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## Ways to Support

- Return a check in the enclosed envelope.
- Give online: Scan the QR code or visit [affirmlifeky.org](http://affirmlifeky.org) and click on the Donate tab.
- Text "LIFE" to 859-594-LIFE (5433) and it will walk you through quick steps.



## 2026 Funding Needs

### **Expanded Medical Services**

*Testing for Sexually Transmitted Diseases, Client Marketing, and Nurse Training*  
**\$40,000**

**THRIVE Sexual Risk Avoidance Program**  
*Middle Schools, High Schools, and College Students*  
**\$30,000**

**Safe Haven Baby Box**  
*Billboard Campaign*  
**\$30,000**



# Affirm

WOMEN'S HEALTH



WINTER 2025

We value and passionately affirm the gift of life.

(859)624-3942

## 2026 Vision

The word *educate* is derived from the Latin word *educare*, which means to train, mold, bring up, or rear. At Affirm, whether we are talking about what we do in the medical clinic, our parenting programs, our sexual risk avoidance curriculum, or our community outreach, we take the task to be a light to our community and to care for them through education seriously!

How have we done that and what's our plan moving forward? Ten years ago, we were just planting the seeds to offer medical services by introducing obstetric ultrasounds. Five years ago, we were navigating COVID, and instead of slowing down, this time allowed us the opportunity to analyze our marketing strategy, eventually helping us to reach more abortion-minded women. And within the past three years, God gave us the vision for a new name, a new satellite office in Berea, and a new life-affirming outreach through the Safe Haven Baby Boxes.



The people walking in darkness have seen a **great light**; on those living in the land of deep darkness *a light has dawned.*

-Isaiah 9:2

As exciting as the past decade has been, we know that we serve a big God who continues to have big plans for our ministry. At the Night for Life on Nov. 13 (see page 3), we introduced our three primary initiatives for 2026 to attendees. Allow me to share with you as well:

1. As mentioned, a laser-focused strategy in recent years has helped us reach our target client - the abortion-minded woman. Because of the ever-changing cultural climate, we must continue to find ways to reach and serve her. This includes new marketing techniques like a 24-hour chat widget on our website so she can reach us at any time of day. When a woman finds out she's pregnant, she will (on average) only take nine days or less from the moment she confirms that pregnancy to act on an abortion plan. We must be available, responsive and ready to serve her and have the best tools available to do so. Another service we would like to add in our clinic is sexually transmitted disease testing in order to help educate and empower young women in the decision-making process.

(Continued on page 2)



At Affirm, we desire to make a difference for the individuals we serve. When in need, Shondrica was referred to us to help with her teenage daughter. We were able to see Tyra the day her mom called and provide her with much needed answers, showering her with love and compassion at a critical point. Learn more about Tyra's story by scanning the QR code to watch a short video.



2. Our second initiative is expansion of our THRIVE sexual risk avoidance programs in local middle and high schools. Our young people are being fed lies daily when it comes to relationships and sexual decision making. There IS a better way than that of Hollywood, Only Fans or TikTok. As parents, educators and community leaders, we have the great challenge and privilege of helping them navigate through the cultural "garbage," to know what is true and what is not, and to have the skills and support needed to live by truth. Our children need to hear sex and sexuality as God designed it over the noise of the culture's lies. At Affirm, we strive to be intentional to impart in relevant and receivable ways the truths they need to put into practice and stand strong against the cultural pressure.
3. We are fortunate to have two Safe Haven Baby Boxes in Madison County - one in Richmond and one in Berea - and had a part in funding the box in Mt. Vernon. However, women in crisis must know that these boxes exist and be connected to resources to help them make a life-affirming decision. Because of that, we want to place multiple billboards with information and the hotline for Safe Haven Baby Boxes. God opened the doors with a family-owned business who will be making their own investment with discounted advertising space. Our goal is to have five total billboards - two of these would be visible from I-75, one coming from Irvine, one in Jackson County, and one in Rockcastle County. Safe Haven Baby Boxes are only possible because of the support in local communities, and we must be diligent in providing the education as well.

God has placed us in the heart of downtown Richmond, and just off I-75 in Berea, to be a light in our community and to continue to build a culture of life - through education! We simply cannot do this alone. The darkness is evident. The enemy is real. Please know that we at Affirm are on the frontlines of this battle, and we are fighting it on behalf of our community.

At the Night for Life, we requested \$100,000 through the end of the year to fund these initiatives. Thanks to our generous supporters who attended, nearly \$75,000 was raised that evening. I invite you to be a part of the exciting things God is doing through Affirm and ask you to prayerfully consider investing in our ministry. 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.)

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

Blessings, in Christ,



Sarah Roof  
Executive Director



## Annual Ministry Impact (through November)

- Our medical clinics - Richmond and Berea - have had 277 clinic visits. We have conducted 184 pregnancy tests and 196 ultrasounds. We confirmed that 11 women who came in thinking abortion was their only option or who were undecided changed their mind after seeing their ultrasound and CHOSE LIFE!
- Client mentors have conducted 315 client visits with women in our Earn While You Learn parenting program.
- Our fatherhood mentors had 47 client visits.
- We had 117 client visits with women in our Step Up parent program (for court-ordered clients) - a 39% increase from 2024 - and celebrated as 13 individuals (both men and women) completed and graduated from the program.
- We were able to purchase 7 NEW car seats for women who completed our Car Seat Incentive Program.
- We have welcomed 6 babies to clients enrolled in our parenting programs.
- 11% of the clients we served this year are teenagers.
- 60% of our clients express a Christian faith.
- We provided more than 35 instances of material aid for those in need of emergency assistance of diapers and/or formula.
- Volunteers contributed over 500 hours of service to Affirm with their dedication and servant hearts.

## Night for Life Recap

Over 350 people attended the Night for Life at Southland Christian Church on Nov 13. Monica Kelsey, founder of Safe Haven Baby Boxes, shared her personal story and the importance of the availability of baby boxes. Knowing she was adopted her entire life, at the age of 37, Monica discovered the devastating truth that she was conceived in rape and abandoned as an infant. She has made it her life's mission to not only advocate for the sanctity of human life, but to also one day eliminate illegal infant abandonment.

Through donations, Affirm has provided the primary funding for the baby boxes in both Richmond and Berea and was able to provide financial assistance for one at Rockcastle Regional Hospital, which was blessed on Nov. 14.

*Special thanks to:* • Kendall Bailey, emcee • Lori Caldwell and Family, table decorations • Kelly's Fruit Market, stage decorations • Jason Koerner and Stephen Hobbs, prayer • Southland Christian Church, host • Erica Fejeren, kitchen and volunteer management • Madison Christian Knights and TPUSA students, dinner servers

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Monica Kelsey, founder of Safe Haven Baby Boxes



Founder Kathy Todd awarded the annual Founder's Award to Chris Jolly-Hall, a former executive director and long-time volunteer.

### THANK YOU BRENDA!

Affirm would like to thank Brenda Flannery for her 10 years of dedication to the ministry as she prepares to retire at the end of the year. Brenda started as a volunteer but was then hired as the nurse manager once the medical clinic was opened in 2016. Brenda, you are loved and will be missed at Affirm!



### Current Needs

- Hand soap
- White copy paper
- Sensitive baby lotion and baby wash
- Safety outlet covers
- Toddler toothpaste

Donations are tax-deductible and can be dropped off M-Th from 9-4.