



## STAY IN TOUCH!

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[@friendsofthepccofrockford](#)  
*Supporter Facebook Page*  
[@pccofrockford](#)  
*Client Facebook and Instagram Pages*



**The Pregnancy Care  
Center of Rockford  
2020 Year in Review**



# 2020 Year in Review

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*On the pages of this ministry update, you are invited to celebrate with us all God has accomplished through The Pregnancy Care Center of Rockford in 2020!*

*We couldn't do what we do without you, our ministry partners! THANK YOU!*



# OUR CORE VALUES

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## INTRODUCTION FROM OUR EXECUTIVE DIRECTOR

Dear Friends of The PCC,  
Wow, what a year! Looking back on 2020 I am reminded what an amazing, constant, faithful God we serve. His promises are true, He will never leave us nor forsake us. The Pregnancy Care Center felt the Lord's presence every step of the way through one of the craziest years our world has faced. On the following pages you will get a glimpse of the good that came out of 2020. We want to share with you a few updates, statistics and ways you can continue to partner with us. If any of the information you read raises questions please don't hesitate to reach out. Most importantly lives were saved in 2020 because women found The PCC and found the help and hope they needed in one of their most vulnerable times. We give God all praise honor and glory for every life saved, every successful event, and every dollar raised. ***"For from him and through him and for him are all things. To him be the glory forever! Amen."* Romans 11:36**

Loving Life,  
*Tracy Breit*

The Pregnancy Care Center's core values are **Hope, Love, Grace and Integrity.**

**HOPE:** Our hope is found in Jesus. Clients will find life giving support and resources that bring hope to the hopeless.

**LOVE:** God is love. Clients will feel loved, seen and heard from the moment they step through our doors. Every life will be loved no matter their circumstances or choices.

**GRACE:** Jesus is grace. Christ died for us so that we might live. Clients will receive grace and compassion, no judgment.

**INTEGRITY:** We will honor God by being honest and transparent. Our work will be done with excellence and our clients can trust us and our practices.

# WHO WE ARE & WHAT WE DO

The Pregnancy Care Center of Rockford exists to bring help and hope to those facing an unplanned pregnancy. We're here to support our clients through it all, more than just the initial pregnancy test. Whether it's resources we're able to provide them through our center, or ways we connect them to what they need outside the center, we will do what we can to make sure they're getting the support and care they need. Our clients can trust that everything they share at their appointment will remain confidential and that we will always offer them a safe space to discuss their options, 100% free of charge and judgement.



We know when someone unexpectedly finds out they're pregnant it can be scary and they may feel like they need to take action right away. But, we want our clients to know there's time to think, consider, and learn. Here at The PCC we seek to empower women to take the time and steps to make a wise decision for themselves. We make sure they know that they don't have to walk this path alone. We do this by offering the services listed below.

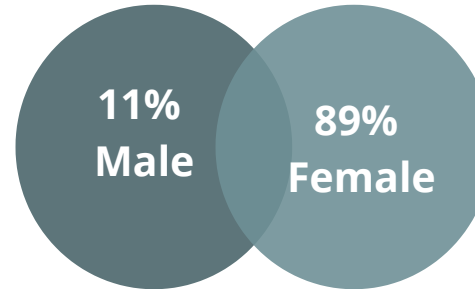
- **Pregnancy Tests**
- **Limited Ultrasounds**
- **STI Testing**
- **Mentoring**
- **Prenatal, New Baby and Breastfeeding Classes**
- **Fatherhood Mentoring**
- **Post-Abortion Mentoring**
- **Free Baby Items**
- **Referrals to Community Agencies**
- **Adoption Information and Referrals**

# WHO WE SERVE

## 2020 CLIENT DEMOGRAPHIC

### GENDER

*% of genders known*



### RACE

*% of race known*

- African American 29%**
- Asian/Pacific Islander 1%**
- Caucasian 46%**
- East Indian <1%**
- Hispanic/Latin American 17%**
- Multi-racial 4%**
- Other 2%**

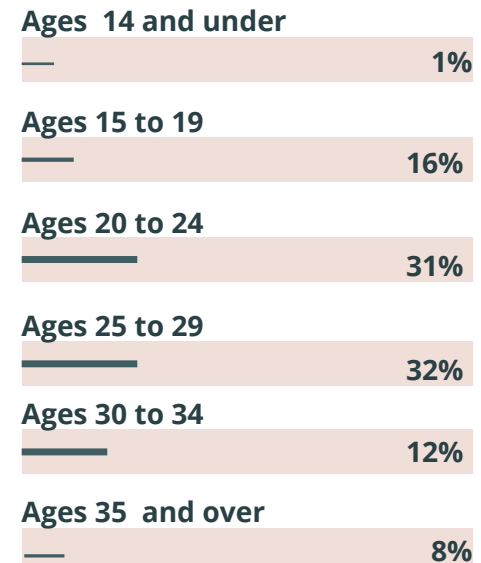
### INTENTIONS

*% of status known*

- Abortion Vulnerable 11%**
- Carry & Parent 79%**
- Carry & Undecided 12%**
- Adoption 0%**

### AGE

*% of ages known*



# HOW WE REACH THEM

## OUR MARKETING STRATEGY

### WHY IS MARKETING SO IMPORTANT?

Marketing to our clients is all about connecting to them. We want to communicate our services to them in a way that resonates with them and draws them to our center. We want to be transparent about our services and who we are so they know they can trust us before setting foot in our center. If we are unable to reach women and men in our community who are facing an unplanned pregnancy by effectively encouraging them to walk through our doors through our marketing, then we cannot help them choose life for their unborn baby.

That being said, marketing to our clients is a matter of life and death!



### TARGETED

Our target audience is sexually active women in their 20s who do not want to be pregnant. Research shows that it is these women who are the most abortion minded. Direct marketing to a target audience is crucial.

### COMPETITIVE

Whether from organizations like Planned Parenthood or on varying social media platforms like Facebook, Instagram, Snapchat, etc., our clients are constantly being bombarded with the message that abortion is an easy answer and best option for their unplanned pregnancy. Here at The PCC, we want to be heard above all of the lies and noise. Therefore we need to be strategic in our marketing to do so.

### HONEST

We always respect and speak truth to our clients with compassion. We do not deceive or mislead, judge or condemn. We are always honest about what services we do and do not provide at our center. Our clients know that we do not refer for or perform abortions.

### FUNDING NEEDED

Our marketing budget has always been minimal. In 2021 we are taking the leap and more than tripling our budget. We want to invest in new outlets like Google Ads/paid search, SEO, utilize more advertising on social media, and expand to new platforms our target audience is using in an effort to reach more women and men facing an unplanned pregnancy. We hope to raise additional funds this year to continue to grow our marketing budget.

# 2020 CENTER OVERVIEW

Our theme for 2020 was "Loving Life." Our goal was to love every life we connected with. Loving the life of the woman who is scared and uncertain, loving the life that has been knit together in their womb, and all others involved.

ULTRASOUNDS **448**  
DISTINCT CLIENTS **698**  
CLIENT VISITS **1972**  
STORK BUS CLIENTS **223**  
STUDENTS IN POSITIVE CHOICES **288**



## 2020 EVENTS

### Virtual Banquet: **\$75,826!**

Taking our annual banquet virtual in June was a hard decision to make, but it gave us a unique opportunity to bring our mission, staff, and clients right into the homes of our supporters.

### Diaper Giveaways & Summer Celebration

Due to the restrictions and safety precautions from Covid-19, we were unable to send our Stork Bus back out for pregnancy tests and ultrasounds in the spring. Instead, we handed out free diapers and wipes. Approximately 180 people came throughout the five weeks and we gave out 248 bags of diapers and wipes - that's 4,960 diapers!

Our Summer Celebration also looked different this year, but we were still able to support over 200 people in our community by hosting a drive thru event! Along with the diapers, wipes and clothes we usually give out, we were able to send home some groceries and children's toiletries too!

### Hike for Life : **\$76,151!**

Our Hike for Life on September 26th was a great success! Not only did we have one of the highest attended hikes, but we raised more than ever before, bringing in over \$75,000! We offered a Hike from Home option and staggered our start times to allow a little more space for the event and everyone had a great and safe time! Thank you so much for the support!

### YEAR END : **\$136,436!**

To say we are blown away by your generous giving this year is an understatement. To be honest, we didn't know what to expect this year, but God has continued to faithfully provide for our center, more than we could have imagined! Each year end gift we received will greatly impact the lives of our clients.

# HOW WE ARE FUNDED

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The Pregnancy Care Center of Rockford is a 501c(3) organization. All donations made to us are tax-deductible.

We do not receive any government funding. This allows us to share the gospel and pray with our clients. It allows us to share with them that the services we provide are based on a biblical world view.

Based off our 2020 budget, 42% of our income comes from our Annual Banquet, Hike for Life, Baby Bottle Boomerang, and other small fundraisers. 40% of our income comes from individual donors, 11% from local churches, 5% from various grants, and 2% from corporate donations.

**We are so blessed to be able to tell our clients that their appointments are completely free of charge! We are grateful for the continued support from our generous donors. It is those gifts that keep our center going!**

**992**

**INDIVIDUAL DONORS IN 2020**

**53**

**BUSINESSES IN 2020**

**38**

**CHURCHES IN 2020**

**We operate our center with integrity and transparency, as seen in our annual audit and financial reporting.** We are required to file an annual IRS 990 form. You can view this form online at <https://thepregnancycarecenter.org/support-the-center/donate/> or request a copy of our yearly audit.

# BUDGET OVERVIEW & COMPARISON

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<b>INCOME</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
BABY BOTTLE BOOMERANG	\$23,721	\$23,567	\$28,483
BANQUET	\$75,826	\$76,135	\$81,032
CHURCH DONATIONS	\$44,795	\$41,855	\$43,749
CORPORATE DONATIONS	\$41,704	\$8,058	\$7,079
GENERAL DONATIONS	\$225,351	\$177,359	\$164,405
GRANTS	\$21,600	\$26,700	\$24,350
HIKE FOR LIFE	\$76,151	\$58,178	\$57,091
OTHER FUNDRAISING	\$5,371	\$6,646	\$6,285
PPP LOAN 2020	\$45,000	\$0	\$0
<b>TOTAL INCOME</b>	<b>\$559,519</b>	<b>\$418,497</b>	<b>\$412,474</b>
<b>TOTAL EXPENSES</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
	<b>\$361,325</b>	<b>\$385,274</b>	<b>\$395,756</b>

# LOOKING TO 2021

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**Our approved 2021 budget is \$415,000.** This year, we have increased our marketing budget in hopes to reach more abortion minded clients in our community. In 2020, our marketing budget was \$5,000. Our 2021 marketing budget is \$24,000! We look forward to seeing the impact those extra funds will make. We also added funds to our Client Education budget to include our Bright Course curriculum, which is \$1,500 a year. We loved introducing this curriculum to the center this year, and that it gives us the opportunity to meet our clients right where they're at. Overall, our budget increases for 2021 are focused on our clients, in an effort to continually practice our mission of bringing them help and hope in more practical ways.

# YOUR PART

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## PRAY

Pray for The PCC's clients, staff, volunteers, community partners and donors. Pray for our government and country to recognize abortion for what it is and begin to value life from conception.

## FINANCIAL SUPPORT

### Become a Monthly Donor:

Monthly donations are the life line for our center. They make an immediate impact and save lives. No amount is too small!

**One Time Gifts:** We are so thankful for your one time gifts for special needs or projects, in response to a fundraiser, or in memory of a friend or family member.

**In-Kind Gifts:** Donations of goods and needed items go a long way in helping us reach more clients.

## VOLUNTEER

The PCC is always looking for volunteers that can mentor clients, work at the reception desk, organize donations or meet with students in schools. You can find more information and the volunteer application on our website.

**Transfer of Stock:** This options has tax benefits for our donors.

**Give a gift to the endowment fund and/or include The PCC in your Estate Plan or will:** This ensures that The PCC will be around for years to come, continuing to serve our community.

**Qualified Charitable Donation:** Individuals over 70 and a half years old can make a donation from an IRA as a tax and penalty-free way to support The PCC.

# STAY CONNECTED

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## GENERAL MAILING LIST

We will only send out mail when we feel it's necessary to communicate with you and keep you informed.

## FOLLOW US

If there's anything going on at The PCC, social media is one of the first places it'll be! We also post prayer requests, needed items, appreciation posts to our supporters and more.

## SEASONAL NEWSLETTER

We send out our seasonal newsletter filled with stories, updates, upcoming events, client quotes and more. You can receive the newsletters in your mailbox, email, or you can download a PDF from our website. Let us know if you would like us to add you to our newsletter mailing list!

## MONTHLY UPDATE VIDEOS

In 2021, we will be creating a video each month updating our supporters with powerful client stories, upcoming events and anything else we think you'd want to know. Your prayers and gifts make such a difference in the lives of our clients, and we want you to see that! These videos will be available on our Facebook and YouTube pages.



Have you seen our center in person? We would love to give you a tour, tell you more about the center and answer any questions you might have! To schedule a tour, please email [amanda@thepregnancycenter.org](mailto:amanda@thepregnancycenter.org).