EQUAL RIGHTS INSTITUTE

P.O. Box 6081 Concord, NC 28027
704-584-9525
Info@EqualRightsInstitute.com
www.EqualRightsInstitute.com

ERI STAFF
Josh Brahm
President
Andrew Kaake
Director of Content & Research
Emily Albrecht
Director of Education & Outreach
Joshua Head
Video Editor & Club Coach
Jen Westmoreland
Director of H.R. & Administration
Meredith Maloley
Club Coach
Dr. Jackson Penning
Club Coach
Dr. John Ferrer
Fellow
Elizabeth Lollar
Fellow
Petra Wallenmeyer
Writing Intern

HONORED VOLUNTEERS
Jim Burke
Systems Engineer
Ellen Campbell
Artist / Writer

BOARD OF DIRECTORS
Brien Downie
Logistics Executive
Nathan Hitchen
Analyst
Adelaide Holmes
Pro-Life Activist
Nick Taylor
CPA

BOARD OF ADVISORS
David Bereit
40 Days for Life
Nick Bradley
First Baptist Church of Clovis
Kristi Burkhart
Fresno Pregnancy Care Center
Dr. Charles Camosy
Fordham University
Shawn Carney
40 Days for Life
Dr. Craig Hazen
Biola University
Kelsey Hazzard
Secular Pro-Life
Trent Horn
Catholic Answers
Walter B. Hoye II
Issues4Life Foundation
Scott Klusendorf
Life Training Institute
Tyson Langhofer
Alliance Defending Freedom
Fr. Frank Pavone
Priests for Life
Jojo Ruba
Faith Beyond Belief
Alan Shlemon
Stand to Reason
Stephen Wagner
Justice For All
Tina Whittington
Students for Life of America

December 1, 2022

Dear Friend,

2022 has been a momentous year for us at Equal Rights Institute. We're thrilled that this is the year that *Roe v. Wade* is no longer considered binding law in America. But we haven't stopped working, and we can't stop working; as the ballot questions breaking in favor of abortion rights in several states showed, we have more to do now than ever in order to convince our countrymen to protect the lives of the smallest of our fellow humans.

2023 is going to be an exciting year for ERI, but, first, let's take a look back at what we've accomplished in the last year.

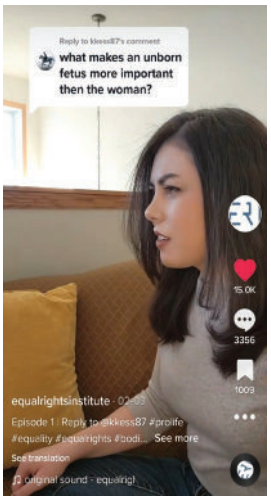
In 2021, our speaking more than doubled year-over-year, and it **nearly doubled again this year.** Josh and Emily delivered 53 speeches and six seminars to audiences totalling over 4,200 members, a 71% increase from 2021. Josh's speaking highlights include serving as a keynote speaker for the Archdiocese of Washington DC at their March for Life Rally, as well as a return speaker for both the Care Net conference (4th consecutive appearance) and the Wisconsin Right to Life conference (2nd consecutive year). He also traveled to Alaska as a speaker and presented at Johns Hopkins University, among other colleges.

In Emily's first year as a speaker, she presented 39 speeches and gave 19 interviews across nine states! Two of her most prominent events were the Canada March for Life and Oregon Right to Life's "Together We Advocate" conference, as well as their "Launch" event in which she did a two-day intensive apologetics training with high school students and took them to their first-ever campus outreach at the University of Portland.

One new highlight this year was a major increase in media requests. Especially after the *Dobbs* decision, media platforms—both mainstream and religious—sought ERI's perspective on the abortion issue, with the result that Emily presented our apologetics material on MSNBC, BBC, and EWTN (plus others).

Since its launch last year, our Affiliate Group program has grown to include 36 clubs spanning 17 states and Denmark. Across those clubs, we have 1,572 active members; the average club has grown by 175% since joining the program. And the club members aren't just learning about the pro-life position, they're putting it into practice. Our 19 college clubs have hosted 18 outreach events just in the time since *Roe* was overturned, and they've reached 699 pro-choice people through dialogue or a presentation by an ERI speaker in that time—an increase of around 300% from the entire previous academic year!

Our content reach is up across the board:



- **TikTok is the standout content story of the year.** Since launching our TikTok account in January, we've had over **four million views**, with multiple of Emily's short videos crossing the six-figure mark! This is the social media platform of choice for most Millennials and members of Gen Z, so it's hard to imagine a more strategic place for a persuasive pro-life voice. Short videos are driving growth on multiple social media platforms, including Instagram, where our followers have increased by almost 250% to over 4,800 and our total **accounts reached grew 30 times to over 235,000.**
- We published 127 total YouTube videos, 45 of which were more traditional long-form content. **Our views skyrocketed 209% to over 121,000**, in large part to reposting over 80 TikToks as YouTube Shorts. Views from traditional videos and live streams still grew by over 50%, headlined by our growing Quick Response Series (now at 29 total videos), continued podcasts and "Apologist Reacts" videos, and important current events pieces such as *"Dobbs Court Overturns Roe v. Wade: What Now for the Pro-Life Movement?"*

- Speaking of podcasts, our downloads are up 14% from 2021 to 16,000 (the raw number is different from previous years, reflecting the podcast industry's new and more accurate way to track statistics). Among my favorite episodes is our two-part series on *"Responding to Eight Types of Difficult Pro-Lifers,"* in which Emily and I were joined by Andrew as well as Monica Snyder of *Secular Pro-Life*. Another episode you don't want to miss is *"The Pregnant 10-Year-Old: Thinking Well about This Tragic Story,"* in which Robin Atkins, a licensed mental health counselor, helps us reason through and respond to pro-choice criticisms about the highly publicized case of a young girl traveling to another state to get an abortion.
- We published 14 new blog articles this year in addition to our video content, with our **unique readership increasing by 52% year-over-year to a total of 53,000.** In addition to must-read evergreen content like *"Refuting Pro-Choice Memes"* and our valuable dialogue-oriented content, Andrew believes our post-*Dobbs* articles are among the biggest "can't miss" pro-life content this year. Specifically, he recommends reading (or re-reading) *"ERI Statement: Should Women Be Prosecuted for Illegal Abortions"* and *"Abortion and Medical Necessity: Improving the Pro-Life Approach."*

Platinum Transparency 2022 Candid.

We also earned Candid's (formerly GuideStar's) Platinum Seal of Transparency for the fourth year in a row. We openly disclose metrics, financial data, and organizational practices in order to let you hold us accountable and show that your donations are a good investment in pro-life work.

Speaking of investments: thanks to the generosity of our donors, we've been able to bring on a video editor! Joshua Head joined our staff this summer and he's already helping us edit videos, both for our YouTube channel and for our courses. Thanks to his experience as an effective leader of two outstanding college pro-life clubs, he is also growing our Affiliate Group Program by mentoring clubs as a Club Coach!

Our major project for 2022 has been creating the Equipped for Life Academy, our new pro-life training course for high school students in religious education, private school, homeschool, and youth group settings. I'm thrilled to say that we have written and filmed the entire course, with versions for both Catholic and Protestant settings, and we've written teacher guidebooks and student workbooks for every lesson! Our goal is to complete production of the Equipped for Life Academy by mid-January.

That brings us to our plans for 2023. Our work on the Equipped for Life Academy isn't done once the course is complete. After going through the imprimatur process, where we get official approval from a bishop for the Catholic version of the course, we need to put our course in front of teachers and other people who make decisions about curriculum for students.

We think the Equipped for Life Academy has the potential to strengthen pro-life students at a critical time in their lives—just as peers and culture begin bearing down on them with pro-choice presumptions, and before going to often-hostile college environments. The teachers who use this course are going to prepare thousands of Christian students, from a variety of denominations and backgrounds, to graciously defend the pro-life position to parents, professors, and friends.

It's going to cost money for us to undertake the sort of strategic advertising necessary to connect teachers with our curriculum; among other things, we'll be sending Emily to Catholic school, homeschool, and classical school conferences. We're leveraging connections and using word of mouth to build excitement already, and it's having a great effect, but we want to do more to give the course as broad and successful a launch as possible, especially at this critical time in American discourse around abortion.

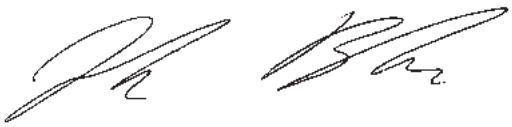
Your year-end gift or increased monthly donation will make this vision of shaping a generation of pro-life high school students a reality!

Our other major content project for 2023 is to update the bodily rights module of the Equipped for Life Course. We've changed the way we utilize certain arguments in the years since we filmed the original course videos, and there are new arguments that we'd never even heard of then that we're excited to add.

Andrew will have a huge role to play in rewriting that bodily rights module, just as he did in co-writing Equipped for Life Academy. In both projects we often need to rely on Andrew's philosophical mind to solve problems and move forward. Your increased support can help us complete both major projects.

Andrew has raised 68% of what he needs on a monthly basis to continue working in his capacity as ERI's Director of Content & Research. In order to be fully funded, **he needs to raise another $10,500 in new donations before or during the next calendar year.** He has increased his job responsibilities pretty significantly in the last year, including writing most of our articles and emails. While Emily and I are more visible communicators for ERI, Andrew serves as the intellectual support system that we often rely on throughout the year. Please consider supporting Andrew with prayers and finances as well as connecting him to anyone you know who might be excited to learn more about what he's doing at ERI.

Warmly,



Josh Brahm, for the ERI staff