

OUR *Mission*

To empower young women and men to make positive decisions about their unplanned pregnancy.

OUR *Vision*

A community where all human life is valued, protected, and nurtured.

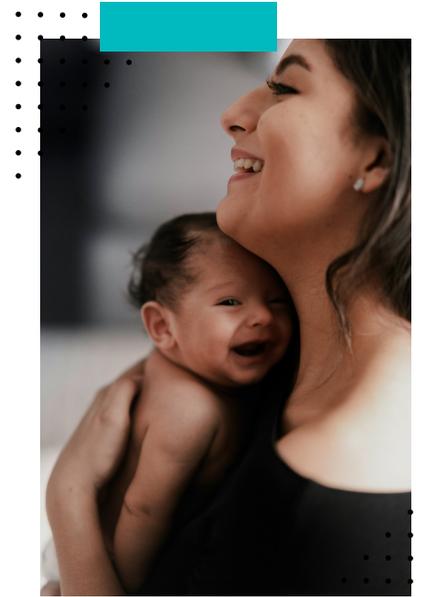
EXECUTIVE *Summary*

We continue to be in awe of what God accomplished in 2023 through your Fort Worth Pregnancy Center. In response to the overturn of Roe v. Wade, we strategically pivoted to focus more fully on our primary client: the woman at risk of abortion. Since then, we have watched with amazement as week after week we continue to serve increasing numbers of abortion-determined clients, with most choosing life for their unborn babies after coming to see us.

Inside, we've highlighted some of the significant results made possible through your partnership. Today, almost all of our services are provided to those most at-risk for abortion. As you take a look at these areas of growth, remember that God uses your support, your prayer, your volunteerism, and your generosity to enable young women and men to hear a message of hope and life that makes an eternal impact on generations to come.

Pressing on to the glory of God,

Cindy Leach, CEO



85%

of clients

at risk of abortion

chose life.

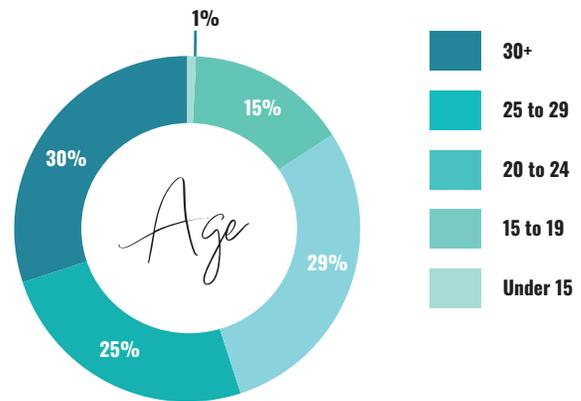
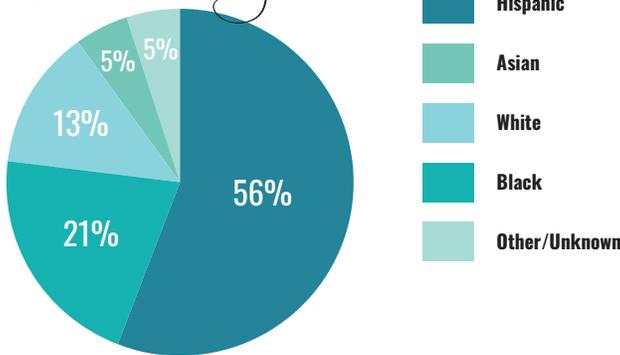
Serving HER WITH FOCUSED INTENSITY

God inspired our board with a simple goal: fully focus all services on reaching and serving women at risk of abortion. Some simple adjustments made a major impact! In our first full year post-Roe, we've seen God-sized impact in serving women we never would have reached before.

- Appointments with clients considering an abortion increased by **179%**
- A record **477** at-risk women met their baby via sonogram.



Ethnicity



Client Care



897
Clients Served

2219
Appointments

284
Abortion View Changed

Medical Care



731
Pregnancy Tests



477
Sonograms



Spiritual Care

555 Spiritual Conversations

181 Gospel Shares

49 Salvations

“As soon as I saw the sonogram, my heart just melted and I knew I wasn’t terminating.”

58% of clients identified as Christian or Catholic

Reaching **HER WITH TARGETED MESSAGING**

Our board boldly doubled our client advertising budget for 2023 so the woman at risk of abortion finds us first when searching online. The increased advertising on Google led to reaching and serving **538** clients at risk of abortion.

TOP 3 WAYS SHE FOUND US:

- 351 – Google search
- 180 – Referred by friend/relative
- 38 – Drove by

COUNTING THE COST TO REACH HER

- \$2.70 – Cost per click
- \$37 – Cost per appointment booked
- \$55 – Cost per appointment attended

Fort Worth Pregnancy Center

4.8 ★★★★★ 165 Google reviews



AMBER:



If you are expecting and need help but don't know where to start, please RUN to FWPC. They were sooo helpful to me at this time. I was nervous, worried and unclear about what my options were, and the staff here are so warm and supportive. I recommend everyone I know to them. They guide you to get help and set up resources so you don't stress over the small stuff.

Caring **FOR THEM BEYOND THEIR DECISION**



LESLY MARTINEZ
Care Coordinator

Clients Served in Education Classes:

- 2 Male
- 24 Female
- 6 were teens

New Baby Gifts Given: 119

For many of our clients, choosing life for an unborn baby is a difficult and terrifying decision. We celebrate every new life and provide practical support for moms and dads who choose parenting. Caring for new parents through pregnancy and early parenting helps to set up families for success.

Client Baby Showers

You have abundantly blessed our clients as they prepare for the arrival of baby and enable these special celebrations with clients who chose life! Baby showers are provided for all clients who complete prenatal education courses.

“I was given way more than I expected, basically everything my baby needs and uses. It took the fear away of how I will provide for my baby.”





Our very first shopper selecting items for her newly born baby.



This client shopping space was reworked and rebranded in honor of Shelley Lee and her 18 years of serving as CEO of your Fort Worth Pregnancy Center.

Shelley's Boutique provides an exclusive shopping experience for FWPC clients through a thoughtfully curated inventory of brand-new items displayed in a beautifully decorated space. Clients earn points through education classes, which they can use to select items like baby clothes, bottles, bath items, blankets, and just about everything parents need to welcome home their new babies, at no cost to our clients.

Many thanks to the individuals, churches and groups who continue to donate new items for babies and parents, enabling us generously pour out the love of Jesus in practical ways.

Scan here for a direct link to our Amazon Wish List.



Engaging HIM MATTERS, TOO

86 FATHERS SERVED up from 14 in 2022.

In 2023, the Lord made abundantly clear His desire to re-establish the Center's men's ministry and serve the fathers who come here with education and support. Out of nowhere, men of God have contacted the Center, expressing a desire to volunteer and disciple our male clients.

These dads matter, and we empower them with hope and the tools they need to support her in choosing life and to be great dads.

WAYS MALE ADVOCATES TALK WITH HIM:

- Life-affirming pregnancy options
- Employment resources
- Marriage and abstinence
- Fatherhood resources
- Ways to support her pregnancy
- The gospel message
- Post-abortion recovery



ALEX NG
Development Coordinator
and Men's Program Lead



Support

THAT SERVES WOMEN AND SAVES BABIES

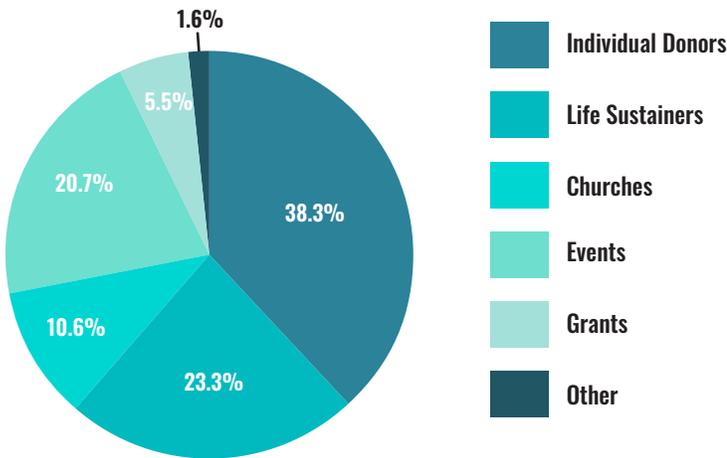


The Lord uses a diverse team of financial partners to support this ministry. By far, the largest portion of revenue comes from individual men, women, and families who respond to the Lord's call to be guardians of the unborn.

TOTAL GIVING: \$861,417

\$1,100 – Cost to serve an at-risk client

OUR GIVERS



LIFE SUSTAINERS

Life Sustainers are individual households who have committed to making regular, monthly gifts to support women at-risk of abortion and to save their unborn babies.

Total number of Life Sustainers – 190
New Life Sustainers added in 2023 – 57

\$44,000 in annualized giving added!

A generous matching donation prompted an emphasis for new and increased monthly giving. Your response was incredible, and we are praying that even more monthly sustaining gifts are added in 2024!

Use this code to become a Life Sustainer. Be sure to check the box that says “Make my gift a recurring donation.”



CHURCH PARTNERS

We are blessed with **33 active church partners** who boldly stand for life in Fort Worth, a 32% increase from 2022.

Ways churches partner:

- Financial support
- Prayer support
- Organizing service projects
- Collecting baby items
- Hosting baby showers
- Receiving clients into their churches

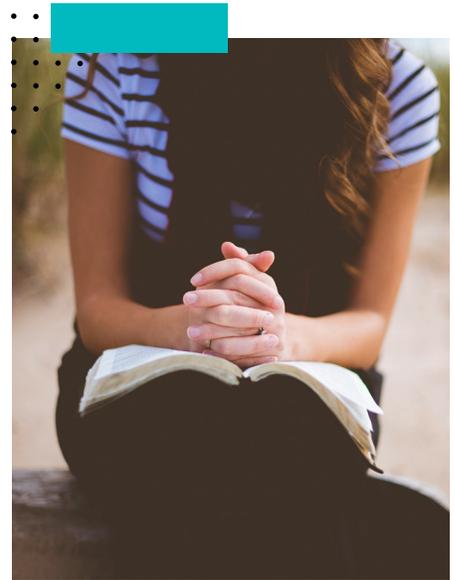


“Everyone there was so positive and kind, you chased all the negative thoughts away.”

Prayers FOR 2024

Thank you to all of you who receive our Prayer Partner emails and intercede for clients and babies at risk. We have seen firsthand the power of your prayers in seemingly impossible circumstances. If you would like to receive our Prayer Partner emails, contact Alex at Alexn@fwpc.org

Based on current trends and momentum, we project a 60% increase in pregnancy test appointments alone. That will trigger increases in sonograms, follow ups, material assistance, educational programs and more. Now more than ever, your prayer support is needed to provide supernatural power behind the mission.



The prayer OF A RIGHTEOUS PERSON HAS
GREAT POWER *as it is working.*

JAMES 5:16B



GET INVOLVED



GIVE



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FORT WORTH PREGNANCY CENTER

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