



MADISON, WISCONSIN

ANNUAL REPORT 2016-17



*This* is the  
end result  
of your  
**Love!**

"We hope we would have  
chosen life on our own, but we're  
not sure we would have,"

*said Brock and Alyssa (shown).*

# You touch hearts.

Every day, 10 women walk through our doors in Madison.

On the surface, they come for pregnancy tests and ultrasounds. But, if you look more deeply, they come — *and continue to come* — because they are met with **unconditional love**. In this environment, a woman is able to recognize her own dignity and feel genuinely valued. And nine times out of ten, this leads to a choice for life.

**Thanks to donors like you,** Women's Care Center will serve over 25,000 women in the year ahead in eight states (*and growing*)! **You have made us the largest, most life-saving pregnancy resource center in American history.**



SNAPSHOT

MADISON, WISCONSIN

517

women served



400

ultrasounds



2,481

visits



12,161

diapers



10

women every day



"If I hadn't seen her on the  
ultrasound, I don't think my baby  
would be here today,"

*says Lauren (shown).*

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# You save babies.

You make it possible for women to participate in the miracle of ultrasound. When pregnant women are genuinely valued, they are able to view an ultrasound and overcome fears to make a decision rooted in love.

It is no wonder that *every community* with a Women's Care Center has seen **exceptional abortion declines**. And locally, in the short time since we opened across from the large abortion clinic in Madison, the abortion rate has declined 21%.



Thanks to donors like you, we were able to purchase a life-saving 3D/4D ultrasound machine for our center in 2017.



Ben, Sheryl and Elliot

When Sheryl and Ben went for an ultrasound, they had not planned to look at the screen. But Sheryl could not keep herself from peeking. "I saw his little feet moving," she said. "It's difficult to put into words, but there he was in front of us. There was no way either of us could go through with an abortion."

Sheryl and Ben chose life for baby Elliot. She says, "We love him so much!" She also says of Ben, "We have a new respect for each other. Ben works really hard to provide, and he respects me for how I take care of our baby."

"The thought of being a first-time mom was scary. I wasn't ready to be a mom. I've never been in a situation where you have to choose life or death," says Levi's mom Brittany. "I chose life!"

Brittany says, "Levi motivates me." She plans to start college courses in the fall, and wants to give back to help others, saying, "I would love to be a counselor or something in the medical field."

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# Your love continues...

long after a baby is born, sometimes for years. It's a ripple effect.  
A decision for life oftentimes leads to many other good decisions.



*Ilyssa, Tevin and Ashton*

Ilyssa and Tevin had their future mapped out. He was in graduate school studying physical therapy, and they planned to get married after that. But pregnancy wasn't in the plan.

Ilyssa's first thought was Planned Parenthood, but she says, "just being on their website freaked me out. There was a drop down menu and one of the options was to schedule an abortion.

It just seemed so impersonal." **So Ilyssa Googled "free pregnancy tests" and found us!**

Visiting with a counselor changed everything.

"It made me realize this wasn't the end of the world. I felt at home."

Tevin participated in our Strong Fathers class, and Ilyssa enjoyed First Time Moms.

And every night during the pregnancy, the couple read to their baby from a Dr. Seuss book their counselor gave them.

Ilyssa says they hope to give back to Women's Care Center one day for the blessings on her family.



*Little Ashton may follow in his father's footsteps.  
Tevin was a running back at the college level.*



Ilyssa left Women's Care Center  
and told boyfriend Tevin,

"Our baby already  
has a heart beat.  
This is a child!"

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Baby Ashton

# You create families.

You not only help women choose life, but you also help them create a life.

Moms and dads are encouraged to work hard, attend parenting classes, set goals and stay in school. And thanks to your generous support, every small child who visits one of our centers leaves with books to encourage a love of reading.



*Left:*

By participating in education, families earn vital baby necessities (cribs, diapers and new baby clothing) through the Crib Club.

*Above:*

Young families participate in story hour at Women's Care Center.



Baby Oliver's mom and dad  
got married and learned  
to become great parents  
by attending  
**35 parenting classes.**



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*Esmerelda's twins Leilani and Delilah*

Esmerelda says, "It was nerve-racking. I didn't want to be pregnant." But once she sat down with our counselor to talk, she started feeling "really comfortable and supported."

Her decision for life led to a decision to marry her boyfriend. Esmerelda now says, "having the babies brought us closer together. I just love watching him play with the girls. He is such a good dad."

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# You support adoption.

Jessi and Scott were married four years when they decided to explore adoption.

But a year went by and still no match. A friend gave Jessi a wish bracelet and told her to say a prayer for what she wanted. Jessi hemmed and hawed saying, "Well, if it's God's will, then..." Her friend said, "**No. Say what you really want.**" Jessi said, "I want a baby."

Around the same time, Erica walked into Women's Care Center considering abortion.

She already had three children and did not see how she could raise a fourth. But after talking with our counselor, Erica made **the loving choice of adoption**. She reviewed nine adoptive parent profiles and picked Jessi.

When baby Sadie was born, Erica turned to Jessi and lovingly said, "Here is your baby!"

Erica and Jessi remain close and have an open adoption.



*Baby Sadie*



## Annual Highlights!

For the first time, our Madison center performed **400 ultrasounds** in an annual period, an increase of 60%. *Because of your generous support...* our center is serving more women and saving more babies than ever before.

FOR MORE INFORMATION,  
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*Because of your love...*

our local Women's Care Center moms gave birth to

**218 babies** in the last year.

This mission serves more women and saves  
more babies than any other.



*All babies, moms and dads shown in this report are actual Women's Care Center clients.*