



MARIA MCFADDEN MAFFUCCI
President, The Human Life Foundation

Dear Friend,

God was listening to my prayer.

My father had just recently died, and I was staggering under the grief of losing him after his long struggle, along with the shock and terror -- yes, it was terror -- of assuming the leadership of the *Human Life Review* and Foundation.

I share this with you because of your friendship and partnership in preserving and defending life. Year after year, you have subscribed to the *Review*. Year after year, you have made a donation to keep our work going.

I grew up at my father's knee, watching him build the *Review* into the journal of record for the pro-life movement: examining every issue, in all its permutations, all over the world; finding the thought-leaders on every issue; asking them to contribute to the *Review*.

That's what Jim McFadden did. And that is what I and my dedicated staff continue to do.

Dad probably wouldn't know the meaning of words like "blog" and "website hits," but he would be pleased that I do -- because those are the communication tools that are keeping his work alive in the 21st Century.

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Dad set high standards, and I have held to them. Those high standards have produced the journal you subscribe to and have helped support.

Without your support, there would be no Review.

But back to my story -- with all that was going on at the time of Dad's departure from this world, I didn't pay much attention to a letter that came to the office that day in 1999.

It was handwritten, with shaky script on a small, plain piece of stationery, from Margaret C. -- someone I didn't know. She wrote that she was distressed about the state of the world and wanted to divest herself of some of her assets. She asked if it was possible to donate stocks to the Review.

I privately didn't think anything would come of Margaret's letter, but I sent a polite positive response all the same, and then I forgot all about it.

Meanwhile, the grief of all of us at the Foundation intensified, as doubts grew, and our stress continued to rise.

On the one hand, I was tormented with doubts of "How can I continue Dad's work?"

On the other hand, I was facing the grim reality of the cascades of red ink that signaled the Review's imminent demise. I could think of little else.

Did I say I thought? That's not right -- all I really could do was worry! Then I cried out to God.

"Listen God," I said, "Please. I need \$80,000 to keep this going. If you want this to continue, send me \$80,000."

Not the recommended way to pray, I know. And I had just picked the number from the array of figures that crashed endlessly around in my mind.

But a week later, in the mail came a check for \$80,000.00! It was from Margaret, who had written that

little note. I admit I was not only shocked but a little "freaked," as my kids say.

I know that check came as an answer to prayer. But in human terms, it came from Margaret's sale of stock she didn't need for herself any more.

Margaret didn't send more big gifts after that. She renewed her subscription regularly, and we corresponded, so I knew she still thought of the *Human Life Review*.

Then, one day in 2003 we received a letter from her lawyer. Margaret had passed on...leaving the *Human Life Review* \$50,000 in her will.

Again, it was dollars from Heaven, literally.

The *Review* and I have come a long way from those tearful days. I have learned a great deal about the business side of running the journal.

I've learned standard business practices, and we implement them. We have an annual financial audit, so there is a clear record of our financial situation, available to anybody who would like to see it.

We keep publishing the print edition, even as many print journals are going totally digital. We have moved into the digital age, so the *Review* will be known to young people and will continue to be influential in the future of the pro-life movement.

Believe me, we run the whole operation with a very tight belt. My staff this year became more efficient than ever with your support. They literally did more with less. Last year, we actually talked our landlord into lowering our rent!

To be honest, the hardest part of my job as President of the Human Life Foundation is the fundraising. I am too relationship-oriented. I think of supporters as friends; as my father's friends, or my mother's friends, or my friends.

I was raised with the gracious old-fashioned rule that you don't talk about money with friends. It's a

habit that conflicts with my obligation as the heir of my father's work.

From time to time, I am saddened when I hear of the passing away of a long-time friend and supporter. Sometimes we are notified because the person has remembered us in his or her will. I realize the *Review* has many friends who might remember us in their wills, but I have never suggested it to them. Perhaps I didn't want to risk offending anybody.

But now I see that this was a failure on my part to do my job. My job is to ensure the long-term survival of the *Human Life Review*. I have to do that by every means available.

You are a long-time friend and supporter of the Review. I hope you will not be offended if I mention it now.

You just might be happy to make some provision to carry on the work of the intellectual backbone of the pro-life movement.

At least, it cannot hurt to ask. The worst you can do is to throw away my letter and say "Pah"!

On the other hand, you might say "Let me think about that. God has blessed me abundantly, and when I don't have further need of my material resources, I would like them to continue to help the *Human Life Review*."

So, right now, I am correcting my mistake. Would you please consider the following two things?

1. Do you have securities or stocks that you and your family do not need? Will you consider donating them to the Human Life Foundation?
2. Will you consider naming the Human Life Foundation in your estate plan?

If you answer "yes" to either of those questions, I will enroll you in the Defender of Life Society -- a select group of friends who make planned gifts to the Human Life Foundation.

As a way to thank those who make this special commitment to the *Human Life Review*, members will receive the following benefits:

- Every year, in the fourth issue of the *Review*, all members of the Defender of Life Society will have their names listed (with your permission, of course).
- You will also be recognized at the annual Great Defender of Life Awards Dinner (with your permission).
- I promise I will not ask you for gifts as much as I have been doing. Of course, I will still invite you to the Great Defender of Life Awards Dinner, and I'll still invite you to give an extra gift when there's a special opportunity like a matching grant. I will keep you updated on our progress -- but I won't ask you for a gift more than a few times a year. (That's a promise!)

Your repeated generosity over the years has helped the *Human Life Review* defend human life from the moment of conception until natural death.

With help like yours, the Human Life Foundation's flagship publication, the *Human Life Review*, illuminates truth and reason in defense of life.

Your support of the Human Life Foundation is bearing fruit: Americans now reject the late-term murder of unborn babies. Sixty percent of American women now support restrictions on abortion after five months of pregnancy!

Poll after poll finds that young people are the most pro-life segment of America's population.

Little by little, we are turning back the tide of abortion on demand.

But the work of the *Human Life Review* is more needed than ever.

Socialized medicine is putting us on a slippery slope to intentional killing of the elderly. New

technologies will make surgical abortion obsolete only to replace it with more subtle -- but equally wrong -- techniques.

The work of the *Review* must continue. It must be available for students who seek to understand the roots of the culture of death so they can roll back the culture of abortion and plot the path to a culture of life.

That's the reason I ask you to consider including the Human Life Foundation in your will or trust.

Let me tell you about another good soul. Julie C. helped us edit and proof the *Review* as a volunteer. She knew my parents, and grieved with us as my Dad died.

After her husband died of cancer, she wrote me a long and beautiful letter. In it she informed me that she had designated the Human Life Foundation as the beneficiary of her IRA account.

When her time came, she left a significant amount to the Foundation through her IRA. We invested that gift, and it was the basis of the reserve fund which got the *Review* through the Recession that began in 2009.

She is another good friend who should have been a member of the Defender of Life Society, if it had existed then. Margaret and Julie's gifts kept the *Review* going through difficult times.

Nobody knows what difficult times may lie ahead, and we must try to provide for an uncertain future.

That is why I am now seriously asking you to consider including the Human Life Foundation in your will or trust.

You can mention a specific dollar amount, or name a specific percentage of your estate. Or, after providing for loved ones and other good charities, you can direct the remainder of your estate to the Human Life Foundation.

To make it easy, here is some sample legal language that can be put in a will to make one of these three different types of bequests:

"I give, devise and bequeath to the Human Life Foundation (Tax ID#23-7368926), a non-profit corporation in New York, New York

A. *The sum of \$_____; or*

B. *_____ percent of my estate; or*

C. *all the rest, remainder and residue of my estate, including property over which I shall have power of appointment at my passing, after all debts, taxes, expenses and other bequests have been satisfied."*

Even if you already have a family foundation set up, the simplest way to make sure the *Human Life Review* receives support after you pass to your eternal reward is to make a bequest in your will right now.

History proves that, unless human life is sacred, freedom disappears and prosperity ends. The greatest gift you can give your descendants and our nation is to help rebuild a culture which respects the sacredness of each individual human life.

Your bequest to the *Human Life Review* will do just that.

In no uncertain terms, your estate gift will truly make you a defender of life.

Well, I have shared a lot with you in this letter. I have (gently and politely, I hope!) asked you to consider including the Human Life Foundation in your will or elsewhere in your estate plan.

If you plan to do something along these lines, or have already done so, thank you. If you want to talk more about the Society, please return the enclosed card in the enclosed postage-paid envelope and Connie Marshner, our planned giving consultant, will call you to answer your questions.

Thank you again for your generous gifts over the years to the Human Life Foundation. Your support has helped save thousands of lives, and will continue to do so.

Sincerely yours,

Maria McFadden Maffucci

*Maria McFadden Maffucci
President, Human Life Foundation*

Me, in 1991, with
the greatest
defenders of all,
my parents Jim and
Faith McFadden.



P.S.

Please consider leaving a legacy of life by including the Human Life Foundation in your will or trust. By doing so, you ensure the *Review* will provide indispensable resources to the pro-life movement for years to come. You will also join a group of people with a similar passion and commitment and become a member of the Defender of Life Society. Please fill out the enclosed reply card and become a member today.

Dear Maria,

- Thank you for inviting me to join the Defender of Life Society. I would like to talk about a legacy gift to the Human Life Foundation.
- Please ask Connie to call me. The best number to reach me at is:
_____.
- I have already included the Human Life Foundation in my estate plan.
- I intend to include the Human Life Foundation in my estate plan.
- My e-mail address is: _____.

Print out and mail to:

The Human Life Foundation
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