

2023 A Year in Review

4 Non-Michigan-resident clients
served - GA, NY, PA, OH

20 Client zip codes
within the State of
Michigan

15 % Increase in
appointments

50 % of ultrasound
clients identifying
as anxious-minded
before ultrasound

7 % of all ultrasound clients
disclose a feeling of pressure
to abort from outside sources

22 % of abortion-
vulnerable women
chose life after
PCC ultrasound

100 Average
number
of visits
per client
journey

135 Current
active
clients

Welcome to the Pregnancy
Care Center of Petoskey's
(PCC) inaugural **Year in Review**.

The last twelve months have been remarkable and—being a season of joy and hope—we want you to know how your prayers and support have become a source of joy and hope in the lives of those we serve.

WHAT'S NEW

Executive Director

Rachael Morford transitioned from Volunteer to Board Member to Executive Director, noting "This year has been equally rewarding and challenging. Once a teen mom myself, I have a heartfelt appreciation for the services, support, and non-judgmental approach PCC offers.

My goal is to build awareness of PCC's ability to support every person's role related to a life-changing situation, unexpected or not. Our qualified care team supports fathers, legal guardians, families with 8+ children—as well as women and mothers, from prenatal to birth, and beyond—spiritually, emotionally, physically.

Four New Board Members

PCC Board of Directors has expanded to widen the breadth of accessible resources throughout our community. Board Chair, Sharie Plain, along with Bill Atkins and Rachel Manthei welcome: **Margo DaMoose**, Harbor Springs
Jennie Cope, Harbor Springs
Jeff Haven, Petoskey
Greg Law, Petoskey

We'd like to extend a huge thank you to our long-time supporters—Sam Buitendorp for his commitment and service as Board Member, and Jessie King for her dedication as secretary and Board Chair. Their time and dedication will be fondly remembered.

Post Abortion Support

PCC's volunteer care team now includes certified post-abortion support mentors available at no cost to women and men struggling in the wake of their decision.

New Incentives

Spin-to-Win - New incentives improve attendance and encourage consistency! Clients now "Spin-to-Win" a prize at the end of every visit. Prizes include gift cards for necessities (ex: gas, oil changes, groceries) and packaged

family gifts (ex: a game or movie night), as well as BONUS points to accumulate in exchange for other essentials.

Monthly Prize Drawing - With each in-person visit, clients enter into a monthly drawing for sponsored prizes such as an indoor slide/jungle gym and December's prize—a large train table and wooden train set. The addition of these incentives has improved existing clients' scheduled attendance by 15% and kept new clients consistently engaged.

WHAT'S DIFFERENT

BrightCourse

For many years, PCC has utilized BrightCourse, an in-person guided educational video series on topics ranging from pregnancy and birth to parenting and raising toddlers.

In 2023, PCC upgraded BrightCourse to include virtual access, reducing the number of missed appointments due to a client's sick child, work conflicts, or transportation issues. On-screen with a mentor, or self-guided, this flexible access helps clients and mentors stay engaged throughout the BrightCourse curriculum. Virtual access is available in both English and Spanish.

Earn While You Learn Points

Previously, "EWYL" clients earned two points for each completed BrightCourse session. Today, clients have the opportunity to receive additional points for A) completing an in-class worksheet, and B) completing homework assignments, reinforcing the principles and practices of each session within their home environment.

Fatherhood Program

Expanding BrightCourse access also added a curriculum on fatherhood. PCC currently has two BrightCourse certified male volunteer mentors helping young dads navigate their new roles. Two new clients have recently enrolled.

Mobile In-Take Forms

Allowing new clients to complete required registration forms on-line—before their first visit—prepares PCC with a better understanding of a client's mindset and their reason for visiting.

Continued...



VIDEO Scan QR code

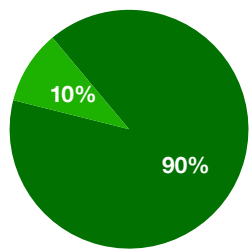
Learn how your prayers and support helped an abortion-vulnerable client choose life.



PURPOSE

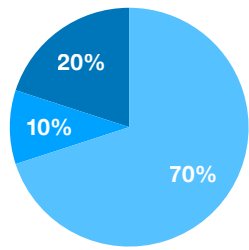
Read PCC's Statements of Purpose, Faith, and Principle.

PCC Client Stats



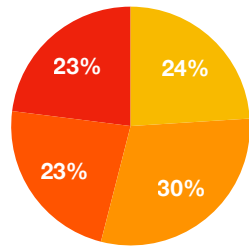
Pregnancy

- Planned
- Unexpected



Pre-Ultrasound State of Mind

- Pro-Life
- Abortion-Minded
- Abortion-Vulnerable



Current Relationship

- Married
- Single
- Committed
- Unknown

Customer Relationship Management (CRM)

As the demand for PCC’s services grows, so does the need for better tools and resources to manage relationships and interactions. A recent upgrade to our CRM software will improve communications, streamline the organization of volunteers and events, and provide consistency of transactions, and overall accountability.

Ultrasound Viewing

A large TV monitor was connected to the sonogram machine, improving the experience for already anxious women and couples coming in for an ultrasound.

WHAT’S NEEDED

Client Advocate Volunteers

PCC is currently booking out 2 weeks—able to schedule only 55% of clients seeking to improve parenting skills and earn points. Additional volunteer advocates would help us reach more clients, more regularly. Everyone wins! What it takes:

5-10 Hours of preparation training

- Self-guided BrightCourse training
- Shadowing a current Client Advocate

1 Hour/week

- On-site or virtually watching, reviewing, and discussing a BrightCourse lesson with a client

Mother’s Keepers

Every new parent needs help - even if it’s holding a baby while a struggling parent gets a nap. Tasks will vary. What it takes:

Basic Guidelines to Review and Follow 1-2 Hours/week

- In-home family care
- Duration: 12 weeks within first year of a single birth (+4 weeks for twins)
- Tasks will vary...light cleaning, errands

Church Liaisons

Be that welcoming face in a crowd for PCC clients interested in attending services within your church community. Keep your church community up to date on important PCC activities to share.

Volunteer Office Receptionist

Answering the phone, greeting clients, and scheduling appointments take away from administrative staff’s time to focus on client wellness and program efficiency. What it takes:

Pre-Qualifications

- Willingness to learn a few point-and-click computer tasks
- Friendly face to greet clients
- Other simple tasks will vary

3-4 hours/week

- 1 or 2 days/week
- Consistency is greatly appreciated

WHAT’S NEXT

Group Meetings

It is PCC’s goal to become our region’s greatest resource for pre/post-natal, families, and parenthood support. Meeting and working with others experiencing similar struggles helps everyone move forward. In the coming months, we will be exploring the possibilities of expanding PCC’s clinic space to accommodate group meetings. **PCC estimates 60 new clients, annually, attending group programming.**

STI Testing

PCC will soon begin offering screenings upon request for the presence of sexually transmitted infections (STIs). **PCC estimates 50-100 new clients, annually, with this testing.**

Abortion Reversal Pill

Starting in 2024, PCC will be providing the progesterone-heavy Abortion Reversal Pill. Increasing the amount of progesterone present within 24-48 hours after taking mifepristone (the first abortion pill, a progesterone blocker), a baby can still receive pregnancy-sustaining progesterone and has a chance of continuing to develop.

Branding Update

As PCC’s scope of valuable services broadens, our Board of Directors is reviewing ways to better communicate to the growing audience of those we serve. This critical process will begin in the first quarter of 2024.

BECAUSE OF YOU!

PCC’s client success is possible because of your continued prayers and support.

Thank you to everyone who attended our October Gala, raising \$42,000 - \$5,000 more than last year!

If you were not able to attend and would still like to make a gift, please see our donation form below.

To learn more about our programs, volunteer opportunities, or PCC’s future growth, please contact Rachael Morford, Executive Director at director@petoskeypcc.org or call 231-348-3388.

May God bless you and your families!

THANK YOU FOR YOUR PRAYERS AND SUPPORT of Pregnancy Care Center of Petoskey!

- ☐ \$5,000
- ☐ **\$2,600** Average annual expense of one family’s journey through PCC

- ☐ \$1,000
- ☐ **\$500** A week’s worth (six) ultrasounds
- ☐ \$250

- ☐ **\$50** (1) “EWYL” Appointment
- ☐ **\$25** (1) Spin-to-Win gift
- ☐ **YES!** Make this a monthly donation

WAYS TO GIVE: Check, Credit Card, On-line at supportersofpcc.org/donation, or Scan the QR Code HERE:



Name/Name on Card: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

☐ I authorize Pregnancy Care Center of Petoskey to charge my card.

Card No. _____

Exp.: _____ / _____ 3-Dig Code: _____

☐ Check #: _____

☐ Cash \$ _____ Rec’d by: _____

Pregnancy Care Center of Petoskey is a 501(c)(3) non-profit organization. All donations are tax deductible to the extent allowed by law.

♥ Please mail your gift to Pregnancy Care Center of Petoskey in the envelope provided. EIN #382779063