

2019 ANNUAL REPORT



WHY
YOUR GIFT
MATTERS

The mission of Pregnancy Resource Center is to provide compassionate medical services, evidence-based resources and education that encourages healthy life skills. We accomplish this by offering pregnancy testing, limited ultrasounds, prenatal education, pregnancy options coaching, parenting earn-while-you-learn classes, and post-abortion recovery support all free of charge.

Change We Hope to Make



We exist to see that babies' lives are saved, the Gospel is shared, and women and men are equipped for healthy living.

Our hope to see more women learn about our services and build trust. Before they ever find themselves in an unplanned pregnancy, they will already know who they can turn to.



We earnestly pray that the moment they walk through our doors that they feel the peace of God. A peace they can't explain but that instantly softens their hearts. That they will be receptive to hearing the loving truths we have to share and to hear how they can accept Jesus as their Savior.



We hope that after leaving our center these men and women no longer find their identity in the world, but within the wonderful arms of our Heavenly Father. We know if they abide in Him, the Holy Spirit will naturally guide them to make healthier life choices.

In 2019...

Thank You to Our Stakeholders

2019 Board:

Clark Garner, Chair
Dr. William Parrish, Vice-Chair
Michelle Fritz, Secretary
Joanna Schoerner, Treasurer
Rev. Faith Johnson
Ingrid Williamson
Meredith Sammon
Alexis Snyder
Ryan Sammon

Medical Director:

Dr. William Parrish and Dr. Allison Key

Staff:

Karmen Stamps, Executive Director
Kellie Roberts, Director of Development
Amber George, Community and Marketing Coordinator
Odyssey Allen, Administrative Assistant
Debbie Daniel, Director of Client Services
Aisha Saif, Client Services Assistant
Roxanne Bright, Nurse Manager
Tammy Herrin, Nurse
Sandy Krieger, Nurse
Rose Miller, Nurse

YEAR IN REVIEW

8 PROJECTS YOU HELPED INITIATE IN 2019

1 Free Prenatal Vitamins

Every patient with a positive pregnancy test received a free 6-month supply of prenatal vitamins.



2 Extra Love & Support for Ultrasound Patients

Every ultrasound patient received a gender neutral baby blanket, a pack of newborn diapers, a hand painted picture frame for their ultrasound photos and their first warm "congratulations" all free of charge.



3 Strategic Growth Initiatives

A new strategic growth initiative began with goals to increase appointments, increase income, reach more abortion minded women and over a three year period build reserve to cover 6 month of operations.



4 3 Additional Appointments

We were able to add 3 additional appointments on Wednesdays with funds from 2018 Year End Giving campaign

YEAR IN REVIEW

8 PROJECTS YOU HELPED INITIATE IN 2019



5 Reached More Abortion Minded Women

We reached more abortion-minded women through brand new marketing efforts such as advertising on Snapchat and UWG campus outreach.

6 Strategic Prayer

We made it a point to meet monthly as a staff to pray specifically for PRC, our community, and the women we came in contact with. These sessions were led by a partnering pastor.



7 Grant for New Ultrasound Machine

We obtained a grant from the Georgia Baptist Healthcare Ministry Foundation for a new ultrasound machine at our Carrollton clinic.



8 Hired 2 Additional Nurses

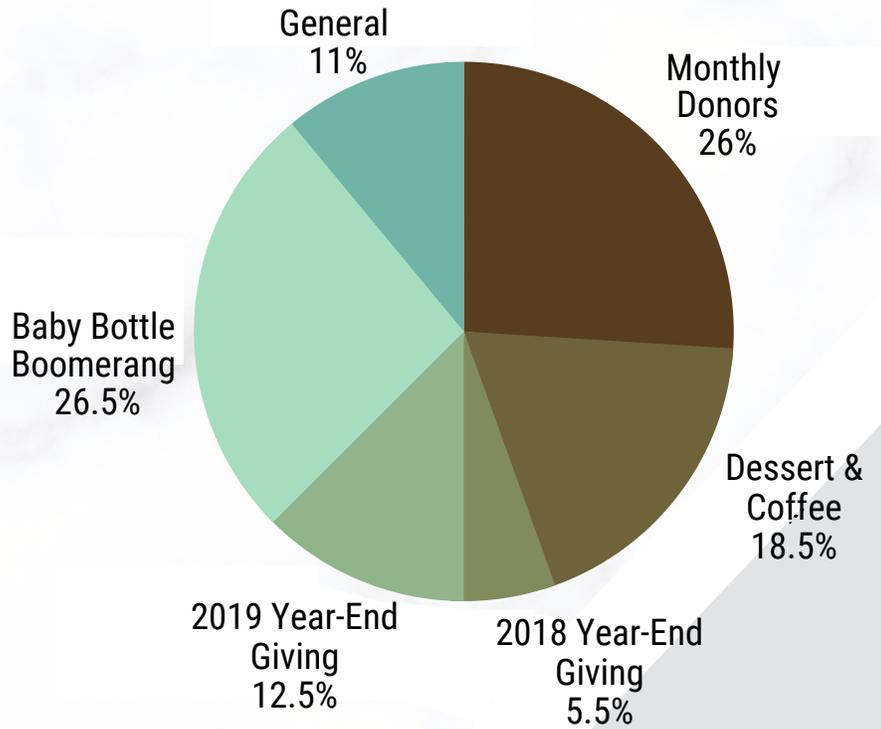
We successfully raised funds at 2019 year end to hire additional medical staff allowing the clinic to run two appointments each hour in 2020.



We advertised on Snapchat 3 times for the entire year, targeting only women, ages 15-25 within a 15 mile radius of our two centers

We reached over **363,531** women

Total Client Visits	1,242
Pregnancy Tests	443
Ultrasounds	302
Post-Abortion Recovery	5
Parenting Classes	161
Gospel Presented	185
Salvations/Re-dedications	25
Baptisms	1



We displayed **Christ's** by giving away **love 320** bottles of prenatal vitamins to pregnancy test patients & **302** gender neutral baby blankets, newborn diapers, and hand painted picture frames to ultrasound patients

Where our income came from

Our total income was

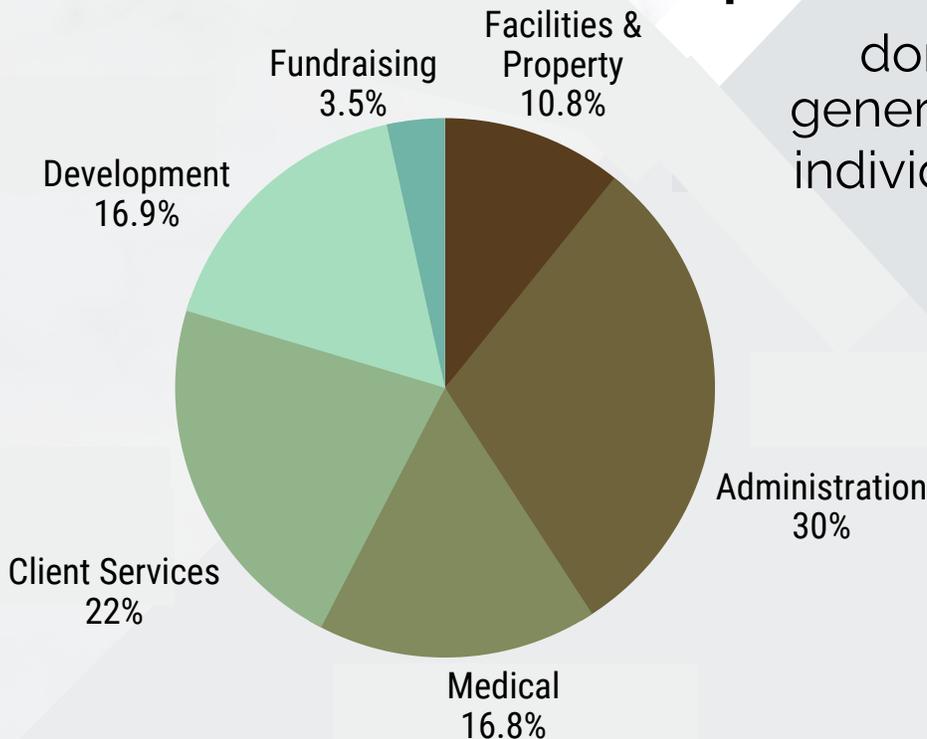
\$333k

donated by the generosity of over **687** individuals, churches and organizations

Your gift matters

because...

Where our funds were spent



You Help
Shape
Others'
Futures.

YEAR IN REVIEW

OUR CHALLENGES WE FACED & HOW WE'LL IMPROVE IN 2020

Challenge 1: Lack of Consistency in Booking our Tallapoosa Location.

While we have seen the positive impact of having a second location has made for our community, PRC Tallapoosa sometimes appears to be West Georgia's best kept secret.

How We'll Improve: Let's Mix it Up

We have changed day of operation there from Monday to Wednesday in hopes this will improve traffic. We have also increased exposure with more social media posts about our Tallapoosa location. In addition, we are beginning to invest money into advertising to women within a 15 mile radius of PRC Tallapoosa.

Challenge 2: Converting Abortion-Minded Callers to Appointments

We are ecstatic when an abortion-minded woman feels comfortable enough to give us a call. It's an indication that our marketing efforts are working. However, due to the urgency these women feel, if we cannot schedule their appointment immediately, we struggle to draw them in.

How We'll Improve: Let's Adapt

We have changed our verbiage when speaking to these women on the phone. Due to the increase in medical staff, we now will offer walk-in appointments to these women. Whereas before, they would have to wait anywhere from a day to week for an appointment. Time that they feel like they cannot spend.

Challenge 3: Shortage of Diapers, Wipes and Other Baby Supplies

Almost every single day we have families visit our center in need of help. Oftentimes, it's hard for us to admit when we need help. When these families gather the courage to ask for some assistance, we always want to provide. But this year we struggled maintaining an adequate supply of these items and were forced to turn some of these families away. Some of these families who we helped choose life over abortion.

How We'll Improve: Let's Admit When We Need Help, Too

We always rely on the help of the community to provide diaper and wipe donations. However, there is a lack of consistency. We are striving to partner with churches, businesses, school groups and civic groups to conduct drives for these items in hopes to build a network of individuals that we can call on when we need help.

What's Our Next Steps



Reach

Attract more abortion-minded women through online and local presence.



Build

Increase appointments, increase income, and obtain a mobile unit.



Secure

Build a financial 6 month reserve to cover operations and increase monthly donors to help finance sustainability.



We Value You...

As we all address the challenges of abortion, fatherlessness, poverty, lack of prenatal care, and the lack of sex education, we value our stakeholders who join us in these efforts. We ask that you continue to pray for and with us in 2020. May we all partake in the harvest the LORD has in store for Pregnancy Resource Center.

