



*"Speak up for those who cannot speak for themselves, for the rights of all who are destitute. Speak up and judge fairly; defend the rights of the poor and needy."*



## Executive Director's Commentary



# Pregnancy Care Center

Dear Friends,

Optimize (v.) - To make as effective, perfect, or useful as possible.

For less than 2 years now, we have been an optimized center. What does that mean? We are part of a group of 12 Medical Centers across the country that are using The Optimization Tool (OT) - a proven, comprehensive management tool designed to help us streamline the way we reach and serve abortion-minded women. This tool helps us focus our resources on those women most at-risk for abortion and allows us to serve them in a way that helps them have their babies more often.

Because of this team of 12 medical clinics, we are able to discuss, measure, and improve our process in transforming a woman's fear into confidence that she has options other than abortion. The founding center in Rochester, NY began this linear service process in 2003. By using a series of steps, utilizing scripted and intentional management of patient interactions and then measuring their results, they stumbled on to a process that increased the amount of pregnant, abortion-at-risk women they were reaching. Over the years, they have tried and tested their system and the number of women they served increased every year. This year, they are having a stellar year of helping more women than ever have their babies and the year isn't even over. CompassCare's Rochester operation over the last four years has helped to save an average of 7 babies per month. And five of CompassCare's top ten months occurred this year with June and July seeing 14 and 15 lives saved respectively.

That is what we aspire to do! Reach more women every year and save more lives. Though we are still learning and growing, we are being more effective in our community reaching the abortion minded because of OT. Already this year, we have seen as many abortion-minded women as we did all of last year. And last year, we nearly doubled the amount of babies saved from the year before. We have a long way still to go, though. We are still working hard to improve on ways to market to our target group through social networking and ads. We continue to evaluate our no-show rate to determine if our script is working to convince them why they need to come in and have an ultrasound before they make a decision. We monitor ourselves to make sure we are helping each woman and not manipulating her, that we are respecting her while helping her overcome her fears to choose life.

Just recently, we have heard about an undercover operation ([thecrisisproject.org](http://thecrisisproject.org)) where a few centers

around the country have been secretly videoed by pro-abortion women in order to discredit all pregnancy care centers. These videos show that every Pregnancy Center needs to be thoroughly trained and on guard for attacks such as these. While most of the information given in these videos was correct, the confidence of the advocates sharing and the manner in which it was delivered was sadly troubling.

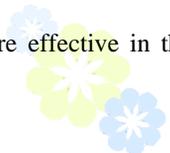
That is why I am so thankful that we are an OT center. The OT is designed to dramatically reduce the amount of stress and insecurity felt by staff and volunteers when interfacing with their patients. This is accomplished by identifying and outlining very clear expectations for each job function, and providing scripts and supporting documents for every step in the patient appointment. We can be confident that we know exactly what is being said to each patient every step of the way, and staff and volunteers can feel confident that they know exactly what is expected of them and that they are serving each woman with excellence. And in light of how the enemy would like us to not speak truth, our organization has a decreased risk of liability because all information and services provided to patients is standardized and is delivered the same way for each woman. *"For we wrestle not against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this world, against spiritual wickedness in high places"* (Eph 6:12).

As a donor, you can be confident that your resources are helping us reach more abortion-at-risk women, women are hearing the truth about their options and the truth about Jesus, and we are serving women in the most effective way so that more of them choose life for their baby. As a volunteer, you can be confident that you will be trained in a way that overcomes fear while working in an environment like this. The mission of OT centers is to reverse the national abortion trend by reaching and serving abortion-minded women in a reliable and effective way. Thank you for being a part of erasing the need for abortion in the minds of the women we serve. You are making a difference by helping us reverse the abortion trend in this country one woman at a time.



Praying to be more effective in the fight for life,

Darlene Barber  
Executive Director



## From Client To Staff

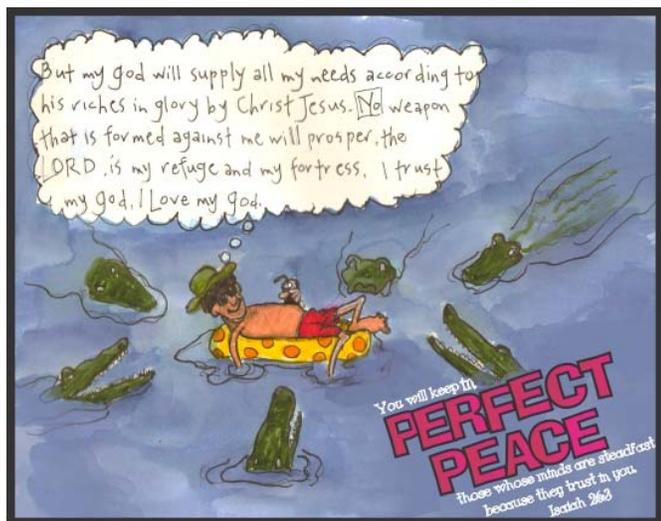
Friends of the PCC: My name is Jodi Fallin and I am the new Advancement Director for the PCC. I came to this ministry when I found out I was pregnant with my daughter in 2010. I had recently been laid off from my job after 10 years in telecommunication sales and had gone back to school full time. My husband and I had temporary custody of our niece and nephew at the time and we were not sure how we were going to make ends meet. I heard about this awesome ministry from a friend and decided to check it out.



**Jodi Fallin**

What I found when I arrived was nothing short of a miracle. Caring, compassionate women; devoted to this ministry and giving their all every day to help women in unplanned pregnancies. The staff and volunteers were friendly and always taking the opportunity to show God's love to their clients. I went through the Earn While You Learn program during my pregnancy which really helped me build my confidence as a first time mother. I was also able to earn Mommy Bucks to spend in the boutique which allowed me to purchase the resources needed to provide for our baby.

This ministry had such a huge impact on my life and left footprints that will stay forever. I have always been passionate about people and the precious gift of LIFE that God gives us. I am blessed to now work with the PCC and help give back to the ministry that gave so much to me when I was in need. This ministry has seen some incredible growth and changes since I stepped through the doors in 2010. Would you consider coming to a Vision Tour and seeing the life-saving services we offer this community on a daily basis? It only takes an hour of your time and you will be amazed at the impact. I am grateful for the opportunity to serve Tiftarea through the ministry of the PCC.



When the enemy is closing in and life seems overwhelming, where do you find your Perfect Peace?

## Do You Have The Gift Of Hospitality?

Has God blessed you in such a way that you truly enjoying hosting small parties or get-togethers? The PCC is in need of a Vision Tour Coordinator. This is a once or twice a month commitment to coordinate food and set up for our Vision Tours.



Please pray and ask God if He might be calling you to serve in this way. Give us a call at 229-382-4491 to learn more!

*Thank you for your faithful support of the Pregnancy Care Center!*

## Never More Important Than Now

"In the elections of 2000, surveys showed that among those calling themselves Christians, only 50% were registered to vote. Then, on election day, only half of the Christians who were registered actually went to the polls.

Then we sit around and wonder why the policies of our country are less and less Christian. Remember, some races were won by 90 votes. A single congregation, the efforts of a single pastor, could have made the difference.

A clear example arises with abortion. All abortions are currently legal. If one candidate wants to eliminate more abortions than the other one, my vote for the one who wants to eliminate more can be seen as an effort to reduce the evil of legal abortion, and a choice to reduce evil is precisely a good."

-Excerpts from Practical Voting by Fr. Frank Pavone