

OUR VISION PLAN FOR GROWTH

OUR VISION IS CLEAR: WE WILL CONTINUE MOVING FULL SPEED AHEAD. WE'VE SEEN GOD'S HAND IN EVERY CHALLENGE THIS YEAR, AND WE BELIEVE HE IS PREPARING US FOR EVEN GREATER IMPACT. BUT TO GET THERE, WE NEED TO GROW—NOT JUST IN SERVICES, BUT IN AWARENESS. MANY PEOPLE DON'T EVEN KNOW WE EXIST, AND THAT'S HEARTBREAKING BECAUSE WE KNOW HOW MANY LIVES COULD BE SAVED AND CHANGED IF THEY DID.

1) Launch Geofencing Ads: We would like to launch **geofencing ads to reach abortion-minded women** where they are—on their phones. **This allows us to place virtual boundaries around places like Planned Parenthood, our local schools, college campuses, and more to start sending targeted ads for Reach Out to all who enter those locations.**

This is a tool that Planned Parenthood already uses, and it's something we need to use too. Studies show that women make parenting decisions within 24 hours of finding out they're pregnant, and within seven days, they've followed through with their decision. This window of time is crucial, and the abortion pill is dangerously accessible right now. We need to meet women where they are—digitally, and at the critical moment when they need information and support. Geofencing is a compassionate, strategic, and timely way to ensure we're there with the support and hope they need. And it works.

2) Offer Abortion Pill Reversal & Post-Abortion Scans: We are looking into the logistics of **offering abortion pill reversal at our center. This would be a game-changer for many women who regret their decision to take the abortion pill. Earlier this year, Reach Out hosted early ultrasound training which our Nurse Manager, Emilee and other nurses from other pregnancy centers participated in and earned a certificate in early ultrasound training. With this training, Emilee is skilled and qualified to do post abortive scanning. If a woman comes to us within 48-72 hours after taking the abortion pill, there is potential to save the baby's life. If the ultrasound shows life, getting the mom started on the abortion pill reversal can give her baby a second chance.**

These scans remain vital even if the abortion is already complete when the woman arrives. Women who have one abortion are statistically more likely to have another, and offering support in this moment may help prevent future abortions if they face another pregnancy.

According to the Abortion Pill Rescue Network, 63% of women who've had an abortion say they needed support or would have benefited from talking to someone afterward. These scans give us the opportunity to offer that support—providing limited care, emotional encouragement, and the hope of Christ during one of the most critical moments of their lives.

There is still much red tape to get through for this to happen, but we are praying and trusting that God will open the doors so we can be a lifeline to women in those crucial moments.

3) Partner with Local Churches: We aim to unite the Body of Christ by partnering with every church in our area. Together, we can stand for life and offer holistic support to families and women in need.

4) Grow Our Volunteer Team: To meet the growing demand, we need more volunteers to serve clients during the week and on Saturdays. **If you're interested in being a volunteer, please contact our Client Services Director, Jean Goins, at Jean@reachoutpregnancy.com or (513) 367-7710.**