“Pro-Life” Momentum

- Since May 2009, three consecutive national polls have found more Americans now identifying themselves as “pro-life” than “pro-choice,” suggesting a significant shift in public opinion about abortion. Currently 47% consider themselves “pro-life” and 45% consider themselves “pro-choice” (May 2010 Gallup poll)\(^1\)

The Compelling Grass Roots Vision of Pregnancy Centers

- From 1980 to 2010, Care Net pregnancy center affiliates have grown exponentially to 1,120 affiliated pregnancy centers in the U.S. and Canada.
- Church leaders in areas targeted by abortion providers, particularly inner cities, are seeking information and support from Care Net and others on how to open pregnancy centers in their communities.
- Care Net’s Inspire Life campaign launched online in 2009 to connect and mobilize a growing, younger audience in supporting the work of pregnancy centers: www.inspirelifenow.org.

Impact of Pregnancy Centers – What People are Saying

- According to TIME magazine, pregnancy centers are playing an important role in why abortion rates have lowered in recent years: “That would seem to be evidence that the quiet campaign for women’s hearts and minds, conducted in thousands of crisis pregnancy centers around the country, on billboards, phone banks and websites, is having an effect…”\(^2\)
- Pregnancy centers are “…the new face of an old movement: kind, calm, nonjudgmental…” (TIME)\(^3\)
- “Today, it's still worthwhile to pass laws restricting abortion, but time and money spent on providing and promoting compassionate alternatives saves more lives.” (Marvin Olasky)\(^4\)
- “…it’s likely that more unborn lives will be saved regardless of what happens in Washington. One reason is that more pregnancy resource centers are technologically up-to-date, making use of sophisticated ultrasound machines so that pregnant mothers in a crisis can see their babies.” (Russ Pulliam)\(^5\)
For additional endorsement quotes, see the national report on pregnancy centers, *A Passion to Serve, A Vision for Life.*

**Impact of Pregnancy Centers**

- 1,120 Care Net Pregnancy Center Affiliates in U.S. and Canada
- 2,300 Estimated number of pregnancy centers in U.S. and Canada

*Care Net Pregnancy Center Stats* (All services are free)

- 429,000 Clients served every year
- 329,000 Pregnancy tests provided
- 70,000 Ultrasounds conducted
- 305,000 Clients received material resources such as maternity/baby clothes, layettes
- 144,000 Parents received parenting education
- 23,000 Women and men participated in post-abortion recovery programs
- 1,000,000 Individuals were educated about the benefits of abstinence outside of marriage
- 29,000 Volunteers helped in pregnancy centers
- 95% of pregnant women who visit a Care Net pregnancy center decide to carry their pregnancy to term

**Pregnancy Centers are in Demand**

*Option Line® Contact Center and Website (www.optionline.org) provides information and support to people facing unplanned pregnancies and connects them to a local pregnancy center.*

- One million contacts since its inception in 2003
- 255,000 contacts to contact center via phone, email, and Instant Messaging (Largest annual contact volume in Option Line history)
- 7.9% Increased contact volume over 2008
- 797,000 Visits received to the Option Line website (English & Spanish versions)
- 3,403 Text messages received at the Option Line contact center

**Pregnancy Centers are Deeply Rooted in the Community**

- Pregnancy centers enjoy a host of partnerships and referral relationships with other community agencies. The following percent of Care Net centers reported having received clients referred to them from the following organizations in 2009:
  - State Health Department: 92%
  - High Schools: 90%
  - Colleges: 60%
  - Hospitals: 68%
  - Abortion Providers: 28%
  - Other Non-Profits: 88%
  - Physicians: 88%
Pregnancy Centers Enjoy High Client Approval Ratings

- 97% - Average overall approval rating in pregnancy center client exit surveys
- .5 (less than 1%) - Average number of actual clients who registered a complaint with the center
- 1,028 – average number of clients per year
- 96% of clients indicated in an exit survey that they would recommend the center to a friend
- “word of mouth” was the #1 source of new clients among all other forms of advertising

2 “Sex education and contraception might account for fewer unintended pregnancies, but more women who become pregnant are deciding to carry the child to term. Guttmacher found that 22.4% of pregnancies (not including those that ended in miscarriage) ended in abortion, down from 30.4% in 1983. That would seem to be evidence that the quiet campaign for women's hearts and minds, conducted in thousands of crisis pregnancy centers around the country, on billboards, phone banks and websites, is having an effect, while the combination of tighter access, waiting periods and parental notification laws invite — or force — women to think twice about terminating a pregnancy.” Gibbs, Nancy. “Why Have Abortion Rates Fallen?” TIME, January 21, 2008, http://www.time.com/time/nation/article/0,8599,1705604,00.html.
3 “Wood is the CEO of Asheville Pregnancy Support Services in Asheville, North Carolina, one of the thousands of crisis pregnancy centers in the U.S. that are working to end abortion. Hers is the new face of an old movement: kind, calm, nonjudgmental, a special-forces soldier in the abortion wars who is fighting her battles one conscience at a time. Her center helps women navigate the social-service bureaucracy, sign up for Medicaid and begin prenatal care. She helps pregnant girls find emergency housing if their parents threaten to throw them out. Free pregnancy tests and ultrasounds are just the latest service.” Gibbs, Nancy, “The Grass-Roots Abortion War,” TIME, February 15, 2007, http://www.time.com/time/magazine/article/0,9171,1590444,00.html.
7 2009 Care Net National Pregnancy Center Statistics.
8 2009 Option Line® annual statistics. Option Line is a joint venture of Care Net and Heartbeat International.
9 2009 Care Net National Pregnancy Center Statistics.
10 2009 Care Net Client Satisfaction Survey, conducted online among pregnancy center affiliates, based on client exit surveys from 2009, 86-129 centers responding.