

h p c



horizon pregnancy center

...a safe place where individuals receive non-judgmental and confidential pregnancy counseling, education and healing



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...A Vision is cast

As a transformational ministry, Horizon Pregnancy Center will have a measurable impact on the local community by:

- Protecting the lives of the unborn.
- Providing healing opportunities to those impacted by pregnancy, adoption and abortion.
- Promoting and expanding the Kingdom of Christ.

As an organization, Horizon Pregnancy Center will become a cultural model of holistic counseling, education and healing through:

- Promoting abstinence and self esteem through counseling services, seminars and workshops.
- Partnering with other national ministry organizations that share a common ground.
- Providing a reproducible model that can be scaled to other communities, venues and organizations.

⁵ Before I formed you in the womb I knew you, before you were born I set you apart.

Jeremiah 1:5 (NIV)

¹³ You shall not murder.

Exodus 20:13 (NIV)

For you created my inmost being; you knit me together in my mother's womb. ¹⁴ I praise you because I am fearfully and wonderfully made; your works are wonderful, I know that full well. ¹⁵ My frame was not hidden from you when I was made in the secret place. When I was woven together in the depths of the earth, ¹⁶ your eyes saw my unformed body. All the days ordained for me were written in your book before one of them came to be.

Psalms 139:13-16 (NIV)

⁹ Offer hospitality to one another without grumbling. ¹⁰ Each one should use whatever gift he has received to serve others, faithfully administering God's grace in its various forms.

1 Peter 4:9-10 (NIV)

8 Weeks



A letter from our Executive Director...

It is with great joy and sadness that I am writing this letter. Joy in knowing that together we can save a life, sadness in knowing that I have to write this letter to save a life. For me, it all started during a debate in a high school political science class when a friend of mine and I took on the “hot topic” of abortion. We came armed with statistics and a love of life which allowed us to present an argument that forever changed the course of my life and many others in that room. Seemingly against all odds, we won that debate. We convinced people that abortion is wrong, that terminating a pregnancy is in fact taking a human life.

When my pastor came to me in 2002 with a vision of a center in Huntington Beach where women could receive pro-life counseling, how could I not support it? As a result of that vision, Horizon Pregnancy Center was born...a place where people can receive non-judgmental counseling in a time of crisis, no matter what their situation. You see, the life of the unborn isn't our only objective; we also care deeply for those women and men forever scarred from the effects of abortion.

It is unbelievable to me that so many women feel that it is socially acceptable to “terminate” a pregnancy. That is such an unsentimental word for something that is emotionally and spiritually life changing. We live in a society so focused on the “rights of women” that we forget the magnitude of the gift entrusted to them. According to a survey performed between 1986 and 1994, 80% of women who had an abortion admitted to feelings of guilt, 71% felt regret and 70% admitted to feelings of depression. In a subtle way, I was relieved to find that at least a majority of these women felt something. It is our objective at Horizon to assist in that healing process, as well as in the prevention of the abortion itself.

The fact that abortion takes a life is horrifying enough, but the impact it has on the lives of those affected by the abortion is just as scary. Horizon Pregnancy Center strives to be a place where women and men can go for counseling, support, and restoration when confronted with pregnancy, abortion, and other issues related to reproductive health. Please join me in making an impact in Huntington Beach by first praying for those facing a decision regarding their sexual and reproductive health. Your prayers and support, no matter how small or large, are greatly appreciated.

God Bless,

Amy Miller, BSN



...Mission Plan, Strategic Plan, Purpose—What does it all mean?

When we started planning Horizon Pregnancy Center, it was clear from the beginning that we were on a Mission. As such, the document you are reading is what we like to call our “Mission Plan”. It has all the elements of a traditional business plan, but we’re not about business as usual. We’re about saving lives.

It all starts with a Purpose Statement and ours is no exception. As stated on the front cover, Horizon Pregnancy Center is a place where individuals receive non-judgmental and confidential pregnancy counseling, education and healing. As a non-profit, faith-based organization, Horizon Pregnancy Center offers a safe environment to individuals in the community, regardless of their situation.

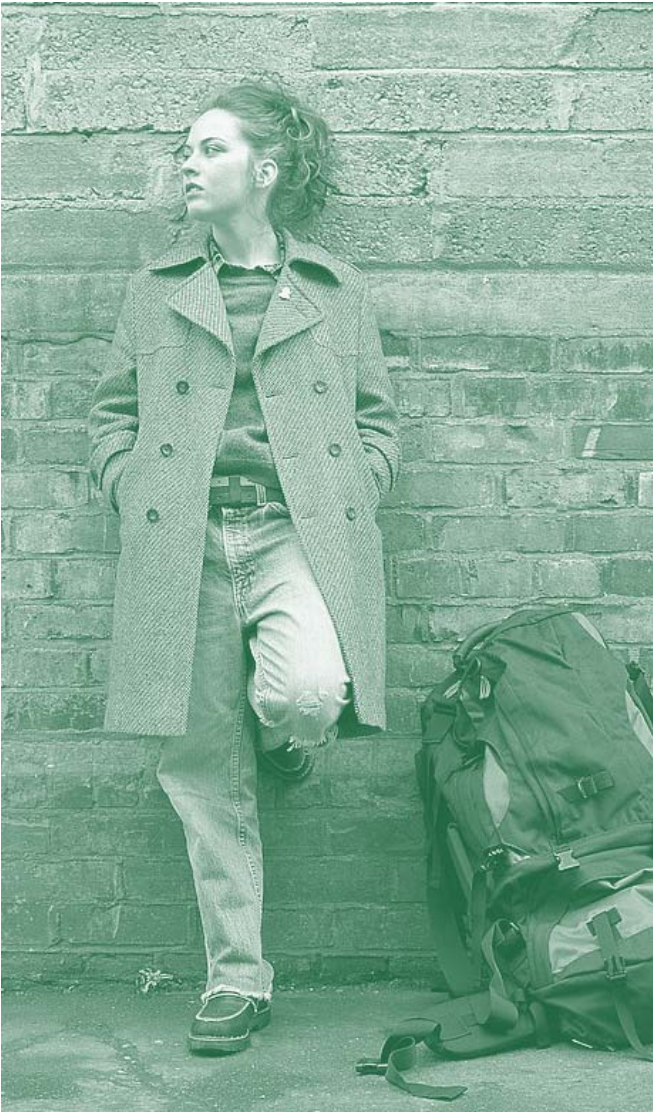
While our roots are Christian, our purpose is universal. We will reach out to everyone in our community regardless of their faith or belief system. Which brings us to what we see Horizon becoming. On the inside cover is our Vision Statement. Two critical components are driving Horizon. The first is the transformational ministry toward which we believe God is guiding us. A ministry to protect the lives of the unborn, provide healing opportunities to those impacted by pregnancy, adoption and abortion, and to promote and expand God’s Kingdom. **Protect, Provide and Promote.**

Secondly, as an organization Horizon will become a cultural model of holistic counseling, education and healing. We will become part of the fabric that makes up the community by promoting abstinence and self-esteem (the major factors in most crisis pregnancies) through counseling services, seminars and workshops. By partnering with other local and national organizations that share a common ground, we can impact the community together. And finally, by providing a reproducible model, we hope similar centers can expand to other communities, venues and organizations. **Promote, Partner, Provide.**

To ensure our purpose and vision are realized, Horizon will operate on a 3-Year Strategic Plan. To guide this, we look towards our Mission Statement. Vision is what you want to become, Purpose is why you exist, and Mission is what you will do to achieve these.

At Horizon, our Mission is to provide caring and personal support to those impacted by pregnancy. We offer pregnancy-related services, training programs and counseling to meet the needs of the mother, the father and the unborn child. We aim to educate and empower every person to choose life as an alternative to abortion.





Our Values are what guide us...

Horizon Pregnancy Center strives to exhibit God's Unconditional Love for all whom we serve, regardless of their circumstances.

1 Corinthians 13:4-7
Romans 12:9-13

Horizon Pregnancy Center values its obligation to protect the life of the unborn.

Exodus 20:13
Psalm 139:13-16
Jeremiah 1:5

Horizon Pregnancy Center values life-centered alternatives in counseling and education.

John 14:26
Proverbs 19:20

Horizon Pregnancy Center values the local community.

1 Peter 4:9-10
James 2:15-17



... The Board of Directors and their Direction moving forward

While the vision for Horizon Pregnancy Center was birthed in 2002, it's only been since the latter half of 2004 that the organization has taken on an identity of its own. In December 2004, Horizon received its federal 501 (C)(3) status and Huntington Beach Business License, along with a formal address, phone number and internet lines. More importantly however, was the determination of founding Board Members: Pastor Eric Oleson, Executive Director Amy Miller, and Medical Advisor Linda Lynes. Christian Staller became a Board Member in January 2005, but served prior as an advisor and coach to the organi-



Amy Miller, BSN, graduated in 2000 with a bachelor's degree in nursing from Azusa Pacific University. She has been a founding board member since 2002 and is currently the Executive Director for Horizon Pregnancy Center. Amy teaches nursing locally in Costa Mesa where she also develops curriculum for students studying to become licensed LVNs.



Eric Oleson, M. Div., is the founding pastor of God's House, a church in Huntington Beach, California. His passion is to connect the love of God with the needs of the emerging generation. He has been a pastor in Southern California for 18 years and lives with his wife, Kathie, and their three children in Huntington Beach.



Linda Lynes, an active member of Shorelife Church, joined the Horizon Board as a Woman's Health Care Nurse Practitioner and childbirth educator with over 20 years of experience. She is married to John and has two college-age daughters, Lindsay and Jillian.



Christian Staller began assisting Horizon in a business coaching capacity and later as a board member. An active member of God's House, Christian has started several small businesses in the community of Huntington Beach. His passion is mentoring and coaching. He and his wife Elizabeth live locally along with their 2 children, Hope and Garrett.

Traditionally, non-profit Boards go through 3 unique stages of development: The Organizing Board, The Governing Board and The Institutional Board. Currently, Horizon is in the Organizing Board stage, in which the original board members define, setup and operate the organization. However, 2005 should prove to be a transitional period as the current board becomes more of a Governing Board. The purpose is two-fold:

First, a Governing Board turns over a majority of the operational control to the Executive Director and his/her staff, while focusing on the overall governance, well-being, and purpose of the organization. Second, a Governing Board organizes around key strategic initiatives. Board members at this level are carefully selected, and are purposefully and financially committed to the achievement of Horizon's Strategic Initiatives.

Four Boards will be established in 2005: A Governing Board, Membership Board, Fundraising Board and a Marketing and Communication Board. Detailed descriptions, roles and responsibilities are available upon request.

The Need is Great, the Need is Now...

Over one-million abortions are performed each year in the US. Approximately 18% of those happen in California. At the current rate, an astonishing 1-in-3 American women will have had an abortion by the time she reaches age 45.¹

Of the women who have had an abortion, 76% of them say that they would not have an abortion again. Among the reasons for having an abortion, societal pressure ranked top with 81%. 42% of all women having abortions are in an income bracket of less than \$15,000 per year.²

An astounding 63% of women felt that they had not been properly informed about their baby before making a decision to abort. Amazingly, 61% of women would have liked to have had more pro-life information prior to this decision. In relationships that lasted after the abortion, it has been reported that 53% of those relationships had increased problems.³

College age women account for nearly 1/3 of all abortions. Over half of all abortions are by women aged 25 or younger and two-thirds of women who have abortions have never been married.³

There are many reasons that a woman will choose an abortion. They include: not being able to afford the child; not believing they are ready for the responsibility of parenthood; concern about how the new baby will change their lives; or they are too young or not mature enough to have a child.⁴

Horizon Pregnancy Center is unique in that it has established itself as a faith-based clinic that will provide the answers to questions that are often overlooked when making decisions about an unborn child. The center focuses on counseling all parties involved, saving the unborn child's life and sharing God's love to their clients. To date, there are no pregnancy centers of this kind in Huntington Beach.

Despite the fact Horizon Pregnancy Center is a relatively new organization, it can rely on numerous strengths. First, Horizon Pregnancy Center is the only non-profit of its kind in Huntington Beach. Second, it is supported by an established church. Third, it is a God-led ministry. Fourth, the growth of the center has completely been volunteer-based, thus minimizing expenses considerably.

¹ "State facts about Abortion, California." The Alan Guttmacher Institute, 120 Wall Street, New York, NY 2004.

² Open arms Poll of Aborted women. Survey of women who had abortions between 1986-1994. Number of women polled was 1,145. <http://www.pregnantpause.org/numbers/openpoll.htm>

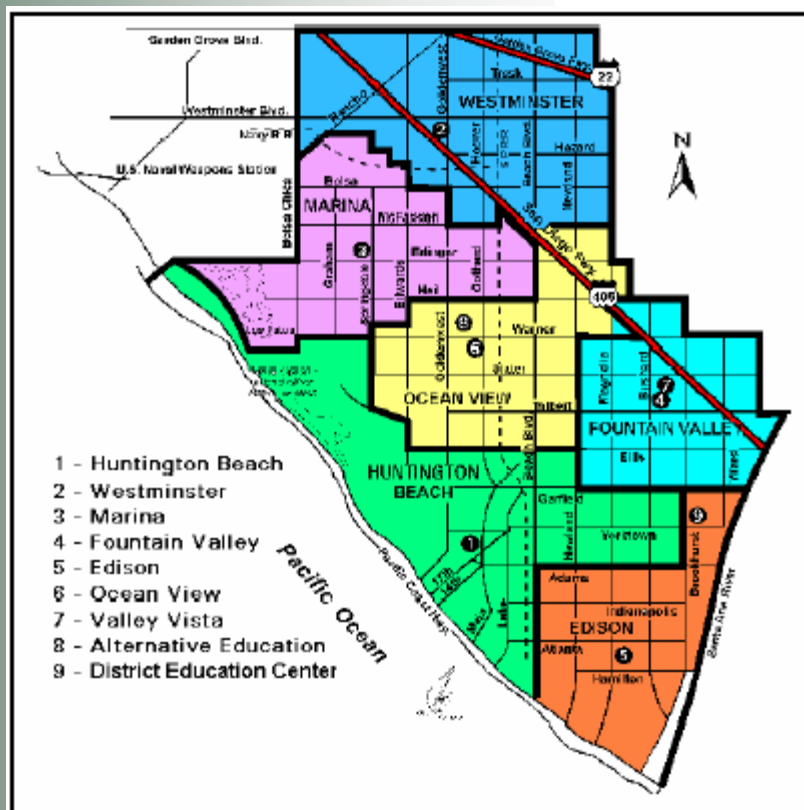
³ "Facts in Brief". Induced Abortion. The Alan Guttmacher Institute, 120 Wall Street, New York, NY 2004

⁴ "Facts in Brief". Induced Abortion. The Alan Guttmacher Institute, 120 Wall Street, New York, NY 2004

...Location and Community Impact

Demographically, Huntington Beach is:

- Third largest city in Orange County
- Sixteenth largest city in California
- City Population of 194,228 (Est. 2003)
- Population Projection (2008) of 202,788
- Estimated Av Household Income: \$89, 979
- Estimate per Capita Income: \$35,825



- Consistently one of the safest large cities in U.S.
- "Best City to Live In" (Orange County Register Survey)
- Number one place to raise children in Southern California
- "Sixth Best City In The Nation For Women" (Ladies Home Journal Survey)

Services and Activities of Horizon Pregnancy Center...

The activities and services being offered to the community cover four essential areas: Crisis Pregnancy Counseling, Pre- and Post-Pregnancy and Adoption Counseling, Abortion Counseling, Abstinence Promotion and Sexual Education Awareness.

Crisis Pregnancy Counseling begins with *free* pregnancy tests for women of all ages. Regardless of the test results, each woman will be required to meet with a counselor. Assuming the tests are negative, age and life condition of the client, a review of the various Abstinence and Sexual Education programs will be presented. If the tests are positive, a review of the pro-life alternatives available to the mother will be presented and encouraged. The center will not limit or discriminate who may receive a test, nor will follow-up counseling be required. Studies show that when presented with caring options, a majority of women will seek these options. It is estimated that approximately 25% of the activity of the organization will center around this function.

Pre- and Post-Pregnancy and Adoption Counseling is provided for those women who either have a positive pregnancy test result, or are referred into the program through a partner. The objective here is to promote the life of the unborn child by encouraging the final delivery of the child. Options regarding adoption as well as retention will be provided. Counseling may be one-on-one or structured as a group class, run by a trained therapist or students supervised by a trained therapist. Classes will be offered for free or on a sliding scale per income basis. In addition to this class, a post-adoption clinic is planned to help those who are dealing with the surrender of a child. According to statistics, the number of caring families waiting for a child to adopt is either equal to or greater than the number of abortions performed. It is estimated that approximately 20% of the activity of the organization will be devoted to counseling of this type.

Abortion Counseling is provided to those adversely affected by abortion. This program is focused on the healing process for women and families dealing with the grief of abortion. By promoting healing, these women can move beyond the loss and may someday impact other women. It is estimated that 20% of the activities of the organization will be focused on this effort.

Abstinence, Sexuality and Self-Esteem Seminars are provided on an as needed basis to women who have been affected by a possible pregnancy. This will be done by trained volunteers. In addition, this service will be promoted to local youth and community organizations, schools and churches. This will be done to promote abstinence and self esteem to our local youth population. Approximately 20% of the activity of the organization will focus on this outreach effort.

Parenting classes, Partner Development and Referral Programs will make up the remaining 15% of the activity of the organization.

...Strategic Initiatives

The following is a listing of the 2005–2007 Strategic Initiatives, as developed and documented in Horizon’s 3-Year Strategic Plan...

2005 Strategic Initiatives

- I. Complete the 3-Year Strategic Plan with input from all partners.
- II. Secure a permanent location where Horizon can begin to impact the community.
- III. Develop Operational and Support Documentation as part of a tactical plan to offer the services and activities of Horizon Pregnancy Center.
- IV. Establish Governing Board Levels and Begin Board Member Campaign Program.
- V. Hold (1) Major Event Fundraiser—yearly funding goal of \$50,000.
- VI. Implement Donor Database and Management Program.
- VII. Complete Marketing and Communication Program to promote Community Awareness.
- VIII. Impact the lives of 100 Individuals, Offer 5 Community Programs/Seminars.
- IX. Fund two part-time staff positions—Executive Director and Marketing Coordinator.

2006 & 2007 Strategic Initiatives

- I. Fill all board positions with the goal of securing \$100,000 in board level contributions. Approximately 20 Board Members.
- II. Quadruple the number of clients serviced and programs/seminars offered.
- III. Achieve community awareness measured through independent census groups.
- IV. Hire full-time grant writers and part-time staff for offering counseling services.
- V. Begin development of next 3-year program, focused on greater penetration of the community and development of a duplication model to plant additional Horizon Pregnancy Centers in the Southern California Area.

2005/6 Timeline—Every Minute Counts Someone is counting on us...

October 2005:

- Begin writing first Capacity Grant
- Mission Plan Complete
- Define Board and Member Levels
- Marketing and Communication Plan Approved
- Initial Brochures Created
- Church Campaigns - Baby Bottles and Partner Churches
- Add (1) new Referral Partner

November 2005:

- Begin Board and Membership Campaigns
- Initial Prospect Target List Compiled and Assigned to Membership Committee
- Garage Sale #3

December 2005:

- Grant Proposal
- ACT! Database Developed and Tested
- QB Donor System in operation
- Add (1) new Referral Partner

January 2006:

- Website Up and Running w/Contribution Capability
- Begin planning of Spring Annual Event
- Review of membership/board member program
- 3 'Significant' Board Members

February 2006:

- Grant Proposal
- Volunteer Program Developed
- Membership Program to begin in full swing
- Add (1) new Referral Partner

March 2006:

- Corporate Sponsor #1
- (5) Local Agency Relationships
- Review of membership/board member program

April 2006:

- Grant Proposal
- Major Spring Annual Event
- Add (1) new Referral Partner

May 2006:

- Review of membership/board member program
- Planning for Minor Fall Fundraiser

June 2006:

- Grant Proposal
- Add (1) new Referral Partner

July 2006:

- Review of membership/board member program
- Corporate Sponsor #2

August 2006:

- Grant Proposal
- Add (1) new referral partner

September 2006:

- 3 Additional Board Members - 6 Total
- 5 additional Local Agency Relationships - 10 Total
- Annual review of membership/board program



In God's Own Words...

⁵ "Before I formed you in the womb I knew you, before you were born I set you apart"

-Jeremiah 1:5a