



WELCOME

Annual Meeting 2025

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, Chair
Deacon Victor Mitchell, Secretary
Steve Tranguch, Treasurer
John Lynch, Executive Director

Board Members

Rev. Robert Rousseau
Sr. Mary Richards, FSE
Jill Zabit
Larry Duffany
Carmelina Calabrese

Our Team

Meagan Monaco, Client Services Director
Genevieve Mallon, Client Advocate
Chloe Ferraro, Client Advocate
Kim Halmose, Business Manager
Dr. Michael Rokosky, M.D. EWYL Facilitator
Dr. Amanda Jones, DNP, APRN, EWYL Facilitator





Challenges in our Age

Marketing, accessibility, & convenience of the abortion pill

Timing pressure of the abortion pill

Normalization of abortion and childless culture

Challenges with our Clients

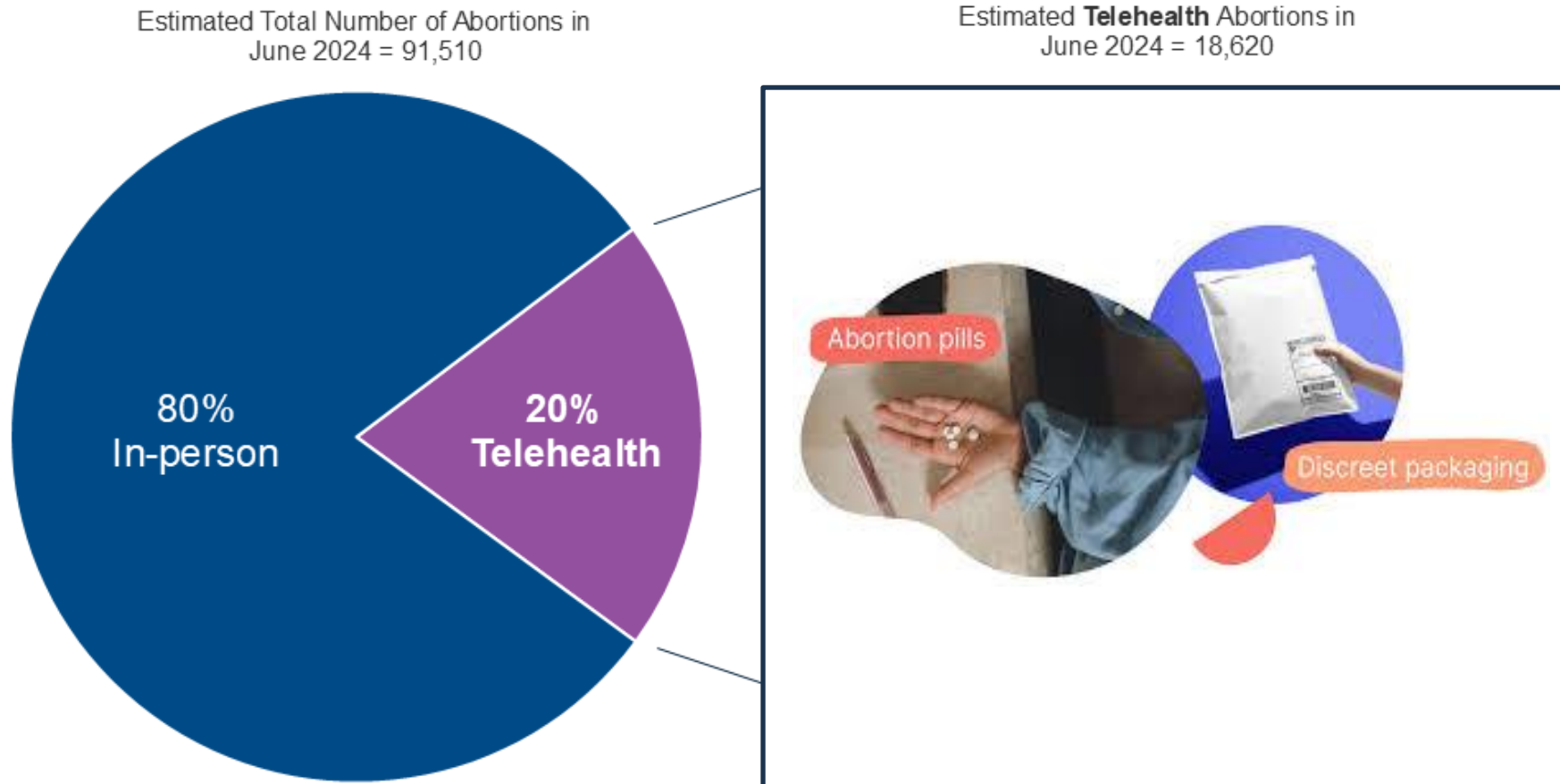
On demand expectations – want services provided now or will not engage later

Multifaceted underlying circumstances that impact pregnancy decision process

Outside Influencers

Figure 5

Telehealth Abortions Now Account for 1 in 5 Abortions



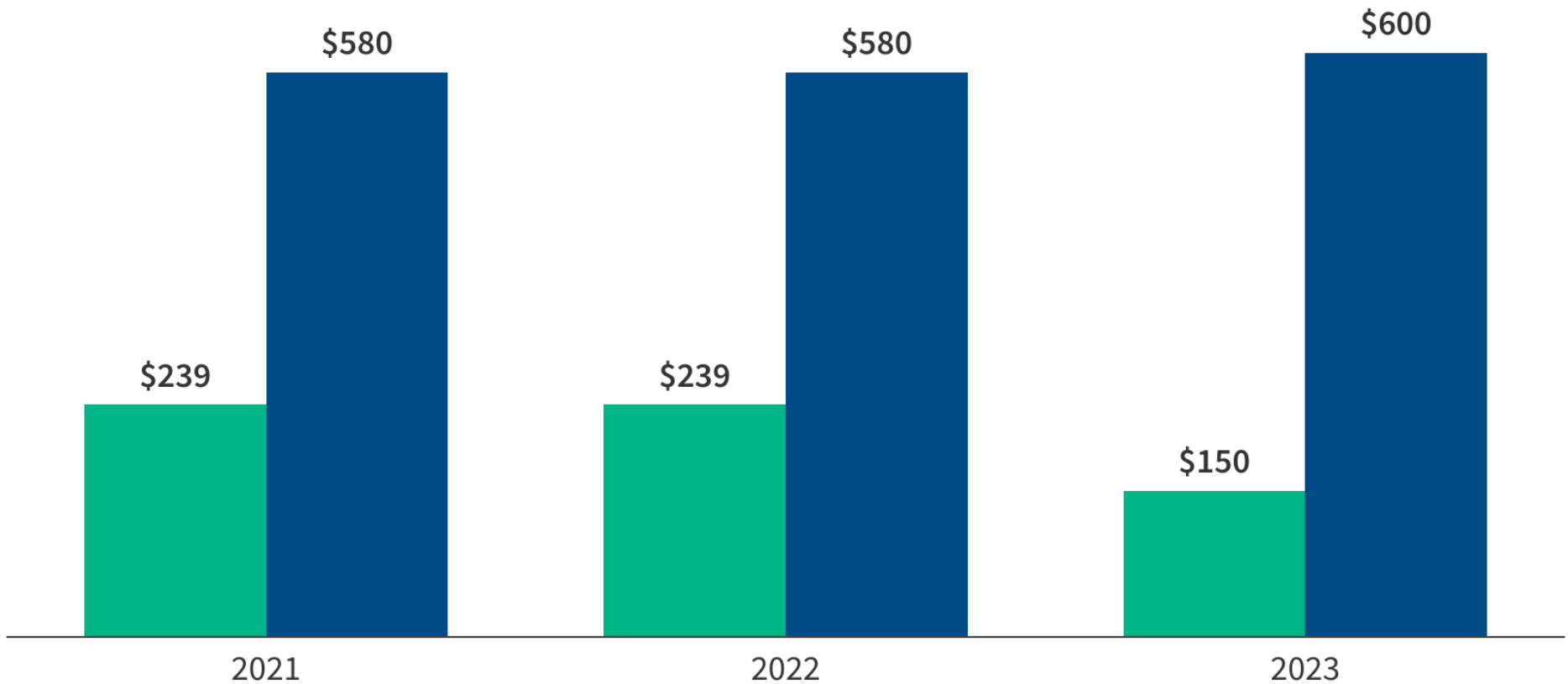
SOURCE: [Society of Family Planning, October 2024 #WeCount Report](#)

Figure 6

Medication Abortion Costs 75% Less When Offered Through Virtual Clinics Compared to Brick and Mortar Clinics

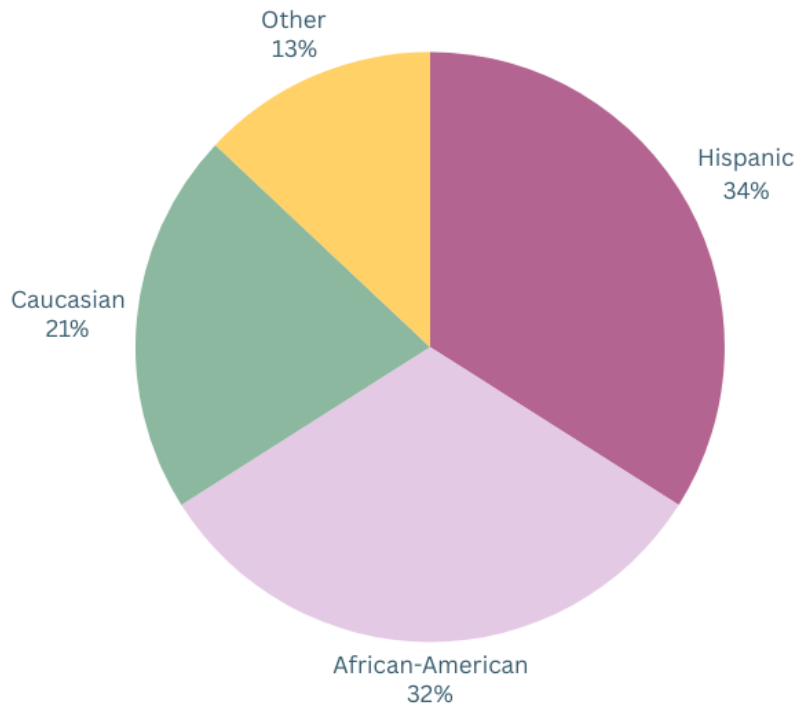
Median out-of-pocket price of medication abortion by facility type and by year of data collection

■ Virtual Clinics ■ Brick and Mortar Clinics

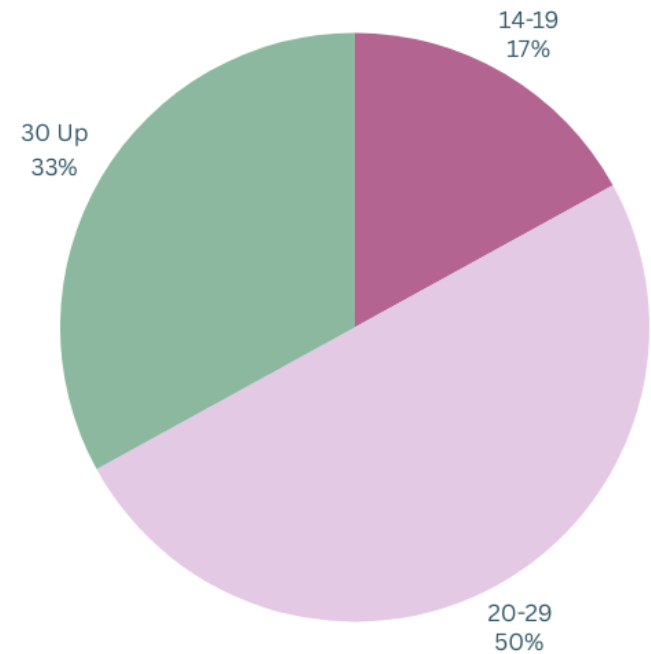


Source: Upadhyay, Ushma D., et al. Pricing of medication abortion in the United States, 2021–2023.

Client Services: Who Are Our Clients?

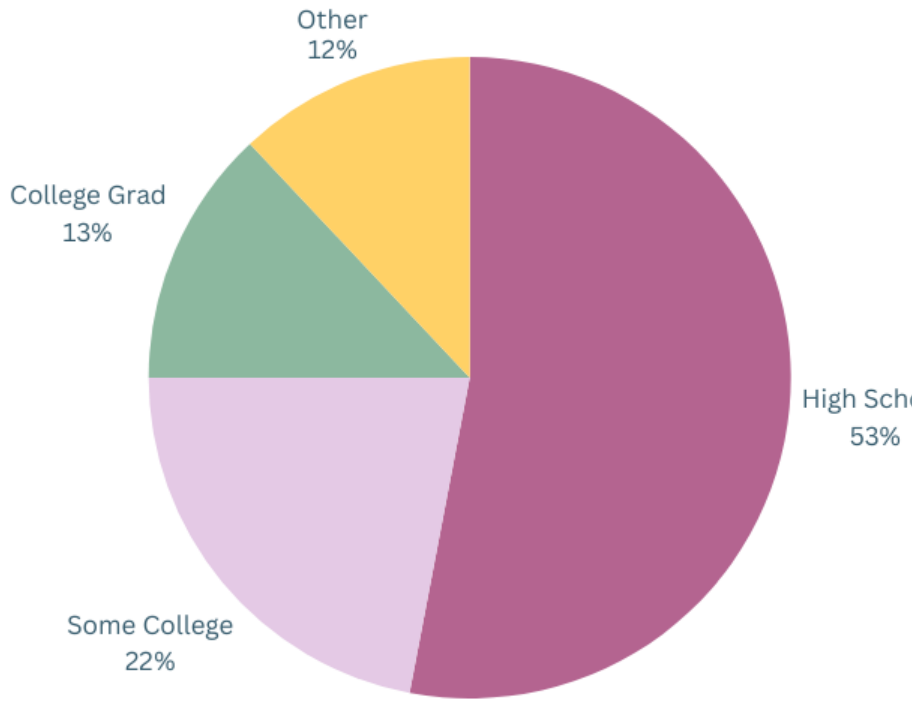


Hispanic/African American

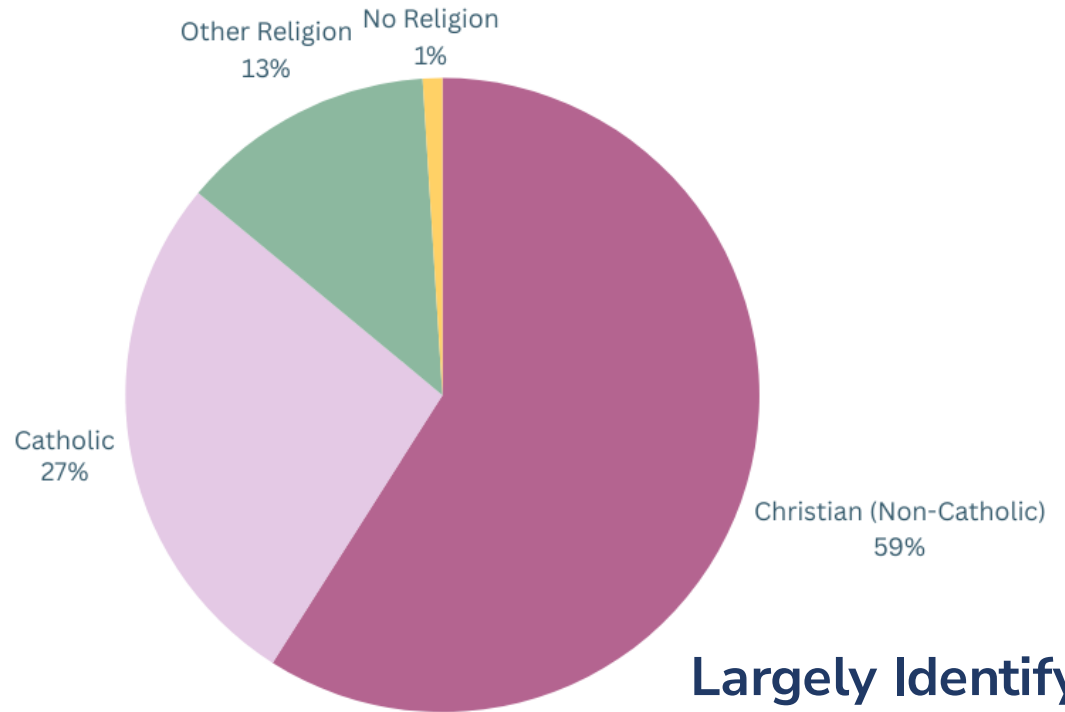


Gen Z – the “iGeneration”

Client Services: Who Are Our Clients?

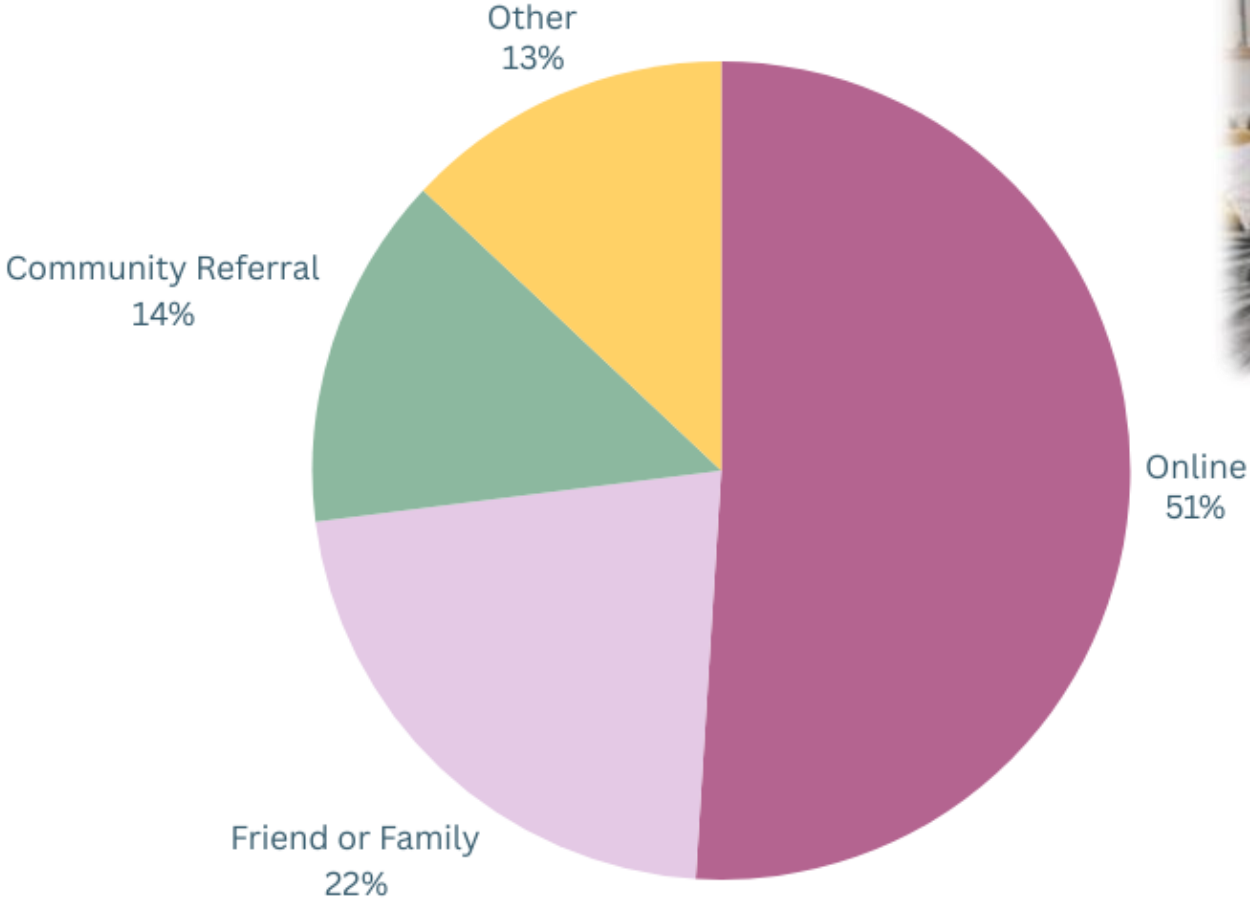


**Increasing number of
College students/graduates**



**Largely Identify
as Christian**

Client Services: Where Do They Come From?



Client Services:

What Are They Looking For?

Intervention
Services

62%



Unplanned pregnancy

Am I Pregnant?

Abortion Information

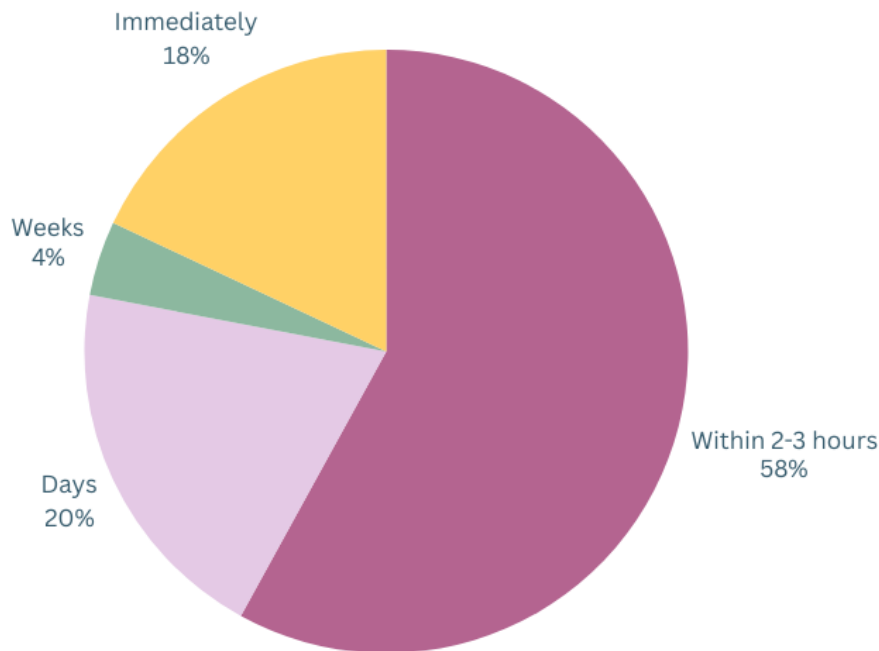
Ultrasound Near Me

Free Pregnancy Test

Client Services: What Are They Looking For?

- The first organization to respond
- The organization that can offer services immediately

We are not the only call she made



The window of intervention
for Pregnancy Help Intervention
continues to shrink“

-Jor-El Godsey,
President of Heartbeat International

Client Services:

Examples of Client Inquiries

I think I'm pregnant but I'm not sure tho I don't want it because I'm 17 and still young

I am looking to have an abortion I found out I was pregnant a few days prior and I am not in the position to have a baby.

5 weeks pregnant. unplanned

I am pregnant, and need a verify letter to apply medical Assistance,

I think i may be pregnant

I missed my period

I am pregnant (confirmed by urine test). I'm considering my options, but would like to get an ultrasound as soon as possible

Es un embarazo no deseado

This is a pregnancy that is not desired

Variation: Variation A-mobile

Client Services: How We Serve

*Let all that you do
be done in Love*



Parenting
Classes & Resources



Client Services: How We Serve - Testing

Pregnancy Tests and Ultrasounds are the key to an inquiry becoming a client, and Carolyn's Place becoming a part of the pregnancy decision process

117

In-Office Tests

65 in 2023



108

Ultrasounds

57 in 2023



46

Mobile Unit Tests

67 in 2023



Client Services: How We Serve – Options Education

The L.O.V.E. Approach

Listen and Learn
Open Options
Vison and Value
Extend and Empower



552

Client Appointments



484

New Unique Clients
(407 Clients Pregnant)



56

Changed Abortion View

224 - Referrals Given
376 - In Session Education



Client Services: How We Serve – Support Services

Earn While You Learn

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



2024 Graduates

EWYL - 46

Second Blessings- 22

Second Blessings

Non first-time pregnancies
Online Presentation
Life Skills and Childcare Focused



Client Services: How We Serve – Support Services

46 EWYL Grads
received items at each of
their 6 classes

22 Second Blessings Grads
received items upon program
completion

185 Emergency Aid Requests



When is aid
distributed?

Education Programs

Client Emergencies



Who Collects Aid?

Churches
Schools
Workplaces
Ministry Groups
Individuals



Finances: Income

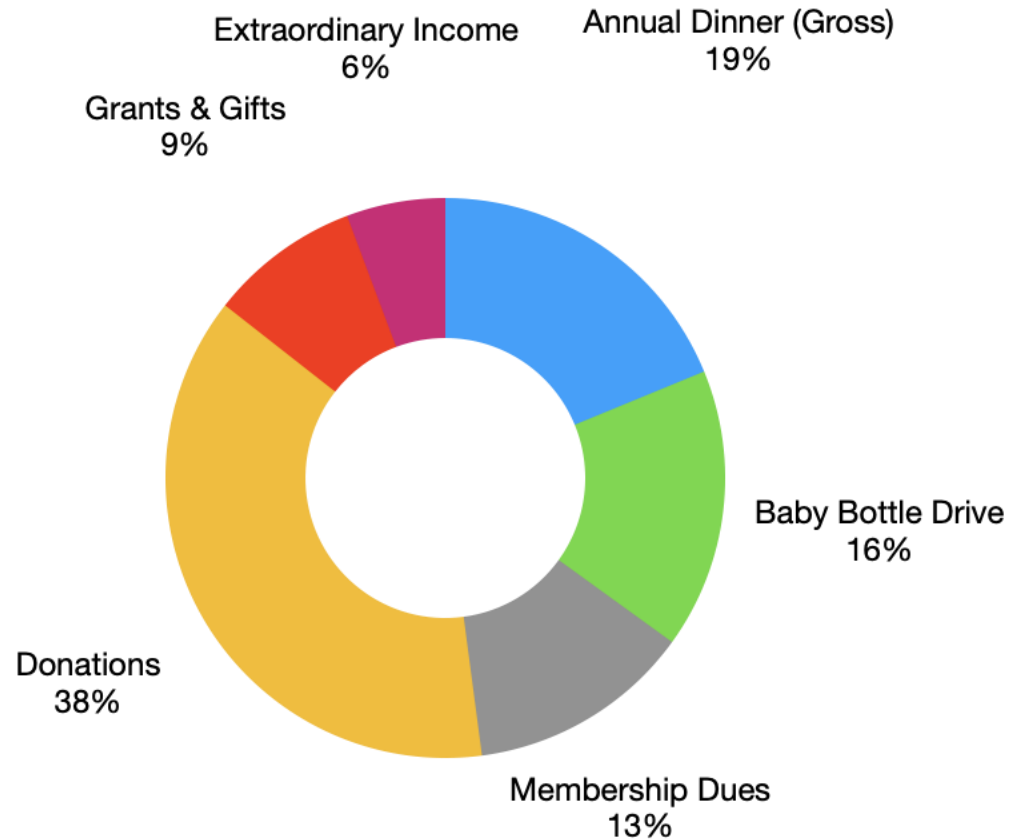
- Increase in giving at Annual Dinner, slight decrease in BBB
- General Gifts stayed strong
- Slight decrease in income in 2024.
- Shifts in timing and goals resulted in less membership drive revenue and grants.

2025 Goals:

Grow recurring support to cover an additional \$80,000 in annual expenses to operate new initiatives, primarily through Membership Drive

Promote the impacts of new initiatives to incentivize support

2024 Income Breakdown



2024 Income	
Annual Dinner (Gross)	\$85,678
Baby Bottle Drive	\$73,760
Membership Dues	\$59,019
Donations	\$171,798
Grants & Gifts	\$39,714
Extraordinary Income	\$26,043
Total Income	\$456,011

Income 2023 \$492,243.23



Support: Fundraisers

Carolyn's Place conducts
three major fundraisers each year



2025 Membership

Donations Collected
July – Dec 2024: \$53700
2025 to date: \$13,308



Baby Bottle Boomerang

20

\$73,700 Raised in 2024



Fighting the Current

2024 Annual Dinner

\$56,900

Net Profit

Attendance: 420 Persons



Support: Agencies

Carolyn's Place receives support from many
local charity programs



ASAP Program

Aid & Support After Pregnancy
22 participating Councils



Heartbeat
INTERNATIONAL

Renewable
Empower Life Grant



Donald D. Lynch
Foundation



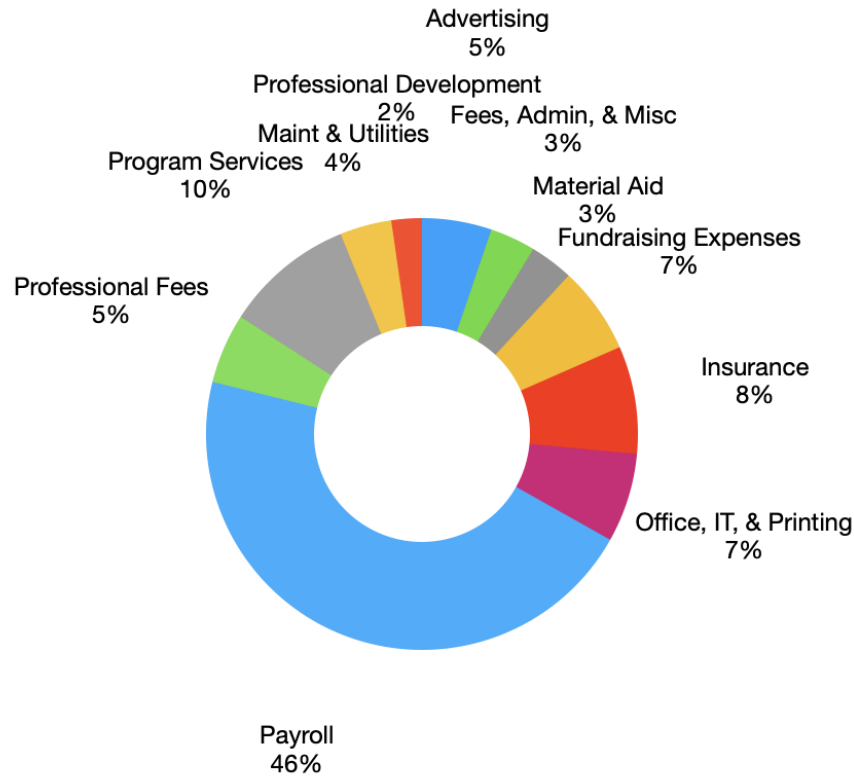
Finances: Expenses

- Increase in advertising, mobile van costs, and payroll (all positions filled)
- Increase in professional development and consulting programs to advance mission
- Increase in education class graduates resulted in more material items purchased.
- Repairs made to leaks in roof / chimney

2025 Goals

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

Expenses 2024



2024 Expenses	
Advertising	\$23,617
Administrative	\$3,119
Depreciation	\$11,798
Material Aid	\$14,800
Fundraising Expenses	\$29,610
Insurance	\$36,572
Office Expenses	\$10,208
Payroll	\$207,389
Professional Fees	\$23,789
Newsletter	\$12,676
Program Services	\$44,043
Maint & Repair	\$7,518
Fees	\$2,731
IT Expenses	\$7,342
Utilities	\$10,067
Professional Development	\$10,328
Misc	\$542
Total expenses	\$456,148

Expenses 2024

\$456,147.88

Expenses 2023

\$420,221.54

Net Revenue 2024 **\$-136.54**

2024 Unique Expenses



Chimney &
Roof Leak
Repair



Strategic
Planning
Session



NIFLA
TLC Program



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.





Three Major Outcomes from the March 2024 Strategic Planning Session



Marketing

“We are not seeing enough target clients because we lack a marketing position, we are not current on marketing trends and are not allocating enough resources toward bringing our services to those who are in need of them”



Medical Services

“We are not seeing enough target clients because we don’t offer the services that abortion-vulnerable women are interested in such as diagnostic ultrasounds, STD/STI Testing, and practitioner administered pregnancy tests”



Facilities

“We are not seeing enough target clients because our facilities do not project the professional image of the services they are looking for.



Plans to Advance Marketing in 2025



Advertising Initiatives

Google Ads

Website
Redevelopment

Separate Donor Site

Rebranding

SEO

Geofencing

Banner Ads

Printed Materials

Marketing Personnel

Carolyn's Place has partnered with Choose Life Marketing, an advertising agency that specializes in marketing pregnancy centers, to be responsible for most of our client marketing functions.

Marketing Budget

\$7500
In One-Time Projects

\$25,000
In Recurring Advertising



Plans to Advance Services

Our Goals

- Make Ultrasound twice as available as current.
- 110 Scans --> 220 Scans/yr
- Reduce no show and cancelation rate by frequent offering.
- Serve as the area hub for this service.

Key Components

- Supervised by a licensed Medical Doctor or Advanced Practitioner.
- Ultrasounds conducted by a RDMS or RN trained to conduct ultrasounds under orders.
- Urine tests conducted by LPN or RN under orders.
- Pregnancy decision conversation had with client advocate and RDMS / RN.

Medical Services Pregnancy Center Model

- Provides Practitioner –Administered Pregnancy Tests
- Provides limited diagnostic ultrasounds
 - Confirms Location of Pregnancy
 - Confirms Viability (Heartbeat)
 - Determines Gestational Age
- Provides an image of unborn child
- Foundation for Other Services



Plans to Advance Facilities



Plans to Advance Facilities

Facility Needs

- Ample parking & broader access to parking
- Clear entrance with waiting area, reception counter, and locking door to service area.
- Space for client advocate meetings
- Provisions for pregnancy testing (bathroom) and ultrasound equipment.
- Separate space for employee breaks and personal items.
- Distance between sensitive client services and support service functions.

140 Grandview Avenue

- Maintains overall location, including bus stop.
- Ample parking for new office space and existing office.
- Provisions for waiting room, reception area, client advocate rooms, ultrasound suite, staff office, and break area.
- Lease agreement provides flexibility long-term.

137 Grandview Avenue

- Continued programming space for parenting classes.
- Continued use of personal needs space and donations processing.
- Continue to host business office on main level.
- Parking lot freed up for volunteers.
- Schedule less restrictive for volunteer work.

Client Services:
Pregnancy Testing
Ultrasound Testing
Advocate Meetings

Subject to Final Approval



- NOTES:**
- 1. SEE SHEET 020 FOR WALL TYPES
 - 2. SEE SHEET 020 FOR DOOR, WINDOW, SCHEDULE AND TYPES
 - 3. SEE SHEET 021 FOR WINDOW SCHEDULE AND TYPES
 - 4. ALL DOOR AND TIE IN FOR WALL DATA
 - 5. ALL DIMENSIONS ARE TO FACE OF 3/4" BOX UNLESS OTHERWISE NOTED.

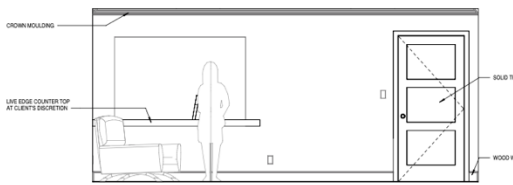
REVISIONS		
REV.	DESCRIPTION	DATE
1	CLIENT REVIEW	10/20/2015

CONSULTANTS

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CAROLYN'S OFFICE SUITE
140 GRANDVIEW AVENUE
WATERBURY, CONNECTICUT 06708
PREPARED FOR
CAROLYN'S PLACE
137 GRANDVIEW AVENUE
WATERBURY, CONNECTICUT 06708

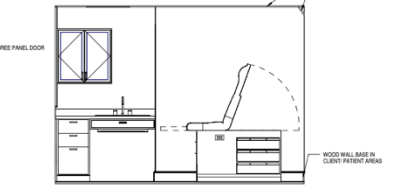
1 - FIRST FLOOR
A1-B1 12' x 11'0"



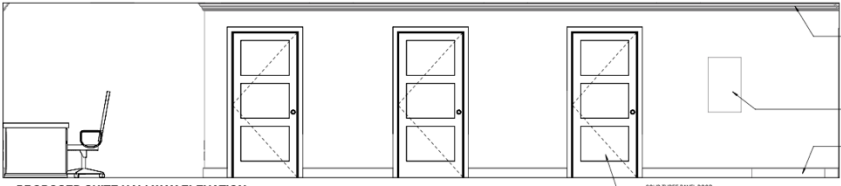
PROPOSED RECEPTION ELEVATION
A1-B1 12' x 11'0"



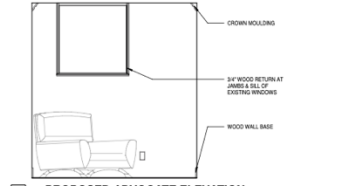
PROPOSED TESTING SUITE ELEVATION
A1-B1 12' x 11'0"



PROPOSED TESTING SUITE ELEVATION
A1-B1 12' x 11'0"



PROPOSED SUITE HALLWAY ELEVATION
A1-B1 12' x 11'0"



PROPOSED ADVOCATE ELEVATION
A1-B1 12' x 11'0"

FLOOR PLAN

DATE:	XXX.XXX	PROJECT NO.:	2015-01
SCALE:	AS SHOWN	CHECKED BY:	MLR

A1.01

137 Grandview

Material Aid Room / Storage
Parenting Classes & Support Groups
Business Office
Support Functions



Subject to Final Approval



Goal Opening Date

September 1 2025

There are many circumstances that could affect this goal date/

Moving Forward



Marketing

Hired Choose Life Marketing to facilitate these major projects.

Each project is worked on in succession.

All mechanisms on-line for Sept 1.



Medical Services

Hired NIFLA for professional assistance in this conversion process.

Working with a promising candidate for medical director.

Paperwork & legal review



Facilities

Working with Real Estate Agent

Working with Engineer

Begin moving present services / office to new spaces once build – out work is complete.



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



WELCOME

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Carolyn's Place Inc



**Heartbeat
INTERNATIONAL**