



***Our Mission:*** *HELP Pregnancy Aid, Inc. is a non-profit organization dedicated to providing life-giving support and services to women and families.*

## HELP Vision 2025

**January 2020**

HELP has a respected history since 1973, we are a non-profit organization dedicated to providing life-giving support and services to women and families. Setting our sights on the next 5 years, our vision is to create a community of support that challenges the status quo in pregnancy support services by helping others overcome obstacles that challenge life-giving values.

With Vision 2025, HELP will engage the culture serving holistically by:

- Delivering the highest **quality** of services for our clients
- Creating the best client and volunteer **experience**
- Offering services that are **flexible** to meet client's needs through volunteerism
- Continually challenging the status quo through **innovation**

HELP will continually strive to effectively seek out change in pregnancy resource care that will positively create a culture of LIFE in our community that will impact generations to come.

### **Quality - Delivering the highest Quality Services**

When life challenges offer life choices, we will use our LAAP model of care, "We will... *Listen, Acknowledge, Accept and Provide*, to assist women with regard to their fertility, throughout pregnancy, offering support after birth up to the child's third birthday. Providing support will look uniquely different with each situation.

### **Goals to providing quality care:**

- Supporting women and families struggling with unhealthy lifestyles, unexpected pregnancy, single motherhood, post-abortive trauma, substance abuse, domestic violence and legal issues.
- Offering seeds of accurate, life-affirming information based on the Catholic Church's social teachings regarding God's natural law about health, sex and pregnancy.
- Using the talents of the community through volunteerism as a desired and effective means of addressing issues non-judgmentally that assures confidentiality.
- Making available vital educational opportunities that encourage chastity, healthy pregnancy, and parenting a newborn in the first crucial years of life.
- Foster collaboration with other community resources that share our life-giving values to provide expertise to clients through a referral system of care for specific needs.

HELP services will respond to building a *Culture of Life* for our clients, our community and beyond. We aspire to solidify positive outcomes for our clients in the following ways:

- *HELP walk-in* services recognizes that women in vulnerable situations may need immediate care. It solidifies the message that they are not alone, providing assistance with peer ministry style support, while providing for their material needs.
- *HELP's Loving Arms Program* provides a hands-up approach to services for monthly support. Clients can take advantage of learning valuable information that can be applied to enhance parenting skills and of receiving baby essential material assistance.

- *Wright Connection Services* applies community support, providing a safe space to meet others. Through collaborative efforts, educational resources are presented in a hospitable atmosphere. The Wright Connection has an umbrella effect that can be used to creatively explore countless ways to connect to the greater community.
- *Medical Services* supports women with free pregnancy testing. When a pregnancy test is positive a free limited ultrasound is offered to our clients. The ultrasound allows a '*window into the womb*', verifying a viable pregnancy in a life affirming environment.

### **Experience** - Creating a welcoming *experience* for clients and volunteers

HELP provides care that is geared to individual circumstances ensuring that the client's privacy is not only protected, but respected. Confidentiality throughout the corporate structure of HELP provides a pleasant environment that makes serving others a fulfilling experience.

HELP will provide a volunteer staff that is ready to serve with care and compassion. Having a majority volunteer team of support, with HELP staff oversight, levels the "playing field" with clients. Volunteers serve in the spirit of relationship building. HELP volunteers are effective listeners, assess immediate needs that bring sensitivity to the bigger picture in any situation. Volunteers create a "people helping people" atmosphere that can set a client at ease to share the concerns at hand.

### **Flexibility** - Offering clients *flexibility* of services

HELP walk-in services are something that differentiates us and keeps us open to potential lifesaving situations. Meeting the needs of the client is our first priority. First visits to HELP are always walk-in visits. No appointment is necessary to get started. The client chooses how they access HELP programs. No one leaves without their needs being met to our best ability. HELP services are flexible to those who are the main caregivers of children under three, including fathers and grandparents. Being adaptable to other family circumstances that are difficult can also be taken into consideration for services.

Being flexible for volunteer schedules is crucial. It is a priority to accommodate volunteer work times according to their availability. This validates the purpose of having HELP staff oversee volunteers to provide cohesive care for clients that assures quality while providing flexibility.

### **Innovation** - Continually meeting the changes of the culture through *innovation*

Innovation at HELP will address the needs within our building to enhance current services for our clients and volunteers. A footprint that provides an atmosphere where clients leave HELP knowing they were touched by Christ without even mentioning that we are a Catholic organization.

We strive to implement innovation that improves our depth of service by applying measurable outcomes, leveraging technology trends that promote client services, inspires community partnerships and giving to sustain HELP's services through monetary and gift-in-kind donations, using relationship building to instill confidence that facilitates future growth.

### **Conclusion**

HELP Pregnancy Aid has come a long way since its founding in 1973. Starting in our founder's Judie Brown's home serving pregnant women, HELP has kept up with the needs for serving women. But the culture of serving is changing as the abortion landscape is changing. In order to make an abortion decision unthinkable, we have to be willing to go the extra mile in delivering a quality experience that incorporates flexibility and innovation. We invite you to join us in our efforts. Together we can write the next chapter for HELP Pregnancy Aid.