

 Center for Bio-Ethical Reform

2007

ANNUAL REPORT

WHO WE ARE

The Center For Bio-Ethical Reform employs historically effective principles of social reform to make bio-ethical injustice impossible to ignore or trivialize.

CBR's primary projects include:

- AbortionNO.org
- Reproductive "Choice" Campaign
- Genocide Awareness Project
- International Outreach

These projects are described in detail later in this report.

CBR also publishes educational resources and conducts seminars to establish the humanity of the unborn and the inhumanity of abortion.

CBR was founded in July of 1990 as a privately-funded, non-profit educational corporation.

Board of Directors

Jim Litchfield, Chairman

Gregg L. Cunningham, Secretary & Executive Director

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Is our educational approach necessary?

*I have had an abortion and to this day I regret it everyday. I was forced to do it, but I would never do it again. It was the hardest thing for me. To this day, I still cry because of it. (Age: 22)**

I had an abortion myself at the age of 16. I wish I had seen pictures like this then. My child would probably be alive today. (Age: 40's)

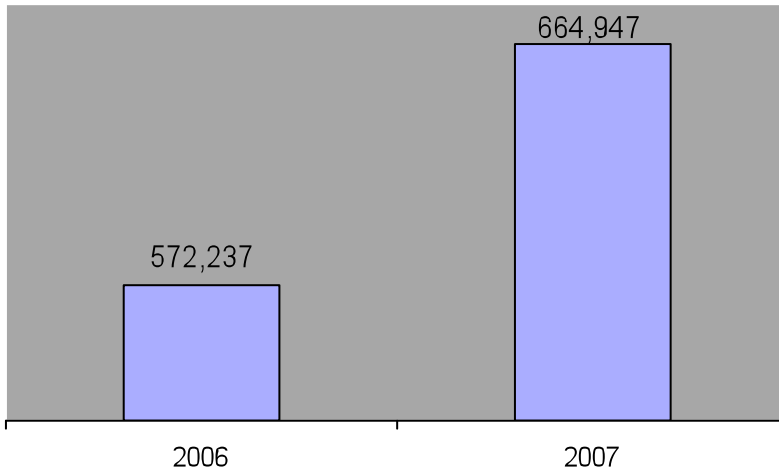
Unfortunately these pictures are 30 years too late for me, and I'll never know what it's like to have a child. I wish you were present with these pictures in 1976. (Age: 51)

*Quotes from 2007 AbortionNo.org website surveys

ABORTIONNO.ORG

The **www.AbortionNO.org** web project is an animated presentation of the most compelling, pro-life arguments and images on the internet. Visitors range from students writing reports and preparing speeches to women considering abortion to people surfing the web.

Website - Unique visitors



Visitors may voice their opinion on our online Message Board or through our online Survey.

A screenshot of a web browser window displaying a survey form. The browser title is "AbortionNO.org: Survey - Windows Internet Explorer" and the address bar shows "http://abortionno.org/AbortionNO/survey_fi.html". The page header includes "abortionNO.org" and navigation links for "Abortion", "Genocide", and "Survey". The survey consists of six numbered questions with radio button options and text input fields. Question 1 asks about support for legal abortion. Question 2 asks if the website influenced thinking, with a text field for "If so, how?". Question 3 asks if abortion images have been seen before, with a text field for "If so, where?". Question 4 asks about the amount of thought given to abortion. Question 5 asks about time spent on the website. Question 6 asks for the referrer. Below the questions are fields for "Age", "Sex", "Location" (with a note "(City, State, Country)"), and "Email". At the bottom right are "SUBMIT" and "CLEAR" buttons. The footer contains the text "WE OPPOSE ALL ABORTION RELATED VIOLENCE.", "eMAIL", and "© 2000-2006 The Center for Bio-Ethical Ref". The browser status bar at the bottom shows "Done" and "Internet" with a 100% zoom level.

Fast facts

Number of countries viewed from: 174

THE GENOCIDE AWARENESS PROJECT

The Genocide Awareness Project (GAP) is a traveling photo-mural exhibit which compares the contemporary genocide of abortion to historically recognized forms of genocide. It visits university campuses and key city locations around the country to show as many students as possible what abortion actually does to unborn children and get them to think about abortion in a broader historical context. A recent New York Times survey which reported that today's students are measurably less supportive of abortion rights than their parents is a powerful indicator of the effectiveness of GAP.

Although GAP is primarily directed towards university and college students, it has other applications. In 2007, CBR Midwest inaugurated Urban GAP in the heart of the cities of Cleveland and Dayton, Ohio.

Fast facts

Number of universities/colleges GAP visited in 2007:	23
Number of students at the universities and colleges:	565,800
Number of non-university GAPs:	4

The universities visited:

- University of Calgary
- Clemson University
- University of Tennessee (Knoxville)
- University of British Columbia
- University of New Hampshire
- Bowling Green
- University of Alabama at Birmingham
- University of Alabama at Tuscaloosa
- University of Toledo
- Western Oregon University
- Portland State University
- Oregon State University
- Ohio State University
- Western Washington State
- Middle Tennessee State University
- University of Tennessee, Knoxville
- University of Nebraska Lincoln
- Youngstown State University
- Kent State University
- Akron University
- University of Cincinnati
- Columbus State Community College
- Temple University

REPRODUCTIVE CHOICE CAMPAIGN (RCC): TRUCKS AND PLANES

The Reproductive "Choice" Campaign (RCC) trucks began full-time operation in June of 2001. CBR's graphic abortion photos are coupled with the word "Choice" and shown on the sides and backs of box-body trucks which are driven through cities across America, primarily during rush-hour traffic.

A year later, in the summer of 2002, the tow-banner airplanes increased the outreach capabilities of RCC. Tow banners afford us the opportunity to educate large crowds at beaches, sporting events or private venues to which we could not drive the trucks.

TRUCKS

Fast facts

Truck hours in 2007:	2,781
Population base in regions regularly canvassed:	12,000,000

PLANES

Fast facts

Number of tow-banner airplanes:	5
Major markets covered	Southern CA, Phoenix, New York/New Jersey shore, Florida

SPEAKING AND MEDIA COVERAGE

CBR staff members give a variety of presentations to audiences ranging from medical students to middle school students. We address both sectarian and secular audiences.

We also see the value of media coverage to spread our message. The following list includes documented media coverage, but the number, in fact, is most certainly higher.

Fast facts

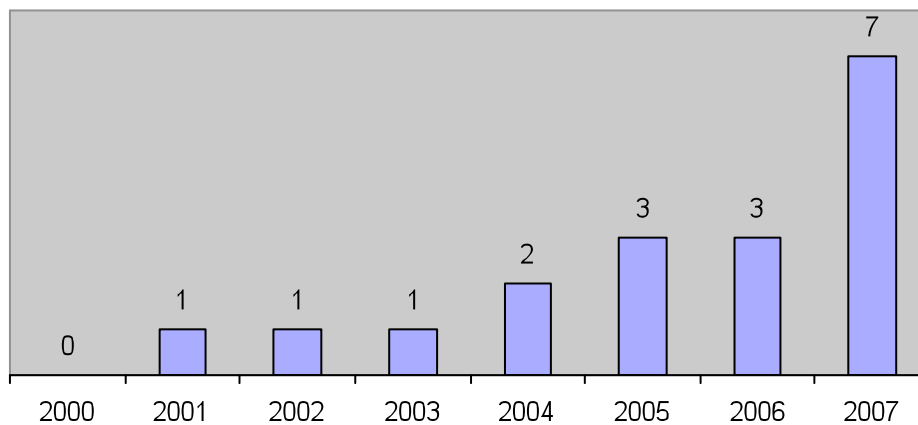
Public speaking engagements:	130
# Radio spots	67
# TV coverage spots:	17
# Newspaper spots:	74
# Online spots:	30

INTERNATIONAL AFFILIATES

As international pro-lifers began to learn about CBR's pro-life work and see the power of our strategy and projects, they began to contact us for help reaching their countries with the truth about abortion. We have eagerly shared our educational materials with them, particularly our library of aborted baby photographs. These courageous pro-life groups and individuals have accepted our resources, translated them and adapted them for use in the public square.

We have invited some international pro-life organizations to be CBR affiliates. There are also numerous international groups that are using our projects, signs, photos, and videos. The countries represented by these ministry partners are: Norway, Argentina, Russia-Positive Virus International, Russia-Omega Group Togo – La Compassion, Denmark, Mexico, Poland, and Macedonia.

Growth in International Affiliates



- 2001 - Canada-Canadian Centre for Bio-Ethical Reform
- 2004 - Sweden-MRO – Människorätt för ofödda
- 2005 - Finland- Ihmisoikeusjärjestö Pro Life Suomi
- 2007 - Hungary-Magyar Bioetikai Reformközpont
- England-CBR UK
- Estonia-Elukultuuri Instituut
- Slovakia - CBR-Europe/Slovakia

FINANCIAL REPORT

	Amount
Revenue	
Direct public support	\$2,088,056
Program Service Revenue	\$193,849
Other sources (educational materials sold, etc.)	\$36,871
Total revenue	\$2,318,776
Expenses	
Program services	\$1,881,875
Management and general	\$299,115
Fundraising	\$56,631
Total expenses	\$2,237,621
Net Assets	
Total liabilities & net assets at beginning of year	\$986,694
Net ordinary income	\$81,155
Net other income	-\$207
Net income	\$80,948
Total liabilities & equity at end of year	\$1,067,642

CBR 2007 Expenses

