



NEW BEGINNINGS

By Jasmine Bower, Patient Services Director

With the start of this new decade, we are seeing incredible and beautiful beginnings already springing forward, for both Pregnancy Care Center and for many of us here individually. There is no doubt, and there is no stopping it; 2020 is going to be a BIG year – and we are excited!

We are also humbled and hope-filled, because when we pause to think about any one of these new things, God's fingerprints are so strikingly obvious. Like a good shepherd, He is making a way in front of us, a way that would be impossible for us to pave ourselves. He is giving us every good gift we need to follow Him, and we are excited for the journey.

We want to share with you a behind-the-scenes peek at what new things God is already doing at Pregnancy Care Center, and what big changes are coming our way. We hope that you are blessed as you read about God's goodness! Thank you for being a part of this team as we journey forward together.

“Behold, I am doing a new thing; now it springs forth, do you not perceive it? I will make a way in the wilderness and rivers in the desert.”
– Isaiah 43:19 (ESV)

WHAT'S NEW?



RHONDA GOT MARRIED

By Joanna Riness, Marketing Director

We are overjoyed to share that our incredible Executive Director, Rhonda Watson, is now Mrs. Jim Wrede!

Jim and Rhonda had been acquaintances for several years, but the two ultimately connected through their love of God and their home church -- Harvest Bible Chapel. Over time they built a close friendship with a strong foundation on their faith, sense of humor, and love of motorcycles and great food!

Once they officially started dating, it didn't take long for them to realize that they never wanted to be apart. Jim and Rhonda were married at Harvest Bible Chapel on December 21st, 2019, before God and their dearest friends and family.

We are so filled with joy for the both of them and wanted to share the good news with each of you. Please join us in prayer over this precious new couple as they embark on their journey together.

Photo by Ben Law Photography



MADDY IS IN AUSTRALIA

By Natalie Bailey, Administrative Assistant

Our dear staff member, Maddy Klingelsmith, has recently departed on a mission across the world to Perth, Australia!

This past summer, Maddy felt God prompting her to pursue missions abroad which led her to explore Youth With a Mission ministries. She applied and was accepted into their Compassion Discipleship Training School that is focused on serving the poor, the needy, and the lost. Currently, Maddy is taking classes to deepen her relationship with God as well as to learn practical skills in healthcare and water filtration to prepare for outreach in the country.

Although the original plan was for Maddy to start with YWAM in the fall, God's timeline prevailed for a January start time. All of us here at Pregnancy Care Center hope that this is just a pause in Maddy's time with us, but we believe that God's plan is great regardless of whether she uses her gifts and talents in Traverse City or overseas.

Please join us in prayer for Maddy and her time at YWAM.

BUILDING & PARKING LOT UPDATE

By Jeannie Heystek, Office Manager

If you have driven by our building at the corner of Garfield Avenue and Front Street recently, you may have noticed some BIG changes. Not only has Starbucks opened next door, but the chaos of construction around us has slowed quite a bit.

You may recall an October 4, 2019 Facebook post that asked for you to join us in praying urgently for the completion of a new parking lot, for the replacement of a broken furnace and that our new landlord would be mindful of and responsive to our needs. I am happy to report that God has answered our prayers!

Just before the weather turned frigid, our new parking



lot was completed, and a new furnace installed. We have also experienced some positive developments in the relationship with our landlord; some quite surprising and a real encouragement to us.

Please continue to pray that our patients would be able to find our new parking lot entrance (through the adjoining businesses lot) and not be discouraged by the increased traffic surrounding our building.

Thank you again for partnering with us in prayer – we appreciate you.

Monthly MINUTE

By Jasmine Bower, Patient Services Director

When there seems to be just a few short, spare minutes in each day (in many of our busy schedules), it is important to us at PCC to make sure that we are being very intentional to provide you with content that is important and encouraging - without being overwhelming! That is why, in 2020, we have started our new “Monthly Minute” email.

Written from the heart and perspective of a different PCC staff member each month, these short updates and moving stories will give you a quick inside perspective on



what God is doing through YOU at PCC.

If you are interested in being added to our email list, please email us or call us at: info@pregnancycarecentertc.org, or (231)929-3488. You can also check “I’d like to receive updates via email” when you send in your Pledge Card.

You really are such a blessing to us, and it is our prayer that these emails will be a blessing to you in return!

Thrive

BANQUET 2020

We couldn't be more excited about our 4th annual spring banquet! At the 2019 banquet, you, our supporters and volunteers, went above and beyond to help us prepare for one of the **biggest steps we've taken in the last decade!** God spoke to us so clearly last year, regarding His vision for the future of Pregnancy Care Center, and much of 2019 was spent in preparation for what's to come.

Now it's **FINALLY time for the big reveal** and we're so honored to share all that the LORD has accomplished through your prayers and generosity.



SPEAKER

Lauren Roman

We are delighted to introduce Lauren Roman as our 2020 Thrive Banquet speaker.

Lauren's passion for pro-life ministry is rooted in a powerful personal testimony.

After growing up as a church-choir singing, overachieving, perfectionistic people-pleaser, she began her professional acting career at just 19 with a starring role as Laura Kirk English on the ABC daytime drama "All My Children," and went on to appear in prime time TV shows like "Buffy the Vampire Slayer." Everything seemed perfect – but behind the scenes was a different story. Lauren suffered from an eating disorder and depression, triggered by the pressures of the entertainment industry, but rooted in her guilt over an abortion at age 18. After nearly 10 years of struggling, she finally found forgiveness and freedom through a post-abortion Bible study at a Pregnancy Resource Center.

With dramatic flair and comedic skills honed throughout her acting career, Lauren delivers her beauty-from-ashes story with a fresh and engaging voice. She is energetic, funny and a fervent advocate for life-affirming ministries that empower women. You won't want to miss her!



DETAILS

WHEN: Monday, April 27, 2020

Doors open at 6:00pm | Dinner begins 6:30pm | Program will take place 7:30-8:30pm

WHERE: Park Place Hotel & Conference Center

300 E State St, Traverse City, MI 49684 | Located at the corner of E State Street and Park Street

PARKING: The Hardy Parking Garage: \$1 Per Hour

The Hardy Parking Garage is located directly across the street with entrances off both Front Street and State Street. Cost is \$1/hour. Or, metered street parking is available downtown and enforced on Monday's until 6pm.

An interactive map is available at: <https://parking.downtowntc.com/where-to-park/parking-maps/>

RESERVING SEATS: Individuals: \$30 | Tables: \$300

Individuals: \$30 per person covers the cost of the meal and is not tax-deductible.

Tables: Have lots of friends and family? Become a Table Host! \$300 reserves a table for 10 people including you and whomever you would like to sit at your table. After registering, Table Hosts will receive a Thrive Banquet information packet that will include mini-invites and details on how to invite and register attendees, as well as other helpful tips! Cost per table covers the cost of the meal and is not tax-deductible.

HOW TO REGISTER: By Phone Or Online

Online: You can register for the banquet online as an individual or Table Host by visiting:
www.friendsofpcc.org/banquet

Phone: We're happy to help you register for the banquet as an individual or Table Host over the phone!
231-929-3488

Still Have Questions?

Call us at 231-929-3488 or send us an email to info@pregnancycentertertc.org.



THIS CHANGES EVERYTHING

By Kelly Johnstone, Clinic Director

As the Ultrasound Technician here, I love that I get the opportunity to interact one-on-one with our patients. Whether it be one of the scariest days of their lives, or one of the happiest, I am grateful to be a part of it. I offer encouragement, love, and support to each of our patients. I am the first person to show them their baby -- pointing out its heartbeat, tiny arms and legs, and sudden movements. Patients are often shocked to see that so much is already formed, even at such an early age. Parents are not expecting to see a heartbeat. I've seen it thousands of times and it never gets old; the miracle of life is such a beautiful thing. I remember one patient in particular, we had seen recently. She was terrified when she first arrived, as this was an unexpected pregnancy and she wasn't sure if having a child was what she wanted in her life. She had just broken up with her boyfriend and was in her last semester of college. She was very quiet; I am sure thousands of thoughts were racing through her mind. Upon entering the exam room, she looked down at the ground, not making eye contact. I asked her the necessary medical history and then began the ultrasound. As I began pointing out on the screen her baby and its heartbeat, she got teary-eyed and began to show emotion. I asked, "How are you feeling?" she replied, "This changes everything."

We have since followed up with this patient, and she has determined to continue with her pregnancy. I believe up until the moment she had seen her baby on that ultrasound, abortion was a consideration. I am so thankful God brought her to us and we were able to provide the services she needed to choose life for her baby.

This is just one example of the many beautiful blessings that are happening at PCC! I look forward to many more throughout 2020.

BLOWN AWAY BY YOU

By Jeannie Heystek, Office Manager

What an amazing gift YOU are to Pregnancy Care Center! We cannot thank you enough for the many ways you, our amazing partners in ministry, have blessed us over the past year.

- Many of you are committed to faithfully **pray daily** for the requests on our Prayer Calendar.
- Others of you have painted a room, installed a light, or **offered to help** with a mailing.
- Some of you are part of a church family that has joined together to **donate a dresser** to a new parent, that is filled with new baby items and covered in written prayers and encouragement for her.
- And, so many of you have partnered with us **financially** helping us raise \$69,142.53 during our Giving Tuesday and year-end campaign. We surpassed our 2019 goal of raising \$17,000 for our Men's Ministry!

We sense God's blessing and direction in the work of this ministry. We want you to know that your support is seen, it matters, and **it is making an impact in YOUR community** for God's glory! It really is because of YOU that we can reach abortion vulnerable women and men in our community with the truth about their pregnancy and the truth of God's redeeming work in our lives.

THANK YOU!

MEET Catherine

By Joanna Riness, Marketing Director



Catherine Swaffer has been a faithful volunteer at Pregnancy Care Center for nearly three years now. Her passion and drive to reach abortion-vulnerable women and men with the truth and love of Christ has led her to becoming a vital part of the Pregnancy Care Center team.

After about a year of extensive training, she became our only volunteer Patient Advocate! She meets with our patients when they come in for their ultrasound or pregnancy test appointments and lends a listening ear, education on their options and offers unconditional love as they navigate their unplanned pregnancy and make an informed decision about their pregnancy.

Catherine is exceptional in all that she does and we're so pleased for you to get to know her!

Q: How would you describe your role at PCC?

A: I am a new volunteer patient advocate. I meet with our patients and try to better understand their needs and how we at PCC can help them best. It's a great opportunity to love and educate a woman, helping her to better understand her choices and giving her the dignity and respect to do so. It is truly an honor and privilege to walk with a woman during this often difficult and vulnerable moment of her life.

Q: What about PCC makes you excited?

A: I am especially thankful for the young and enthusiastic women working at PCC. They are beautiful ministers of God's love to our patients. And I love the

great respect and love given to everyone who walks in our door. This really is a Godly environment. The women who enter seem to appreciate that they are safe with us.

Q: What are you doing when you're not at work?

A: My husband, Fred, is recently retired, so we're actually very busy on long overdue household projects. But we're also enjoying biking and our SUP (standup paddle board)!

Q: What are you passionate about?

A: I do have a passion for evangelization! Sharing the love and truth of Jesus with the women who visit PCC is so important. I've also been able to lead evangelization programs at our parish, St. Joe's.

Q: What job did you have before coming to PCC?

A: I worked as a Physical Therapist until 2 years ago, serving the local VA clinic.

Q: What's something most people don't know about you?

A: I was a Physical Therapist in the USAF (United States Air Force), achieving the rank of Major before deciding to stay home and raise our 3 beautiful children!



Q&A:

How Do We Reach Our Patients?

Marketing to our patients is all about connecting with them and communicating our services in a way that resonates with them. If we are unable to reach women and men in unplanned pregnancies (and be effective at encouraging them to walk through our doors), we cannot help them choose life for their unborn baby and abundant life for their family.

So, marketing to our patients is a matter of life and death! That is why our marketing strategy is:

- Backed by research and prayer
- Honest
- Targeted
- Competitive

We have felt God clearly leading us, and we are in the process of re-branding our center, updating our patient website, and producing new ads - all carefully curated to reach more women and men who are considering abortion. Please join with us in praying for His continued guidance and provisions as we take these important steps.

LEARN MORE: WWW.FRIENDSOFPCC.ORG



We are on all social media platforms as **Friends of PCC.**

GENERAL INFO

Address: 121 South Garfield Ave.
Suite C, Traverse City, MI 49686

Office Hours: 10AM-2PM
Monday, Tuesday, Thursday and Friday

**If You Wish to be Taken
Off of Our Mailing List:**

Please let us know by calling our office at 231.929.3488 or by sending an email to info@pregnancycentertertc.org

WANT TO GIVE?

You can make a one-time donation or sign up to be a monthly giver on our website: www.friendsofpcc.org

You can also use the enclosed envelope and mail it right to our office!