

PREGNANCY ALTERNATIVES CENTER ESTABLISHES SUSTAINABLE INCOME STREAMS AND EXPANDS SERVICES



Pregnancy Alternatives Center needed funds to expand their ministry to meet growing needs among the highest teen pregnancy rate in Oregon. With limited fundraising methods, they came to Mission Increase Foundation and received training in fundraising, diversifying their income streams, and enabling them to increase their services.

Overview

Ministry Profile

Pregnancy Alternatives Center (PAC) helps, educates, and empowers those involved with unplanned pregnancies. They provide pregnancy tests, ultrasounds, counseling, education, and mentoring. PAC also offers free life skill and parenting classes to families.

Financial Situation

Established in a rural and economically depressed community, PAC struggled to raise enough funds to meet growing community needs. They held small fundraisers, but without knowing how to cultivate donors or pursue larger gifts could not increase income. PAC came to Mission Increase Foundation in 2004 with hopes of growth and expansion.

Solution

Mission Increase Foundation trained PAC to run their existing fundraisers more efficiently, to acquire new donors efficiently, and to foster relationships with donors.

Benefits

- Acquired over 200 new donors in one year.
- Created major donor income stream.
- Began capital campaign and purchased new building.
- Expanded services in Lebanon to 150% more people over previous 5 years.

Situation

As the only pregnancy center in Lebanon, Ore., an economically depressed rural community where crime rates and drug use are above the national average, Pregnancy Alternatives Center (PAC) meets a crucial need. One in thirteen teens under age nineteen in Linn County has an unplanned pregnancy. Sadly, 30 percent of those pregnancies end in abortion.

According to Debbie Tracy, executive director of PAC, poverty is a huge factor, both in the growing pregnancy rates, as well as PAC's ability to raise the funds to serve those involved in unplanned pregnancies. Founded in 1989, PAC struggled along in what Tracy called "survival mode." Their annual budget did not exceed

\$25,000 for their first decade. "People giving large donations of \$10,000 or \$20,000 is unheard of in our community," she said.

"The difference in our ministry is so dramatic that you can't even describe it. The growth has been phenomenal. Mission Increase played an invaluable part to get us where we have dreams that are bigger than big."

- Debbie Tracy
Director
Pregnancy Alternatives Center

Solution

PAC came to Mission Increase Foundation in 2004 with experience in walk-a-thons and limited fundraising knowledge. Mission Increase helped them develop multiple income streams, expanded their annual fundraising walk, and added a new donor acquisition and major donor fundraising component. PAC took the new methods and the matching grant challenge and exceeded expectations. "We never in a million years thought we could raise \$50,000 at a banquet, and we did," Tracy said. "It wasn't so much what the money did for us as it was the belief in us. The matching grant gives hope and something to strive and reach for that was bigger than what we could ever imagine."

Results

The MIF training and grants impacted more than PAC's budget. "That was when we really started learning to look at fundraising as another part of the ministry," Tracy said. "It enabled us to have the capacity to impact our community. We couldn't have gone, been, done, and seen what we were to do if it wasn't for the expertise and hope that we got. Five years ago we were in survival mode. Now we are in offensive mode and are able to take the steps to move to the next level."

PAC continues to use their new fundraising skills to further develop their ministry in Lebanon. Recently they raised \$200,000 in three months to purchase more space, allowing them to expand their services to include housing, family mentoring, counseling, men's classes, and a medical clinic.

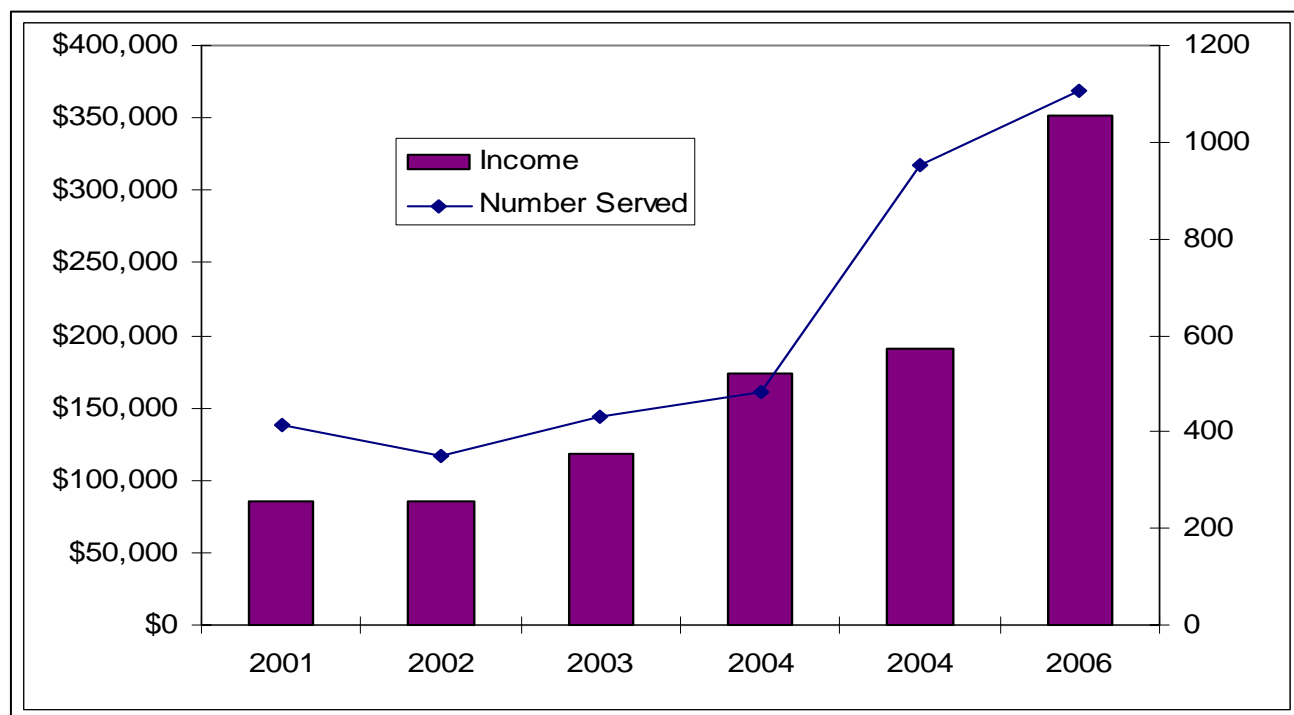


"We are more confident to say, 'God, we're ready to go for whatever you have for us.' How we look at the future now is totally different. We have such a positive outlook on God wanting us to do more and more ministry."

- Debbie Tracy
Director
Pregnancy Alternatives Center

About Pregnancy Alternatives Center

136 West Vine Street
Lebanon, Oregon 97355
(541) 258-3500
www.pregnancyalternatives.com
www.possiblypregnant.org



For More Information

This case study is for informational purposes only. For more information about Mission Increase Foundation, please call (503) 639-7364 or visit our website at <http://www.missionincrease.org>.

