

WELCOME

Annual Meeting 2024

Carolyn's Place Inc





Carolyn's Place is a community based non-profit ministry dedicated to helping women & men facing unplanned pregnancy to choose life.

Our Mission

"Love one another" – John 13:34

Carolyn's Place, Inc. Pregnancy Care Center is a ministry committed to empowering individuals, through education, comfort and assistance to make life choices related to their sexuality and childbearing consistent with the sanctity of human life and our Catholic values.



Our Leadership

Sr. Catherine Mary Clarke, FSE, Intermin Chair

Virginia Baudinet, Vice Chair

Nick Laffin, Treasurer

Steve Tranguch, Secretary

Board Members

Rev. Robert Rousseau

Dr. M. Jane Teta

Sr. Mary Richards, FSE

Joy Savulak

Jill Zabit

Emille Drillon

Carol Gruszka

John Lynch

Our Team

Meagan Monaco, Lead Client Consultant

Genevieve Mallon, Client Consultant

Chloe Ferraro, Client Consultant

Sofia Del Rio Vicario, Client Consultant

Kim Halmoose, Business and Project Manager

Dr. Michael Rokosky, EWYL Facilitator

Amana Jones, APRN, EWYL Facilitator

**A Special Thank You to
Diana O'Rourke
Nick Laffin, & Joy Savulak**



Challenges in our Age

Marketing, accessibility, & convenience of the abortion pill.

Timing pressure of the abortion pill.

Normalization of abortion and childless culture.

Constant transformation of communication approaches.

Challenges with our Clients

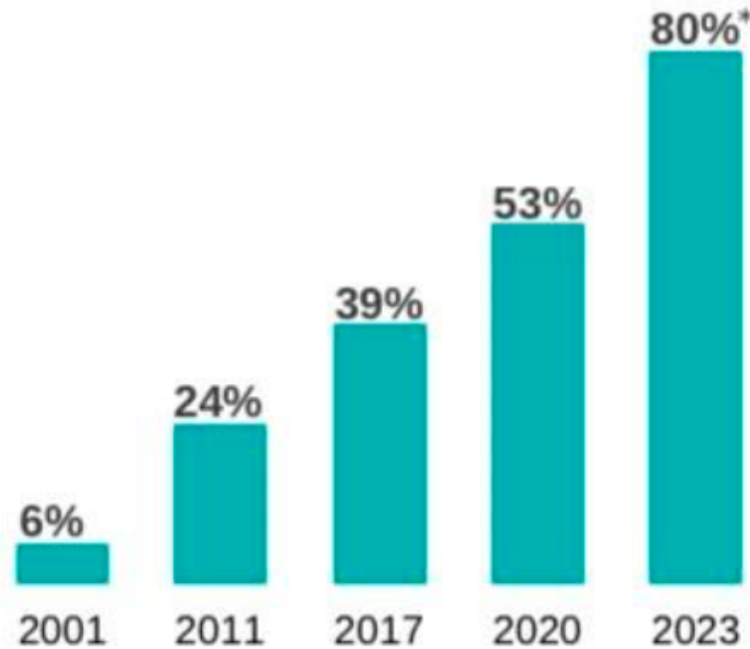
Seeking the services of Carolyn's Place to provide them with material assistance exclusively.

Increased no-show rate for appointments; on-demand culture.

Difficult to motivate.

Many uninterested in education programs.

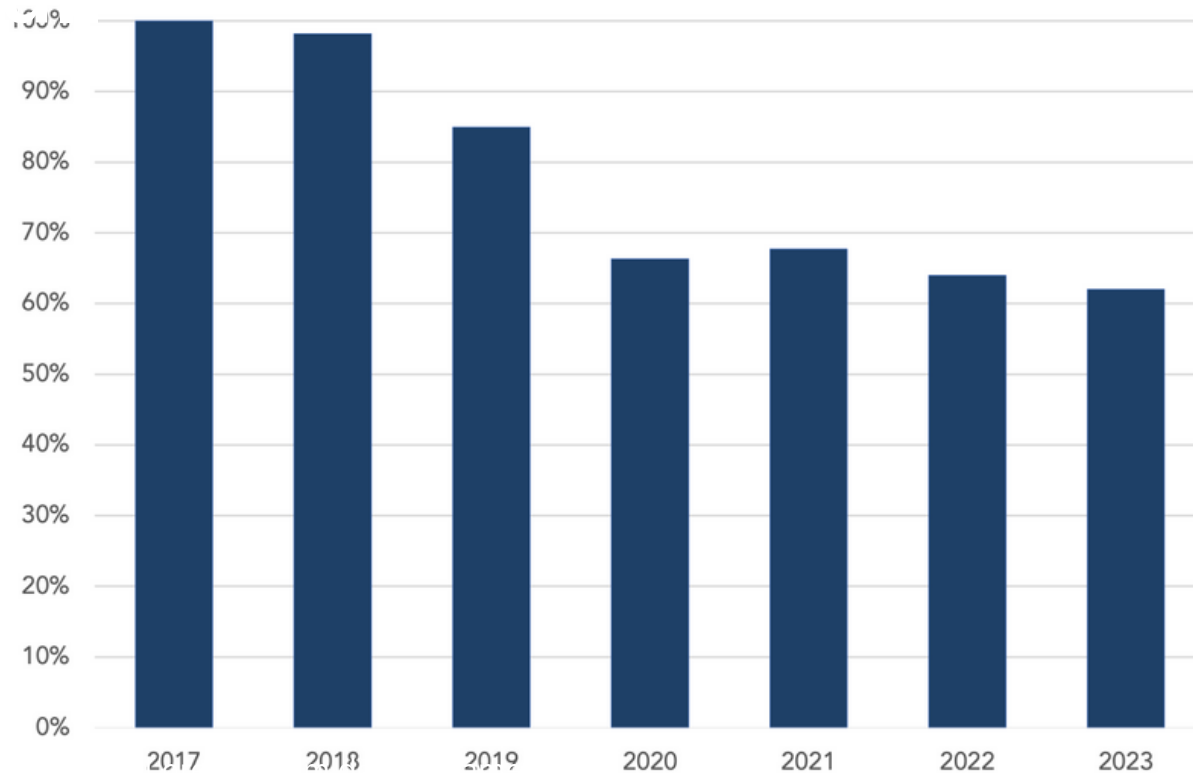
Growing Trend in Medication Abortions



Guttmacher³ with * Trend Projections

Medication abortion is increasingly difficult to track because the data excludes international and domestic mail order, statistics from states that don't require reporting, and underreporting.⁴

Percent of Women That Received an Ultrasound Before Starting a Chemical Abortion



Want to know more about this
change in trend?

Our staff is glad to present to
your community

Education Programs



Earn While You Learn

First - time pregnancies
6-week sections
Staff Facilitators
Delivery & Infant Care Focused



Classes Held - 83
Session-Attendees 225
“Graduates” - 48



Second Blessings

Non first-time pregnancies
Weekly Offering
Staff & Volunteer Presenters
Life Skills and Childcare Focused



Outreach Programs

We'd love to make a visit to your church, school, ministry or formation program



Parish & Community Awareness Visits

- Presents information on the purpose of a pregnancy center and prevalent issues such as abortion pill awareness.
- 15 Presentations serving 350 individuals in 2024.



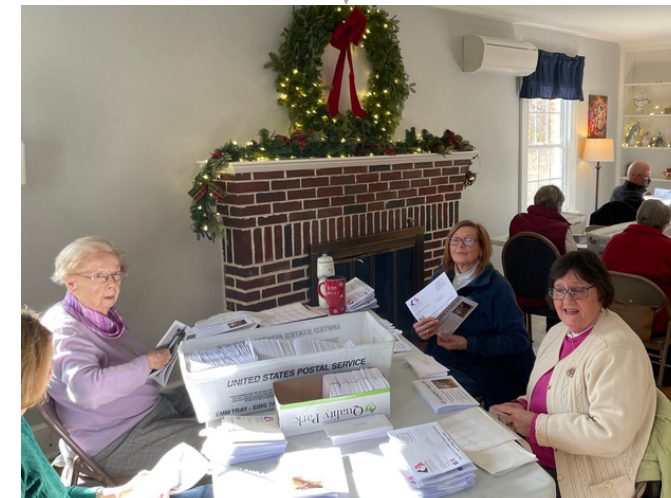
Carolyn's Voice

- Combination of education & awareness articles as well as news about Carolyn's Place.
- 18,000 newsletters mailed.
- Mailing list grows when BBB drives increase in participation.



School & Youth Group Visits

- Healthy prevention approach to pregnancy through chastity, and self respect discussion.
- 4 Presentations serving 200 individuals in 2024.

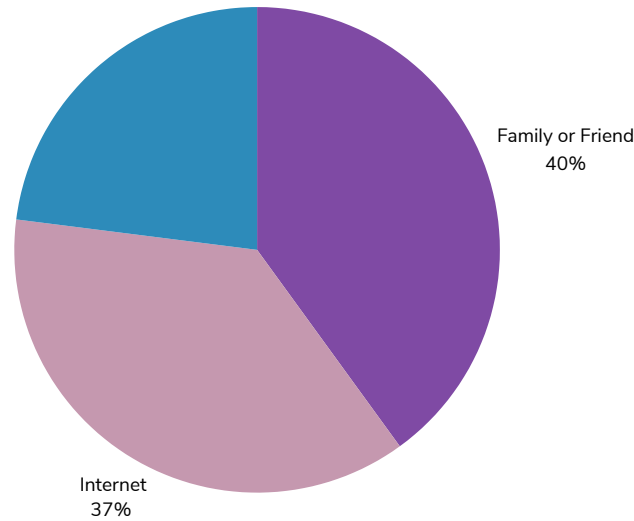


Marketing

Seeking clients continues to be a priority for Carolyn's Place



Other (sidewalk sign, doctor, church, school guidance)
23%



Specifically targeting women that are pregnant or may be pregnant

Other Areas
Social Media
Traditional Signage
Agency Networking



11 month campaign through Google ads (Jan - Nov)
35% increase in new clients
Funded through Woodward Fund Grant



Client Services: Widespread Availability



Bilingual Approach

Investment in staff that can provide relationship to those that primarily speak Spanish



Phone System

Investment in a modern office communication system that allows for efficient routing of calls both on and off site



Staff Availability

Staff and volunteers participate in on-call hours; external answering hotline usage has been decreased



The window of intervention for Pregnancy Help Intervention continues to shrink“
-Jor-El Godsey, President of Heartbeat International

4327 Phone Calls

6397 Messages

213 Walk In-Based Inquires

292 Internet-Based Inquires

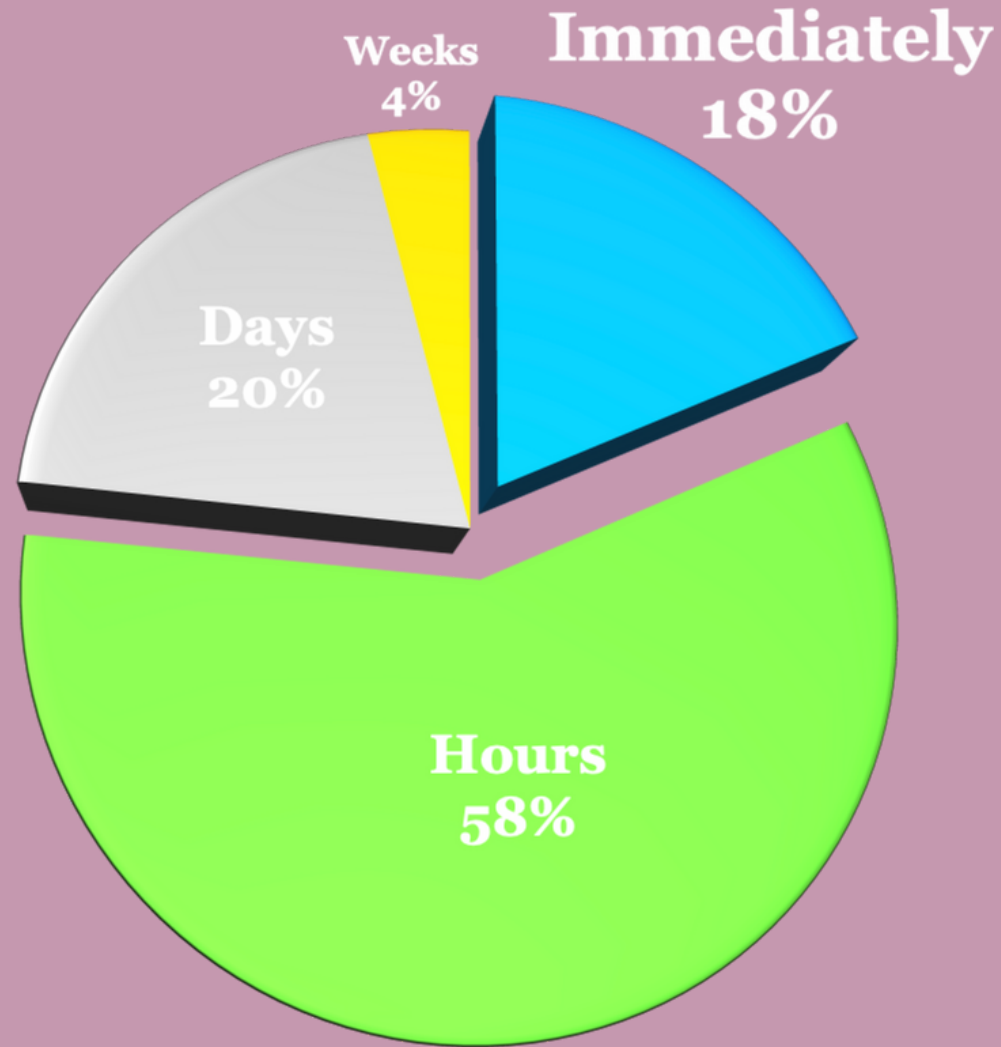
Client Expectations for Center Response

Average Age of Women
Seeking Abortions:

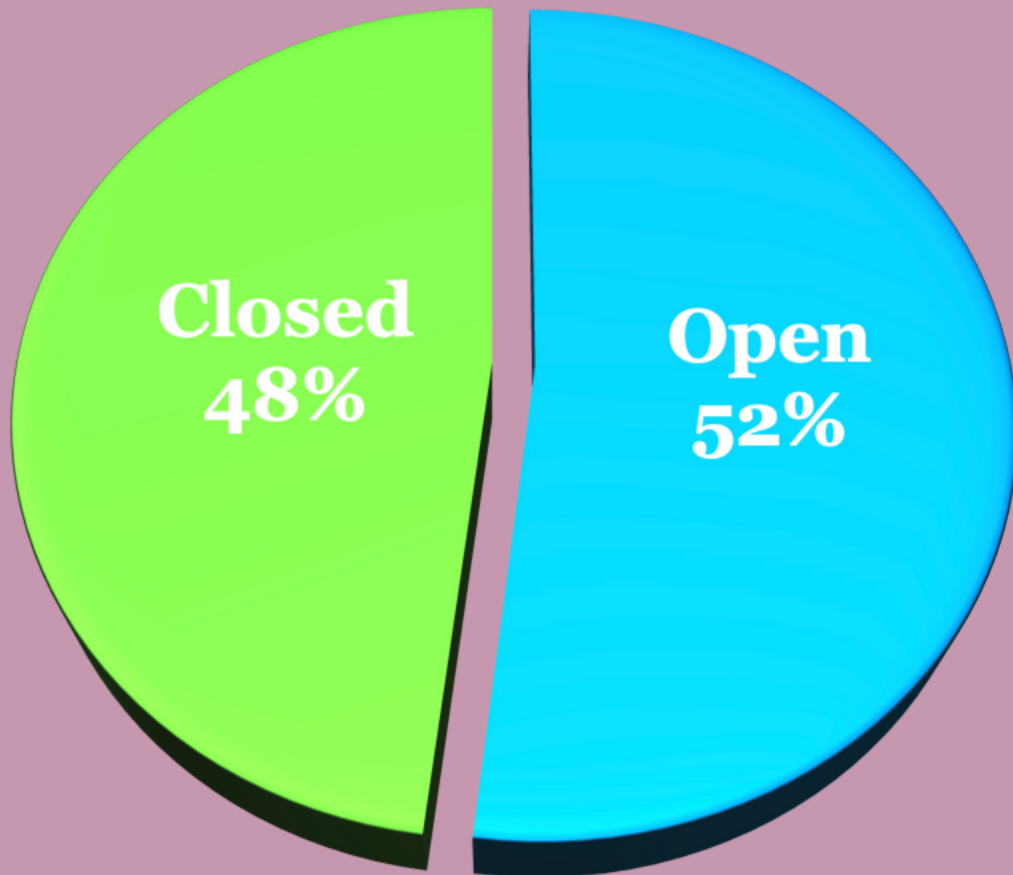
25

General Characteristics:

- Constant phone/internet use
- Text is preferred communication
- Online services
 - Appointments/Chats



Client-Initiated Conversation Time Frames

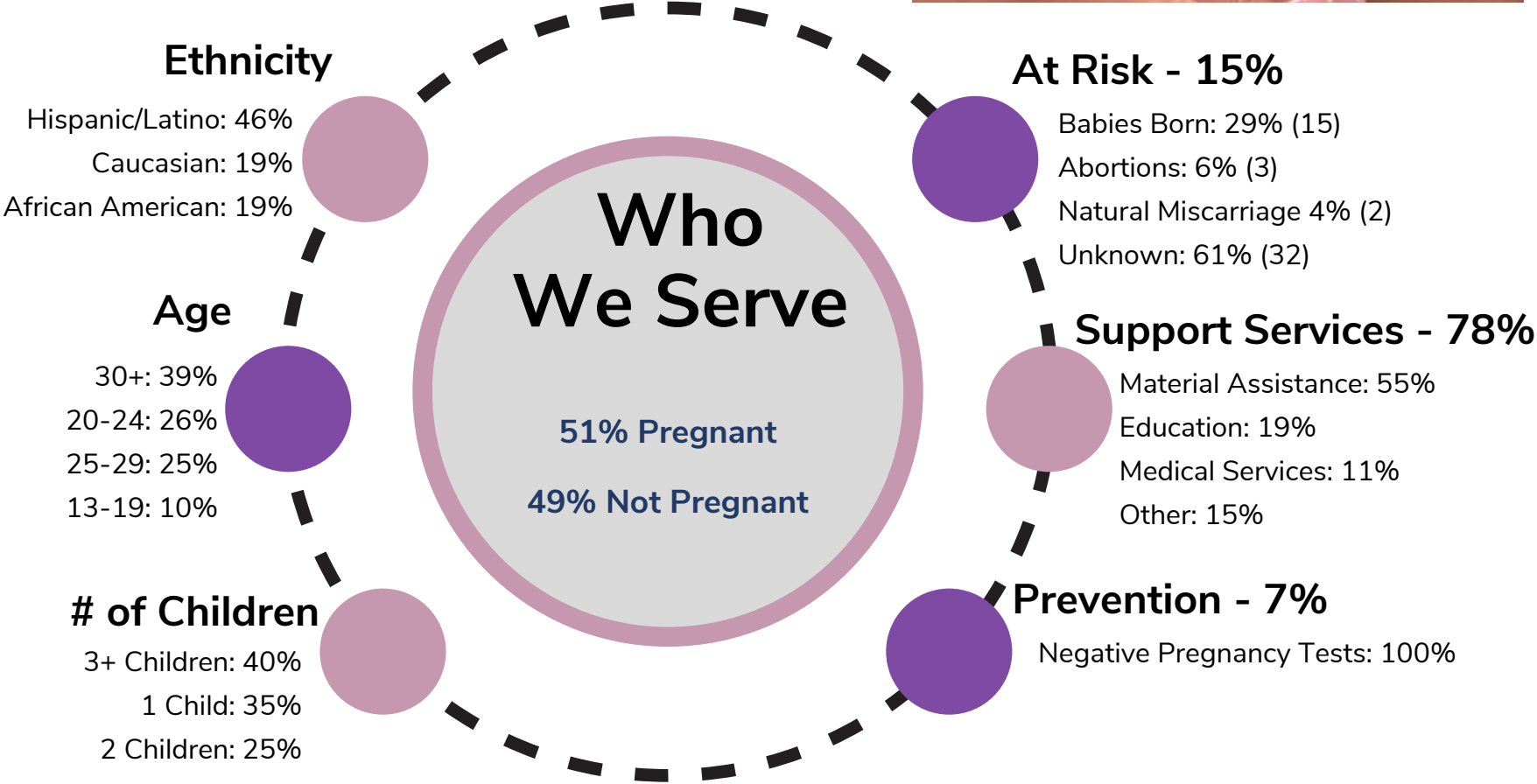


**Carolyn's Place
Business Hours**

**Monday - Friday
9am - 5pm**

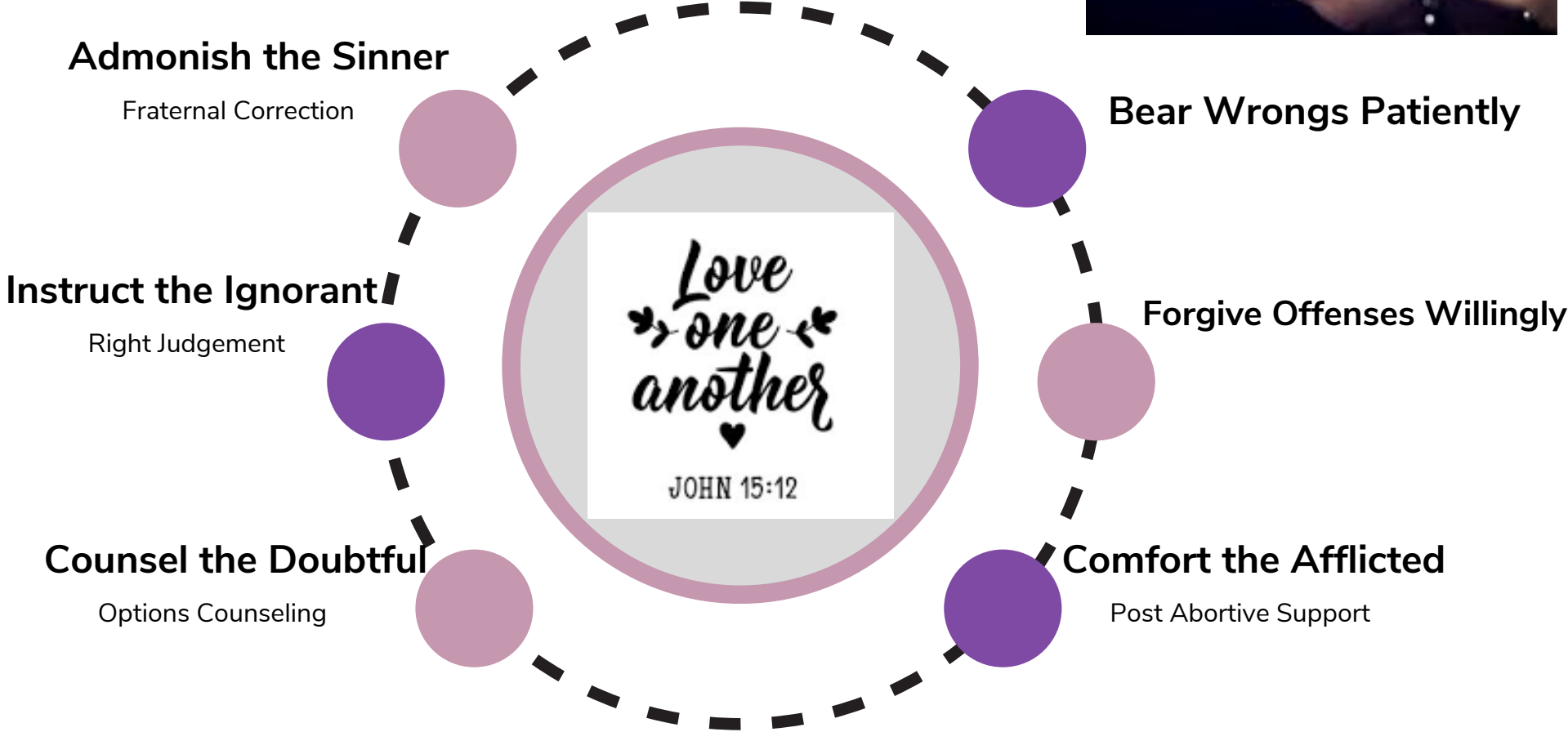
24/7 Expectations

Client Services: Our Clients



Client Services: Our Clients

How We Serve



Client Services: Testing

Offering pregnancy tests is one way we can be part of the pregnancy decision process



79

In-Office Tests

33 in 2022



73

Ultrasounds

55 in 2022



76

Mobile Unit Tests

68 in 2022



Client Services: Consulting

The L.O.V.E. Approach

Listen and Learn
Open Options
Vison and Value
Extend and Empower



811

Client Appointments



667

Session Hours



Meeting Outcomes

- 164 Outside Referrals Made
- 382 In-Session Education
- 596 Material Aid Distributed





Client Services: Building Improvements

Creating additional meeting space

- Frosted Glass Doors on Meeting Room
- Refreshed Paint & Furniture
- Air Conditioning
- Updated Entry Flooring



Support: Fundraisers

Carolyn's Place conducts three major fundraisers each year



2023 Membership

295
Members

65 new
131 renewals from 2022
Funds Raised: Over \$80,000



Baby Bottle Boomerang

23

Drives Held in 2023

87%

Increase in donations



Annual Dinner

\$40,000

Net Profit
Ads & Sponsorships up
25% over 2022



Agency Support

Carolyn's Place receives support from many local charity program



ASAP Program
Aid & Support After Pregnancy
22 participating Councils



Heartbeat[®]
INTERNATIONAL
Renewable
Empower Life Grant



**Donald D. Lynch
Foundation**



**Archbishop's
Annual Appeal**

Carolyn's Place does not accept government funding nor funding with stipulations that are not in alliance with our values.

All funding comes from private donors and agencies such as yourselves.

Savings are invested in accordance with USCCB Guidelines.

Finances: Income

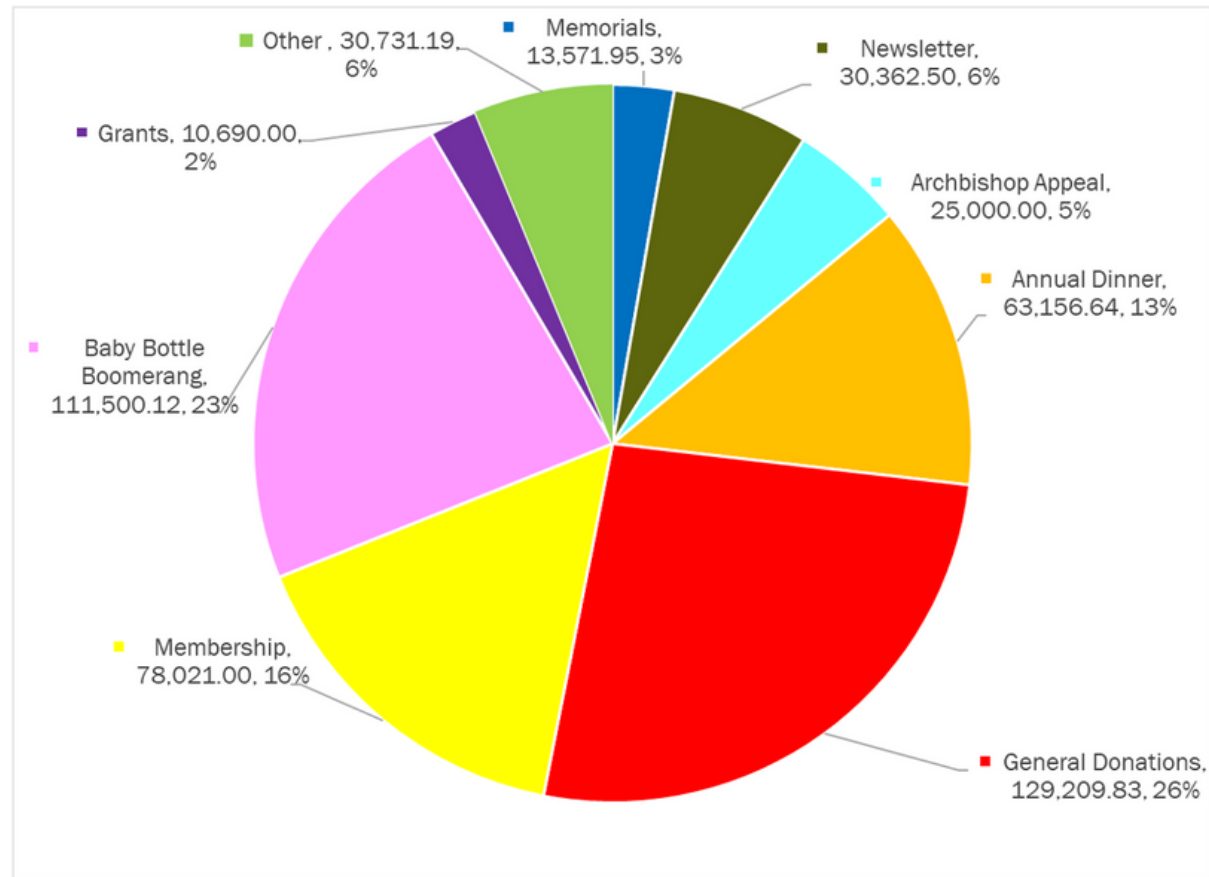
- Increases in Membership, BBB, Annual Appeal Gifts.
- Solid, consistent support through General Gifts as well as Annual Dinner, Grants, and Newsletter.
- Slight increase in income over last year.
- More generalized gifts for operating expenses, including grants.

2024 Goals:

Creating a “Fundable Plan” to create donor interest.

Responsible stewardship of assets to maximize passive income.

Focus on areas with growth potential.



Income 2023
\$492,243.23

Income 2022
2022 \$479,577.92



Finances: Expenses

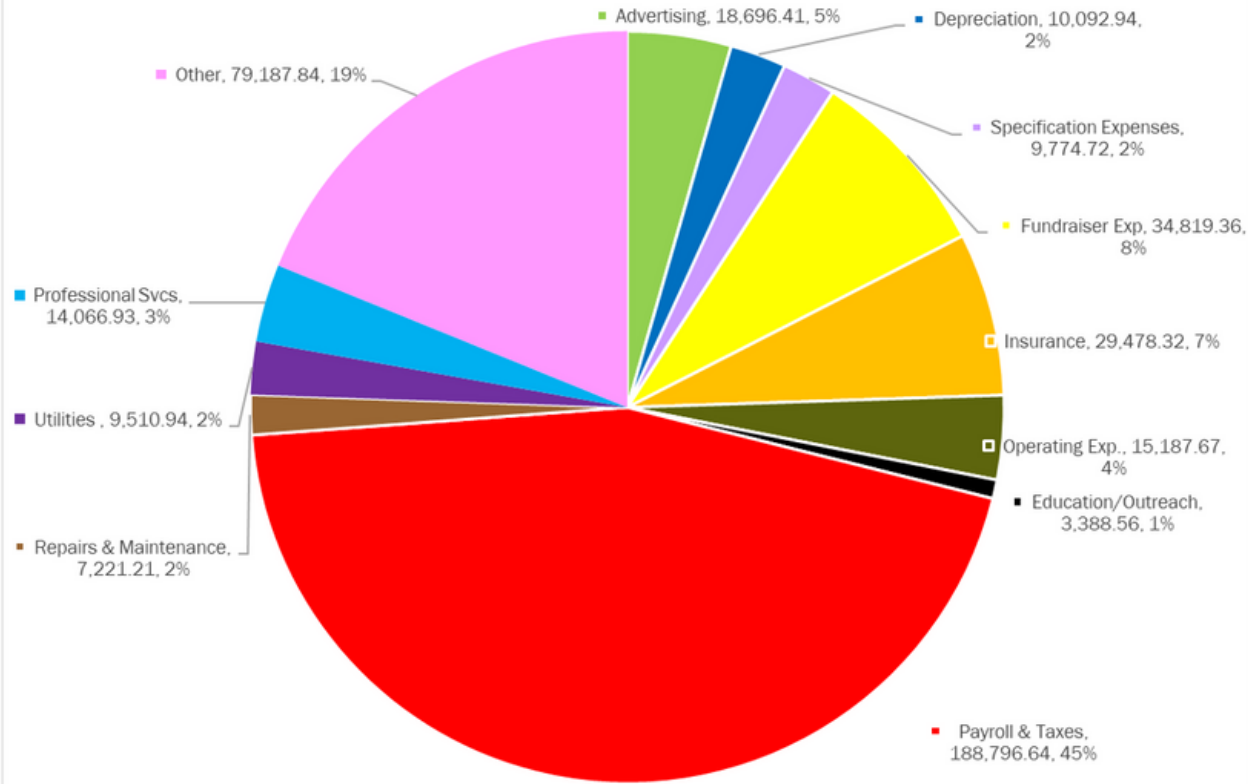
- Increase in program services staff size.
- Increase in advertising program scope.
- Inflation realized on many operating expenses including utilities, printing, professional services, fundraising material costs, and material aid costs.

2024 Goals

Decrease percentage of administrative and overhead costs in relation to service expenses.

Consistant review of expenses

Maintain control of expenses through a weighted 12 month budgeting plan, including short-term investment of operating cash.



Expenses 2023

\$420,221.54

Expenses 2022

\$324,066.59



Support: Material Aid



20+ Christmas Giving Trees
8 Lenten Collections
5 Baby Showers
5 Mother's Day Teas & Collections.



When is aid distributed?
Consulting Meetings
Education Programs



Who Collects Aid?
Churches, schools, workplaces, ministry groups, and individuals.





Goals

Short Term



Advertising

Continue to advertise on Google while increasing presence on social media and organically among local agencies.



Training

Provide continuing training to program staff, support staff, volunteers and board members.



Follow Up

Increase our reminder and follow up efforts with active and inactive clients.



Bilingual Services

Resume and expand our services to those that primarily speak Spanish, including advertising and parenting classes.



Goals

Long Term

Our board recently held a two-day strategic planning session earlier this month, arriving at several major areas of priority.



Services

Review the relevancy and effectiveness of our core services as they relate to national models to more effectively reach our target audience.



Marketing

Substantially invest in a multi-faceted approach to advertising our services to our target audience.



Relationships

Include a broader spread of individuals on our board, staff, and outreach team that more effectively reaches our target audience.



Mission

Maintain solid, authentic, uncompromising Catholic Values while we continue to adapt our services to the needs of our target audience and engage people of all faiths.



**We would be glad
to entertain a
limited amount
of questions.**

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Heartbeat
INTERNATIONAL