



Help Her FIND US FIRST

On a Tuesday in December of 1977, my husband was scheduled to be aborted. His 15-year-old mother discovered she was pregnant, and his grandmother scheduled an abortion, fearing this pregnancy would rob her daughter of a future.

At The PCC, we have a passion to make sure every woman facing a pregnancy she perceives as a threat to her future is provided the opportunity to understand all the support and resources available to her. A woman should never have to choose an abortion because she believes that is her only option. The PCC provides a space for a woman to make a life-affirming decision in a place that will not profit from her decision.

By the grace of God, my husband's mom reached out and found help from two trusted people in her community. They supported her and made it possible for her to find a safe place to stay in order to save the life of her baby. Today, when a woman is facing an unplanned pregnancy, she often feels alone and isn't ready to talk to anyone, so she reaches for her phone for answers. At The PCC it is our desire that when she reaches for her phone and starts searching for help, she will **find us first**.

How will she find us? How will she know about the free services we provide? How will she know about Abortion Pill Reversal? How will she know about the help and hope we offer? She will find our ads on her phone first. She will drive by and see one of our two billboards in our city. She will see a sign for our Center when she steps onto one of Rockford's buses. Through various outlets, she will be directed to the loving arms of The Pregnancy Care Center.



Our highest priority is reaching women so that when they pick up their phones and search for help, they will know that abortion is not their only option. With soon-to-be two abortion facilities in our city, it is urgent that The PCC be at the top of the woman's online search **so she can find us first.**

Intentional and strategic online marketing is one way we push back the darkness in this fight for abundant life. We want to be the first ad she sees and website she finds so she will schedule an appointment and find help and hope. **Will you help her find us first?**

Our desire is to see the lives of our clients transformed through the gospel of Jesus Christ. We want to empower them to choose life and to walk in abundant life for their families. We cannot do this if we cannot reach them.

\$1,633 would pay for one month of our billboards in 2024. **Will you help her find us first** by making a one-time gift?

Your monthly donation of \$75 would cover the cost of a client walking through our Countdown to Parenthood program. **Will you help her find us first** by becoming a monthly donor, so she can participate in our mentoring and educational programs?

Will you help her find us first? Your gift, no matter the amount, will help the abortion-minded woman in our community find the help and hope, offered through Christ, at The PCC.

For Abundant Life,

Nikki Tibbetts
Executive Director

*Ways
to give:*

**Scan the QR code to give online. You can also visit friendsofthepcc.org/donate.
Select Year End 2023 as the fund.**

Fill out the enclosed response card and mail it to our center.

Call Amanda at 815-680-5107 to give a gift over the phone.

