

Options for Women

pregnancy help clinic

Facts for Life

Helping Women to Make an Informed Choice
Transforming Fear into Confidence

2013 Annual Newsletter

In the Lakeland community, the first pregnancy resource center was Preg-Aid, started by Pat Buckler in 1979. Her dream was to have a place where women facing crisis pregnancies could come to receive food, clothing, and spiritual guidance. Preg-Aid closed in 1997 and the following year, October of 1998, the Pregnancy Help Center of Lakeland opened to continue the work of Preg-Aid.

In 2004, we converted to a medical clinic, offering ultrasound as a “window to the womb” to women. Our Christ-centered mission is made possible by the work of a professional administrative and medical staff, and volunteers who are trained to assist the staff in a range of capacities that enable us to deliver quality services to all who seek our help.

In 2007, we implemented a service model which maximizes our effectiveness in reaching abortion-minded women and impacting their decisions in favor of life.

In November 2010, we were able to purchase a new building to expand our services and reach more women. In an effort to serve more women at risk for abortion we also changed our name to Options for Women Pregnancy Help Clinic, Inc.



At Options for Women we believe that women facing unplanned pregnancies need a professional caring environment with non-judgmental services at no cost. We provide women with all the information they need so they can choose life for their unborn babies. Our patients are counseled about the options of parenting and adoption. They are also fully informed about abortion, and its risks and side effects. The following services are available at no cost to all of our patients:



- Pregnancy Testing
- Ultrasound Exam
- Selected STD Testing
- Pregnancy Options Counseling
- Personalized Plan for her future
- Community Referrals for additional help
- Gospel Presentation
- Follow-up Program (12 months)

We serve women of all faiths and our staff and volunteers represent various Christian

denominations. Our Gospel presentation includes; sharing scripture about God's plan for His Son, Jesus, His plan for their life, and how Jesus calls them to Him. We share Christ's message of love and forgiveness with them and invite them to start a relationship with Him.

Every woman deserves to know all of her options before making one of the biggest decisions of her life. Because we do not profit from her decision, we can provide complete objective information based on the truth and facts about her pregnancy and all of her options.

Mission: To erase the need for abortion through effectively serving pregnant at risk women by transforming their fear into confidence.



A Message from Mary Rutheford, Executive Director

We hope you will join us for our 15th Anniversary Vision for Life Fundraiser on September 13, 2013! Since our opening in 1998, we have saved the lives of 2600 babies!

Our Mission is to erase the need for abortion, through effectively serving pregnant at risk women, by transforming their fear into confidence.

Our Core Values are the qualities which make us uniquely suited to accomplish our Mission:

Fighting Spirit: We are guided by principle. Helping women have their babies is right all the time, everywhere, and we are committed to doing that in all circumstances.

Relevance: A commitment to doing the right things to reach and serve women seriously considering abortion. Without it, we will waste time and money. Since we live in such a rapidly changing culture, we understand that what worked yesterday, may not work tomorrow. We still have to find a way to accomplish our mission.

Accountability: Dedication to doing things well, every time. Without accountability, we would have a very difficult time understanding what is not working and change it, or more importantly, what is working and why, so we can pass it along to others.

One of our goals at Options for Women is to “fill the gap”. In 2012, 1,559 babies lost their lives in abortions in Polk County. Filling the gap means we would reach and serve 1,559 women, providing them with the information they need to make an informed decision.

We find it difficult to counsel a woman determined to have an abortion. Yet, these are the women we want to serve. Last year 29% of our patients were planning to have abortions when they arrived at our office. I’m happy to say that 65% changed their minds and chose life for their babies.

There is nothing more uplifting in this work than to hold the baby of a mother who was considering abortion, and now to witness this mother’s complete joy and love for her child!

Come and join us in erasing the need for abortion! You will see when you read our newsletter; there is something for everyone to do to support Life!

Options for Women Staff



Jeffrey L. Puret, M.D.
Medical Director



Emily Massarella
Advancement Associate



Eve Johnson RN, BSN
Director of Medical Services



Nicole Riley
Advancement Associate



Debbie Phelan
Director of Patient Resources



Nicole Wood
Director of Center Operations

Mary Drewry, RN, BSN, RDMS
Kathleen Sabatino, RN, BSN
BethAnn Finch, LPN, BS
Anna Wehle, RT
Jane Moskal - Financials

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UNIQUENESS & DISTINCTION

Most pregnancy resource centers operate at the global level, providing various services beyond the initial appointment; material assistance, shelters, counseling, etc. These services are necessary for many of our patients. However, there are organizations in our community that already provide these services, and we can refer our patients to them.

Options for Women uses a 15 step linear service model for all of our patients. We are focused on the women who are at risk for abortion, giving them all the information they need to choose life for their unborn babies. This is information she would not receive at an abortion clinic.

Come by and visit us sometime!

Options for Women PHC is a busy place, to be sure. For that reason, and because all of us want to protect our clients' confidentiality, you may question whether to come by for a visit.

The good news is we're open for you. We would love to show you around, answer your questions and give you an inside look at how we provide women with all the information they need regarding their unplanned pregnancies. After all this is your ministry, you are helping us change and save lives every day at Options for Women PHC.

Now that's something I can do...

When you consider serving at Options for Women you might think in terms of having a background in counseling, nursing or perhaps a special gift of some sort. The truth is, however, that we only need two characteristics:

1. A love for the Lord Jesus Christ
2. A willing and joyful heart to serve

That's it. From there, we can go anywhere in serving Him. We can touch hearts with a smile, compassion and a listening ear. He can work through us to change hearts and save lives if we simply follow His leadership.

If this is you and you are considering where you can serve the Lord, give us a call at 682-5763 or visit our website www.optionsforwomeninfo.com. We would love to hear from you!

Make an Investment for Life

When we make an investment to a ministry like Options for Women, we are helping more women who are at risk for abortion to see their unborn baby in an ultrasound and choose life. You can support us financially in several ways.

Life Choice Society

Some people feel called to be pledge donors, which is why we created the Life Choice Society for our team of 5 year pledge supporters! Our goal for the Life Choice Society is to provide Options for Women PHC with a stable base of operating revenue for a five year period. This will provide a stronger foundation for expanding the reach of our services, and save more lives!

One Time Gift

Every donation, whether \$10 or 10,000, helps women get all the information they need so they can choose life for their unborn baby. Whether a pledge or one time gift, you can give online through Electronic Funds Transfer or Credit card. Visit www.optionsforwomeninfo.com

Sponsor opportunities

Our annual fundraiser is a free event for anyone in the community that would like to learn about OFW. This is made possible by the support of our generous sponsors. Sponsor levels begin at \$300. All sponsors are featured in our program at the event, in the slide show and on our website.

We will be holding our first annual 5K run in the spring of 2014. This fun event will provide advertising opportunities including signage and t-shirts.

For information on sponsorships please contact us at 863-738-1906.

Endowment campaign

By naming Options for Women in your will or trust, either a specific amount or a percentage of your estate, you build a solid future for our ministry. Estate gifts, over time, create a major funding base. Through a will or trust, your final gift can be a lasting one!

An estate gift can be designated any way you want. Some may want to leave an amount and give the center a final, major gift. Others may choose to designate their gift in such a way that only interest accrued on the gift is used.

In Kind Gifts

Both material goods and services donated in-kind help keep our expenses down.



A PATIENT STORY

Ashley was an abortion minded patient. She had found us online when doing a search for abortion clinics in Lakeland. She called and scheduled an appointment planning to have an abortion. When she arrived she was very upset to find out that we did not perform or refer for abortions. Fortunately, she was able to work through her anger and decided to continue with her appointment.

When the time came for her ultrasound, Ashley was visibly upset. She had just received all the information about abortion procedures, and was simply planning to determine how far along she was so she could find out what type of abortion she would need. She turned to look at the monitor and couldn't believe what she was seeing; a heartbeat, a sweet little profile, along with arms and legs moving on the screen. Needless to say, in that single moment, she was changed forever. This was a baby, her baby, and there was no way she could have an abortion.



While this is the hardest patient to work with, this is also exactly the kind of person we need to be seeing at Options for Women. We need to reach these women, so we can give them the truth that they would not hear if they went to an abortion clinic. We truly provide her with information about all of her options and help transform her fear into confidence so she can choose life!

Connect with us:



SAVE THE DATE

15th Anniversary Vision for Life Fundraiser

Friday, September 13th 2013
Light Buffet opens at 6:00 PM
Program begins at 7:00 PM
First Presbyterian Church
175 Lake Hollingsworth Drive

Call 863-738-1906 or visit www.optionsforwomeninfo.com for details!

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5K Run for Life

Embracing Life, Striding to Make a Difference

Friday, February 7th, 2014
5:00 - 7:00 PM
Lake Hollingsworth

Sponsorships Available!

Call Nicole Riley at 863-640-0874 for more information



Options for Women PHC received 2 grants from the Community Foundation of Greater Lakeland. The first is from the George W. Jenkins Fund for education on sexually transmitted diseases. The second is from the Grant Committee of the CFGL which allows us to expand the variety of educational and training materials provided for our clients to evaluate unhealthy past life decisions and to encourage sexual wholeness in all areas of their life - physical, emotional, social, intellectual and spiritual.

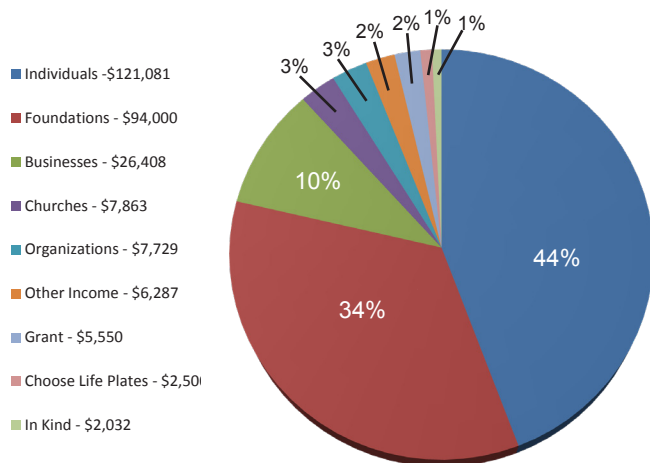
In the spirit of openness and transparency, the Board of Options for Women has endorsed this presentation of our 2012 annual financial report. We offer you, our investors and future investors, a serious look at our daily operations and revenue streams.

Our revenue was \$273,000. Our largest single source of income came from individual donors totaling \$121,081. We sincerely thank all of our generous donors: foundations, businesses, churches, and organizations.

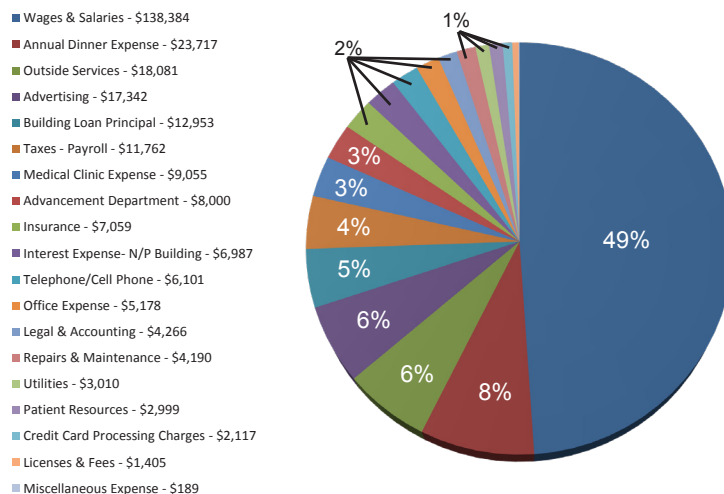
The expenses were \$283,000, slightly more than our income. We have broadened our advertising program to reach more at risk women. Our staff salaries and payroll taxes, must always be our largest expense. However, it is only through the effective involvement of many dedicated volunteers that our staff cost is as low as it is. It would be preferred that revenues exceed expenditures, but ultimately we are doing the Lord's work, so we trust that He will provide for our needs.

Don Schluender, Treasurer

2012 REVENUES - \$273,450



2012 EXPENSES - \$282,795



Our Vision for saving future lives focuses on two goals:

- Increase the number of abortion minded women served. We will accomplish this by:
 - Developing and implementing cutting edge advertising methods to reach our demographic.
 - Increasing the availability of appointments
 - Developing staff equipped to serve at risk women in the Hispanic Community
 - Educating the African American and Hispanic communities about our services
- Increase the number of abortion minded women who choose life for their babies. We believe that the support of the father is the key in her decision to choose life. We plan to:
 - Develop counseling program for fathers to teach them their responsibility to the mother of their child and their child.
 - Train men to counsel the fathers during the mother's initial appointment with us.

Our business model enables us to empower one woman with our counsel, education, information and assistance. The average cost to save a baby in 2012 was \$1,200.

THE REALITY OF ABORTION

Did you know that

- 1.2 million abortions are done annually in our country?
- 43% of women have had or will have an abortion?

2012 Florida Abortion statistics

- 76,138 babies lost their lives in abortions in Florida
- 69,951 occurred during 12 and under weeks of gestation
- 6,187 occurred from 13-24 weeks of gestation

2012 Polk County Abortion Statistics

- 1,559 Babies lost their lives in abortions
- 1,445 occurred at 12 and under weeks of gestation
- 114 occurred from 13-24 weeks of gestation

2012 Options for Women Statistics

- 90% of the women at risk for abortion we saw chose to have their babies after their appointment
- 252 babies were saved
- 58% of our patients received the Gospel presentation
- 40% of our patients are between the age of 20-24
- 55% of our patients are Caucasian, 26% are African American and 13% are Hispanic
- 48% of our patients highest grade completed is 12th grade