

## Our Goal

- To reach millions of people across Ontario with life affirming messages.
- To help pregnant women and teens connect with crisis pregnancy centers.
- To decrease the Ontario abortion rate.
- To encourage people to think about or rethink their position on abortion.
- To help post-abortive individuals heal from the pain of abortion.

### Local Right to Life Groups with Charitable Status

Brant Right to Life  
 Cambridge Right to Life  
 Guelph & Area Right to Life  
 Halton Pro-Life  
 Hamilton Right to Life  
 Ingersol Right to Life  
 Kincardine/District Right to Life  
 Kitchener Right to Life  
 Lambton Right to Life  
 Leamington & Area Right to Life  
 Lindsay Right to Life  
 London & Area Right to Life  
 Mississauga Right to Life  
 Newmarket & District Right to Life  
 Ottawa Action Life  
 Pro-Life Cornwall Pro-Vie  
 Right to Life Kent Inc.  
 St. Catharines Right to Life  
 St. Thomas Right to Life  
 Simcoe Voice for Life  
 Stratford Right to Life  
 Sudbury Right to Life  
 Thunder Bay Right to Life  
 Tillsonburg Right to Life  
 Toronto & Area Right to Life  
 Windsor Right to Life  
 Woodstock Right to Life



Reaching Minds Through Media Campaign  
 Alliance for Life Ontario  
 26 Norfolk Street  
 Guelph, Ontario  
 N1H 4H8

PLACE  
 STAMP  
 HERE

*Reach a mind that saves a life!*

Please tear off this donor form and return it with your donation in the envelope provided. **IF YOU REQUIRE A TAX RECEIPT, make your cheque payable to one of the listed Right to Life groups using envelope provided.** *If you do not require a tax receipt, make your cheque payable to: Alliance for Life Ontario.* **Yes, I want to financially support the Reaching Minds through Media Campaign.** My donation is for the amount of:  \$100  \$200  \$300 (cost of one ad) Other  \$  Cheque enclosed

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

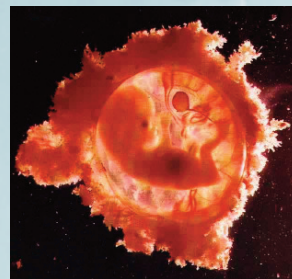
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

I heard about your media campaign from:

local pro-life group  my church  Gala Dinner  Other

## Did you know...

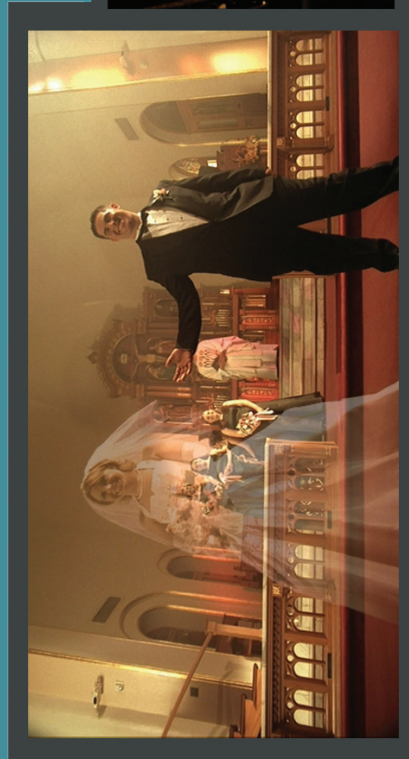
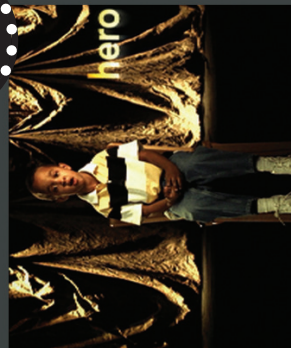
- In Canada abortion is available throughout the entire nine months of pregnancy.
- Abortion was legalized 40 years ago, before technology introduced us to the child in the womb.
- Over 100,000 unborn children are killed each year in Canada, with 33,218 occurring in Ontario.



Unborn baby at 11 weeks

- Ontario taxpayers pay over 30 million dollars every year to fund abortion on demand.
- Research indicates 46% of Ontarians are undecided (in conflict) on the abortion issue.
- Almost 60% of Canadians believe our laws should protect human life before birth.
- Studies show that many women feel coerced into having an abortion and many suffer deep regret and depression for years afterwards.

NEW  
 ADS



ALLIANCE FOR LIFE  
 O N T A R I O

Reaching Minds Through Media

Ten years ago Alliance for Life Ontario decided to invest in a two-fold pro-life television advertising campaign in order to reach out to women experiencing crisis pregnancies and to encourage a culture of life within our province. Our campaign is tailored to people who identify themselves as *pro-choice* or unsure on the issue of abortion. Our ads enable us to influence the views of over 13 million Ontarians regarding abortion. AFLO has conducted several polls to gauge the attitudes of Ontarians on abortion as well as quantifying the effectiveness of our commercials. Here's what we know from our polls:

- i) Faith-based communities are only marginally more aware of the plight of women in crisis pregnancy than the public in general.
- ii) Mainstream churches recognize abortion as an important moral issue but have not generally addressed a response.
- iii) Ontario has a 46% "broad middle" which represents people holding inconsistent positions on abortion (neither consistently pro-choice nor pro-life).
- iv) Women aged 18-34 (our primary target audience) and young men moved toward a pro-life position as a result of viewing our ads.
- v) Of those who recalled our ads, 82% agreed they made them think about the value of life.
- vi) Women access our help-line in greater numbers when our commercials are on the air.

These results indicate how crucial it is for us to be on the air as well as providing us with direction to *market the message of Life*.

Each commercial costs approximately \$300. Imagine, only \$300 to connect a mother with life-affirming support and to save a child's life. With your help, we can build a culture of life in our province. Please consider joining us!

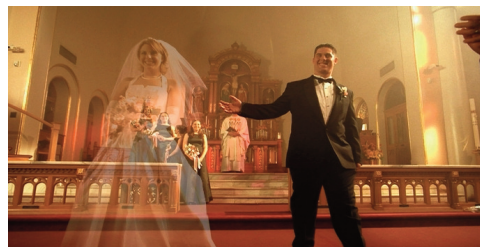
Mrs. Jakki Jeffs  
Executive Director

## Investing ...

The Reaching Minds Through Media Campaign will use the effective commercial "HERO" to reach out to men. We know that the majority of women in crisis pregnancy find themselves abandoned by the fathers of their unborn child – this in great part forces them to resort to abortion. We hope that this commercial will provide strength, courage and hope to everyone involved in a crisis pregnancy. This commercial carries a toll free, pregnancy HELP-LINE (1-800-665-0570).



The commercial "VANISHED" highlights the 3 million unborn Canadians who have been killed by abortion since 1969. It poses the question "What have we been missing?" VANISHED carries Alliance for Life Ontario's toll free information number (1-866-588-2684).



A "CRISIS PREGNANCY" AD will be used in the late night rotation to reach out to the women who are facing a crisis pregnancy. This ad will encourage them to seek out life affirming help.



This commercial carries the toll free, pregnancy HELP-LINE to encourage women and girls to make the call that will bring them comfort, support and practical help.

The Reaching Minds Through Media Campaign is a project of Alliance for Life Ontario. To view our commercials on line go to [www.allianceforlife.org](http://www.allianceforlife.org) or for information on this campaign call: 1-866-LUV-BOTH (1-866-588-2684).

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[www.allianceforlife.org](http://www.allianceforlife.org)



... to save lives

TEAR  
HERE

Detach & insert in envelope with your cheque  
Moisten, seal and mail.

TEAR  
HERE