



Note from the President

2021 was an incredible year! As you will see in this report, Vitae made a concerted effort to increase our visibility both locally and nationally. We hosted a training in Seattle, Washington, and began working with pro-life peers in the United Kingdom, Ukraine, and Mexico. Additionally, we sponsored and attended a larger number of pro-life events this year. We built the Vitae Vault, an online resource for verified Pregnancy Centers around the world to access our research and digital marketing tips and tricks at no cost. We expect to launch the Vitae Vault in the first quarter of 2022.



Most importantly, our digital marketing reached over 2 million abortion-determined women in 2021 and of those, over 22 thousand women made a connection with a lifesaving pregnancy center!

It is truly amazing how God continues to provide what we need at just the right time. Through the generosity of our donors, we embarked on our first ever research study using virtual reality which will supplement our decades of valuable Right Brain Research. In addition, God has sent us new staff members that possess just the right expertise and professionalism to help us in our critical mission.

As you read through this Annual Report, my hope is that you will feel the same sense of purpose, excitement and thanks that the Vitae staff is experiencing. I would love to thank each of you in person for your prayers and financial support of this important mission. In the meantime, we pray that God blesses you abundantly for the sacrifices you make for life.

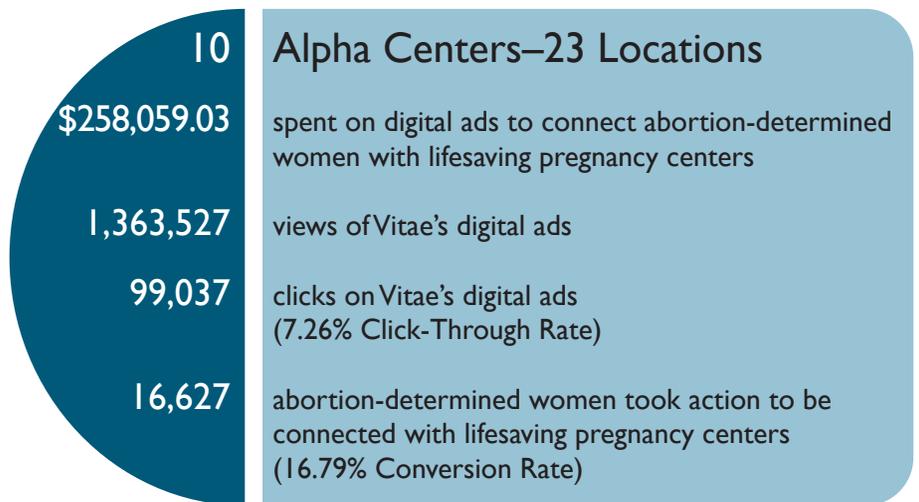
Debbie

Debbie L. Stokes
President/CEO

This Year in Summary

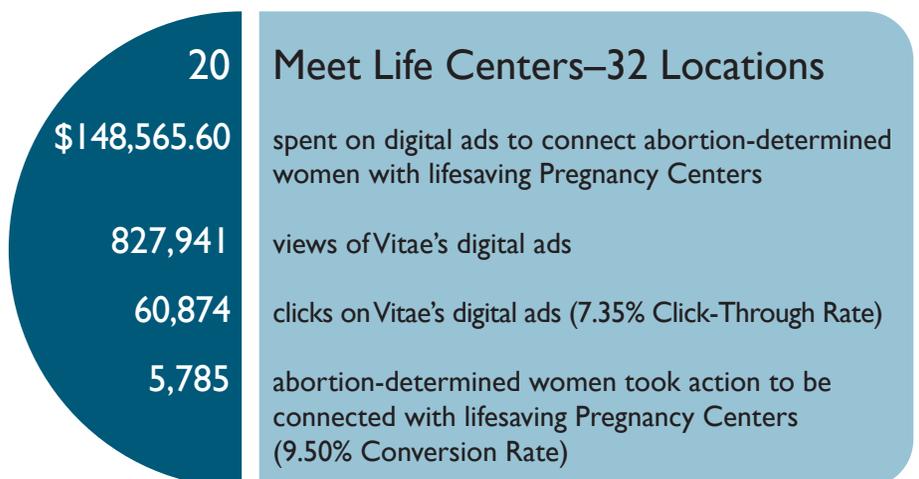
Alpha Centers

Vitae's research findings are tested at what we refer to as Alpha Centers, existing pregnancy centers located in key locations across the United States. The most successful digital marketing strategies are then passed along to pro-life peers across the world at no cost.



Missouri Meet Life Centers

In 2011, the Missouri Knights of Columbus provided ultrasound machines to Pregnancy Help Centers and asked Vitae Foundation to provide digital marketing to connect women with centers that have ultrasound machines through the initiative.



Sports Marketing



For 14 years, Vitae Foundation has been blessed with a grant from the A.J. Schwartz Community Foundation, which has allowed us to continue our sponsorship with the St. Louis Cardinals. This sponsorship allows Vitae to be a part of American culture and accomplish our mission of encouraging a culture of life.

Additionally, this grant funding has made it possible for Vitae Foundation to continue the Osage County Essay Contest on Life Issues. This essay contest received 132 entries from 7th through 12th grade students in Osage County, Missouri, and provided a platform to communicate their convictions, personal beliefs, and thoughts about life issues and the current culture.

It is impossible to imagine the impact the A.J. Schwartz Community Foundation has made in our local community, at the ballpark, and with those tuning in to the St. Louis Cardinals Baseball games. Over the years, Vitae has not only been able to reach women facing unexpected pregnancies, but their circle of influence: family, friends, and the men in their lives.

Mizzou Football



The Mizzou Radio Network, with 56 radio affiliates, ran Vitae ads on all of its football broadcasts. These ads ran before, during and after the games, ensuring Vitae's message of life had many opportunities to make an impact. Vitae has been running pro-life ads with Mizzou sports since 1992.

Social Media Impact

 @vitaefoundation

 @vitaefoundation

 Vitae Foundation

201,484 Facebook Followers
2.2 million Reached with one Facebook post

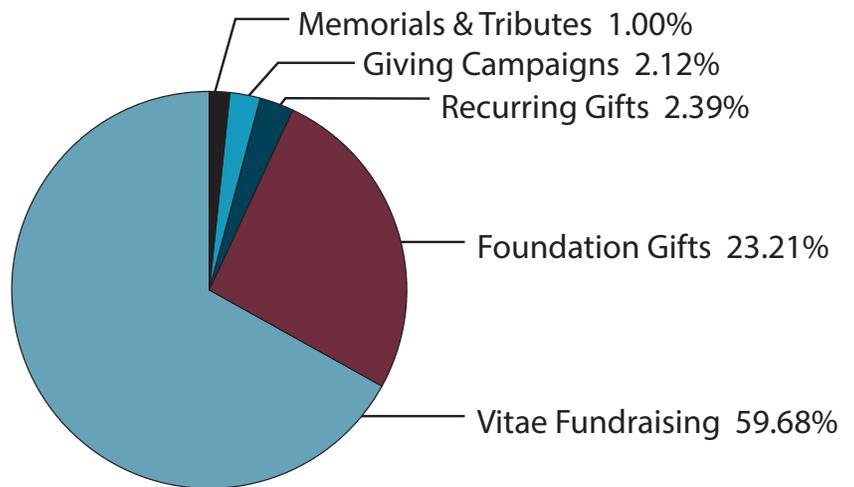
520 Instagram Followers
12,343 Video views on YouTube

Legacy Giving Program Ramps Up Again

This year, we have allocated more resources (and hired a wonderful new staff member) toward our Legacy Giving program. As you can see in the pie chart below, Vitae relies on an array of sources to fund not only our day-to-day operations, but to continue our critical research. Legacy Giving provides an additional revenue stream and simultaneously provides a way for your legacy to be the foundation that helps preserve a culture of life.

If you are interested in learning more about our Legacy Giving program, please contact Virginia Shetler, Legacy Giving Director at 573.634.4316 or by email at virginia.shetler@vitaefoundation.org.

Donation Sources



National Women's Health Study

Vitae Foundation has built its work on a solid foundation of seven Right Brain Research studies. This information not only empowered Vitae in the development of effective messages and the marketing strategies to deliver them, but it also shaped the outreach of our pro-life peers. Vitae's revolutionary approach, focusing on the needs of the woman considering abortion, has saved countless lives of preborn children, and has also provided hope and practical and emotional support for their mothers.

Using a specific methodology, Right Brain research delves into emotions answering the deeper "why" behind consumer decisions. Because of the depth of that research into the human psyche, racial disparities are not evident. However, a thorough review of those studies will be undertaken to ensure there were no disparities that were missed.

Building on the previous studies, the purpose of the National Women's Health Study is to explore external economic and cultural factors (rather than emotional motivators) to gain a better understanding of how they may contribute to the abortion decision process. Using the survey method of research, the intent is to identify trends that could be helpful in refining message delivery for these populations of women: African American, Hispanic, Caucasian, and Asian.

Phase One of the study was based on a survey of 98 questions constructed in a virtual reality environment to provide maximum engagement and control of outside distractions. The survey was completed by 596 women in the U.S. and 81 from Africa.

Phase Two will use the findings from Phase One in the design of a complementary research endeavor to further explore the emotional motivators involved in an abortion decision. Additionally, findings from previous Right Brain studies will be further analyzed, looking for any racial disparities. Selected leaders from each racial group will be consulted to provide cultural histories and their relevance to this project.

Phase Three will apply the findings to messaging and explore the most appropriate method of delivery, based on the racial group. This phase will include marketing research such as focus groups, Google ad testing, podcasts, and video productions.

Phase Four will be sharing the study findings and their application with pregnancy help centers and other pro-life peers.

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