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ministries

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20 Annual 25 Report



LOVELINE

RECLAIMING MOTHERHOOD

loveline.com



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“ I am praying that this touches lives and helps this amazing organization continue to bless so many others as it has done for me. God bless you and thank you so much from the bottom of my heart.” -V



A Word from Our Founder

Abby Johnson

Dear Friends,

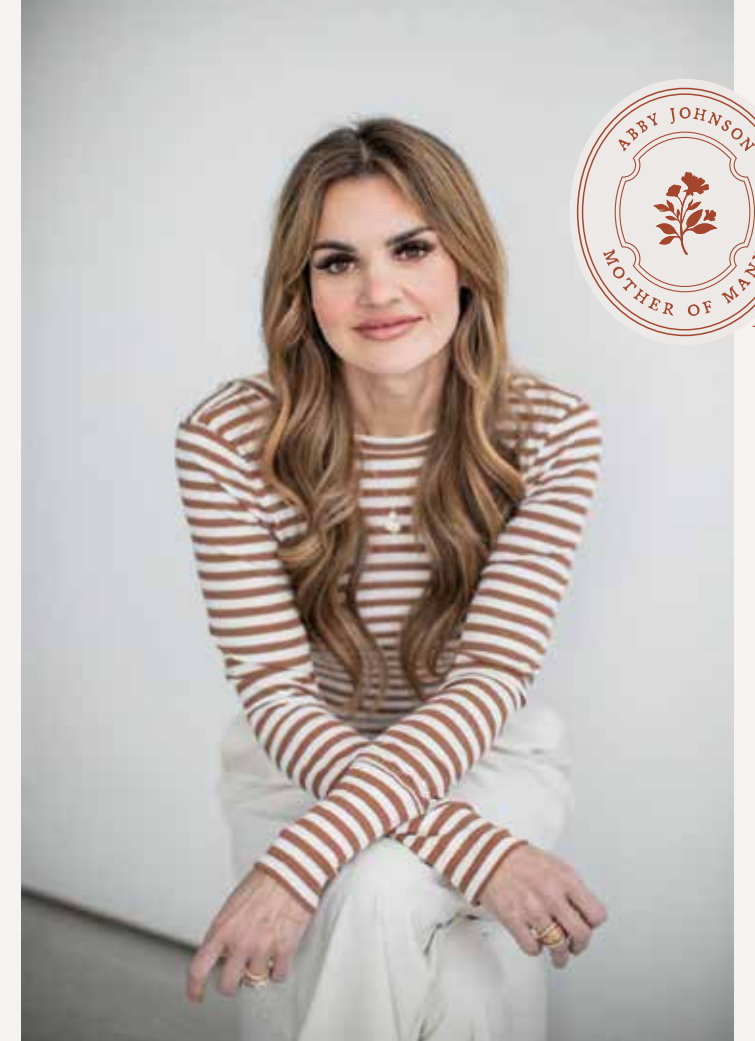
In every season, the Lord continues to show us that love is not an idea. Love is an action. It is a “yes” that speaks life, in the pressure, in the confusion, and in the moment when a woman feels there are no good options nor safe exits from destructive paths and cycles.

In 2025, ProLove Ministries and LoveLine continued to stand in those moments with women and families who are fighting for stability, safety, and hope. We have watched the Lord move through ordinary obedience: a text answered, a plan built, a bill covered at the right time, a counseling session that helped someone keep going, a budget that finally made sense, and a mother who chose life.

We are especially grateful for pregnancy resource centers across our nation. Day after day, you show up with the kind of in-person presence that cannot be replaced: a warm welcome, an ultrasound appointment, a parenting class, a support group, a material pantry, and the steady kindness that helps a scared woman breathe again. We love you, and we honor the work you do.

And yet, we also saw again how many gaps remain. Even in states that claim to be “abortion-free,” abortion pills are dispensed like candy. Women are falling prey to sketchy marketing schemes. Resource deserts still exist. For many moms, the greatest gap begins after she chooses life.

Choosing life is the first courageous “yes,” but reclaiming motherhood takes so much more than a single decision. It takes time and practical support, and it often requires trauma-informed care that addresses what brought her to the brink in the first place. It takes coaching, not just crisis relief, and someone willing to walk with a mom as she moves from survival to stability, and from stability to truly thriving.



That is why we are expanding our case management trainings and fine-tuning the support we provide to centers enrolled in our program. We want to equip centers and build a strong resource network that meets women where they're at, identifies the real barriers keeping them stuck in crisis mode, and builds practical pathways forward. This is not about creating dependence. It is about empowering rather than enabling—helping a mom regain stability, rebuild confidence, and lead her family with courage.

Thank you for being part of this mission. Your prayers and your gifts are not abstract. They become meals, rent, safety, transportation, counseling, coaching, and the steady presence of someone who refuses to leave a mother alone.

In the name of love,

Abby Johnson
CEO + Founder of ProLove Ministries

FROM THE Director's Desk

Welcoming our new Director of Operations: Nallely Perez



Nallely Perez

In 2025, we are grateful to welcome **Nallely Perez** as our new **Director of Operations** for ProLove Ministries and LoveLine.

Nallely brings a deep understanding of the urgency facing women who are abortion-vulnerable and abortion-determined, and a commitment to strengthening the systems that allow us to respond quickly, wisely, and with excellence. She built this understanding from the inside out: from within the Planned Parenthood system as an employee, drawn by the Holy Spirit's prompting, into a relationship with Jesus Christ, and into the And Then There Were None Quitter tribe.

Since 2019, Nallely has been managing LoveLine's hotline. When the vacancy for the Director of Operations opened, it made sense to fill it with Nallely.

One of our heart-level commitments going into this next season is simple:

We want to say "yes" more often, without losing discernment.

Dear Supporters,

Hello, my name is Nallely, and I have had the privilege of serving as the Intake and Support Line Manager for LoveLine, a project of ProLove Ministries, since 2019. I am truly grateful for the journey that began alongside Abby and am honored to now step into the role of Director of Operations.

My path into this work has been both unexpected and deeply personal. Several years ago, while attending a Catholic youth conference with my children, I watched a preview for the film *Unplanned*. I was profoundly moved and felt compelled to learn more.

Sixteen years earlier, I had worked at Planned Parenthood and had never pursued the healing I needed. After seeing the film preview, I searched for Abby Johnson and discovered *And Then There Were None*. In the middle of the night, I began reaching out and

eventually connected with a healing retreat in January 2019. That weekend was life-changing. For the first time, I felt forgiven, supported, and no longer alone.

When I returned home, I knew I could not remain silent. I felt called to use my story to bring hope and compassion to women facing unplanned pregnancies. I began volunteering with LoveLine and later managed the support line, serving as the first point of contact for women considering abortion. I had the privilege of listening to their stories, sharing my own experience, and offering truth during some of their most vulnerable moments.

At 14 years old, I faced my own unplanned pregnancy and chose life. That experience has profoundly shaped the way I approach this work. When I speak with women, I try to offer the understanding, reassurance, and steady presence that I once needed myself.

I am blessed to be married to a wonderful man who has always courageously advocated for his children. Together we are parents to four children and recently became first-time grandparents to our grandson, born on February 14 — a beautiful reminder of the gift of life.

I hold closely the promise of Isaiah 43:1: *"But now this is what the Lord says—He who created you, Jacob, He who formed you, Israel: Do not fear, for I have redeemed you; I have called you by name; you are mine."*

It is a privilege to continue serving in this mission with humility, compassion, and deep gratitude.

With love,

Nallely Perez

Director of Operations, ProLove Ministries + LoveLine

2025 IMPACT— Your support *saves lives*

LoveLine Impact *snapshot*

In 2025, LoveLine's case management team met women and families in the moments that matter most—when a "yes" to life still needs practical support to become a stable, sustainable next step. Through consistent coaching, counseling, and crisis intervention, you helped move families from survival to stability.

177
New case management clients served

1,465
Contacts assisted on the hotline

15,000
Messages exchanged on the hotline

30
Crisis interventions supported

(this includes addictions, recovery, human trafficking, domestic violence, and coordination with CPS)

21
Abortion appointments canceled

150
Hours of counseling provided

169
Hours of financial coaching provided

44
Evictions prevented

10
Vehicles retained for moms

\$7,000
In scholarships awarded to our Mama Scholar

14
Baby registries filled

What these numbers mean

(in real life)

In 2025, **177 families** weren't handed a pamphlet and sent on their way. Each one was met by a case manager who stayed close—building a plan, solving barriers, and checking in until "surviving" started to look more like stability.

Along the way, your support helped answer **1,465 hotline contacts** through more than **15,000 messages**—the steady back-and-forth that keeps a mom connected when fear is loud and options feel limited.

When a crisis hit, LoveLine stepped in with **30 crisis interventions**—including situations involving **addiction and recovery, domestic violence, human trafficking, and coordination with CPS**—because some families need an advocate to walk them to safety.

And it wasn't only crisis care. It was heart care and practical tools, too: **150 counseling hours** and **169 financial coaching hours**, helping moms heal, make a workable budget, and begin building a future.

For **44 families**, that support meant an eviction was prevented and a home stayed intact.

For others, it meant keeping transportation, keeping utilities on, and filling a registry so a baby could be welcomed with dignity.

And for **21 moms**, it meant something even more urgent: an abortion appointment was canceled because, in the middle of pressure and panic, a safer exit became visible.

All together, **\$135,318** in bills paid and material assistance became love made tangible—rent, transportation, utilities, baby supplies, and wraparound support—delivered at the moment it mattered most.



Texas Flood Diaper Drive *July 2025*

In response to the July 4th flooding in Texas, LoveLine mobilized a diaper drive to meet urgent needs for moms and babies in the long road of recovery. Thanks to the generosity of supporters, we raised over \$20,000 for diapers, wipes, and training pants, and served 144 families with critical supplies. A semi-truck full of EveryLife diapers was sent to Kerrville on July 28, and funds raised beyond the original goal continued supporting families throughout the Guadalupe River corridor.

- Families served: 144
- Funds raised: \$20,000+
- Supplies provided: diapers, wipes, training pants
- Distribution milestone: semi-truck to Kerrville (July 28)

"Thanks to YOUR generosity, we surpassed our goal for the LoveLine Diaper Drive for Texas families impacted by the July 4th flooding! Because of your incredible support, a semi-truck full of EveryLife diapers is headed to Kerrville on July 28 to help moms and babies in need. This is what your love in action looks like. From the bottom of our hearts—thank you. Funds raised in excess of our goal will be used to purchase more diapers for the Guadalupe River corridor in the long months ahead in recovery and relief." — Abby Johnson

RECLAIMING MOTHERHOOD for Elsie

Motherhood can be isolating and overwhelming, especially when support systems are absent or unsafe. But motherhood can also be restored.

At LoveLine, we are reclaiming motherhood by meeting women where they are and equipping them to build stable lives for themselves and their children.

Thank you for providing what makes that possible.



When Elsie* found out she was pregnant, she never could have imagined how much her life was about to change — not just because of her baby, but because of the community of strangers who would become her lifeline.

“I’m the youngest of three girls,” she shared. “My sisters already have kids, so when I got pregnant, it was kind of a big deal. But there’s a lot of distance in my family right now. My parents haven’t even met my baby yet. That’s been hard.”

Prior to her pregnancy, Elsie lived in Texas and struggled to find work after losing her job. Rent and bills piled up until she had nowhere to go. “I ran out of money,” she said. “My ex — my daughter’s father — told me to come back to Michigan. He said he’d help me get back on my feet.”

“I thought that meant we’d start over,” Elsie remembered. “I really believed he was going to be there for me.”

For a while, it looked that way. She found part-time work and began piecing her life back together. But when she told him she was pregnant, his response cut deep.

“He just stared at me,” she said. “And then he said, ‘You can’t have this baby. We’re not ready for that. Either get rid of it or leave.’”

They argued for weeks until the pressure broke her down. “I was scared, and I didn’t know what to do. I said maybe he was right.”

Three times, he scheduled appointments for her at an abortion clinic. Three times, she couldn’t go through with it.

“Every time, something inside me said no. I couldn’t do it. I told him, ‘If I go through with this, it’s because you want it, not because I do.’”

The last appointment was the same day she was supposed to move into a maternity home. He came to pick her up, expecting her to follow through. Instead, Elsie told him she was keeping the baby. He drove off without another word. That was the last time she saw him for months.

The maternity home was ready for Elsie while she struggled with doubt. “I cried every night at first,” she said. “I didn’t know if I’d made the right choice. I didn’t know how I was going to do this on my own.”

But the staff welcomed her with gentle smiles and simple kindness. There were other women there, too—each one with her own story of fear

and unexpected courage. Slowly, Elsie began to settle in.

“I started to realize I wasn’t alone,” she said. “We’d eat dinner together, talk about our days, and pray before bed. It was the first time in a long time that I felt safe.”

Still, practical worries never stopped coming. Her car insurance was overdue, and her job search wasn’t going well. She had no savings and no family nearby who could help. “I was just trying to survive,” she said. “Then one of the staff told me, ‘Call LoveLine. They help moms like you.’”

When Elsie reached out to LoveLine, she didn’t expect much. “I figured they’d give me a few resources, maybe a phone number or two,” she said. “But instead, a real person answered. She connected me to my case manager, Lisa.”

Lisa listened patiently as Elsie shared her story—how she had lost her job, left her relationship, and was trying to rebuild her life while preparing to welcome her baby. “Lisa didn’t make me feel embarrassed or like I’d messed up,” Elsie said. “She just said, ‘Okay, let’s figure this out together.’”

LoveLine paid for Elsie’s car insurance, which she had been days away from losing. When she expected the support to last just one month, she learned that six months had been covered instead. “I just sat there and cried,” Elsie said. “I wasn’t expecting that kind of help. It felt like a huge weight lifted off my shoulders.”

Over the next few months, Lisa stayed in touch—checking in, praying with her, and helping her find resources for baby supplies and budgeting. Elsie says that consistency made all the difference. “She’d text just to say, ‘How are you doing today?’” Elsie smiled. “Nobody had done that for me in a long time.”

The months leading up to her daughter’s birth were filled with small miracles—each one arriving in God’s perfect timing. When Elsie’s car was on the brink of repossession, an anonymous donor stepped in with a \$1,000 payment. “It came out of nowhere,” Elsie said. “I was down to the wire. I still remember Lisa calling me and saying, ‘We’ve got you covered.’ That was God right there.”

Though Elsie’s faith had always been part of her life, something changed during those months. “Before all this, I only talked to God when I was desperate,” she said. “Now I talk to Him every day—when I’m grateful, when I’m stressed, even when I’m tired. It’s like He’s part of my daily routine.”

Her daughter arrived just hours after her due date—a healthy, perfect baby girl. “She’s a prompt baby! Everything went exactly according to my birth plan,” she recalled. “No IV, no medication, just the way I wanted,” she said.

Holding her daughter for the first time, Elsie felt something she hadn’t felt in a long time—peace.

“Everything just went quiet,” she said. “I looked at her little face and thought, I almost missed this.”

Motherhood brought new challenges, but also a new purpose. Elsie had always wanted to help others, and after finishing her social work degree, she started applying for jobs. “I was seven months pregnant when I went to the interview,” she said. “I told them right away, ‘I’m due soon, but I’m committed to working hard.’”

They hired her on the spot.

Her supervisor told her to take her time adjusting after the birth, assuring her that her position would be waiting when she was ready.

Now, as she balances maternity leave with the joys and sleepless nights of new motherhood, Elsie is preparing for the next step—finding permanent housing and childcare so she can return to work. “It’s a lot to juggle,” she said, “but I’ve learned that when I trust, things fall into place.”

When Elsie talks about LoveLine, her voice fills with gratitude. “They didn’t just pay bills,” she said. “They reminded me that people still care—that I wasn’t forgotten.”

Each act of generosity—every car payment, every check-in, every word of encouragement—became a thread in a larger safety net woven by strangers who believed in her. “The donors who gave? They have no idea how much they changed my life,” Elsie said. “Because of them, I can keep my car, keep my job, and keep my baby safe.”

She remembers one moment vividly: holding her newborn late one night, scrolling through old photos on her phone—the ones taken in those early, uncertain weeks. “I looked at how far we’d come,” she said softly.

“From almost losing everything to having everything we need. That’s what love looks like in real life.”

Elsie’s journey isn’t perfect, and she’s the first to say so. “I still have hard days,” she said. “I still get

scared about the future. But now, I know I’m not doing this alone.”

Through every unexpected turn, she’s learned that motherhood isn’t about having all the answers—it’s about choosing love even when the path is hard. “People talk about reclaiming motherhood,” she said. “For me, that means believing I can do this—that my baby deserves a mom who doesn’t give up. It’s not just an aesthetic.”

As her daughter grows, Elsie dreams of the stability she’s building step by step: a home of their own, laughter echoing through the rooms, a life filled with ordinary, sacred moments. “I want her to grow up knowing she was wanted,” Elsie said. “Even when it was hard, even when it was scary, I chose her.”

She pauses, smiling down at the tiny face nestled against her chest. “And every time I look at her, I know I made the right choice.”

When LoveLine staff ask Elsie how she’s doing these days, she doesn’t hesitate. “We’re good,” she says. “We have everything we need.”

Those words—*everything we need*—echo like a quiet benediction, the kind that wraps itself around a story still unfolding. Elsie’s journey is a testament to what happens when compassion meets courage, and when ordinary people—donors, volunteers, staff—say yes to showing up for a mom in crisis.

In her own quiet way, Elsie is now paying that love forward. She mentors a younger woman at her maternity home, helping her navigate the same fears she once faced. “I tell her, ‘You’re stronger than you think,’” Elsie said. “Because someone told me that when I needed it most.”

For those who’ve given to LoveLine, Elsie’s story is proof that their generosity doesn’t just meet needs—it changes destinies.

“It’s not just about money or supplies,” Elsie said. “It’s about hope. You gave me hope when I couldn’t see it for myself. You helped me believe I could do this. Your selflessness and donations have a greater impact than you might think. Even if you think it’s something small, it can have a big impact. And it proves to me that there are good people in the world and that God will provide for you if you ask for it from literal strangers.”

*Name changed for client privacy.



Pro Love Affiliates

We are stronger when we work together!

We know we cannot build a culture of life alone. It takes the Body of Christ—many parts working together, serving with different gifts, and stepping into the places where needs are too complex for any one organization to meet.

That is why we partner with ProLove affiliate organizations. Our affiliates fill gaps we do not specialize in, and together we share resources, coordinate care, and strengthen support for LoveLine clients and contacts who need specialized help.



And Then There Were None



Mama Bear Care



Heaven's Gain Ministries



Abiding Love Charities



Reliance Ministries



Able Moms



The C Major Project



Abiding Love Adoptions



Girl Scouts Why Not?



Cornerstone Marketing Strategies



SheRecovery

We are stronger when we work together!

Learn more: 

Project Updates

Breathing *new life* into ProLove's projects

LoveLine Rebrand - Reclaiming Motherhood

In 2025, LoveLine stepped into a new season—new look, renewed clarity, and a bold invitation to reclaim motherhood.

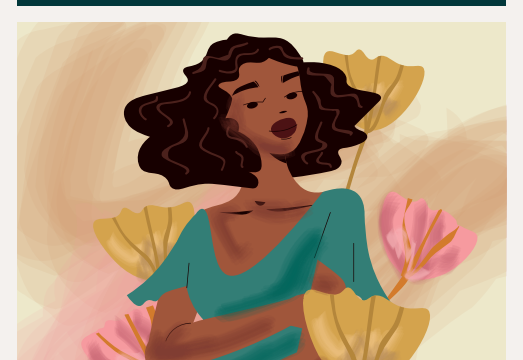
This rebrand is not just about aesthetics. It is the fruit of Abby Johnson's story: from being dropped off at an abortion clinic to 'get rid' of a problem, to working inside the abortion industry, to encountering Jesus Christ, and being called out of darkness and into new life. Abby's journey is a living testimony that no one is too far gone, and that redemption is not a theory—it is transformation. Today, Abby is a redeemed woman in Christ and a mother of many, with a life marked by grace, truth, and the courage to say "yes" to the Lord.

LoveLine's new look carries that same message. We believe this is the moment to rebrand because the culture around women and pregnancy has become increasingly shaped by abortion—an industry and ideology that exploits fear, isolation, and financial pressure, and then offers abortion as the fastest "solution." It is easy access, marketed as empowerment, but it often leaves women carrying deeper pain and deeper loss.

At LoveLine, we are responding with something better: the truth, beauty, and goodness of motherhood—rooted in identity in Christ, and supported with real, practical help. We exist to remind women that their value is not determined by a circumstance, a relationship, a bank balance, or a crisis. Their value is God-given. And when a woman chooses life, she deserves more than applause—she deserves a pathway to stability, healing, and hope.

Abortion exploits. Motherhood reclaims.

That is what LoveLine is here to do: to stand with women at the crossroads, to help them reclaim what abortion culture tries to steal, and to walk with them as they move from fear to courage, from crisis to stability, and from survival to new life.



Case Management Training



Case management works because it gives a mom more than a moment of relief—it gives her a plan. Together, a mom and her LoveLine case manager build a case plan she feels confident she can accomplish, step by step. Our goal is not to create dependence, but to help her reach a point where she no longer needs us—because she feels ready to plug into a healthy community and a support system that can sustain her through life's many challenges.

This model is so effective that we do not want to keep it to ourselves. We are training pregnancy resource centers, organizations, and churches in the LoveLine case management model of care, building a growing network of support that helps establish a true culture of life and God's kingdom here on earth—one in which every life is valued, cherished, and loved.

Learn more: 



everylife

LoveLine + EveryLife Diaper Fund

New initiative for 2026!

One of the most practical pressures a mom feels after she chooses life is also one of the most constant: making sure there are enough diapers, wipes, and training pants to get through the week. Through our partnership with **EveryLife—the only pro-life diaper brand**—we are building a sustainable way to make sure LoveLine moms in active case management do not have to carry that burden alone.

In 2026, we are developing a LoveLine Moms-style monthly giving program so diapers, wipes, training pants, and **postpartum care kits** can be delivered directly to moms in our program. Moms in LoveLine's case management have 99 problems. We never want something so simple as diapers to be a barrier to parenting. To learn more and support moms with essentials, scan the code. Thank you for helping moms feel seen and loved!



Goals for 2026

01 Say “yes” more often with LoveLine

- * Return to serving more abortion-vulnerable and abortion-determined women, while maintaining a clear “enabling vs. empowering” discernment framework.
- * Identify barriers to parenting that drive women to abortion instead of choosing life, and fill gaps where needed.

02 Launch and sustain the LoveLine + EveryLife diaper initiative

- * Build systems and operations support to ensure LoveLine moms never have to stress about diapers, wipes, and training pants while enrolled in our case management program!
- * Add periodic community distribution events to increase awareness and provide in-person support to disaster-stricken communities and resource deserts.

03 Capture more abortion-determined and vulnerable clients earlier

- * Strengthen LoveLine’s ability to reach women before they are intercepted by the abortion industry’s ads, algorithms, and pill-provider funnels.
- * Publish SEO-focused content that answers the exact questions women are searching in fear and urgency, with clear, compassionate language and medically responsible information.
- * Build “search-to-support” pathways that guide readers from Google results to immediate help (LoveLine hotline) and long-term care (case management).

04 Expand co-branded outreach that captures women early

- * Deploy co-branded stickers and a joint landing page in spaces where abortion pill stickers appear.
- * Strengthen referral pathways to clearly communicate who LoveLine helps and how.

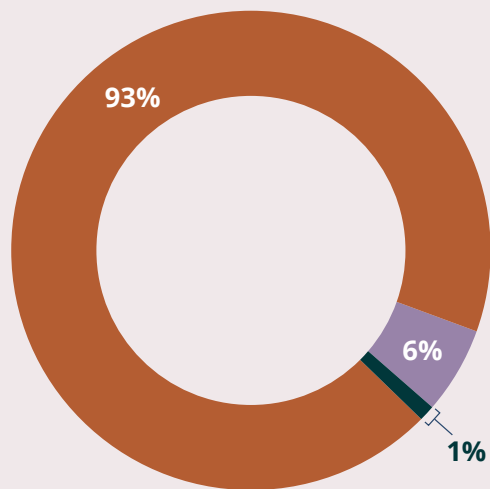
05 Launch the Rebranding Motherhood podcast

- * Establish a clear mission and messaging that counters abortion culture with hope, truth, and tangible support.
- * Equip women with practical encouragement and pathways to help, including LoveLine case management and partner resources.
- * Reframe motherhood as a good, true, and beautiful vocation.

06 Invite more churches to become in-person partners for LoveLine mom

- * Equip churches to be welcoming environments where women feel safe, seen, and supported.
- * Help moms get plugged into community and ongoing support systems that can sustain them beyond crisis.
- * Build local bridges for practical help, mentoring, discipleship, and long-term stability.

2025 Financial Snapshot



- Individual Donations 93%
- Corporate Donations 6%
- Foundation Donations 1%
- Government Funding: ZERO

Income vs. Expenses

income \$777,452

expenses \$829,778

Thank you.

Thank you for choosing to stand with women and families when it would be easier to look away.

Because of you, we can reclaim motherhood for women working with limited budgets and carrying heavy burdens—women doing their best to choose life, even when they feel outnumbered by fear, pressure, and misinformation. Your generosity makes it possible to meet urgent needs with compassion, but it also builds something lasting: a legacy of stability and hope that can shape a child’s future and echo for generations.

We also believe we must do more than react—we must be ready. As we partner with our sister ministry, **And Then There Were None**, we are committed to exposing the truth about abortion and the harm it causes, while offering a better way forward. The world does not need louder arguments. It needs the Church to be the solution.

That means showing up with real help. It means speaking the truth in love. It means guiding women toward truth, hope, and life. And it means refusing to perpetuate problems when we have the opportunity to bring healing.

We are doing this work with a very small budget ourselves, but with a big hope to grow and expand. We have the volunteers. We have the knowledge. We have the ability. And above all, we have a deep love for families and for God. With your continued support, we can keep going—and keep growing—so that more women and more babies are met with compassion, truth, and real help.

Thank you for making that possible.

To give today, scan the QR code:



For life,

ProLove Ministries + LoveLine

“I’m so grateful for our time together! Thank you for helping us through such a hard time, while things worked out for the better on our hand eventually. 🥰❤️ I truly don’t think we would be here without all your help, thank you so much!”
- L, after a successful abortion pill reversal



YOU. THANK YOU. THANK YOU. THANK YOU. THANK YOU.



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ProLove Ministries & LoveLine

Filling gaps in the pro-life movement and reclaiming motherhood from a culture of abortion, one mom at a time.

LOVELINE
RECLAIMING MOTHERHOOD



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20 Annual 25 Report

