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## MISSION STATEMENT

Impact73.org/Pinckney Pro-Life empowers youth by providing them with effective programs to educate their peers and community about the sanctity of human life. We are dedicated to awakening and activating our youth to the tragedy of abortion and the virtue of chastity. While providing opportunities for involvement in the pro-life movement through advertising media and other venues, we strengthen and encourage our youth to defend the unborn, help men and women find healing after abortion and provide life-giving alternatives to pregnant women considering abortion.

## HISTORY

1973 – U.S. Supreme Court legalizes abortion in America with their decision in Roe v. Wade.  
2001 – Pinckney Pro-Life is founded by high school students Alex and Stephanie Hastings.  
2001 – First Project LIFEBOARD billboard put up in Howell, Michigan.  
2001 – First LIFEtalk peer-to-peer abortion/chastity talk debuts at St. Mary's in Pinckney, Michigan.  
2004 – First March for Life Impact Project; PPL takes 40 students to Washington D.C. in January, 2005.  
2006 – First LIFEBOARD erected outside southeastern Michigan in Traverse City, Michigan.  
2006 – First LIFEBOARD erected outside the state of Michigan in Mercer County, Pennsylvania.  
2009 – PPL establishes new logo and name – Impact73.org; announces goal of 75-100 Impact Zones by 2011.  
2009 – LIFEBOARD erected in Fort Worth, Texas, is the 300<sup>th</sup> put up by Impact73.org

## WHAT WE OFFER

HONEST EDUCATION and LIFE SKILLS – LIFEtalks educate teens about what abortion really is, and the benefits of chastity.  
FELLOWSHIP – Pro-life teens and young adults are able to build lifelong friendships and networks with pro-life peers.  
EMPOWERMENT of YOUTH – Through our three Impact Projects (LIFEBOARD, LIFEtalk, and March for Life)  
COMPASSION & COUNSELING – Assistance for men and women in crisis pregnancies and post-abortion situations.  
FELLOWSHIP – Pro-life teens and young adults are able to build lifelong friendships and networks with like-minded peers.  
CIVIL EDUCATION – We help future voters build a solid foundation to stand strong on pro-life issues.

## WHO WE SERVE

Youth throughout our nation in need of education and information about abortion, chastity and the sanctity of human life.  
Crisis pregnancy centers which work with women in urgent need of counseling and information.  
Post-abortive men and women in need of information and resources for healing and hope.  
Men and women in need of information and resources during crisis pregnancies.  
Parents, pastors, youth ministers and teachers who work with youth.

## STATISTICS AND FACTS

5,528 teens have participated in LIFEtalks since 2004, as well as many adults who have also been in attendance.  
Over 450 students and adults have attended the March for Life with Impact73.org/Pinckney Pro-Life (108 in 2009)  
All impact73.org employees and volunteers who interact with youth are Virtus certified.  
We have logged 81,000 volunteer hours, just for our LIFEtalk presentations to date.  
More than 300 LIFEBOARDS have been erected in 13 states and Canada since 2001.  
35 – 70,000 vehicles pass by LIFEBOARDS everyday, and millions every year.  
www.impact73.org has indexed more than 60 educational pro-life resources.  
www.impact73.org averages 80 hits a day.  
March for Life attendee average age range: 11 – 18.  
The average cost to post a LIFEBOARD is \$1100.  
LIFEtalk team average age range: 12 - 20.