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A photograph of a young boy and girl. The girl is whispering into the boy's ear, and both are smiling. The boy is wearing a plaid shirt, and the girl is wearing a floral dress.

HAVE YOU HEARD?

EXCITING NEWS!

phc
Pregnancy Help Center
Medical Clinic

IS NOW

Affirm
WOMEN'S HEALTH



Learn More About Our
Rebranding Efforts!
www.affirmlifeky.org



Affirm

WOMEN'S HEALTH



WINTER 2024

We value and passionately affirm the gift of life.

(859)624-3942

A New Name and a Clear Vision

"And he who was seated on the throne said, 'Behold, I am making all things new.' Also he said, 'Write this down, for these words are trustworthy and true.'" ~ Revelation 21:5

In the Bible, God sometimes changed a person's name. Abram became Abraham. Jacob became Israel. Simon became Peter. When He did so, it marked a transformation, symbolizing a new identity or a new vision for that person's life.

For several years, our staff and Board have discussed rebranding; however, the timing and the name were never quite right. That idea has now become a reality, as we received clarity earlier this year and began the process to become Affirm Women's Health. One of the definitions of Affirm is *"to state as fact; assert strongly and publicly"* and *"offer (someone) emotional support or encouragement"* – the core of WHO WE ARE and WHAT WE DO!

Though we will continue our parenting programs and providing material assistance, God has given us a clear mission to be more medically focused with the intent of more effectively reaching and serving abortion-minded women. I invite you to scan the QR code or visit the web address on the back cover to learn more specifically about our reasons for rebranding.

With the name change also came a clear vision for our goals for 2025. There are three initiatives that God has given us to further our mission in affirming life in Madison County and beyond: a Safe Haven Baby Box for Berea, our THRIVE sexual risk avoidance program, and a new ultrasound machine. We introduced these at our Night for Life on Nov. 14, but allow me to share more.

In September 2023, we began the process of acquiring a Safe Haven Baby Box for the city of Richmond in order to provide another life-affirming option in our community. That goal became a reality in August when we blessed that box at the downtown fire station. However, I had folks start asking the potential for a box for Berea. Honestly, that wasn't in our strategic plan at the time...but it was part of God's agenda! And with the opening of our satellite office in Berea in May, we realize the needs of our clients we are serving there are great. A baby box would be a wonderful resource for the southern end of the county, as well as to help build a culture of life there. In October, city officials in Berea agreed to move forward with a Safe Haven Baby Box to be placed at fire station #2 on Glades Road. Thanks to a generous donor who offered \$15,000 for that project and additional funds, we currently only need \$3500 to reach our goal.

(Continued on the next page.)

Ways to Support

- Return a check in the enclosed envelope.
- Give online: Scan the QR code or visit affirmlifeky.org and click on the Support tab.
- Text your gift to 859-549-LIFE (5433) and it will walk you through quick steps.



2025 Funding Needs

- Safe Haven Baby Box for Berea = **\$25,000**
- THRIVE Sexual Risk Avoidance Program = **\$35,000**
- New Ultrasound Machine for Berea Clinic = **\$40,000**

Second, last Fall, we launched our THRIVE sexual risk avoidance programs in local middle and high schools. With a goal of reaching two schools in that first year, we've already been in three middle schools and two high schools, reaching over 1500 students. Our goal is to continue to grow this program to reach more schools in our region. By this time next year, we hope to be in 2-3 additional new schools. This program is much needed for our youth, and it's a responsibility we gladly accept.

At our Night for Life in 2023, we noted the need for more space. God answered that need in a way we weren't expecting and planted the seed for an entirely new satellite location in Berea. As only God can, everything fell perfectly into place with a location and supplies, including an ultrasound machine donated by a retired doctor. Though it has served its purpose in getting us started, that ultrasound machine is 14 years old. Like any piece of technology, it is outdated, and in the case of an ultrasound machine, it is imperative to have new equipment so that a clear picture is available as a woman is making a critical, sometimes life-or-death, decision.

At the Night for Life, we requested \$100,000 through the end of the year to fund these initiatives. Thanks to our generous supporters \$65,000 of that was raised that evening. Would you prayerfully consider an investment as we prepare for 2025? I can assure you that we will steward your gift wisely and that lives will be transformed and saved as a result. (See our ministry impact below.)

Thank you for joining with us to value and passionately AFFIRM the gift of life! Merry Christmas and Happy New Year!



Blessings, in Christ,

A handwritten signature in cursive script that reads "Sarah".

Sarah Roof
Executive Director



Annual Ministry Impact (through November)

- Our medical clinics – Richmond and Berea - have seen a 27% increase in visits from 2023 with 261 clinic visits. We have conducted 175 pregnancy tests and 183 ultrasounds. We confirmed that 10 women who came in thinking abortion was their only option changed their mind after seeing their ultrasound and **CHOSE LIFE!**
- Client mentors have conducted 407 client visits with women in our Earn While You Learn parenting program.
- Our fatherhood mentors had 74 client visits – an 85% increase from 2023.
- We had 84 client visits with women in our Step Up parent program (for court-ordered clients) and celebrated as 14 individuals (both men and women) completed and graduated from the program.
- We were able to purchase 10 NEW car seats for women who completed our Car Seat Incentive Program.
- We have welcomed 8 babies to clients enrolled in our parenting programs.
- 13% of our clients are teenagers.
- We served clients from 17 different counties.
- We provided more than 50 instances of material aid for those in need of emergency assistance of diapers and/or formula.
- Volunteers contributed over 700 hours of service to PHC with their dedication and servant hearts

Night for Life Recap

Nearly 300 people attended the Night for Life at Big Hill Christian Church on November 14. Seth Gruber, founder and president of The White Rose Resistance, gave a passionate and informative update on the culture of abortion.

Founder Kathy Todd awarded the annual Founder's Award to Dr. Lisa Finn, who retired as PHC's medical director earlier this year after serving in that role since the medical clinic opened in 2016.



A vertical poster for the "Night for Life CELEBRATION". At the top, the "Affirm WOMEN'S HEALTH" logo is displayed against a starry night sky. Below it, the event title "Night for Life CELEBRATION" is written in a large, elegant script. The poster lists several sponsors: "Legacy of Life Sponsor" (THOROUGHTRUCK TRUCK REPAIR & TOWING), "Champion for Life Sponsor" (First Southern National Bank), "Partner for Life Sponsor" (IMPORT AUTO SPECIALISTS), "Dessert Sponsor" (Bespoke BAKERY & CAFE), "Name Tag Sponsor" (BAPTIST HEALTH RICHMOND), and "Media Sponsor" (WHITAKER BANK UNIQUELY KENTUCKY). Each sponsor's logo is accompanied by its name and contact information.

Special thanks to: • Mark Harrison Ramsay, emcee • Lori Caldwell and Family, table decorations • Kelly's Fruit Market, stage decorations • Jim Riggs and Joe Wood, prayer • Big Hill Christian Church, host • Joanna Slater, kitchen and food management • Glorious Day Farm Homeschool Co-op students, dinner servers

Volunteer Spotlight

Deb Davidson faithfully serves primarily in our baby boutique and is always willing to do whatever is asked of her. "I've had the privilege of volunteering at PHC for almost two years now, and it has been an absolutely wonderful experience! Without exception, all the staff at PHC are encouraging, helpful, and cheerful, which makes our work so enjoyable. My favorite task is helping gather and organize supplies for young families, such as baby food, formula, diapers, wipes, clothing and blankets. Although my volunteer work does not include interacting with families directly, I know that what we do at PHC makes a huge difference in the Richmond community!"



Deb and her husband, Bart, have two adult children.

Current Needs

- Baby soap & lotion
- Size 6 diapers
- Pacifiers
- Socks for toddlers

Contact Info:

Getting duplicates?
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occasional emails?
Email sarah@affirmky.org.