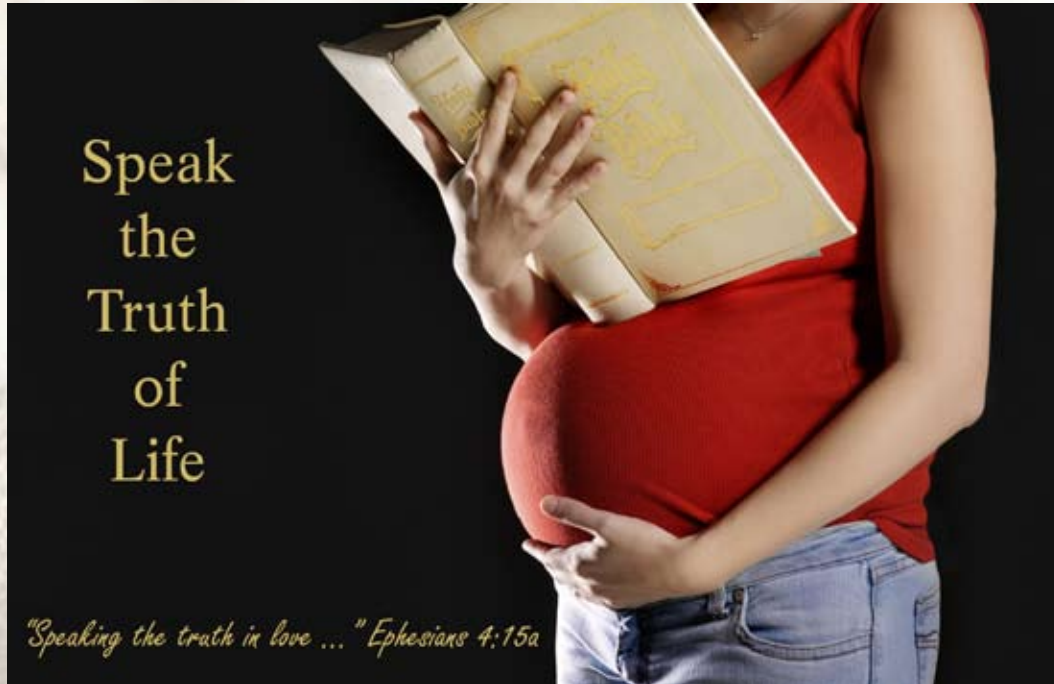


2010 Lutherans For Life Annual Report

Our 2010 Life Sunday theme ...



"What is truth?" Pilate asked (John 18:39) ... from President Diane Schroeder



How do you answer Pilate's question? In an age that refuses to recognize the existence of truth, what is your truth? The truth is that Jesus is the Son of God who came to our earth as a tiny one-cell embryo, grew to an adult, and went to the cross to save you from your sins. Then to confirm the deal, He rose from the dead guaranteeing us eternal life. That is the truth. Does this truth make a difference in your life? It should!

Lutherans For Life knows this truth. It's really very simple. God loves life or He wouldn't have died for it. What Jesus did gives value to all life; the perfect and the imperfect; the powerful and the weak.

So how do you respond to this truth? Do you say "Wow that's great, what's on TV tonight?" or do you say "Wow that's great, what can I do to proclaim this truth of life? What can I do that will honor and respect all life?"

For over 30 years Lutherans For Life has been working to equip Lutherans to present and live truth in both their churches and communities. Join with us! Help your pastor speak up for the defenseless, teach your children, send diapers to your crisis pregnancy center, get your church involved! Lutherans For Life can help. Speak out for the truth of life and make a difference!



www.lutheransforlife.org • 888.364.LIFE • info@lutheransforlife.org

Are you receiving our e-mail alerts? Visit our web site and sign up today!

Speaking the Truth of Life in 2010 – How did we do?

LFL seeks to speak, and to equip others to speak, the biblical truth of life. Here's our mission:

Equipping Lutherans to be Gospel-motivated voices For Life

2010 Highlights:

Speaking through Speaking

LFL's executive director, Dr. James Lamb, preached Life Sunday Sermons at 20 different congregations, spoke at 22 other For Life events, eight Lutheran schools, five youth events, 10 pastor's meetings, and two seminaries. The total number who heard the truth of life was 10,492.



Speaking through our Website

We completely redid our website in 2010 and have much positive feedback. Our site offers the latest news and commentary on our *Life Blog* page, audio and video, downloads, and plenty of For Life information and commentary based on God's Word.



Speaking through Concordia Publishing House and our Resources

A significant change came when we contracted with CPH to house our inventory and do our order fulfillment. We not only take advantage of their state of the art equipment, but have many more marketing opportunities through their extensive mailing lists. For



the first time ever, the CPH website now contains the category "Sanctity of Life" with over 200 LFL items under that category! In 2010 we sent out over 350,346 items. Over 220 customers collectively received 420,000 copies of our *Life News* bulletin insert. Last year, we gave samples of our materials in an educational resources manual to 264 seminary students.

Our quarterly journal *LifeDate* is the only journal of its kind that connects the truth of life to the life issues in each and every publication. We send out 32,000 free copies every quarter.



Our **Teaching For Life**® curriculum is being used by 150 Lutheran schools and is being well received.

Speaking through our Conference

Once again LFL's national conference invigorated attendees. Held near the home of the world champion Green Bay Packers, we met under the theme **Bringing Good News to Life**. Wesley J.



Smith set the tone with his keynote, *The Need for Good News*. Plenaries were *Bringing Good News to Life in the Church* by St. Louis seminary professor Dr. Jeffery Gibbs and *Bringing Good News to Life in the Culture* by Alan Shleman from Stand to Reason.

Results of our Speaking

Since LFL materials are Word-based and Christ-centered, we know the Holy Spirit works through them. Once in awhile he gives us a glimpse. Here are some representative samples.

"LFL publications have provided me with such comfort and peace. The work you are doing is changing lives—especially mine."

Touched by a *LifeDate* article, a young woman considering an abortion wrote:

“I just want to thank you for the magazine. I know God reached out to me. I am not going to hurt my baby. I cannot believe how close I came to doing something I would regret for the rest of my life. I am going to consider adoption.”

We heard from an infertile couple who were anguishing over their situation and their struggles with various infertility treatments until they read *Hope for the Infertile Couple* from our *GOD’S WORD for Life* Bible. They are now joyfully pursuing adoption.

A pastor called to thank us for help we had given him on the phone while he was dealing with a difficult end-of-life issue. The advice and materials we provided were just what he needed to help this family.

Another pastor, new in the ministry, called to thank us for our help in dealing with a family that didn’t think he should be teaching about abortion in confirmation class. “They have made a complete turn around and apologized.” They are now actually advocates for teaching this in confirmation!

Speaking the Truth of Life in 2011 – What we want to do!

One of the great accomplishments of 2010 was the production of a comprehensive, six-year,

seventeen-page strategic plan. This plan contains 17 major goals, 43 objectives, and 217 action plans. Our year has just begun, but already twenty-seven action plans have been completed. The focus of the plan is on three major areas:

- Equipping Lutheran pastors and congregations to be Gospel-motivated voices For Life.
- Equipping Lutheran educators and schools to be Gospel-motivated voices For Life.
- Equipping the younger generation of Lutherans to be Gospel-motivated voices For Life.

LFL’s bold vision is to equip all these Lutherans so that someday every Lutheran congregation will uphold the God-given value of human life and influence our society to do the same. We would all like to see that!

Our Thanks to You

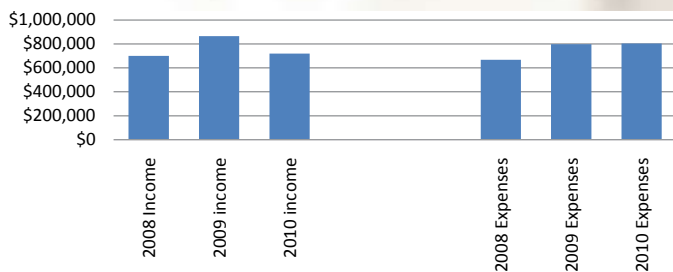
Thank you for being involved in what we did in 2010. You are invited to get involved or continue to be involved in 2011 in:

Equipping Lutherans to be Gospel-motivated Voices For Life



Actual Income & Expenses for 2008, 2009, and 2010

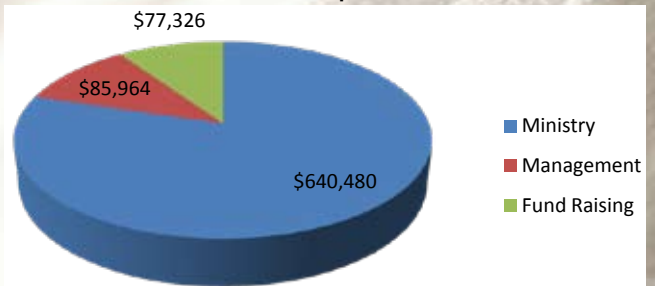
2008 Income	\$699,580	Expenses	\$667,516
2009 Income	\$865,544	Expenses	\$798,953
2010 Income	\$720,104	Expenses	\$803,770



2010 Total Expense

Ministry	\$640,480	79.7%
Management	\$85,964	10.7%
Fund Raising	\$77,326	9.6%
Total 2010 Expenses	\$803,770	

2010 Statement of Functional Expenses



Lutherans For Life is a non-profit 501(c)(3) organization and does not receive funds from a specific church body. LFL strives to network pastors and lay people to make a positive difference in people’s lives. By the power of the Holy Spirit, LFL seeks to change hearts and minds through the Word of God.

National Lutherans For Life

LFL Council of State Federation Presidents

Jeanne Strubbe, (Central and Southern) Illinois – Chapin

Clarence Zimmer, Indiana – Cambridge City

Karen Frohwein, Iowa – State Center

Jeanne Mackay, Kansas – Lenexa

Connie Davis, Michigan – Macomb

Diane Albers, Missouri – Saint Louis

Helen Lewis, Montana – Great Falls

Jolene Richardson, North Dakota – Fargo

Lynette Auch, South Dakota – Lesterville

Jean Amundson, Texas – Cleburne

Rev. David Emmons, Wisconsin – Turtle Lake

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Gary Mrosko
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National LFL Office Staff

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Executive Director

George Munyon –
Director of Operations

Lowell J. Highby –
Director of Communications

Kay L. Meyer –
Director of Development

Trisha Adams – *Business Manager and National Conference Director*

James P. Schroeder –
Christian Estate Planning Counselor

Jerilyn Richard –
Renewal For Life Coordinator

Amy O'Shaughnessy –
Administrative Assistant

Kim Nessa –
Administrative Assistant

Katie Friedrich – *Office Assistant*

Kristin Wassilak, *Word of Hope*,
Forest Park, Illinois

Grace Kern, *Word of Hope*,
Oak Brook, Illinois

Linda Bartlett, *Titus 2-4Life*,
Iowa Falls, Iowa

Dennis Di Mauro,
National Pro-Life Religious Council Representative,
Herndon, Virginia

Rev. Don Richman,
International Representative,
Bloomington, Minnesota



At the LFL National Office Team Retreat, October 2010, Pine Lake State Park Lodge, Eldora, Iowa.

(l-r) Back: Katie Friedrich, Trisha Adams, Lowell Highby, Rev. Dr. James I. Lamb; Front: Jerilyn Richard, Kim Nessa, Amy O'Shaughnessy, George Munyon



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