



## No more walk-ins?

"Amy, we just have to change our policy for Walk-Ins."

This urgent request came from Gloria Hale, our Nurse Manager. For over 30 years, we have welcomed new clients or returning clients with or without an appointment. We've always set our hours and staffed our centers to accommodate all who come to our doors. But in 2017, we are seeing numbers that are consistently up at almost 45% higher than last year. We are now at full capacity and until we increase hours or add staff, we will be unable to grow beyond our current numbers or see clients without an appointment.

Our new normal.

Filling our schedule to capacity is both a blessing and a challenge. It is a problem that requires our immediate attention. The current budget allows for some growth but we did not foresee this incredible and consistent success. The numbers indicate that this is our "new normal" for client services. (See the details below.) In order to continue to serve the increasing number of clients, we need additional staff hours which will add a considerable amount to our 2017 budget.

*Keri and Sylvia walked in to our Oakland Center yesterday. They were referred by a friend who had recently been tested for STDs. Both girls wanted to be tested; one for STD and one for pregnancy. Sadly, the schedule was full and there was no way to fit them in. We made appointments for them to return a few days later but wondered if the moment to really make a difference had passed. Would they wait and return or would they seek help from Planned Parenthood?*

## Will You Help Keep Our Doors Open to All?

In order to maintain our current growth, serve our clients well, and save even more little lives, we need your help. We've grown at a rate of nearly 45% since last year and hope to increase our budget by 15% over the next 7 months. That's a total increase of \$56,000 and an immediate need of \$8,000 in the month of June. Your gift will help. Your pledge over the next 12 months will sustain what God is doing in our ministry. Please consider a generous gift and a monthly pledge so that we can continue to serve all who need us!

[Click here to keep our doors open](#)



## Our Numbers Tell the Story

<u>Year to Date through May 31</u>	<u>2016</u>	<u>2017</u>
Number of Appointments	754	1056
Unique Clients	345	493
New Clients	324	464
Pregnancy Tests	280	421
STD Tests	192	309
Sonograms performed	88	151
Percentage of clients who were "abortion-vulnerable" or "abortion-minded"	88%	83%
Lives saved	110	133



<u>Number of Appointments by Month</u>	<u>2016</u>	<u>2017</u>
January	141	212
February	133	181
March	162	254
April	160	184
May	158	225

**Give today so that we can continue to save little lives!**

## Questions About Our Growth? These comments may help.

*What is causing this increase?* There are at least two reasons for our recent growth. One is our advertising. Our research and creative efforts to reach clients who search online have been very successful. Along with our partners at Vision For Life, we have invested in strategies that yield measurable results. Another key reason is our STD program. This outreach is our best "word of mouth" advertising. Young people who use our free



STD testing pass along our information to friends facing decisions about unplanned pregnancy.

*Can't we utilize volunteers to expand the hours?* Volunteers have always been vital to our work. We simply could not exist without them and the many ways they serve. The specific roles within a medical clinic however require a great deal of training and commitment. Many services require a degree in Nursing or RDMS and can only be filled by paid staff. We are seeking those who can make a sacrifice of time and talent to fill slots in each of the four locations as well as our many other volunteer roles. For

more information about volunteering, call us today.

*Is this growth temporary or the "new normal"?* Since 2009, we've seen steady annual growth in our client numbers. While the monthly numbers fluctuated, there was an average of at least 5 to 10% growth. But the current trend that began in October of 2016 is very different. The steep increases have continued each month. As we continue to build our advertising strategies and enjoy more referrals, we expect that the numbers are our "new normal" as we see this trend continue. See the summaries below.

*Are we staying on mission?* The measure of success is more than simply high numbers of appointments. Our mission is to empower those most vulnerable to abortion to choose life. All of our efforts focus on that goal. We assess each client and track those who are "abortion minded" or "abortion determined" with the goal of keeping our focus on those who need us most. Little lives are at stake. Our outcomes consistently reveal that we are reaching those most vulnerable and continuing to reach our mission.

**Donate today to save more little lives.**

## **Our 7 Promises to You.**

Together, we form a Network of Life in our city. As we reach out with medical services and programs, your partnership is vital to reaching those most vulnerable to abortion.

**[Read our Commitment to Our Donors here.](#)**



Women's Choice Network PO Box 15034 Pittsburgh, PA 15237

[partnerservices@womenschoicenetork.com](mailto:partnerservices@womenschoicenetork.com)

[www.mypregnancycenter.org](http://www.mypregnancycenter.org)

724-935-0130