

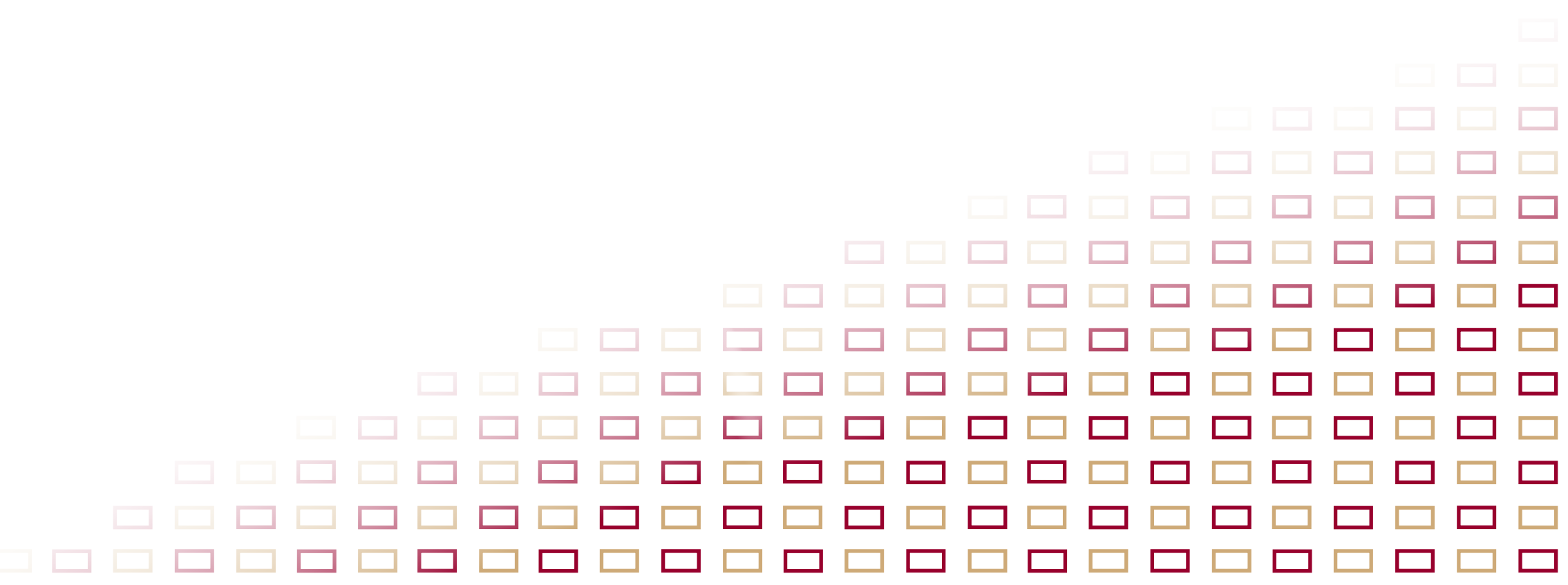
Eyes to See
campaign case statement

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our mission

In Proverbs 31:8, God calls his people to *“speak up for those who cannot speak for themselves.”* In response to that call, AWC Pregnancy Resource Centers’ mission is to speak on behalf of the unborn while ministering to the needs of their mothers and fathers. Over the past 21 years, we have shared the message of Christ’s love with those struggling with this life and death decision. Yet, faced with the fact that 44,000 babies (see *Table 3*) are aborted annually in New England and our limited ability to reach the need strictly through facility-based care, we clearly sense God’s prompting us to do more. After much prayer and due diligence, it is our conviction that God is calling us to reach out in a new way to defend the unborn. Therefore, with the Lord’s provision and guidance, and your partnership, we plan to expand the ministry of AWC through the purchase of our first mobile medical clinic.

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services (at no cost to our clients)

MEDICAL

- Pregnancy Testing
- Limited Obstetrical Ultrasounds
- Life-affirming Pregnancy Options Counseling

MENTORING

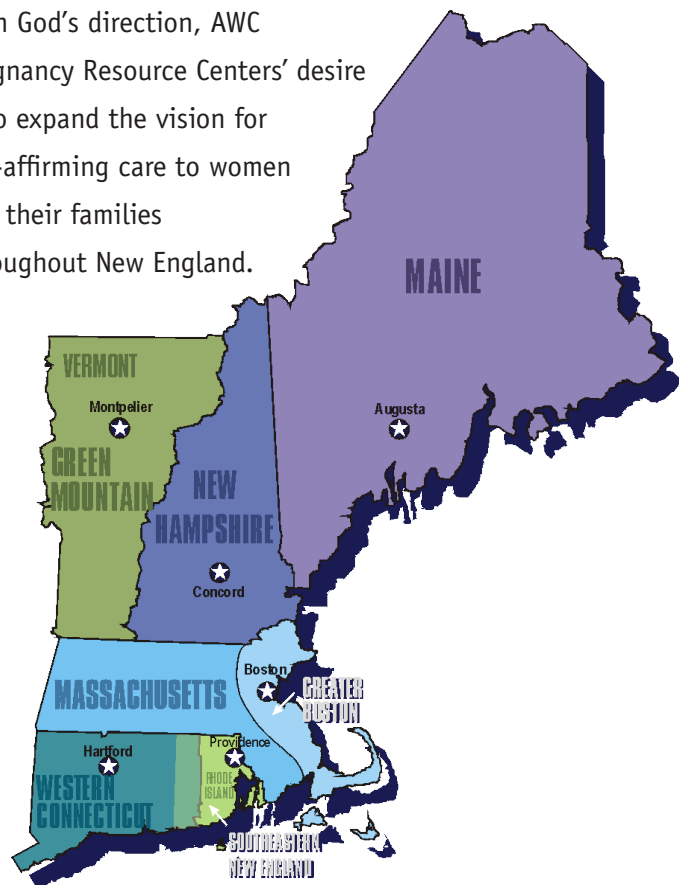
- Individual & Group Parenting Classes
- Men’s Mentoring Program
- Personalized Care Plan

MINISTRY

- Post Abortion Support
- Sexual Integrity Counseling
- Material needs assistance
- Sharing the Love of Christ in word and deed

our vision

With God’s direction, AWC Pregnancy Resource Centers’ desire is to expand the vision for life-affirming care to women and their families throughout New England.



Giving New England “Eyes to See”

Table: 3 New England Abortion Statistics by Years of Age, according to 2009 CDC¹ (most current data available)

State	<15 yrs	15-19	20-24	25-29	30-34	35+	Total Abortions in NE 2009	% of Total
Massachusetts	72	3,338	7,673	5,434	3,260	3,168	22,945	51.66%
Connecticut	60	2,328	4,495	3,131	1,841	1,556	13,411	30.20%
Rhode Island	27	705	1,516	973	611	494	4,326	9.74%
Maine	7	397	853	603	280	273	2,413	5.43%
Vermont**							1,319	2.97%
New Hampshire*								
Total NE Abortions	166	6,768	14,537	10,141	5,992	5,491	44,414	100.00%

* NH did not report statistics to the CDC

** VT did not report by age group

1. Morbidity and Mortality Weekly Report, *Abortion Surveillance - United States, 2009* accessed 1/31/2014, http://www.cdc.gov/mmwr/preview/mmwrhtml/ss6108a1.htm?s_cid=ss6108a1_w

The 10 Least Religious States²

The need for us to share Christ in New England is abundantly clear. According to the 2012 Gallop Poll, all six New England states are among the top 10 of least religious (1 being the least) states. The percentages represent the percentage of residents classified as very religious.

- | | |
|------------------------|-------------------------------|
| 1. Vermont (19%) | 6. Rhode Island (29%) |
| 2. New Hampshire (23%) | 7. District of Columbia (30%) |
| 3. Maine (24%) | 8. Washington (31%) |
| 4. Massachusetts (27%) | 9. Connecticut (31%) |
| 5. Oregon (29%) | 10. Alaska (31%) |

2. “State of the States” Gallop Daily Tracking 2012 accessed 2/12/2014, <http://www.gallup.com/poll/160415/mississippi-maintains-hold-religious-state.aspx?version=print>

GO  **serve women
save lives
share Jesus**

testimonials of ICU affiliates

Kerri Muir
Executive Director
Choices Pregnancy Center, Pittsburg PA

"We make an effort to connect with the communities we parked in; by being seen, offering help in the winter time to the homeless and families by handing out mittens, toiletries, gift cards...and in the summertime we hand out water to people, we absolutely love the one on one connection this has enabled us to evangelize."

Cathy Waterbury
Confidential Care for Women, Covington TN

"I feel we are reaching the clients we need to with the unit and those are the Abortion-Minded clients who would normally NOT come into a center. Plus, the clients love the personal attention they receive in a convenient and professional environment."

Amber Lehman, CEO
First Choice Pregnancy Solutions , Raleigh NC

*"Studies show the decision making process for a women from the time of the pregnancy test to making a decision is approximately 9 days. Typically the main decision process is done usually with 24 – 48 hrs of the time they had a positive pregnancy test (PT), we would generally see them in the office 4-5 days after the PT. On the mobile unit, we are seeing them within that 24 – 48 hours window. **Being able to see them in the beginning process is proven to be a crucial factor in their decision making regarding the pregnancy.**"*

Table: 2 We interviewed ICU mobile affiliate Pregnancy Resource Centers regarding their first year of deployment

Pregnancy Resource Center	New Clients at Fixed Location	New Clients ICU Mobile Clinic (1st year)	Has ICU Negatively Affected Your Fixed Locations?	Does ICU Complement Fixed Locations?	Client Services at Fixed PRC?	Client Services at ICU?
First Choice Pregnancy Solutions Raleigh, NC	228	420	No	Yes	AV	AM
Choices Pregnancy Center Pittsburg PA	606	250	No	Yes	AV	AM
Confidential Care for Women Covington, TN*	156	217	No	Yes	AV	AM

AV - Abortion Vulnerable is undecided and has not eliminated abortion as an option

AM - Abortion Minded intending to obtain an abortion

*TN deployed first unit in July 2012; 2013 deployed second unit and they served 681 new mobile clinic clients

21st Century Strategy

Since our founding in 1992, AWC has been a pioneer in using innovative approaches to reach the most vulnerable. More than 20 years ago we decided to meet women where they were by placing a large ad in the yellow pages – in fact, our name, “A Woman’s Concern”, was chosen strategically, as it would be the first ad listed! Several years later, AWC made another innovative strategic decision to become medically licensed, allowing those facing an unplanned pregnancy the ability to have an ultrasound and see their unborn child.

Leveraging Our Impact

Now, by going mobile, we will again be taking an innovative and strategic approach to reach women and couples in need, wherever they are; a mobile clinic will enable us to go virtually anywhere there is a need. By partnering with the leading mobile unit organization in the country we will have access to their 10 years of experience with dozens of other Pregnancy Resource Centers (PRCs) throughout the country. **It is well documented that statistically 49% of pregnancies are unintended;** these are the women and couples we need to reach. Having limited resources these women and couples in crisis demand our immediate attention. However, statistically a woman requiring obstetrical services will typically not travel greater than a 30 minute distance for care. Additionally, many prospective clients within this demographic rely on public transportation, which may further impede their ability to swiftly and easily access our facility-based services. Having the ability to provide mobile medical services and vital information within the decision-making timeframe of our prospective clients will positively impact the choices many will eventually make.

By deploying a mobile clinic in our region, AWC will be able to leverage the resources that God has given us more fully. As compared with the seemingly unlimited resources of the pro-abortion industry, AWC, along with

PRCs in the state, have a fraction of their budget and are **100% donor-supported.** You might say that we are the proverbial David in the battle with Goliath. While being significantly less expensive on a per client basis than fixed locations, ICU mobile vehicles have innocuous ICU signage advertising free pregnancy testing and ultrasound services designed to encourage individuals to visit us, while avoiding confrontational situations that might prevent them from seeking our services. Based on historical data from other ICU partner sites, **we expect to virtually double our client base with the first new mobile clinic we put on the road.**

(see Table 2)

This is an unprecedented opportunity for you to directly impact the abortion statistics in this region. The “Eyes to See” campaign will give us the ability to expand our reach. Presently, AWC operates four fixed geographical locations— two serving the greater Boston metropolitan area, one on the South Coast and one on Cape Cod. In fact, our desire is to ultimately expand the ministry of AWC beyond Massachusetts into all of New England. ICU Mobile gives us the means to literally extend our reach as far as the road can take us by growing our fleet over time. **Our plan is to master the ICU Mobile Medical Clinic model with our first unit and then expand our mobile fleet.**



A Vehicle of Partnership

AWC understands the tremendous impact that having licensure and staffing as a medical pregnancy resource center with access to ultrasound technology imparts to crisis pregnancy counseling ministries. **Based upon collective data from over 10 years of clients in our medical locations, over 60% of abortion-minded clients who obtained an ultrasound and counseling services chose to continue their pregnancies.** In keeping with the model that ICU Mobile partners established in other states, we also plan to share this technology with like-minded pregnancy centers across the region in order to enhance their ministry effectiveness. In addition to partnering with other PRCs, ICU Mobile gives us the opportunity to enjoin and unite Christians more directly in our mission. As Ministry Host Sites—a location where our mobile clinic regularly visits, churches across the denominational spectrum will become “spokes in the wheel” of AWC’s vision of offering life-affirming care to women and their families throughout New England. Each church that partners as a host site will then engage members of their church to become actively involved in offering life-affirming and compassionate care for women and families in distress right in their own backyard.

Why ICU Mobile?



ICU mobile unit

- Pioneer and leader in the mobile ultrasound ministry
- Over 10 years of experience
- 24 affiliate Pregnancy Resource Centers in the USA
- Two international affiliates
- Offers THE ONLY fully-compliant vehicle engineered, designed and manufactured specifically as a mobile medical ultrasound clinic
- Know Where to Go™ Software Technology
- Turn-key Ready to GO

The “Eyes to See” campaign allows us to:

- Effectively and efficiently expand the ministry
- **GO** where the need is greatest
- Unite Pregnancy Resource Centers in saving lives
- Engage the Christian community

Will You Join Us?

Given the enormity of the task before us, we need the prayers and financial support of those who share God’s passion to protect the unborn. The cost to purchase the first vehicle is \$154,000 and the first year’s operating expenses are estimated to be \$166,000 (see Table 1). Based upon the donation model below, we are looking for partners who want to be part of an innovative plan to reduce abortions and help spread the love of Christ throughout this region. As believers, we are called to be His ambassadors to a world in need. Will you join us in our “Eyes to See” campaign as an Ambassador for Life?

To schedule an Eyes to See presentation or for additional information, please contact Nadine de Melo, Director of Development at 617-419-6112. Donations can be mailed to AWC Pregnancy Resource Centers at 103 Broadway, Revere, MA 02151 or made online at awcprc.org.

Thank you for your support!

*But blessed are your eyes because they see,
Matthew 13:16
and your ears because they hear.*

Table 1: Financials	2014	2015	2016
Capital purchase - one unit	\$154,000		
Initial training expenses	\$12,000		
Annual salaries (one male counselor, one female counselor and RN sonographer)	\$130,000	\$136,500	\$143,500
Annual operating costs (gas, vehicle maintenance, insurance, medical supplies and garaging)	\$24,000	\$25,000	\$26,000
Total per year	\$320,000	\$161,500	\$169,500
Total “Eyes to See”			\$651,000

Prospective Donation Model

Number of Donors Needed	1	2	5	9	10	11	12
Annual Giving Level	\$40,000	20,000	10,000	5,000	2,500	1,000	500
Total Gift per Donor Over 3 Years	\$120,000	60,000	30,000	15,000	7,500	3,000	1,500
Total Gifts	\$120,000	120,000	150,000	135,000	75,000	33,000	18,000
	\$651,000						