

2021

IMPACT REPORT



PregnancyCHOICES



A LETTER FROM OUR DIRECTOR

In our 16-years as a pregnancy resource center, we've seen more shifts in culture than we'd dare to count. As we trace our steps through 2021, we must acknowledge the emotional toll of continued change and uncertainty in not only the culture around abortion, but the world, **and how both of these things affect our clientele.**

Pregnancy Choices has remained attuned to these shifts as we continue to be proactive and innovative, always asking ourselves, **"How can we best serve our clients today?"**

Because of your generosity, **Pregnancy Choices has remained unwavering in our commitment to being *the* place for families to receive support, resources, and coaching conversations that lead to transformative change.**

Thank you for your continued support of our mission and work in the lives of women and men touched by an unexpected pregnancy.

LYNESHA CARON

EXECUTIVE DIRECTOR





2021 PROGRAMS & SERVICES

Pregnancy
CHOICES

WHO WE ARE TODAY

PREGNANCY CHOICES '21



2021 was a year of continued unpredictability; a year where we found our client's resiliency and optimism inspiring.

BECAUSE OF YOUR PARTNERSHIP

and commitment of walking alongside our clients in relationship, we saw

1,651
TOTAL CENTER VISITS
&
141
BABIES BORN

OUR SERVICES SUPPORT FAMILIES



PREGNANCY CHOICES '21

In 2022 we will pursue the Accreditation Association for Ambulatory Health Care (AAAHC) for our limited medical services of pregnancy testing, ultrasound sonography and sexually transmitted infection testing.

602

TOTAL CLIENTS

Compared to 622 clients pre-pandemic.

325


PREGNANCY TESTS

Of which 111 were Abortion
Vulnerable/Abortion Minded women.

241

ULTRASOUNDS

CERTIFIED LIFE COACHING



At Pregnancy Choices, Life Coaching involves the practice of asking powerful questions to assist clients in determining their next steps regarding their pregnancy.

More specifically, Life Coaching is an important thread in the Pregnancy Test and Ultrasound appointments. It's also the anchor of *The Good Father* and *Baby&Me* programs.

THROUGH LIFE COACHING

we help our clients feel supported while setting a new path for their future. According to our 2020-21 research,

72%
**OF LIFE COACHING
CLIENTS REPORTED A
DECREASE IN
PERCEIVED STRESS**

BABY & ME PROGRAM

A woman with a ponytail is seen from behind, looking at a rack of colorful clothes in what appears to be a clothing store or a donation center. The rack is filled with various items, including shirts and pants in different colors like pink, blue, and yellow. The woman is wearing a dark blue hoodie.

Baby&Me was designed with mom in mind.

Women enrolled in Baby&Me are typically pregnant and looking for wholistic support and resourcing. In **partnership with a Certified Life Coach**, these women begin to grow in self-efficacy and problem-solving.

As they set and achieve goals, they experience a significant decrease in stress and confidence in their ability to manage it.

Moms enrolled in The Baby&Me program often move from Abortion Vulnerable to "Happy to Parent" and attend three or more coaching sessions.

BECAUSE OF B.A.M

38

**ABORTION
VULNERABLE
&**

14

**ABORTION MINDED
WOMEN RECEIVED LIFE
COACHING**

BABY AND ME BRINGS HOPE

“... ALTHOUGH FIGURING OUT ANSWERS FOR YOURSELF IS CHALLENGING, IT’S GOOD BECAUSE IT INCREASED MY PROBLEM-SOLVING SKILLS AND HELPED ME UNCOVER THINGS I MAYBE WOULDN’T HAVE KNOWN OTHERWISE.”

-current client

Client arrives, she expresses feeling nervous and uneasy, even anxious. She starts by sharing that she fears she may be pregnant. Together we talked about all of her options, diving into the pros and cons of everything she put on the table. She walked out saying she felt so much “lighter” just being able to process and release.

JULIE JOHNSON

TEAM LEAD LIFE COACH

WE BELIEVE DADS MATTER

PREGNANCY CHOICES '21



WHEN A FATHER IS PRESENT, CHILDREN ARE

2x

LESS LIKELY

to contribute to the percentage of high school or primary school incompleteness rates. (2)

4x

LESS LIKELY

to live in poverty. (2)

7x

LESS LIKELY

to experience unplanned pregnancy before the age of 18. (2)

THE GOOD FATHER PROGRAM



As a dad journeys through The Good Father Program, he grows to understand the importance and essential value he provides his partner and child(ren). He is given the practical skills and knowledge to help him feel equipped and confident as he leans into the opportunity of fatherhood.

At Pregnancy Choices, these men not only find a male Certified Life Coach, they also find an open ear so their voice can be heard.

Dads enrolled in The Good Father Program often move from Abortion Vulnerable to "Happy to Parent" and attend three or more coaching sessions.

BECAUSE OF THE GOOD FATHER PROGRAM

male clients **lowered their stress score** by more than 10 points [on a 40-point max stress evaluation] after completing The Good Father Program.

In 2021 we saw a

58%

INCREASE IN MALE ENGAGEMENT





ONE FATHER'S STORY

“

My experience was everything I could have hoped for and [more]. I have met great people. Both Ferdinand and Luke have been my coaches, and both have supported me, helping me with a variety of needs.

[Through] life coaching, [they helped me grow as an individual; teaching me how to deal with] my stress, anxiety, and nervousness of being a father. [They provided] me real resources and [they also shared] their experiences of being fathers and parents.

Pregnancy Choices and The Good Father Program [have] equipped me, and I think I am a better father today because of it. I would recommend it to anyone who is thinking of [doing] it.”

-Roger, current client

A blurred background image of a woman with blonde hair, wearing a headset, sitting at a desk in what appears to be a call center or office. She is looking down at some papers on her desk. The image is faded to allow the text to be the primary focus.

2021 GENEROSITY REPORT

Pregnancy
CHOICES

2021 GENEROSITY REPORT

2022 finds Pregnancy Choices filled with relentless hope, opportunity, and possibility.

New leadership, new team, and refining our vision and mission position us to step into 2022 with bold confidence. We're eager to execute with clarity on our unique role in the community as advocates for all life.

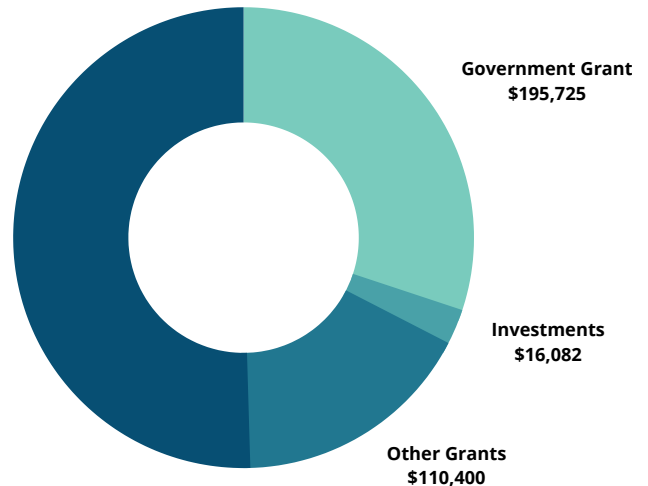
The incredible generosity of our Mission Partners in 2021 positions us to make our deepest impact yet.

Thank you for walking with us through the season of change and unpredictability that was 2021, and for continuing in partnership into all that 2022 offers.

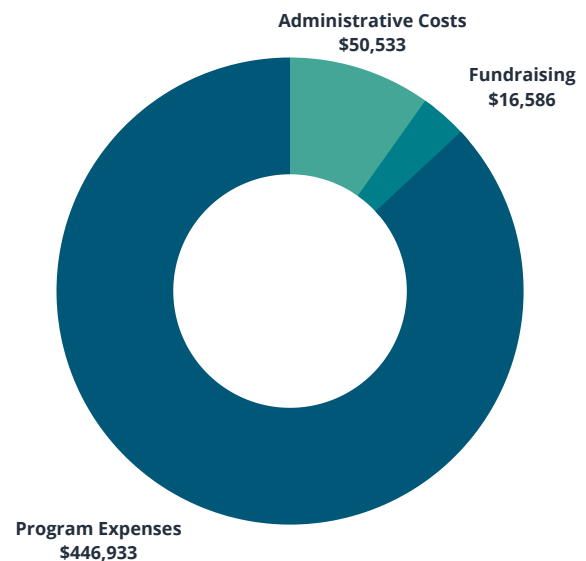
Together, we are better.

BECKY HANEL
DEVELOPMENT DIRECTOR

Donations
\$328,301



GENEROSITY RECEIVED



GENEROSITY DISPERSED



Alysha & Baby Oliver

2021 Ashley Rose
Award Recipients

The Ashley Rose Award is given in honor of Ashley Rose—niece of one of our founders, Barb and Brad Mayer. This award celebrates the legacy of her life and the courage of her birth mother and adoptive parents.

This year we celebrate Alysha, who embodies this same courage and resiliency. **In 2021, she chose life for Oliver** despite adversity.

Over the course of the last 10 months, we've been honored to be part of Oliver and Alysha's story. We look forward to watching Oliver grow and are humbled to have played a small part in his arrival into the world.

THE
**ASHLEY
ROSE**
A W A R D



**your
story
matters**

Thank you for supporting Pregnancy Choices