

# Focus

*On the One*

*2020 Annual Report*



**CHOICES**

LIFE RESOURCE CENTER

— *Direction with Compassion* —

# Focus On the One

Welcome to 2021. This is the year we will FOCUS on ONE more. 2020 started off strong and we were on track to serve over 1,000 families in the region. We had BIG PLANS! Though our plans had to be re-worked, we still served 687 families in 2020. We know, and we know our partners know – our work is ESSENTIAL. So, while we scaled back operations for a couple of months, we never stopped saving babies, sharing the Gospel, and providing for families in need.

During our limited operations, God provided limitless opportunities for ministry to individuals, many of whom would never have come for services were it not for the economic shutdown. These divine appointments were a beautiful display of God's grace. Our Father is a God who is not just great because nothing is too big for Him, but a God who is great because nothing is too small. Nothing is too small, especially a tiny 6-week-old baby's heartbeat, visible and audible on our ultrasound. The impact of seeing and hearing a child's heartbeat provides clarity and focus and empowers women to choose life.

Now that 2021 is upon us and the culture in our country is shifting away from acknowledging the sanctity of human life, our work is more important than ever. With three locations fully operational, we anticipate another unprecedented year, serving more pregnant and parenting families than ever. While we are not sure how many clients may come through our doors, we will live in expectation of ONE more. One more client who needs to see her child on ultrasound to make a choice for life. One more dad who needs to be encouraged in his valuable role in the life of his child. One more young person who needs to know their value does not lie in sexual contact. One more family who needs to be encouraged with lessons and resources. One more Gospel conversation leading to one more image-bearer coming to faith in Christ. One more – one at a time!

Why? Because every number has a name, every name has a story, and every story matters to God!

## WE NEED YOU!

As the ministry of CHOICES continues to expand, so does the need for more volunteers. Over 100 volunteers (whom we call Client Advocates) serve across our three centers. This number is astounding! However, with a staff of only eleven, to serve the anticipated number of families in 2021, we need to fill several spots in each location. Commitments range from a few hours per month, to one day per week. Responsibilities range from Administrative (phone and computer work), to Blessing Boutique (processing donations and assisting clients in shopping for items), to mentoring clients. Training is provided and rewards are heavenly. To see a list of needs and/or fill out an online application, go to [www.ChoicesLRCcares.org/serve](http://www.ChoicesLRCcares.org/serve).

## #GIVING TUESDAY

God's people support Kingdom work! Our annual #GivingTuesday and Year-End Appeal was a HUGE SUCCESS. The original Goal was \$60,000 with an amazing \$30,000 match from the Grace Station Thrift Shoppe. YOU surpassed that with a



cumulative total of \$87,000! We are aware that for many of our partners, the economic uncertainty of the pandemic made their gift even more sacrificial. It is our prayer that the Lord returns the blessing to you in 2021. These funds are a great undergirding to start the year strong. Your generosity will provide Direction with Compassion to hundreds of families all across Southern Indiana.

## FREE LUNCHES IN 2021



CHOICES is making a difference in the lives of hundreds of families all across Southern Indiana.

You will have the opportunity to tour all three locations in 2021. During Lunch and Learn you will see first-hand what your partnership means. This free event includes a tour of the facility, testimonies from clients, and a time to get your questions answered. Lunch and Learn is the third Wednesday of each month at noon. We are rotating monthly among the three locations, starting January with New Albany, Corydon in February, and Salem in March, then repeating. Food is provided, so RSVP's are required the Tuesday prior. Call 812.941.0872 or RSVP to [info@ChoicesLRCcares.org](mailto:info@ChoicesLRCcares.org).

## OPEN HOUSE

For those unable to attend a midday Lunch and Learn, we are rotating Open Houses the first Tuesday each month, 10 am until 6 pm, on the same month. The Open House will highlight volunteer opportunities, but will also be a great way to get an overall picture of the ministry of CHOICES.

# 2020 *statistics:*

## ● WOMEN'S SERVICES

Pregnancy Tests .....	265
Ultrasounds .....	109
Options Counseling .....	127
Babies born .....	124

## ● SPIRITUAL GROWTH

Bible Study Group Attendance .....	120
Spiritual Discussions .....	1,240

## ● SEXUAL HEALTH

STD Testing/Treatment .....	37
Sexual Integrity Discussions .....	406

## ● STEPUP PARENTING RESOURCES

Individual Participants .....	685
Fatherhood Participants .....	61
Children of Clients .....	600
Material Assistance Earned .....	>\$230,000

## ALL AREAS

Unique Clients .....	687
Client Visits .....	3,144
New Clients .....	395
Female .....	617
Male .....	70

## FINANCIAL STATISTICS

	TOTAL
Total Income .....	\$824,000
Gifts in Kind .....	\$227,000

## INCOME SOURCES

	TOTAL
Fundraisers .....	\$168,000
Individuals .....	\$198,000
Churches .....	\$159,000
Corporate .....	\$21,000
Grants .....	\$48,000
Other .....	\$3,000

## VOLUNTEER STATISTICS

	TOTAL
Hours served .....	6813
Individuals who served .....	106 regulars
Special Teams .....	40 people

## YOU CAN HELP

- ◆ Pray
- ◆ Volunteer (individual and group opportunities)
- ◆ Become church liaison
- ◆ Host a baby shower
- ◆ Participate in events
- ◆ Financial partnership



## BABY BOTTLE BOOMERANG

Though many churches were unable to host a Baby Bottle Boomerang in 2020, friends still raised an amazing \$58,000! Sanctity of Life Month in January was strong, but as we moved into Mother's Day and Father's Day, when half of our partner churches normally run the Campaign, we were in the midst of the nation-wide quarantine. The Lord was not surprised by the timing and He provided resources via His people. There are still many churches with limited in-person attendance, so we are gearing up for a fantastic Baby Bottle season in May. The Virtual Baby Bottle Campaign will run Mother's Day through Father's Day. Partners will be asked to connect via social media, asking friends and family to help fill their virtual bottle or start one themselves, similar to our previous peer-to-peer efforts for Walk 4 Life events. Details will be coming soon. Funds from the little bottles make big life change possible for hundreds of families each year. Our staff are available to come and speak. To schedule a speaker or participate in the Baby Bottle Boomerang, email [AllisonA@ChoicesLRCcares.org](mailto:AllisonA@ChoicesLRCcares.org) or call 812.941.0872.



## BANQUET 2021



From 2004 to 2019, CHOICES hosted a Spring Fundraising Banquet. However, an in-person event was not possible in April of 2020. Though we are all used to this annual celebration with "blooms," we've decided to "fall" in love with a late year event. Our team is planning on a great celebration September 30, 2021 at Plantation Hall. We are still working on details with a speaker and will keep you updated. There will be some other exciting changes as well. In the meantime, if your business is looking for great impact with sponsorship opportunities, please contact Allison at 812.941.0872. We want to be your partner in reaching our community with the services you offer, as you partner with us in offering life-affirming support for families across the region. *You can still access last year's virtual event at [www.ChoicesLive.com](http://www.ChoicesLive.com).*

New Albany  
2656 Charlestown Road  
812.941.0872

Corydon  
101 Highway 62W  
812.572.4160

Salem  
1201 N. Jim Day Road  
812.883.2675



2656 Charlestown Road  
New Albany, IN 47150

BOARD of DIRECTORS

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- Heather Lewis, MD, Ultrasound Program*
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MARK YOUR *calendar*

- ♦ May 9, Mother’s Day
- ♦ June 20, Father’s Day
- ♦ August 27, Golf Scramble
- ♦ Sept. 30, Banquet (Tentative)
- ♦ Monthly, Lunch and Learn (every 3rd Wednesday)
- ♦ Monthly, Open House (every 1st Tuesday)

DRIVE 4 LIFE

Visit your local BMV in person or online and request your “Choose Life” license plate. A \$25 donation will go to the pregnancy center in your county each year your plate is registered. In 2020, nearly \$90,000 went to pregnancy centers in Indiana through this program! CHOICES received \$3,300. You can advocate for life from the comfort of your car. Visit [www.ChooseLifeIndiana.com](http://www.ChooseLifeIndiana.com) for more information.

