

Options for Women

pregnancy help clinic

Together, we support life.

Facts for Life

2015 Annual Newsletter

From the Executive Director

Dear Friends,
Think 225!

I met a long-time supporter of Options for Women today. I thanked her for her support, and she said, "It isn't very much." My heart sank.

We depend on your donations, no matter what the amount, because through your generosity we help women choose life!

We, meaning you, our staff and volunteers, are working together to support life. As a matter of fact, in 2014, your generous spirit enabled us to save the lives of 225 unborn babies!

Honestly, how many of our friends can say that they help save lives every day?

Furthermore, you helped us open the door for even more women in need of our compassionate, professional medical care. On February 2, 2015, we opened an office at the Dream Center of Lakeland. Located in one of Lakeland's most impoverished areas, The Dream Center is a non-profit community center committed to restoring lives and empowering the community in the surrounding urban environment. We offer our services to members of this community one day a week.

Our mission is transforming fear into confidence...fear that stems from a lack of honest resources and education to help women truly understand all of the choices available to them. At Options for Women, we are the guiding voice to help women gain back their confidence and respect for their bodies, and to give them the courage to choose life for their unborn children.

I invite you to help us accomplish our mission! Come by for a Vision Tour: a look at how a patient appointment works, volunteer, join us on social media or make a donation.

Working together, we can offer the support, understanding and hope these women need!

Together for life,



Mary C. Rutherford



In 2014, we served 299 women.

- *260 had positive pregnancy tests.
- *254 were at risk for abortion.
- *383 ultrasounds were performed.
- *177 STD tests were performed.
- *247 Gospel presentations given.
- *225 women (89%) chose life!



One of our proudest moments came when we partnered with the Dream Center of Lakeland to bring our services closer to women in one of the most impoverished areas of our community.



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

**Our amazing
volunteers donate over
1000 hours each year to
help save lives!**

Giavanna Geraci, Barb Venable,
SusanLynn Conger, Wanda Taylor, Judy
Knowles, Lorie Fontaine, Nancy Roth,
Yamaly Suarez, Liz Norsworthy, Jennie
Varela, Susan Sauls, Janet Provost,
Jean Englesen, Melba Stricker

Volunteer with us!

We cannot offer the services we provide without the work of our dedicated volunteers. And to serve even more women, we need more volunteers! Consider joining our team today – there are many areas through which you can touch the lives of women at risk for abortion:

- RN's, LPNs, RDMS
- nurses trained in obstetrical ultrasound
- Receptionist •Help-Liners •Advocates
- Church and college outreach

Whether you work directly with our patients or not, volunteering with Options for Women will allow you the opportunity to directly impact the lives of women at risk for abortion.

Our volunteers work side by side with us in our office, helping the women we serve gain back their confidence. They also represent us in the community, where they continue our mission proudly.



Come by and visit us sometime!

We would love to show you around, answer your questions and give you an inside look at what we do. After all, this is your ministry - you are helping us change and save lives every day.

We can also bring the tour to you and speak to your group or organization. Schedule by calling Emily at 863-738-1906!

Sexual Integrity Program Success

In 2014 we began offering a Sexual Integrity Program to patients who were interested in taking back control of their sexuality and creating a ground-work from which they can make better, healthier decisions. So far, we have had rave

**The
Sexual Integrity
Program**

Steps to Sexual Health

reviews, and are so thankful to the GiveWell Community Foundation for funding this important program. Here is what one participant had to say:

“This has been a wonderful experience for me. It helped to turn something so troubling and black in my life into a good experience. It helped me get through a few extremely hard parts in my life. Instead of burying it down it helped me confront, accept and heal. I’m so very thankful this class was offered to me. I feel like I’ve grown so much as a person, as a woman and can go positively into being a better mom for my baby.”

Save the Date

Mark your calendars for our next Vision for Life fundraiser on September 18, 2015 at First Presbyterian Church. Look for more information in upcoming e-newsletters and on our Facebook page.

How Do We Help Patients?

We recently had a high school student come to our clinic. It was a complicated situation and abortion was the option her closest support felt she should choose because she didn't know how she was going to finish school and raise a child. We talked about her options, including types of abortion procedures and all of their risks and side effects. We also discussed adoption, and different adoption plans.

As we followed up with her throughout her pregnancy, she was going through a range of emotions. There were a lot of tears and questions. She received counseling, which gave her confidence. She decided to carry the baby, and by our 4 month follow-up, she had received insurance, was seeing a doctor and finishing high school.

We recently met her baby and the support team that all rallied around her. A local church even offered to throw a baby shower, and through them, she was invited to a mom's playgroup and went to a Sunday service.

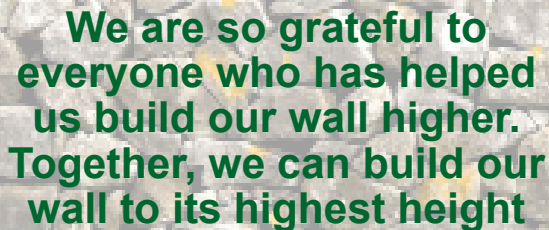
God is the center of everything we do at Options for Women. From her first contact made, we prayed for God to fill us with His words, His love and His will. It has been amazing to see Him at work here!

Did you know?

The average age of our patients is 25.

The majority of our patients have a high school education.

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.



We are so grateful to everyone who has helped us build our wall higher. Together, we can build our wall to its highest height

Options for Women Staff



Medical Director
Dr. Jeffrey Puret, MD



Advancement Directors
Emily Massarella
Becky T. Murphy



Nurse Managers
Carole Noble, RN and
Kathy Campagnone, RN

Sonographers
Mary Drewry, RN, BSN, RDMS
Kathleen Sabatino, RN, BSN
Anna Wehle, RT

Debbie Phelan- Patient Resources Director
Nicole Wood- Center Operations
Jane Moskal - Financials
Carol Etensohn - Receptionist
Barbara Venable - Receptionist



Board of Directors



Dan Santangelo - President
Al Marshall - Vice President
Don Schluender-Treasurer
Christy Wessel-Secretary
Kelly Miller
Angela Morris (not pictured)
Carmen Stambone, recently finished two terms of office. We will miss him.

Advisory Board

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Very Rev. Charles Viviano, V.F.

You can make a secure donation to Options for Women online at www.optionsforwomeninfo.com.

Our Year in Pictures



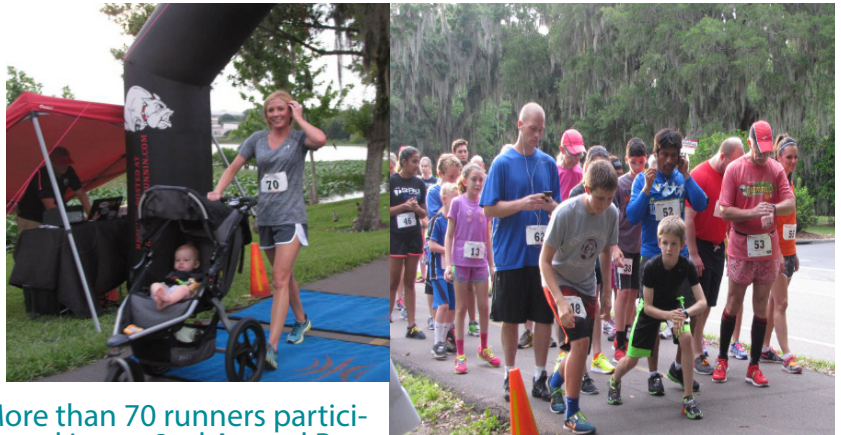
You helped us build our Wall of Hope at our Vision for Life fundraiser in September.



We had successful baby bottle campaigns at several churches in Lakeland.



Our staff attended the Martin Luther King Jr. parade.




More than 70 runners participated in our 2nd Annual Run and Walk for Life in April!

We can't wait to see you at our events coming up in the next year! Maybe you'll see your face in our next annual newsletter.



Connect with us:



 [Read Our Blog](#)

The Board and management of Options for Women Pregnancy Help Clinic is pleased to report on our stewardship to you, our generous donors. We present our annual financial report for calendar year 2014. Our revenue streams and expenses are illustrated in the following pie charts.

Our revenue was in round numbers \$338,000. Our largest source of income was individuals, providing 44% the total. We continue to be encouraged by the growing number of individuals making 5-year pledges, our Life Choice Society. We are also blessed by the increased support from organizations, businesses and churches.

Our expenses were in round numbers \$341,000, which includes a pay down on our mortgage of \$50,000. Removal of this mortgage payment, our actual operating expense was \$291,000. Overall careful management resulted in closing the year 4% under budgeted expense. Due to the nature of our mission our staff wages, salaries and payroll taxes, are always our largest expense. The dedicated work of many effective volunteers continues to make possible our services, available at no cost to the women we serve.

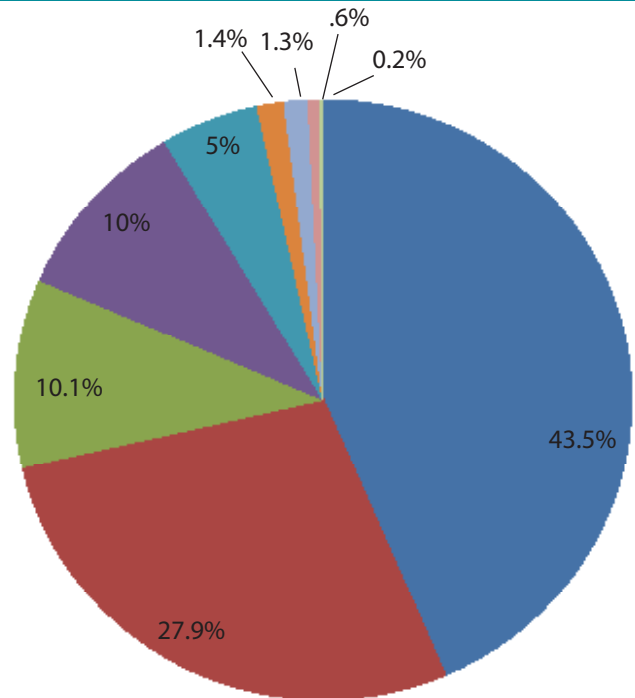
We saved 225 babies during 2014, whose mothers were at risk for abortion. Therefore, the cost to save each child last year was just under \$1300. Over the years, many people have committed, "I will save one child."

We truly thank you for your generosity, for you make our mission possible.

Don Schluender, Treasurer

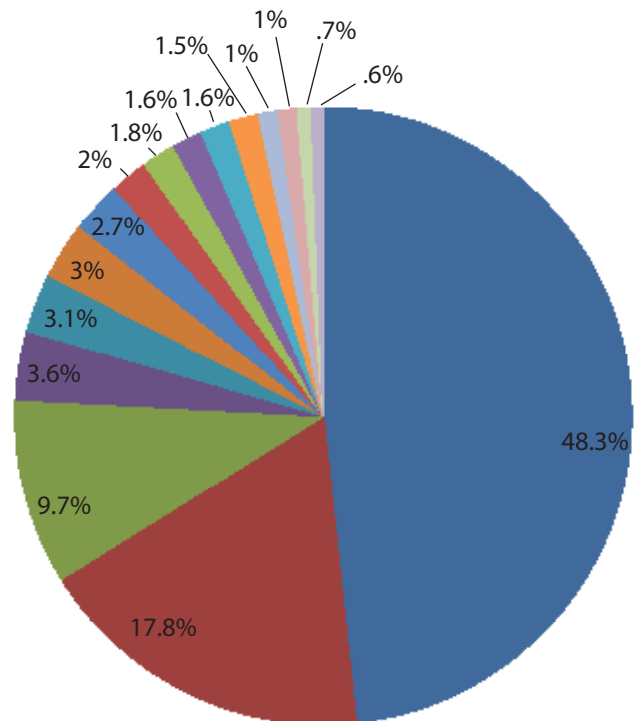
2014 REVENUES - \$330,880

- Individuals - \$144,048
- Foundations - \$92,200
- Organizations - \$33,463
- Businesses - \$32,934
- Churches - \$16,942
- Grant - \$4,646
- In Kind - \$4,144
- Choose Life Plates - \$2,000
- Other Income - \$504



2014 EXPENSES - \$340,978

- Wages & Salaries - \$164,699
- Mortgage Principal & Interest - \$60,861
- Advertising - \$33,076
- Taxes - Payroll - \$12,320
- Annual Dinner Expense - \$10,526
- Advancement Department - \$10,141
- Insurance - \$9,187
- Telephone/Cell Phone - \$6,692
- Medical Clinic Expense - \$6,093
- Office Expense - \$5,408
- Legal & Accounting - \$5,300
- Repairs & Maintenance - \$5,209
- Other Expenses - \$3,481
- Utilities - \$3,387
- Choose Life Disbursements - \$2,513
- Credit Card Processing - \$2,087



Thank you to the Life Choice Society Members

Through their 5 year pledges, we create a strong foundation for the women we serve.

Mr. and Mrs. Carlos Alvarez
Mr. and Mrs. Donald Andrew
Dr. Anita Arnold Dr. Matthew Mick
Mr. and Mrs. Kenneth Bell
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Mrs. Christy Wessel
Mr. and Mrs. Edward Wizda
Mr. and Mrs. Tommy Wood

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Wells Global Investment Advisors

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2015 5K Run for Life Sponsors

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Road ID

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The Ettensohn Agency Insurance
Little Hands Ranch
Play it Again Sports Lakeland
Publix Super Markets, Inc.
Smoothie King

REMEMBERING OUR MOTHERS

*Thank you to the generous people who made donations
in memory of or in honor of their mothers listed here:*

*Memorial - Madeline Ahern, Frances Lybrook Baird, Eileen Beriswell, Diane Brandley,
Mildred Bulman, Mary Carapezza, Mary Carmody, Ruth Diaz, Ruth Drake, Mary Harris,
Dr. Ellie Hartog, Vivian Hegeman, Agnes Hoover, Madeleine Howington, Mary Jamis,
Eleanor Kurtz, June Rutherford, Nancy Schott, Barbara Shafer, and Isabelle Strollo*

*Honorarium - Celine Brown, Elizabeth Garcia, Heather Hoerl, Barbera E. McMullen,
Heidi Reed, and Margaret Sabatino*