



# 2021 ANNUAL REPORT



## When She Finds AlphaCare...

Number of women expressing desire for abortion in their initial call increased.



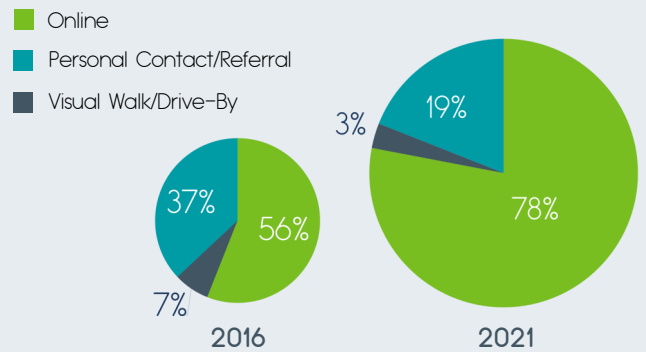
Jan–May

14

June–Dec

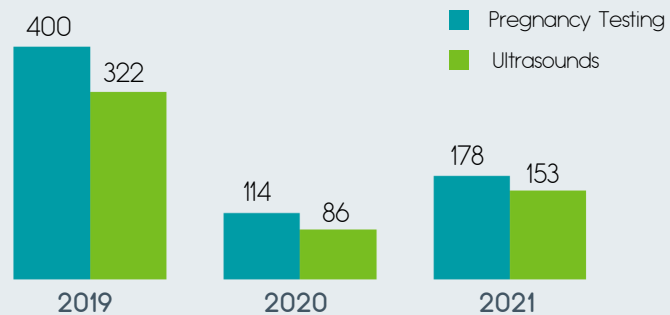
121

Percent of clients finding AlphaCare online increased (self-reported).



## When She First Visits...

Medical appointments resumed in February 2021, but with limited appointment availability due to staffing shortage.



Current client intentions after leaving first medical appointment (self-reported).

- 89% Carry/Parent
- 10% Undecided
- 1% Abortion

*"My first visit to AlphaCare was great as the staff were very welcoming and caring. I felt welcomed and wish to go back, again and again. [...] God bless Brianna, the staff and all the sponsors of AlphaCare. I love u all, thanks"*

*-Benedicta, Client*

## How We Continue Her Care...

With new leadership, the Social Services team wanted to clarify their objectives to evaluate existing programs and assess new ideas. Staff designed program objectives based on the book, *When Helping Hurts*, and application of AlphaCare's mission. Endorsed by the Board, these objectives affirm the existing work while providing direction for the future.

### God

Demonstrate Christ's love with empathy, empowering clients to encounter and know God

### Self

Cultivate a vision for a healthier life based on one's inherent value in Christ, empowering clients to make positive choices themselves



### Creation

Identify strengths and develop skills, empowering clients to responsibly care for creation (self and others)

### Community

Model and facilitate healthy relationships, empowering clients to identify and grow in supportive communities

## How You Support Her...



51 volunteers donated

583 hours saving

AlphaCare over \$30,000

We received more than **\$62,000** worth of in-kind donations



## 2021 CASH FLOW



**\$602,594** income

**\$578,915** expenses



## Google Advertising Boost

Vision for Life is a Christian non-profit in Pittsburgh, PA that supports pregnancy centers, including AlphaCare, by gifting research-based marketing. While co-founder Chris Humphrey has supported AlphaCare's ministry since 2018 with Facebook marketing, in 2021 Vision for Life raised additional funds to sponsor significant Google advertising here in Philadelphia. These ads have a dramatic impact on the number of contacts we receive, especially from abortion-vulnerable women. Inquiries for abortions increased by 300% from 2020. We are so thankful that Vision for Life has partnered with AlphaCare to reach even more women in need of hope and help.

2021 Value of Vision for Life's Support

**\$37,252**

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