

2024 Annual Report

Results of annual independent audit of PROLIFE Across AMERICA's fiscal year ending 11/30/24

7,164

NUMBER
OF DONORS

\$762

AVERAGE YEARLY
AMOUNT PER DONOR

50

NUMBER OF STATES
DONATIONS CAME FROM

2%

SPENT ON
ADMINISTRATIVE COSTS

DONATIONS RECEIVED

TOTAL DONATIONS: \$5,489,909

Included in donations are the following types of gifts:

Corporate matching gift programs:
\$38,199

Securities:
\$63,754

Wills/Bequests:
\$921,286

TOTAL PROGRAM EXPENSES

\$3,983,929

Program expenses include:

Billboards:
\$3,095,469

Online Ads:
\$159,693

Radio Ads:
\$282,529

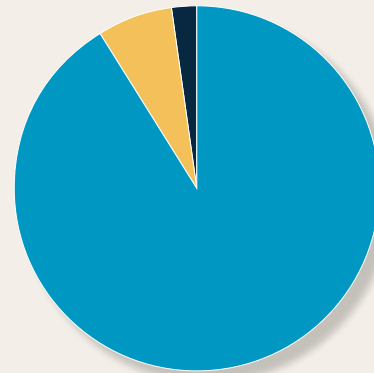
Print Ads:
\$446,238

ADMINISTRATIVE EXPENSES: \$89,630

FUNDRAISING EXPENSES: \$311,261

OUR IMPACT IN 2024

- **9,500** Billboards placed in **42** states
- **3,114** Calls & Emails for Help
- **9 MILLION** impressions from Radio & TV Streaming Ads
- **12 MONTHS** of targeted online Web Ads



- **MEDIA EDUCATION 91.2%**
- **FUNDRAISING 6.8%**
- **ADMINISTRATION 2.0%**



PROLIFE Across AMERICA®

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