



Pregnancy
Care Center
OF PETOSKEY



ANNUAL REPORT 2024

A note from the Executive Director

2024 was a year of incredible growth for the Pregnancy Care Center of Petoskey and our life-affirming mission. Compared to 2023, we experienced 35% increases in both ultrasounds performed and educational classes offered, a 49% increase in client visits, and a 189% increase in children's essentials provided to families. By every measure, the need for our services in the region has grown and thanks to the tireless support of our donors, volunteers and friends, so has our capacity to meet that need with compassion and care.

Our dedicated staff and volunteers worked faithfully throughout the year to keep our programs running smoothly and effectively. Our amazing volunteers provided more than 1,500 hours of service in 2024, making the PCC a welcoming, understanding place for families of all shapes and sizes. Whether assisting as Mother's Keepers with in-home support, organizing children's essentials in the PCC material aid room, or simply providing a listening ear for the women and men we serve, our volunteers were the heart of our Christ-centered mission.

Our donors stood by our mission in 2024 and truly left us speechless. The ongoing support offered by our donors throughout the year had an immediate impact, allowing us to provide education, ultrasounds, and pregnancy tests free of charge to everyone who needed them.

We know that an unplanned pregnancy can bring uncertainty, fear, and big questions. That's why we're here: to meet each person with grace, understanding, and practical help. Our goal isn't just to help those in our local community but to strengthen the community itself, connecting women, men and families with our staff, volunteers, and church members who can help them navigate their pregnancy journey and offer the support network they'll need to thrive.

As we move through 2025, I'm filled with gratitude for your continued trust and partnership. Together, we're building something beautiful and I'm excited to see all that's ahead.

With heartfelt gratitude,

Rachael Morford
Executive Director
Pregnancy Care Center of Petoskey



Our History:

Founded in 1987 as The Crisis Pregnancy Center of Char-Em, Inc., we have provided life-affirming services since the very beginning. Today, The Pregnancy Care Center of Petoskey serves clients in the greater Northern Michigan area, including those who are seasonal residents or visitors to the region.

Our Mission:

Impacting generations through care and compassion by empowering and supporting women and men to make healthy, life affirming choices.

Vision Statement:

The Pregnancy Care Center of Petoskey envisions a culture where individuals are transformed and empowered to choose life for the unborn and life abundant in Christ.



Knowing that we may be the only support system a woman has in her life, we offer education, encouragement, and client advocacy, hopeful that we can facilitate bright new beginnings for all.

A photograph of three pregnant women standing close together. The woman in the center, wearing a blue and white striped shirt and denim overalls, has her hands pressed against her belly to form a heart shape. To her left, a woman in a yellow top is partially visible, also holding her belly. To her right, a woman in a patterned dress is partially visible, with one hand on her belly. The background is softly blurred, suggesting an indoor setting with warm lighting.

Organization Overview

We are pro-life and mission-driven to offer a range of supports to women and men involved in a pregnancy.



Educational Services and Mentorship:

- Information and support on pregnancy options
- Ongoing parenting and life skills education, encouragement, and material aid support (pregnancy to age five), offered in person and virtually.
- 12-week in-home support for new mothers.
- Abortion Healing following an abortion that was recent or long past.



Medical Services

- Pregnancy Testing
- Limited obstetric ultrasounds



Outreach Services

- We perform car seat safety checks and offer free car seats
- Care Coordination - professional referrals, church referrals, community resources
- Outreach - Booth events, coalition meetings, client appreciation events

Educational Services

841

educational sessions completed

2,500+

material aid items distributed

1300

volunteer hours donated



Medical Services

67

pregnancy tests completed

90

ultrasounds completed

95%

of clients chose life

“The resources and support that PCC has given me gave me the confidence in becoming a mother. Everything from videos to being able to chat with people who had tons of experience. Highly recommend them to anyone who is pregnant.”

- client testimonial

Outreach Services

13

car seats safety and installation
services provided

157

community referrals provided

9

outreach events



A photograph of a smiling baby being held by a woman, with a quote overlay. The baby is wearing a light pink long-sleeved shirt and is looking towards the camera. The woman is lying down, and her hands are supporting the baby. The background is a bright, out-of-focus window with sheer curtains. The quote is in a dark blue, sans-serif font and is positioned in the upper right quadrant of the image.

“I’m blessed to be able to be a part of the PCC. It is such an important resource for many women (and men!) in the community for education and the ability to earn material support for themselves and their children, and be involved in a welcoming place. It is heart warming to see how happy the children are to come with Mom or Dad to the Center.”

- Sharie P., Donor

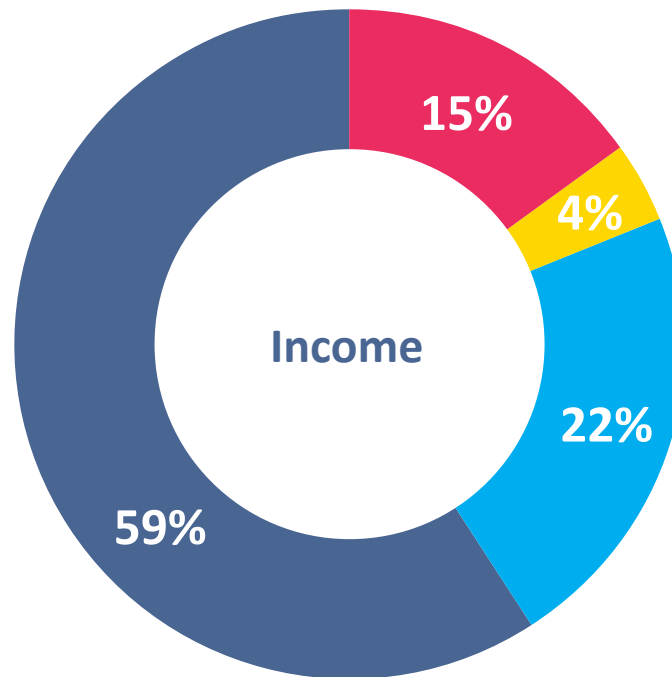
Stewardship in Action

Financial Breakdown of Income and Expenses:

Pregnancy Care Center of Petoskey receives no government funding. Our supporters are essential to our mission and continued services. We are incredibly thankful for donors like you who make our work possible.

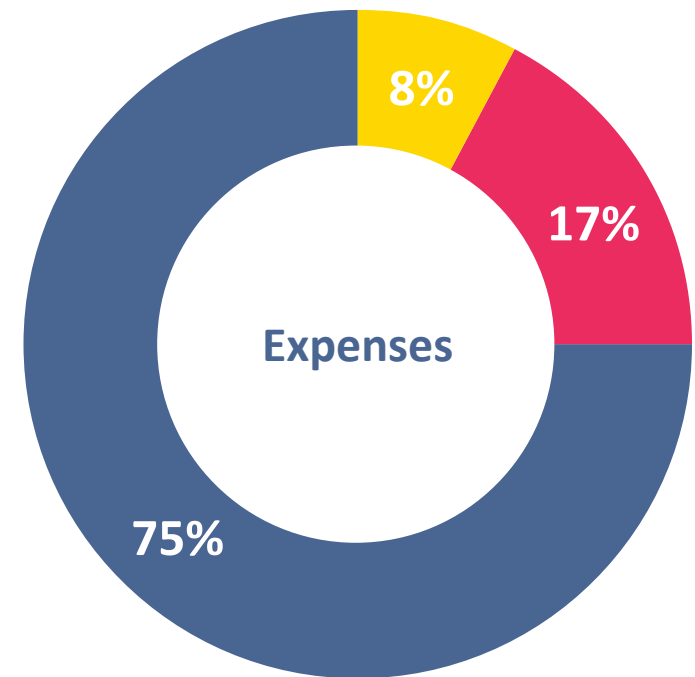
Income

- Organizations 15%
- Business 4%
- Churches 22%
- Individuals 59%



Expenses

- Fundraising 8%
- Administrative 17%
- Program 75%



For 38 years, Pregnancy Care Center of Petoskey has stood as a beacon of hope, offering life-affirming services to individuals and families in our community. This vital work is only possible because of you—your generous, life-giving support sustains and strengthens everything we do.

As we look to the future, we invite you to continue this journey with us. Your partnership empowers us to walk alongside women, men, and families with compassion, truth, and love—now and for generations to come.

Will you join us again in making a lasting difference?

Together, we are saving lives, supporting families, and creating a legacy of hope.

**SCAN THE QR CODES TO DONATE OR
VOLUNTEER WITH OUR TEAM!**

Volunteer



Donate





Pregnancy Care Center OF PETOSKEY

Difficulties are invitations to *Beautiful* new beginnings



supportersofpcc.org



231-348 -3388



2206 Mitchell Park Drive, Unit #9, Petoskey, MI 49770