

# Pregnancy Justice Strategic Plan 2025-2030



**In a time of profound shifts for reproductive rights, Pregnancy Justice is stepping forward with renewed vision and purpose to safeguard the rights of pregnant people across the nation.**

In spring 2024, Pregnancy Justice embarked on a collaborative strategic planning process, engaging over 70 stakeholders including staff, board members, partners, allies, and funders, to chart the organization's direction for the next five years.

Through this process, the organization centered the importance of collaboration and partnerships, ultimately refining its vision, mission, and theory of change to articulate the key role it will play in achieving its desired future. This plan centers around deepening the organization's core litigation, advocacy, and field-building work, exploring a potential new model of local impact, and investing in organizational health and sustainability.

With this roadmap, Pregnancy Justice aims to confront the escalating challenges of pregnancy criminalization and fetal personhood laws, and drive lasting change to defend and advance the rights of all pregnant people nationwide.

## Our Purpose

### Vision

All people, regardless of pregnancy status or outcome, have the freedom to make decisions about their own bodies and to experience a life of dignity, equity, and respect.

### Mission

Pregnancy Justice advances and defends the rights of pregnant people, no matter if they give birth, experience a pregnancy loss, or have an abortion.

### How We Work

We advance our mission in four ways: by providing criminal defense, by advocating for legal and policy change, by publishing cutting-edge research, and by equipping partners in the field with analysis, training, and narrative framing.



# Pregnancy Justice: Strategic Plan 2025-2030

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## Our Strategic Focus

Our strategic plan centers around five organizational priorities in which we will invest particular time, resources, and focus from 2025-2030. These priorities fall into three categories: a deepening and expansion of our programmatic work building on our historic expertise, exploration of a potential new model for impact, and internal investment to ensure organizational health and sustainability.

**1. Defend and advance the legal protections and personhood rights of pregnant people.** Pregnancy Justice is committed to defending and advancing the legal protections and personhood rights of pregnant people. Over the next five years, we will focus our efforts primarily at the state level, vigorously fighting to disrupt the criminalization of pregnant people and defend their personhood through criminal defense and affirmative litigation. We will also leverage policy advocacy at both the state and federal level to combat laws that curtail the personhood rights of pregnant people and advocate for the passage of laws that cement their rights.

**2. Equip partners across the reproductive and intersecting social justice fields.** We occupy a unique position at the intersection of the movements for reproductive justice, racial justice, criminal justice, drug policy reform, and the movement to end family policing, and we accomplish our work in deep collaboration with partners across multiple movements and disciplines. We will do this by providing groundbreaking research, analysis, resources, and training to shift societal views and strengthen advocates' ability to defend the personhood and bodily autonomy of pregnant people.

**3. Launch a local impact model.**

Pregnancy Justice will explore launching a local office in the South, where pregnancy criminalization is most prevalent. This local office would deliver direct legal defense, elevating trends observed at the local level to the national Pregnancy Justice office to inform state-wide, multi-state, and national strategy through impact litigation and policy advocacy. It would allow for deepening partnerships with community organizations and would expand capacity for local and statewide policy advocacy. We will begin by conducting a year-long feasibility study which includes careful and intentional engagement with and feedback from local partners.

**4. Secure Pregnancy Justice's financial future.** To support these ambitious goals, Pregnancy Justice will secure our financial future through a refreshed fundraising strategy and by strengthening our internal financial infrastructure and management processes.

**5. Support a robust and resilient team.**

Pregnancy Justice will continue to invest in building a robust and resilient team by making strategic hires, fostering a cohesive culture, upgrading our operational infrastructure, and supporting our board in its transition to a governing and fundraising board.



# Theory of Change

Pregnancy Justice’s Theory of Change depicts how the pursuit of its mission will ultimately contribute to the realization of its vision.

**Pregnancy Justice advances and defends the rights of pregnant people, no matter if they give birth, experience a pregnancy loss, or have an abortion.**

**Pregnancy Justice’s work occurs through deep collaboration with local and state partners across movements and disciplines.**

## Advance      Defend      Equip

Pursue litigation, legislation, and policy advocacy that affirms the personhood and rights of pregnant people and repeals punitive laws and policies.

Provide strategic and impactful legal defense for individuals facing pregnancy criminalization and other punitive treatment.

Fight the passage and implementation of laws and policies that serve to punish or undermine pregnant people’s personhood.

Equip partners with the tools to defend and advance the rights of pregnant people by:

- providing critical resources and training.
- conducting research and analysis.
- convening partners to share knowledge, align efforts, and collaborate.
- providing evidence and narrative framing to shift public and policy discourse on pregnancy criminalization and to center the personhood of pregnant people.

Legal and policy advocacy results in case law, legislation, and policies that affirm personhood and support for pregnant people.

Pregnant people who face criminal charges receive high-quality legal defense, and significantly fewer pregnant people are criminalized.

Legal defense and advocacy prevents legal precedents and laws that undermine pregnant people’s personhood.

Partners, advocates, policymakers, academics, and the media leverage Pregnancy Justice’s resources and support to shape narratives and analyses related to pregnancy criminalization and the dangers of “fetal personhood.”

Legal and policy advocates and policymakers leverage resources to successfully defend and advance pregnant people’s bodily autonomy and personhood.

It is unlawful to arrest pregnant people for pregnancy or birth outcomes or to deny pregnant people their ability to make their own healthcare and life decisions in most of the United States.

Legal and policy systems prioritize rights and support of pregnant people over prosecution and punishment.

Pregnant people have the right and the support to make decisions about their bodies, their health, and their lives, without fear of surveillance, punishment, or criminalization.

**All people, regardless of pregnancy status or outcome, have the freedom to make decisions about their own bodies and experience a life of dignity, equity, and respect.**



No one should lose their rights  
because of pregnancy.

[pregnancyjusticeus.org](https://pregnancyjusticeus.org)

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