

ANNUAL REPORT 2019

JUNE 1, 2020

PLAGAL+

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Our Mission

PLAGAL+ is a nonsectarian, nonpartisan, educational organization that promotes the pro-life ethic within the LGBT+ community while encouraging involvement within the pro-life community. Our particular emphasis is on the unborn and the needs of the mother. We promote collaboration within the pro-life movement.



Letter from the President

Dear Members and Friends of PLAGAL+,

2019 started out as a year with great uncertainty. As many of you know, we are a 100% volunteer organization and we have no paid staff. While that is great from a financial perspective as it keeps our costs low, it has caused some difficulties with us being as active as we would like to be. The PLAGAL board was even considering dissolution of our beloved PLAGAL because a handful of people just could not do all the work that is required to keep it running.

However, I am pleased to tell you that we had made a concerted effort to revitalize PLAGAL because we believe an alternative voice needs heard in the pro-life movement. We reached out to fellow pro-lifers and those in our own community with the hope of bringing new faces and ideas into the organization. Our new board of directors is a wonderful mixture of individuals from the LGBT+ community that brings with it many new ideas and expertise in a variety of different areas.

We started with the task of restructuring PLAGAL and implementing the needed changes. Some of the first things we tackled was making our name more inclusive to our community, changing where we are incorporated, and making plans to participate in more events. We started to update our website as well as have a bigger presence on social media.

We were able to participate in the 2019 Rehumanize conference and had made plans to participate in other pro-life events as well as many pride events. Unfortunately, while we did have board members attend the March for Life, it was not long after that the COVID-19 pandemic put a hold on our other plans. Rest assured we are working on other ways to get our message out.

It is years like this that reminds us that we are in it for the long haul and we can accomplish great things if we work together to achieve it. To all our advocates, donors, and friends, thank you again for all your hard work and perseverance!

Cecilia Brown
President

*“We cannot diminish the value of one category of human life - the unborn - without diminishing the value of all human life.
Ronald Reagan, former U.S. President*

Balance Sheet

| Account | 12/31/2019 Balance | 12/31/2018 Balance |
|---------------------------------------|-------------------------------|-------------------------------|
| ASSETS | | |
| Cash and Bank Accounts | 24,714.65 | 27,282.91 |
| TOTAL Cash and Bank Accounts | 24,714.65 | 27,282.91 |
| TOTAL ASSETS | 24,714.65 | 27,282.91 |
| LIABILITIES & EQUITY | | |
| LIABILITIES | 0.00 | 0.00 |
| EQUITY | 24,714.65 | 27,282.91 |
| TOTAL LIABILITIES & EQUITY | 24,714.65 | 27,282.91 |

A look back at 2019

PLAGAL+ has been working diligently to grow our organization and to make a difference. In 2019, our new board set out to restructure the organization and to get it back on track. We have accomplished much of the work. While we still have some work to do, we are confident that we will achieve our goals despite what is going on during this pandemic.

Highlights include:

- An increase of over three-fold in dues-paying members (whose membership rights are intangible but for small tokens such as stickers, and thus tax-deductible).
- A significant uptick in donations through *Network for Good*, from greater visibility on our Facebook page.
- Sending a team to participate in the 2019 *Rehumanize* conference in New Orleans.
- With a loss of a major donor from prior periods, new means for fundraising, and for continuing to increase the pool of donors, including a greater number of dues-paying members, is a priority for me, as president, and for all members of the board.
- Moving the P.O. Box to Candler Florida. This allows for the retrieval of mail on a regular basis.
- An addition of a social media team that is responsible for Facebook, the addition of Twitter, and Instagram.
- The introduction of a new mailing service that will allow us to reach our membership and those who are interested in receiving our newsletter and other info.
- An increase of email messages that include a newsletter and other info to our mailing list.
- 2019 Bronze Level Seal of transparency on GuideStar
- A name change to reflect a more inclusive organization.
- Corporation status moved to Florida.

“We have treated the loss of our fetuses as a theoretical loss, a sad-but-necessary loss, as of civilians in wartime. We have not yet realized that the offspring lost are not the enemy's, nor our neighbor's, but our own. And it is not a loss of inert, amorphous tissue, but of a growing being unique in history.”

—Frederica Mathewes-Green, *The Bitter Price of Choice*

Income Statement

| | Year ending 12/31/2019 | Year ending 12/31/2018 |
|---|------------------------------|------------------------------|
| INCOME | | |
| Donations | | |
| Donations:Dues | 220.00 | 60.00 |
| <u>Donations:Non Dues Donation</u> | <u>653.38</u> | <u>5,015.00</u> |
| TOTAL INCOME | 873.38 | 5,075.00 |
| EXPENSES | | |
| Plagal Management and General | | |
| Plagal Management and General: Other Expenses | 87.50 | 0.00 |
| <u>Plagal Management and General: Other Expenses: Bank Fees</u> | <u>143.40</u> | <u>129.40</u> |
| TOTAL Plagal Management and General | 230.90 | 129.40 |
| Plagal Program Services | | |
| Plagal Program Services: Conferences, Convention, Meeting | 2,189.03 | 612.40 |
| Plagal Program Services: Postage and Shipping | 90.89 | 0.00 |
| Plagal Program Services: Printing and Publication | 0.00 | 743.88 |
| Plagal Program Services: Supplies | 47.09 | 0.00 |
| <u>Plagal Program Services: Telephone</u> | <u>883.73</u> | <u>797.05</u> |
| TOTAL Plagal Program Services | 3,210.74 | 2,153.33 |
| TOTAL EXPENSES | 3,441.64 | 2,282.73 |
| GAIN/LOSS | -2,568.26 | 2,792.27 |

Notes:

- 1) A major shift was in more individual dues and non-dues donations, partly offsetting the loss of a major donor from prior periods.
- 2) Participation in the 2019 Rehumanize Conference was the single largest program cost.
- 3) Higher conference costs in 2019 were partly offset by fewer publication expenses.
- 4) PLAGAL+ incurred other general and administrative expenses related to registration in the State of Florida as a non-profit organization.
- 5) The substantial cost of keeping a land-line telephone number for community outreach is under consideration for 2020 and forward, as the possibility of an internet phone line may be fiscally advantageous.

Board Members:

- * **Jason Dean - Executive Vice President**
- * **Sarah Mindek- Treasurer**
- * **Andrew Bair**
- * **Bill Crow- Bookkeeper and acting secretary**
- * **Colton Quist- Media relations**
- * **Herb Geraghty**
- * **Jonathan Reed**
- * **Katie O'Brian**
- * **Sarah Terzo**
- * **Shaun Holt**

Other Volunteers:

Christopher Hinkle - Technical Advisor

Kristin Monahan - Media relations committee member