



MY LIFE
CLINIC

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mylifeclinic.org | lifenetworkfriends.com

2024
ANNUAL
REPORT



MY LIFE CLINIC



Provision & Renewal

Dear My Life Clinic family,

In July of 2023, I stepped into the role of Executive Director after previously serving as the Sonographer and Director of Development. From meeting with clients one on one, to meeting supporters like you, I've seen firsthand just how vital our services are to our community. For 32 years, My Life Clinic has empowered women and families experiencing unexpected pregnancies, and it's my joy and privilege to serve in this ministry alongside our phenomenal team.

As I started my new role last year, I prayed for **renewal** – that God would renew our ministry to best equip our community for this moment in history. In His faithful character, God provided in abundance to renew My Life Clinic across the board. We added new staffing positions, rebranded our logo and messaging, and renovated our space. We received a grant for a new ultrasound machine, watched our donor base double in size, and saw a record number of clients climb each month. **Best of all, we met babies brought into this world through hope rather than fear.**

Every day, we meet women who are filtering their next steps through the lens of their circumstances, believing they're not capable of moving forward. But the moment a woman walks through our door, she is welcomed as a human of infinite value and dignity who is able to face difficult situations with wisdom and courage. She starts to believe that this same infinite value and dignity could also be true of her pre-born child.

We believe that supporting both women and babies are not mutually exclusive, that **both** can thrive. We've seen evidence of this time and again at My Life Clinic: in the past year, **95% of our clients chose life after their ultrasound!** This year has certainly been one to celebrate, and we look forward to what God has for us ahead!

With gratitude,

Cassidy Peter

Meet our Team



Cassidy Teter
Executive Director



Jody Doppelt
Director of Development



Jessie Linneman
Director of Marketing



Polly Manring
Nurse Manager



Laura Gutwein
Client Specialist



Brook Lindeman
Nurse



Samantha Nash
Nurse



Holly Schweikert
Sonographer



Mikaela Joos
Sonographer



Allyce Childers
Office Manager



Becky Muehlmann
Bookkeeper

Board of Directors

Harry Pinney
Retired Speech Pathologist

Shirley McDonald
*Youth Pastor, past client
Family Life Fellowship*

Brook Campbell
*Strategic Consultant
GeoWealth*

Clayton Clark
*Nursing Professor
University of Missouri*

Bissy Crosby
Retired Educator

Josh Blackman
*Commercial Loan Officer
Bank of Missouri*

Pablo Serna
*Spanish Professor
University of Missouri*

Medical Directors

Dr. Raymond Foster
Dr. Breton Barrier

Mission & Vision

Our mission is to **inform, empower, and equip** our clients to make life-affirming decisions about pregnancy, sexual-health, and relationships by meeting them with **Christ-like compassion**.

It's our **vision** that Mid-Missouri would be a community that **values life in all circumstances** and that in turn, we would see women and families **thrive**.

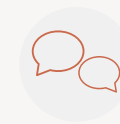
Services offered

We believe in **relational ministry** and prioritize making connections with the client throughout each of these steps.

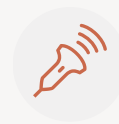
A client's initial visit:



Pregnancy test
or STI testing



Options
counseling



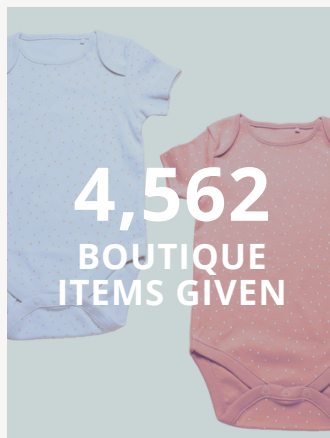
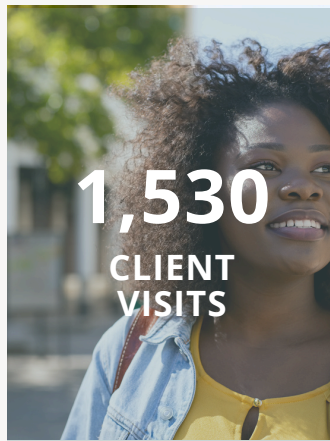
Limited
ultrasound

After their first visit, we encourage clients to come back to the clinic for the **resources and support** we offer:

- Parenting classes
- Support groups
- Parent mentoring
- Dad Life mentoring
- Post abortion healing
- Baby Boutique

Client Impact

We believe that with the right support, women can **discover hope** even through the most difficult circumstances. Our clients need a **safe** and **confidential** place to process emotions, discern values, identify needs, and find solutions.



In the past year,
95% of our abortion-minded
clients **chose life** after seeing
their baby by ultrasound.



Client story: Tiara

We first met Tiara in the fall of 2023, as a young woman in her 20s and 5 months pregnant. **Tiara felt alone** in her unexpected pregnancy after leaving a history of abuse in multiple relationships. Tiara had **chosen life** for her baby girl, but she needed support in material assistance, counseling, and **simply someone to be on her team.**



Our staff fell in love with Tiara. Despite horrible past circumstances, lack of familial support and financial instability - Tiara was full of joy, determination and kindness. After an hour of talking through her story and her next steps, we loaded her car with a changing table, bassinet, diapers, and clothes.

We started to see Tiara weekly for class and support meetings. Not long after, her daughter **Allura Lilly** was born. After months of praying to find childcare, we connected her with a local Christian daycare so that she could finish her college degree to become a lab technician.

There are **so many pieces of Tiara's story** that deserve to be highlighted. She has begun the healing process of past traumas, got a job, moved into her first apartment, and blossomed in motherhood.

We are so grateful to know Tiara and Allura Lilly and to witness their **beautiful transformation!**

Clients We Serve

We meet our clients in the midst of complicated circumstances, a time when having access to support can be **life-saving** and **life-changing** for **both mother and baby.** Here is more information about the clients we serve:

25
average age of our clients

30%
make less than **\$30,000**
per year

61%
are **single**

64%
are **abortion vulnerable**
at their first visit

45%
have experienced **abuse**

“

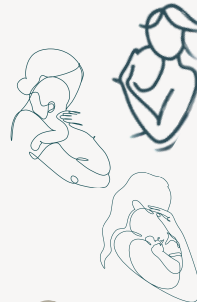
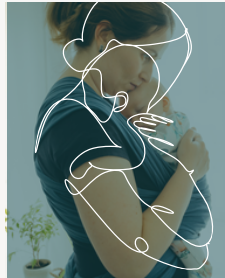
When I come to My Life Clinic, I come to have time with **my community.** All of the assistance over the past year has helped me **provide for my daughter** and **better myself.**

- Tiara, My Life Clinic client

Provision & Renewal in 2024

January-February: Rebranding

To simplify our name and increase community awareness, Life Network of Central MO merged under the My Life Clinic name. A new logo was created featuring a mother and baby in a posture of **nurturing, strength, and hope.**



MY LIFE
CLINIC

June: New ultrasound machine

Through Focus on the Family's Option Ultrasound Grant, we received a **brand-new ultrasound machine** to show women their growing babies with clear imaging and 3D capabilities!



March-April: Clinic renovations

New floors, new doors, new paint, and new furniture! God breathed **fresh life** into our building! All renovations were donated by generous partners. Volunteers with ForColumbia spent a day painting our walls and installing all 17 new doors!



June-August: Increased client load

After years of "quiet summers" at the clinic, we broke our client visit records, **tripling** the number of women walking through the door compared to 2023.



Annual Events

Each of our annual events exist to raise the funds needed to provide our services at no cost to every client. Thank you to everybody who participated in this year's events!



Our Annual Pickleball Tournament is quickly becoming our favorite fundraiser! In 2024, we had **42 teams** compete and raised over **\$15,000**.

“

My Life Clinic gives us an opportunity as good neighbors in Columbia to come alongside moms so we can all **welcome babies as new neighbors** in our city.

- Dan, My Life Clinic partner



BABY BOTTLE BOOMERANG

Benefiting My Life Clinic

My Life Clinic joins pregnancy resources across the US in this campaign each spring. Our local churches and families raised over **\$22,800** in 2024. This year, our team created resources to encourage parents to talk to their kids about being prolife.

Provision & Renewal

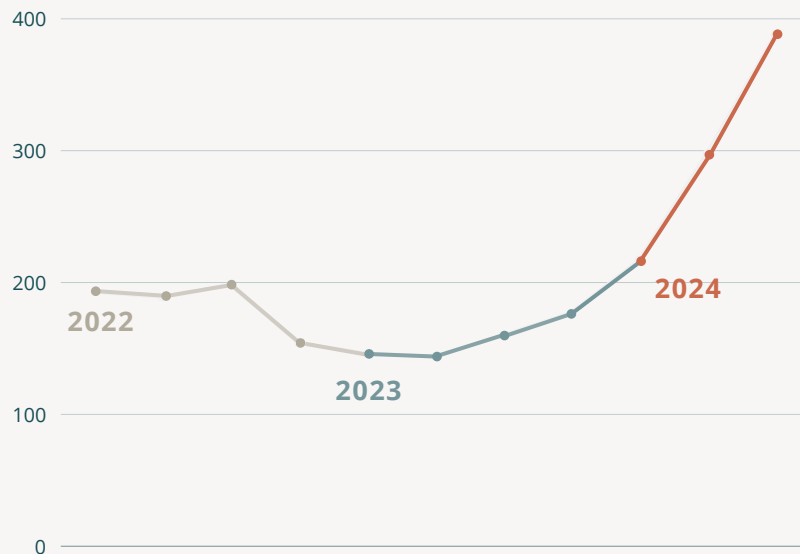
32ND ANNUAL FUNDRAISING BANQUET

Our Annual Fundraising Banquet is our biggest event of the year. Our theme in 2024 reflects the growth we've seen this past year. In 2024, we're trying to surpass our goal of **\$150,000**.

Client Visit Growth

It has been a **record-breaking year** for My Life Clinic! For the first time in 32 years, we reached over 100 client visits in a month with 141 client visits in June 2024. This growth increased even more to 146 in July, more than tripling our client visit total from July 2023. Here's a look at the growth we've experienced this year:

Quarterly Client Visits



Each of these visits is an opportunity for our team to serve an abortion-vulnerable woman in our community. Our client numbers are continuing to grow, answering our prayers for **more** abortion-minded women in Columbia to find **hope** and **support** at My Life Clinic.

In July 2024, My Life Clinic had **146 client visits** – a **350% increase** in client visits from July 2023.





What's ahead

As client numbers continue to grow, we're increasing our efforts to reach a particular segment of women in Columbia. My Life Clinic is the only pregnancy medical center in an area of approximately 3,000 square miles in mid-Missouri, a region that includes **7 colleges** and **23 high schools**.

Women ages 18-24 are the **largest abortion consumers in the US.**



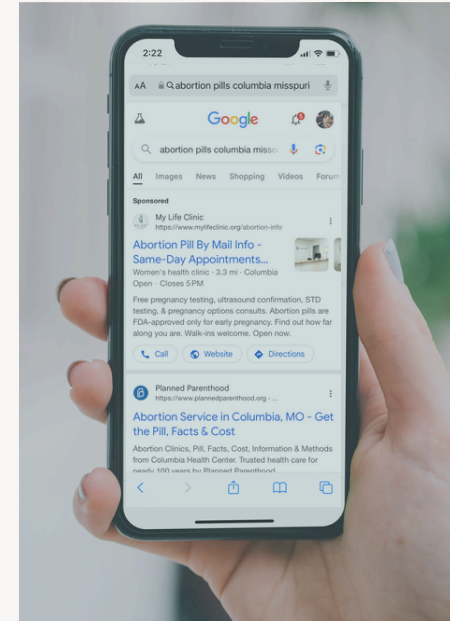
Columbia alone has over **30,000 women ages 18-24.**



Over **63% of abortions are done using abortion pills**, often ordered online.



Our vision for the year ahead is to reach these 18-24 year old women in the **decision-making moment.**



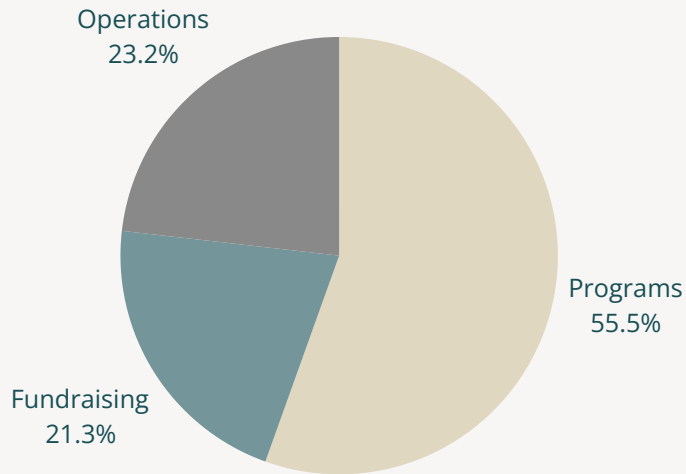
To reach these women, we are prioritizing our online presence through a **new website, paid search, and geofencing**. These strategic marketing investments will help My Life Clinic rank higher in search results, growing our name recognition and building awareness of our services among the women who are most in need of support.

We pray that our message to women online will be the same as our message to clients in our clinic – that they will hear us saying “We know this is unexpected. We know it feels overwhelming. We know you have questions. **But we're here to care for you whatever your decision.**”

Stewarding your generosity

It's the **generosity** of individuals, businesses, and churches in our community that enables us to provide services and support to our clients at no cost. Our financial partners **ensure that our doors are open** and our well-trained staff members are there to answer the phone every time a woman calls or comes in to the clinic.

2023-2024 Expenses



Our fiscal priority is always to **steward your gifts** with transparency and integrity. Our partners' increasing support ensures our programs will respond to meet the **growing needs of our clients**. See how God has increased our giving over the years!



Giving vs. Spending



How to get involved

Ready to get involved? We have many different ways you can partner with us. Your time and financial generosity will make a lasting impact in the lives of our clients.

Volunteer opportunities

- **Weekly clinic help** - sort Baby Boutique donations and other clinic needs
- **Prayer team** - meet weekly at My Life Clinic to pray for the clinic and clients
- **Meals for Moms** - a meal train for our clients after delivery
- **Baby showers** - help plan and host baby showers for our clients

Giving opportunities

- Give specifically toward **marketing efforts** to reach more women online
- Give toward **building improvements** and **space additions**
- Purchase items from our **Amazon Wishlist** for clients
- Become a **GEM** by Giving Every Month



Stay connected

Subscribe to our monthly newsletter.

We'll share monthly stats, client stories & upcoming opportunities to get involved with the work we're doing at My Life Clinic.



Newsletter

Follow My Life Clinic Partners on social media.

Your engagement with our posts help us reach more clients and supporters in our community.



@mylifeclinicpartners



@mylifeclinicpartners

Schedule a clinic tour on Fridays

We'd love to take you on a tour of our newly remodeled clinic space! Walking through each room and hearing more about our client journey is a great way for our supporters to learn more about My Life Clinic. Call or email us to schedule your tour.

How to donate:

Make checks payable to My Life Clinic or donate online at lifenetworkfriends.com.



Donate

www.lifenetworkfriends.com | www.mylifeclinic.org

Special thanks to our church partners

Churches make up **34% of our annual giving**. We're so grateful for the congregations that engage in this life-saving mission.

Alive in Christ Lutheran Church
Anthem Church
Ashland Baptist Church
C2 Church
Calvary Heritage Baptist Church
Centerpoint Church of Columbia
Christian Fellowship Church
Compass Evangelical Free Church
Fairview Road Church of Christ
Faith Family Church
Faith Family Fellowship
Family Worship Center
First Assembly of God
First Baptist Church - Fayette
First Baptist Church - Fulton
Forum Christian Church
Genesis Church
Grace Covenant Church
Hallsville Baptist Church
Harrisburg Christian Church
Higher Ground Church
Karis Community Church
Midtown Presbyterian Church
Midway Heights Baptist
Millersburg Baptist Church
New Salem Baptist Church

Newman Center
Oakland Baptist Church
Open Door Church
Our Lady of Lourdes
Praise Assembly of God
Redeemer Presbyterian Church
Rockbridge Church of God Holiness
Sacred Heart Catholic Church -
Columbia
Saint Peter & Paul Catholic Church
St Johns Lutheran Church -
Westphalia
St. Johns Lutheran Church
Sunrise Christian Church
The Crossing
Timber Lake Christian Church
Trinity Community Church
Trinity Lutheran Church
Victory Christian Fellowship
Victory Fellowship Church
Woodcrest Chapel

2024 Annual Fundraising Banquet Sponsors

Title Sponsor



Platinum Sponsors

