

A MESSAGE FROM MARY....

I am happy to announce that on November 8, 2012, we will be participating in The Great Turnaround. We sincerely believe that The Great Turnaround can change lives, as well as the direction of our nation!



The 2012 Mission of the Great Turnaround is to raise \$100,000,000 for local pregnancy centers in order to save 100,000 additional unborn babies!

The Great Turnaround is the vision of Dr. Bruce Wilkinson after experiencing a great burden for those who have sacrificed to save unborn babies. He recognized that pregnancy centers have worked faithfully since 1973, giving their assistance freely and lovingly, without fanfare, struggling to make ends meet. He saw that many fall into a relentless cycle of financial lack, unable to break free.

The Great Turnaround is committed to helping pregnancy centers to break out of this cycle to discover God's intended financial blessing. Dr. Wilkinson created The Exponential Group, a group of national speakers he personally trained to carry out the Mission throughout the country.

We need you to help us make a difference in our Lakeland Community. There are women in turmoil today, wrestling with a life and death decision. We need to open our arms and hearts to give them a true choice by counseling, presenting alternatives to abortion and supporting them through pregnancy and beyond.

2012 is the year we can make history and change the future! Please ask your friends, your family and your church members to participate in The Great Turnaround. This comprehensive multi media fundraising event will fill their hearts with hope and bring the Lakeland Community back to Life.

Our Great Turnaround event will be held at the Polk Theater on Thursday, November 8, 2012. Call 863-738-1906, or visit www.optionsforwomeninfo.com to reserve your free seat.

Mary Rutherford, Executive Director

A LEGACY FOR LIFE

On June 2, 2012, a group of sixty people, including past and present board members, staff, and volunteers, eagerly waited at Options for Women Pregnancy Help Clinic to surprise and celebrate Dr. Ellie Hartog. Her entry into the front lobby, her total surprise and tears, moved all to line up, and one by one speak to her of their love for her, and appreciation for her guiding force in building Options for Women into an exceptional, life saving medical facility.

Ellie had retired from her career as an OBGYN physician, and she wanted to help women. She was given the opportunity in 1997, when Preg-aid, the first pregnancy center in Polk County closed.

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Options for Women Help Line phone number is

863-393-6988.

Options for Women is open

Mon. Tues. & Wed. 11:00 a.m. - 4:00 p.m.

Thursday 1:00 p.m. - 6:00 p.m.

Friday 9:00 a.m. - 2:00 p.m.

Saturday 10:00 a.m. - 2:00 p.m.

Business number 863-682-5763

Please visit our website at **www.optionsforwomeninfo.com** and register for one of our tours to see how we are making a difference in the lives of women who are at risk for abortion.



Dr. Hartog, Christine Powell, Dolly Mallick, Alice Powell, Mary Wynn, Marianne Cusick, Michael Cusick, Sue Schluender, Kathleen Floyd, Mary Rutherford, Rev. Val Sheedy and Rev. John Caulfield, gathered together to plan the opening of a new center. In 1998, Ellie purchased our first office at 120 W. Hickory Street. It was remodeled by Ron Henkelman Construction. The Pregnancy Help Center of Lakeland, Inc. officially opened in October, 1998. Ellie charged

us \$1.00 for rent the first year.

In 1999, she sold the property to us for \$1.00. From the beginning, Ellie donated her expertise as a doctor and a business woman. She proved to be as devoted to the PHC as she was to her own medical practice!

Our first employee, Mary Sue Smith, served as the administrative assistant. Ellie volunteered 2-3 days a week. She enlisted members of the medical community to volunteer once a week to help our patients. Among those who helped were Dr. Jeff Poretz, Dr. Peter Alvarez, Dr. Richard Meland. From 1998-2004, Ellie served in various positions on the Board of Directors.

In January 2004, we learned that Focus on the Family was offering \$18,000 grants for ultrasound machines to Centers who agreed to complete the Medical Conversion process in four months. Dr. Hartog formed a Medical Conversion Committee to complete requirements. We qualified for the grant, and received our machine on April 27, 2004.

We officially opened as a Medical Clinic in May, 2004. Dr. Richard Rutherford served as our first Medical Director. In 2005, Dr. Jeffrey Poretz assumed this volunteer position which he currently holds. Mary Drewry was hired as the first Nurse Manager. Both Mary and Ellie provided ultrasound exams to our patients.

In February of 2006, we were alerted to a new medical service model that had a proven record for reaching abortion-minded women and impacting their decisions in favor of life. I enthusiastically shared with Ellie about the program. I told her that we would probably not be able to participate, for a lack of money. To my surprise, she offered to pay for it. The opportunity to implement this program dramatically changed the lives of many women who would have otherwise had abortions.

On November 1, 2010, we purchased and moved our present clinic. We also changed our name to Options for Women Pregnancy Help Clinic.

In May of this year, 14 years later, our first office on Hickory Street sold to Al Marshall. Again it has been purchased by a person with a great heart and passion for helping women and their unborn babies!

Ellie was presented with a special plaque which now hangs on the wall just outside of our ultrasound room. It reads: "The Dr. Ellie Hartog Ultrasound Room: Dedicated June 2012. Her Generous Heart, Devoted to Women and Babies."

You Can Help Save Lives!

We are so thankful for all of you who give to our ministry in so many ways; your time, talents and treasure. You are the reason why we are able to serve women at risk for abortion each day.

Here are some of the important needs we have at this time:

- Advocates to interview patients (training provided)
- Nurses for Saturday appointments
- Receptionist for Saturday appointments
- \$10 - \$25 gift cards to help mothers and fathers purchase various items for their new babies.
- A new computer, and underwriters for the Waycool Donor Database (\$50/month) for our Advancement Department.
- Underwriters, collaborators and volunteers for fun, family oriented fundraising events.

If you are able to help us with anything listed above please call us at 863-682-5763.

Happy Birthday!

Thanks to your support, we welcome the following babies to our community.



March

E'Nylah
Julia
Kieran
Lillian
Luna
Shyanna

April

Clhreona
Damian
Jace
Twins: Harvey
and Kaley

May

Colton
Erebella
Eric
Erick
Jeremia
John
Makenzie
Sebastian
Trenton

Thanks to generous people like you, we have served 154 pregnant women at Options for Women in 2012. 96% of these women were at risk for abortion and were unsure of what they were going to do. Thankfully, after their appointment with us, an overwhelming 88% of these women have chosen to continue with their pregnancy. That means 130 lives saved!

June

Genesis
Jahzara
Zoie

Our Youth Making a Difference

Lindsay Giliam, an 8th grader at All Saints Academy, was assigned a project for her History class. She had to give a speech on any topic that has relevance in our society today. She chose abortion. Her powerful speech won her third place in her class and a place in our newsletter. We are so inspired by her spirit and willingness to take a stand for life in this way, and want to share her speech with you.



“Options for Women Pregnancy Help Clinic in Lakeland is a medical clinic that performs ultrasound exams. Their mission statement is to erase the need for abortion through effectively serving pregnant at risk women by transforming their fear into confidence.

Our society is fed a lot of lies. Here is the truth...

- From the moment of conception, a new life is formed and this new life is a person.
- When the egg is fertilized conception occurs.
- At conception a persons life begins.
- New life is a gift and is given by God. It would be against Gods plan to take away anyone's life. Thou shall not kill is the sixth commandment.
- If you stay pure until marriage then you have the freedom from worrying about pregnancy. You don't have to worry about sexually transmitted infections either.

Frequently heard is the argument, ‘It’s the woman’s body. It’s her decision’. First, it is nonsense to suggest that the law never tells people what they can or cannot do with their bodies. In fact, there are many things which people are not legally allowed to do with their bodies. To name just a few, they cannot sell them for sex, or sell their organs to people who need transplants. Second, saying this is my body ignores the fact that, the unborn child is a separate individual from its mother. The unborn child has its own DNA code, its own fingerprints and its own blood type—none of which match the mother.(from Pro-life answers by Mark Crutcher)

Even if you are raped it is not right to kill the baby. The baby that has been created has not done anything wrong. This baby is an innocent life and soul. Therefore in my opinion women and even young ladies should go through with the pregnancy because there are other options than abortion. The baby you have made could be adopted into your family or even be adopted by another family.

Unplanned pregnancies are usually crisis pregnancies. This occurs in married and unmarried relationships. Women who are pregnant are often pressured by their boyfriends, families, and friends to end the pregnancy. Pressures are not only social but financial and emotional as well. A lot of money goes into raising a baby. The first year alone will cost \$5,000

After their abortions, up to 70 % of women experience post abortion syndrome. This is similar to PTSD which is post traumatic stress disorder as experienced by our military men.

Since 1973, 54,559,615 babies have been terminated. That

MAKE AN INVESTMENT THAT REALLY MAKES A DIFFERENCE

You can help build a stronger foundation for Options for Women and save more lives by joining the Life Choice Society:
\$500 serves one mother and baby

- Choice Level- Sponsor 10 women: \$1,000 per year for 5 years.
- Foundation Level- Contribute \$_____ per year/quarter/month for 5 years.

An online gift through Electronic Funds Transfer means your dollars go even further!
visit www.optionsforwomeninfo.com

You can also mail your donation to:

Options for Women PHC
4435 Florida National Drive
Lakeland, FL 33813

We're seeking smiling faces

Did you ever wonder about the value of a kind word, or a smiling face? We think about it all the time at Options for Women.

Here, a smiling face to greet a client who is facing the biggest decision of her life may impact generations to come. A kind word of hope could be the difference in the life of a child waiting to be born.



At Options for Women our volunteer staff receptionists offer that smiling face, that kind word. And they are often the first people God uses to change a heart and save a life. If you have a heart of hope, a smiling face and a willingness to offer a kind word, give us a call. 863-682-5763. Join our team and start changing the next generation today!

is about 55 million innocent lives gone. An innocent baby is killed every 26 seconds. 137 babies every hour, 3 thousand 3 hundred and four every day, one hundred thousand five hundred six every month and one million two hundred six thousand one hundred ninety two every year.

To conclude: Ending unborn life is morally wrong and has consequences to the child, the mom & dad, the siblings, the grandparents, and all of society. As a teenager, let's decide to wait until marriage to have children. We all have choices, let's make the right one!

Mission:

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

Options for Women Announcements

Our volunteer staff has worked over 850 hours so far this year. Thank you for your dedication! We welcome our new volunteer staff members: Nicole Smothers, Kathy Sullivan, Vickie Prencipe and Erica Welner. Thanks for joining the team!



Please consider attending one of our tours so you can see first hand how your financial support is helping mothers and fathers choose life for their unborn babies.

August 10th at 9:00 AM and August 24th at 7:00 PM
September 14th at 9:00 AM and September 28th at 7:00 PM
October 11th at 9:00 AM and October 25th at 7:00 PM

Thank you for the in-kind gifts:

- Christ United Methodist Women's Group
- Dr. Ellie Hartog towards our cleaning services
- Lamar Outdoor Advertising for our billboard

Our redesigned patient website launched this month. Please visit us at www.optionsforwomenphc.com and let us know what you think of our new look. The website features a new blog for you to follow with interesting articles, pregnancy and abortion facts and stories.



Find us on:
facebook®

Options for Women PHC

Options for Women Pregnancy Help Clinic

STAFF

Medical Director – Jeffrey L. Poretz, M.D.
Executive Director – Mary C. Rutherford
Director of Medical Services – Eve Estes, RN, BSN
Certified Sonographer - Mary Drewry, RN, BSN, RDMS
Certified Sonographer – Kathleen Sabatino, RN, BSN
Certified Sonographer – BethAnn Finch, LPN, BS
Certified Sonographer - Anna Wehle, RT
Director of Patient Resources – Debbie Phelan
Director of Center Operations – Jane Moskal
Advancement Consultant - Marsha Marshall
Advancement Associate - Emily Massarella
Helpline/ Patient Data Entry - Nicole Wood
Receptionists - Brianna Michaud and Brittany Ross

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