



20
23



ANNUAL REPORT

Promoting *new ideas*
to solve old problems

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A WORD FROM OUR FOUNDER

Dear Friends,

How do we measure the health of our society? The infrastructure is relatively intact, we have access to resources and entitlements to things our ancestors never dreamed of...**but we seem to be decaying from within by how little life is valued.**

Jews weren't marched to concentration camps overnight. The Reich wasn't built overnight. The pretty buildings and solid infrastructure weren't built overnight, upon the backs of suffering slaves and prisoners of war. It took several decades of brainwashing and cultural degradation to raise an army with enough hatred to justify Hitler's death machines. **Too many people turned a blind eye, because the destruction of millions of people didn't personally affect them.**

And the people inside these concentration camps began to believe the lies as they were slowly killed by overwork, starvation, and disease. Moms who gave birth in the camps often felt their children would be better off out of the world than in the hands of Nazi experimenters. They couldn't see a way out; they didn't have a voice to tell the rest of the world what was happening to them. Corpses were piled up around them and the fog of human smoke suffocated them.

But against overwhelming odds, some people had hope.

And some people on the outside did NOT turn a blind eye.

"The light shines in the darkness, and the darkness has not overcome it." - John 1:5

No matter how dark things got in the pits of hellish conditions, there were people who held onto hope with every struggling breath until liberation day.

When it was all over, they continued to pick up the pieces. They couldn't get back what they'd lost, but they thanked God for what they had and restored what they could.

If you've ever wondered what kind of person you would have been back then, you don't have to wonder. **Because YOU are the person with hope.** YOU are the person who has not ignored the suffering and condemnation in the womb while abortion still scourges our nation and ravishes our children.

YOU are the one fighting for the rights of voiceless people with a death sentence. YOU are the one fighting for the laboring moms who don't see any other way out. **YOU are giving them hope in a world that degrades their value.**

In this report, thanks to your love and sacrificial gifts, you'll see everything our ProLove team has been able to accomplish in 2023. You'll see that by loving both mom and baby, your gifts ignite hope in a dark place, **and the darkness will not overcome it.**

My prayer is that, together, after decades of tragic loss of millions of innocent lives, we can restore peace. We can raise the next generation to value precious God-given life. We can work to redeem those lives lost here on earth - we will see the end to abortion by standing in the gaps.

Thank you for standing in the gaps with us.

In the name of love,

President + Founder of ProLove Ministries



Abby Johnson



"My kids and I are now safely out of an abusive situation. Thank you for helping us!"



"Through it all and still to this day, I appreciate you all for not giving up on me and for helping me through one of the toughest times in my life. Forever grateful."

MEET OUR

New Director!



Jessica Andreae

Dear Supporters:

Our 2023 year was a Pivot (any Friends fans here? Did you just hear that in Ross's voice?).

I joined our team in April 2023, after more than 20 years in the insurance industry. This is my first nonprofit role and was a career pivot I chose and accepted gratefully as I continued to heal from a personal pivot I didn't choose – the accidental death of my husband of 23+ years in July 2021.

Early in my grief, I chose the phrase “Stubborn Hope” to carry me through each day, each hour, sometimes each minute. I know that God is a God of hope, faith, and love. He promises to be with us and never leave us. Back in December 2022, my pastor said in his sermon: “Jesus doesn't just want to write Himself into your story, He wants to write a better story with your life.” Even in the darkest season of life, the Lord is present and is the same, yesterday, today, and forever.

Our organization pivoted in 2023 as well. With the challenging U.S. economy, as well as misinformation that the 2022 Dobbs decision solved the abortion situation, our incoming financial support in 2023 decreased significantly compared to 2022. Rather than operating out of fear and reacting to financial needs from a mindset of lack, our team pivoted.

With a lower monthly operating budget, we became more intentional about tracking financial requests, client involvement in financial coaching, and finding alternatives to resolve their needs.

Going into 2024, we will continue to love and serve our clients with a mindset and heart posture of abundance. We have not turned away any legitimate client need due to our budget shortfall, and we praise God for continuing to provide our needs. He is a God of abundance. As Luke 6:38 says (NASB): “Give, and it will be given to you. They will pour into your lap a good measure—pressed down, shaken together, and running over. For by your standard of measure it will be measured to you in return.”

As we reflect on 2023, we are grateful for many things:

- A dedicated, Christ-centered staff and volunteer team
- Clients that reach out and allow us to walk with them for a season
- Babies that are born, each one a miracle
- People that pray for us regularly, for we know that we struggle not against flesh and blood
- The Lord is with us, we seek His face, and He shows us each step to take

We serve in Love. We have Stubborn Hope. We know we are the children and heirs of the Most High God. May this encourage you today and thank you for the ways you support this Kingdom work. We cannot do what we do without you.

Romans 8:24-25 (NASB): “For in hope we have been saved, but hope that is seen is not hope; for who hopes for what he already sees? But if we hope for what we do not see, with perseverance we wait eagerly for it.”

2023 Financial IMPACT



In 2023, you have helped us serve over 1,600 LoveLine clients! We continue to see an average of 150 contacts per month. Our hotline team responds and screens contacts over the phone, filtering them through our intake manager if a local resource cannot be provided directly. We are grateful to have moved over to better technology in 2023 that allows our remote team to handle the texts to LoveLine and the screening process more effectively and efficiently at a very little cost difference from before!

Once the intake appointment is completed, the client will be assigned a case manager to walk them one- on-one through her unique situation with an individualized case plan. These are our disbursements, services provided, and positive outcomes in 2023!

459 new case management clients in 2023

314 hours of FINANCIAL COACHING

\$12,900 in scholarships under Mama Scholar

\$22,000 IN UTILITY assistance

\$4,600 in groceries AND HOUSEHOLD GOODS

55 NEW clients SERVED by our growing crisis support team

\$195,000 IN RENT payments

31 babies saved from abortion! (Praise God for these new lives!)

over **4,100** INDIVIDUAL SERVICES provided to our clients this year!

361 hours of LICENSED COUNSELING

88 evictions PREVENTED

55 baby registries filled by YOU!

\$51,000 in transportation retentions/acquisitions

\$5,200 IN CHILDCARE

Reclaiming MOTHERHOOD

Abortion does nothing to empower women. It diminishes her value and limits her abilities, reducing her worth to little more than livestock.

Women are capable. Women are resilient. **Women can love far beyond themselves, and at ProLove Ministries, we are reclaiming motherhood.** We discover the need, uncover hidden resources, and nurture an inner strength that empowers women to break generational cycles and raise strong children.

Here are some amazing moms you've helped in 2023!



ELIANA

Eliana was already struggling. Upon discovering her pregnancy, she considered abortion and inquired about the procedure at a pregnancy center. The center confirmed the pregnancy, performed an ultrasound, and Eliana waited for the designated time before she could schedule an abortion per her state's mandatory waiting requirement. However, she contacted LoveLine and poured out all of the reasons that made her afraid to have another baby. **Despite her despair and fear, Eliana courageously gave LoveLine a chance to walk alongside her.** She came to strongly believe that if she kept the baby, the Lord would provide every step of the way.

LoveLine helped Eliana advocate for affordable housing to stabilize herself and her daughter. Eliana also enrolled in LoveLine's financial coaching program and worked with all her coach's recommendations. **She followed through with her case plan and worked hard to get out of crisis and into stability.** Eliana enrolled in school so she could improve her career prospects. With LoveLine's assistance, Eliana smoothly transitioned to managing her own budget on a weekly basis. Additionally, she also utilized LoveLine's counseling services and found a support system through church and Bible study.



Eliana's beautiful baby girl was born in November 2023. She worked through the natural adjustments of the first couple of months with a two-year-old and a newborn, successfully managing her finances. Today, Eliana feels like she is in a good place with her mental health. Shortly after graduating from LoveLine's financial coaching program, Eliana and her case manager agreed that she had met her case plan goals. Eliana has the skills and determination to continue the path towards stability and independence that she has created for her and her girls. Eliana said,

"The Lord has kept His promise and continuously provides for our needs."

Thank you for loving Eliana into this place of stability with your support!

Mama SCHOLAR

This project is a collaboration between Embrace Grace and ProLove Ministries to provide single moms with scholarship opportunities. Applicants must either be a LoveLine client or have completed the Embrace Grace program. Scholarships are awarded annually for spring, summer and fall semesters. **Here is a word of thanks to you from one of our 2023 scholarship recipients, Danielle:**

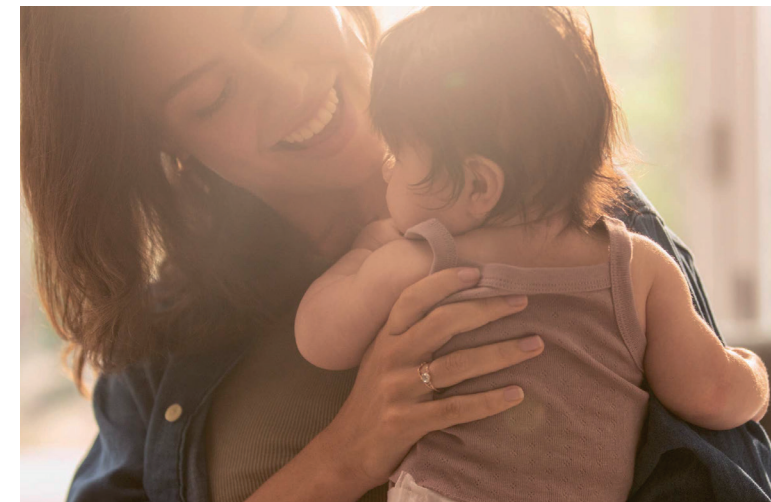
Dear Supporters:

I am so very thankful and grateful to you and ProLove! Your investment in my education has given me the confidence and encouragement to work harder in my studies and devote more time to my academic endeavors. This scholarship represents more than just financial assistance; it serves as a testament to the hard work, dedication, and perseverance that I have exhibited throughout my academic journey. It reaffirms my belief that determination and commitment to one's dreams can lead to fruitful rewards. **I aspire to make the most of these opportunities while representing the mission and values of your organization with utmost integrity.** Thank you once again for your generosity, belief in my potential, and the incredible influence you have had on my life. **I will forever be grateful for the doors that this scholarship has opened, and I promise to make the most of this opportunity.**

-Danielle



THE BEGINNING OF A beautiful FRIENDSHIP



Meet the only 100% pro-life diaper company, EveryLife!

An offshoot of PublicSq, EveryLife launched in July 2023 and has rapidly grown. **EveryLife's mission is to create clean, premium baby products that protect and celebrate every miraculous life.**

ProLove Ministries is exclusively purchasing EveryLife diapers for LoveLine moms in need, supporting a diaper brand that aligns with our pro-life and pro-family values.

"We are incredibly proud to partner with ProLove and their inspiring mission to proactively address essential needs within the pro-life movement,"

said Sarah Gabel Seifert, Co-founder and President of EveryLife. "EveryLife was founded with a similar vision. Recognizing a gap and a significant need, we established a diaper company that empowers parents to align their values with their purchasing choices."

Backing companies who support our mission and align with our values is critical to making abortion unthinkable and removing the violence of abortion from our society. We could not be happier to be partnering with EveryLife!



10% off!

As a special gift to our supporters, EveryLife is offering 10% off for first orders with code **PROLOVE** at checkout while giving 10% back to support our mission!

BRIANA

(in her words)

"I moved across the country on faith and love, but as soon as we unpacked, things became unclear. I had my two sons to think about and found out I was having another baby while going through a breakup. My hours at work were cut, and we had less money, less food, less stability, and faced eviction month after month. **The entire nine months of pregnancy were a nightmare.** I remembered that when things go wrong, you have to return to God and seek him in all things. I found a local pregnancy center who referred me to LoveLine. To

get back on track, LoveLine helped me with financial coaching, counseling, rental assistance, car payments, moving expenses, mental support, and encouragement.

During this struggle, God put an understanding spirit on my landlord, and she worked with me, and encouraged me to save the money that I had to move back home. **Soon after my baby girl was born, we started packing.** I got a trailer and loaded it.

Now that I'm home, I couldn't be happier. **I was accepted to a university to pursue my bachelor's degree in business management.** I have a full-time job again, and my kids are enrolled in school.

My case manager has been one of my biggest advocates and I am so happy that I met her. It

took me a long time to open up to anyone, but Trista's warm welcome and big heart really helped me along the way. **I get excited to share good news with her!**

These scriptures kept me motivated:

'For I know the plans I have for you,' says the Lord. 'They are plans for good and not for disaster, to give you a future and a hope.'

-JEREMIAH 29:11 NLT

'Trust in the Lord with all your heart; do not depend on your own understanding.'

-PROVERBS 3:5 NLT"



MEET OUR affiliates

These organizations have partnered with ProLove Ministries for support with items that can include regular collaboration as an affiliate group, organizational development consultation, marketing strategies, recognition at our annual conference, writing bylaws, grant application consultation and editing, shared branding and communication, media contacts and training, 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.

In 2023, we welcomed four new affiliates!



Verity's Village gives hope and help to parents who receive life-limiting prenatal diagnoses for their babies. We provide group and individual support, counseling, education, and care packages for the parents in our community.



Girl Scouts Why Not? shares pro-life concerns about the Girl Scout organization! Know the truth about the Girl Scout organization, their partnerships with pro-abortion advocacy groups, and promotion of well-known pro-abortion individuals to their young impressionable girl members with supporting documentation from the Girl Scouts' own resources. We inform, educate, and encourage sharing this information with others.



Heaven's Gain Ministries' mission is to provide for the physical, emotional, and spiritual needs of families experiencing pregnancy loss: before, during, and after the delivery of their precious baby. HGM prepares families before delivery of their baby, whether miscarriage, stillbirth or poor-prenatal diagnosis and provides support for healing afterwards.



The C Major Project's mission is to provide a unique initiative that brings together musical artistry and philanthropy to support music ensembles and other charitable organizations in their endeavor to produce and perform newly composed music. We seek to bring solid Christian values to the concert stage or worship service in all the music that we create to support our partners. One of our aims is to raise up the Christian voice in the performing arts to produce good, beautiful, and edifying music!

NEW PROLOVE MINISTRIES PROJECTS



We launched All My Options in 2023, in collaboration with Sidewalk Advocates for Life and our sister organization, And Then There Were None: <https://allmyoptions.com>.

This is a landing page for anyone near or entering an abortion facility, accessed through QR codes held as signs or handed out on cards outside the facilities. Clinic patients, human-trafficking survivors, abortion workers, and people passing by are redirected to life-affirming national outreach services from the website.



If you want to share this great new website on the sidewalk, we have printables available on our ProLove Ministries page.



In answer to an overwhelming call for unity "for such a time as this," the ProLife Women's Conference and National Sidewalk Advocacy Conference have combined to create the Celebrate Life Conference in 2024!

Our Mission: Unite prolife women and men to celebrate, collaborate, and strategize for the protection of preborn children and to make abortion unthinkable in our culture.



Join us in DC June 21-23, 2024, for 3 days of powerful presentations, fellowship, friendship, and fun that promise to be unrivaled and unforgettable.



BABY REGISTRIES



Our LoveLine baby registries are still a fun way to support our clients and their babies! And we have now partnered with EveryLife to have all diaper needs fulfilled by them!

It's a win-win!

Love webcast in Action



Our "Love in Action" webcast in September was co-hosted by Abby and our good friend, David Bereit. We had 1,118 participants in the live event and encountered a spirit of empowerment and hope as we delved deep into the heart of ProLove Ministries and the incredible work we're doing to empower women, fortify families, and rewrite stories filled with hope and redemption.

Revelations from the webcast:

- ♥ Abby and David unveiled the hidden crisis that many pregnant women and single moms face, a narrative often overlooked by mainstream media.
- ♥ We heard powerful testimonies from LoveLine clients who transitioned from desperation to empowerment, breaking free from societal chains.
- ♥ Former Pussycat Doll, Kaya Jones, and Abby both shared their personal abortion experiences ... and how ProLove is offering other post-abortive women a new chapter filled with hope.
- ♥ We introduced you to our friend, Sarah Gabel Seifert, the Co-Founder and President of EveryLife, the only 100% pro-life diaper company.
- ♥ We delved into the ProLove Blueprint - gold standard strategies for women's empowerment and family support with key staff and volunteers!



Missed out or want to relive the excitement? Watch the entire event replay!



Goals FOR 2024

You can help us reach our goals

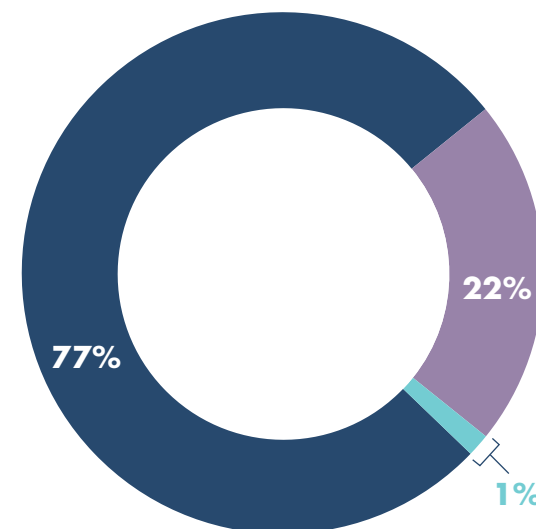


- 1 Fill gaps in prolife care!
- 2 Continue serving women and children through LoveLine
- 3 Welcome new and familiar faces to our Celebrate Life Conference, June 21-23, 2024
- 4 Encourage and collaborate with our amazing affiliate organizations
- 5 Present life-affirming options through All My Options
- 6 Empower moms with education scholarships through Mama Scholar
- 7 Promote Unity within the prolife movement!



Your GIFTS IN 2023

Your generosity makes all our efforts fruitful!



- Individual Donations 77%
- Corporate Donations 22%
- Foundation Donations 1%

Government Funding: ZERO

Income vs. Expenses

income \$842,527.16

expenses \$1,175,222.69

As you can see, we are financially supporting the prolife movement at an unsustainable level. We need your support now more than ever.

Scan here to help!





ProLove Ministries

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A large, semi-circular collage of images in shades of teal and purple. The images include: a group of people with their arms raised in a gesture of praise or worship; a smiling woman holding a young child; a close-up of hands forming a heart shape over a pregnant belly; and a woman looking up at a child who is kissing her on the cheek.

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