



EXPANDING

OUR

Possibilities

Case For Support

Dear Friends,

Today's culture is becoming increasingly casual about abortion. In some cases, a doctor's visit is no longer even required. You can simply purchase a pill.

We need a pregnancy center that is a part of influencing and creating culture instead of reacting to it. We need a place where we can build a community structure for women that breaks isolation and encourages developing relationships that offer life-giving support and services. We need a center where we can influence and create a culture that will bring about a change in the hearts and minds of women that will not only make an abortion decision undesirable, but unthinkable!

Our community-building services can do just that, but we are limited in the facility we have now. Expanding our footprint allows us to take the next step and amplify what we are already doing and take it further, broader, and deeper.

A bigger, more appropriately designed space can get us on the other side of this culture. It also will give us the room to provide services needed right now, as well as in the future so we can care for women in a "wholistic" way -- caring compassionately for the *whole person*.

We invite you to join us on this powerful journey.

Sincerely,



Paula Veneklas
Executive Director



Sandy Lowery
President



Barbara Scott
Vice President

We Must Turn The Tide

The Vision

*For over **45 years**, HELP has been a lifeline for vulnerable women facing an unplanned pregnancy and an imploring voice for the silent unborn.*

Our work is literally a labor of love—for the vulnerable, hurting mother and the endangered baby.

Our goal is to provide a safe place of life-giving care influenced with the love of a supportive community that will lead to the birth of the child as the only choice.

But the abortion landscape is changing. It's becoming far too easy for vulnerable pregnant women to react out of fear instead of hope.

We must evolve to meet the changing needs of women right here and right now – the very moment they are standing before us seeking help. We must commit to walk with them deeper into their journey of motherhood and as women. And, we must broaden our reach to offer all women “wholistic” medical services – to address the whole person -- with an authentic Catholic identity that promotes God’s law in honoring the gift of natural femininity and family planning regardless of circumstances.

With **increased space** and **expanded services**, we can.

“Allow the light and the healing presence of Christ to shine brightly through your lives. In that way, all those who come in contact with you will discover the loving kindness of God.”

~Pope John Paul II

The Problem

While our programs and services are second to none, **our building is not.** It was never designed for the level or type of activities we currently offer.

HELP currently provides medical services, material support, and educational programming to empower pregnant and young mothers in a Christ-like manner.

Our medical services include free pregnancy tests available on a walk-in basis, as well as limited ultrasounds dependent on the day.

Our material support ranges from ensuring expectant moms have the essentials to bring their babies home to monthly emergency assistance. We also encourage growth in their role as parents through our Loving Arms Boutique where points earned through participation in programs are exchanged for baby items.

Through the Wright Connection we offer relational support and educational programming. We collaborate with other organizations for classes, as well as provide opportunities for mothers to simply connect with each other.

We pride ourselves on building nonjudgmental, loving relationships using our LAAP method of caring where we Listen, Acknowledge, Accept, and Provide. Yet our actions speak of a respect that is not reflected in our physical environment.

There is little client confidentiality. Women pass each other who are just beginning their journey and still wondering about next steps with moms who have made their choice and are continuing to receive life-giving support.



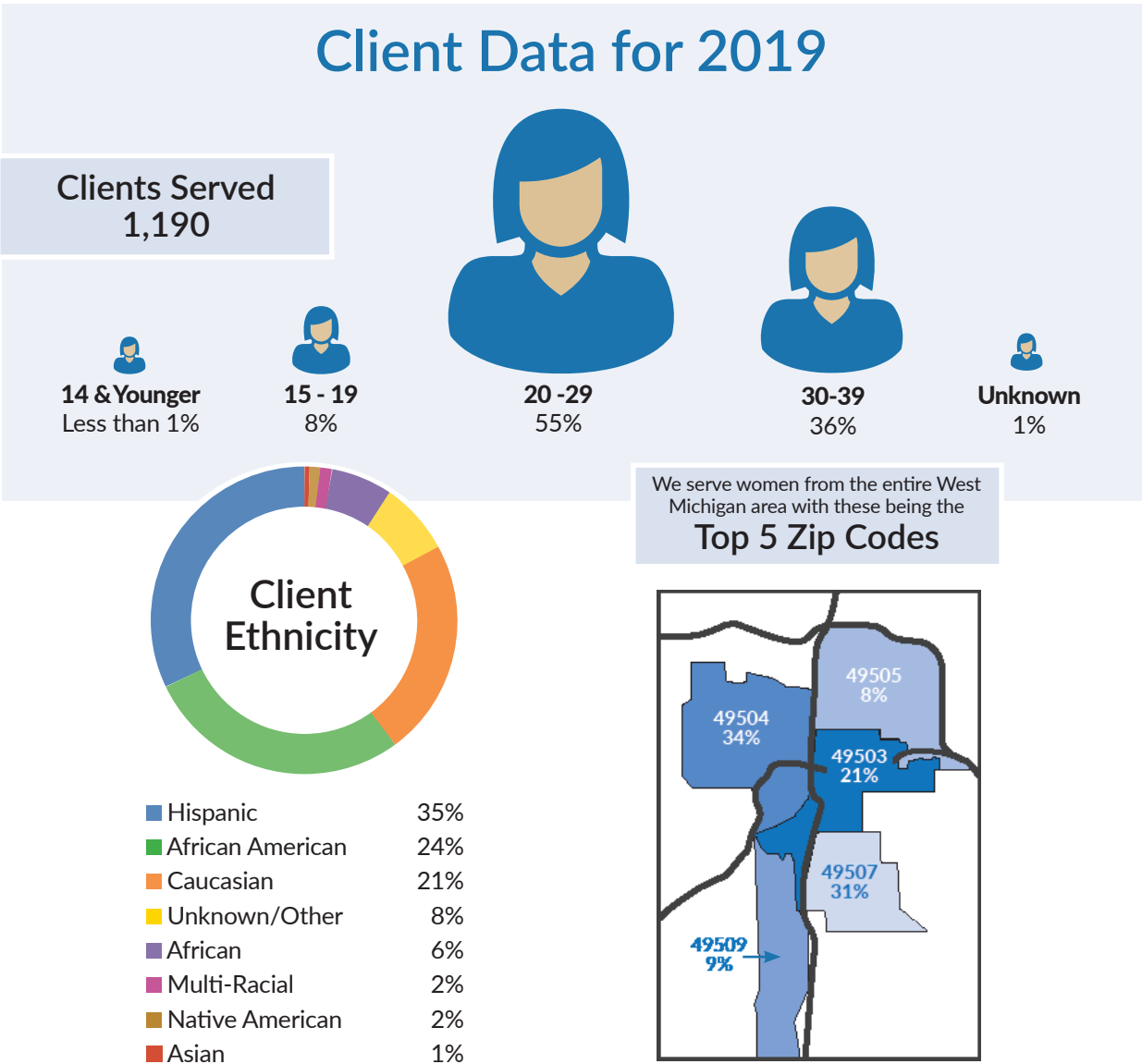
Today, our hallways are both pathways and program space as our **crowded small rooms spillover.**

There's one shared restroom for lab use and general clients. And, there's nowhere for children to play in the Wright Connection, disrupting programs and distracting moms.

Currently, women often have to return to receive an ultrasound, a powerful tool in swaying a decision for life. Tragically, they don't always come back, making a different decision while waiting. We've also witnessed an unhealthy gap in follow up medical care from the time a woman leaves our building until she receives OB services.

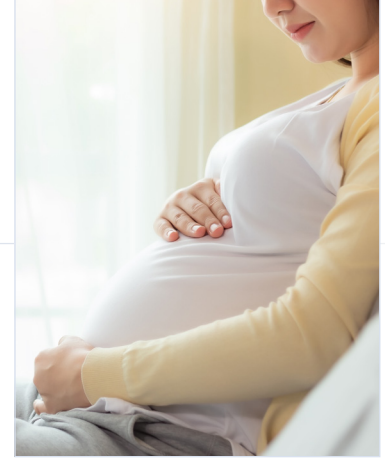
Simply put, our building impedes what we do and how we do it. We've run out of room and we're running out of time. We must address our space constraints now or risk losing hard-won ground in the fight for life.

We need rooms that can fully support the mission and programs we offer today, and the new services we know are crucial to counter the convenience of abortion and provide the longer-term support our clients need to choose life.



The Plan

Empowered by our faith and driven by our passion, the HELP Board of Directors began 2020 with an immersive strategic planning process.



It gave our long-term dreams structure and turned years of conversation into a concrete plan.

Through the Expanding Our Possibilities Campaign, our goal is to raise \$1.8 million to add a medical wing to our existing building, and renovate and reconfigure the current space for enhanced programs and services. Our space will be transformed to reflect the hope and love that is characteristic of our relationships with the women.

There will be a new common vestibule where everyone will be warmly greeted and properly directed. It will link the new medical wing with the current building that will house the educational programs and material services. There will be easy, stroller-friendly access from both the front and back.

There will be designated waiting areas on both sides to offer client confidentiality and increase personal comfort. All our program areas will finally have the necessary space that matches the increasing need, as well as long-coveted storage.

We will be able to add an enclosed Kid Zone adjacent to the Wright Connection reducing distractions and increasing engagement for the moms. We can grow programming to incorporate an authentic Catholic identity in the life-giving arena. We can meet the needs of clients and the whole community, offering programs like Theology of the Body West Michigan.

In the new medical wing, we can continue our pregnancy testing and increase ultrasound offerings. We will have a dedicated medical bathroom, more exam rooms, a lab area, and appropriate space for our medical staff. We can look to expand into STD (sexually transmitted disease) testing and treatment, abortion reversal pill administration, NaPro-technology (Natural Procreative), fertility care, and medical follow-up. Having these services on site is crucial so we don't lose people in the referral process.

*With this new space designed for who we are, what we do, and what we hope to accomplish today and in the future, we can say with confidence: **this is the best we have to offer**, not just the minimum we can do.*

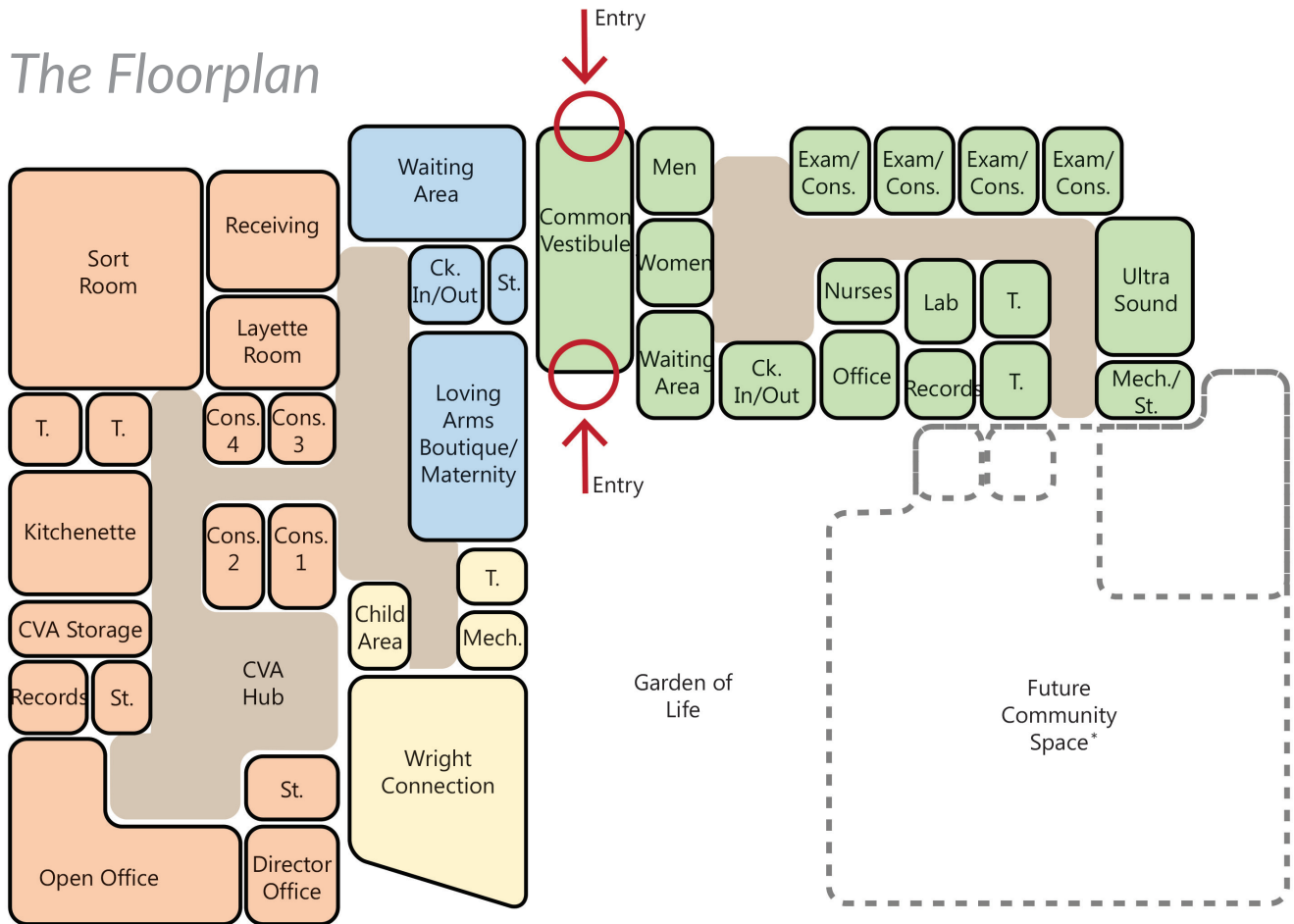


Tonisha's Story

"We lived down the street when I found out I was pregnant. We didn't have the income to take care of a baby. My mom and I came to HELP to see if they did abortions. We talked to a staff person. She said we don't do that here, and then she told us to look at the bright side. She said a baby is considered a blessing no matter what. We thought about that so much. We came back a few days later for an ultrasound and to hear the heartbeat. The first time I saw the ultrasound I fell in love with her. She is a blessing. I couldn't imagine my life without this baby."

The Design

The Floorplan



The Footprint



*Area for future growth

Working Goal



New Construction	\$675,000
Interior Renovations	\$366,000
Furnishings and Technology	\$70,000
Redoing Parking Lot <i>(removing old asphalt and installing two 1.5" layers of new)</i>	\$30,000
Contingency	\$101,000
Operating costs for three years	\$425,000
Campaign Costs	\$105,000
Total Working Capital Goal	\$ 1,772,000

Why Now

Over 60 million children have lost their lives to legal abortion since 1973. This is an unthinkable, staggering number. **It must end.**



For over 45 years, HELP has been a welcoming place for women who are lost, scared, and confused.

Here all are greeted with the love of the Holy Spirit. We then prayerfully walk alongside them, offering support and encouragement for a healthy pregnancy and the birth of their baby.

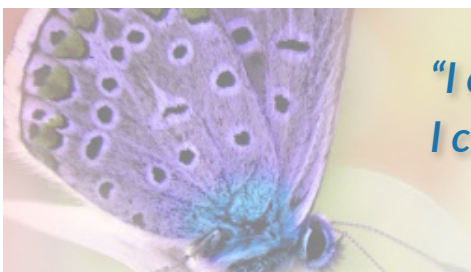
And, 89% of the time, this is the result.

What started as a small, but strong stand for the unborn has grown into a core missional resource in the heart of our city. We are fueled by our Catholic faith and propelled forward by the teachings of Christ. We are busy just with referrals as moms spread the word of the hope and help they receive through us.

But there are so many more who need our loving guidance, so many cracks in the support system that we could fill with the right space, equipment, and personnel.

We believe we are called to walk with women long beyond the pregnancy test so we can offer loving influence. We desire to go the extra mile with compassionate care that includes more complete medical support for the whole person offered through a Catholic lens. Women deserve better options such as NaPro-technology that are lacking in our community.

We have an opportunity to open our doors wider, to give more unborn children a fighting chance for life, and to offer women better, “wholistic” options embedded in loving relationships.



“I can do things you cannot, you can do things I cannot; together we can do great things.”

~ Mother Teresa



Gabriella's Story

"I became pregnant when I was 21. I was so nervous. I talked to someone who said to come here -- to HELP. She said they're going to help. They'll listen to you. So I came. They listened to me, gave me comfort, and talked about the life inside me. They gave me the courage to have my baby and the courage to keep going. When my boyfriend and I came for the ultrasound it was very emotional. On the way home we were smiling. It was the greatest picture. We are so happy and so grateful we found HELP."

**Are *you* willing to
HELP?**

Mission

HELP Pregnancy Aid, Inc. is a non-profit organization dedicated to providing life-giving support and services to women and families.

Vision

Setting our sights on the next five years, our vision is to create a community of support that challenges the status quo in pregnancy support services by helping others overcome obstacles that challenge life-giving values.

For more details:

helppregnancy.org/vision-2025

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