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Dear Friend,

I can't believe that it's Equal Rights Institute's 10-year anniversary!

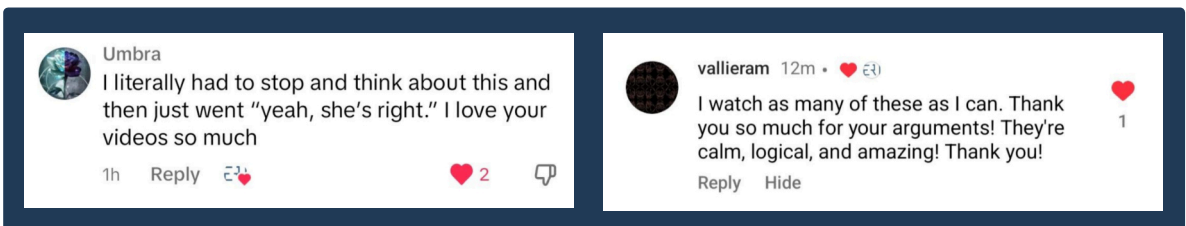
When I think of all that's happened since 2014, it feels like it's been more than 10 years since my brother and I started ERI! This decade has seen many plans and pivots; ambitious projects; and things I never thought would happen before ERI turned 10.

It might sound funny to say, but I never set out to start a nonprofit. I didn't necessarily want to do a new thing, or create yet another pro-life organization (on the contrary, we like to work with other pro-life individuals and groups whenever possible). But I had a vision for what I thought the pro-life movement could be—a vision of people refining their arguments instead of sticking with how things have always been, of pro-life individuals creating relationships with people who disagreed with them, of dialogue skills as a necessary part of pro-life apologetics.

Here are just a few highlights from our work over the last 10 years:

- Honing the Equal Rights Argument, which we helped to develop before ERI was founded
- Pioneering responses to pro-choice bodily-rights and self-defense arguments
- Filming the original version of the **Equipped for Life Course**, which we've now modified and expanded, in keeping with our ethos of refining techniques over time
- Expanding our staff (which now spans four time zones!), fellows, and interns
- Developing meaningful and effective pro-life speeches and training sessions, which Josh, Emily, and Rebecca have delivered to over **39,000 in-person attendees**
- Creating a second course, the **Sidewalk Counseling Masterclass**
- Establishing the ERI Affiliate Group Program, which now provides personalized mentorship to 39 pro-life clubs with 1,759 members across **19 US states, Denmark, and India**
- Publishing daily short-form videos that have amassed **tens of millions of views** across our social media platforms
- Creating and launching **Equipped for Life Academy**, our comprehensive pro-life high-school curriculum (more on that later!)
- Designing the "**pastor pledge**," an initiative to reduce abortions in congregations by publicly stating the real compassion churches promise to show unwed mothers. We partnered with Love Life, who folded the pledge into their "House of Refuge Project", and as a result, we know of over 400 churches who have made the pledge!
- Witnessing something 2014-me wouldn't have expected in the next 10 years: the **Supreme Court overturning Roe v. Wade**
- Co-authoring the "**Building a Pro-Life Future**" joint statement in response to the *Dobbs* decision

**Instagram is the standout content story of the last several years.** When Emily started posting short-form videos in 2022, we had 3,752 followers. By this time last year, our reach had exploded to 19,687 followers, and now we're ecstatic to have amassed **37,203 followers!** Our views increased dramatically this year, too, as Emily weaved her pregnancy journey (and growing baby bump!) into daily videos responding to pro-choice arguments. And we shattered our previous record of 360,952 views on a single video to garner **1.4 million views on Instagram alone** for her June 18th video! Our TikTok channel also increased from 1.7 million views last year to just over 2 million views and 26.9k followers in 2024.



Whether it's online or in person at speeches and outreach events, our cutting-edge apologetics continue to reach a wide audience. While pro-life advocates learn to persuasively defend the unborn, pro-choice people express gratitude and respect for our content, too, which has made them seriously reconsider and even change their mind on abortion.

I think that's what makes ERI so unique; we truly believe that effective, mind-changing abortion dialogues are possible, even in a polarized society. And we strive to reach both pro-life and pro-choice people with the arguments and dialogue strategies that open the door to productive conversation.

That's why we've devoted the last three years to creating the most comprehensive high-school pro-life curriculum available. It's been an enormous undertaking, but there is nothing out there like *Equipped for Life Academy*. Utilizing Emily's and Andrew's teaching credentials, we crafted this curriculum—consisting of lesson plans, activities, slides, videos, assignments, assessments, and grading rubrics—to meet state education standards and denominational religious requirements. Because of that, *EFLA* is suitable for use by Christian and Catholic high schools, religious education programs, and homeschool families. This curriculum will challenge and equip students on abortion in a way that has not previously been possible to do at scale in classrooms across the country, and it is designed to foster productive conversation between pro-life and pro-choice students both in and out of the classroom!

I believe that we *can* teach our youth to be pro-life and stay pro-life even when faced with the toughest questions and the pressures of our culture, all while passionately spreading the truth about the dignity of life to their peers. Not only that, but we value reaching out with understanding and compassion to those who disagree with us, especially pro-choice students who may be in the minority in a religious setting. *Equipped for Life Academy* is a game-changer for the religious education of today's high school students, and I could not be more proud of our team for this monumental achievement in our 10th anniversary year.



I've been so excited to share with you about everywhere ERI has been over the last year, as well as the 10 years of our existence so far. But I want to leave you with a vision for where we're going in the future.

In the near term, these are our top priorities:

- Putting *Equipped for Life Academy* in the hands of as many teachers and students as possible through advertising, personal connections, and word of mouth
- Establishing Spanish and Danish language ERI channels that include translations of our Quick Response series
- Continue expanding the Affiliate Group program, especially by recruiting new Club Coaches so we can increase our capacity to 50 clubs
- Relaunching the *Equipped for Life Podcast*

Looking ahead a little farther, this is where we're hoping to be in five years:

- Expand the Affiliate Group program to incorporate hundreds of clubs in several countries
- Create a scalable translation process so our courses and cornerstone content are available in all of the languages spoken by our Affiliate Groups
- Revise Module 7 of the *Equipped for Life Course* to bring it in line with our most current work on bodily-rights arguments
- Update *Equipped for Life Academy* to incorporate additional material and ensure that it continues to meet the needs of teachers and students
- Increase our presence on social media, including by hiring a social media coordinator, in order to engage as many people as possible with our pro-life training in places they're already looking for content
- Utilize digital marketing to effectively bring our training content to as many people as possible

If you're excited, not only by where we've been, but by where we're going in the coming years—if you share our vision to transform the capabilities of everyday pro-life people to persuade others in a hostile culture—then would you consider donating to support our work? Your tax-deductible gift ensures that we will continue equipping pro-life advocates as we venture into our next 10 years. Spreading *Equipped for Life Academy*, translating our materials and expanding into new countries, bringing on additional Club Coaches, and hiring a social media/digital marketing expert will only be possible with your generosity. If you partner with our team to turn these goals into reality, we will reach tens of millions more people with persuasive pro-life content. Together, we can change minds and save lives.

Warmly,

Josh Brahm  
President, Equal Rights Institute