



October 20, 2015

Dear Friend of the Foundation,

“Will the Center for Medical Progress video campaign depicting wholesale trafficking in fetal body parts be the tipping point for the Planned Parenthood brand in America?” asks Connie Marshner in her recent *HLR* blog post, referring to what some are calling the summer of David and Goliath.

In July, 26-year-old activist David Daleiden and his Center for Medical Progress (CMP) released the first in a series of undercover videos exposing the ghoulish underbelly of Planned Parenthood, the Goliath of Big Abortion. In an unprecedented moment of unity, pro-life leaders (often at odds, tactics-wise) worked closely together with their social-media outlets to splash the first shocking video and/or news of it far and wide—and the onslaught caught Planned Parenthood off-guard. The offensive waves increased in intensity over the summer with the release of more videos (10 so far), pulling in new activists willing to protest Planned Parenthood as well as spurring investigations by federal and local state agencies. Just last week, the House approved a Select Panel, which will spend a year investigating the allegation that PP is breaking multiple federal laws. Also last week, President Cecile Richards announced that PP would no longer accept any “reimbursement” for fetal tissue procurement.

The *Human Life Review* has been in the thick of it: We were alerted to the first video before it was released, and then promptly posted it on our website and shared it on social media. Our weekly blogger, Connie Marshner, hit the ground running and has kept readers up to date on the videos’ effects on Capitol Hill. If you haven’t been regularly visiting our website, you can catch up now: Go to humanlifereview.com and click on Blog on your upper left corner. You can then scroll through previous blogs and see the story unfold. On our site now, and in the print issue you have just received, is a special section “Lies vs. Videotape,” *HLR*’s managing editor Anne Conlon’s compilation of news headlines and editorials reacting to the revelations. We also have a link to all 10 videos so far: see and click on our purple homepage banner “Your Guide to All 10 videos.”

We have also posted archival articles about fetal tissue research relevant to today’s debates (such as Rebecca Ryskind Teti’s “Fatal Tissue: The Horror and the Lure,” from our Spring 1992 issue). The *Human Life Review* has a *wealth* of resources to help people make sense of and act on the horrifying revelations. And Planned Parenthood has noticed: We were named by their public relations strategy sheet as an “opposition outlet,” and because of that, ironically, we were discovered by new pro-lifers! But we need to reach a **lot more** . . . and that brings me to some powerful news of our own.

New friends of the *Human Life Review*, who wish to remain anonymous, have offered us **a new and very generous matching grant!** They are impressed by both our mission and the new directions we have been taking, and have offered **to match up to \$50,000 (our biggest matching grant ever) between now and the end of the year.**

This comes at exactly the right time as this has been a breakout year for us. The *Review* has a new outside look—overwhelmingly approved of by you, as evident from your comments. What is *inside* each issue continues: the soundest arguments, the most articulate essays, reviews, interviews and columns on the many issues involved in the defense of human life. Our website has been expanding, posting up-to-date news, commentaries and links, and with our social media we have been attracting new readers, who we invite to become new subscribers. And all this effort is getting results: *all* our numbers are going up—print subscribers, website visitors, Facebook likes and Twitter followers!

The time is perfect also for some more exciting news: thanks to you, and to grants from two friendly foundations, we have reached the *final stretch of our major website upgrade*. In a matter of weeks, we will be able to offer: 1) a digital subscription; and 2) (to subscribers only) our entire 40-plus years of archives, online and searchable! I'll be honest. I have been dreaming about doing this for ages, and now we are 95 percent of the way there. We just need one final push—and you can help.

Here is what you can do: **Contribute to the matching grant**, so that your contribution **will be doubled!** You may not realize this, but I have not written to you since May. The summer was terribly slow, so slow that we decided to hold off on another appeal (saving the postage and paper costs) and focus on our email blasts and website upgrade. I have saved up my asking for months. If you are accustomed to giving a contribution every few months . . . now is the time! And it is NOT too early to make your end of the year contribution! As you know, your contribution is fully tax-deductible. And no contribution is too small, especially as it will be matched dollar for dollar!

I know that many of you like the matching-grant option—my mother-in-law always likes to wait until I have a “bargain,” a double-her-money offer so that her contribution goes farther. We have until December 31st to raise \$50,000—so let's get started!

Please use the enclosed reply sheet to send back your contribution; and if you use your own note, please do specify that you want your gift to contribute to the matching grant. Or, go to our website's donation page and look for the instruction—a special code—that will earmark your contribution for this matching grant opportunity.

I will write in mid-November to let you know where we stand. And, I will *also* let you know how you can log in to your free digital subscription and access our entire body of HLR archives, as all existing print subscribers will get the digital access for free!

Permit me to finish with the words of a good priest, a long-time subscriber, who wrote to me recently that “the Human Life Foundation is very much central to the pro-life movement and central to my world—especially through the *Review*,” which he said he “stumbled upon” shortly after returning from army chaplaincy in Vietnam. He encouraged us to persevere. And we will. With your help, we can reach many others through our print edition and through our website who will make the truth they encounter in our *Human Life Review* central to their strong defense of all human life.

Yours faithfully,



Maria McFadden Maffucci
President

P.S.: Don't forget: contributions sent back in response to this letter will be doubled up to \$50,000—this is our most challenging and most promising matching grant ever!