUR PROMOTED CONTENT AS WELL.

Live Action has not only been bringing this social media suppression to the attention of the national media, but is also working with a coalition of national organizations to find solutions to this growing problem.



DONOR:
...You know, we just think, you know
the—the—the less—the less black kids
out there, the better.

PLANNED PARENTHOOD:
[Laughs] Understandable, understandable...



LiveAction.org

2007

Exposed Planned Parenthood accepting racially motivated donations for aborting only Black children



PLANNED PARENTHOOD:
Ok, I didn't hear
the age.

I don't want to know
the age.

2008

Discovered Planned Parenthood covering up statutory rape and child sex abuse



Dr. P: It's not a baby at this stage or anything like that.
Sara: When does it become a baby?
Dr. P: When you're like seven months pregnant or so. Six, seven months pregnant. Right now you're just a little more than two months.

liveaction.org

2009

Caught PP lying to women regarding the development of their preborn children, the physical and psychological risks of abortion, and the process of adoption

2011

Exposed Planned Parenthood obtaining taxpayer money while lying to the media and taxpayers about their services and covering up sexual abuse and sex trafficking



ONGOING INVESTIGATIVE JOURNALISM

THREE YEARS after founding Live Action, Lila Rose, with a few friends, created and produced the first nationally televised undercover investigation of the abortion industry in 2008.

Since that first investigation, Live Action has, for a decade, conducted multi-state investigations into Planned Parenthood and the abortion industry. Live Action has caught Planned Parenthood and other abortionists consistently engaging in illegal and highly unethical behavior.

With thousands of hours of footage and research exposing the abortion industry's lies and corrupt behavior, coupled with our powerful distribution channels, Live Action continues to deliver the truth about abortion and the industry that profits from it to more Americans than any other organization.

2013

Revealed Planned Parenthood talking about engaging in infanticide

2014

Exposed Planned Parenthood giving dangerous sexual advice — such as encouraging bondage — to teenagers as young as 15 years old

2017

Caught PP lying to women about services provided (prenatal care, ultrasounds), focusing on abortions, and refusing to help women who choose to keep their babies

2018

Unmasked Planned Parenthood continuing to systematically cover up child sex abuse

DR. MERCER:
...We use a combination of
suction and then real
instruments to, literally, go in
and grab and pull pieces out.



LiveAction.org

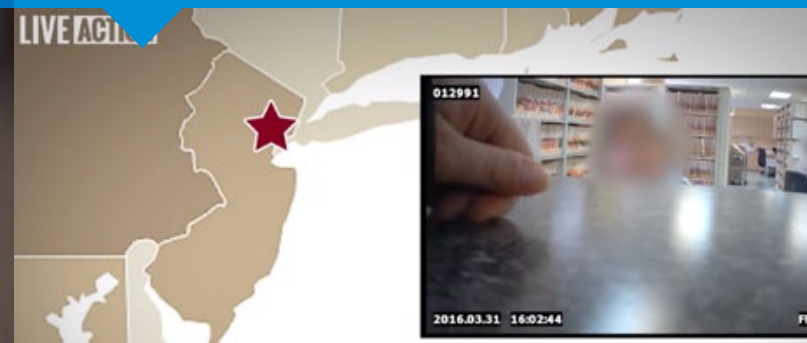


055581

2014.03.27 13:21:21

PLANNED PARENTHOOD:
Um, I normally —
[Graphic Personal Content]

LiveAction.org



ELIZABETH, NJ

PLANNED PARENTHOOD: Planned Parenthood, we do birth control, you know, things like that — terminations. We check for STI, but we don't do prenatal.

Judge finds Planned Parenthood negligent in reporting abortion

➤ Girl was impregnated twice by foster brother

ASSOCIATED PRESS

PHOENIX — A judge found Planned Parenthood negligent for failing to report to Child Protective Services an abortion performed on a 13-year-old girl in foster care — a case abortion opponents say is a key example of the importance of parental

negligence led to her second abortion six months later. Maricopa County Superior Court Judge Cathy Holt ruled last month that the abortion provider was negligent in failing to notify authorities when the girl first came in. State law requires medical providers to report all cases of

refused to say whether those numbers have since changed. Jakubczyk and other pro-lifers point to this case as an example of why parental consent laws are necessary. Those laws were not in place when the girl in the case received the abortions. But the lawsuit accuses h

AIDING ABUSERS:

PLANNED PARENTHOOD'S COVER-UP OF CHILD SEXUAL ABUSE

IN MAY OF 2018, we released an investigative report and video docuseries exposing Planned Parenthood as one of the biggest accomplices in the country to child sexual abuse.

The report highlights a series of court cases, state health department reports, testimonies from former Planned Parenthood employees, interviews with sex trafficking survivors, and two of Live Action's previous undercover investigations that all show a deliberate pattern of child sexual abuse and human trafficking cover-up at Planned Parenthood.

With the Me Too and Time's Up movements highlighting sexual abuse in all areas of business, government, and public life, we have a strategic opportunity to expand the conversation further and to convince abuse activists to demand that Planned Parenthood and the abortion industry also be held accountable.

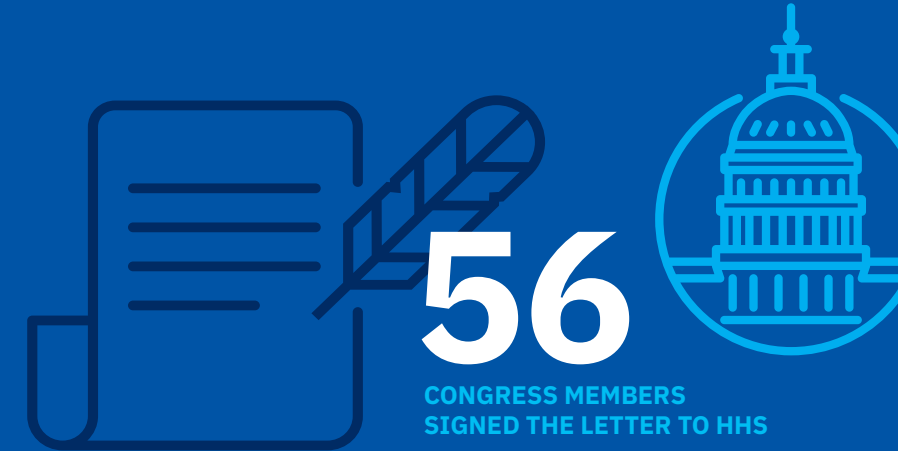
Aiding Abusers

Planned Parenthood's cover-up of child sexual abuse

MAY 2018

LIVE ACTION

BECAUSE OF LIVE ACTION'S REPORTING, 56 MEMBERS OF CONGRESS SIGNED A LETTER ASKING THE SECRETARY OF HEALTH AND HUMAN SERVICES TO OPEN AN INVESTIGATION INTO PLANNED PARENTHOOD.



POLITICAL OUTREACH + GRASSROOTS

ENDING PLANNED PARENTHOOD'S TAXPAYER-FUNDED "SLUSH FUND"

In the summer of 2018, The United States Department of Health and Human Services (HHS) began considering a rule change to federal Title X "family planning" funding that would strip those dollars from any organization that committed abortions or referred clients to abortion facilities.

PLANNED PARENTHOOD IS the single largest recipient of Title X funding, getting about \$60 million a year—its second largest source of taxpayer funding.

This money allows Planned Parenthood to hand out free birth control and conduct free sexually transmitted infections tests. It is a free, taxpayer-funded way to attract new clients, many of whom will return for abortions when the birth control fails for many of them.

Live Action's followers submitted over 10,000 official comments to HHS during the public comment period in favor of adopting the new Protect Life Rule.

If the rule change is finally adopted in 2019, Planned Parenthood could potentially lose a significant source of federal funding and one of its most reliable methods for bringing new clients through its doors.

STOPPING PUBLIC COLLEGE CAMPUSES FROM BECOMING ABORTION CENTERS

Senate Bill 320 was a bill in the California legislature that would have required all public universities in the state to provide the abortion pill free of charge to students to commit their own abortions in their dorm rooms. But California was merely a testing ground for a program that will eventually be tried in other states.

The bill was intended to normalize abortions as every day occurrences that students could easily access and do from the "comfort" of their dorm rooms. What the bill's advocates failed to tell the public was that RU-486 abortions are not supervised by an abortionist while they are happening and the woman is often on her own,

severely cramping and bleeding into a toilet—often for days. Hundreds of women have been hospitalized and several have died from RU-486.

Because of the relentless work of Live Action and other pro-life groups to alert the public to the truth and encourage people to call the governor and their legislators, Gov. Jerry Brown vetoed the bill.

While a huge victory for the movement, the fight continues as the pro-abortion community tries to make abortion pills the new norm across the country.



NEWS MEDIA

Live Action regularly secures coverage in major national media outlets to spread our pro-life message, from various FOX News shows to *USA Today*, *The Washington Post*, *The Atlantic*, and radio shows across the country. Through op-eds in major newspapers that educate the public about breaking issues related to life, Live Action adds our perspective to traditional reporting and the national conversation.



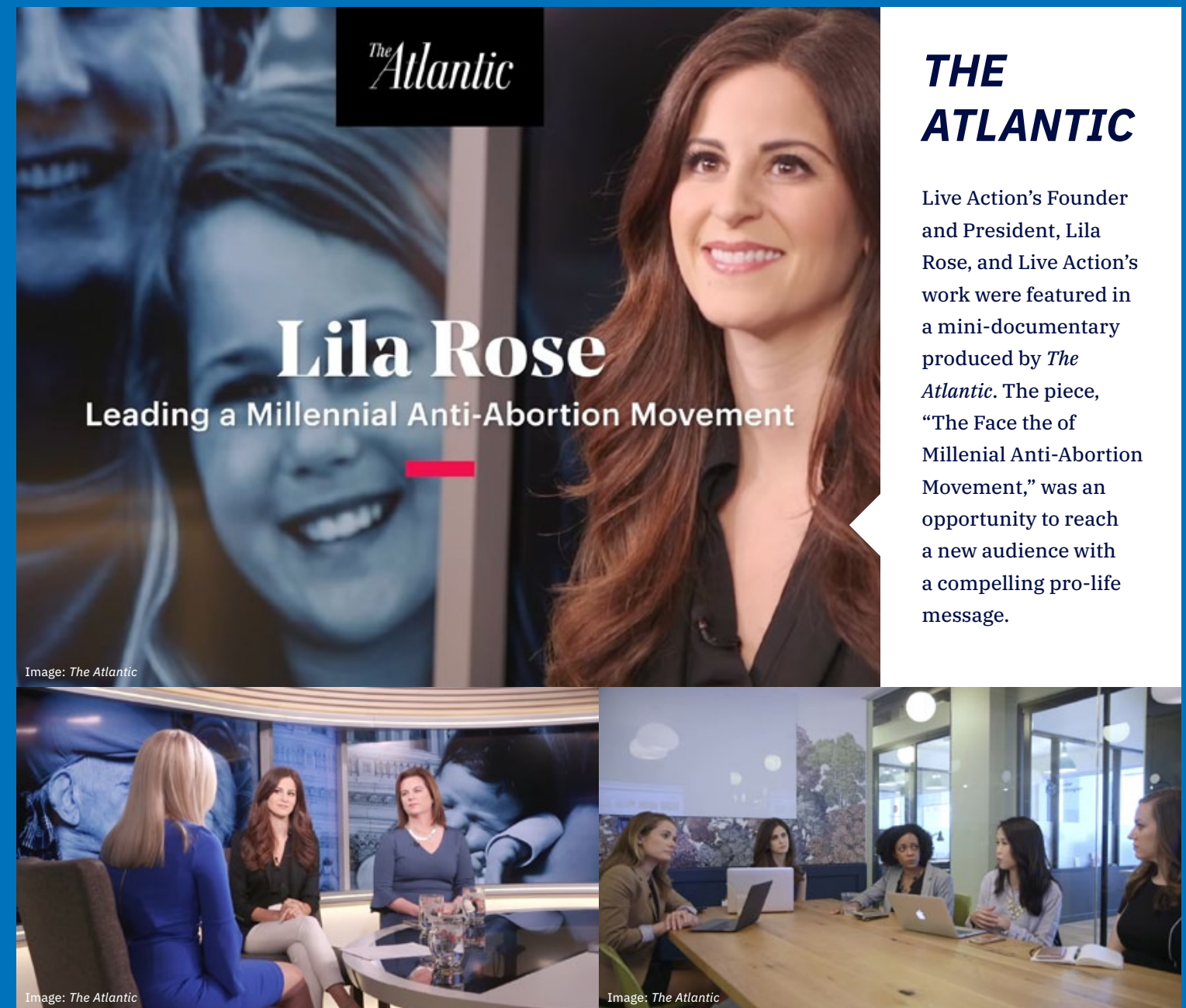
FOX NEWS

Lila Rose on *Tucker Carlson Tonight* discusses the Trump administration's move to cut Planned Parenthood's Title X funding.



USA TODAY

Live Action opinion piece featured in *USA Today*, September 2018.



THE ATLANTIC

Live Action's Founder and President, Lila Rose, and Live Action's work were featured in a mini-documentary produced by *The Atlantic*. The piece, "The Face the of Millennial Anti-Abortion Movement," was an opportunity to reach a new audience with a compelling pro-life message.



NATIONAL REVIEW

Op-ed article in *National Review* on new Title X rules requiring Planned Parenthood to report sexual abuse.

LIVE ACTION NEWS

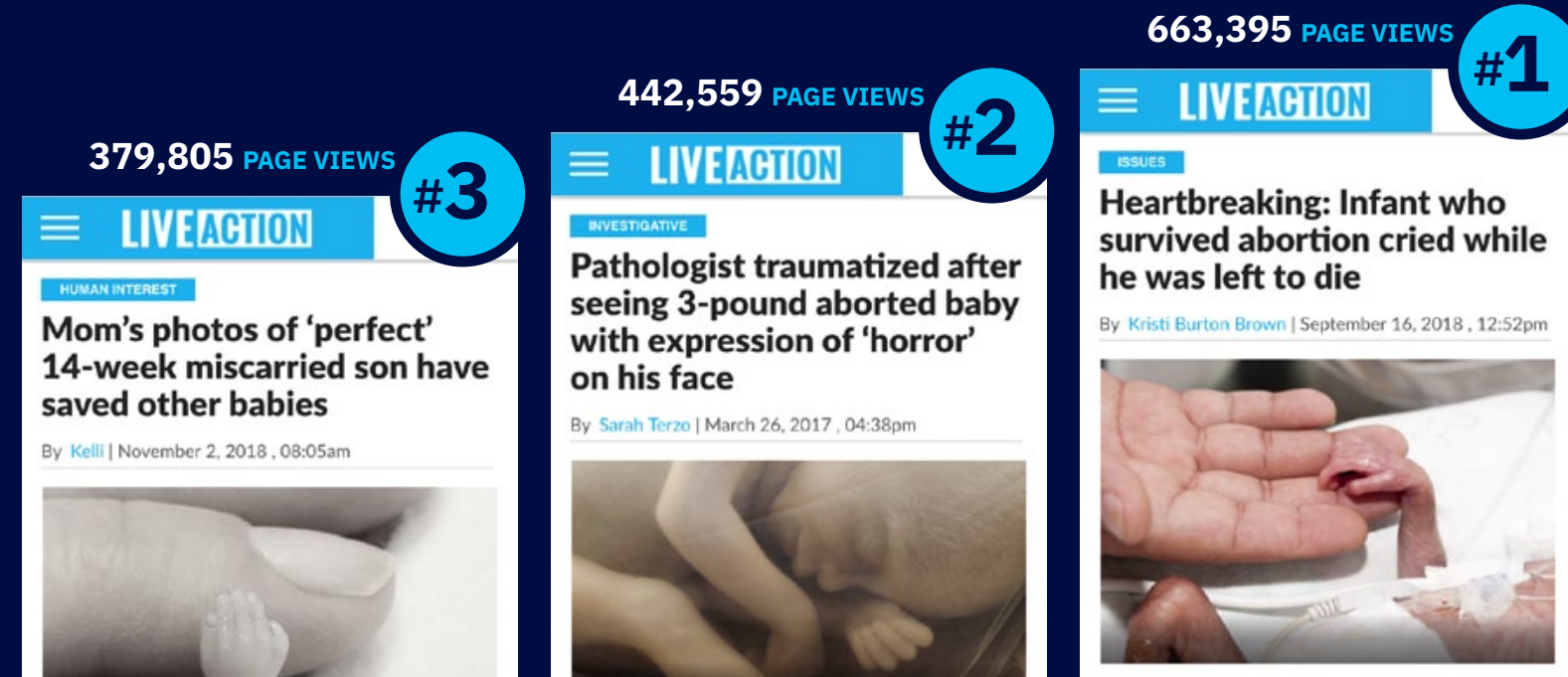
Live Action hosts one of the most visited online pro-life publications, *Live Action News*. Every month, millions of people visit *Live Action News* to learn the truth.



24
MILLION
2018 TOTAL PAGE VIEWS

1.5
MILLION
AVG. MONTHLY PAGE VIEWS

2018 TOP ARTICLES



SINCE THERE IS A PERVERSIVE pro-abortion bias in the legacy media, it is essential that Live Action has its own media arm to ensure that pro-life news and the truth about the abortion industry are widely publicized. *Live Action News* reports daily on:

- **Pro-life stories** the mainstream media refuses to cover
- **Investigative pieces** on the abortion industry
- **Key messaging and facts** for readers to use to change hearts and minds of others
- **Heartwarming stories** of brave mothers and families who chose life for their children, even in the most difficult circumstances

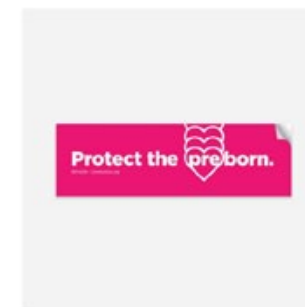
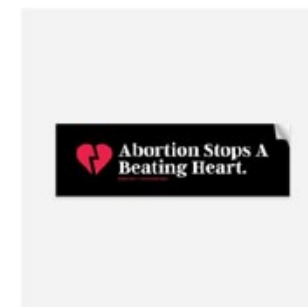




WEAR THE PRO-LIFE MESSAGE



BUMPER STICKERS

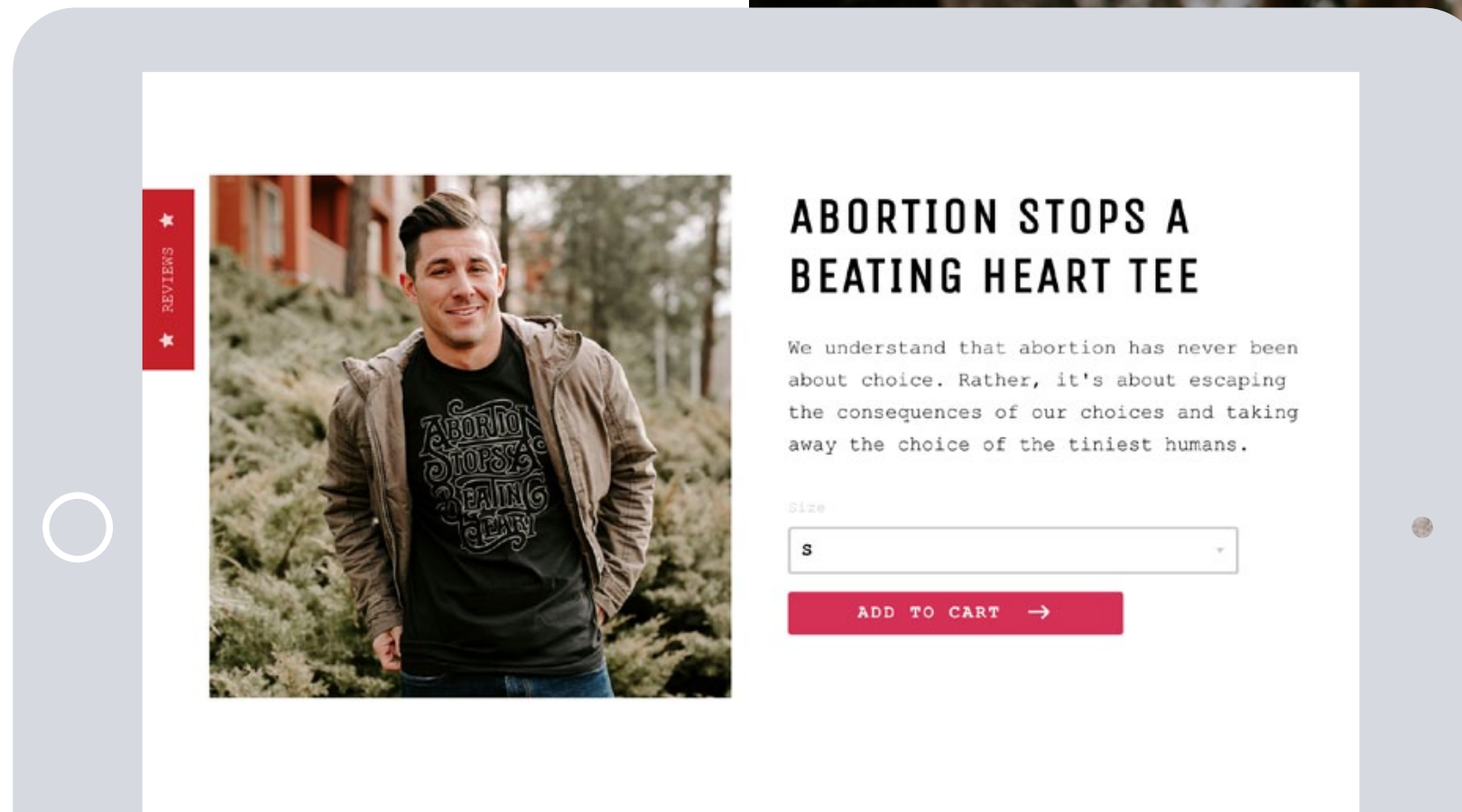


SHOP.LIVEACTION.ORG

LIVE ACTION STORE LAUNCHES!

In early 2018, we launched Live Action's new online store, which offers merchandise and educational materials to provide our supporters with ongoing opportunities to spread the word about defending the preborn and further build a culture of life in their communities—all while financially supporting Live Action's work.

shop.liveaction.org



LEADING LIVE ACTION

LILA ROSE

FOUNDER AND PRESIDENT

Lila Rose is a speaker, writer and human rights activist. Lila founded and serves as the president of Live Action.

Lila's media appearances include FOX News' *Hannity*, *Tucker Carlson Tonight*, and *The Story with Martha Macallum*, CNN, HLN, and many other national television and radio programs. Lila's investigative reporting on the abortion industry has been featured in most major news outlets, including the *Los Angeles Times*, *The Washington Post*, CBS, and ABC's *Nightline*. Lila has written for *The Hill*, *Politico*, *USA Today*, and *First Things*, among others.

Lila also speaks internationally on family and cultural issues, and has addressed members of the European Parliament and spoken at the United Nations' Commission on the Status of Women.

Lila has been named among *Red Alert's* "30 under 30," *National Journal's* "25 Most Influential Washington Women Under 35," and *Christianity Today's* "33 under 33."



LAUREN MERZ

DIRECTOR OF DEVELOPMENT

Lauren has been fundraising for the conservative movement in the Washington, D.C. area for over eight years. Since April 2014, Lauren has been building Live Action's strategic development and marketing programs. Lauren travels the country sharing Live Action's work and mission, while also speaking on pro-life and cultural issues. Lauren is the oldest of 14 children and comes from a retired Air Force family.



JOANNA HYATT

DIRECTOR OF STRATEGIC PARTNERSHIPS

Joanna is a national speaker and writer with over eleven years of experience in the nonprofit sector as well as in film. In her current role at Live Action, Joanna is involved with major gift fundraising, public speaking and spearheading strategic relationships to grow the community of Live Action. Joanna brings a relevant and seasoned perspective to the work at Live Action.



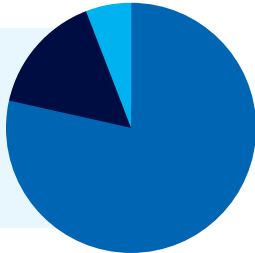
ALISON CENTOFANTE

DIRECTOR OF EXTERNAL AFFAIRS

Alison brings over eight years of experience in media, public relations, and communications. She is a national speaker on life, marriage, and religious freedom issues. She has been featured on FOX News, ABC, NPR, The Christian Broadcasting Network, and other media outlets. Her work has been published in *National Review Online*, *World Magazine*, *The Federalist*, and *The Blaze*. Alison was named to *Red Alert Politics'* "30 under 30" list and *Christianity Today's* "33 under 33."

FUNDRAISING & FINANCES

PROGRAM 78%
FUNDRAISING 16%
MANAGEMENT 5%



SUPPORT & REVENUE

YEAR	2016	2017	2018 <i>unaudited</i>
Contributions	\$3,112,275	\$3,051,297	\$2,839,684
Non-cash Contributions	—	\$14,960	\$24,910
Net Investment Income	\$701	\$1,254	\$24,861
Honorariums	\$26,305	\$4,577	\$28,516
All other revenue	—	—	\$25,009
TOTAL SUPPORT AND REVENUE	\$3,139,281	\$3,072,088	\$2,942,980

EXPENSES

YEAR	2016	2017	2018 <i>unaudited</i>
Program Expenses	\$2,207,229	\$2,639,098	\$2,207,951
Management	\$166,738	\$234,785	\$154,048
Fundraising	\$354,287	\$485,602	\$453,050
Total supporting services	\$521,025	\$720,387	\$607,098
TOTAL EXPENSES	\$2,728,254	\$3,359,485	\$2,815,049

SUPPORT LIVE ACTION



MESSAGE FROM DIRECTOR OF DEVELOPMENT

YOU CAN MAKE A DIRECT IMPACT in shifting our culture against the killing of preborn children with a tax-deductible donation to Live Action. Your gift to Live Action ensures our compelling educational media content, emotional human interest storytelling, and investigative journalism reaches the people who need to see it most—to change hearts and minds and save lives. I hope you will join us in our fight to defend the most vulnerable. For life, *Lauren Merz*

BECOME A LIFE DEFENDER

LIFE DEFENDERS are Live Action’s monthly giving partners making our work possible. With a minimum donation of \$5 a month, you can become a Life Defender, too. You will receive a “Love Them Both” sticker and bi-monthly impact reports.

WAYS TO GIVE

CHECK
2200 Wilson Blvd., Suite 102 PMB 111
Arlington, VA 22201

ONLINE
<https://give.liveaction.org/>

LEGACY GIFTS

Live Action accepts stock and legacy/planned gifts. You can make a lasting impact for life by listing Live Action as a beneficiary in your will—we would be honored to continue your activism to defend preborn children.

QUESTIONS?

Please contact Lauren Merz, Director of Development, at **804.505.3359** or **LAURENMERZ@LIVEACTION.ORG** for more information.

Live Action is a 501(c)3 non-profit organization. Gifts are 100% tax-deductible as permitted by law. No goods or services are exchanged for contributions.

MATCHING FUNDS

If your employer does matching grants, ask them to include Live Action.



LIVE ACTION

LIVEACTION.ORG

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Arlington, VA 22201

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