



# S A V E T H E S T O R K S

2020 IMPACT REPORT



*Love • Compassion • Action*

# Meet the New CEO



## Hello!



My name is Diane Ferraro and I am incredibly humbled and honored to be the new CEO at Save the Storks and to serve the pro-life community with our dedicated team. This ministry has been innovative in reaching abortion-vulnerable women since its inception, and that is a foundation I hope to preserve and expand.

Back in 2005, I volunteered at LivingWell Pregnancy Center in Pasadena, CA. I'd always been pro-life, but this was my first encounter with a clinic that served moms who were considering abortion.

I was in awe of the STORIES of these women and of the services the center provided. LivingWell offered comprehensive care to teenage girls, college students and professional women in their twenties and thirties who were facing an unplanned pregnancy—all free of charge.

*I came to realize that this one-on-one involvement in people's lives is what being pro-life is all about.*

They simply met the needs of the women facing an unplanned pregnancy, provided resources during the pregnancy and connected them with what they needed after the baby was born. This focus on compassion and the love of Christ was not just pro-life, it was pro-woman.

My experience at LivingWell remains with me today. It is this approach that I will champion and carry with me as I step into this role at Save the Storks. Serving and supporting pregnancy resource centers is paramount to the work we do. It is something I look forward to expanding into more cities across the United States as we continue to join forces with other amazing pro-life organizations.

We are committed to the truth that a woman facing an unplanned pregnancy has many options, not just one. Together, we will work to show women that true choice, a choice that a mother will not regret, is the choice for life.

**Thank you for your support!**

**Blessings,**  
*Diane Ferraro*



SAVE THE STORKS'

# Strategic Plans

FOR 2021



This year, Save the Storks

is focused on building strategic partnerships

and implementing a comprehensive plan

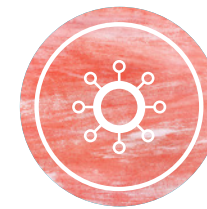
to reach more abortion-vulnerable women

through digital marketing across

the United States.



Above: Our team members who manage the Partner Program



## EXPAND THE PARTNER PROGRAM

Our Partner Program exists to equip PRCs with industry leading services and training designed to help their center grow in leadership, marketing, fundraising and client services. We will develop a nation-wide network of pro-life ministries and empower them to become even stronger resources in their communities.



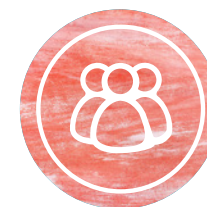
## IDENTIFY AND LAUNCH TEST MARKET CAMPAIGNS

By creating strategic ad campaigns in areas of California and Florida, where abortion rates are highest, we will drive more clients to our partner PRCs and build pro-life awareness with the general public. Additional mission-critical markets will launch in Q4 this year.



## STRENGTHEN PRO-LIFE PARTNERSHIPS

We have a renewed focus on pro-life unity. Through membership in the Life Collective, we are furthering our collaboration efforts with other key pro-life ministries.



## PRO-LIFE RESEARCH STUDY

Storks will conduct a study with a non-biased research firm to delve into the current state of pro-life and pro-choice views.



## EXPLORE PRO-LIFE EDUCATION IN SCHOOLS

We will partner with the Association of Christian Schools International to determine the need for new faith-based pro-life curriculum. This will include connecting PRCs with local high schools for Stork Bus demonstrations and involving students in volunteer work.



*pro-life is pro-woman*

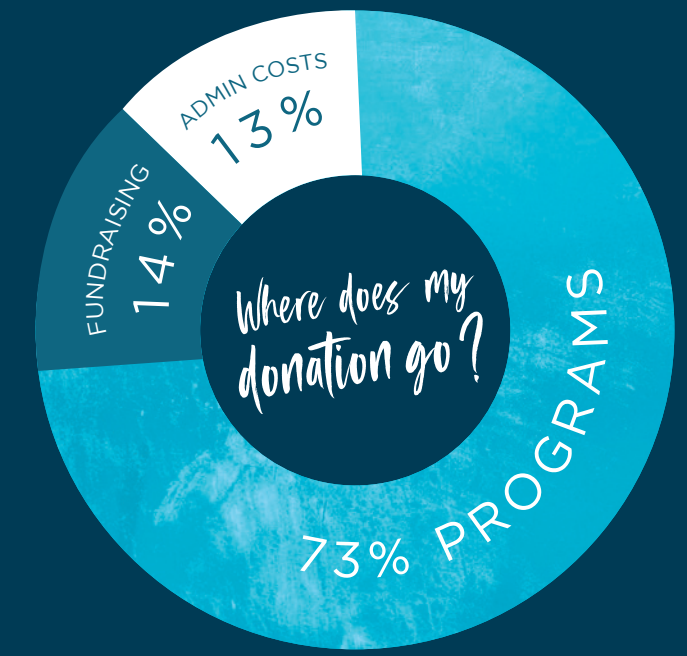
SAVE THE STORKS  
*more than doubled*  
its giving to PRCs in 2020.

**GRANTS AWARDED IN 2020:**  
**\$1,720,357** for Stork Buses  
**\$190,522** to Pregnancy Centers

**GIVING TUESDAY NOW—MAY 2020**  
For PRCs who were adversely  
affected by COVID-19:  
**\$94,376**

**GIVING TUESDAY—NOVEMBER 2020**  
**\$130,000+**

**15** of our pregnancy resource center  
partners each received **\$9,500**.





exists to inspire cultural change by  
shaping compelling pro-life narratives  
and empowering strategic partners

*To serve and value every life.*



## *We Believe in*

### **THE VALUE OF LIFE**

Life begins at conception and God is the author of life. He created men and women in His image, and therefore all human life deserves to be valued and protected.

### **THE REALITY OF ABORTION**

Abortion ends a human life. And the impacts on those affected by abortion are harmful, long-lasting and often unacknowledged.

### **OFFERING EDUCATED CHOICES**

Women often choose abortion as a reaction to personal crisis and lack of options. Pregnancy centers offer resources, education, and support to women and men to help them choose life.

### **EMPOWERING WOMEN**

When we support women with love and compassion it has the power to not only transform her life, but also empower her to choose life for her child.

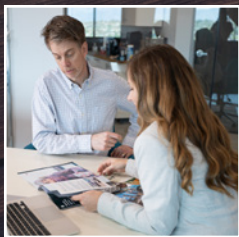
### **TRANSFORMATIVE ACTION**

In order to end abortion, we must inspire the culture to value life and respond to women in love. Changed actions are a result of changed hearts and minds.

# Broadening Our Reach

## Partner Program Launch

In 2020 we launched our new Partner Program. It was born from the desire to not just provide a service or mobile unit, but to holistically transform and empower pro-life ministries. The Partner Program exists for pregnancy resource centers and pro-life organizations who desire to grow their reach and impact. Learn more by scanning the QR code or go to [savethestorks.com/partnerprogram](https://savethestorks.com/partnerprogram).



Save the Storks believes pro-life ministries have a great calling and are therefore called to greatness.

## Pro-Life Events and Outreach

During COVID, we were honored to bring support and hope to our PRC partners through virtual events. We led webinars on issues like financial management during uncertain times, serving your community in crises, and post-abortive counseling.

Throughout 2020 we hosted ten virtual events with a combined attendance of over **two thousand** people

We sponsored five national pro-life events with over **3,600** in attendance

## Leadership Academy

A year-long program designed to equip PRC executive directors and their centers with consulting, training and leadership coaching.

- **10** Leadership Academy Cadets in 2020
- Cadets received **240** hours of individual coaching
- After completing the academy, cadets reported:
  - A growth of **\$1,108,953** combined revenue from 2019 to 2020
  - **3,524** more clients seen in 2020 than 2019
  - Role satisfaction of executive directors increased from an average of **3.63 to 4.77** (Scale of 1-5)

## Flyway Intensive

A four-day conference for executive directors and CEOs of pregnancy resource centers. The goal is to help PRC leaders grow their ministry, reach more abortion-minded clients and increase donor-funding. In 2020, 42 directors joined our virtual event from across the United States.



*Tracy Breit* is the Executive Director of The Pregnancy Care Center of Rockford. She graduated from the Leadership Academy in 2020:



From the moment I heard about the Academy I knew I wanted to participate. I saw it as an opportunity for growth. At the time I was a new executive director, and I was feeling a bit overwhelmed. I applied and when I got the call that I had been accepted I was thrilled!

I look at my time in the Academy as a complete godsend.

Even though 2020 was a little different with classes and meetings being virtual, it was a huge blessing to connect with other directors. We leaned on each other to get through the pandemic and created great relationships.

**I started out ready to grow and learn, and I especially wanted to learn more about fundraising. After using what I learned at the Academy, our center had its largest fundraising year ever.**

And we were able to reach more women than ever before—even during a pandemic!

I feel like a whole new leader. I have confidence I didn't have a year ago. The leadership development opportunities for me have been amazing. Not only have I contacted more donors this year than ever before, but I have also been able to empower, build, and grow my team. **We love the relationship we have with Storks and how they have come alongside us and poured into our center.**

*As a result of the Academy,*

Tracy was able to increase her center's total revenue by more than **20%** year over year—giving the center an additional **\$90,000** in funding.

They used these resources toward ongoing work to support women and the unborn during a time when many ministries and non-profits experienced a significant downturn in donations.

They also served **873** clients in 2020, surpassing their 2019 total by an additional **253** people.

# A More Compassionate Pro-Life Approach

## SOCIAL MEDIA

Our posts were seen more than **11 million** times on Facebook in 2020. More than **865,000** people engaged with our posts to help spread a more compassionate pro-life approach.

**259,713**  
FACEBOOK  
FOLLOWERS

**46,743**  
INSTAGRAM  
FOLLOWERS

Our Instagram posts were seen more than **5 million** times this year and we had over **322,000** interactions with our photos. This helped us reach more women than ever before with our life-saving message.

IN 2020 WE

**POSTED 52**

VIDEOS ON YOUTUBE

AND PUBLISHED **52 Blogs**

*To help change the culture's stance on abortion.*



Liked by ahnacameron and 362 others  
savethestorks Now, it is more crucial than ever for the church to be involved in the pro-life movement – not only as a voice for the innocent, but for... more

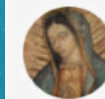


9,386 likes  
"At 21 I was sexually assaulted. I didn't think anyone would believe me. When I learned I was pregnant, I realized I had to report it...more

This year we partnered with pro-life speaker Megan Almon of Life Training Institute. Together we created powerful videos and resources to help people defend their pro-life views.

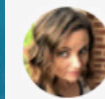


*Here's what some viewers said...*



Emma C 3 months ago

This is the best pro-life video I have ever seen!! Thank you so much for making this video in Clarity and Truth!



Regina Strobele 3 months ago (edited)

Thank you for this video. It is broken down in a very logical way, and will be helpful in sharpening my ability to reason with others on why abortion is wrong. ❤️

Our Social Media influences lives in meaningful ways, here are a few comments from this year.



savethestorks Pregnancy resource centers support women through pregnancy and beyond - meeting them with compassion, encouragement and real solutions!

10w



cassidylaine99 YES! Such heroes they are! ❤️

9w 2 likes Reply



smokeynovemberrain I can certainly testify to this. I'm beyond grateful for the provisions and support the pregnancy crisis has given my son and I and hope to be able to give back some day. ❤️

6w 1 like Reply



gracejames1416 ❤️🙏 I have really learned a lot from this approach. I once was all anger towards anyone considering abortion, but I understand, like Jesus, we can't save a life by judging. Like you said, you can by empowering women. Hearts change for the better with compassion and love.

4w 5 likes Reply



megzisachildofgod Amen, no matter what GOD is Still in Control!

3w Reply



ipwaimanraymond Keep going. Keep in faith. 🙏

4w 1 like Reply



# Brienda's STORY

Trapped in an abusive relationship and isolated from family and friends, Brienda felt completely overwhelmed as she stared at the two lines on her home pregnancy test. She didn't think she could bring a baby into her current life — especially

since she already had a little girl and needed to focus on school. But on her way to sign up for college classes Brienda saw the Woman's Choice Center Stork Bus parked nearby and decided to talk to them.

**"They didn't pressure me at all," Brienda said. "[They] gave me all the information I needed and then they gave me a support system. I felt like abortion was my only option. I felt alone and defeated at the time, but [the pregnancy center] gave me hope, encouragement and support."**

Determined to change her circumstances, Brienda set goals and fiercely pursued them. She removed herself from the abusive situation and established safe housing for her and her daughter before the birth of her son. She got a job, paid off old student loans and completed her education.

**"Having my son changed my life completely.** He gave me the motivation and encouragement I needed to grow up. I stopped feeling sorry for myself and got up and started doing what I needed to as a mother."



# On The Road FOR LIFE

In 2021, Save the Storks is exploring ways to reimagine and enhance our partner pregnancy centers' mobile ministries and increase the impact of current Stork Buses on the road.

Through our new Partner Program, we help PRCs discern whether they feel called into mobile ministry. With a mobile medical unit, PRCs can provide pregnancy care in rural communities, on college campuses, and offer alternatives near abortion clinics.

## 55+ STORK BUSES ON THE ROAD

During the pandemic, some mobile units continued operating with safety precautions in place. In 2020, 97.7% of women who had a positive pregnancy test on a Stork Bus chose life!\*

\*Based on reports from 59% of operational mobile units, there were 1,402 positive pregnancies in 2020. Of those positive tests, 1,371 chose life. An additional 465 clients received negative pregnancy tests.



# We're For Every Woman

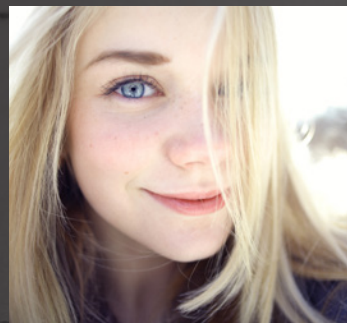
**We believe compassion and love are the most powerful ways to change people's hearts and minds on abortion.**

That's why we support pregnancy resource centers. They are at the forefront of promoting a more compassionate pro-life and pro-woman approach.

*Our vision for 2021 involves connecting more women with resources in their community.*

We have a comprehensive pregnancy center directory ready to launch, as well as new branding and website designs to complete this initiative.

We believe every woman deserves the right to be educated on all of her pregnancy options and informed of the resources available to her.



## PREGNANCY CARE — FOR EVERY WOMAN

*When Rosliany discovered she was pregnant, she was homeless, unemployed and facing possible deportation.*

*“I was in complete desperation, I wouldn't wish [that moment] on any woman in the world.”*

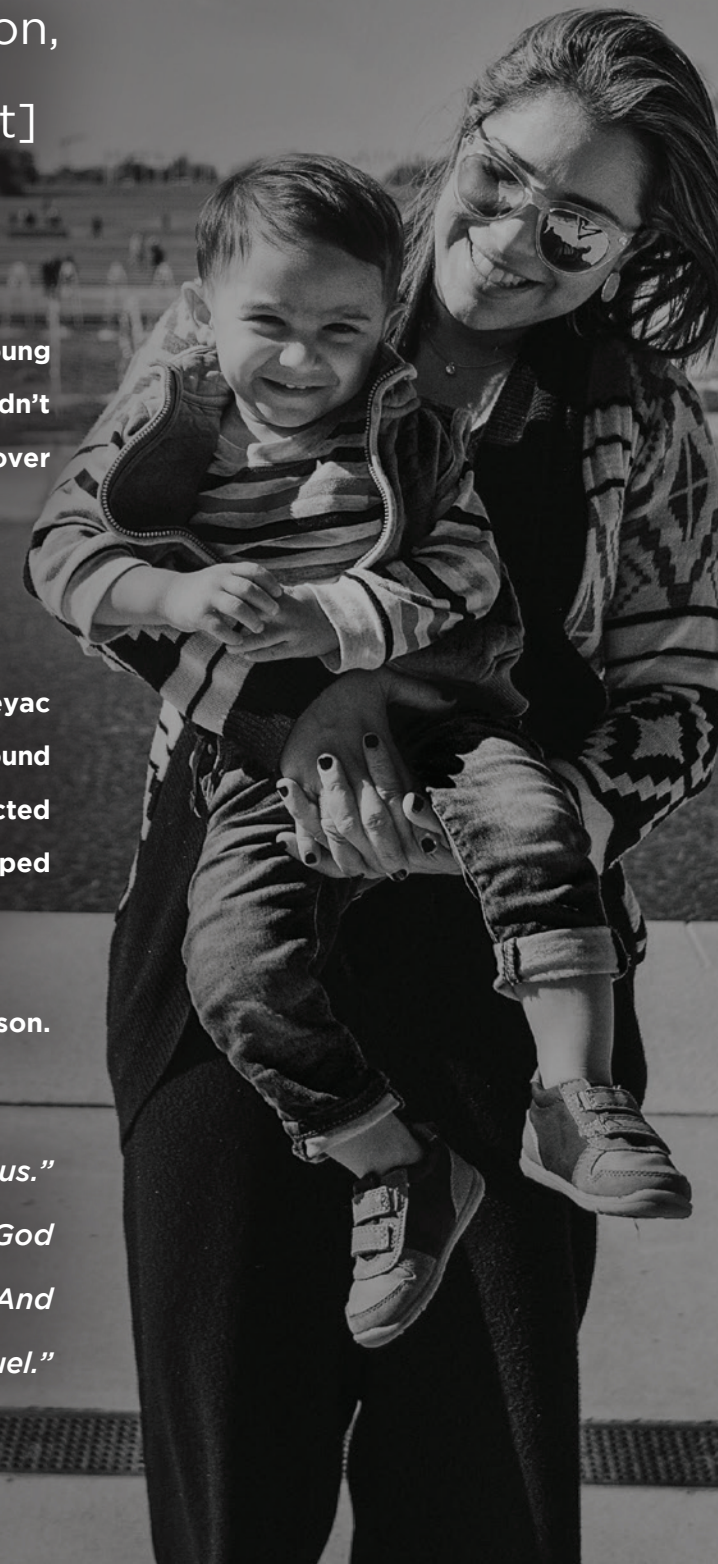
She couldn't bear the thought of being deported with a young baby only to face starvation in Venezuela. Though she didn't have much money, she certainly didn't have enough to cover the hospital bills for a birth.

*Abortion seemed like her only option.*

But an online search brought Rosliany to Centro Tepeyac Pregnancy Center in Washington, D.C. Immediately they found her free housing through a local church. Then they connected her with an attorney to represent her pro-bono and helped her apply for financial aid to cover all her medical bills.

Because of the pregnancy center she chose life for her son. This March, he will celebrate his third birthday.

*“I found [the name] Emmanuel, meaning “God with us.” And that's what I felt at that moment. I felt that God wasn't abandoning me. I felt that God was with me. And in honor of my beloved God, I named my son Emmanuel.”*





# Participate in our

## 30 Days for Life Devotional



Order or download your copy at [savethestorks.com/reimagine](http://savethestorks.com/reimagine).



# For Every Woman

