

2020 Annual Report

THE HOPE PRINCIPLES

Adopted by Board of Directors, July 1979

Vision Statement: Our vision is to see our community become a place where abortion is unthinkable because every individual recognizes the sanctity of human life and is transformed by the gospel of Jesus Christ.

Mission Statement: Hope in Northern Virginia, Inc. upholds the sanctity of all human life, born and unborn, and empowers individuals to choose life by providing alternatives to abortion and sharing the Hope of Jesus Christ.

Purpose: HOPE exists to provide counseling and assistance for women of all ages (single, married, widowed or divorced) wishing our services and to related persons (husbands, boyfriends, parents, et al).

General Statement: Hope is composed of volunteers trained by this agency who are invited to take part in its special work. Telephone volunteers are persons from all walks of life who are guided and supervised by experienced leaders. Supporting the telephone volunteer in this team effort is a corps of professional resource persons in such fields as counseling, medicine, social work, nursing, law, and finance. All persons associated with Hope are firmly committed to the position that life is a God-given gift, and that abortion procedures are never acceptable options.

Method:

1. Hope maintains the Center of Hope where any pregnant woman may find help easily via phone or internet. By reaching out to Hope, she will be helped in every way possible, so that she may face the future and plan constructively for herself and her child. HOPE offers help, giving love, compassion, understanding, as well as moral, emotional, and practical support to every pregnant woman who requests it. In the initial intake, the staff member will ask questions that could determine if the client is experiencing any dangers or stressors in addition to the pregnancy so that support and referrals can be given to the client.
2. Hope, as an organization, sees contraception as fundamentally a medical concern involving a personal moral choice.
3. Hope is a Christ-centered organization that adheres to its moral position on abortion based on its belief in God and the sanctity of life as given by Him. Members of the Hope family derive strength and Hope from an ongoing relationship with the Lord Jesus Christ.
4. Hope provides all services free of charge.
5. Hope cooperates with established adoption agencies and takes no part in private adoptions.

6. Hope keeps all services, interviews, telephone calls and records strictly confidential. This is a matter of individual and agency integrity and honor.

Hope in Northern Virginia, Inc.

ORGANIZATION

1. BOARD OF DIRECTORS:

President:	Joanna James
Vice President:	Cindy Welgoss
Secretary	Matt Adams
Treasurer:	Clare Mernagh (resigned 11/2020)
Members:	Justine Powell
	Jack Jackson
	Sarith Kossowsky
	Haley Limo

2. OFFICE STAFF

Chief Executive Officer: Haley Limo

Client Services Administrator: Savannah Richards

Office Manager: Emma Morris

Nurse Manager: Blair Smith

Medical Director: Dr. Melinda Kelly

3. CLIENT PROGRAMS:

- Bright Course
- Baby Boutique
- Friends in Hope
- Healthy Relationships Class

STATISTICS*
January 1, 2020 to December 31, 2020

1. CLIENT SERVICES

Number of client visits.....	544
Distinct clients served.....	215
New cases opened in 2020.....	103

3. AGE OF CLIENTS

14 through 19	15
20 through 24	47
25 through 34.....	95
35 and older	47
Age unknown	11

4. ETHNICITY

Caucasian	27
Hispanic	116
African American	18
Asian	10
East Indian	6
Multi-racial	3
Other/Unknown	20

5. PREGNANCY OUTCOMES

Births Recorded in 2020	29
Abortion-Vulnerable.....	18
Babies placed for adoption	0
Cases Reporting Abuse.....	9

6. MISCELLANEOUS DATA – VOLUNTEERS

Annual Total of Volunteer Hours	560
No. of Active Trained Volunteers.....	15
No. of Spanish Speaking Volunteers	4

9. MATERIAL SUPPORT PROVIDED BY HOPE

Diapers	198
Wipes	185
Formula.....	82
Baby Clothing	86
Car Seats	17
Strollers.....	19
Pack n Plays.....	13

Hope 2020 Objectives and Key Results

Near-term Objectives and Key Results:

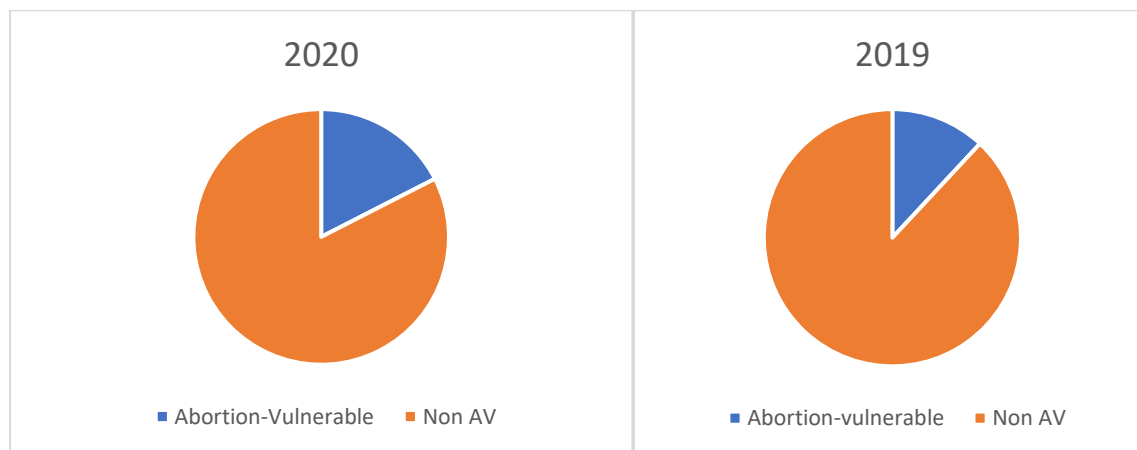
1. Theme: Reaching target audience

- a. Definition of target audience: The abortion-vulnerable woman. Our organization defines the abortion-vulnerable woman as a woman who is facing
- b. Increase reach to abortion-vulnerable women by 25% by September 1, 2019.
 - i. Benchmark: Our organization reached 25 abortion-vulnerable/minded women between September 1, 2018-August 31, 2019
- c. Half of all new clients find us online through our targeted advertising between September 1, 2019 and August 31, 2020.

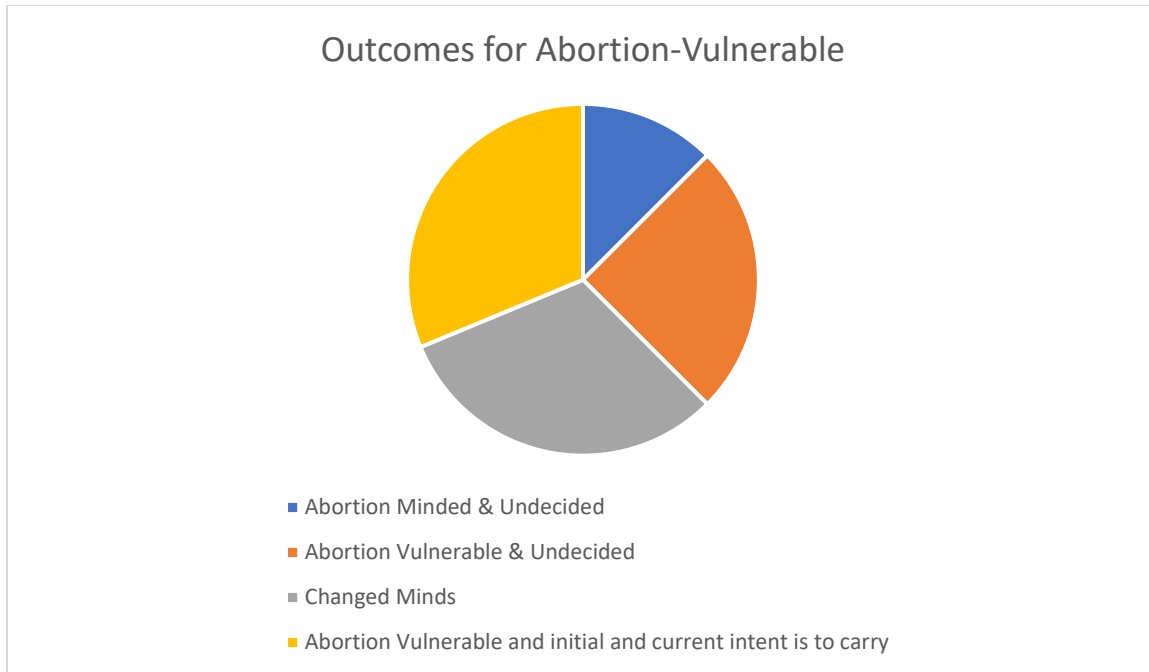
2020 Accomplishments:

In 2020, Hope was able to see a large shift in the type of clients that we were seeing. In prior years, Hope had focused on handing out material donations. This year we focused on building relationships, teaching parenting classes, and reaching the abortion-vulnerable women. Out of our 103 new clients that we saw in 2020, 24% of these clients found us through the internet. The largest way that clients found out about us were through their friends/former clients.

In 2019, we saw that 12 percent of our new client base was abortion vulnerable. In 2020, we were able to see a slight increase to 17 percent.



We had 18 clients who were abortion vulnerable in 2020. Out of those 18: 6 were undecided or unknown outcomes, 10 decided to parent/carry and 2 had current intentions to abort. Out of the 10 that decided to carry, five were changed minds.



One of the biggest ways that Hope was aiming to reach the abortion-vulnerable woman was to begin the process of going medical. In 2020, Hope nearly completed that process.

2. Theme: Engaging clients

- a. All clients are met on an appointment basis; with the exception of walk-in abortion-minded clients
- b. All LTE options are in-house
- c. All clients counseled at every visit

2020 Accomplishments:

In 2020, we put a larger emphasis on spending more time with each client, focusing in on the three areas that we minister to clients: emotionally with counseling, spiritually with sharing the Gospel, and practically with parenting classes, material items from our baby boutique, and with our evening classes.

All of our LTE programs, primarily our Bright Course parenting videos, were offered “in-house”. In addition to the Bright Course programming, we had an evening healthy relationships class that ran several times throughout the year.

In addition to our normal programming, we held a few special programs and events for our clients. We provided 7 thanksgiving boxes to clients who were in need. This was due to the generosity of Citylight Church, who is a short

drive from our office. We also were able to provide gifts to 15 of our clients, most of the gifts again were provided by Citylight.

We also were able to hold a small Christmas party for our clients where they were able to see our new location, pick up a gift for their child, and share some delicious Christmas treats!

In 2020, we made a large effort to ensure that all clients that we are meeting with are met with on an appointment basis. The only exception to this are clients that are walk-in's – which there was a very limited amount in 2020.

Even with clients that are returning for videos, our staff made an effort to sit in with the clients on their Bright Course videos and to continually counsel and build relationships with these women for each visit!

3. Theme: Fundraising

- a. Have a budget
- b. Have a fundraising calendar
- c. Have \$120k pledged for the year

2020 Accomplishments:

Hope completed and approved a budget as a Board of Directors in November 2020.

In 2020, Hope raised over \$275,000! This is an almost 100% increase in donations from 2019. This includes \$240,000 in gifts to Hope, and a \$30,000 ultrasound grant from Focus on the Family. There were 345 donors who gave to Hope in 2020, 162 of which were new donors and 55 were Angel Club donors.

In 2020, Hope made a distinct effort to grow our relationships with our supporters, and we saw great results. There were over 15 proposals submitted to supporters and over 20 in-person meetings with supporters and charitable foundations.

We were able to hold a large fundraising event with former governor of Wisconsin, Scott Walker, where we had nearly 30 supporters join us for an intimate banquet at nearby Citylight Church.

We were able to secure funding for all of our room sponsorships in our new building and come within \$10,000 of fully funding our program fund.

Fundraising Goals			
Sponsorship	Amount	Raised	Left
Hope Programming	\$182,653	172,971	\$9,682
Building Fund	\$100,000	0	\$100,000
Room Sponsorships	\$38,000	35,099	\$2,901
Medical Fund	\$60,000	71,853	(\$1,853)
Total	\$380,653	279,923	\$110,730

4. Theme: Staffing (see long-term goals for progress)

- a. Have one FTE and two PTEs

Long-term Objectives and Key Results (progress in 2020):

1. Theme: Reaching our target audience

- a. Move offices
 - i. Have potential to go medical
- b. 50% of new clients be abortion-vulnerable

2020 Accomplishments:

In 2020 we were to complete The Choice Project with NIFLA to be a part of the Options Ultrasound Program with Focus on the Family.

After moving into our new space in the summer and hiring our staff in the early Fall, our team set to work on completing the final steps to becoming a medical facility. We were able to finalize our medical policies and procedures in October, have OSHA and HIPPA training for staff shortly after, receive our CLIA waiver in December, and order the much-needed supplies for our medical operations throughout the Fall.

We were very blessed to be able to hire a part-time Nurse Manager, hire a Medical Director, Dr. Melinda Kelly, and be able to secure two medical volunteers, PA Lucy Treene and NP Rachael Antone. Lucy Treene will be able to help Blair Smith with offering ultrasounds at our clinic two days per week, and Rachael Antone will be the facilitator for our evening pre-natal classes offered to clients.

2. Theme: Staffing:

- a. 3 FTEs

2020 Accomplishments:

One of Hope's goals for 2020 was to hire three full-time employees. In August, Hope underwent change as Maggie Morris, the Executive Director stepped down from her position. Shortly after, our part-time Client Services Director Hannah Posavitz, stepped down as well. In September, Savannah Richards was hired as the new Client Services Administrator, and Blair Smith was hired as the part-time Nurse Manager. In October, Hope hired Emma Morris as Office Manager, and Haley Limo as Chief Executive Officer.

In 2020, along with location, staff, and programming, our volunteer base went through a large change as well. We started off the year with minimal volunteer participation, mostly due to the COVID-19 pandemic. During the Fall we were able to host three volunteer trainings back-to-back, where we fully trained 18 volunteers. These volunteers were trained on various jobs at the center including administrative duties, client facing duties, and overseeing of the baby boutique.

Among those 18 volunteers, we were able to identify one volunteer to help oversee the baby boutique organization, and one volunteer to run our Friends of Hope mentoring program that connects our clients with volunteer mentor moms.

3. Theme: Funding:

- a. Have committed funds from 20 churches
- b. Have 12 "angel donors"- \$10k or more

2020 Accomplishments:

Hope was able to receive funds from 8 churches in 2020. Out of those 7 churches, 4 of the churches were able to do bottle drives for Hope.

David and Heather Platt also gave a gift to Hope (obtained their address from Exact Data purchased list), but they gave the gift through their own personal Foundation, and not McLean Bible Church.

New church partnerships that were formed in 2020 were with Citylight Church and Southview Community Church. Citylight Church has not only become a new financial partner for Hope, but a ministry partner as well. They have been generous to us to help provide for some material

assistance to our clients. They also have been a great resource for new volunteers and event space!

Southview Community Church was a new relationship that formed this year through our Nurse Manager, Blair. Southview was able to run a bottle drive for us that resulted in over \$1,000 in donations.

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Out of our 55 Angel Donors for 2020 (donors that gave \$1000 or more in the year): 32 supporters were in the Friend Circle (1,000-2,499), 10 were in the Bronze Circle (2,500-4,999), 11 were in the Silver Circle (5,000-9,999) and 4 were in the Gold Circle (10,000-24,999).