

Serving More Moms. Saving More Babies. IN CINCINNATI.



CINCINNATI, OHIO

2421 Auburn Avenue, Cincinnati



Partners like you have quietly built the largest, most life-saving pregnancy center in the United States.

A uniquely positive approach. Women's Care Center serves more women and saves more babies than any other center in the United States. And now we can open in Cincinnati...just down the block from the regional abortion clinic. **So many babies will be saved. But it takes you!**

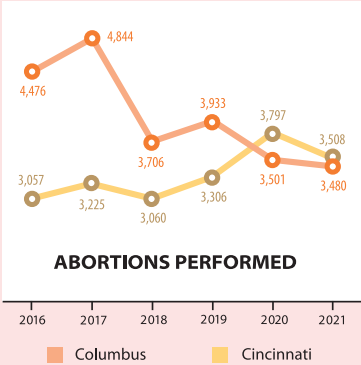
"I had an abortion appointment scheduled. I had all the paperwork filled out and the money sorted out, too! I never went," says Alexa, mom of baby Violet (shown).



THE NEED

The recently passed Reproductive Freedom Amendment makes abortion legal up until birth in Ohio. And with abortion illegal in Kentucky and Indiana, women seeking abortions are crossing state lines like never before, making Cincinnati a new abortion hub. In 2021, there were 3,508 abortions in Cincinnati, all performed at the Planned Parenthood clinic at 2314 Auburn Avenue. And even before these newest developments, abortions have crept up 15% over the last five years in Cincinnati (2016-2021), versus a 22% decline in Columbus (where there is a Women’s Care Center).

With an estimated population of 2,265,051, Cincinnati is also Ohio’s largest metropolitan area and, after Chicago, will be our second largest Women’s Care Center community in the Midwest. **The need is great. You can save so many moms and babies.**



THE PLAN

We’ve secured a perfect location...just a block north of the abortion clinic (on the same street) and walking distance from the University of Cincinnati. This university has 50,000 students and continues to grow. All students looking for Planned Parenthood will pass us first. This new center is also located downtown in Mount Auburn, centrally located near low-income women who need us most. This property is a fixer-upper, but has the size, visibility and potential to easily become a mega center with five counseling rooms and three ultrasound rooms...**servicing over 1,000 women in the very first year!**

THE BUDGET

Purchase Building.....	\$500,000
Renovation Costs (including substantial rebuilding and a new parking lot)....	\$1,650,000
Furniture, Signage and Start-up	\$100,000
Contingency Allowance.....	\$250,000
Capital Budget	\$2,500,000

But the most important ingredient is you!

WITH YOUR HELP, we can replicate the formula that has made Women’s Care Center so successful. With 9 in 10 women choosing life for their babies. After a choice for life, you will help every step of the way...**from cradle to kindergarten.**



I would love to hear from you!
Katherine Kelly
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Ways to Give to the New Women’s Care Center Cincinnati

Tax I.D. #35-1609945 — All gifts are 100% tax-deductible.

CHECK

Mail your gift payable to:
 “Women’s Care Center Cincinnati”
 360 N. Notre Dame Avenue
 South Bend, Indiana 46617

ONLINE

NewCincyCenter.org

STOCK

Women’s Care Center Brokerage Information:
 Wells Fargo Advisors, LLC
 Account Number: 6794-6738
 DTC#0141