



SAN ANTONIO
COALITION FOR LIFE

IMPACT REPORT

20
22

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Mission Statement

We strive to end abortion in San Antonio with the help of God and the support of the Greater San Antonio Christian Community. We provide life affirming options to all those we encounter on the sidewalk in front of abortion facilities. Through Sidewalk Advocates, we offer loving and truthful alternatives to those considering abortion, and we provide resources for healing and reconciliation for post-abortive mothers. We stand peacefully and prayerfully as witnesses to the injustice of abortion in the public square.

Thank You to Our Donors

Your generosity during this past year has made all of the work of San Antonio Coalition for Life possible.

MESSAGE FROM THE EXECUTIVE DIRECTOR

On behalf of everyone at the San Antonio Coalition for Life, I want to thank you for the generosity and support you have shown us throughout the year.

In 2022, the pro-life movement has seen enormous gains!

In February, we launched the CareReferral.info website, where we refer life-affirming health care to those in need. On June 24, our prayers were answered when the Supreme Court **overturned Roe** with the ruling of the Dobbs case. Planned Parenthood South Texas ceased performing all abortions at both the Babcock and San Pedro locations, and Alamo Women's abortion facility closed its doors in San Antonio for good. Over the summer, 2000 flyers about CareReferral.info were distributed to homes in the Leon Valley area. Over 2800 bags were given out to abortion-minded women, and we helped almost 100 moms choose life for their babies.

Since our founding in 2007, we have helped hundreds of mothers choose life for their babies. This would have been impossible without your help! The generosity and support that you have shown us this past year have allowed us to accomplish so much - **and yet there is so much more work to be done**. Now that abortion is illegal in San Antonio, women in unexpected pregnancies are looking for help and a place to turn. We continue to stand peacefully and prayerfully in the breach to offer real, life-affirming help to women in need.

With your generosity, 2022 has been monumental for the pro-life movement. We are ready for the challenges that 2023 will present, and we are confident that we can succeed with you by our side!

We wish you a very blessed and joyous 2023. Peace be with you.

Sincerely,



Executive Director
The San Antonio Coalition for Life

CARE REFERRAL



CareReferral.info Website

The CareReferral.info website was launched as a way to refer women to local, life-affirming pregnancy care centers in the San Antonio area. Since its inception in February, CareReferral has seen **over 2300 users visit**, with just under 3300 sessions.

CareReferral.info is designed to be a one-stop connection to free and low-cost reproductive healthcare and other services in the San Antonio area. The website features San Antonio-area pregnancy care centers and the services they provide, as well as where to find free services like ultrasounds and STD/STI testing. It also has information about reproductive wellness, adoption, and healing after abortion.

Marketing and Outreach

After the creation of the CareReferral website, drop cards with QR codes were added to the bags our Sidewalk Interns give out to clients in the parking lot of Planned Parenthood. Over-the-road banners of CareReferral are currently moving around San Antonio. Stickers and flyers were designed and placed in restaurants, parks, colleges, and other locations around San Antonio. Ad campaigns on Facebook and Instagram were also created to help get the word out about this service, reaching **over 4000** in a month of advertising.

Numerous community outreach projects were completed during the summer to help advertise the creation of CareReferral.info. In June, many hard-working and dedicated volunteers participated in our first community outreach project to help spread the word about the services on CareReferral. These courageous volunteers worked through the heat of summer to give out **over 1000 flyers** to homes here in San Antonio. San Antonio Coalition for Life also partnered with the Students for Life at UTSA group to distribute another 1000 flyers about CareReferral to local homes in the Leon Valley area.

- ▶ Website visits peak at the Dobbs decision leak and overturning of Roe
- ▶ Average of 47 users per week through November and December
- ▶ Recognized resource for women by the Archdiocese of San Antonio

SOCIAL MEDIA INITIATIVES

As Planned Parenthood car traffic continues to decline, our social media presence becomes more and more valuable. This year, San Antonio Coalition for Life saw enormous gains on our social media platforms as we expanded our reach and began advertising through Facebook and Instagram.

Social Media Reach

Over 63,000 people were reached by San Antonio Coalition for Life's Facebook page - more than twice the amount of 2021. Almost 700 were reached by our Instagram - an increase of over 62% when compared to 2021. Both accounts attracted a majority of women (73% of our audience on Facebook and over 70% on Instagram). We are attracting our target demographic: women in need of local, life-affirming reproductive healthcare. One more woman that uses CareReferral.info to find a pregnancy care center for their ultrasound is one less woman that will enter Planned Parenthood.

Over 4200 people on Facebook and Instagram saw our ad about CareReferral to refer them to life-affirming pregnancy care centers that care about them and their baby. Our ad about 40 Days for Life ran throughout the fall campaign, and over 7000 were able to see it and know that they can participate in the peaceful prayer on the sidewalk.

Our most popular Instagram post was a picture of the volunteers from the group Students for Life at UTSA before they distributed over 1000 flyers to homes in the Leon Valley area. For Facebook, it was a picture of a For Sale sign in front of the now closed Alamo Women's Reproductive Services, with the caption "No more babies will lose their lives at this place. Praise God. All glory to Him alone!"

We can only pray that our most popular Facebook post of 2023 will be one of a For Sale sign in front of Planned Parenthood South Texas. With our gains in our social media reach and impact, **we are working to make this possible.**



YEAR-DEFINING POSTS



San Antonio Coalition for Life Executive Director Catherine Nix was out on the sidewalk when the Dobbs v. Jackson Women's Organization was leaked on May 2nd. While it seemed like our prayers were about to be answered, we remained on the sidewalk and double-scheduled our interns for safety.

As Roe v. Wade fell on June 24, pro-life Advocates at Alamo Women's Reproductive Services were on the sidewalk offering free resources. Alamo was sending out the girls without performing abortions, and these Advocates were immediately offering info about local pregnancy care centers. Our hearts are full of grateful thanksgiving to God and to all those who helped bring us to this post-Roe era.

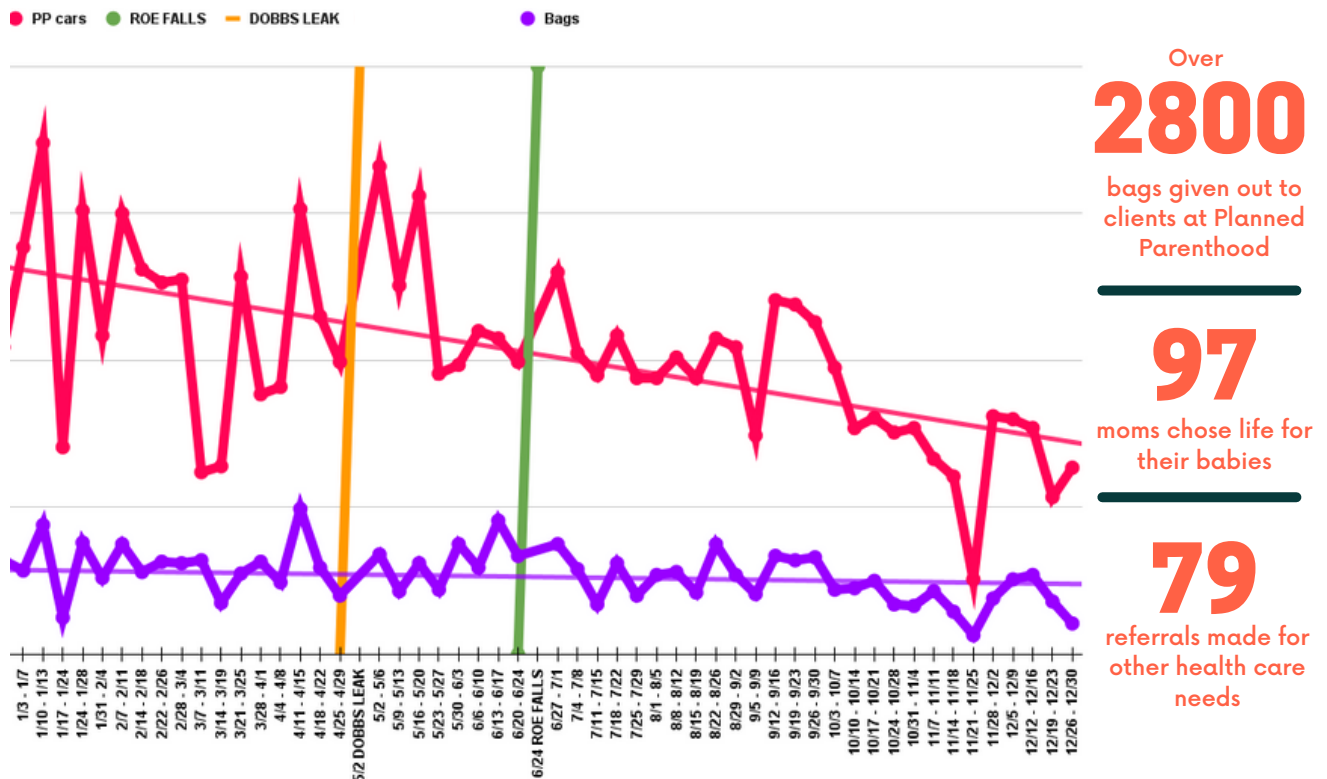


Our Fall 40 Days for Life campaign closing rally saw a great turnout and a very moving testimony from our guest speaker Dora Esparza. 8 babies were saved during the campaign and lead to a total of 22 babies saved during both 40 days campaigns this year.



OUR IMPACT ON PLANNED PARENTHOOD

Planned Parenthood car traffic (pink) vs. SACFL bags (purple)



The primary goal of our Sidewalk Interns is to turn clients away from Planned Parenthood and direct them to life-affirming health care locations. They engage clients in the parking lot and offer them gift bags with goods and information. While the interns are on the sidewalk, they also take notes to track the numbers of cars entering and which people took a gift bag. The intern program was founded in February 2020, and since then, The San Antonio Coalition for Life has on file **almost every car** that has entered the parking lot of Planned Parenthood South Texas. The pink line above shows how many cars have entered the parking lot of Planned Parenthood each week since January of 2022. The purple line shows the number of bags given out by our Sidewalk Interns every week to clients they encounter in the parking lot. The orange line represents the date that the Dobbs Supreme Court decision was first leaked back in May, and the green line represents when Roe v. Wade was overturned on June 24th. Allowing for an acceptable margin of error, there is a clear trend here: **Planned Parenthood business is declining.**

According to their summer/fall 2022 HORIZONS report, Planned Parenthood South Texas saw 25,667 patients in 2021 and performed over 2500 abortion procedures. This means that, according to the report, abortion procedures account for less than 10% of their total services. If this were true, it would be logical to assume that the Dobbs decision would have very little effect on their business. **We have data that shows otherwise.** We are out on the sidewalk of Planned Parenthood almost every hour they are open. Car traffic into Planned Parenthood South Texas has experienced a **25% decrease** from the Dobbs decision leak until now. For a business that claims abortion accounts for less than 10% of services in its mid-year report, why do we observe such a marked decrease in traffic in the wake of the Texas abortion ban?

Given this decline in car traffic into Planned Parenthood, one would expect the amount of bags distributed by our Sidewalk Interns to drastically decline. In general, the number of bags we give out is directly correlated with the number of people that go to Planned Parenthood. However, we are now giving out more bags per client at Planned Parenthood than ever before.

In late summer of 2021, right before the Texas Heartbeat Bill was passed into law, we were giving out an average of **48 bags for every 326 people** in the parking lot at Planned Parenthood. That means we were only reaching about **14%** of the clients. Many people going into Planned Parenthood simply refuse to take a bag. Many of the clients ignore our interns and instead head straight for the entrance, sometimes escorted by a Planned Parenthood employee. While many Planned Parenthood customers still refuse to take a bag, 2022 saw monumental gains in our reach of Planned Parenthood customers. In late summer, one year after only reaching 14% of Planned Parenthood clients, we were able to **increase our coverage to 27%**. As of December 2022, that number has gone up to **29%**. This means that every 1 in 4 people that walk into Planned Parenthood South Texas receives information from us about local pregnancy care centers that love them and their baby. This truly speaks to the dedication and bravery of our Sidewalk Interns and Advocates. Despite a year in which a third of traffic into Planned Parenthood disappeared, we were able to reach over twice as many people as 2021.

What does all of this mean? Lives are being saved. Our work is making a difference in the fight against abortion. We gave out **over 2800 bags** with life-affirming healthcare options. We helped almost 100 mothers choose life for their babies. **We are reaching over 25% of all those that walk into Planned Parenthood.** We are winning, and have no doubt that 2023 will bring even more victories for the pro-life movement.



IN THE COMMUNITY

As the largest pro-life organization in the city, San Antonio Coalition for Life recognizes its important role in fostering a culture of life during this post-Roe era. As such, we are committed to hosting and sponsoring community events to help change hearts and minds about abortion and spread the word about the pro-life movement.

Peacefully praying in the public square has been the core attribute of our work since 2007. San Antonio Coalition for Life has continued to sponsor monthly rosaries in English and Spanish on the sidewalk in front of Planned Parenthood throughout the year. All of our community events start and end with prayer. Our work is solely accomplished through the help of God and the support of the San Antonio community. By starting and ending our events with prayer, we remind ourselves how we have been able to accomplish all that we have, and then we offer up any labor or success to Him.

40 Days for Life has been a central part of our mission to stand peacefully and prayerfully as witnesses to the injustice of abortion in the public square. Roe v. Wade has been overturned, but 40 Days for Life is not going anywhere. As the abortion landscape changes, our prayers are needed to help foster a culture of life here in San Antonio and in our country. **Abortion procedures and pills may be illegal, but unexpected pregnancies are still happening.** Rampant abortion continues in our country and right across our Texas borders. Participating in 40 Days for Life has become more important than ever.



Both our spring and fall campaigns were kicked off with our opening rally at St. Matthew's Catholic Church, and a guest spot on KJMA 89.7 FM radio. Courageous volunteers from Students for Life at UTSA distributed hundreds of door hangers to homes in the San Antonio area with information about the campaign and to encourage them to come out and pray. Through both 40 Days for Life campaigns this year, we were able to report **22 mothers that chose life for their babies instead of abortion** - and those are only the ones we know about. We are very grateful to everyone that came out to pray this year on the sidewalk. In the midst of the craziness of our lives, you took time out of your week to come and pray with us. Thank you. Without your prayers and the grace of God, none of this would be possible.

This year, San Antonio Coalition for Life put more emphasis on getting the whole family involved in supporting the pro-life cause. A large part of this effort was achieved in our 40 Days for Life campaigns. Many kids and young adults were out on the sidewalk with their parents and loved ones. This year's campaigns featured special promotional days, such as Homeschool Day, a day especially for all homeschooled youth eager to come out and support the pro-life cause. The turnout of young adults was truly remarkable. This shows that the pro-life generation is young, passionate and determined. In the midst of a world of darkness, 40 Days for Life showed us that the future is bright with the pro-life generation. Roe may be gone, but they aren't going anywhere.

San Antonio Coalition for Life has made it known that **we are a leading voice for the pro-life movement** not only in San Antonio, but in the state of Texas. Right after Roe v. Wade fell, our Executive Director and Sidewalk Interns were

LOOKING AHEAD

2022 has been monumental for the pro-life movement, in this country and here in San Antonio. We have no doubt that the end of Roe spells the end for Planned Parenthood as well. Our reach has never been at this level. We are truly making a difference in the fight against abortion, and we are not done yet - but we need your help to change our culture of death to one of life.

What can you do?



JOIN OUR VOLUNTEER TEAM

We need volunteers on the sidewalk, in the community distributing info about life-affirming options, and helping with our community events.

If you are interested in supporting your local pro-life movement, please reach out to us by email at info@sacfl.org.

BECOME AN ADVOCATE

Becoming a Sidewalk Intern or Advocate allows you to directly interact with clients with the hope of turning them away from abortion. Sidewalk Advocates offer gift bags that contain personal care items and brochures regarding life-affirming health care service locations throughout San Antonio.



BECOME A PRAYER WARRIOR

Prayer is the utmost way to connect with God and communicate with Him. If you are unable to give your time or resources, pray for the end of abortion in our nation. Join our mailing list on our website to receive the latest info about local pro-life events.



We hope you found the information in this report insightful and comprehensive. Should you have any additional questions about our business operations, please contact us at info@sacfl.org. Thank you.
