

### A Woman's Concern, Inc. (AWC) dba Your Options Medical Centers

**Vision:** To see a day when all parents choose life for their baby.

**Mission:** **Engage** with life honoring services **Embrace** with life-saving truth **Empower** with life-changing support.

**Values:** Christ-centered, compassionate, non-judgmental, teachable spirit, integrity

#### **Calling and History:**

- 1989 Three Christian families in Boston see the need for offering women in unplanned pregnancies a safe place to receive help and support in choosing life.
- 1991 A Woman's Concern is officially incorporated and the first pregnancy center is opened offering free pregnancy testing.
- 1999 AWC obtains a medical clinic license and converts two centers into medical clinics that provide lab-quality pregnancy testing, ultrasounds, and pregnancy options counseling.
- 2005 Other satellite centers are opened making AWC the first multi-centered pregnancy medical clinic in Massachusetts.
- 2014 Purchases the first mobile medical clinic in New England.
- 2017 Your Options Medical is created as a dba in order to target more at-risk for abortion women. Staff receives training from Mission Pre-Born in sharing the Gospel with our patients.

#### **Ministry Model:**

Massachusetts is only one of four states that require a pregnancy center to acquire a medical clinic license in order to provide ultrasound services. Based on our statistics, when women who are considering an abortion view an ultrasound of their baby, they change their mind over 60% of the time. **The importance of ultrasound is therefore crucial in changing the hearts and minds of mothers** and protecting the unborn and why Your Options Medical is committed to providing this vital service.

#### **Key Distinctions:**

- Currently operates three medical pregnancy centers and has secured a fourth location.
- Owns and operates the only mobile medical clinic in Massachusetts that is equipped to provide ultrasounds on a mobile platform that can be deployed nearly anywhere a patient lives.
- Has developed partnerships with non-medical pregnancy centers throughout Massachusetts to make them virtual medical centers by offering their clients ultrasound services through the mobile medical clinic.
- Cares for and supports women during and after pregnancy.
- Collaborates with community agencies to help meet the practical needs of women and their babies.

#### **Success Indicators and Growth Strategy:**

All Centers	2015	2016	2017	2018
Total Visits	984	949	1180	1257
Total Pregnancy Tests	328	288	336	350
Total Ultrasounds	168	185	220	299
Total Spiritual Discussions	207	128	227	124
Total Babies Born	110	88	103	163

**Program Evaluation:** In December 2017, Your Options began working with Choose Life Marketing in crafting a cutting-edge strategy to reach more women in need of our services. The increase in the number of services we have provided in the first five months of 2018 has been significant.

**Growth Strategies:**

- Three additional nurses, including two bi-lingual, have recently completed their training in sonography in order to increase our ultrasound availability.
- Invest 25% of our income in online patient marketing.
- Reach 10-15 youth groups with the *Learn the Essentials* Sexual Risk Avoidance Program.
- Recruit 4 new board members who reflect the diversity of our service area.

**Prayer Strategy:**

- Each center begins the day with prayer.
- Monthly staff and board meetings include a time of scripture, praise, and prayer.
- The needs of our patients, donors, and staff/volunteers are lifted up in prayer through our email prayer chain.

**Board of Directors, Advisory Committees, and Key Staff:**

<p><b>Board of Directors:</b>                  Paul Linehan, Chairman                  William Hardy, Treasurer                  Teresa Larkin, Executive Director                  Pastor David Hill, Clerk                  Pastor Michael Rondeau                  Emily Colson                  Mark Lowney, MD</p> <p><b>Advisory Board:</b>                  Ruth Wong                  Paul Keough, MD                  Joan DeSantis, Radiologist                  Pastor Reggie Smalls                  Brendan O’Connell                  Pastor Richard Reid</p>	<p><b>Key Staff:</b>                  Teresa Larkin, Executive Director                  Nancy Jamgochian, MS, RN, Nurse Manager                  Joanne McDuffee, Lead Director                  Marissa Fagerquist, Center Director                  Marva Gooding, Mobile Clinic Director</p> <p><b>Nursing Staff: Sonographers</b>                  Rachele Milordi, RN                  Rita Russo, RN                  Gladys Alfonso, RN                  Mary DaSilva, RN,                  Barbara Martel, RN</p>
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**Funding Plan and Goals for 2018-2019:**

	2015	2016	2017	2018	2019
Total Income	\$502,648	\$592,271	\$581,725	\$600,000	\$590,000
Total Expenses	\$524,163	\$551,797	\$550,537	\$590,000	\$590,000

- In 2017, 36% of our income was received through Recurring Gifts, 27% through Baby Bottle Campaigns & Events, 21% through Annual Gifts & Grants, and 16% through Other Income.
- In 2018, the board voted to increase our marketing budget as well as our staff line item in order to meet the demands of expected increase in patient services.

**Current Needs:**

- 50 new monthly partners giving \$50/month to provide free pregnancy tests and ultrasounds for 10 additional patients every month.
- \$12,500 for 6 months of online marketing: 6 people giving \$1,000 and 13 people giving \$500.
- Driver for mobile medical unit.
- Volunteer patient advocates.

**Contact Info:**

Main Office: 103 Broadway, Revere, MA. 02151 Office Phone: 781-284-8747 Office Fax: 781-284-1167  
 Donor website: partnersofyom.org Patient website: youroptionsma.org info@awcprc.org