

# THEM BEFORE US

MID-YEAR  
REPORT

2024



# MISSION, VISION, & IMPACT

## OUR MISSION

Them Before Us is a global movement defending children's right to their mother and father.

## OUR VISION

Them Before Us strives to put children before adults in every conversation about marriage and family. We seek to prioritize the rights of children in the culture and courtroom, the personal and the public.

## OUR IMPACT



### Across the Web

Across all of our social media we reach almost **70,000** followers



### Across the World

With our podcast streams, interviews and speaking engagements, we have reached **87 countries** with this message

## Resources

- *Them Before Us: Why We Need a Global Children's Rights Movement*
- *Raising Conservative Kids in a Woke City*
- *Pro-Child Politics: Why Every Cultural, Economic, and National Issue Is a Matter of Justice for Children*



## So Far This Year

10

QUOTES AND  
REFERENCES

11

ARTICLES

39

INTERVIEWS



# PROJECTS

## ALREADY...



### Children-First Human Resources Package

TBU created guidance for companies who want to use their corporate heft to support, rather than violate, the rights and well-being of children.

- Provided a seminar educating interested companies in our recommendations
- Excludes processes/procedures that violate children's right to life (abortion, IVF)
- Excludes processes/procedures that violate children's right to their mother or father (sperm/egg "donors" and surrogacy)
- Includes NaProTechnology to resolve underlying fertility issues
- Includes pre- and mid-marriage, and whole family counseling to strengthen familial integrity
- Includes adoption/foster care subsidies



### Them Before Us Satirical Video

We produced and debuted a high-quality short video uncovering the ways big business violates the rights of children via their corporate benefits.

- 10 minute on-screen depiction of girl created via Big Fertility quizzing a corporate HR Rep
- Highlights how big business violates child's rights and safety to bolster corporate ratings
- Pairs with our CF HR benefit package



### Small-Group Church Curriculum Launched

A video presentation of TBU book content anchoring child-centric marriage and family in a biblical worldview.

- 7 highly produced videos
- Downloadable leader and participant workbooks
- Communicates why God's design for sex & marriage is His Plan A for child protection
- Piloting small groups with churches around the country this Summer/Fall.

## UPCOMING...



### 2025 - This is a Child Documentary

We've officially partnered with Focus on the Family to produce a mass-distributed film presenting the child-centric view of marriage and family.

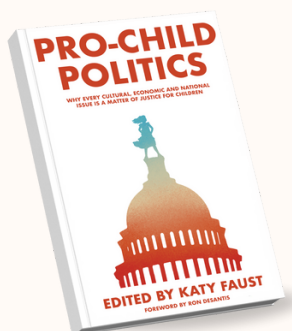
- 60-90 min of gold-standard cinematography
- Testimonies of children from Modern Families
- Interviews with top sociologists and researchers
- Global distribution



### New show with American Family Radio

We are launching a weekly one hour program with a child-centric focus on American Family Radio, debuting this August.

- Family-themed Bible time
- Interviews with experts
- Audience Q&A
- Marriage & family trending news and analysis



### New Book Out Sept 24

In *Pro-Child Politics*, Katy Faust marshals a slate of star-studded experts who craft 3,000 word chapters on every major political issue around the question, 'what if we put children first?' *Pro-Child Politics* provides a template for both smart vote-casting and effective policy making.



# FUNDRAISING

2024 Year End Goal: \$300,000

2 donors at \$50,000 each = \$100,000

4 donors at \$25,000 each = \$100,000

5 donors at \$10,000 each = \$50,000

10 donors at \$5,000 each = \$50,000

25 donors at \$1,000 each = \$25,000

250 donors at \$100 each = \$25,000

