



Our mission is to help more young women choose life for their babies through the creation of a strategically located pregnancy outreach in Madison, Wisconsin.



Need

Planned Parenthood is Madison's only abortion provider, located on Orin Road immediately east of the city just off of U.S. 51. This large clinic attracts women from throughout the entire region. The Wisconsin Department of Health Statistics reported **1,732 women from Dane County and the immediately adjacent counties had abortions during 2008. This represents 22% of the abortions performed in the state of Wisconsin.**

the Model

The proposed new center will be located immediately across the street from the Planned Parenthood abortion clinic on Orin Road. **The center will be modeled after Women's Care Center, the nation's largest pregnancy resource center.** The Madison center will be the 18th replication of this highly successful model. **Last year, all Women's Care Center sites served 14,905 women who made nearly 70,000 on-site visits.**

With a home-like presence, prominent signage and ultrasound on-site, the new center will be a magnet for pregnant women in need. The center will provide unconditional love and support as well as prenatal education, ultrasounds, parenting skills classes, and tangible assistance under an incentive program to encourage good parenting and self-sufficiency. In a recent study in Fort Wayne (IN), 97% of those receiving counseling and an ultrasound at the Women's Care Center chose life for their babies. At the newest outreach in Milwaukee (WI), in the first few weeks alone, over two dozen women came through the "wrong door" looking for the abortion clinic. **Nearly all chose life for their babies.**

Women's Care Center was founded by Dr. Janet E. Smith in South Bend (IN) twenty six years ago. Bishop Emeritus John M. D'Arcy of the Fort Wayne-South Bend Diocese credits the center as **"saving more lives than any other organization in the country."**

Next Steps

- Build a strong board of directors
- Design a cost-effective and aesthetically pleasing "home-like" center
- Obtain major gift support

(Founder's Circle members willing to pledge \$25,000 over the 2 year start-up and Life Partners willing to contribute \$1,500 or more.)

