

The Pregnancy Care Center of Rockford

2021 in Review



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On the pages of this ministry update, you are invited to celebrate with us all God accomplished through The Pregnancy Care Center of Rockford in 2021!

We couldn't do what we do without you, our friends! THANK YOU!

Introduction From Our Executive Director —



Dear Friends of The PCC,

He did it again! God moved in exceedingly, abundantly more ways than we could ever have asked or imagined. I shouldn't be surprised. I should have never doubted. The Pregnancy Care Center is doing the Lord's work, day in and day out. Our prayer always has been and always will be that God is honored in every piece of the client experience as well as in the way we steward every donated dollar. 2021 was another incredible year of provision, but we also served the most clients we have ever served in a year! I can't thank you enough for being a part of this life-saving journey and for standing with us as we fight for LIFE. I hope you enjoy reading more about our center and how 2021 wrapped up. If any of the information you read in this booklet raises questions, please don't hesitate to reach out. ***"Now to him who is able to do immeasurably more than all we ask or imagine, according to his power that is at work within us, to him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen."***

Loving Life,

Tracy Breit

Our Core Values



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.



2021 Members



**MARY BETH CLAUSEN,
PRESIDENT
MORRISSEY FAMILY
BUSINESSES**



**BRIAN MULDER,
VICE PRESIDENT
ORTHO ILLINOIS**



**PAUL LONER,
TREASURER
SERVICE 1 FINANCIAL**



**CHERYL SIO,
SECRETARY
MEMBERSALLIANCE
CREDIT UNION**



**JOEY CLAPP
MORNING STAR CHURCH**



**PAUL KEHOE
KEHOE INSURANCE AGENCY**



**DANNA KRISCHKE
STATE FARM**



**NOEL STERETT
DALTON & TOMICH, PLC**



**SHARANDA WARREN
STAFF MANAGEMENT, INC.**

Who We Are and 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 judgment.



We know when someone unexpectedly finds out she's pregnant, it can be scary, and she 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**
- **Ultrasounds**
- **STI Testing**
- **Mentoring through our Countdown to Parenthood Program**
- **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

2021 CLIENT DEMOGRAPHIC

GENDER

% of genders known

4%
Male

96%
Female

RACE

% of race known

African American 18%

Asian/Pacific Islander 1%

Caucasian 35%

Hispanic/Latin American 13%

Multi-racial 4%

Other 2%

INTENTIONS

% of status known

Abortion Vulnerable 37%

Carry & Parent 51%

Carry & Undecided 12%

Adoption .01%

AGE

% of ages known

Ages 14 and under

1%

Ages 15 to 19

13%

Ages 20 to 29

51%

Ages 30 and over

23%

MARITAL STATUS

% of status known

Married 13%

Cohabiting 7%

Engaged 6%

Single 49%



2021 Center Overview

DISTINCT CLIENTS **913**

CLIENT VISITS **2884**

PREGNANCY TESTS **651**

ULTRASOUNDS **773**

STI TESTS **288**

COUNTDOWN TO PARENTHOOD **72**
(C2P) COMPLETIONS

When a client completes our C2P, she gets a shopping trip in our Baby Boutique!

NEWBORN PHOTO SHOOTS **35**

When a client completes her 10th visit in C2P, they earn a newborn photo session with Amanda Clinton Photography!

CLASS ATTENDEES **154**

POST-ABORTION CARE CLIENTS **3**

STORK BUS CLIENTS **62**

STUDENTS IN POSITIVE CHOICES **44**

2021 Events

Virtual Banquet: \$106,309

WOW. God is SO good! We were able to move forward with the purchase of two new ultrasound machines with funds raised from our virtual banquet! We were also able to continue to expand our marketing budget and reach more abortion-minded women.

Baby Bottle Boomerang (BBB): \$45,032

In 2021, we launched our BBB's new dates, Mother's Day-Father's Day, and it was AMAZING! We had the most churches involved and raised the most we ever have through BBB.

Hike for Life : \$156,383

Over 500 people gathered to make our Lois Dixon Memorial Hike for Life our best hike ever! Its fundraising far exceeded anything we could have imagined. Our goal was to raise \$60,000. Thanks to our sponsors and hikers, our total raised was \$106,383! However, that does not include the \$50,000 match an anonymous donor graciously gave, so our GRAND TOTAL was \$156,383!

Year-End : \$136,024

2021 wrapped up beautifully with yet another overpowering of funds supporting the center. Each and every dollar from our Year-End campaign went into our endowment fund, to ensure that The PCC will continue to be a place of help and hope in our community for many years to come.

Community Outreach

Diaper Giveaways

On June 17th, The PCC partnered with City First Church as they did a drive-thru food distribution for the community. We were able to give away diapers and wipes to over 200 people in need.

Emergency Packs

Every three months, anyone in the community can come to our center and receive diapers, wipes, formula and other needed baby items. In 2021, we gave out **213** emergency packs. This is a 50% increase from 2020.

Christmas Project

Our great room was overflowing with Christmas presents in December. Friends of The PCC helped sponsor 37 client families, totaling 174 people who were blessed this Christmas by supporters' generosity! We loved seeing the joy it brought our clients when they picked up their gifts.



How We Are Funded

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.

As we look at our 2021 numbers, 39% of our income came from events (Banquet, Hike for Life, Baby Bottle Boomerang, and other small fundraisers). 44% of our income came from individual donors, 5% from local churches, 3% from grants, and 5% from business/corporate donations. The other 4% came from an insurance claim on siding for our building.

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 your gifts that keep our center going!

1,315

INDIVIDUAL DONORS IN 2021

53

BUSINESSES IN 2021

37

CHURCHES IN 2021

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 request a copy of our yearly audit and/or our 990 by emailing Amanda at amanda@thepregnancycarecenter.org.

Budget Overview & Comparison

INCOME	2021	2020	2019
BABY BOTTLE BOOMERANG	\$45,032	\$23,721	\$23,567
BANQUET	\$106,309	\$75,826	\$76,135
CHURCH DONATIONS	\$42,105	\$44,795	\$41,855
CORPORATE DONATIONS	\$40,309	\$41,704	\$8,058
GENERAL DONATIONS	\$349,845	\$225,351	\$177,359
GRANTS	\$26,800	\$21,600	\$26,700
HIKE FOR LIFE	\$156,383	\$76,151	\$58,178
OTHER FUNDRAISING	\$6,787	\$5,371	\$6,646
PPP LOAN 2020	\$0	\$45,000	\$0
INSURANCE SIDING CLAIM	\$29,086	\$0	\$0
TOTAL INCOME	\$802,656	\$559,519	\$418,497
EXPENSES	2021	2020	2019
CHARITABLE	\$288,830	\$267,545	\$291,227
DEVELOPMENTAL	\$89,306	\$71,927	\$75,881
AMINISTRATIVE	\$64,180	\$65,642	\$63,349
TOTAL EXPENSES	\$443,447	\$405,115	\$430,457
NET INCOME	2021	2020	2019
	\$359,432	\$153,109	\$23,237
NET ASSETS	2021	2020	2019
	\$1,094,569	\$705,974	\$544,254

Looking to 2022

Our center is growing in so many ways! In 2021, we saw more distinct clients than ever before, raised more funds than ever before, and we added three new staff members to our team. We can't wait to see how this growth continues in 2022!

Our approved 2022 budget is \$525,000. This year, we have yet again increased our marketing budget in hopes of reaching even more abortion-minded women in our community. We have also increased our Client Education and Supplies budget so we can meet more client needs, as well as make sure our boutique is stocked with needed items to bless our clients and community members.



Your Part



PRAY

Pray for our clients, staff, volunteers, community partners, and donors. Pray for our government, both state and federal, to recognize abortion for what it is and begin to value life from conception.

SUPPORT

Become a Monthly Donor:

Monthly donations are the lifeline for our center. They make an immediate impact and save lives. No amount is too small! In 2021, we had **103** monthly donors!

One Time Gifts: We are so thankful for your one-time gifts for special needs or projects, general operations, 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 who 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 option 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 72 can make a donation from an IRA as a tax and penalty-free way to support The PCC.

If you have any questions about these gifts and would like to sit down with a member of our board to learn more, please let us know.

Stay Connected



GENERAL MAILING LIST

We will only send out mail when we feel it's necessary to communicate with you and keep you informed. Typical mailings from us include our invitations to events, fundraising letters, and newsletters.

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!

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, items needed, appreciation posts to our supporters and more. Find us on Facebook at **@friendsofthepccofrockford**

MONTHLY UPDATE VIDEOS

We create 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.

Stay in Touch

CALL

815.997.1200

EMAIL

info@thepregnancycenter.org

LOCATION

4108 MORSAY DRIVE
ROCKFORD, IL 61107



All of the images in this booklet are PCC clients, taken by Amanda Clinton Photography!

WEBSITE

www.thepregnancycenter.org

SOCIAL MEDIA

@friendsofthepccofrockford
Supporter Facebook Page

@pccofrockford
Client Facebook and Instagram Pages

