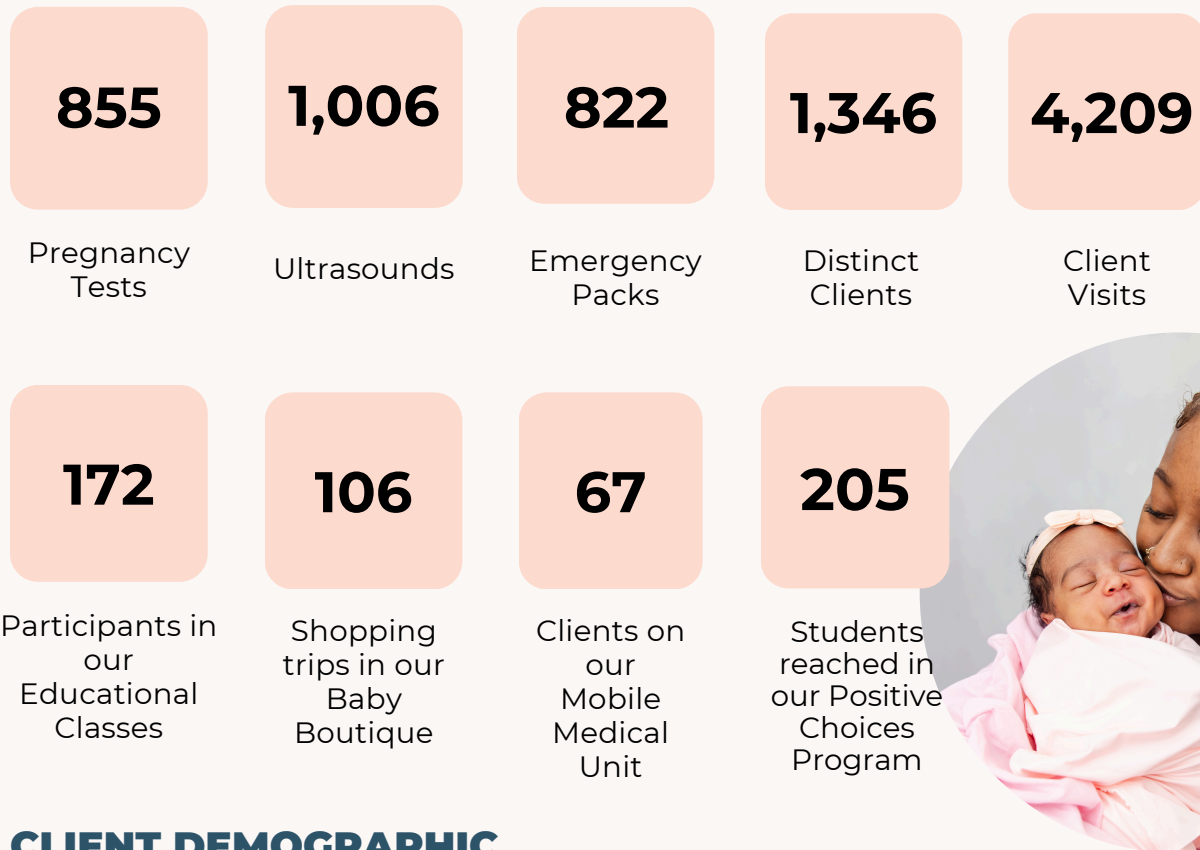


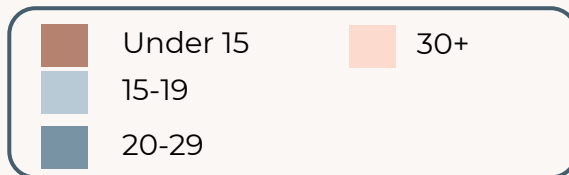
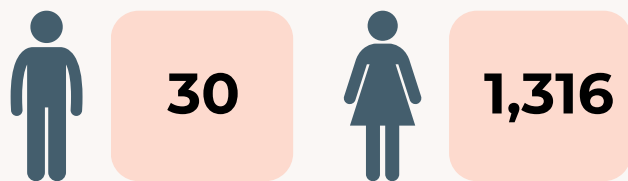
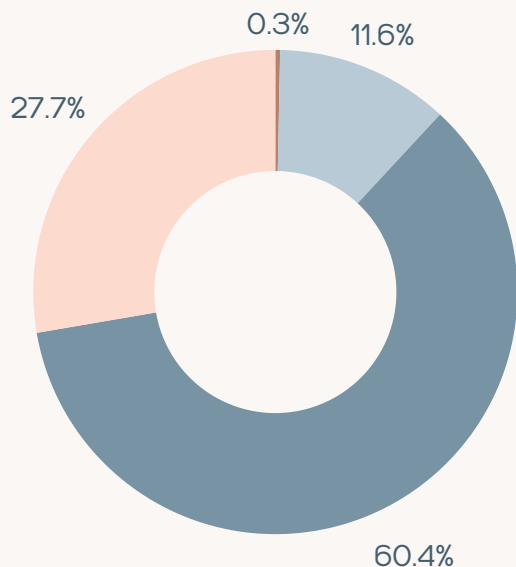
# 2024 IMPACT REPORT

“Maggie always made me feel welcomed. When I felt overwhelmed, the Center assured me that things would work out. I'm so grateful for The PCC. I don't know if I would be as prepared or as confident to parent without them. I'm so glad I found the Center!”

## COMMUNITY IMPACT



## CLIENT DEMOGRAPHIC



# INCOME— AN ABUNDANCE OF BLESSINGS

In 2024, we experienced an incredible outpouring of financial provision! Every single dollar entrusted to us played a vital role in offering our services at no cost to the families we serve. It also allows us to save and invest for future strategic efforts; to remain proactive and innovative in reaching more abortion-minded women—those who feel isolated, trapped, and without options.

While we are deeply grateful for the generous support we received in 2024, but we need your ongoing partnership to expand our reach and help even more families. Together, we can build on this momentum and ensure that we have the resources to make an even greater impact in the year ahead. Here in Rockford, the abortion-minded woman can easily find two places to end the life growing within her. Our mission is to ensure she finds us first—where help, hope, and life-changing support await her at The PCC.

We are humbled by how the Lord blessed our Center in 2024, and we look forward with excitement and determination to what He will accomplish through us in 2025. Thank you for standing with us!

Income	
Baby Bottle Boomerang	\$103,515
Banquet	\$185,564
Churches	\$ 97,544
Corporate Giving	\$42,224
Covered Processing Fees	\$1,650
Fundraising	\$16,485
General Giving	\$421,039
Grants	\$38,305
Hike for Life	\$117,539
<b>Total Income 2024</b>	<b>\$1,023,865</b>

Expenses	
Charitable Operations	\$612,303
Developmental Operations	\$119,061
Administrative Operations	\$81,778
<b>Total Expenses 2024</b>	<b>\$813,142</b>

## WHAT'S IN STORE FOR 2025



In 2025, we are more committed than ever to offering help and hope to those facing pregnancy decisions. With two locations in our city now offering abortion services, our goal is for women to find us first. Here, they will experience a life-affirming environment built on truth and compassion—without any financial interest in their decisions.

We are also excited to announce our partnership with Sidewalk Advocates for Life, a trained group offering help and hope to women outside abortion facilities. Sidewalk Advocates invite women to visit our Center or Mobile Medical Unit, where they can receive pregnancy tests, ultrasounds, and holistic support—spiritual, emotional, and material—all at no cost.

Our prayer for 2025 is not only to see more women choose life for their unborn children, but, even more importantly, to experience abundant life in Christ. Our staff remains dedicated to sharing the gospel, helping women and families connect with local churches through our Embrace Grace partnerships, and working to break generational patterns of hurt and brokenness.

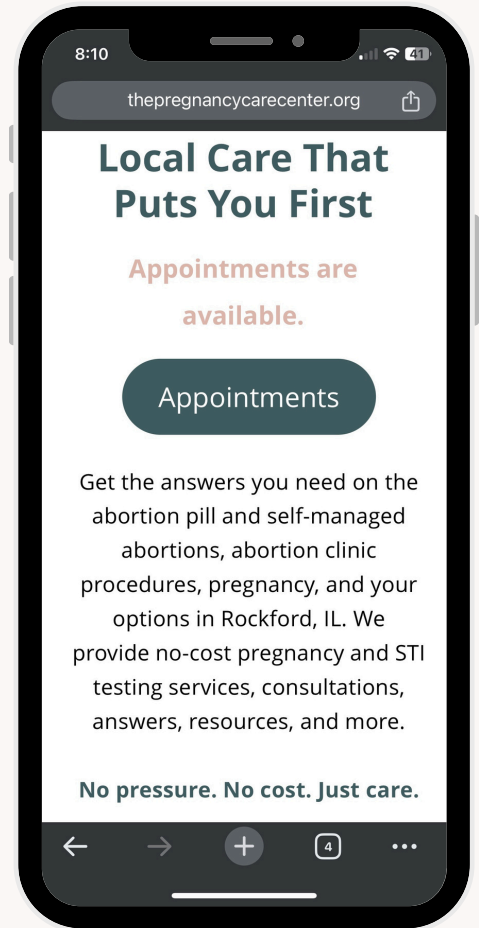
Together, we are making abortion unthinkable and unimaginable in our city—through the heart transformation that only Christ can bring. This is what a pro-abundant life culture looks like, and we are grateful for your partnership in this mission. We can't do it alone. Your support, along with your church's commitment to welcoming families and living out the Great Commandments and Great Commission—to love God, love our neighbors, and make disciples—will continue to help us create a culture FOR life in our community. Thank you for being a vital part of this work! We cannot wait to see what the Lord has in store for us in 2025!

## NEW WAYS TO REACH HER FIRST IN 2025

On January 1st, we transitioned from Choose Life Marketing to Stories Marketing to manage our marketing efforts, ushering in a much-needed reset and refresh for our Center. This change included increasing our Google Ad spend, optimizing SEO, launching Snapchat Ads, and revamping our entire client website. Within just the first nine days of this partnership, we received 54 online submissions for appointments and inquiries—a tremendous start to 2025!

Here in Rockford, women can find two easily-accessible options for women considering ending the life of their unborn child, and these places are doing everything they can to be her first call. But at The PCC, we are committed to *reach her first*. By pursuing innovative marketing strategies, expanding outreach opportunities, and increasing funding for these efforts.

We're also thrilled to expand our presence on Rockford's college campuses. At Rockford University, we continue to lead a health class each semester for incoming students, sharing information about The PCC's services. Additionally, last fall, we participated in Rock Valley College's Welcome Week Resource Fair, where we connected with over 60 students. We look forward to strengthening these relationships and expanding our impact on both campuses this year!



## WE ARE HIRING A DIRECTOR OF NURSING



### COMMITMENTS

- Work 32-40 hours per week
- Sign a one-year contract
- Receive training to perform limited OB Ultrasounds

**MUST BE A REGISTERED NURSE**

Join us in making a profound difference in the lives of women and their families! If interested in learning more or applying for the position, please contact Executive Director Nikki Tibbetts for a full job description and application. Call 815-680-5101 or email [nikki@thepregnancycarecenter.org](mailto:nikki@thepregnancycarecenter.org).

## IN MEMORY

In memory of **Nancy Coole**  
William & Judi Coole

In memory of **Brenda Crocker**  
James & Laure Haager

In memory of **Linnea Dahlgren**  
Margaret Dahlgren  
Betty McConoughey

In memory of **Grace Guerrero**  
Tom & Catherine Wilcox

In memory of **Lynn Johnson**  
David & Suzette Berg  
Paul & Debra Davis  
Larry & Rose McCulloh

In memory of **Mary Johnson**  
Al & Pat Fleury

Be strong and courageous.  
Do not be afraid; do not be discouraged,  
for the Lord will be with you.

Joshua 1:9



# SAVE THE DATE



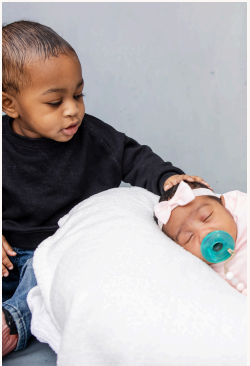
# Steps OF COURAGE

A JOURNEY THROUGH HER EYES

**CELEBRATE LIFE ANNUAL BANQUET 2025**  
**APRIL 3RD, 2025 AT EMBASSY SUITES**  
**BRUNCH AT 11AM | DINNER AT 6PM**

This year's banquet theme, Steps of Courage, embodies the transformative journey we witness daily at The Pregnancy Care Center of Rockford. When clients walk through our doors or visit our Mobile Medical Unit, they begin to understand their worth and purpose. This newfound understanding empowers them to see the value in the life of their unborn child and make the courageous decision to choose LIFE. We look forward to sharing the inspiring stories of our PCC moms on April 3rd as we walk with them from fear to courage!

## CAPTURING PRECIOUS MOMENTS: A HEARTFELT THANK YOU AND A WARM WELCOME



Since 2020, Amanda Clinton Photography has visited The PCC each month to capture newborn portraits for our clients who have completed our C2P program. We are incredibly grateful for the precious moments Amanda has preserved for our clients and for the opportunity to share glimpses of the lives transformed through The PCC with you.

As we begin 2025, we welcome a new volunteer photographer to our team! Dawn Colson Photography is offering her time and talent to continue this cherished gift of capturing these special milestones for our clients.

These are the final portraits Amanda lovingly captured for us in 2024. Please join us in celebrating her incredible contributions and welcoming Dawn to The PCC family!

## A CHANGE OF HEART: CHOOSING LIFE AND HOPE

At the end of December, a client came to The PCC for a pregnancy test. She had indicated during scheduling her appointment that she was considering her options, suggesting she was thinking about abortion. The Client Advocate, Lora, prepared for the intake with prayer, ready to meet the client where she was.

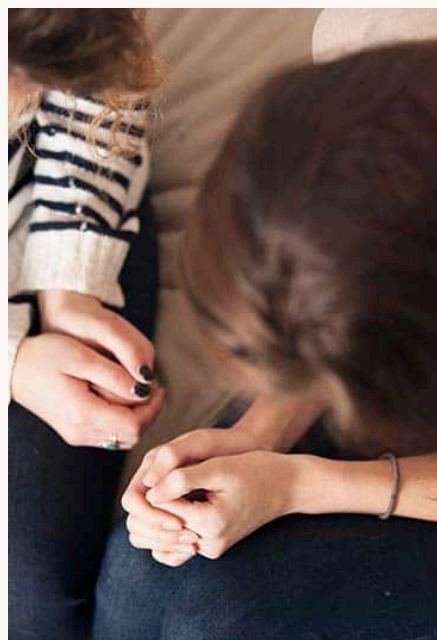


The client arrived with the father of the baby, and Lora began the intake session one-on-one with her. In the initial conversation, the client was clear—she was determined to get an abortion. Her primary goal was to confirm how far along she was to determine if she could take the abortion pill. After the pregnancy test, Lora invited the father into the room to discuss their options.

When the father joined, Lora asked how he was feeling about the situation. Initially, he responded that he would support whatever decision the client made. Lora began reviewing their options using the *Before You Decide* magazine, explaining abortion, adoption, and parenting, along with the potential consequences of each.

Starting with abortion, Lora described how the pill works, emphasizing that the first medication stops progesterone while the second induces miscarriage, typically at home. As this information was shared, the client became visibly emotional. Lora then moved on to surgical abortion, explaining both the physical and emotional consequences, and assured them that The PCC provides post-abortion counseling if they chose that path. By this point, tears filled the father's eyes. The client looked at him and said softly, "He really wants to keep the baby."

They then discussed adoption and its implications, followed by parenting. Lora was honest about the challenges of parenting, emphasizing that while it's difficult, The PCC provides comprehensive support for those who choose this route. The father became increasingly engaged, asking questions about how the Center sources the supplies and assistance it offers. He was visibly impressed. The client also started asking questions, showing a shift in her perspective.



Lora asked if she could pray with them about their decision, and they agreed. After the prayer, both were deeply emotional. On the way to their ultrasound, Lora offered to show them the Center's boutique, where baby supplies are provided to clients. They were amazed by the resources available and expressed their gratitude.

After the ultrasound, Lora waited in the lobby. The couple emerged with smiles—they had decided to sign up for the parenting program, C2P. It was a remarkable moment for Lora, witnessing such a profound change of heart in such a short time.

A couple of weeks later, Lora met with the couple for their first C2P appointment. The client is gradually embracing the idea of becoming a mom and beginning to make plans for the future. With the father's unwavering support, their journey feels more hopeful, and they remain amazed at the extensive resources and care The PCC provides.



OLSHA



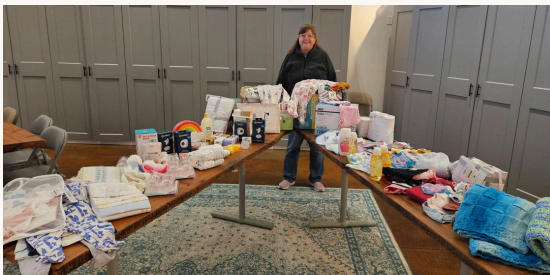
Our friends Nate & Hannah



St. Bridget's Advent By Candlelight



All Saints Academy



St James Belvidere



Holy Family Respect Life Committee

# Generous Hearts, Lasting Impact

We are so grateful for everyone who has organized donation drives or contributed baby supplies over the past few months!

Your generosity not only stocks our shelves but also fills hearts with hope, offering real support to the families we serve. Every donation is a beautiful reminder to mothers, fathers, and babies in our community that they are seen, valued, and loved.

Thank you for being such an essential part of this mission—we couldn't do it without you!

## 3 WAYS TO GIVE



4108 Morsay Drive  
Rockford, IL 61107



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



815-680-5107



Our friend Daniel



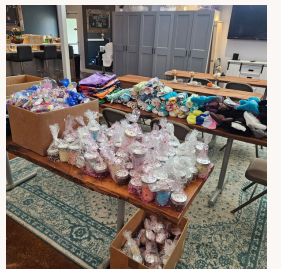
Infantino sent us 25 brand new baby carriers!



Stillman Valley National Honors Society



Brand new entrance AND emergency exit doors!



North Central & Sinnissippi Women's Baptist Associations & Our Family of Faith



Rockford Heating & Air has done so much for The PCC the last 2 years! They have donated materials and labor for several projects!