



## Executive Director's Commentary



# Pregnancy Care Center

Dear Friends for Life,

You have heard us talk about "change" and "a new direction" for the past few months. But I want to share with you why this was necessary. We face three main challenges: 1) reaching women that are at "high-risk" to have an abortion, 2) reaching women who are actually pregnant, and 3) influencing the majority of those women to choose life. As a post-modern culture continues to change, we realized last year that we were not reaching many abortion-at-risk women who were actually pregnant. And if we didn't have those women coming in our doors, then we weren't seeing many women choose life.

To "erase the need for abortion" one woman at a time is much more than a motto, it is a passion. We have a commitment to do everything we can to serve women facing unplanned pregnancies. So we have made significant changes as to how we operate and serve abortion-at-risk women. Through training, constant evaluation, and a lot of hard work, we have transitioned to using an "Optimized" Medical Model. We are one of twelve centers in the country that has moved to this process. This model increases the effectiveness of our clinic in reaching our primary objective of enabling abortion-minded and abortion-vulnerable women in choosing to have their babies.

The Optimization Tool (OT) streamlines the way we reach and serve abortion-minded women. It provides a service process for intentionally moving a woman through a series of steps to help her have her baby and is focused on providing clearly defined, measurable results. Measurable results are important so that we can be effective and relevant to the women that need our services. They provide answers as to whether we are reaching our target group

(pregnant and abortion-minded). The other OT centers observed that the OT interaction with patients "reduced their confusion and increased their confidence which resulted in women being more open and receptive to our services as well as the gospel presentation."

We are thankful for each life saved in these past 26 years of ministry, but God has called us to be more proactive and effective for His glory. We believe that no sane woman "wants" to have an abortion. Women have abortions because they feel insecure and unsupported. In fact, we saw two women this week that were being

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pressured, one from a boyfriend and one from a parent, to have an abortion. But if a woman is afforded peace of mind and security, more often than not she will choose life for her baby. We have seen

20 women choose life for their babies so far this year. We are rejoicing that the Optimization Tool is working to reach the women who are calling us and making appointments.

And to think, all this is happening and we have yet to put all of our advertising campaign in place. Imagine how many more women we will see when this is done. I invite you again to be a part of this cutting edge ministry and its new direction. Now more than ever, we need your prayers and donations as we reach those who think abortion is the only answer. But, more importantly, we need your support for the sake of their unborn children who have a right to live.



# Moving In A New Direction

Support this ministry by beginning your internet shopping at

**ProLifeRewards.com**

A portion of every purchase will provide important financial support and it won't cost you a penny extra!

## Upcoming Vision Tours

Thursday evenings at 7:00 p.m.  
on August 11, September 8,  
and October 13

Saturday mornings at 10:30 a.m.  
on August 13, September 10,  
and October 15

***Call us at 229-382-4491 to learn more!***

## This Summer Let's Give A Child A Chance For A Lot Of Summer Fun!

Summertime means longer, lazy evenings, movies in the park, walks through the neighborhood. Summer can also mean vacations with the family and an opportunity to slow down.



We're hoping that summer is also a time for many of you to volunteer a bit of that free time. If so, we've got a few areas where we can use your hands and feet—areas that will build a great future for the Pregnancy Care Center. In just a few hours, your efforts can do something special—create an environment

where the future means more little children receive their first birthdays, and a chance for summers of fun.

For years the Pregnancy Care Center of Tiftarea has done an amazing job at being a vessel of God's wonderful truth and grace to abortion minded women. They have worked hard at using their time, money, and most of all their talents wisely. As the center continues in this mindset, they have recently begun a training program that helps facilitate further growth.

In May, I was hired as the Advancement Manager. My job is to help the PCC develop richer, deeper relationships with donors and potential donors. I am so excited about reaching out and helping develop a truer sense of who we are and what we do. One way we are accomplishing this is by offering Vision Tours at the Center. These tours are intimate gatherings that will give you your own personal tour of the PCC and will include seeing how our ultrasound machine works, hearing from our nurses and counselors, seeing how we run the center, and hearing from Darlene, our executive director, about what we are doing to erase the need for abortion.

Vision Tours are just one way we are trying to build a better relationship with you. I am excited to see what God will do through these tours. If you are interested in attending one of our tours or hosting a tour for your friends, please call the center at 229-382-4491.

I am looking forward to serving the Center and each of you, our donors, in my new position as the PCC's Advancement Director. My prayer is that each of you will have a greater knowledge of who we are, of what we do, and of how your prayers and donations continue to help the Center.



*Missy Lee*

## Special Thanks To The Following Churches For Their Regular Support

Eastside Baptist Church  
Emmanuel Baptist Church  
First Baptist Church of Chula  
First Baptist Church of Lenox  
First Baptist Church of Rochelle (Hazel Chapman WMU)  
First Baptist Church of Tifton  
First United Methodist Church WMU  
Lakeview Baptist Church  
Macedonia Baptist Church  
New Covenant Church  
New Life Presbyterian Church  
New River Baptist Church  
Northside Baptist Church  
Oak Grove Baptist Church  
Shiloh Baptist Church  
Turner Primitive Baptist Church