



IMPACT REPORT 2024



COMING INTO VIEW

A COMMUNITY WHO CARES

When I think back on this past year, I'm deeply moved by the unique and complex stories of each of our 698 clients.

- **Julie***, just 16 and unexpectedly pregnant, feeling frightened and overwhelmed
- **Thomas and Sierra**, a husband-and-wife, coaching side by side to earn a much-needed crib and car seat
- **Darrell**, whose car repairs were critical to keeping his job
- **Gabriela**, who crossed the Mexico border on Monday and walked through our doors by Friday
- **Tilma**, who lost everything in a devastating house fire

Each day seemed to bring new challenges for our clients. When these needs came into view, ***your partnership ensured they would be met.***

Your unwavering commitment and prayers, financial gifts, in-kind donations, and volunteer hours, provided essential services and compassionate care.

Because of YOU, life was chosen, families were served, and needs were met. Together, we made a difference.

From my heart, **thank you.**


Lyneshia Caron
Executive Director

*"Alone, we can do so little;
together, we can do so much."*

-Helen Keller



*Client names changed throughout to protect confidentiality.



IMPACT AT A GLANCE

698

Individual Clients in 2024

since 2014

18K+

Babies Born

1300+

Ultrasounds

600+

Men Served

THE CURRENT VIEW OF ABORTION IN MINNESOTA

In 2023

14,214 abortions performed in Minnesota

40% increase in abortions since
the overturn of Roe V Wade

*of these, 21% came from out of state (2,984 women)

841 abortions in Dakota County
*3rd highest county in MN

In 2024, a record **45%** of all women
and men who came to Pregnancy
Choices for a pregnancy test were
considering abortion.

Most recent data from MN Department of Health



1/4
1/2
3/4

LIFE COACHING: OFFERING A NEW VIEW

Convinced abortion was their best choice, Justin and Savannah traveled 45 minutes to Pregnancy Choices for life coaching. When asked about abortion, Savannah spoke about grief and suddenly realized, "I don't want an abortion, but I didn't know that until right now."

In 2024, 56% of Pregnancy Choices' clients considering abortion changed their minds.

Total Life Coaching hours:

Women: **935** hours

Men: **208** hours

52 babies given a future

IMPACT OF LIFE COACHING



Less
Stress

Greater
belief in self



— since 2014 —

500+ clients completed life coaching programs

A 10-year formal evaluation of Pregnancy Choices' certified Life Coaching program confirms consistently positive results, raising self-efficacy and reducing stress, even in uncertain times.

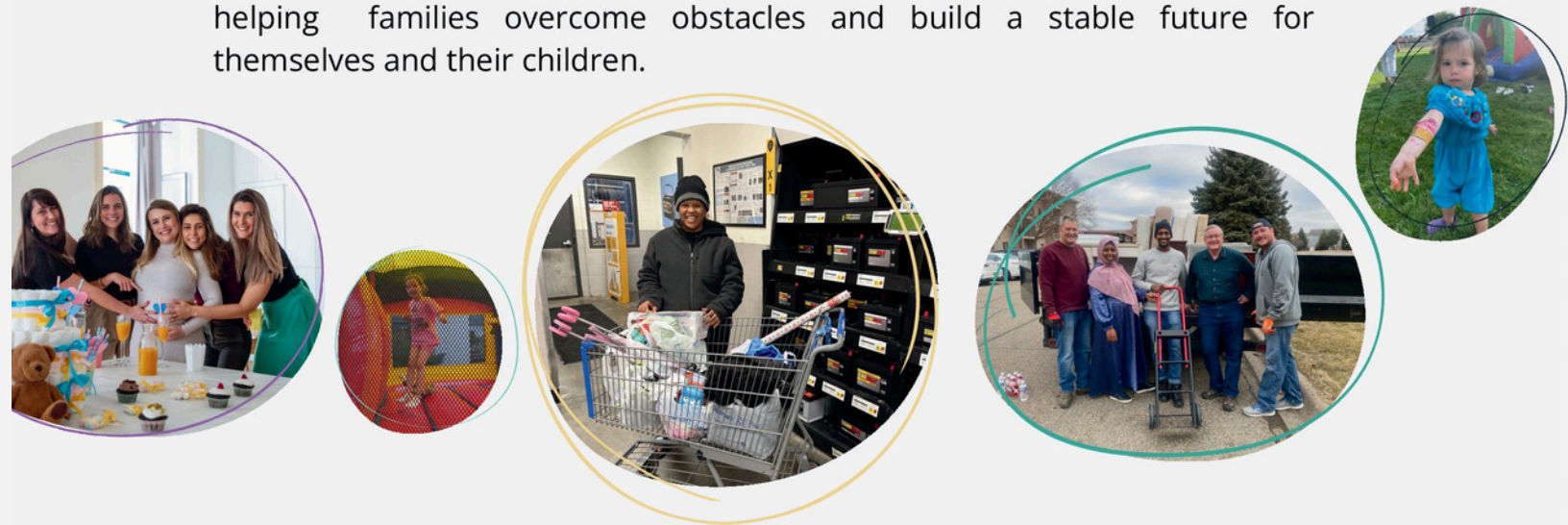
- Dr. Galena K. Rhoades, Ph.D, Research Professor, University of Denver

SEEING NEEDS

CHANGING LIVES

In 2024, **55%** of clients chose to parent despite facing financial instability, housing uncertainty, and a lack of emotional and practical support. These challenging circumstances made them vulnerable to abortion.

Pregnancy Choices provided essential resources and wrap-around support, including financial aid, housing referrals, job support, and community, helping families overcome obstacles and build a stable future for themselves and their children.



“Imagine a circle of compassion and no one is standing outside of it.”

— Father Gregory Boyle

Haley needed health insurance
Yasmin needed an infant crib
Lilliana needed car repairs
Matteo needed rental support



Pregnancy CHOICES

16

Church Partners

175

Local Support Agencies

807

Donor Partners

BY THE NUMBERS

141 Car seats & cribs distributed

85 People attended our Family Fun Day

268 Open Door Food Pantry visits

25 Clients attended Lunch & Learns

113 Families received holiday support

38 Clients attended Latina Moms Group

Local Collaborations:



PROGRAMS THAT MEET EVERY NEED

At Pregnancy Choices, we believe the key to empowering women and men through an unexpected pregnancy is consistent, supportive care **before, during, and after** the pregnancy.

Our proactive approach begins with healthy relationship education and decision-making skills. Through this, young people see their own dignity and worth, empowering them to make healthier life choices with positive outcomes.

During pregnancy, we provide a safe, non-judgmental space for clients to explore their options—adoption, parenting, or abortion— while offering certified life coaching, medical services, and practical resources like car seats and cribs.

After birth, ongoing emotional and practical support continues. One-on-one coaching, educational videos, baby clothing, Moms Group, and Lunch and Learns are all part of the journey at Pregnancy Choices.

By building strong, trusting relationships and wrap-around care, clients have the resources and support they need at **every stage of their journey.**



271

Pregnancy Tests

265

Ultrasounds

712

Baby & Me visits

BY THE NUMBERS

54

Good Father visits

54

Mom Fast Tracks

3

Dad Fast Tracks

TIMELINE OF SUPPORT

BEFORE

DURING

AFTER

PROACTIVE APPROACH

- Healthy Relationships
 - the REAL me
 - REAL Essentials

6 - 27 WEEKS PREGNANT

- Baby & Me
- The Good Father Program

BABY IS BORN

- Baby & Me 2
- The Good Father Program 2

FINDING OUT YOU'RE PREGNANT

- Pregnancy Test
- Ultrasound
- Decision Point Coaching
- Fatherhood Conversations

28 WEEKS PREGNANT TO DELIVERY

- Fast Track

SUPPORTS ONCE BABY ARRIVES

- MOM's Groups
- Fatherhood Groups
- Pediatrician Conversations
- Lunch & Learns



ASHLEY ROSE

AWARD


“I could not imagine there were places like
Pregnancy Choices out there. I hope others know.”

At 38, Carissa thought her dream of motherhood had passed, but an unexpected pregnancy led her to make life-altering decisions. She left a decade-long abusive relationship, finding herself without a home or support from the father. Overwhelmed, she turned to Pregnancy Choices, never doubting her baby was a gift. She fully embraced every opportunity that was presented, and the wrap-around support was all she needed to bring her beautiful daughter, Hope, into the world.

Though the decision to continue her pregnancy was challenging, Carissa never looked back, believing Hope was a blessing. She found the strength to build a life that is thriving and healthier each day. She embodies the courage and resilience recognized and celebrated by the Ashley Rose Award.

VISIONARIES

OF CHANGE

A photograph of a family of four standing in front of a house with grey siding and a brick chimney. The father is in the center, holding a young boy on his left and a baby on his right. The mother is on the far right. They are all smiling. The text is overlaid on a dark, semi-transparent shape in the lower half of the image.

In 2021, we received a stimulus check simply because we had a child. Knowing others needed it more, Alex suggested donating it to a children-related organization, which led us to Pregnancy Choices.

At the time, we knew they supported women in crisis pregnancies and had our church's backing, but not much more. Since then, we've seen their impact firsthand: life coaching that helps parents grow in confidence and clarity, the incredible number of clients they've served, and the deep love and passion their staff has for their mission.

When I first visited Pregnancy Choices, holding Oliver on my lap, I heard stories of women - some my age who chose life and motherhood despite hardships. Reflecting on my own challenging transition into motherhood, even with support and stability, gave me a deeper perspective on the pro-life cause and the critical need to support both parents.

I've since been more intentional in supporting those in my circle welcoming a new baby. But reaching those outside my circle? I can't. Pregnancy Choices already does—and that's why we continue to give.

Alex, Hailey, Oliver and Violet Linneman

GENEROSITY REPORT

2024

THANKS TO YOU, every single client served in 2024 was met with compassionate, wrap-around care that has become our standard. It was a challenging year financially, working to absorb the \$181K gap from discontinued state funding.

YOU made sure our budget would be met, and gave us room to spare - about \$1,000 over budget to be exact. You reminded us that God is always faithful with your abundant generosity.

KNOW THAT YOUR GENEROSITY HAS NEVER BEEN MORE IMPORTANT AS OUR CLIENTS FACE NEW AND COMPLICATED CHALLENGES.

Your generosity filled gaps and built bridges, reminding each person they were worthy of respect and belonging.

With a grateful heart,

Betsy Hanel

Development Director

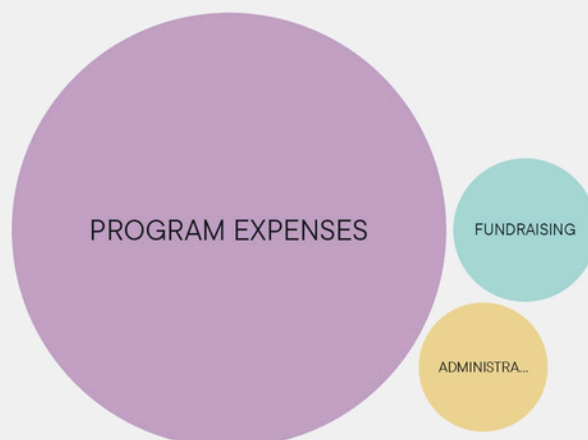


GENEROSITY RECEIVED

GOVERNMENT GRANTS	\$0
OTHER GRANTS	\$137,879
DONATIONS	\$692,287
INVESTMENT INCOME	\$46,360
TOTAL	\$876,526

GENEROSITY DISPERSED

ADMINISTRATIVE COSTS	\$64,396
FUNDRAISING	\$79,595
PROGRAM EXPENSES	\$731,248
TOTAL	\$875,239



“God has given us two hands, one to receive with and the other to give with.”

-Billy Graham.

MISSION

We partner with women and men experiencing an unexpected pregnancy or relational poverty and through life coaching uncover new possibilities and sustainable change for families.

VISION

Creating a world where all life is honored, and families thrive.

BELIEFS

We believe that every individual, regardless of their circumstances, deserves to be treated with **DIGNITY** and respect, upholding their inherent worth.

We believe in fostering meaningful **RELATIONSHIPS** with our clients, creating a supportive environment where open communication and consistent care can flourish.

We believe that embracing **AUTHENTICITY** builds trust with our clients and creates an environment where they can explore their true selves without judgement.

We believe in empowering clients to work towards **SUSTAINABILITY** in all areas of their lives, creating lasting positive change and self-efficacy.

“The meaning of life is to find your gift. The purpose of life is to give it away.”

-Pablo Picasso

YOUR STORY MATTERS



THE STORY CONTINUES

From the beginning, our mission has been to make the decision for abortion unnecessary and unthinkable. 19 years ago, we hoped to reach women considering abortion and offer them a choice for life.

Today, we serve women and men who are considering abortion or needing support, so they don't become vulnerable to abortion. We care for the whole family and recognize that this pregnancy is just one part of their story. Each family faces complex needs and challenges.

Every day, we commit to families in unexpected pregnancies by providing compassionate care, ongoing wrap-around support, and a place to belong. Every day, we strengthen mothers and fathers, who in turn build stronger families. Every day, we will continue until abortion becomes unnecessary and unthinkable.

And every day, YOU make sure this is possible.

This work is far too important to give it less than everything we have, and we cannot do it alone. Join us as we turn the page into a new year, with greater impact and more milestones to celebrate.

2025