

History

2
0
1
0



Doubling our space offered many blessings, as well as numerous challenges and growing pains. Therefore, this year's focus has been on developing a long term plan and strategy for the ministry.

- People will continue to be our highest priority.
 - Serving the Lord by helping those in an unplanned pregnancy choose life will remain paramount. The Word is presented in every aspect of this ministry from prayers, to sharing the Gospel with every client, counseling, literature, LEAP class curriculum, and Bible Studies. Therefore, our plan is to stay true to our mission by ensuring Jesus is in every aspect of the ministry.
 - Serving clients who are making difficult choices daily is intense. There is always the knowledge that our actions and words may mean a life or death decision. Our Staff and Volunteers are our most critical resource and burnout will come if we do not care for them in the same way we care for our clients. Therefore, we are making preparations to provide a refreshing time for our wonderful workers and build an even stronger bond between them starting in January 2011.
 - Serving our clients requires volunteers who are called by God to His work. It is imperative that we prepare to serve more clients without jeopardizing the effectiveness of the ministry. With the need for a more rapid growth in volunteer recruiting and training, we are reorganizing the process for both and will put them into operation early next year.
- Advertising is essential for expanding all areas of the ministry.
 - This year, the Center updated its supporter website, Ministry Profile booklet, and tri-fold brochure. We also developed a Facebook Page to advertize/report events and a new client website. We are continuing to research other means of promoting our ministry and services.
 - Future plans include quarterly gatherings with pastors/clergy, women's ministry councils, business donors, and minorities. It is also our desire to develop leaders (a "speaker's bureau") to enable us to do even more presentations to classes, churches, etc.

Fundraising is never easy, but offered additional urgency when overhead drastically increased with the facility expansion.

- Our faith has once again been put to the test. Covering expenses during a downturn in economy and gifting presented great challenges. However, the Lord once again showed Himself faithful to this His work. By year end, He led many to invest in the cause and meet our needs.
- We have delivered our Ministry Profile booklets, and 'Change for Life' baby bottles to numerous churches. Our hope is to double the proceeds from the baby bottle campaign in 2011, and encourage more church partnerships in the future.