

Options for Women Joins the Chamber of Commerce

January 30, 2012 was a very special day at Options for Women Pregnancy Help Clinic. It was our Chamber of Commerce Ribbon Cutting Event, making official our November 2010 move to our new clinic.

In preparation for the event all guests were invited to come before the ribbon cutting for fellowship and breakfast fare donated by Deli Delicacies and Walmart.



Congressman Dennis Ross shows his support for life and OFW.

Over 70 people, representing our business and local community, were welcomed by Executive Director, Mary Rutherford and Board Members Fran Vander Poel, Carmen Stambone, Al Marshall, and Thomas Vecchio. Ms. Rutherford shared the Mission of Options for Women as well as the free services offered to women at risk for abortion. In 2011, the medical clinic served over 400 women facing unplanned pregnancies. The newer, larger facility will enable us to provide services to more women.

Among our distinguished guests were Mayor Gow Fields and Congressman Dennis Ross.

Mayor Fields, performing the ribbon cutting honors, made the event an extra special one for us. Delivering remarks, Mayor Fields commended Options for Women for their good work within the community. "Even in a tough economy we have bright spots and it's important we recognize there are organizations that are doing well and making a difference in the lives of Lakeland women and families. Options for Women is a shining example of the positive contributions an organization can have on its community. Our Administration will work with them to see that they continue to succeed".

Following the festivities, the guests were invited to take a guided tour of the facility.

-Kathryn MacWatters



Mayor Gow Fields cuts the ribbon at the OFW ceremony with the Lakeland Chamber of

Options for Women Help Line phone number is
863-393-6988.

Options for Women is open
Mon. & Wed. 11:00 a.m. - 4:00 p.m.
Tues. 9:00 a.m. - 5:00 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 VISION Tours to see how we are making a difference in the lives of women who are at risk for abortion.

EXECUTIVE DIRECTORS MESSAGE...



Dear Pro-life Friends,

I would like to invite you to renew your support of our mission to erase the need for abortion in Polk County.

In 2010, 1750 women in Polk County had abortions. For most women, the counseling they receive at the abortion clinic is the only information they receive:

Nadine: "I was so naïve. I had no idea what an abortion actually was. They made it all sound so safe, so easy, and so simple. They promised an abortion would take care of my problem and I'd be back to my old self and I could continue with whatever I wanted in my life. I have been emotionally tortured by this experience for the past 24 years. It's made my life a pit of depression and anxiety."

At Options for Women, Nadine would have been educated about fetal development, the abortion procedure, the cost, and the risks. One risk, post abortion syndrome, often manifests itself in depression and anxiety.

Missy: "Before I had my abortion, the counselor could see that I was anxious about what I was about to do. I was thinking of leaving when she told me, 'you can never give a baby back' and, that my life would 'never be the same with a child in it'. Her words seemed to give me the reassurance I needed and confirmed my decision to terminate the pregnancy. I know I would have been open to another option if anyone had been positive about the pregnancy. But there was no support like that."

At Options for Women, Missy would have been offered options information for both parenting and adoption, with referrals for professional counseling to help her make a plan either way.

Through the tool of Sonography, both Nadine and Missy would have received an ultrasound exam turning their theoretical, "I think I'm pregnant" into, "I'm sure I am pregnant and there's my baby!"

In 2011, 61% of the abortion minded women who came to our clinic chose life for their babies!

It is important that you know that whatever gift you choose to make-whether you will become a new member of our Life Choice Society, or make a gift at a different level, we sincerely thank you for helping us to provide women with the information they need and expect to make the choice for life for themselves and their babies.

May the blessings of God be upon you and your family.

Together We Save Lives,

Mary C. Rutherford

You Can Help Save Lives!

Volunteer Opportunities

Patient Resources

- Helpliners - Schedule Appointments
- Receptionist - Greet Patients
- Advocate - Interview Patients

Medical Division

- Nurses (RNs and LPNs) - Follow up calls, pregnancy tests, and medical histories
- Sonographers/RDMS
- Post Abortion Support Group Facilitator

Advancement Department

- Social Media
- Help With Mailings
- Church Relations
- Help Plan Events
- College Outreach

Marketing

- Computer/Internet Design
- Graphic Design Specialist
- Public Relations Specialist

Ministry needs

We are looking for \$10 - \$25 gift cards to help mothers and fathers purchase various items for their new babies.

We are also in need of a new computer, and underwriters for the Waycool Donor Database (\$50/month) for our Advancement Department.

Happy Birthday!

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



December

Alfredo

Cason

Jamiah

Lavon

Roselynn

Trey

January

Avery

Adolfo

Anthony

Emma

Mark

February

Connor

Shyanna

Please continue to pray for us... Lord, we thank You for Your grace in allowing Options for Women to help women in our area choose life for their unborn babies. We ask Your blessings upon all who serve in any way, and especially upon all those who call Options for Women in need of help. Enlighten the nurses and advocates on how to individually help each woman. May Your holy will be forever done, and may all we do give You glory. Amen

How do you think we are we doing?

Please take a few minutes to complete the following survey

1. How long have you been a donor to this organization?
___ Months ___ Years
2. How often do you/did you donate to Options for Women PHC?
___ 1 time ___ Fundraising Response
___ Life Choice Society ___ Annual

On a scale of 1 to 5 (5 highest)

3. Do you see our mission as vital and valid? 1 2 3 4 5
4. Do you perceive us as being successful at carrying out that mission? 1 2 3 4 5

On a scale of 1 to 5 (1 very satisfied; 5 Not satisfied)

5. How satisfied are you with the decisions the organization makes for use of funds? 1 2 3 4 5
6. How satisfied are you with the recognition you receive for being a donor? 1 2 3 4 5
7. How satisfied are you with the method by which the organization makes requests for donations? 1 2 3 4 5
8. How satisfied are you with the relationship between the organization and yourself as a donor? 1 2 3 4 5
9. What do you see as our strengths?
___ Programs ___ Service model
___ Community Support ___ Leadership
10. How would you describe the most compelling reason the community should support us?
___ Programs ___ Service model
___ Community need ___ Moral Obligation

Thank you for your input, your opinions matter to us. Your responses will help us to improve our donor programs and keep you informed on how we use your contributions. Please use the enclosed remittance envelope to return your survey to us.

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

m Choice Level- Sponsor 10 women:
\$1,000 per year for 5 years.

m 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

50 Strong and Growing

We now have more than 50 Life Choice Society members who have made a 5 year commitment to financially support Options for Women.

You are invited to join this team and help build a stronger foundation for expanding the reach of our services to women who are at risk for abortion! You can set up your monthly or annual payments online at www.optionsforwomeninfo.com

No envelopes or stamps and we are saving lives every month!

Don and Sue Schluender are long time supporters of Options for Women. "We love supporting Options for Women because we know it is the one ministry where our gifts both save the lives of children and change the spiritual lives of parents every day. That is quite a combination!"

To make our support more consistent, and easier, we've chosen electronic funds transfer. This allowed us to make a larger more meaningful gift without disrupting our month to month expenses. We decided when to make our gift, and Options for Women did the rest. Each month, our gift goes from our bank account to Options for Women and helps mothers and fathers choose life for their unborn babies. No more envelopes, no more stamps, and our donation goes farther because there are no credit card fees for the clinic to pay."



For information on electronic giving, go to www.optionsforwomeninfo.com or call 738-1906.

Mission:

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

Options for Women Announcements

Welcome and thank you to our new volunteers:
Barbara Venable, Kimberly Moore, Brittany Ross,
Brenda Bournigal, and Jane Wenzel.



Special thanks to Pastor Thomas Block and his congregation at Christ Lutheran Church for raising over \$1,400 with a Change for Life Baby Bottle Campaign.

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.

Thursday, April 12th at 9:00 AM
Thursday, April 26th at 7:00 PM
Thursday, May 10th at 9:00 AM
Thursday, May 24th at 7:00 PM
Thursday, June 14th at 9:00 AM
Thursday, June 28th at 7:00 PM

Thank you for the in-kind gifts:

Lamar Outdoor Advertising - Billboard advertising
Dr. and Mrs. Howard Gorell - LCD computer monitor
Christ United Methodist Church - Copy paper and paper towels
Sherlene Doyle - Baby quilts

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
Director of Advancement – Kathryn MacWatters
Advancement Associate - Emily Massarella
Helpliner/ Patient Data Entry - Nicole Wood
Receptionist - Brianna Michaud

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Carmen Stambone III

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