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22

ANNUAL REPORT

Promoting **new ideas**
to solve old problems

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"Thank you so much for all the kindness towards me and my family. May the good God look upon you with mercy and grace."

-M

A WORD FROM OUR FOUNDER

Dear Friends,

We waited on the edge of our seats after the *Dobbs* decision was leaked prematurely in May, announcing that the almost 50-year-old *Roe v. Wade* decision could be possibly overturned. But the timing of the official announcement on June 24, 2022, was providential—our staff just happened to be together while setting up our Pro-Life Women's Conference in Indianapolis, Indiana.

Our remote team is spread across all four corners of the United States, and I am amazed by how much they can accomplish by working together across time zones and distances. When we're together, it's that much sweeter, and this was a moment to celebrate. We hoped and prayed this day would come, knowing that we would need to prepare for it. **That hope did not disappoint.**

Our LoveLine Case Managers have worked together to create a model of care that, if utilized, can completely reshape the support that pregnancy centers provide for women and children. In 2021 and 2022, we trained hundreds of pregnancy centers in case management to prepare our post-*Roe* culture, but the centers reported certain obstacles standing in the way of implementing case management. **In this report, we make a very special announcement for a dynamic partnership that will replicate our case management model nationwide and defeat the obstacles, but no spoilers here!**

ProLove Ministries covers a lot of bases to fill gaps in the pro-life movement through collaboration with our affiliates and developing sustainable projects. This also means discerning which ones to bless and release. We thank you for your prayers over ProLove Ministries as we navigate the difficulty of discernment. We want to continue unifying the pro-life movement with the same common goal—to fill every gap so that **abortion is never the answer.**

In this report, you'll get the full scoop on everything we've done in 2022, plus the vision cast for 2023. You'll get to read the story of an incredibly special client and MamaScholar who made it past survival mode and now has hope and plans for the future. You'll get to hear the truth that we are sharing to bust common myths that make women feel abortion is their only choice.

The support and trust you've placed in this ministry have allowed for exponential growth. **The abortion industry is backed by the world's wealthiest, but we are supported by the world's most faithful.** In Jesus' name, the seeds you've planted and the loaves and fishes you supplied are overflowing in abundance.

In the name of love,



President + Founder of ProLove Ministries



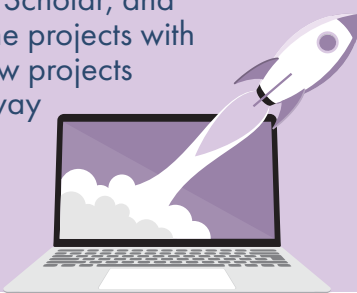
Abby Johnson

READY FOR Post-Roe America!

Laws can create barriers to abortion, but we must change hearts to make it unthinkable. Cultivating American soil for the post-Roe Reconstruction era is what ProLove Ministries set out to do before the decision was overturned, and we are grateful that we got a three-year head start! From October 2019 through December 2022, we have:

LAUNCHED

Hurt After Abortion, Mama Scholar, and LoveLine projects with two new projects underway



Onboarded
17
AFFILIATE
ORGANIZATIONS



Served over
4,200
MAMAS
at LoveLine while
affecting over
8,000
CHILDREN



**TRAINED
OVER 200**
pregnancy center directors
and staff in ten states on
case management



2022 Financial IMPACT



In 2022, you have helped us serve over 2500 LoveLine clients! The hotline contacts grew rapidly over 2021 and began leveling out to an average of 250-300 contacts per month by the end of 2022. Our hotline managers triage and assess contacts over the phone, filter them through our intake manager if a resource cannot be given directly over the phone, and then assign them to their very own case manager to walk them through their crises. These are our disbursements, services provided, and positive outcomes in 2022!

881 new
case management clients
in 2022 affecting over
3,200 children

1000
hours of
FINANCIAL
COACHING



\$19,000
in scholarships



\$175,000
IN RENT
payments



\$35,000
IN UTILITY
assistance



116
DOMESTIC
VIOLENCE
interventions
+ coordination
of care



78
coordination of
care with CPS



Onboarded
50
LOVELINE
VOLUNTEERS
to serve clients as case
managers, battle
buddies, resource
vetting, hotline
responders, resumé
writers, and financial
coaches

Provided over
\$40,000
IN SCHOLARSHIPS
to single moms through
MamaScholar



Served over
4,000
WOMEN
at Pro-Life Women's
Conferences



Directly
**SAVED OVER
160 BABIES**
from abortion!!!



PARTNERED
with Pangea to create
customized case management
software and resource database



Assisted
FOUR
ORGANIZATIONS
in obtaining
501(c)(3) status

APPROVED

112 ABORTION
APPOINTMENTS
 canceled
(Praise God for
these new lives!)



380
hours of
THERAPY



200
evictions
PREVENTED



64,000
VIEWS
on TikTok

Regularly obtain and
report abortion clinics'
**HEALTH CODE
INFRACTIONS**
on CheckMyClinic.org



Wrote a
**POLICIES &
PROCEDURES
MANUAL**
for case management to
share with pregnancy centers



125
baby registries
filled by YOU!



\$50,000
in transportation
retention/acquisition



\$8,500
IN CHILDCARE



JASMINE'S STORY

LoveLine Client and MamaScholar

Click.

I closed out of the website as quickly as I opened it. It all sounded too good to be true—probably just some scam someone predatorily posted in the moms' group I was in on Facebook.

After landing in the women's shelter with my five children and another on the way, I couldn't be fooled by false hope. I didn't have time for that. My time at the shelter would eventually run out, and then where would I be? I had to figure this out.

The shelter was gracious to me and the kids, allowing us an extended stay and helping me get a great job at a daycare center. We cleaned, kept quiet, and didn't make any trouble. I was just so grateful to have somewhere safe to stay after leaving my husband in a hurry.

I had just found out I was pregnant with number six. He had been drinking heavily and gave me an ultimatum: "Get rid of the baby or leave." I thought it would blow over, like every time before. "Get a job and contribute!" he said, so I did. Then he'd come back with, "Quit your job and start taking care of me!" He stopped bringing food into the house altogether and spent his money on beer, liquor, and lotto tickets, so I fed the kids myself. When I refused to let him rattle me, he began physically putting his hands on me to assert his control.

I called the police twice when this happened, but nothing was ever done about it. He never hit the kids; it was just me. The last time he did it, I had my phone ready and began recording. He had my arm twisted around my back like a chicken wing and hit me multiple times before letting up, and this time I went in person to the police station with the kids in tow to present the evidence.

They listened. That's how we ended up in the shelter.

While the shelter was absolutely wonderful, welcoming, and accommodating, they didn't normally allow women to stay longer than two months, and I had more mouths to feed than the average person. We were there for nine months because we weren't a problem. Not wanting to wear out our welcome, I finally reached out to the number I found on the website for LoveLine. Maybe it was a scam, maybe it wasn't, but it didn't hurt to ask.



My husband would try to reverse the charges I pressed against him, saying I kidnapped the children, or that I was mentally unstable. The police easily saw right through it every time he'd come back with a bogus accusation. When none of that worked out for him, he found me and snuck on the shelter's property to slash the tires on my truck. The tires had been purchased on credit and I was still making payments. Now I had lost my own transportation to work and the kids' school, AND I still had to pay for the ruined tires.

I reached out to LoveLine to see if they could help me find affordable housing. My plan was to leave the state and get as far away from him as I could. He had even tried to take the boys away by picking them up from school. The school had to get a restraining order so he wouldn't be allowed near campus. I couldn't have him showing up at the shelter and continue sabotaging our lives.

To my surprise, LoveLine listened and took my situation seriously. Not only did they buy a good set of tires for me, but they paid my debt on the ones my husband destroyed.

I was connected with a Case Manager who helped me apply for affordable housing. While the application was processed, my children had the best Christmas they've ever had in the shelter, along with a baby shower from LoveLine. I was so blessed by the extraordinary gifts that I was able to share with the other women in the shelter.

My boss at the daycare center was so understanding through all of it. She could tell I was just moments away from giving birth when she sent me home from work. On February 28, 2020, I went to the hospital at midnight and gave birth to my leap baby minutes later.

I can't imagine life without her. All six of my broke little best friends...I thank God for their unconditional love.

Throughout all of this, I was sure the kids would resent me for uprooting their lives, but they have been so understanding and patient.

I had been one of eight children and had to be a tiny adult from the start. I was frying chicken at nine years old and giving insulin shots to family members to the soundtrack of constant screaming, yelling, and cussing. My dad was in prison most of my childhood and into adulthood, and when he got out, I got married. My siblings always relied on me until then, and marriage almost felt like an escape. Almost.

Now, with six children, I just wanted so badly for them to GET to be children without the pressure of having to grow up too fast the way I did.

After the birth of my baby, I got into a new apartment, fully furnished by friends at LoveLine. I got back to work at the daycare and the kids got into basketball, making it to every practice and game. "One day at a time," I would tell myself.

My Case Manager, Jillian, continued checking in on me and walking me through the crisis to a place of stability.

One day, she told me it was time to start thinking about the next steps. "What are your dreams?" she asked me. Without hesitation, I blurted out, "I want to go to school!"

Apparently, LoveLine and ProLove Ministries have a program for that, too. Jillian told me about MamaScholar. I applied and submitted my video application.

"I want to go to cosmetology school to help others feel cared for, and to give me the flexibility to spend more time with my children," I said on the video.



I got the scholarship!

Jillian, who also happens to be LoveLine's lead Financial Coach, worked with me on carefully budgeting the generous scholarship so that I could cover my living expenses and go to school on a full-time schedule. I still manage to get my kids to every basketball practice, and cheer them on at every game, and I've found a church that has a youth program with the kind of male role models my sons need in their lives.

I just found out that I'll be graduating with Honors in June of 2023.

With Jillian as my Financial Coach and Stevie as my new Case Manager with LoveLine, I don't know where I would be without the support of this ministry. They have fought for me every step of the way, lifting my spirits when I would feel worn out. I look forward to gaining experience in my cosmetology career soon and dream of the day when I can open my own salon. I love the chemistry of hair color, and even the accounting and bookkeeping courses I've taken to manage my own business. But mostly, my heart is in kids' hair care. So many mothers sit where I've sat before, barely able to hold it together much less give their children a decent haircut. There's just something about a good haircut that makes people feel like they can lift their heads high as they walk out the door and change their lives for the better.

Just like LoveLine has done for me.

I want to say thank you to everyone who has contributed to LoveLine and MamaScholar, from the bottom of my heart. Thanks to you, it's not too good to be true.

MEET OUR AFFILIATES

These organizations have partnered with ProLove Ministries for marketing strategies, organizational development consultation, writing bylaws, grant application consultation and editing, shared branding and communication, media contacts and training, recognition at our Pro-Life Women's Conference, board representation, and so much more!

Our affiliates fill unique gaps in the pro-life movement. Their incredible leaders are on our speed dial for LoveLine cases in need of specialized care! Iron sharpens iron, and by working together in this movement, we make sure no one falls through the gaps.



ATTWN – ending abortion from the inside out by helping abortion workers leave the industry and find hope and healing.



Reliance Ministries – a 4-part holistic model of services that will eliminate the need for abortion, break destructive cycles, and provide real tools for men and women to live abundant lives.



The National Safe Haven Alliance – equips Safe Haven Providers and parents facing unplanned pregnancies with safe alternatives that prevent infant abandonment while providing holistic care for both parents and babies.



At Cornerstone Marketing Strategies, we deliver marketing services the big pro-life brands are using to save more women and babies, with low prices that small organizations can afford + give you amazing results to celebrate with your donors!



Faithful Love's heart is to bring healing and restoration to adult women who are victims or at risk of being sex-trafficked, prostituted, or exploited in Southeast Georgia. We are helping women break the cycle of abuse and exploitation within their families and fostering growth for future generations. Our hope in highlighting Faithful Love's work is that it would serve as a template for other organizations around the nation.



Abiding Love Adoptions – is an Adoption Agency that specializes in infant adoption located and licensed in Alabama and Georgia. Their mission is to love and support the birth mother throughout the open adoption process by only working with the birth mother and/or birth parents, not with adoptive families.



Raise Your Voice – Our mission is to help the Body of Christ raise her voice and advance the work of Jesus to give LIFE. The goal is to offer abundant life to all people – from the womb through adulthood – and to help create a culture of life for a society that is yearning for hope. We aim to produce media content that is used by God to help shift hearts and minds, and ultimately the culture, for His Kingdom.



SheRecovery – exists to provide women and teen girls with holistic recovery from pornography and other unwanted sexual behaviors. Founded by Crystal Renaud Day in 2009, SheRecovery offers unique virtual services including counseling, coaching, recovery groups, podcasts, books, and more to aid in the physical, emotional, and spiritual healing of women around the world.



Abiding Love Charities is an adoption movement dedicated to loving and supporting ALL members involved in the adoption journey.



Able Moms is a Biblically trustworthy brand for busy moms of younger kids 0-6th grade to conveniently access life-giving online resources and relational communities. It's the mom community you've been waiting for!

NEW PROLOVE MINISTRIES PROJECTS

Our LoveLine baby registries have changed!



So many faithful supporters have filled baby registries through Amazon, but there was no way to credit our supporters with the value of goods provided with a tax contribution statement. Amazon is also ending their Amazon Smile program which donated a percentage of sales to nonprofits. By giving through our new baby registry portal, our supporters' gifts can be itemized, and registry items can be purchased elsewhere! It's a win-win!



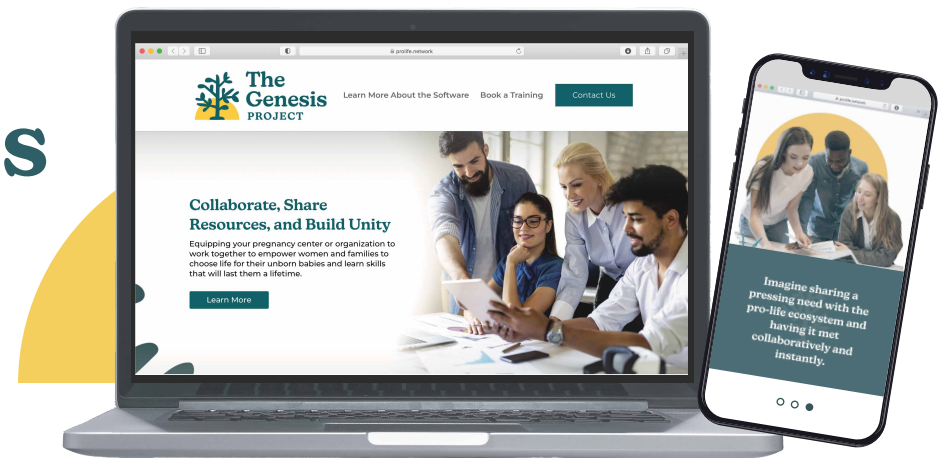
The Genesis Network is a cloud-based pro-life ecosystem where pregnancy centers can manage client cases effectively and efficiently! With a universal resource directory and ability to collaborate, centers can store and track demographic, case management, cost savings, and value of services data in one safe network! Each center has its own private client data storage, user assignments, system-generated reports, and case assignments with real-time access to resource connections.

And now...the announcement we couldn't WAIT to share with you...

ProLove Ministries and Focus on the Family are partnering to supply access to the Genesis Network through a grant program managed by Focus on the Family!!!

But that's not all...

Focus on the Family believes in LoveLine's Case Management Model and the Genesis Network so much that



we are working together to train pregnancy centers on case management and Genesis Network software! Trained centers who implement both will be branded with a seal and are eligible to apply for seed funding for case management implementation AND grants for case manager staffing! Knowing how difficult it is for centers with small budgets to hire added support staff, Focus on the Family is making a generous investment to make it possible!

While we love every client who reaches out on our hotline, we can better serve expectant mothers, single parents, and families in crisis if we empower centers to do what we do best! We don't want the monopoly on case management— that is counterintuitive to building the

post-Roe world we dream of. That dream will become a reality as over 300 centers are ready to receive this training, implement case management, and collaborate online with the Genesis Network!



Scan here to check out the website!



MYTH BUSTED

In 2022, we filmed Season 2 of our Myth Busted series! These common myths perpetuated by the abortion industry are used to justify keeping abortion legal and accessible through all nine months of pregnancy.

We know the truth, though, and we had to learn it the hard way. Abortion is not the only choice and is never the right one. We shed some light on the abortion industry and the faulty logic used to continue exploiting women and destroying innocent lives. We cannot be Pro-LOVE without being Pro-TRUTH.

MYTH 1

Myth #1: Women Aren't the Only Ones Having Abortions

MYTH 2

Myth #2: A Fetus Doesn't Have a Heartbeat at Six Weeks

MYTH 3

Myth #3: Banning Abortions Doesn't Reduce Abortions

MYTH 4

Myth #4: Abortion Is Safe

MYTH 5

Myth #5: Men Shouldn't Have a Say on Abortion

MYTH 6

Myth #6: Planned Parenthood Saved My Life

MYTH 7

Myth #7: Adoption Is the Opposite of Abortion

MYTH 8

Myth #8: Planned Parenthood Is a Leader in Women's Health

MYTH 9

Myth #9: Planned Parenthood Offers Free Healthcare to Women

Goals
FOR 2023

"LoveLine is a blessing to the world; the entire organization truly cares about people. They saved my family's life and gave us a chance when we needed it most, and we are forever grateful."

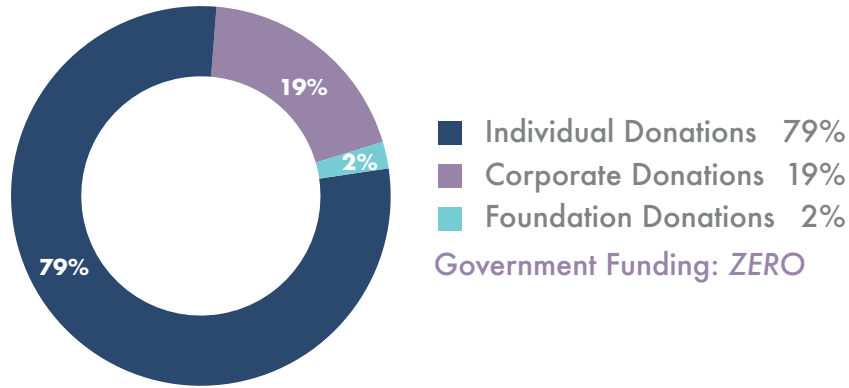
-A

We are ready to breathe new life into pregnancy centers and pro-life organizations all over the nation in 2023! Over the next 12 months, we hope to train and equip over 300 pregnancy centers in case management and Genesis Network software. Please pray for our phenomenal Case Managers as they take on this immense task.

While many of these trainings can be conducted virtually, larger groups would best be trained in person. We estimate that 30 onsite training courses will cost approximately \$84,000 over the next year. Please consider giving for this area of need that will create a broader resource and referral system for LoveLine, ease our own caseload by connecting clients with local advocates, and build a world in which abortion is unnecessary and unthinkable!

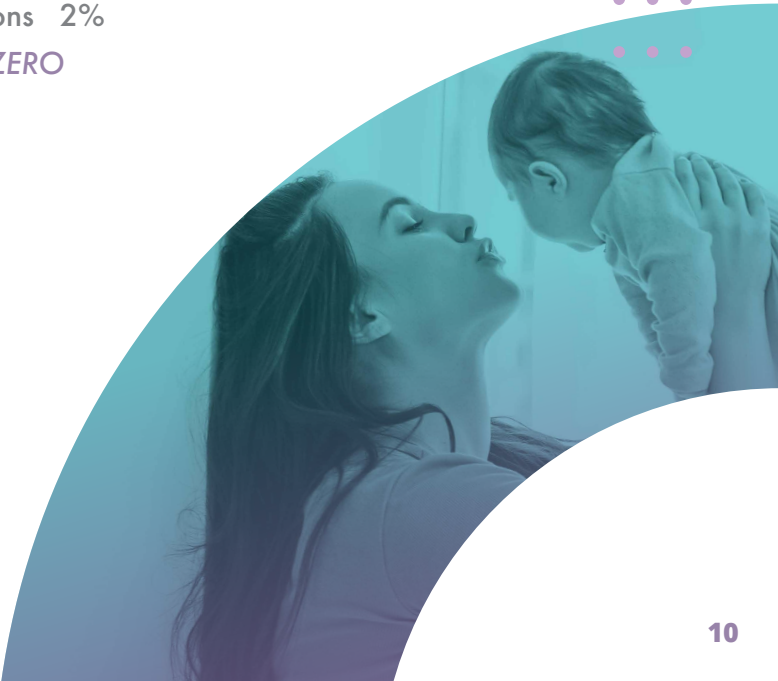
your Gifts
IN 2022

Your generosity makes all our efforts fruitful!



Income vs. Expenses

income	\$1.2 million
expenses	\$900,000





ProLove Ministries

PO Box 104353
Jefferson City, MO 65110

➤ proloveministries.org

☎ 833.477.6588

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