

GROWTH REPORT 2020



DIRECTOR'S STATEMENT

What a year we have had! Reminiscing on the thriving moments we added 3 new staff members and 1 staff promotion, renewed our logo, mission and vision, persevered through COVID continuing to serve our clients in a safe manner, achieved our best Walk for Life fundraisers recorded, received 3 grants, attended the CareNet conference to enhance our ability to prosper, completed our first virtual banquet, witnessed the first baby box being delivered in Muncie, had our first virtual concert fundraiser, blessed many families with Christmas thanks to two business networking groups and continued to build new relationships with the community!

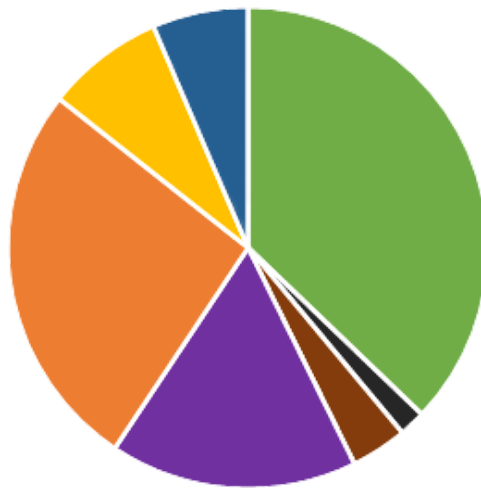
Thank you for being part of our story! I look forward to diving into the next chapter with you!

Kailee McKnight

EXECUTIVE DIRECTOR



FINANCIAL OVERVIEW



- Fundraising
- Business and Organization Contributions
- Individual Gifts
- Misc. Income
- Grants
- Church Donations
- In Kind (Non-Cash)

Fiscal Year End December 31, 2020

Total Income: \$468,501

Total Expenses: \$454,612

Income Sources:

Individual Gifts	\$123,164
Church Donations	\$77,460
Business & Organizational Gifts	\$19,713
Fundraising	\$172,755
Grants	\$8,231
Misc. Donations	\$30,274
In Kind (Non-Cash)	\$36,904

At First Choice, we believe in making the most of every dollar that is donated and work diligently to be good stewards of your gifts.

IMPACT HIGHLIGHTS

We stayed open in 2020. Though we stayed closed to the public for a few months, with the help of our Medical Director, we were able to take proper precautions to continue serving in unique ways like using our foyer and front porch as pickup locations and using PPE to appropriately meet with clients according to state mandates.



CLIENT STATISTICS:

Number of Clients: 381
Client visits: 1,478
Pregnancy Tests: 279
Positive Results: 182
Ultrasounds: 162
Parenting Lessons: 1,005 = 145 families
Gospel Shared/Spiritual Discussion: 176

Material Support:

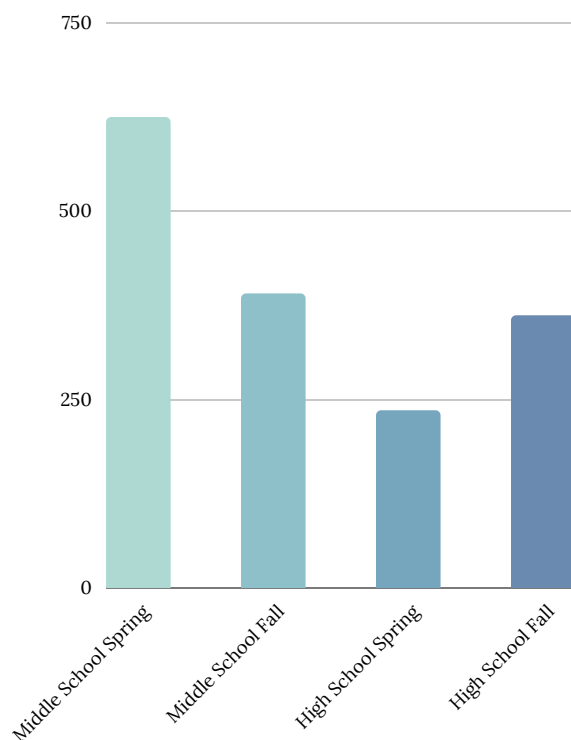
Diapers: 15,072 = \$2,468
Formula/Baby Food: 970 = \$3,906
Clothing/Accessories: \$11,372
Safe Sleep/Cribs: 26 = \$3,900

14 Abortion-vulnerable clients CHOSE LIFE for their babies!

Of the 182 positive pregnancy tests 75% planned to carry to term. Of the known decisions, 61% of the abortion-vulnerable/minded chose life after coming to First Choice. Even in the midst of a pandemic and politics, we are making a difference for LIFE!

CREATING POSITIVE RELATIONSHIPS

2020 Student Statistics



% OF STUDENTS CHOOSING ABSTINENCE:

During the 2020 calendar year, our Creating Positive Relationships program was taught to 1,610 Students throughout Madison and Delaware Counties. Of those students **72% chose abstinence** and **14% chose secondary abstinence.**

While many schools went to virtual learning, our Healthy Relationships Director worked alongside school teachers with the CPR program team to keep reaching students in our communities through Zoom, video links for e-lessons, and in-person meetings. Thank you to all who participated to make it possible to reach students during the 2020 year.

GOALS

In 2021, we look to continue expanding our outreach in our local communities, connecting with those who are facing difficult pregnancy and parenting decisions.

Our main goal is to achieve thirty-two hours of operation per week at our new Anderson location.

We also are researching the possibility and need to purchase and staff a mobile unit to serve our communities far and wide and to partner with other organizations to help meet the practical needs of our community. We also want to develop a solid men's ministry. As we continue to see fathers desiring to be involved, we want to take care of them as well.

We will need your help as we cannot do any of this without you! Thank you for believing in this mission.

