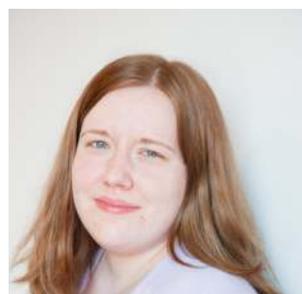


VISION 2015

OUR GOAL: To double the number of clients served, and lives saved from abortion, each year by 2015.



WHAT'S INSIDE:

**NEW GROWTH
PLAN:**
*Letter from the
Executive Director*
PAGE 1

**CONQUERORS
GROWTH PLAN:**
*Reaching those who
have experienced
abortion*
PAGE 3

**RESPONDING TO
THE NEEDS:**
Beginning STI testing
PAGE 4

FROM THE EXECUTIVE DIRECTOR

40 years: Roe vs. Wade & New Life Family Services

This year marks our 40 year anniversary at New Life Family Services. As we celebrate all that God has done through this ministry, we celebrate the lives saved and those forever impacted for God's glory. We also mourn the fact that this is the 40 year anniversary of abortion on demand in this country. We mourn the more than 55 million lives lost to abortion, and the millions of lives forever changed by the empty promise of hope this choice brought.



Recognizing the astounding numbers of lives affected by abortion, last winter we began pouring over the data to discover what was happening in our own backyard. With more than 11,000 abortions in Minnesota each year, it became very clear to us that we needed to be doing more – much more. This has involved tough decisions and courageous faith. Yet, it is clear to us that God has been preparing and positioning us for such a time as this.

He laid upon our hearts a new vision to double the number of clients served, and lives saved from abortion, each year by 2015. As New Life begins its fourth decade of protecting the unborn and helping those facing unplanned pregnancies, we are excited to launch Vision 2015. My hope is that as you read this newsletter about the plans God has laid in front of us, you are encouraged and inspired to join us on this exciting journey of faith. To God be all the glory!

With anticipation,

A handwritten signature in cursive script that reads "Tammy Kocher".

Tammy Kocher
Executive Director

CHANGING HEARTS.
SAVING LIVES.
BUILDING FAMILIES.
RESTORING HOPE.

**“Now to Him who is able to do immeasurably more than all we ask or imagine, according to His power that is at work within us.”
Ephesians 3:20**

VISION 2015

We believe God is calling New Life to step up, and step out, in courageous faith to reach as many abortion-minded/vulnerable individuals as possible. Over the course of the next three years, we will implement a detailed work plan centered around two primary goals (outlined below). We believe God has prepared and equipped us to accomplish this vision. **For more information about Vision 2015, visit www.nlfs.org.**

GOAL 1

To develop larger, high-impact offices, with maximum reach to abortion-minded/vulnerable individuals.

| Objective | Expected Phase |
|---|----------------|
| Expand the St. Paul office into a model, high-impact office. Relocate the office into a larger space within SunRay and increase staffing levels for maximum impact. | Phase 1 |
| Assess the Rochester community and investigate ideal location, services, and staffing levels. Implement a plan to develop Rochester into a high-impact office. | Phase 2 |
| Expand the Richfield office into a high-impact office. Determine what is needed and potentially relocate to an ideal location. | Phase 2 |
| Open an additional high-impact office in an urban location that is highly accessible and reaching key demographics (low-income, high rate of diversity). | Phase 3 |
| Evaluate Twin Cities and Greater Minnesota needs and identify potential future opportunities. | Phase 4 |

GOAL 2

To expand our service model to attract individuals unlikely to seek our services, as well as bring our services to those unable to come to us.

| Objective | Expected Phase |
|--|----------------|
| Pilot STI testing and treatment at our University office, where we see the greatest number of abortion-minded clients. Evaluate services for expansion into other locations. | Phase 1 |
| Expand our Conquerors post-abortion ministry to include one-on-one mentoring, a speaker team, and education to the broader community. | Phase 1, 2, 3 |
| Implement a feeder strategy that will engage additional referral partners (increasing referrals to us) and develop physical partnerships with outside agencies (we bring our client services to them). | Phase 2 & 3 |

CONQUERORS GROWTH PLAN

Expanding Our Reach to Those Who Have Experienced Abortion

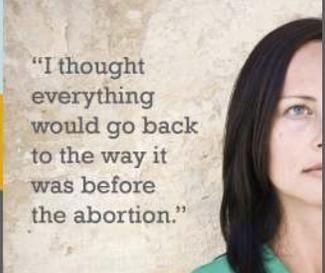
As the numbers of abortions increase daily in this country, the number of women and men suffering the after effects of an abortion increase daily as well. Statistics show us that at current rates, 1 in 3 women will have an abortion by the age of 45.* This includes individuals in our circles of friends, neighbors, families, and churches.

As we begin expanding our reach to those who have experienced abortion, we have developed a multi-faceted approach that goes beyond the traditional support groups we have facilitated since 1985. Our plan includes:

- Formatting the current Conquerors curriculum so it can be used by outside agencies who desire to offer post-abortion services.
- Developing a speaker team that will be available to speak at various events and churches, educating about the after effects of abortion and encouraging steps towards healing for those who have experienced abortion.
- Adding a one-on-one mentoring program to provide support for those whom a group setting is not available or desired.
- Developing partnerships with other ministries that serve those with a high probability of having experienced an abortion.
- Expanding our support groups into more Twin Cities locations.

Our goal is that the heart of our culture would be changed and ultimately the number of abortions would be reduced.

*Source: Guttmacher Institute



Call today. Your inquiry is confidential.

your first step to healing
 (612) 746-5663
 conquerors@nlfs.org

RESPONDING TO THE NEEDS

STI Testing

National statistics show that 1 in 2 sexually active individuals will contract a sexually transmitted infection (STI) by age 25. Furthermore, 1 in 4 teens will contract an STI this year.* A large percentage of individuals contracting an STI are college students, who are known to be largely sexually active. Those seeking STI testing are the same people most likely to find themselves in an unplanned pregnancy.

At our office in Minneapolis, we have discovered that nearly all students who come to us for pregnancy tests are planning to have an abortion if they are pregnant. Unfortunately, we are not seeing as many students for pregnancy testing as we know need our services. In fact, most college students have access to free pregnancy tests from their college dorms. Therefore, they regularly come to us not seeking pregnancy tests, but asking

We will test for the following STIs for FREE:

- Chlamydia
- Gonorrhea
- HIV
- Syphilis
- HPV
- Others if symptomatic

Pap smears will be provided if the need is determined. First Care will be one of the few clinics in our community to provide this comprehensive testing for free.

for STI testing. When we cannot offer this service, students go to organizations like Planned Parenthood instead where they can receive testing.

We are excited to share that we will begin providing full STI testing in February 2013, with a goal of serving a minimum of 200 new clients the first year. We believe by adding this service, we will attract new clients to our University office, and away from the abortion clinics. We will also have the opportunity to share vital information with them about healthy lifestyle choices and the message of the Gospel.

**Source: Center for Disease Control and Prevention*

Our University Campus office. This office reaches the highest percentage of abortion-minded women (those who indicate they will choose abortion if pregnant).



“I am touched by the new direction New Life is taking with STI testing. My son, while living a risky lifestyle, went to Planned Parenthood for STI testing and received treatment, despite my concerns. Thank you for the vision God has instilled in your hearts. I pray STI testing will draw young women and men to the doors of New Life instead of Planned Parenthood, people like my son.”

-New Life supporter

Location Changes

ANOKA OFFICE CLOSES

The Ending of One Chapter

Through the strategic planning process we looked at where each office was located, who was coming in for services, how those services were being utilized, and how we were affecting the community surrounding the office. As we sifted through the information we realized that our Anoka office was historically servicing a low number of individuals in comparison to other offices and the majority of the clients served were not considering abortion, but rather looking for parenting support.

In light of this, we made the decision to close the Anoka office. This was by far the most difficult decision of the planning process, but we believe we can have greater impact by reallocating our Anoka resources to a busier location.

Although the Anoka office officially closed December 2012, we celebrate the thousands of lives that have impacted in the north metro over the past 27 years. We commit to maintaining our presence in the north metro through the following:

- Continuation of our north metro phone line, which will be answered by a staff member daily.
- Creation of partnerships with existing pregnancy centers in the area to refer our clients to their centers.
- Redirecting current clients with the option of being serviced out of the nearest New Life office location.

As the Anoka office closes its doors, we reorient our focus to reaching at-risk, urban clients.

NEW URBAN LOCATION

The Beginning of Another Chapter

Through studying the locations of the abortion clinics in Minnesota, and the clinics with the highest rates of abortion, it became clear to us that we need to do more to reach the urban sector.

In 2011, there were 11,071 abortions in Minnesota.* Of the women having abortions, 42% are between the ages of 18-24. 34% of Minnesota abortions are paid for by taxpayer dollars for low-income residents, and 34% of abortions are Hennepin County residents, which is more than double any other county in Minnesota.

The largest disparity in the abortion rate versus the population rate is among African Americans. While African Americans make up 4.5% of the population in Minnesota, 23.4% of the abortions have occurred among African Americans, more

than five times the population rate of this same demographic. In addition, 90% of the abortions in Minnesota are performed at five primary abortion clinics, all situated in highly accessible, urban areas of Minneapolis/St. Paul.

It is our desire to reach out to the underserved population with a message of hope and life. Our plan is to open a new urban office in St. Paul or Minneapolis, the specific location is yet to be determined. We will convene a task force in 2013 that will be responsible for carrying out the due diligence to define where the new office would be best located to reach the most abortion-minded/vulnerable individuals. The task force will make recommendations to the Board and a decision will be made. It is our hope to open a new office location in 2014.

**Source: Minnesota Department of Health*



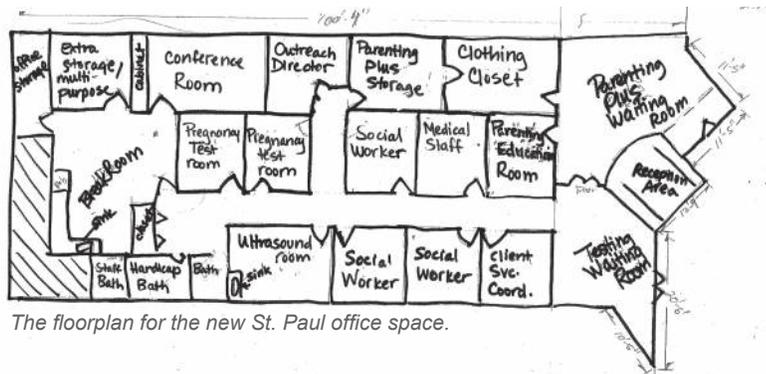
ST. PAUL OFFICE EXPANSION

Doubling Our Space and Clients Served

Our St. Paul office opened in 1983 and moved into its current location at the SunRay shopping center in 1998. At the time we were unsure if a strip mall location would be effective in reaching potential clients. Soon, we experienced that the location was ideal for reaching clients, making St. Paul our busiest office. The continual traffic surrounding the office allowed us to find success in simple marketing efforts such as a sandwich board sign along the sidewalk to help those walking by identify our office. This marketing strategy increased our pregnancy tests by over 100 in 2011.

In thinking about how else to capitalize on the highly trafficked mall, and serve more clients in need of our services, we added evening and Saturday hours. As we had hoped, our numbers increased significantly, which led to several months of a record number of clients being served.

These small changes enabled us to finish 2012 with a 61% increase in pregnancy tests and a 27% increase in ultrasounds! In fact, our office location has become so busy that we do not have the capacity to serve the number of clients needing assistance without expanding our office



The floorplan for the new St. Paul office space.

space and staff.

With prayer, it is our hope that in the Spring of 2013 we will move from our current 2,356 square foot office to a 4,100 square foot office just two doors down, and renovate the space to best serve our clients. By adding the additional space and staffing, we believe we will be able to double the number of clients we are serving, with the results being twice as many lives saved from abortion, and double the women and men spared from the pain abortion often brings.

A site plan has been developed and we are in the process of negotiating a new lease. We are currently looking to secure capital funds to begin the buildout process. Furthermore, we are in need of services ranging from plumbing to new furnishings. To contribute to this project, contact Tammy Kocher, Executive Director at (612) 746-5664.

“Five months after being raped in college I found out I was pregnant. In shock, early one Saturday morning, I went to the only place I knew would be open, Planned Parenthood. After they verified the results of my home pregnancy test, I was encouraged to have an abortion and “reassured” that it was still an option. I am very grateful New Life has expanded its services to evenings and Saturdays so women like me can be supported in a life-affirming environment.”

-New Life volunteer

ROCHESTER OFFICE

Looking Forward Towards Growth

Just 10 years after our establishment as an organization in 1973, we opened an office location in Rochester. While many things have changed in this center's 30 years of operation, one thing has become increasingly clear: we know we need to have a presence in Rochester.

Of Planned Parenthood's 18 locations in Minnesota, Rochester is one of the nine locations open seven days a week. In addition to their long hours, they have also increased their services to include Telemed medical abortions.

A telemed abortion is a process by which a patient can receive a medical abortion (RU-486) without actually seeing a doctor in person. A patient meets with a doctor utilizing teleconferencing and after the doctor explains the medical abortion

process through a Skype-like process, the doctor pushes a button that releases a locked drawer containing the abortion drugs. This process allows abortions to be more convenient, and profitable, than ever.

Given all of this information, we are developing a task force in the Spring of 2013 to assess our Rochester office and investigate the ideal location, services, and staffing levels. The outcome of this task force will be to recommend a plan to develop our Rochester office into a high-impact office with maximum reach to abortion-minded/vulnerable individuals.

To join our Rochester task force or assist in reaching the community with our services, please contact Hilary at (507) 282-3377.

40 YEARS

mourning

ROE VS. WADE

More than 55 million lives lost to abortion.

Millions of women and men wounded from abortion.

celebrating

NEW LIFE FAMILY SERVICES

Thousands of lives saved from abortion.

Hearts forever changed.

Families created through adoption.

Lives restored after abortion.



REACHING OUT Expanding Our Network

After researching and studying the abortion industry, it was evident that they have a very well established network of referrals. Planned Parenthood for example, has seventeen smaller outlying clinics that all feed into their mega surgical abortion facility in St. Paul. As we prepare to grow, we understand that we need to develop a network of our own.

As such, we have developed a two-phased plan to extend our reach to those who are either unable or unlikely to walk into our pregnancy centers.

The first phase involves expanding our staff to include an Outreach Director at each office location. This position will focus externally on developing relationships with outside agencies in order to increase our referrals. The goal is for our First Care Pregnancy Center name to be recognized and well-known in the communities in which we serve.

The second phase involves hiring additional social workers and nurses to take our services to the community. We will develop physical partnerships with outside agencies to provide our services onsite at their locations.

For example, imagine the impact of bringing our pregnancy tests, ultrasounds, and pregnancy counseling services to an alternative high school or women's shelter. We know the need exists, but often times there are barriers between the need and the ability to receive help. We hope to minimize those barriers and meet our clients where they are at.

In addition, we hope to network with

other ministries, churches, pregnancy centers, and non-profits serving at-risk youth. We will also provide our expanded Conquerors services to those who have experienced abortion.

We want to give individuals experiencing an unplanned pregnancy an alternative to Planned Parenthood. It is time for a new organization to be known in the crisis pregnancy arena, an organization that supports life.

SHARE YOUR NETWORK

Do you have connections with other non-profits or ministries that might want to partner with New Life?

We need help in developing these partnerships to be able to expand our reach to those needing our services. It could be your local women's shelter, school, young adults ministries, crisis nurseries, or programs for at-risk youth. Whatever your connection may be, please introduce New Life to them by email (www.nlfs.org), social media, or in person with a phone call or over lunch.

CONNECT WITH US:



@NLFStweets



facebook.com/newlifefamilyservices

vimeo New Life Family Services

Stay up-to-date by joining our mailing list at www.nlfs.org.

ADVERTISING FOR GROWTH

Using the Internet to Reach Abortion-Determined Women

As we work towards doubling the number of clients served and lives saved from abortion in the next three years, we know that increasing our advertising efforts to the women and men who need our services will be crucial. We also know that the vast majority of women and men looking for abortions go online to find abortion-related information. In fact, each month there are over 2.1 million internet searches for abortion-related information in the United States.

With this in mind, we have recently added a number of online marketing initiatives to reach the women and men seeking abortion information online.

One of these new internet marketing initiatives is our partnership with a nonprofit internet ministry called Online for Life™. Online for Life uses advanced Internet tools and techniques to reach abortion-determined women and men seeking an abortion on the Internet.

As an affiliated local agency, we are trained and equipped to receive phone calls from the women and men in our area seeking abortion information online. As they find us online, they are encouraged to call our center for help. We are then able to talk to them in the midst of their crisis providing love, hope, and a listening ear. After explaining we do not provide or refer for abortion, we invite them to visit one of our centers for an ultrasound and additional decision-making counseling.

Since beginning this partnership just three months ago, we have already received 147 phone calls from women seeking abortion in our area! These are women who have already made up their mind to have an abortion and we are given the opportunity

to intervene with love and truth.

We listen to their concerns by phone, invite them to our center, and provide the truthful picture about abortion and life in the womb with grace, compassion, and love. As a result, these parents often chose life for their child and in addition the parents are spared from the pain of abortion. Read a powerful testimony (at right) of one couple who came to us through Online for Life.

Our internet marketing does not stop with Online for Life. We are currently in the process of creating a new website for First Care Pregnancy Center. This new website will allow for online appointment scheduling and texting with our social workers in addition to being optimized for mobile use (44% of our website visits came from a mobile device so far this year). Furthermore, we are experimenting with Facebook ads, internet banners, and expanding our social media outreach.

Please join us in praying for these new efforts as we seek to expand our reach and double the number of clients served each year!



TOO BUSY TO VOLUNTEER?

We have an easy way for you to make a significant difference in our ministry. Help us spread the word about our services by distributing posters, brochures, and other First Care materials to the local businesses or ministries you frequent.

Stop by one of our centers or contact us to receive marketing materials.



(612) 746-5662
benson.chelsea@nlfs.org

ONLINE FOR LIFE SUCCESS STORY

From Abortion to Adoption

A few months ago, Samantha* called our center after finding our phone number online through Online for Life's internet marketing. One of our social workers answered the phone and heard the dreaded yet often spoken words, "I want to schedule an abortion." After talking with her for a few minutes, the social worker found out that this young woman wanted to have an abortion because financially she and her boyfriend could not afford to parent a child.

The social worker was able to invite Samantha and her boyfriend to come in for an ultrasound. During the ultrasound, the couple cried a lot, and said that seeing pictures of the baby on the ultrasound made it "more real." They realized they were really dealing with a baby and no longer believed abortion was the best option.

Yet in spite of their desire to give their baby a chance, they felt very strongly that they were not ready to parent. The social worker was then able to talk with the couple about adoption. Both Samantha and her boyfriend were very open to the possibility and said they wanted to take some time to think about it and discuss it over the weekend.

When the social worker followed up with the couple a week later they had decided that adoption was the best option. This couple is now in the process of meeting regularly with our social worker and making an adoption plan for their child!

Through Online for Life's efforts we were able to reach Samantha, her boyfriend, and ultimately this child - providing them hope, saving the life of this little one, and sparing Samantha and her boyfriend from the pain of abortion!

**Name changed*



ONLINE FOR LIFE

so every child makes their mark

FOR MORE INFORMATION

To follow Online For Life's national impact and to learn more about their ministry, visit www.OnlineForLife.org.



and its programs



www.nlfs.org

BOARD OF DIRECTORS

- Shyla Allard
- Delsie Baxter, *secretary*
- Mike Brocker
- Dr. Peter Dehnel
- Brian Hubbard, *chairman*
- Carl Nelson
- Thor Smith
- Jeff Verdoorn

CONNECT WITH US:

- @NLFStweets
- facebook.com/newlifefamilyservices
- New Life Family Services

Non-Profit
Organization
US Postage
PAID
Twin Cities, MN
Permit #2818



Headquarters
1515 East 66th Street
Richfield, MN 55423
(612) 866-7643
www.nlfs.org

RETURN SERVICE REQUESTED

2013 EVENT DATES

Laugh for Life Comedy Night

A family-friendly fundraising event featuring the original creators of Triple Espresso.
Rochester: Friday, January 25
Minneapolis: Saturday, February 2

Birth Mother Dinner

Friday, May 10
Registration begins at 6:00 p.m.
Birth mothers are encouraged to bring 1-2 guests.

Fundraising Banquet & Silent Auction

Rochester: Thursday, October 3
Minneapolis: Friday, October 4

LAUGH FOR LIFE

COMEDY NIGHT

featuring the original creators of Triple Espresso



Bill Arnold

Michael Pearce Donley

Bob Stromberg

Back by popular demand!

photo courtesy of Alison Lea Photography

SATURDAY, FEBRUARY 2
7:00 P.M. GRACE CHURCH



A SPECIAL THANK YOU TO OUR SPONSORS:

