Americans United for Life strived for the day when all are welcomed throughout life and protected in law.

**Our Vision**

**Mission**
To advance the human right to life in culture, law, and policy.

**Method**
We equip advocates and lawmakers with the facts and strategies that change hearts and minds and protect human life.

**Motivation**
All human rights flow from the human right to life. We are all equal members of the human family and equally worthy of respect, solidarity, and love.

**Our Strategic Objectives**

- **Be the voice for millions**
  
  In our states, our nation, and around the world, represent those without a voice in legal systems and the public square.

- **Be the bridge for advocates**

  Apply our resources and expertise to inspire others to join the movement and equip them to multiply our efforts.

- **Be welcoming & relational**

  Encourage conversation, build partnerships, and value relationships.

- **Operate above reproach**

  Consistently operate with impeccable integrity and excellence.

- **Resource the mission**

  Develop reliable and sustainable funding, staffing, and technology.

**Our Values**

- **Catalyst**
  We will accelerate and sustain protections for human life as we fulfill our mission and collaborate with partners and like-minded peers.

- **Advocate**
  We will activate the power of our voices across all mediums in the defense of life and invite others to join us in accomplishing our mission, thereby multiplying our impact.

- **Resilience**
  We are confident in the justice of our mission and adopt an attitude of strength, expectation, and endurance to achieve our goals.

- **Effectiveness**
  We achieve the trust of others as we operate with the utmost integrity and perform our work to the highest standards to achieve optimal impact.

- **Service**
  We strive to treat all stakeholders with dignity, compassion, and respect.