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DIANA'S STORY

A LETTER FROM KIM

THANK YOU FOR WALKING FOR LIFE!

UPCOMING EVENTS

DIANA'S STORY

Diana was a bit surprised by her pregnancy test results. With a toddler at home, she already had her hands full and she was definitely abortion-minded. Diana's husband told her that he would support her decision either way, but she was not ready for a second child.

Diana didn’t want to see the ultrasound or have any pictures…. until the nurse spotted two babies on the screen and informed her. Immediately, Diana wanted to see her babies and have their ultrasound pictures. She no longer considered abortion as an option for her.

Statistics tell us that approximately 63% of the women having abortions today have at least one child. Diana was in a high risk category and she was leaning towards abortion.

We are so grateful that Diana came to the PRC of Metro Richmond first. Here, she received an ultrasound, informing her about her twin pregnancy. She would not have learned that by going to an abortion clinic. She also received support from our staff, services, (and her husband), and ultimately, decided to carry these precious babies to birth!

Services provided January through May, 2021

**Intervention Services:**
With peer-counseling and professional medical services we continue to serve and remain open during the pandemic and offer alternatives to abortion which affirm the lives of women, men and their pre-born babies.

- 596 Total visits
- 304 New cases opened
- 115 Free ultrasounds performed
- 286 Free pregnancy tests
- 1,005 Referrals to agencies/organizations for assistance
- 8 Support for Fathers
- 192 Bottles of prenatal vitamins provided for clients

**PERC (Parenting, Education & Resource Center)**
The PERC program assists moms and dads in preparation for parenting: emotionally, spiritually, and materially through mom's support groups, parenting classes and Bible study.

- 155 Client visits for the above classes
- 26 Maternity clothes provided for clients
- 180 Baby items provided for clients
- 139 Diapers/formula provided for clients
FROM HER DESK:

“Being genuinely cared for by a stranger was heartwarming. I feel like this is a safe place many people would love to have.”

– Recent PRC patient

Yes, it is heartwarming! Have you ever experienced genuine care from a stranger? Every day, as you serve alongside of us, you too exhibit genuine care for women and men in unplanned pregnancy. Thank you! We agree with this patient, and we want everyone to experience the genuine care that we continue to provide to those in need of our services. We want to ensure that as many people as possible know we are here for them, so now that COVID restrictions have been lifted a bit we will be increasing our marketing exposure through previously tested, well-performing marketing channels for Richmond.

Billboards- From now until September 19, we will have one billboard each in North Richmond (Chamberlayne Ave and Brookland Park Boulevard) and South Richmond (Hull Street and Belt Blvd @ Midlothian Turnpike). A very special thanks to a church mission partner for their financial gift for these billboards. The approximate cost for one month is $1,000 per billboard.

Radio- During the weeks of June 21, July 19, and August 16 (3 weeks), we will have radio ads on both 106.5 The Beat and Q94 Richmond. We are running 90 commercials. The cost for one commercial is $50.00 per 30 second commercial.

VCU Kiosks- Beginning August 16 through October 16, in high traffic areas of the VCU campus and city, we will place 2 advertising panels. Approximately $600 per panel for 4 weeks.

Our "Be One" campaign is about expanding our reach in the most high-risk areas for unplanned pregnancy in the RVA Community. It is about partnering with churches and individuals who want to have a meaningful and eternal impact in the lives of others, so they are informed, supported, and empowered to decide for life.

Thank you to all who have already given so much so that so many lives could be impacted and saved! Thank you to the hundreds who came to our Walk for Life in May and those who helped us reach 135% of our goal! Thank you to the supporting churches who give from your mission budget and/or host a Baby Bottle Campaign! Thank you to all who give generously of their time, gifts, and talents. We cannot do this without you. You are amazing!

To find out ways that you, your family and friends or church family can be a part of supporting a place that those in need would love to have, contact Leah Kipley at lkiple@prcrichmond.org, 804-673-4150.

Abundant blessings,

Kim

Kim Warburton Southerland
Executive Director, LAS
Pregnancy Resource Center of Metro Richmond

FOR GIFTS, PRAYER REQUESTS & REQUEST FOR INFORMATION:

PLEASE COMPLETE THE FOLLOWING INFORMATION AS APPLICABLE AND RETURN IT IN THE ENCLOSED ADDRESSED ENVELOPE:

I WANT TO SUPPORT THE PRC THROUGH A GIFT OF:
☐ $250 ☐ $100 ☐ $50 ☐ OTHER $______________

I WANT TO GIVE A MONTHLY GIFT OF $_____________ BEGINNING _____ / _____ /_____. PLEASE CONTACT ME.

☐ I’M CONSIDERING GIVING STOCK, A GRANT, OR GIFT OTHER THAN SUGGESTED. PLEASE CONTACT ME.

NAME: ________________________________

ADDRESS: _______________________________

EMAIL: ________________________________

PHONE: ________________________________

I AM INTERESTED IN LEARNING MORE ABOUT HOW I CAN BECOME A VOLUNTEER AT THE PRC.

I WOULD LIKE TO RECEIVE INFORMATION ABOUT HOW MY CHURCH CAN GET INVOLVED WITH THE PRC.

THE PRC STAFF MEETS TO PRAY EACH DAY BEFORE OUR CENTER OPENS. WE WOULD CONSIDER IT AN HONOR TO PRAY FOR ANY PERSONAL REQUESTS YOU MAY HAVE.

*Contributions can also be made online at: www.friendsofprcrichmond.org
Thank You for Being One & Walking for Life!

What a glorious day it was on May 1st at Deep Run Park for our 2021 Walk for Life! We were so excited to have our walk in person this year and in a beautiful park with all of you! We are so grateful for the many walkers and sponsors who helped raise over $100,950 to further the Lord’s ministry at the PRC of Metro Richmond!

We are so amazed at your faithful outpouring of support for the sanctity of human life and for moms and dads facing unplanned pregnancy in RVA. We continued to receive walker registrations and donations throughout the month of May and ultimately, reached 135% of our original goal. Thank you so much for Being One and giving more than we ever hoped or imagined!

A special acknowledgement to the following who helped make the Walk for Life possible:

- The Knights of Columbus Council 395 for providing and serving lunch
- Viceroy Media Productions for providing live feed and videos for our Walk and also donating water
- Church of the Incarnation for providing breakfast items
- The many faithful volunteers, board members, and staff, including all who helped wherever needed
- Pastors and PRC church liaisons who promoted the Walk for Life in their churches
- Henrico Recreation and Parks staff for accommodating our requests

Mark your calendar and plan to join us at Deep Run Park again for our Walk for Life on April 30, 2022!

SERVING AT THE PRC:

We are looking for individuals who hold a Biblical worldview of life and have a desire to compassionately serve women and men who may be unprepared for pregnancy. Is God calling you to serve? There are many areas where you can use the talents and abilities that God has given you to serve at the PRC. Here are some of our current volunteer opportunities.

**Serving in the Crisis**
Client/Patient Advocates [male and female] are trained volunteers who minister to the clients who are unprepared for pregnancy when they visit the center. Helpline Volunteers are trained volunteers who answer client calls through our 24-hour helpline. Training begins Thursday, September 16, 2021 and continues for 7 consecutive Thursday mornings or evenings. (September 16, 23, 30, October 7, 14, 21, 28.)

**Serving After the Crisis**
Parenting Education Resource Center [PERC] Volunteers are trained volunteers who minister to clients who have decided to parent by assisting them with spiritual, practical, and material needs. Class Leaders are trained volunteers who lead parenting classes, support groups, and Bible studies.

**Serving through Outreach**
Church Liaisons work as advocates for the PRC within their own churches, presenting the PRC as a local mission opportunity and encouraging their church to become involved.
You can raise funds for the PRC of Metro Richmond when you shop at Kroger by enrolling in their Community Rewards Program. In 2020, PRC received $2,121.56 from this program. Thank you PRC partners and Kroger! To enroll in Kroger’s Community Rewards Program go to kroger.com/communityrewards and enter your Kroger Plus card number then select the PRC of Metro Richmond (NPO 86868) as your organization. Swipe your card each time you shop and the PRC will reap the rewards!

Amazon has a similar program where you can choose the PRC as your designated charity. Go to smile.amazon.com and select the Pregnancy Resource Center of Metro Richmond. The AmazonSmile Foundation donates 0.5% of the purchase price from eligible AmazonSmile purchases. In 2020, shoppers raised $433.31 - Thank you!

A percentage of the cost of the ‘Choose Life’ plate goes to support qualifying life-affirming organizations throughout the state. In 2020, the PRC of Metro Richmond received $2,476.15 as a portion of the Virginia ‘Choose Life’ plate program - Thank you!

You can give to the PRC through the United Way Campaign. For the United Way appeal, the PRC is considered a Private Business (non-government). Donors should fill in the name and address of the center in the section titled, ‘Specific Care,’ at the bottom right of the form. #3014 for Agency Code #117 for Local Campaign #98488 for Federal Campaign. In 2020, PRC received $8,520 from the United Way campaigns!

Stay tuned! for more details about our 2021 Annual Gala!

Your Partnership is Making a Difference!

Each day, we depend on God’s grace and the support of our faithful partners to keep our doors open. We are open approximately 250 days a year and our daily cost to operate both the Willow Lawn and Midlothian clinics and provide all of our services free of charge is about $3,760 per day. Thank you to all who have responded to God’s call to assist us by giving of your time, talent, and treasure to enlarge the harvest of righteousness over the past 38 years.

You can raise funds for the PRC of Metro Richmond when you shop at Kroger by enrolling in their Community Rewards Program. In 2020, PRC received $2,121.56 from this program. Thank you PRC partners and Kroger! To enroll in Kroger’s Community Rewards Program go to kroger.com/communityrewards and enter your Kroger Plus card number then select the PRC of Metro Richmond (NPO 86868) as your organization. Swipe your card each time you shop and the PRC will reap the rewards!

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Thank you for your partnership!