



Micah 6:8

"...what does the Lord require of you
but to do justice, and to love kindness,
and to walk humbly with your God"



Executive Director's Commentary

July 2011



Dear Friends,

Because of the Pregnancy Care Center's commitment to our core values of Fighting Spirit, Relevance, and Accountability, we are driven to improve for the sake of erasing the need for abortion in our community and the surrounding counties. In order to do this, our Women's First Choice Medical Center must stay on the cutting edge of service to women at risk for abortion. In the changing culture in which we live, we need to constantly survey the landscape both in terms of what women expect outside of this clinic and also what they tell us once they are inside our organization and receiving services.

Our research shows that mostly single women—ages 15-29—make up more than 80% of abortion clinic clientele.

Since there is a constant effort to refine "what works" in order to interface effectively with the surrounding culture, we use our Intake Sheets, Exit Surveys, and "What Can You Expect from Your Appointment" forms to gather information and define what we do to be more effective in reaching abortion-minded women. Our research shows that mostly single women—ages 15-29—make up more than 80% of abortion clinic clientele. Therefore, our marketing initiative is designed to reach these women at exactly those places they frequent most often. Here are some goals in our current advertising plan: updated patient website (firstchoicetift.com), finely honed radio spots, new phone ad under Abortion Alternatives, professional patient brochures, advertising outlets such as theatre, mall and newspaper and maximizing the Clinic's presence in colleges, medical offices, health fairs, and on the internet.

Our goal is to reach our target clientele by maximizing the Clinic's presence in the community.

This is an exciting time to be a part of what God is doing at Women's First Choice Medical Center. Already this year, we have seen 28 abortion-at-risk women with 16 choosing life for their babies. From the total of 64 women that came here for a pregnancy test, 8 have surrendered to Jesus. But if we are serious about being more effective and this place being *the first choice* for women facing unplanned pregnancies then our work is cut out for us based on the latest statistics of 2008 where nearly 400 women in our area of ten counties had abortions.

Women's First Choice is the best first choice for a woman facing an unplanned pregnancy. As we move forward, excitement is growing at the prospect of reaching more of the right women at just the right time so that we can transform their fear into the confidence they need to give their baby life. On the reverse side of this letter you will see a testimony from a volunteer regarding the prospect of reaching and serving more women at risk for abortion.

Already this year, we have seen 28 abortion-at-risk women with 16 choosing life for their babies.

It is during times like these that the Pregnancy Care Center needs your prayer and continued financial support. So I ask for your generosity on behalf of the women Women's First Choice Medical has yet to reach and on behalf of the babies who are yet to be saved.

Erasing the need for abortion,

Darlene Barber
Executive Director



Volunteering At The Center: A Testimony Of Godly Obedience & His Faithfulness

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!

April-June 2011 Gifts Given

In Memory Of:

An "aborted" baby
Carroll Dorsey
Lee & Vernice Hall
Paul Hampton
Kenny Harris
Bob Kinard
Sheree Mann
Alysa Royster
Vernon Tanner
Tom York

In Honor Of:

Carter Adkins
Jayne Barbee
Ms. Barbara McConnell
Suzanne Smith
E.A. Youngblood

I began volunteering at Women's First Choice Medical Center less than a year ago. But, my journey began quite a while before I walked in the doors of the clinic. I felt called to this ministry for many years, but struggled to give in to God's will. Sin in my past and fear of judgment were weapons Satan used to convince me I would not be useful, nor was I worthy. After countless restless nights and ongoing spiritual warfare, I decided to trust God and asked Darlene how I could get involved. Through my obedience, I have been tremendously blessed. I have peace knowing that I am doing what God calls me to do.



Kristi Robinson

I truly believe in the mission of the clinic: "To erase the need for abortion in our community by effectively serving pregnant, at-risk women by transforming their fear into confidence." To fulfill this mission I volunteer in several ways at the clinic, depending on what is needed. I help with the mailing of newsletters, answer phones, and the planning of the annual banquet – just to name a few examples. But, my main passion is working directly with women as a patient advocate. This is not my favorite job because it is the easiest or most interesting. It is because this is truly when I am at my weakest, and solely dependent on God to work through me to fulfill His plan.

If you feel God calling you to this ministry, do not hesitate to get involved. There are many different areas where you are needed. God wants to bless you and use you to bless others.

He has sent me to bind up the brokenhearted, to proclaim freedom for the captives and release from darkness for the prisoners....to comfort all who mourn, and provide for those who grieve in Zion – to bestow on them a crown of beauty instead of ashes, the oil of gladness instead of mourning, and a garment of praise instead of a spirit of despair.

Isaiah 61: 1-3 (NIV)

What Can One Person Do? A Lot! Five Ways You Can Be A Part Of Saving Lives Through The PCC

We're often asked, "What can I do to help?" Here are five ways you can touch hearts and save lives through the Pregnancy Care Center. See which ones fit for you and give us a call at 382-4491. We look forward to hearing from you!

1. **Pitch in.** Sign up by giving us a call, and spend a few hours sprucing up our grounds, giving our offices a deep clean and creating a great first impression for those who come in our door.
2. **Sponsor a day with a gift of \$420.** Give over twelve months, or at one time. Use the enclosed envelope for your first monthly gift of just \$35.
3. **Volunteer to help with our Vision Tours.** This is a great way for the community to see how we operate and how we reach women at risk for abortion.
4. **Sponsor a patient with a gift of \$52.84.** That's the cost of a pregnancy test, ultrasound, and STI testing. In addition to giving by mail, you can go online at www.friendsofpregnancycare.com to make your gift.
5. **Join the mail team.** You can help get the word out about the valuable information of our mission and vision and other pro-life info.

Upcoming Vision Tours

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

**Saturday mornings at 10:00 a.m.
on August 13, September 10, and October 15**

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