



2022  
*in Review*



# Content

**Introduction**

**Who We Served**

**How We Served**

**Looking Back on 2022**

**How We Are Funded**

**Budget Overview**

**Board Roster**

**Looking to 2023**

**Your Part**

**Stay Connected**



**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 2022!**

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

# Introduction From Our Executive Director



Dear Friends of The PCC,

What a monumental year! As I reflect on all that 2022 was, I am full of gratitude, excitement, and humility. I am beyond grateful to have witnessed the overturning of Roe v. Wade and thankful for those who have prayed and waited for that day for nearly 50 years. I am excited that we were able to serve more women and men than ever before. This means HELP and HOPE in the name of Jesus were extended to over 1,100 people, and that brings a huge smile to my face. I am humbled by you—our generous supporter—who helped us raise more funds than ever before! In 2022, we were able to say yes to new initiatives, expanding marketing and purchasing which directly met client needs thanks to successful fundraising events. Our staff continues to do an amazing job of showing God's love to all clients and students on a daily basis, and God has given us a wise and prayerful board of directors—these are two things I think are going to be oh so important as we head into 2023. Since the overturn of Roe, we saw an increase in the number of abortion-minded contacts we received, and now, as abortion makes its way back to Rockford, our work and mission are even more critical. 2022 was a really good year, but bring on 2023! We are ready for whatever comes our way!

Loving Life,  
*Tracy Breit*

# Who We Served

**THANKS TO YOUR GENOROSITY AND INCREASED MARKETING EFFORTS, WE SERVED MORE DISTINCT CLIENTS THAN EVER BEFORE!**

**WE ALSO SAW A HUGE INCREASE IN THE NUMBER OF ABORTION-MINDED WOMEN REACHING OUT TO THE CENTER!**



**1,178  
DISTINCT CLIENTS**

**3,889  
CLIENT VISITS**

# How We Served

**797 PREGNANCY TESTS**

**982 ULTRASOUNDS**

**393 STI TESTS**

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

*Clients attended 12 sessions and received a shopping trip in our Baby Boutique!*

**48 NEWBORN PHOTO SHOOTS**

*When a client completes her 10th visit in C2P, she earns a newborn photo session with Amanda Clinton Photography! You get to see some of those images throughout this booklet!*

**153 CLASS ATTENDEES**

**3 POST-ABORTION CARE CLIENTS**

**58 STORK BUS CLIENTS**

**186 POSITIVE CHOICES STUDENTS**

*In 2022, we had Positive Choices Groups in Belvidere South, Harlem, and Roscoe middle schools. We also had presentations at Rock House Kids, Rockford Christian, and Rockford University.*

# How We Served

## NEW SERVICE OFFERED!



In 2022, The Pregnancy Care Center began offering the Abortion Pill Reversal. Abortion Pill Reversal (APR) is a protocol created by physicians, designed for women who have begun a chemical abortion/medication abortion within the first ten weeks of their pregnancy, and now desire to have their abortion reversed. APR is designed to intervene within the first 72 hours of beginning the chemical abortion by providing the woman with progesterone, which can reverse the effects of the initial medication taken for a chemical abortion.

### **IT IS 68% EFFECTIVE AND HAS SAVED OVER 4,000 BABIES AND COUNTING!**

In 2022, we had the opportunity to talk with several women who called the APR hotline and were referred to us. To date, we have yet to have a successful reversal, but our nurses are anticipating an increase in APR clients as the abortion clinics open in Rockford.

The Pregnancy Care Center of Rockford is proud to offer this option for women making difficult pregnancy decisions. If you would like to learn more about APR, feel free to contact either of our Nurse Managers!



# 2022 Events

## **Annual Banquet: \$137,054**

Over 400 people gathered at The Embassy Suites of Rockford to CELEBRATE LIFE! It was a beautiful evening filled with AWE as we heard stories of hope and transformation, honored lifesaving supporters, and shared new endeavors for the future.



## **Baby Bottle Boomerang (BBB): \$53,082**

33 local churches participated in our BBB this year, with over 2,000 bottles being distributed. YOU filled those bottles to the brim with cash, checks, and coins, and it was a huge blessing!



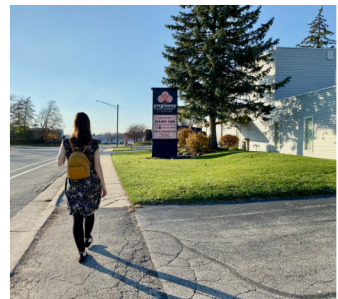
## **Hike for Life : \$138,800**

Over 600 people gathered at First Free Rockford for our Hike for Life. It was a fun-filled morning with lots of activities, food, and a walk around First Free's property to honor the beauty of life. A huge thank you to everyone who came out and also donated to The PCC through our Hike!



## **Year-End : \$143,571**

2022 wrapped up beautifully! Thanks to your generous response, we have secured the billboard on the SE corner of Alpine Rd and Morsay Dr, where we point women driving to the abortion clinic to the *Hope Around the Corner*.



# Community Outreach

## Diaper Giveaways

On June 14th and November 22nd, The PCC partnered with City First Church and the Northern IL Food Bank as they did a drive-thru food distribution for the community. We were able to give away diapers and wipes to over **325** families through those two events!

## Emergency Packs

Every three months, anyone in the community can come to our center and receive diapers, wipes, clothing, formula and other needed baby items. In 2022, we gave out **447** emergency packs.

## Christmas Project

Our greatroom was overflowing with Christmas presents in December. Friends of The PCC helped sponsor **28 client** families, totaling **130 people** who were blessed this Christmas by supporters' generosity! We loved seeing the joy it brought our clients when they picked up their gifts.



## Health Fairs

In an effort to be out in our community more, we had the opportunity to have a space at two local health fairs: one at Rockford University and one in Boone County. We are already working on more ways to raise awareness and be engaged in the Rockford community in 2023!



# How We Are Funded

The Pregnancy Care Center of Rockford is a 501c(3) organization. All donations given 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 2022 numbers, **48% of our income came from individual donors.** 37% of our income came from events (Banquet, Hike for Life, Baby Bottle Boomerang, and other small fundraisers), **8%** from local churches, **3%** from grants, and **4%** from business/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 your gifts that keep our center going!**

**1,375**

**INDIVIDUAL DONORS**

**43**

**BUSINESSES**

**52**

**CHURCHES**

**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](mailto:amanda@thepregnancycarecenter.org), or by visiting <https://friendsofthepcc.org/donate/support-the-center>.

# Budget Overview & Comparison

<b>INCOME</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>
BABY BOTTLE BOOMERANG	\$53,082	\$45,032	\$23,721
BANQUET	\$137,054	\$106,309	\$75,826
CHURCH DONATIONS	\$73,037	\$42,105	\$44,795
CORPORATE DONATIONS	\$40,375	\$40,308	\$41,704
GENERAL DONATIONS	\$448,383	\$350,068	\$225,351
GRANTS	\$32,000	\$26,799	\$21,600
HIKE FOR LIFE	\$138,800	\$156,383	\$76,151
OTHER FUNDRAISING	\$13,771	\$6,787	\$5,371
PPP LOAN 2020	\$0	\$0	\$45,000
INSURANCE SIDING CLAIM	\$0	\$29,086	\$0
<b>TOTAL INCOME</b>	<b>\$936,502</b>	<b>\$802,877</b>	<b>\$558,223</b>
<b>EXPENSES</b>			
CHARITABLE	\$433,706	\$292,217	\$267,545
DEVELOPMENTAL	\$117,143	\$89,399	\$71,927
ADMINISTRATIVE	\$73,075	\$64,202	\$65,643
<b>TOTAL EXPENSES</b>	<b>\$623,924</b>	<b>\$445,818</b>	<b>\$405,115</b>
<b>NET INCOME</b>	<b>\$312,578</b>	<b>\$357,059</b>	<b>\$153,108</b>
<b>NET ASSETS</b>	<b>\$1,314,990</b>	<b>\$1,094,569</b>	<b>\$705,974</b>

# Looking to 2023

Our center is growing in so many ways! In 2022, we saw more distinct clients than ever before and raised more funds than ever before. God is doing big things! We can't wait to see how this growth continues in 2023!

**Our approved 2023 budget is \$700,000.** 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.

**In 2023, The Pregnancy Care Center of Rockford is celebrating 40 years of offering help and hope in the Rockford area!**



Have you seen our billboard at the southeast corner of Alpine Road and Morsay Drive? Our year-end campaign helped fund a year-long placement of our new sign, literally pointing people to the help and hope they can find at the center! Keep your eye out for the image below!

A billboard advertisement for The Pregnancy Care Center of Rockford. The background is a blurred image of a hand holding a white pregnancy test stick. In the top left corner, there is a logo for "THE pregnancy care center OF ROCKFORD" featuring a stylized pink and orange flower. The main text on the billboard reads: "THINK YOU'RE PREGNANT? WE CAN HELP. FREE PREGNANCY TEST, ULTRASOUND & STI TESTING". At the bottom left, there is a black arrow pointing left with the text "TURN LEFT AT LIGHT" below it. At the bottom right, the website address "thepregnancycarecenter.org" is displayed in a bold, black, sans-serif font.

**THINK YOU'RE PREGNANT?  
WE CAN HELP.  
FREE  
PREGNANCY TEST,  
ULTRASOUND & STI TESTING**

**TURN LEFT AT LIGHT** [thepregnancycarecenter.org](http://thepregnancycarecenter.org)

# 2022 PCC Staff



**TRACY BREIT**  
**EXECUTIVE DIRECTOR**



**AMANDA GEASCHEL**  
**DIRECTOR OF MARKETING  
& FINANCE**



**ROBIN GRIFFIN**  
**NURSE MANAGER**



**ELLEN GROENWALD**  
**CLIENT ADVOCATE &  
COMMUNITY OUTREACH  
COORDINATOR**



**KATHY HARMS**  
**MOBILE UNIT  
DIRECTOR**



**KIRA SAYLER**  
**CLIENT ADVOCATE**



**KARIN SHAVER**  
**CLIENT ADVOCATE**



**ELLIE SCHNEIDER**  
**CENTER ASSISTANT**



**VICKY STEEGE**  
**CENTER DIRECTOR**



**SHEILA SWANSON**  
**NURSE MANAGER**



**NIKKI TIBBETTS**  
**DIRECTOR OF  
EDUCATION**

# 2022 Board 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**  
**INSURANCE**



**NOEL STERETT**  
**DALTON & TOMICH, PLC**



**SHARANDA WARREN**  
**STAFF**  
**MANAGEMENT, INC.**

*Thank you for your  
leadership and wisdom!*

# Your Part



## **PRAY**

Pray for our clients, staff, and volunteers. Would you like to receive updates when we have a prayer request? Sign up for our PCC Prayer Warrior texts! Visit [friendsofthepcc.org/prayer-warriors](http://friendsofthepcc.org/prayer-warriors).

## **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 2022, we had **138** 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 baby items from our wishlist and needed items go a long way in helping us bless more clients.

## **VOLUNTEER**

The PCC is always looking for male and female 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 73 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.


# See the Center



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, call Tracy at 815-680-5101.



# Stay Connected

 815.997.1200

 [info@thepregnancycenter.org](mailto:info@thepregnancycenter.org)

 4108 Morsay Drive Rockford, IL 61107

 [www.friendsofthepcc.org](http://www.friendsofthepcc.org)

 [www.thepregnancycenter.org](http://www.thepregnancycenter.org)

 [@friendsofthepccofrockford](https://www.facebook.com/friendsofthepccofrockford)

 [@pccofrockford](https://www.instagram.com/pccofrockford)



All of the images in this booklet are 2022 PCC clients, taken by Amanda Clinton Photography!