



SAVE THE STORKS

2022 IMPACT REPORT



A LETTER FROM OUR CEO
diane ferraro



Life.

When in the womb, life should inspire. But when unplanned, it is too often cursed in today's society.

We saw something monumental happen in 2022 when *Roe* was overturned. The sad reality though is that abortion is still seen as a "right", while a precious pre-born baby is called a clump of cells.

What is wrong with our culture, even the Church, when we don't value human life?

Our mission, programs, and services are more critical now than ever before in our organization's history. The phenomenal, life-affirming work we do at Save the Storks is possible because of **YOU**.

When you go through our 2022 Impact Report, you'll see that we are laser-focused on being a good steward with the funds you've entrusted to us. Last year we earned a 100%, 4-star rating with Charity Navigator, our ECFA certification, and continue to lead the movement by providing the highest percentage impact that saves lives. We do this with significant programs that directly serve women through our National Partner Program, Stork Buses, marketing that breaks through the noise and reaches women in unplanned pregnancies, and supports and equips churches.

Please grab a cup of coffee or tea, read through this report, and if you have any questions, email us at info@savethestorks.com.

Let life happen.

Diane Ferraro

Diane

our mission

Creating a story of
hope & empowerment
for every woman facing an
unplanned pregnancy

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our core beliefs



THE VALUE OF LIFE

Life begins at conception and God is the author of life. He created men and women in His image, and therefore, all human life deserves to be valued and protected.

THE REALITY OF ABORTION

Abortion ends a human life and the impacts on those affected by abortion are harmful, long-lasting, and often unacknowledged.

OFFERING EDUCATED CHOICES

Women often choose abortion as a reaction to personal crisis and lack of options. Pregnancy centers offer resources, education, and support to women and men to help them choose life.

EMPOWERING WOMEN

When we support women with love and compassion, it has the power to not only transform her life, but also empower her to choose life for her child.

TRANSFORMATIVE ACTION

In order to end abortion, we must inspire the culture to value life and respond to women in love. Changed actions are a result of changed hearts and minds.

OUR challenges



“For if you keep silent at this time, relief and deliverance will rise for the Jews from another place, but you and your father’s house will perish. And who knows whether you have not come to the kingdom for such a time as this?”

- ESTHER 4:14

PLANNED PARENTHOOD SPENDING

In 2022, Planned Parenthood spent a historic donation of \$275 million from a private donor. This year, Planned Parenthood spent over \$16 million in social media campaigns alone. This ensured that millions of young women were inundated with their messaging, shaping how they think about abortion and normalizing its nature.

ABORTION VANS & BOATS

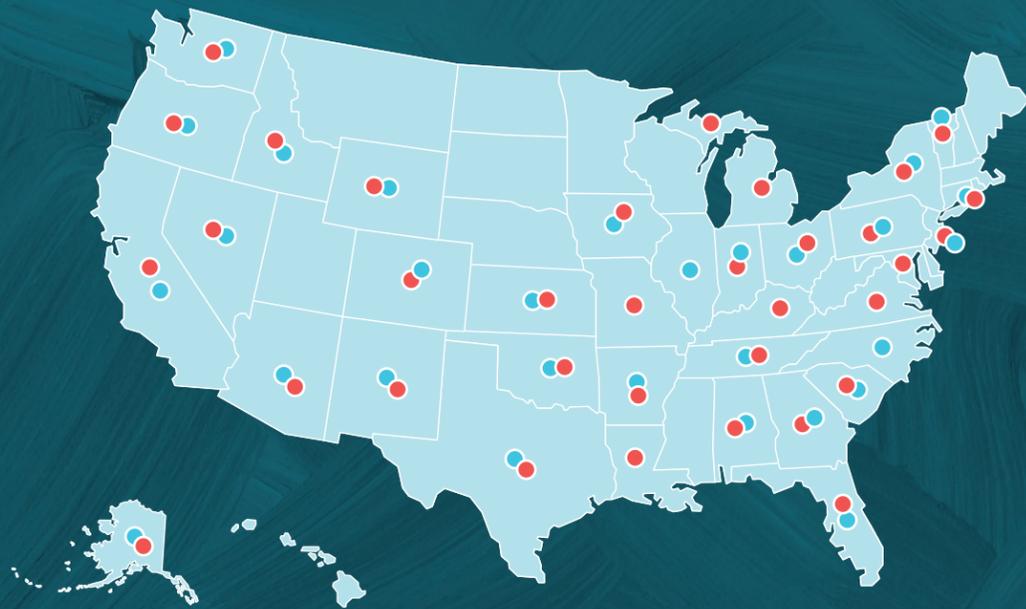
Abortion activists are going mobile, making abortions easier and more convenient for women around the nation. The new abortion vans are strategically positioned at the border of trigger states and are unmarked. The only way to find them is to make an appointment online. The abortion van will send the woman its location, and she can pick up her abortion pills or board the van for a surgical abortion. They are planning on performing 50 chemical abortions and 16 surgical abortions per day. Abortion boats are also appearing in the Gulf of Mexico off the coast of Texas. Women board these boats and have their abortion in non-US waters. This avenue is hoping to see 20 women per day.

THE CHALLENGE

The challenge has been laid before us with steep competition from the pro-choice side. It's because of people like you that we can continue to fulfill our mission and keep fighting this fight.

CRITICAL measurements

- Where Stork Buses operate
- Our Pregnancy Resource Center Partners and Church Partners



30K+
lives served over 10 years*

11K+
babies lives saved over 10 years

89
TOTAL BUSES BUILT



13,884

Donors in 2022



ALMOST \$10M

Grants given in the past 10 years



108

Total Partners (PRCs, Churches, Community Partners)

2012

Founded

01

02

2013

Stork Store Opened

First Stork Bus

03

2015

10th Stork Bus

2019

50th Stork Bus

First Church Partnership with a Stork Bus

Worship on the Rocks

Unplanned Movie Released

Pro-Life Research Project

2018

First Flyway Conference

04

05

2019

50th Stork Bus

First Church Partnership with a Stork Bus

Worship on the Rocks

Unplanned Movie Released

Pro-Life Research Project

2021

Partner Program Launched

First Pro-Life Innovator's Summit

Church Programs & Partnerships Launched

New Mission Statement

Unplanned Grace published

07

08

2022

First PRC to be a certified partner

Start Course Launched

2020

Webinars Launched

30 Day Devotional published

06

SAVE THE STORKS

history

*This includes women, men, and babies

OVERVIEW OF OUR
mobile team



Our state-of-the-art mobile medical units provide women with excellent care, comprehensive and compassionate support, and real options. By offering pregnancy tests, ultrasounds, and STD/STI testing, all at no cost, Stork Buses bridge the gap between pregnancy centers and women so they can access quality healthcare no matter where they are.



DEMAND, OBSTACLES,
AND FUTURE BUILDING

In the upcoming year, as we continue in a post-Roe country, our Stork Buses will be even more critical as we seek to serve more families.

Our goal for 2023 is to have 20 new buses built!



diana's choice for life

WATCH THE FULL STORY

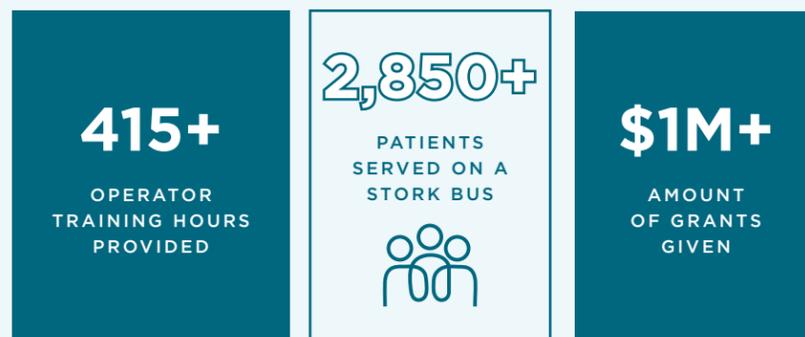


"We're so excited about the lives that are going to be saved in our area. Our Stork Bus is high quality, it is high class, and our clients are going to feel special when they're in this unit. I know it's going to save lives".

- JON

CEO of Bright Hope Pregnancy Support Center
Allentown, PA

2022 STATISTICS



OVERVIEW OF OUR
national partner program



Our Partner Program exists to ensure that pregnancy centers have the stability, support, and strategy they need to expand their services to empower women to choose life.



Pregnancy centers are a vital resource to their communities. They offer free support and medical care, including pregnancy tests, ultrasounds, STD/STI testing, parenting and prenatal education programs, after abortion support, and material resources.



In the wake of *Roe v. Wade* being overturned, many pregnancy resource centers found themselves the target of vandalism and destruction from windows being broken, graffiti, and even firebombs. Because of people like you, we were able to gift our partners grants to help cover damage and rebuild their buildings into secure centers for women in their community. These grants went towards things like repairs, equipment, and added security.

2022 STATISTICS



OVERVIEW OF OUR

church programs and partnerships



Save the Storks' Church Programs & Partnerships equips your church to reach women in an unplanned pregnancy and empower them to choose life, with the love of Jesus.



4 in 10 women were regularly attending church when they had their first abortion. God is calling the Church to be the place where women and men are empowered to choose life, without judgement.



SIGN UP BELOW



"We can proclaim the solution and offer real support to abortion-vulnerable women who need to know that they're not alone."

- PASTOR MARCUS MECUM
7 Hills Church | Florence, KY

2022 STATISTICS

20
CHURCH PARTNERS



200+
START COURSE REGISTRANTS



7,200
DEVOTION DOWNLOADS

344K+
CHURCH LEADERS REACHED

OVERVIEW OF OUR

community partner program



Featuring one of our 2022 Pro-Life Innovator's Summit winners:
AMBER CHURN

Our Community Partner program exists to connect other like-minded pro-life organizations together to bring even more support, care, and resources to women facing an unplanned pregnancy.

This program hosts an annual conference called the Pro-Life Innovator's Summit where new and innovative pro-life ideas come to life.



connecting women to their community

IN THE MIDST OF CHAOS

When Hurricane Ian hit the southwestern part of Florida, hundreds of women unexpectedly found themselves in dire circumstances and in need of assistance.

We had boots-on-the ground going from door to door delivering supplies and being the bridge between women and their local resources. With the assistance of our community partners, we were able to connect women to the support they needed in surrounding communities.

2022 STATISTICS

9 NATIONAL

COMMUNITY PARTNERS



OVERVIEW OF OUR
awareness team



When we tell true stories of women who choose an empowered life for themselves and their children, we help create a more compassionate pro-life culture. That's why raising awareness is an important part of what we do. Through videos, documentaries, blogs, and social media, we work to showcase the importance of pro-life views and voices.



olivia's story

Olivia was serving in the Army when she found out she was unexpectedly pregnant. Everyone around her told her to have an abortion because they believed it would be the best for Olivia and her baby. She listened and scheduled an appointment at Planned Parenthood.

While she was waiting, scrolling through her Instagram, she saw one of Save the Storks' social media posts. It was the sign she needed. At that very moment, she walked out and chose life.

2022 STATISTICS

1.77B+
IMPRESSIONS

329,458+

FOLLOWERS ON SOCIAL MEDIA



49

EVENTS



36

BLOG POSTS



14

PRESS RELEASES



85

EMAILS



FOR EVERY WOMAN

WHERE DOES SHE GO WHEN SHE FIRST FINDS OUT SHE'S PREGNANT? ONLINE.

For Every Woman is an online platform with a user-friendly, appealing database full of resources for women facing an unintended pregnancy. The For Every Woman directory of resources will guide a woman before, during, and after her pregnancy to ensure she gets the support she needs. For Every Woman partners with other organizations to provide boots-on-the-ground support and physical point of contact for women in need. In addition, the For Every Woman mobile medical and resource unit will also bring help and hope to women throughout the country.



44.3k+

WEBSITE VIEWS



13.7+

NEW VISITORS TO THE WEBSITE

"You heard about the front end and how we will reach students before Planned Parenthood gets them. On the other side, we have For Every Woman..."

- Phillip Bethancourt

Senior Pastor of Central Church (College Station, TX) & Executive Vice President of ERLC

"We are definitely going to bring For Every Woman to our church and community. This is so needed!"

- Jack Hansen

Pastor, Leader of SaveOne for Men (Nashville, Tennessee)

"We want to offer For Every Woman in New Jersey."

- Debbie Bishop

Bridge Women's Center

"We hope to help accelerate the amazing work of For Every Woman... We love you and are so incredibly grateful to partner with you on this very critical work!!"

- Elizabeth Graham

CEO, Stand for Life

MEET OUR *core team*



**DIANE
FERRARO**

Chief Executive Officer



**ANNIE TANG
HUMPHREY**

Chief Operating Officer



**JOHN
GORE**

Chief Financial Officer

MEET OUR *board of directors*



**HERB
MCCARTHY**

Board Chair



**GARY
KEHR**

Board Treasurer



**ERIC
DUNAVANT**

Board Member



**DR. KARYSSE
TRANDEM**

Medical Advisor



**STEPHAN
TCHIVIDJIAN**

Board Member



**DAWN
WILLIAMS**

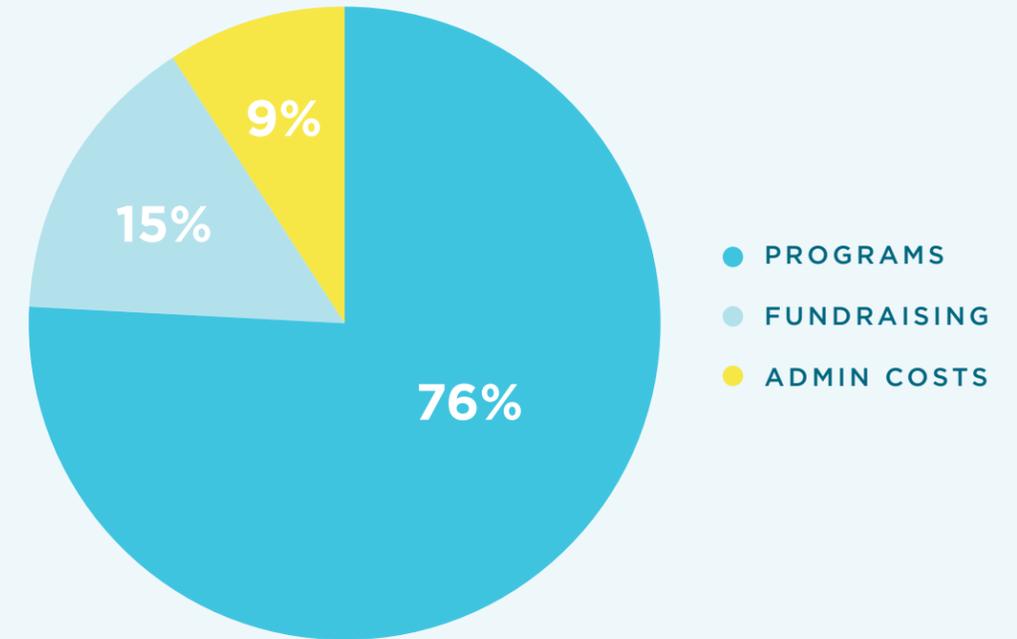
Board Member



**THOMAS
KIM**

Board Member

2022 FINANCIAL SUMMARY*



TOTAL
INCOME



TOTAL
EXPENSES



TOTAL
ASSETS



TOTAL
LIABILITIES

"2022 was a year of great opportunity and great challenges. I am so thankful for our team and all our partners that handled every situation with grace and strong conviction. Thanking God for His constant watchcare."

-HERB MCCARTHY
Board Chair



*These are pre-audited numbers

THE NEXT *10 years*

Please pray for the following as we enter our next decade of life-saving work:

-  **1,000 Mobile Medical Units to truly compete with Planned Parenthood.**
-  **1,000 churches trained with the Start Course.**
-  **For Every Woman empowering women to choose life and thrive as moms in all 50 states.**
-  **Changed hearts and minds, so abortion is unthinkable in our country and the world!**

