

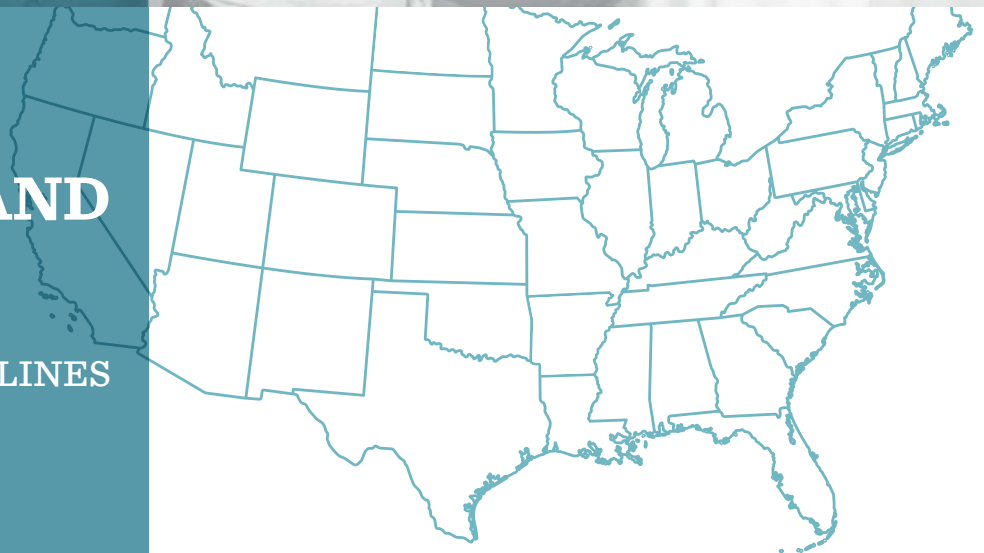


**CHOOSE LIFE**  
COALITION



## **PRO-LIFE LEADERSHIP AND ADVOCACY -**

**SUPPORTING THE FRONTLINES  
IN THE FIGHT FOR LIFE**



# TABLE OF CONTENTS

The Fight for Life Begins Here: Strengthening Pregnancy Centers	3
Alternative to Abortion (A2A) Programs	3
Public Awareness Programs	4
Grants to Support PRCs	5
Tax Credits	6
Additional Steps to Support Pregnancy Resource Centers	7
Available State Funding	8
Who is Choose Life Coalition?	9



# THE FIGHT FOR LIFE BEGINS HERE: STRENGTHENING PREGNANCY CENTERS

Protecting unborn life goes beyond just enacting abortion restrictions. To truly foster a pro-life state, policies must also strengthen and promote the life-affirming organizations dedicated to assisting women searching for options and support.

Pro-life lawmakers have several legislative avenues to advocate for alternative choices to abortion and enhance support for Pregnancy Resource Centers (PRCs), ensuring a more comprehensive approach that cares for both women and their babies.

## ALTERNATIVE TO ABORTION (A2A) PROGRAMS

Alternative to Abortion (A2A) Programs are designed to give women real options and support when facing unplanned pregnancies. These programs collaborate with life-affirming organizations such as pregnancy centers and maternity homes to provide essential services to help women carry their pregnancies to term instead of choosing abortion. In addition to pregnancy counseling and medical care, A2A programs offer:

- Parenting education to equip new mothers and fathers with the skills they need.
- Adoption services to guide women through the adoption process if they choose.
- Financial assistance to help cover essential items, transportation needs, and housing.
- Case management to connect women with additional resources and services tailored to their specific needs.

States like Texas, Louisiana, Florida, and Missouri have invested in successful A2A Programs, prioritizing funding for PRCs to expand, innovate, and serve their communities.

A critical element of a successful A2A Program is robust promotion through strategic, digital marketing. This can be incorporated into the A2A bill itself or addressed through a separate Public Awareness Program.



### PROS:

*Provides funding to organizations like PRCs and maternity homes, with the state deciding which services are covered and which are not.*



### CONS:

*To implement effectively, most A2A programs require a budget of several million dollars annually.*



## PUBLIC AWARENESS PROGRAMS

A well-structured Public Awareness Program can ensure that women know about the resources available to them. For example, Missouri's Alternatives to Abortion Awareness Program provides outreach through a variety of strategies, including:

- An intuitive website with a searchable directory of state-wide PRCs.
- Advanced digital marketing to engage women through contemporary online platforms and technologies.

To ensure broad and effective outreach, states can incorporate public awareness efforts directly into Alternatives to Abortion programs or launch separate awareness campaigns to connect women to Pregnancy Resource Centers.



### PROS:

*A relatively low-cost option that significantly boosts awareness.*



### CONS:

*Increased awareness may strain services if not accompanied by adequate funding and strategic planning.*

# GRANTS TO SUPPORT PRCs

Direct grant funding to PRCs is another effective way to help women and families. Grants can cover operational expenses like utilities, rent, and essential supplies such as diapers, baby clothes, and car seats.

It's important to address concerns from faith-based PRCs about government interference. North Dakota, for instance, has enacted clear language in their A2A Program to protect the autonomy of religious organizations receiving state funds:

**Sec 1.4:** Ensures faith-based organizations retain full control over their religious practices and beliefs.

**Sec 1.5:** Protects religious symbols and practices from government interference.

**Sec 1.8:** Limits audits to specific accounts that receive public funds.

Reference:

“Second Engrossment with House Amendments Reengrossed Senate Bill No. 2129”  
Enrolled Senate Bill No. 2129 - Sixty-eighth Legislative Assembly of North Dakota -  
LC Number

23.0136.07000 ([ndlegis.gov](http://ndlegis.gov))

This type of protection encourages PRCs to participate in public funding programs without fear of compromising their mission.



## PROS:

*Delivers prompt funding to PRCs, regardless of their size or fundraising capacity.*



## CONS:

*Directly impacts the budget and is typically allocated for one fiscal year, requiring legislative approval annually.*

## TAX CREDITS

Tax credits offer a practical solution to support PRCs through public-private partnerships. By incentivizing private donations, these credits boost charitable giving, allowing pregnancy centers to expand services and help more families who walk through their doors.

- States such as Missouri and North Dakota have successfully implemented tax credit programs benefiting PRCs.
- In states where PRC-specific tax credits are challenging, broader charitable tax credits that include PRCs, such as those in Arizona, offer a viable alternative.
- States without personal income tax can implement a business tax credit for donations to PRCs.

Tax credits encourage additional community investment without relying on appropriations or federal funding, making them an efficient tool for enhancing support for PRCs. They also simplify oversight compared to direct grants and can generate significant returns on investment.



### PROS:

*Offers an indirect impact on the state budget while enabling PRCs to maximize private donations.*



### CONS:

*Smaller PRCs may not be able to take full advantage as tax credits still require effective private fundraising.*





## ADDITIONAL STEPS TO SUPPORT PREGNANCY RESOURCE CENTERS

To advocate for Pregnancy Resource Centers, it's imperative that lawmakers know their local PRCs by name and can effectively explain how they serve their communities.

- Visits and Tours: See for yourself the great work being done by the PRC in your community. To find the PRC in your area visit: [carenet.org](https://www.carenet.org)  
Choose Life Coalition can help set up and facilitate these visits.
- Meetings: Invite PRC directors and volunteers to meet with you at the capitol. Find out what their needs and challenges are and how you can work together to provide solutions.
- Statewide Pro-life Coalitions: Connect with pro-life leaders in your community and state. PRCs can help make these important connections.
- Be prepared to defend PRCs and debunk false narratives with factual information that reflects the truth of PRCs. To find the latest research on Pregnancy Resource Centers, visit:  
<https://lozierinstitute.org/fact-sheet-pregnancy-centers-serving-women-and-saving-lives-2020/>

## AVAILABLE STATE FUNDING

Funding amounts and links to specific Bill language available on our State Funding Database.

\*A2A – Alternative to Abortion

\*PRC – Pregnancy Resource Center

STATE	A2A PROGRAM	FISCAL GRANT	PRC TAX CREDIT
Arizona	✗	✗	✓
Arkansas	✓	✓	✗
Florida	✓	✗	✗
Georgia	✓	✗	✗
Indiana	✓	✗	✗
Iowa	✓	✗	✗
Kansas	✓	✗	✓
Louisiana	✓	✗	✓
Missouri	✓	✓	✓
Mississippi	✗	✗	✓
Nebraska	✗	✗	✓
North Carolina	✓	✗	✗
North Dakota	✓	✗	✓
Ohio	✓	✗	✗
Oklahoma	✓	✗	✗
Tennessee	✓	✗	✗
Texas	✓	✗	✗
West Virginia	✓	✗	✗
Wisconsin	✓	✗	✗

<https://chooselifecoalition.org/state-funding>





# WHO IS CHOOSE LIFE COALITION?

The Choose Life Coalition exists to advocate for pro-life organizations and pregnancy centers. We do this by bringing together local pro-life leaders with elected officials and influencers. We can help connect you with pregnancy center directors, Right to Life Leaders, pro-life student organizations and many more.

We also help to promote pro-life objectives through strategic messaging and media placement. We can provide pro-life advocates with talking points, data, and graphics to support pro-life efforts.

Our goal is to make it simple for you to connect with pro-life advocates in your district so they can come alongside you in the fight for life.



## HOW TO CONTACT US

(573) 445-9295

[chooselifecoalition.org](http://chooselifecoalition.org)

2401 Bernadette Drive Columbia, MO 65203