

Year in Review

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This year, the Center has once again experienced the Lord's Faithfulness to save lives through this, His ministry.

- With God's presence through all the years, we have been blessed to witness His incredible impact upon our clients and members of their support group. Even though, we would do it all to save one life, we are amazed at the numbers served from 2004 through 2015.
 - 1,720 persons have prayed to accept or rededicate their lives to Jesus
 - 4,387 women at risk to abort have chosen "Life" for their babies
 - 9,613 LEAP (Life Education Assistance Program) attendances have been recorded
 - 2,267 Bible Study attendances have been logged
 - 28,462 visits by clients and members of their support groups have been served
- Our clients often bring their children back year after year to express their gratitude.

In 2015, the Center implemented an advertisement campaign using Google Ads, Facebook and Mail outs.

- Based on searchers relationship to the ministry, our focus has been to direct them to one of our three websites: (www.pregnancysos.net, www.southbeltcpc.net, and www.lifelinecpc.net).
- All three sites direct prospective clients to www.pregnancysos.net where they can schedule appointments online, by text, or phone. Google ads also direct them to this site according to keyword and ZIP code inquiries. Clients' exit comments are posted on the corresponding Facebook site to encourage searching prospective clients to use our services. Information is given at the conclusion of each visit to encourage clients to write a Google review about their experience. We will continuously expand the use of social media to reach women in crisis pregnancies.
- With this increased advertising, we expect a growth in the number of clients in crisis. Therefore, we recognize the need to seek more volunteers to serve. A special packet describing the work, needs and service opportunities is being distributed as doors of opportunity open.

The Lord continues to send His faithful and generous children to support this Lifeline Ministry, and we are thankful.

- Local churches, businesses and individual donors continue to reveal their Commitment to Life through their on-going support.
- One of our board members graciously opened her home for a special "Taste of Christmas" fundraiser. This gave opportunity for our leaders to present the work of the ministry to numerous new persons beyond the banquet and baby bottle campaign.