

2022



Annual Report

vitae
foundation



President's Report

Dear Friends and Supporters,

If you've received any of my communication since I became President last year, you know I love to tell stories when I write. This entire annual report is full of so many stories told through numbers, infographics, and testimonials. These are stories *you made possible with your generous support* of our organization in a year where we had so much to celebrate, especially with the overturn of *Roe*. Our prayers of Psalm 7:9 for the evil of the wickedness to come to an end were heard!



I will never forget that moment, when I stood at the Pro-Life Women's Conference, surrounded by Pro-Life leaders whom I am honored to call friends. I hung on to every word as someone read the Supreme Court's decision to state that "the Constitution does not confer a right to abortion; *Roe* and *Casey* are overruled; and the authority to regulate abortion is returned to the people and their elected representatives."

Friends, my soul was absolutely overwhelmed!

I was grateful for that moment in history and yet so burdened for the lives that had been lost for decades. The tears fell down our faces as we prayed together and embraced one another. June 24, 2022 is a day we will never forget.

*However, as hard as **Roe** fell that day, the abortion industry rose up in fury with outrageous abortion pill tactics and abhorrent abortion tourism strategies.*

Thankfully, Vita Foundation had already launched our abortion pill study and our National Women's Health Study that included a minority women's health focus. **These studies have produced a wealth of information for us to create strategies to overcome aggressive abortion pill marketing and to defeat the deceit of the abortion industry.** This research is actively being shared with politicians, church leaders, and the Pro-Life Movement. You will be reading more about this in our 2023 Annual Report, because we are implementing those strategies right now!

As you look through this summary of last year's activities, I hope you see the investment of our time, treasure, and talent is truly making a difference throughout our country. **Without you, none of this is possible.**

With your help, we can continue to facilitate lifesaving research and apply the findings to create messaging strategies to share with others so together, we can build a future where abortion is unthinkable.

For Life,

Brandy Meeks
Brandy Meeks, President

Vitae Foundation's Lifesaving Process . . .

How your donation supports our lifesaving process



1. IDENTIFY NEEDS
FOR RESEARCH



2. CONDUCT RESEARCH



3. TEST MESSAGING STRATEGIES



5. SAVE WOMEN AND
BABIES FROM ABORTION



4. SHARE SUCCESSFUL
STRATEGIES WITH OTHERS

How it works!

Collaborative Connections

“Because of Vitae’s research-based work, they are influencing and transforming the hearts and minds of people. This includes those in the halls of Congress and legislatures who are making good decisions, challenging bad laws and seeing them overturned, and establishing good laws. And they are educating people through their research-based messaging to value and create a culture of life.”

—Kirk Cameron, Actor/Writer/Producer



“Vitae Foundation is a wonderful resource of which people may wish to take advantage to help people learn how to talk and think more clearly about the pro-life issue.”

—Archbishop Joseph F. Naumann,
Archdiocese of Kansas City



“We must step up our efforts, and that’s where Vitae comes in. If abortion clinics aren’t open anymore, how do we reach the women now? Vitae knows. For a lot of years, the Pro-Life Movement didn’t know how to reach women online or reach women in crisis, and then Vitae Foundation came along, and we got significantly better at it. And that had everything to do with the research Vitae Foundation is doing.”

—Abby Johnson, Former Planned Parenthood
Director turned Pro-Life Activist



“Do whatever you can to support Vitae Foundation. Sixty million voices have been silenced. Ours cannot be.”

—Monica Crowley, Former Assistant U.S. Treasury Secretary



Board of Directors

Vitae's Board of Directors demonstrate stewardship in a unique and valuable way. Each member brings his or her own unique set of professional and personal skills to support the mission and vision of Vitae Foundation. We are thankful for their courage to protect the best interests of the organization so that together we can build a future where abortion is unthinkable.



Doug A. Bax – Chair



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Deacon Jason Imlay, CFP® – Secretary



Kyle Menges, CPA – Treasurer



Dr. John Bruchalski, M.D., FACOG



Melissa Ohden



John Sinclair

Research

83%

of respondents
chose abortion
because they didn't
like the father of
the child

8%

of respondents
believed Planned
Parenthood was
intentionally located in
Black communities



60%

of respondents said
their mother played
a role in their decision
to abort or parent



2 new
research studies
conducted in
10 cities



Minority Women's Study

The phase one findings from the National Women's Health Study were used to design this complimentary research endeavor to further explore and understand perceptions about abortion specifically within the Black community.

Abortion Pill Study

This study examined the psychological motivators that drive women's decisions about choosing between a chemical or surgical technique. Additionally, the abortion pill study also examines perceptions of the abortion pill to further define what strategic messages can be developed to continue reducing the number of women who choose abortion and, in particular, chemical abortion.



Quantitative Research

- Collecting and analyzing numerical data for statistical analysis.
- Questionnaires, experiments, and structured observations.
- Acts as a “snapshot” of current cultural trends and opinions and can confirm the results and measure the intensity and frequency of each emotion identified in emotional research studies.



Qualitative Research

- Collecting and analyzing non-numerical data such as text, video, or audio to understand experiences.
- Focus groups, open-ended surveys, and one-on-one interviews.
- Acts as a way to gather in-depth insights into a program or to generate new ideas for research.

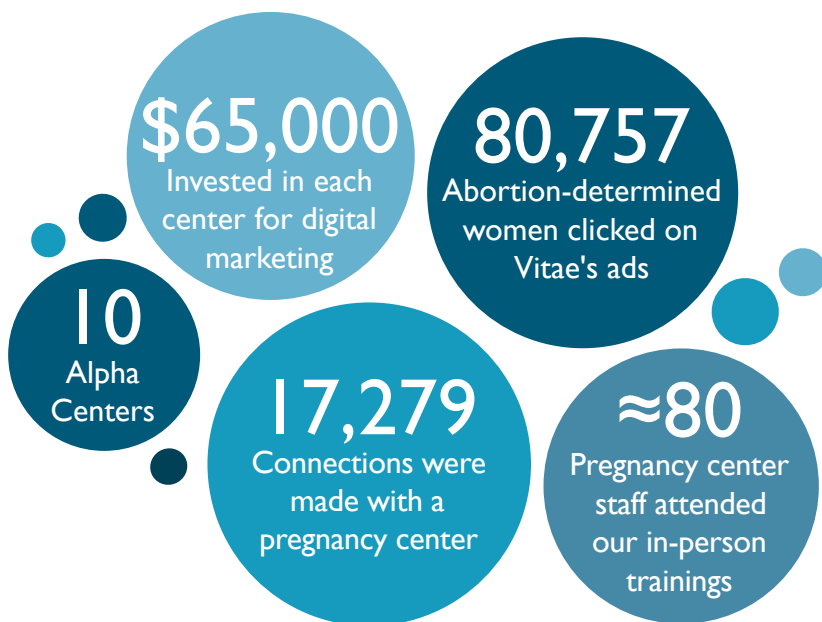


Vitae's Emotional Research

- Collecting and analyzing both numerical and non-numerical data to understand the psychological motivators and other drivers for consumer behavior.
- Interviews, storytelling, focus groups, surveys, observation.
- Since emotional motivators behind consumer behaviors don't change as the culture or other dynamics change, **this method of research is timeless**, proving itself as the superior method for creating messaging strategies.

Application

We are confident in our research study findings and messaging strategies because we've tested them with real women at what we call "Alpha Centers" across the nation. Vitae hand picks unique pregnancy centers which vary demographically, to act as diverse test sites for Vitae's research-based marketing strategies.



2022 Alpha Center Totals

Clicks – 80,757
Conversions – 17,279
Conversion Rate – 21.40%
Cost per conversion – \$15.55

2022 Pregnancy Center Special Projects

Clicks – 8,245
Conversions – 1,168
Conversion Rate – 14.17%
Cost per conversion – \$28.41

Education



9 Training
Sessions Taught

10,497
Attendees at
Outreach Events

18
Event
Sponsorships

2,636
Attendees at Vitae
Educational Events

14
Pro-life Events
Attended

14
Conferences
Attended



Vitae Vault was launched in spring as a resource for verified pregnancy centers to access Vitae's research study findings and digital marketing strategies. Vitae Vault provides research-based messaging and strategies to pregnancy centers so they can be more effective in reaching women and saving lives.

233 Users

61 Pregnancy Centers

220 Unique Visitors

Preparations have been made throughout 2022 to launch **Vitae Research Institute** in the first quarter of 2023. Vitae Research Institute will serve as a resource for the general public to access Vitae's research study findings and equip them with the information they need to change the culture and build a future where abortion is unthinkable.



vitaeresearchinstitute.org

Media Reach



202,198 Social media followers



2,130 New followers this year



3,182,557 People who saw content from our platforms



21,342 New visitors to our website



202 Culture-changing radio ads

39 Mizzou football game ads



163 Cardinal baseball game ads

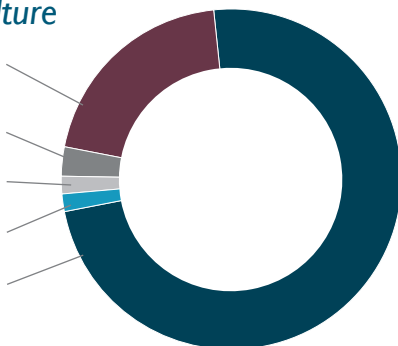


Your Gifts

Thank you for your gracious support before and after the overturn of Roe. We pray that you are encouraged and emboldened by this landmark decision to walk alongside us as we battle for those who cannot fight back and as we protect their mothers from the deceit of the abortion industry.

Your gifts help us change the culture

Foundation gifts	20.20%
Memorials/Tributes/Honors	1.72%
Giving Campaign	1.70%
Recurring gifts	2.77%
Individual/corporate gifts	73.61%



"Exceeds or meets best practices and industry standards across almost all areas. Likely to be a highly-effective charity." —Charity Navigator



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