



## A Society of Believers

The Care Net Champions for Life Society is a group of believers driven by our mission and committed to accomplishing the long-term vision of Care Net through sustained financial support to our pro-life ministry. This support is unique in that it relates especially to the medical services, technology, and qualified staffing of our medical centers now and into the future. Early intervention services such as pregnancy testing, ultrasound confirmation and options counseling provided at our centers is mission critical in saving precious lives. Support from the Champions for Life Society allows Care Net to plan ahead with confidence that we will be able to sustain these life-saving medical services in the years ahead.

## Are you a Champion for Life?

Be a part of a society that upholds the fundamental value of human life and commits to serving abortion-vulnerable women with life-affirming services now and well into the future.



TO LEARN MORE, WATCH THE VIDEO BELOW.



[Vimeo.com/CareNetNKY/championsforlife](https://vimeo.com/CareNetNKY/championsforlife)

WE LOOK FORWARD TO HEARING FROM YOU.



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# CHAMPIONS for LIFE SOCIETY



Uplifting the sanctity of human life  
by sustaining life-affirming, early intervention medical services  
for individuals experiencing an unplanned pregnancy



## WHAT IS A CHAMPION FOR LIFE?

When the law of the land fails to protect the preborn, ***a champion fights*** for the rights of those unable to fight for themselves.

When current culture devalues the lives of children conceived in unplanned circumstances, ***a champion defends*** the fundamental value of all human life.

When society pressures a woman to “escape” her circumstances by ending an unintended pregnancy, ***a champion empowers*** her with the truth that she is stronger than her circumstances and offers her support in her decision to choose life for her child.

***A champion fights, defends, and empowers.***

***A Champion for Life fights for the right to life, defends the sanctity of human life, and supports individuals experiencing an unplanned pregnancy, empowering them to choose life.***

### champion

[cham-pee-uhn]

noun

a person who fights or argues for a cause or on behalf of someone else.

verb

defend; support:  
to champion a cause.

## DONOR SUPPORT

The donations Care Net raises annually are sufficient to cover our centers' operating expenses and the cost of our parenting education programs. We are good stewards of the donations and support given to this ministry and are now engaged in the steady, stable growth outlined in our strategic plan. This growth includes stabilizing the increase in life-saving medical services offered at our centers, enhancing technology and equipment used to provide these services, and building and retaining the qualified staff necessary to meet the increased demand for client services.



## OUR HOPE

**The timing is critical.** In less than five minutes, a woman taking a pregnancy test learns she is pregnant. Especially if the pregnancy is unexpected, she may immediately feel uncertain and anxious. She needs to talk to someone now, but who can she trust?

An internet search or referral from a friend presents this new mother with several options, abortion among them. Care Net is determined to be the first place these women turn to at this critical time. With a call to our 24-hour Helpline or one of our centers, women can talk about their fears and concerns and make an appointment to be seen in a safe, compassionate environment. Women are offered a free pregnancy test, and because we know it is very difficult to get a woman vulnerable to abortion to return for a separate ultrasound appointment, we will offer her our same day ultrasound confirmation service.

**By providing these life-affirming early intervention services at this critical time in a woman's life, we know most will choose life for their babies knowing Care Net will be there for their material, emotional and spiritual support along the way.**

## OUR VISION

### Sustain Same Day Ultrasound Services

Our goal is to sustain same day ultrasound appointments at all three of our locations every day they are open. Same day ultrasound service is critical to saving lives. In 2021, the number of abortion-minded women who had an ultrasound at Care Net increased 280% over 2020, and those who came to us undecided about abortion increased 157% over that same period. Of these women, 87% chose life through adoption or parenting after ultrasound confirmation of pregnancy.

These increases are due largely to paying for ads on Google searches. Paying for ads ensures we appear at or near the top of search results instead of being buried by Google's algorithms. Since we began using paid Google ads, 59% of women who come Care Net are abortion-minded.

### Increase Medical & Support Staff

To meet this growing demand, we must hire, train and certify additional registered nurses or nurse practitioners to perform limited obstetric ultrasounds. Because we are a medical facility, we are required by law to have registered nurses or nurse practitioners conduct medical history for our clients. Most registered nurses and nurse practitioners do not have formal training or certification in performing ultrasounds. Certification requires 75 separate practice ultrasounds and takes six to 12 months to complete. Our training program is critical to the success of same day ultrasounds.

### Retain Critical Medical Staff

Currently, the average starting hourly rate for a registered nurse is \$25/hour with comprehensive benefits, shift differential, and a wage increase after one year of service. Our hourly starting rate is \$17/hour without any benefits or shift differential. Our goal is to offer a competitive wage to ensure we retain required registered nurses and nurse practitioners in a tight labor market.

