



THE TENNESSEAN

POLITICS

**Baby Olivia Act:
Tennessee Gov. Bill Lee
signs bill into law**

LIVE ACTION

2024

ANNUAL REPORT

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"I appreciate everything this account has done, it's helped me through my teen pregnancy even when I was considering abortion. You guys do help and you do make a difference."

OUR MISSION: END ABORTION & BUILD A CULTURE OF LIFE.

Live Action is a 501(c)3 human rights non-profit and the digital leader of the global pro-life movement. Live Action exists today to shift public opinion on abortion and defend the rights of the most vulnerable.

With over 7.5 million social media followers and 2.5 billion lifetime video views, Live Action reaches up to 40 million people per month – saving lives and transforming hearts with 47% of surveyed followers saying Live Action's content changed their position on abortion.

Through compelling educational media, human interest storytelling, investigative reporting, and community activism, Live Action reveals the humanity of the preborn and exposes the abortion industry's exploitation of women and families for profit.



"This video opened my eyes a lot. I used to be pro-choice but my mind is really changing. Thanks for informing people this way."

"I didn't know that before, from now on, no support to IVF..."

"My ex told me to abort. He pressured me non stop. But I told him he could leave. But I was keeping the baby. I watched abortion videos and went from pro-choice ignorance to pro-life. My baby's 4 now and she's the best thing that ever happened to me."

"As a man that was given up for adoption and was pro-choice for most of my life, I appreciate that I wasn't aborted and after seeing videos like this and other like it has changed my mind completely."

"I stopped being pro-choice this year and this has completely solidified my decision."

"I think I became pro-life cuz of this video. This is really not a political issues. It's a moral one."

"I use Live Action content in my classrooms and it's awesome to get the feedback from my students and that it's changed their viewpoints in a positive way."

"Thank you Live Action, for changing my stance from mildly pro-choice to abolish abortion. I've learned so much from your channel."

"Me and my girlfriend are having a baby & we're 14. I hope this video sends someone else who may be going through it a sign. Babies deserve to live no matter your circumstances"

LETTER *from our* PRESIDENT



Dear Friends of Life,

As we look back on the past year, I am filled with deep gratitude for your unwavering support and commitment to the cause of life. Thanks to you, Live Action continues to stand at the forefront of the battle for the dignity of every human life in a time when the stakes have never been higher. Two years ago, we witnessed a historic moment as *Roe v. Wade* was overturned – yet that was just the beginning of our fight to protect every child, and the battle continues to rage.

Our opposition has mobilized like never before, capturing institutions, political parties, and the media, pouring tens of millions into a culture of death on the state and federal levels. Abortion activists are fighting to codify the right to kill into their state constitutions. Even people on our own side tell us that life is a “losing issue.”

But here’s what I commit to you: **Live Action is here to make life a winning issue.** This is our vision: **a world where every human life is protected by both love and law from conception to natural death.**

This year, our “**Baby Olivia**” video was added to the public school curriculum standards in Tennessee, joining North Dakota, which did the same in 2023. This ensures that over a million students now see the humanity of life in the womb each year.

Our “**Face to Face**” video campaign that launched this year with conversations between abortion survivors, former abortion facility workers, abortionists, and women who regret their abortions has already been watched **over 55 million times.**

Our engaging **Truth About Sex** campaign, transforming young minds, has amassed **over 22 million views.**

We also hosted our first-ever **Young Leaders Summit**, which equipped over **800 leaders** with the tools needed to impact their communities.

70 Lawmakers from **37 states** attended our **Lawmaker’s Summit** to receive the best-in-class materials

and strategies on pro-life messaging and public policy. We are building an army of influencers, advocates, and everyday Americans grounded in the truth. An army that will shape culture, media, and politics for generations.

Every day, we hear from people whose lives have been changed because of the content we produce. We hear from women who embrace life after seeing the truth through our ads or social media posts and from young advocates inspired to stand for life in their schools thanks to the education we have provided. Your support is not just a donation; it is a lifeline for the voiceless and a catalyst for change.

Thank you for standing with us. Together, we will continue to fight for every child’s right to life. This is not just a battle for laws; it is a battle for hearts, minds, and souls. And with your partnership, I am confident that we will win.

For life,

LILA ROSE
FOUNDER & PRESIDENT

the Truth About Sex

Transforming The Way Our

Culture Views Sex

Over 2,800 preborn children are lost to abortion every day in America. To end this crisis, we need both legal protections for children and a shift in our culture's view of sex, a root driver of abortion. Nearly 9 in 10 women who commit abortions were unmarried, highlighting the need to address the widespread sexual promiscuity.

The Truth About Sex campaign features nearly a dozen long-form videos that promote a healthy understanding of sexuality, celebrate the value of marriage, and affirm every child's right to loving, married parents.

The release featured exclusive interviews with top subject experts, including Dr. Jennifer Roback Morse, Helen Alvare, Brad Wilcox, Carl Trueman, Jason Evert, and Matt Fradd.

Topics Covered In The Truth About Sex Series:

- Magic of Monogamy
- Sexual Revolution of the Roman Empire
- Crisis of Fatherlessness
- Harms of Contraception
- Deconstructing the Sexual Revolution w/ Matt Fradd
- The Key to a Happy Marriage w/ Brad Wilcox
- An Alternative to Hook-Up Culture w/ Jason Evert
- Why Kids Need a Mom and Dad w/ Jennifer Morse Ph.D & More!



SCAN WITH
YOUR PHONE
CAMERA TO WATCH!



22,117,550
VIDEO VIEWS

(across the entire video series)

The Magic Of Monogamy



6,616,191
VIDEO VIEWS

SCAN THIS TO WATCH!

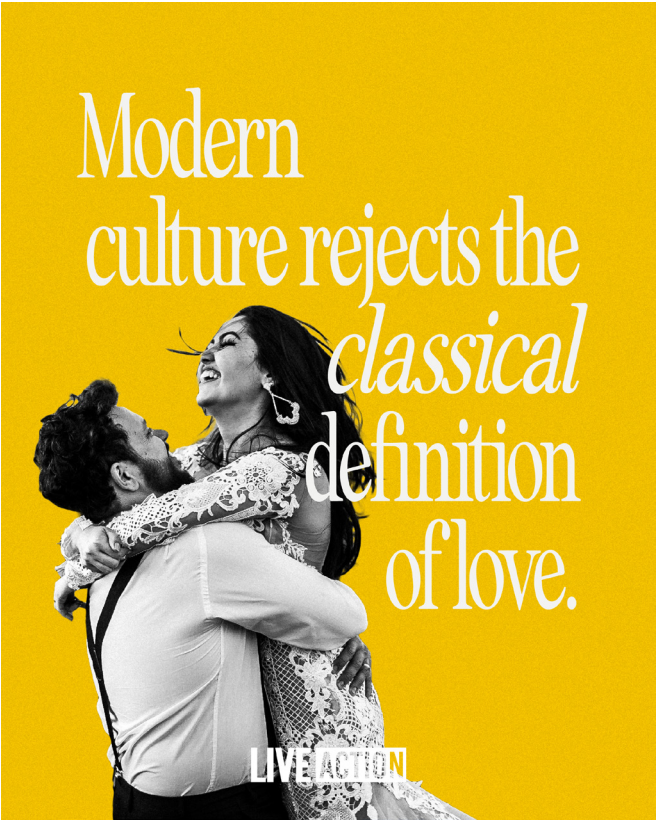
"I feel like I'm waking up from a bad dream thanks to these videos. Plz don't stop."

"This is the sex education I'd love to share with my children. Not the other demonic cr*p the public schools are sneaking."

"The haters can hate, but Live Action has been a beacon of light for me! In this culture of casual sex and oversexualization, being a teen isn't easy due to all the peer pressure, but your channel has been such a huge encouragement! Keep up the good work!"

"Lila, in the last couple months I have watched a ton of your videos. As a Catholic Man I want to thank you. Your videos have completely changed the way I view my wife, our sex life, women in general, abortion, pornography. You have completely opened my eyes. I realize I was not looking at these topics as I should be. Thank you so much."

VIRAL
SOCIAL
MEDIA
GRAPHICS



❤️ **67,177 LIKES**
ON CAMPAIGN GRAPHICS



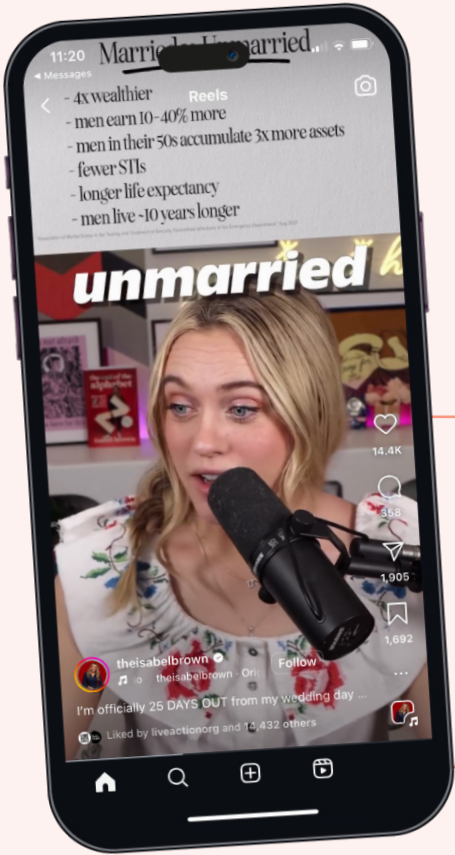
BOOSTED BY INFLUENCERS

"WOMEN SHOULD BE *chaste & faithful* & GUESS WHAT?! SO SHOULD MEN"

WATCH THE REEL HERE ON INSTAGRAM:



589,000 VIEWS
25,495 LIKES ❤️



"NOTHING ABOUT THE *sexual revolution* HAS BEEN BENEFICIAL"

354,000 VIEWS
❤️ **14,430 LIKES**

WATCH THE VIDEO HERE:



FACE TO FACE

VIDEO VIEWS

55 711 805

(across the entire video series)

What happens when a former abortionist sits down with an abortion survivor? Or when a woman with abortion regret speaks with a former clinic worker?

Ten courageous individuals came together for some of the most raw and personal conversations of their lives.

The campaign's content and marketing strategy made the videos accessible to young people who were pro-choice, resulting in tens of millions of views from a broad audience and dozens of minds changed.

WATCH THE VIDEO HERE:

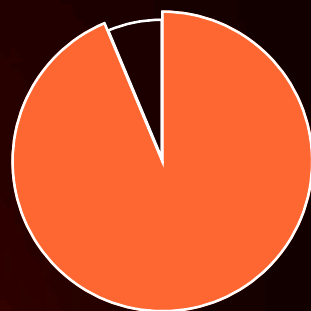


11,186,256 VIDEO VIEWS



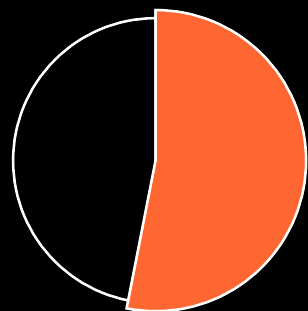
10,225,054 VIDEO VIEWS

FACE TO FACE AUDIENCE DATA:



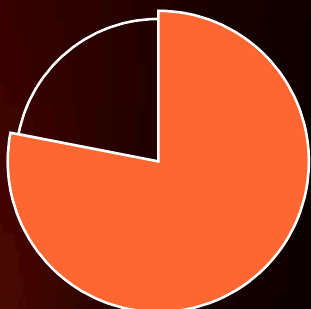
93%

WERE NOT FOLLOWING LIVE ACTION



54%

WERE UNDER 34 YEARS OLD



78%

WERE FEMALE

*Data Based on 1st Episode of Campaign: *Honest Conversation Between Abortion Survivors and Providers*

"This was so powerful and life changing. I have always been pro-life but not involved other than voting. Now, I want to help in some way supporting these groups doing this great work."

"Before seeing this video I was pro-choice. I didn't think getting abortions was a good idea, But I also hated the idea of a girl/women having to carry a baby given to her by a rapist...

I think there are exceptions. But after seeing this video my thoughts on abortion have changed drastically."

"I'm 3 months pregnant whenever my man makes me angry I do think about abortion but after seeing this I'll never do abortion."

"I'm pro-choice and this is mind blowing. I have no idea there was dismemberment abortions. This is murder."

Source: www.liveaction.org/news/abortion-survivor-melissa-ohden-tells-courageous-life-story-to-crowd-of-six-hundred

Babies don't survive abortion?

Meet Melissa Ohden

LIVE ACTION

Source: www.liveaction.org/news/more-media-infanticide-data-says

Live Action News has found **220+** reported cases of abortion survivors from 1999-2023 in just 8 states.*

*Poor reporting on abortion statistics indicate that the numbers are much higher.

LIVE ACTION

F2F

On August 29th, 1977, 5 days after the saline abortion began, Melissa's mother delivered her baby.

But Melissa wasn't dead.

LIVE ACTION

♥ **115,178 LIKES**
ON CAMPAIGN GRAPHICS

HIGH IMPACT VIDEOS

CONCEIVED IN RAPE,
SAVED BY AMAZING GRACE

13,148,832 VIDEO VIEWS

Steventhen Holland's Story

Steventhen Holland was adopted at birth but always wondered about his biological family. "Why did a mother not want her son?" Years later, he learned the truth: his mother, despite mental disabilities, rape, and pressure to abort, chose life, and embraced adoption.

Steventhen now shares his testimony across the country, changing hearts and minds on the issue of abortion.

"The realization hit me that it was a miracle I was alive. My mother chose life despite not being able to care for me. It was a great act of love to let me go so I had the chance to thrive."

WATCH A
CLIP HERE:



"You are worth it, sir. You are not responsible for the crimes of your father and we are so happy that you are here."

"Stories like these should be broadcasted nationally. Everyone should see this."

"This is so moving. I'm in tears as I hold my 6 week old baby boy."

"This is an amazing story & more people need to hear it."

"You can't watch this and not cry. I'm balling here. What a story. What a testimony."



Our powerful Vote NO ads in Florida helped defeat the pro-abortion constitutional amendment

3,226,753 VIDEO VIEWS

ABORTION IS NEVER MEDICALLY NECESSARY

Exclusive Interview with Dr. Monique Ruberu

Dr. Monique Ruberu is a board-certified OBGYN and fertility counselor. In her 16 years of work, she has saved countless lives, both mothers and their children. She shares how her pro-life values have helped her to better care for her patients.



WATCH THE
FULL VIDEO
ON YOUTUBE

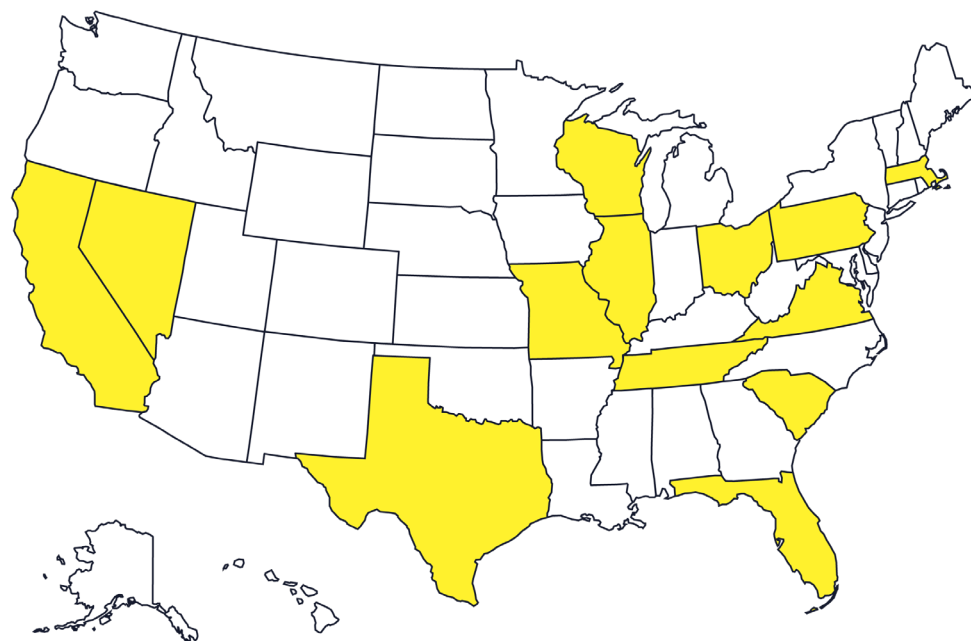
755,404 VIDEO VIEWS

CHANGING MINDS *in* *your* COMMUNITY

DOZENS
OF MINDS
CHANGED
ON THE
STREET
IN 2024



WATCH A RECAP VIDEO OF
MINDS CHANGED



Filmed in 13 states

- Virginia
- South Carolina
- Florida
- Tennessee
- Ohio
- Pennsylvania
- Massachusetts
- Illinois
- California
- Nevada
- Missouri
- Texas
- Wisconsin &
- Washington D.C.



408,650 VIEWS



WATCH THE
VIDEO HERE



242,177 VIEWS



WATCH HIS
MIND CHANGE
HERE

"After I saw that...
I don't think I'd
be okay with that."

"It definitely opened my eyes to
the brutality of it."

"It's like killing a person."

"It's a life!
It's not like
a designer
handbag."

"Now I'm going to
educate my friends!"

"That just messed my head up... They sucked that baby out!"

"It's emotional listening to the kind of
suffering that babies go through when
parents don't want them."

"I think I just got traumatized...
I just graduated CMA... I'm
definitely going to share that
with alot of people I work with
and alot of people I know. It
definitely did change me."

"Text me a link to
that video. I would
love to show it to my
students I'm a high
school principal!"

ONGOING *impact* OF ABORTION PROCEDURE VIDEOS

Since the launch of the Abortion Procedures campaign in 2015 and the refreshed *What Is Abortion?* series in 2022, these animated videos showing the most common 1st, 2nd, and 3rd-trimester abortions have amassed **over 150 million views**.

Their reach continues to reverberate across pregnancy resource centers, international communities, and digital platforms – changing hearts and saving lives worldwide.

Saving Lives At Pregnancy

Resource Centers

The Abortion Procedures videos are shown to abortion-vulnerable women in pregnancy resource centers nationwide! Los Angeles Pregnancy Services, a pro-life center serving families in a city with some of the highest abortion rates, shared these powerful testimonies from women who embraced life after watching:

“WHAT INSPIRED YOU THE MOST TO CHOOSE LIFE FOR YOUR BABY?”

“The sad abortion videos I saw.” —E.M.

“Honestamente los videos” (“Honestly, it was the videos”) —T.R.

“El video del aborto” (“The abortion video”) —Y.P.

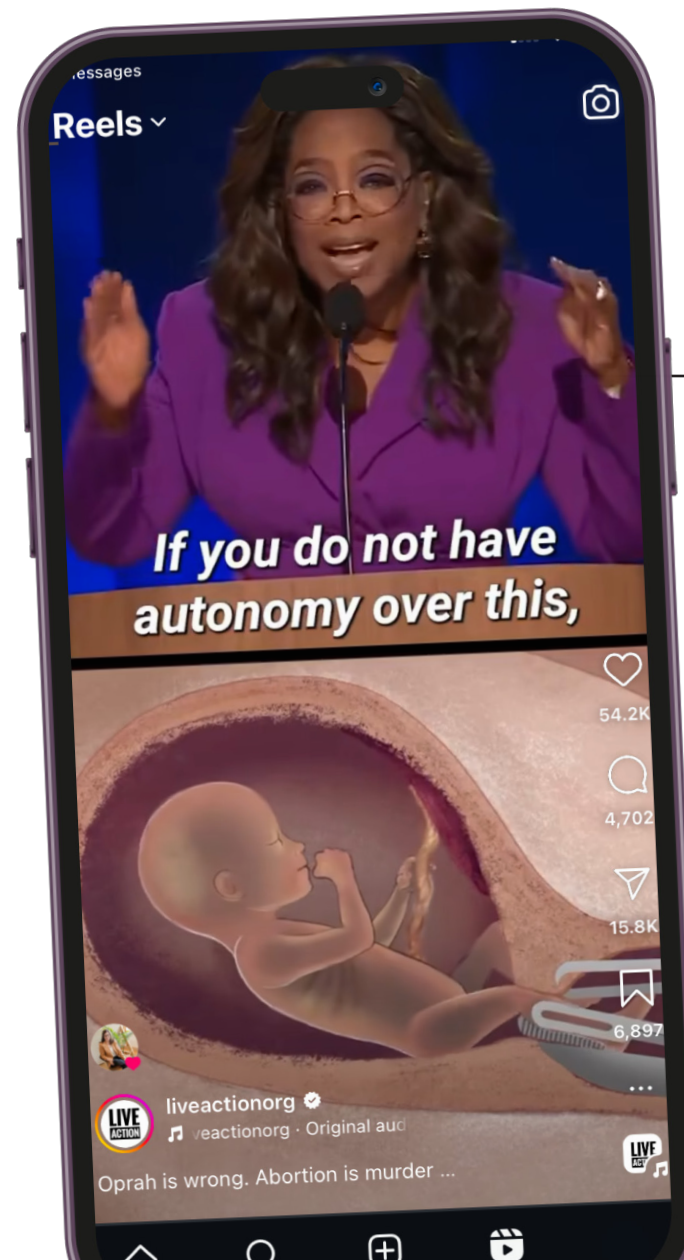
“Seeing the videos they showed me and realizing that my baby was innocent of my life decisions.” —S.A.

“The information I was given and seeing a video. Also, hearing that I was not alone and that they would help me with diapers.” —T.L.

Our team strategically leverages influencer relationships and relevant conversations on social media to reshare campaigns from previous years.

In August, we launched a viral influencer campaign on Twitter (X) propelling the Abortion Procedures series to new heights.

1,100,000 VIEWS



Seth Dillon @SethDillon
Even the animations of these procedures are hard to watch. It's stomach-churning stuff. But we can't look away. Abortion has been whitewashed and even glorified; it must be exposed or it will never be abolished.

Mike Winger @MikeWingerii
This video needs two warnings.
Warning 1: This is disturbing info. The fake images may really bother you.
Warning 2: These fake images are happening in REAL life. If you're bothered by the fake you should be absolutely LIVID about the real.

Ruslan @RuslanKD
Bruh

Lila Rose @LilaGraceRose · Aug 20, 2024
Retweet: everyone needs to see this.
This is a D&E abortion used to kill children from 13-24 weeks. (around 280 of these every day in America). Democrats want abortion all the way up until birth, ...
[Show more](#)



David J Harris Jr @DavidJHarrisJr
Pure evil....

Continued Virality Online

Later in the year, we overlaid the Abortion Procedures video on Oprah's pro-abortion comments to cut through her euphemisms.

1,931,577 VIEWS



WATCH THE VIDEO HERE

YOUNG LEADERS SUMMIT

Live Action hosted its first Young Leaders Summit, drawing over 800 attendees! The one-day summit was designed to educate young activists on issues of sex, relationships, and abortion. Attendees heard from experts like Allie Beth Stuckey, Seth Dillon of the “Babylon Bee,” Fr. Ambrose of St Michael’s Abbey, and pro-life apologist Trent Horn.

Each speaker provided the strategic insights needed to triumph in the fight for a culture that values and protects human life from the moment of fertilization.

WATCH A
RECAP VIDEO
HERE:



“I loved seeing our faith in action out there! This event was perfect... especially for us students, keep doing what you’re doing! God bless!”

“The amount of valuable information and testimony that was given by each speaker was inspiring not only in strengthening my pro-life convictions but also my walk with God.”

“It was a wonderful event. Absolutely beyond our expectations! Thank you!”

“I loved that porn was talked about and we were given realistic steps. All of the speakers were so real and humble. This was the best conference I have ever been to. I also love the unity of different denominations; we are one in Christ.”



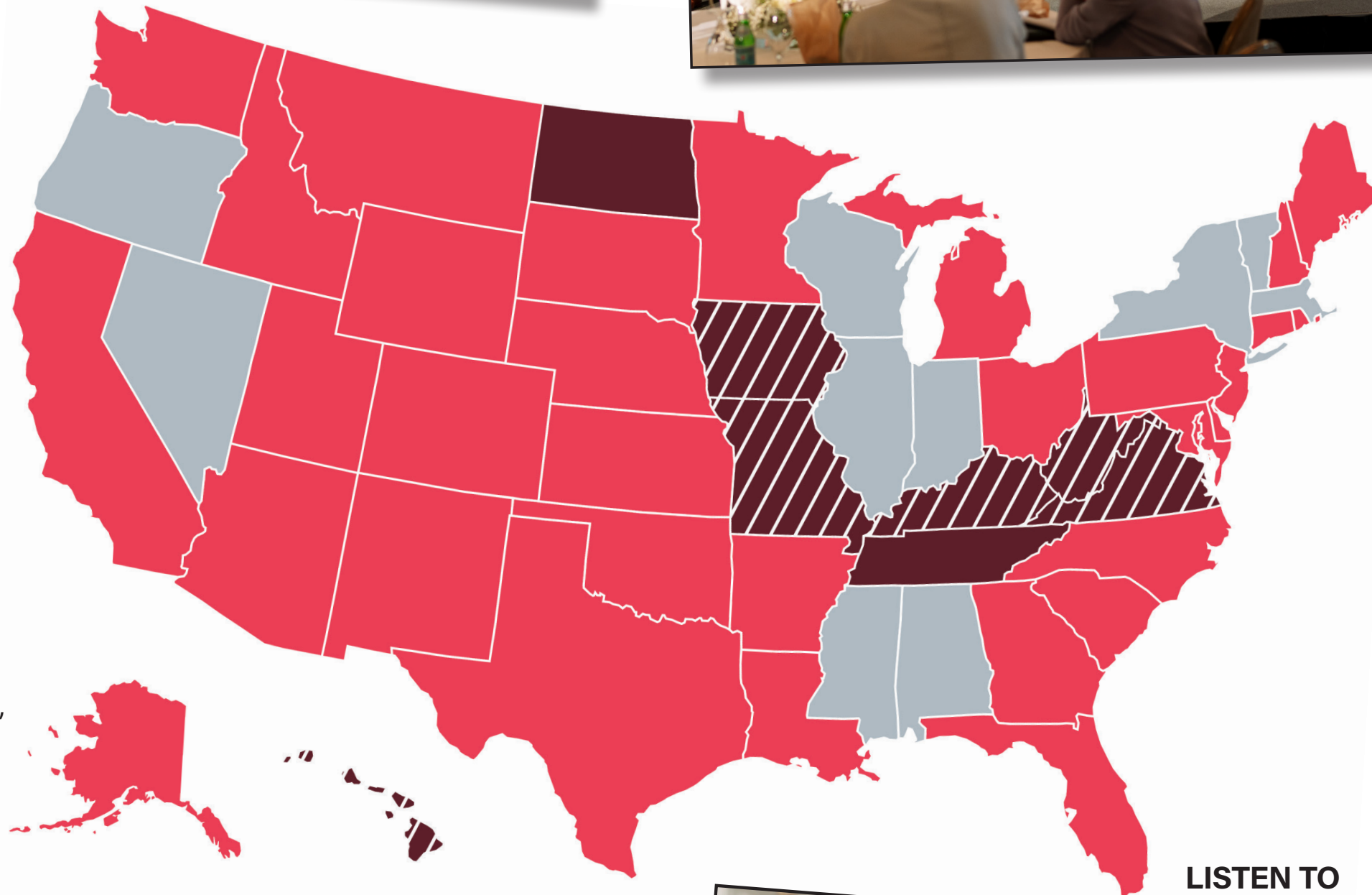
LIVE ACTION

Lawmakers Summit

— 2024 —

Live Action's 3rd annual Lawmakers Summit was an **overwhelming success**, more than doubling in size from its founding just three years ago. **Hosting 70 lawmakers from 37 states**, the event armed bipartisan lawmakers with the policy information and persuasion strategies they need to end abortion and make America the most welcoming nation in the world to raise a family.

Session topics included ending abortion through equal protection, human development content like Baby Olivia in public schools, and ways to make our public policy more pro-family. Expert speakers included Dr. Brad Wilcox of the Institute of Family Studies, Pro-life OBGYN Dr. Monique Ruberu, Tim Carney of the Washington Examiner, and Dr. Ben Carson.



-  States with Lawmakers in attendance
-  States with Active Live Action legislation introduced
-  States with Live Action legislation in law



**LISTEN TO
LAWMAKERS
SHARE THEIR
TAKEAWAYS!**



BABY OLIVIA ACT MOVES THROUGH STATEHOUSES

The Baby Olivia Act has been a resounding success in ensuring that public school children have access to top-tier human development education. By mandating the inclusion of world-class content on human development in the womb like Live Action's "Baby Olivia" in school curricula, this legislation has empowered students with essential knowledge and skills crucial for their personal growth and well-being.

The Baby Olivia Act was first signed into law in North Dakota in 2023 and was enacted in Tennessee in 2024, ensuring **over 1 million public school students** have access to the truth about life in the womb. This year, the Baby Olivia Act was also officially proposed in Iowa, Missouri, Kentucky, Virginia, and West Virginia.

Rep. Gino Bulso, lead sponsor of the Baby Olivia Act in the Tennessee House:

"I believe the Baby Olivia Act will be counted among the most consequential bills enacted into law.

The fruits of including Meet Baby Olivia as a part of every family life curriculum used in Tennessee's public schools will be long-lasting and widespread across Tennessee."



Tennessee lawmakers pass bill requiring public schools to show controversial computer-generated video on fetus development

teenVOGUE

Politics

Baby Olivia Video Made By Anti-Abortion Group Could Be Screened in Schools

The three-minute computer-generated video has drawn concern from major medical organizations.

AP

Sex ed classes in some states may soon watch a fetal development video from an anti-abortion group

The Washington Post

Antiabortion group's 'Baby Olivia' video may be required in some schools

'Baby Olivia' was created by Live Action, which said it shows the 'undeniable humanity' of a fetus

LIVE ACTION
LIFE
AWARDS
Gala
2024

Every year, Live Action’s Life Awards Gala recognizes pro-life heroism that publicly defends and upholds the dignity of human life from the moment of fertilization. In October, we were delighted to celebrate three honorees who defend the most vulnerable with uncompromising clarity and compassion: Coach Jim Harbaugh, pro-life activist Joan Bell (with Mary Wagner accepting on her behalf), and pro-life speaker Steventhen Holland.



Coach Harbaugh



Mary Wagner



Steventhen Holland



WATCH LILA
ROSE’S FULL
SPEECH FROM
THE GALA:



“Today, the victims of abortion cannot tell their story because they were murdered before they had a chance to take their first breath. Almost a third of my generation—over 60 million lives, sons and daughters—have been killed by abortion in America...

Each of us were given the blessing of birth. We are alive today and our right to life and speech is protected. It is therefore our responsibility, our sacred duty, to be a voice for the victims of abortion – to be a voice for the voiceless.”

- LILA ROSE

– LIVE ACTION – NEWS

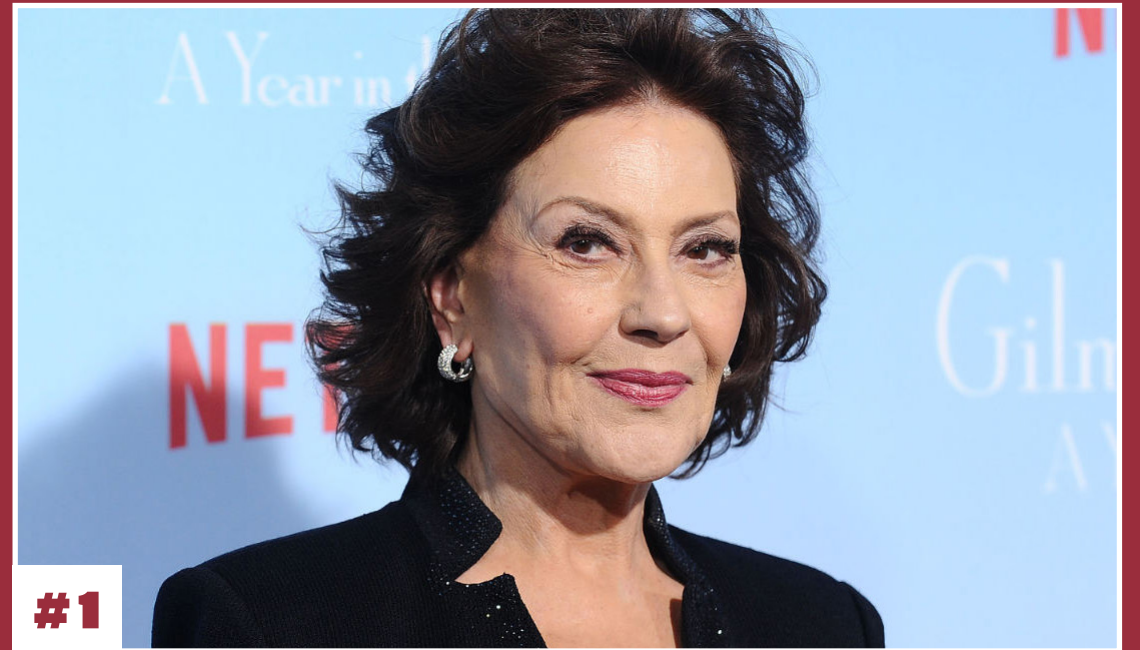
Live Action News exists to save lives by educating the public and equipping pro-lifers with the truth about abortion and the dignity of every human being. In 2024, we published over 2,000 articles—averaging more than 160 each month—covering politics, personal stories, pro-life perspectives on pop culture, and fact-checking pro-abortion narratives.

Top stories this year highlighted the value of life, including the tragic loss of a mother and her newborn twins during Hurricane Helene and a community’s effort to honor the dignity of a full-term infant abandoned at a recycling plant. Our investigative articles empower pro-lifers to act locally and nationally, exposing the abortion industry’s brutality and equipping readers to defend life.

Live Action News also fuels much of Live Action’s content, transforming articles into visual media and additional resources. Social media growth continued alongside our impactful reporting.

- More than **2,000 articles** were published
- More than **6 Million** unique page views
- Weekly Recap Digest Email has nearly **200,000 subscribers**
- Daily Digest Email has nearly **30,000 subscribers**

TOP 5 NEWS ARTICLES OF 2024



#1 ‘Gilmore Girls’ star aborted baby in her 30s while married, because she never wanted kids.



#2 Newborn twins considered youngest Hurricane Helene victims, dying with their mom as she held them.



#4 Mom flown from Idaho to Utah for pregnancy complications wakes to learn they dismembered her son.



#3 Congressional committee demands answers on Army briefing that labeled pro-lifers ‘terrorists’.

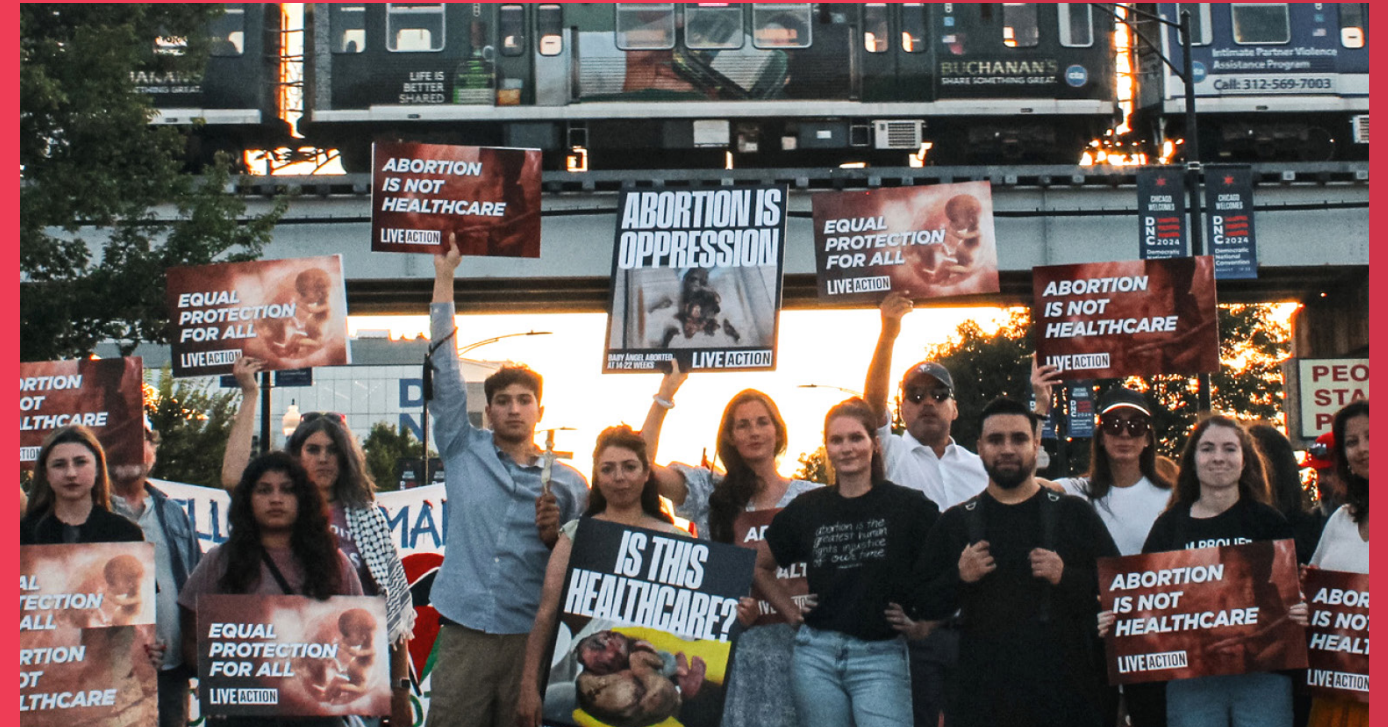


#5 Hundreds attend funeral for baby found dead at recycling center.

ON THE GROUND *activism*

PROTESTS OUTSIDE THE RNC AND DNC

Live Action united pro-life advocates nationwide, rallying outside the Republican and Democratic National Conventions to urge both parties to prioritize protecting human life in their platforms.



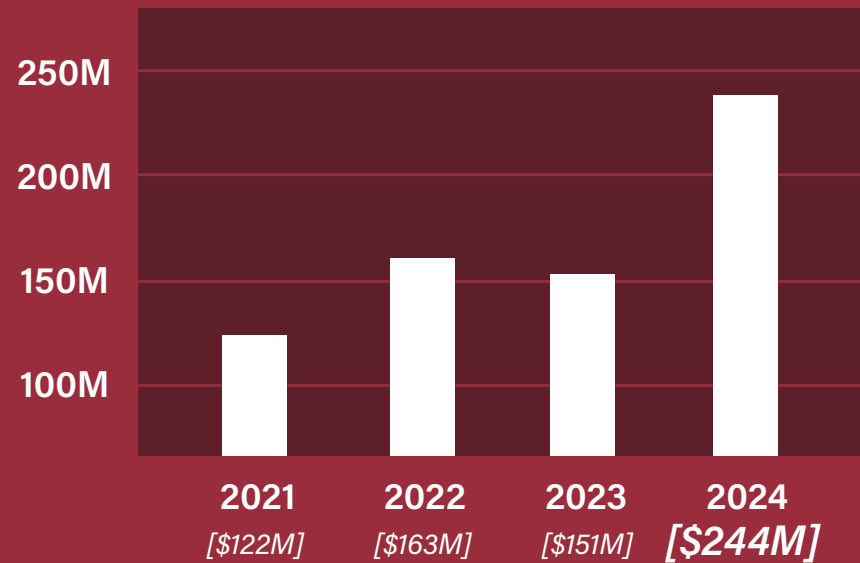
EQUAL PROTECTION PRESS CONFERENCE

On June 12, Live Action held a press conference at the United States Capitol to mark the second anniversary of Roe v. Wade's overturn. The event urged Congress to take federal action to protect the lives of preborn children, who are guaranteed the right to life under the 14th Amendment.



MAINSTREAM NEWS & SPEAKING IMPACT

Advertising Value Equivalency (AVE)



Our efforts to ensure the pro-life message was represented on the news, including television and print platforms, saw an impressive **\$244 million in earned media coverage**. AVE measures how much it would cost to purchase the same amount of TV and article advertisements.

Lila Rose on BBC Hardtalk



Live Action President Lila Rose boldly defended the truth that human rights begin at fertilization, confronting Stephen Sackur with the reality that human rights are not up for a democratic vote.



WATCH THE VIDEO HERE:

Christina Bennett at the UN



Live Action spokesperson, Christina Bennett, delivered a powerful speech at the United Nations on the International Day of Families, advocating for human development education in schools and promoting the Baby Olivia video to help equip and empower families.

Lila Rose at the Eucharistic Congress



In July, Live Action Founder Lila Rose addressed over 50,000 people at the National Eucharistic Congress, urging Christians to stand courageously in defense of truth and the most vulnerable—especially preborn children.



“VERY FEW OF US, IF ANY OF US HERE TODAY, WILL BE GIVEN THE GRACE OF MARTYRDOM, BUT ALL OF US I BELIEVE ARE CALLED TO LIVE THE SPIRIT OF THE MARTYRS: TO LOVE SACRIFICIALLY.”
— LILA ROSE

pro-life SHOP

Live Action's Pro-Life Shop Impact

25,533

PRO-LIFE PRODUCTS SOLD

Each product sold carries a powerful message, reaching from one advocate to the hearts and minds of communities across the country. With Live Action merchandise, countless supporters are fostering a culture of life wherever they go.

"JUST WANT TO LET YOU KNOW HOW EFFECTIVE THE PRO-LIFE, PRO-WOMEN SWEATSHIRT IS IN PROMOTING LIFE. EVERYTIME I WEAR IT I HAVE INCREDIBLE CONVERSATION."



COMMUNITY SUPPORT

DIAPER DRIVE

Together with the incredible generosity of our supporters, more than 1,700 boxes of diapers were donated and delivered to pregnancy resource centers throughout the country.



"WONDERFULLY MADE" ONESIE SUCCESS

Live Action sent over 1,400 "Wonderfully Made" onesies to pregnancy resource centers to inspire mothers to embrace life for their preborn children.



2025 & BEYOND



FACE TO FACE CAMPAIGN EXPANSION

Our Face-to-Face Campaign will expand in 2025 to feature more viral, engaging conversations between:

- People conceived in rape vs. those who chose abortion after becoming pregnant through rape
- People conceived through IVF vs. doctors who perform IVF
- Fathers whose child was aborted vs. mothers who aborted their child against the father's wishes & more!



HIGH IMPACT FORMATION PROGRAM

The Formation Program will educate and empower church leaders, young influencers, and lawmakers through key initiatives like our church curriculum, the Young Leaders Summit (2,000 attendees), the Fellowship Program (training 50 participants), and the Lawmakers Summit (100 legislators).

CONCEIVING Crime

Our flagship podcast uncovers crimes and controversies involving sex, procreation, and pregnancy in history and today. Through gripping stories and expert insights, Conceiving Crime will spark thoughtful discussions on the value and responsibility of creating life.



LISTEN TO A SNEAK PEEK OF AN UNRELEASED EPISODE!



OLIVIA PHASE III

Following the success of Olivia and Window to the Womb—viewed nearly 60 million times and required in North Dakota and Tennessee schools—this phase includes a new animated short film for elementary students, and fresh educational resources showcasing the humanity of life in the womb.



leading **LIVE ACTION**



LILA ROSE
President and Founder

Lila Rose is a writer, speaker, and activist who founded and serves as president of Live Action. Named among the National Journal's "25 Most Influential Washington Women Under 35" and Christianity Today's "33 Under Thirty-Three," she speaks internationally on family and cultural issues. She has addressed members of the European Parliament and spoken at the United Nations Commission on the Status of Women. She is the author of Fighting for Life and host of The Lila Rose Podcast.



JOSEF LIPP
Chief Operations Officer

Josef Lipp is a strategic operations leader with experience in creative non-profits and high-tech startups. He previously worked on values-driven film projects and helped scale a startup to become a market leader. At Live Action, he oversees strategy, implementation, and operations. He is married with two daughters and a son.



NOAH BRANDT
VP of Communications & Government Affairs

Noah Brandt has led communications strategy for major pro-life organizations and worked on successful political campaigns. With a degree in Political Science & Legislative Affairs from George Washington University, he now leads Live Action's public policy efforts. He lives in Missouri with his wife and daughter, frequently advocating in Washington, D.C., and state capitals.



CHANGING *hearts &*
MINDS AT SCALE

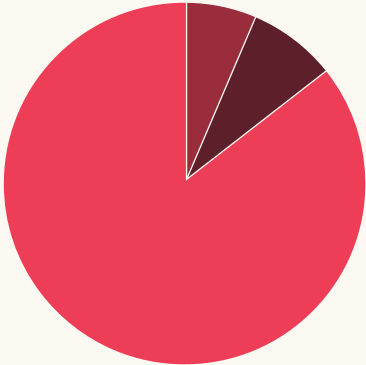
 **43,166,664**
REACHED PER MONTH

 **+471,233**
FOLLOWER GROWTH

 **8,687,000**
ARTICLE READS

 **333,943,991**
VIDEO VIEWS { 2.5 BILLION LIFETIME VIDEO VIEWS }

FINANCES



PROGRAM 81.26%
FUNDRAISING 8.50%
MANAGEMENT 10.25%

SUPPORT & REVENUE

YEAR	2022 audited	2023 audited	2024 pre-audited
Contribution	\$13,159,386	\$14,046,969	\$15,150,894
Additional Revenue - Store, Investments, Etc.	\$347,819	\$375,125	\$1,515,275
Total Support & Revenue	\$13,507,350	\$14,422,094	\$16,666,169

EXPENSES

YEAR	2022 audited	2023 audited	2024 pre-audited
Program Expenses	\$11,453,884	\$11,703,013	\$12,994,579
Management	\$897,757	\$1,057,329	\$1,358,652
Fundraising	\$1,468,761	\$1,763,400	\$1,638,372
Total Expenses	\$13,910,402	\$14,523,742	\$15,991,603



Because of you, this past year has been a year of extraordinary growth and impact at Live Action. Your generosity has empowered us to reach tens of millions each month, launch groundbreaking initiatives like Truth About Sex and Face to Face, and save countless lives.

You are the heart of this mission, and your unwavering support inspires our team each day as we work to build a culture of life. Together, we will win the battle for hearts, minds, and souls.

Thank you,
JOSEF LIPP
Chief Operations Officer

BECOME A LIFE DEFENDER:

Life Defenders are Live Action's dedicated monthly giving partners making our work possible.

LEGACY GIFTS:

Live Action accepts all forms of planned gifts, including gifts of stock, IRA rollovers, charitable remainders, and bequests. You can make a lasting impact by naming Live Action as a beneficiary of your will, trust, or retirement account. Live Action will work with your trusted advisors at your convenience and will provide standard language you can include in your estate plan.

MATCHING FUNDS:

If your employer participates in matching grants, ask them to include Live Action.

WAYS TO GIVE:

Check: Live Action, PO Box 7027, Albert Lea, MN 56007

Online: <https://give.liveaction.org/2024annualreport/>

Scan QR code to give:



QUESTIONS ABOUT GIVING?

Please contact support@liveaction.org

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