

Your partnership is critical to the continuation of our ministry and it's vital that you see the impact you are making, so this report is for you! Watch for updates throughout the year to help you stay connected to PWC. We have a clear plan for the next five years, and your partnership is fueling three strategic priorities.

1

With Your Help, Women Find Us First.

Priority 1: Be the First Choice for Women Facing Unplanned Pregnancies

As a nationally recognized Vitae “Alpha” Center, PWC receives top-notch marketing funding which enables us to appear at the top of internet searches for abortion in our area. That's critical since moms typically decide the fate of their child within six days of confirming pregnancy. **Last year, 8 out of 10 women seeking abortion who came to PWC first, chose life – at least 165 babies born to our clients in 2023.**

We estimate that as God's people come together to complete our new facility in 2025, the number of lives saved from abortion through PWC's services will quickly double!

2

You Are Our Best Ambassador.

Priority 2: Create a Safety Net of Care for Women and Men Facing Unplanned Pregnancies

PWC cannot offer all the services our clients need. For this reason, we are building a safety net to provide healthy direction through referrals to government agencies, church programs, post-abortive ministries, and adoption agencies. We have plans to expand our reach in the educational, faith, and secular communities to build awareness of PWC and link our clients to valuable resources.

You can join us in spreading the word about PWC opportunities such as our upcoming events. These events provide financial support to PWC and allow us to expand the number of people connected to our ministry. Check out the enclosed magnet and make plans to attend and invite your friends! (We've included a photo of one of our sweet class of 2023 newcomers).

3

Together We Are Readyng the Clinic for Difficult Days.

Priority 3: Maintain an Agile Organization Positioned to Respond to Rapidly Evolving Attacks on Life & Family

With Missouri facing a potential vote on abortion this year, it is imperative for our organization to be fine-tuned and positioned to respond to both challenges and opportunities for bringing light in the darkness. A recent \$25,000 gift is allowing us to launch an organizational system to create greater operational efficiencies, helping to effectively align and position PWC to respond to an abortion industry with increasingly widespread influence.

We are seeing the community of faith come together in support of life, with momentum growing for the culture-shifting work we are doing. In 2023, the number of PWC donors increased 18%. Sustained giving from our faithful donors helps us better plan financially. When recurring giving grows to cover our operational needs, then our next-level actions can be quickly implemented.

Our strategic priorities are clear, and we are moving forward at the speed of donor trust. PWC's most immediate focus is the completion of a new facility - as physical space is central to the advancement of each initiative listed. To discuss the long-term planning of PWC with a member of our leadership team please contact Carla Killen at 816.746.4855. Please also watch for a giving opportunity this spring to continue advancing the Lord's work with babies and families at PWC.