

A Beacon of Hope

PREGNANCY & RELATIONSHIP RESOURCES
PARENT ORGANIZATION

Values:

Christ-Centered, Life-Affirming, Family-Focused,
Excellence Driven, Medically-Accurate,
Transformational, Compassionate

Mission:

To empower women and families through pregnancy diagnosis, decision support, and sexual health education by providing compassionate medical, emotional, and long-term care that specializes in hope, healing and recovery.

Vision:

To be the first resource chosen for unplanned pregnancy and sexual health decisions; saving the lives of the unborn and leading people into a growing relationship with Jesus Christ.

History & Calling

1997: Alpharetta residents realized an unavoidable need for women dealing with crisis pregnancies.

1998: Received 501(c)3 status, opened, 64 women were lovingly served. The first baby was placed for adoption.

2006: The Board of Trustees approved the launch of an additional location in Decatur, an abortion provider's hub.

2007: The original center moved into a newly built facility and converted to operate as a medical entity.

2010: The Board approved an initial name change, eventually leading to **Women's Clinic of Atlanta**, to better market to the abortion minded patient.

2011: The Prevention Initiative was launched, annually presenting sexual health to 10,000 students in Fulton and Forsyth County.

2013: Post Abortion Care began to care for the 1 out of 3 post abortive women 45 and older in our community.

2016: Began the AAAHC process to better stabilize the organization medically.

Ministry Model

- Aggressively attract abortion minded patients through a search engine optimized patient website.
- Strategically utilize a linear patient service model to ensure our patients receive optimal medical care.
- Transition patients from crisis to decision through pregnancy verification, abortion and options education, ultrasound, STI testing, treatment and Initial HIV Screening.
- Introduce the love of Jesus Christ through a trusted relationship.
- Long term care: life skills, parenting, and pre-natal classes with spiritual growth opportunities.
- Equip students and distinctly train parents through whole person sexual health education.
- Care for hurting individuals that are seeking healing through Post Abortion Care.
- Empower other pregnancy centers to be more effective through strategic relationship building.
- Collaborate: Care-Net, National Institute of Family and Life Advocates, Life Resources of Georgia, and Focus on the Family.



Annual Success Indicators

2016:

Ultrasounds: 636

Pregnancy Tests: 1,206

Class Attendance: 1,533

Patient Interactions: 17,122

Baby&Me Boutique Visits: 617

STI Tests (including HIV): 1,203

Post Abortion Care Participants: 24

Requested Adoption Education: 74 (one placed)

Current Patients that Previously Aborted: 337

Heard the Gospel through Relationship Based Sharing: 156 (one Profession of Faith)

Known # of abortion minded/vulnerable new patients that chose life after receiving care from ABOH: 315

Sexual Health Education in the Fulton, Cobb &/or Forsyth County Schools (15/16 school year): 13,210

Chose Life: 71% of abortion-minded women chose life after receiving a free ultrasound

Since opening in 1997, A *Beacon of Hope* has cared for patients through 64,282 patient interactions. We have provided 17,348 pregnancy tests, and have saved approximately 6,915 babies' lives.

Expansion Goals

Our one-year expansion goals include a 5% increase in the number of:

Abortion determined/minded patients walking into our clinics, Ultrasounds and STI tests, Students taught through the Prevention Initiative, Individuals participating in Post Abortion Care, Clients graduating from our long-term care program, Babies saved!

Since 2013, Beacon has seen a 37% increase in patient visits and only an 8% increase in funding. As a service organization experiencing a sharp increase in patient visits, our greatest need is to increase our capacity to serve young girls, women and families in crisis.

Mission Field

Psalm 139: 13-14 "For you created my inmost being; you knit me together in my mother's womb. I praise you because I am fearfully and wonderfully made; your works are wonderful, I know that full well."

61% of 12th grade students have had sex
27,456 abortions annually in the state of GA

60% of unintended pregnancies end in abortion

Rape & incest represent less than 0.5% of abortions

78% of women having abortions report a religious affiliation

48% of pregnancies among American women are unintended

There are 320,000 teen abortions annually in the United States

13,785 of the abortions are young girls between the ages of 18 & 24

1 in 3 American women has had an abortion by the time she is 45 years old

Fulton & DeKalb County are the highest abortion providing counties in the state of GA

Abortion is the forced "birth control" for the commercially exploited females in the U.S.

48% of the women who obtain abortions each year, have had at least one previous abortion

GA currently ranks #2 in the country for the number of late-term abortions being performed

GA currently ranks as the third-highest state for sexually transmitted diseases, and ranks #1 for cases of syphilis

He told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field." –Luke 10:2 (NIV)

Measurable Impact

According to our current annual budget and the number of patients we are given the opportunity to serve each year, it costs our organization approximately \$850.00 to save the life of a child.

Once the life of the child is saved, it costs our organization approximately \$2,990.00 per patient to serve them until their child turns 2-years old and they graduate from our long-term care program.

Ministry Prayer Strategy

- Our internal team of staff and volunteers pray together regularly.
- Approximately 2,000 individuals receive a prayer warrior email monthly.
- The Board of Trustees receives a prayer email every two weeks.
- Facebook reflects specific prayer concerns regularly.

Funding Plan

2016/17, Budget = \$792,000 (Fiscal Year, July 1 to June 30)

The annual gala needs to raise 50% of the current annual budget (\$396,000).

Additional funds throughout the year are received through: churches, Baby Bottle Boomerang, grants, personal appeal letters, developing donor relationships, personal meetings, community relations and awareness events, and newsletters.

Patient Story

Day One: Brenda and her boyfriend put money down to have an abortion and were sitting in the abortion clinic when they were told that they would have to come back another day. They were too far along to have the procedure done that day.

Day Two: They came to A Beacon of Hope, and spoke with a Patient Care Advocate who helped them think through the three available options: abortion, parenting and adoption. Then, they saw this ultrasound of their beautiful baby at 13 1/2 weeks. They listened closely as the nurse explained what the abortion procedure would entail.

Day Three: They went back to the abortion clinic and got a full refund. Today, they are pursuing an open adoption and are so grateful for the truth and love that Beacon shared to help them through this decision.

Names have been changed in this true story to protect our patients' confidentiality

You saw me before I was born. Every day of my life was recorded in your book. Every moment was laid out before a single day had passed. Psalms 139:16



Board of Directors:

Mike Reinsel
Dr. Kenneth Aden
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Steve Farley
Todd Shiver
Curtis Hicks
Helen Caudill (Ex-officio)
Pastor Steve Wood (Ex-officio)
Talli Moellering (Ex-officio)

Medical Advisors:

Dr. Laura Bleekrode, Pediatrician
Dr. Bret Lewis, OB-GYN
Dr. Chuck Sykes, Radiologist
Kelly Hudson, APNP

Human Resources

Compensated staff include: Executive Director, Development Director, Program Coordinator (JC/D), Community Relations Director, Medical Manager (JC/D), Medical Patient Care Director, Support Specialist, Prevention Coordinator, Lead Prevention Instructor, Patient Care Assistant (D), Post Abortion Care Coordinator (JC/D). The number of compensated hours per week equals a total of 288 hours.

Shared services staff include: IT, HR, Accounting, Facilities, and the Copy Center.

Volunteer teams include: Patient Care, Medical, Administrative, Prevention, Community Relations, Baby&Me Boutique. The number of volunteer hours per week equals a total of 135 hours.

Current Needs:

- Public Health Initiative sustainability – \$25,000
- Increased hours sustainability – \$15,000 Annually
- Increased space needed in Decatur – \$35,000 Annually
- Updated IT needs – \$4,000
- Post Abortion Care in Decatur – \$5,000
- Annual Intervention Fund – \$200,00
- Baby wipes and size 4 & 5 diapers for the Baby&Me Boutique
- A solid prayer team coordinator to create a prayer team to meet monthly on-site to pray for both clinics
- Volunteers to assist with Baby Bottle Boomerang
- Volunteers to assist with event marketing
- Wal-Mart gift cards for patients needing cribs & car seats

For more information:
A Beacon of Hope–Parent Organization
www.abeaconofhope.com

Johns Creek Location:
2750 Old Alabama Road, Suite 100
Johns Creek, GA 30022

Decatur Location:
222 Ponce De Leon Avenue
Decatur, GA 30030

Patient Information:
www.womensclinicofatlanta.com

