



2023

ANNUAL REPORT

vitae
foundation



President's Report

Dear Friends and Supporters,

When I sat down to write this, I had just left the National March for Life in Washington, D.C. Although the subzero temperatures held off, the snow piled up. Still, thousands and thousands of people showed up to brave the treacherous conditions under one noble mission, to protect life.



The day reminded me of an important lesson. No matter what season we're in, no matter how rough the conditions are, we must continue to speak up, show up, and be valiant champions for life.

As you will see in this report, with your support, Vitae Foundation was able to venture into new territory this year. Our global reach substantially expanded as we appeared on international TV, spoke on podcasts, keynoted at dozens of conferences, led virtual and in-person trainings, and so much more. Additionally, Vitae Foundation set in motion a large-scale marketing strategy to reach abortion-determined women, spread information about pro-family resources, and ultimately change the culture.

Unprecedented in Vitae's history, our Research Team was able to work on multiple research studies simultaneously which covered the topics of abortion pills, abortion pill reversal, and abortion healing. These findings hold so much value as we are continuing to see a rise in chemical abortion.

In 2023, Capitol Hill drew their attention to Vitae. The Vitae team was invited to present our





research study findings to the Congressional Pro-Life Caucus on two occasions.

Despite the overturn of *Roe* in 2022, the abortion industry has continued to infect women and policymakers with their sinister ideals. State constitutions are under attack in nearly every state, as they attempt to codify abortion *permanently*.

More permanent than these surface-level ideals, however, is truth. Your steadfast support of our mission has allowed us to lead the charge in proclaiming the truth; the truth that abortion hurts women, that it doesn't solve problems, and that it destroys a God-given gift. After all, unexpected gifts are the best kind!

Earlier today when I stood amongst thousands at the March for Life and heard the roar of all those assembled, I was overcome with hope. As I looked down to see the many footprints in the snow, it assured me that we are not facing this challenge alone. We walk alongside each other arm in arm united in truth to fight this spiritual battle between death and life.

As you look through this report, I hope you feel a sense of pride. Without you, none of this would have been 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.

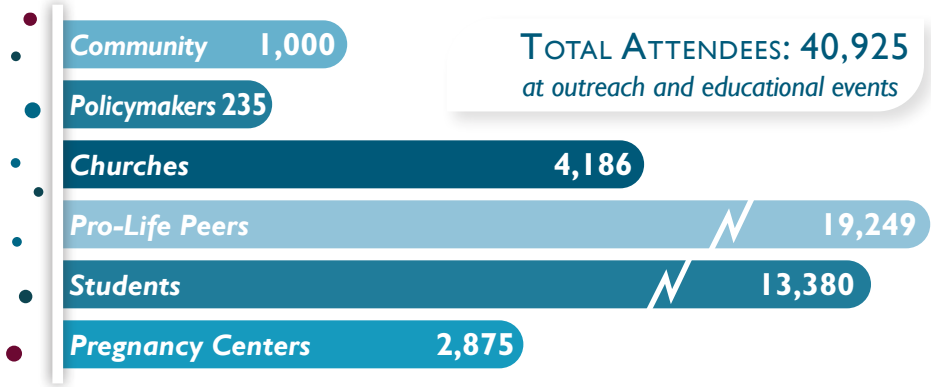
For Life,



Brandy Meeks
President

Education

Vitae Foundation staff were out in full force this year exhibiting at events, speaking, and training others to spread the word about our pro-woman messaging strategies.



TOTAL ATTENDEES: 40,925
at outreach and educational events

Media Reach

202 culture-changing radio ads
163 Cardinal baseball game ads
39 Mizzou football game ads

vitae VAULT
475 Verified Pregnancy Center users
818 printables & social media graphics downloaded

7,000 website users from 65 countries



vitae RESEARCH Institute
1,161 users from 30 countries
Launched in 2023

202,915 Social media followers



SEEK 2024



Congressman Chris Smith and Congressman Andy Biggs discussing our research study, *Saving Grace*.

Our first appearance on EWTN on the *At Home with Jim & Joy* show



Our Research Application Team held a digital summit for our Alpha Centers



We arrived at Capitol Hill just after Speaker Johnson was chosen



Vitae Speaks to U.S. Congress Members

After several election losses, pro-life Senators and Representatives were eager to find better ways to communicate pro-life policies. Vitae Foundation was invited to Capitol Hill in Washington, D.C. to share our Emotional Research study findings and applications.

Vitae President Brandy Meeks and Research Education and Policy Specialist, Mary Cronquist, presented Vitae's research study findings and applications to the *staff members* of the Congressional Pro-Life Caucus. They emphasized the importance of using Vitae's research-backed Pro-Woman Approach as they create life-affirming policies and messaging campaigns. Weeks after, the team was invited back to share with the *members* of the Congressional Pro-Life Caucus.

Research

Abortion Pill Study

Phase 6 – Publicize results

In Vitae's study on chemical abortion, *Catch 22*, we spoke to women of reproductive age to better understand their perceptions of the abortion pill.



Abortion Pill Reversal Study

Phase 4 – Produce summary

93%

of women interviewed had not sought healing specific to their abortion

We found during this study that respondents agonized over their decision from the start and sought help online immediately afterward. They continue to feel grateful for the help and hope they received and feel empowered after their child was saved.

Abortion Healing Study

Phase 3 – Review to discuss findings

Vitae's Research and Education Team recently finalized the study on trauma and healing after abortion. The results of this study will help us develop messaging strategies to connect women with healing resources after an abortion decision.

65%

of women interviewed believed chemical abortion was "easier" than surgical

Vitae's Research Process



Research



Analyze



Review



Produce
Summary



Presentation
to Staff



Publicize
Results



Develop
Messaging



Test
Messaging

Research Application

This year, Vitae aired our first ad as part of the National Concern for Women Strategy. The ad was designed to cause viewers to question what they believe about abortion. The ad ran on platforms such as Tubi, WatchFree, CBS, DirecTV, and Roku. In just the first month over 134,850 people were reached.

Financials

Income \$4,572,794

Expenses \$3,747,990

*2023 Financial Information As of 2/22/24

Guidestar awarded
Vitae platinum status
in 2023





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*I can't wait for you
to see the impact!
you made Brandy*