

GIVE *the gift of* LIFE

CHRISTMAS 2019



SAVE
THE
STORKS

Merry Christmas!



Welcome to Save the Storks' first ever Christmas Catalog.

We trust that as you flip through these pages, you'll get a better understanding of the work our pregnancy resource center partners do each day. May your hearts be filled with joy as you read about the brave moms who chose life.

All of the gifts in this year's catalog were chosen to have the greatest impact on our pregnancy center affiliates. Your donations will go directly toward helping them continue their life-saving work and will be a great encouragement to them.

As we celebrate the birth of our Savior and enjoy this special season with family and friends, it is our prayer that the Christ of Christmas will bless your homes.

Thanks so very much for your partnership!



Herb McCarthy

Herb McCarthy

Board Chair, Save the Storks

Former VP—Crusades, Billy Graham Evangelistic Association

For you formed my inward parts; you knitted me together in my mother's womb. I praise you, for I am fearfully and wonderfully made. Wonderful are your works; my soul knows it very well. My frame was not hidden from you, when I was being made in secret, intricately woven in the depths of the earth. Your eyes saw my unformed substance; in your book were written, every one of them, the days that were formed for me, when as yet there was none of them. —Psalm 139: 13-16



STORK BUSES ARE COMING TO TOWN!

Help us give the gift of life this holiday season!



Stork Buses have helped thousands of moms choose life for their babies.



All the gifts in
this year's catalog

go towards

the life-saving

efforts of our

pregnancy resource

center partners.



SAVE THE STORKS *exists to*

inspire cultural change by shaping compelling
pro-life narratives and empowering strategic
partners to serve and value every life.

We do this through

AWARENESS:

Changing hearts and minds
through social media and
marketing efforts

STORK BUSES: Facilitating
the fundraising process for
pregnancy resource centers to
get mobile medical units that
provide ultrasounds

SUPPORTING PREGNANCY

RESOURCE CENTERS:

Providing tools and training to
help them better serve women
and children

CHURCH ENGAGEMENT:

Bringing churches together to
save lives in their communities
and congregations

*Your donations will
help more moms live
an empowered life
when they choose*

LIFE.



“

When I boarded the Stork Bus, I wanted an abortion. I was scared out of my mind, but the mobile staff helped me feel comfortable enough to express my fears. Seeing my son on the ultrasound was like a breath of fresh air. My fears vanished and I just wanted to keep him and be his mother.

— Jas, Texas



**Become
a monthly
sponsor**

savethestorks.com/donate

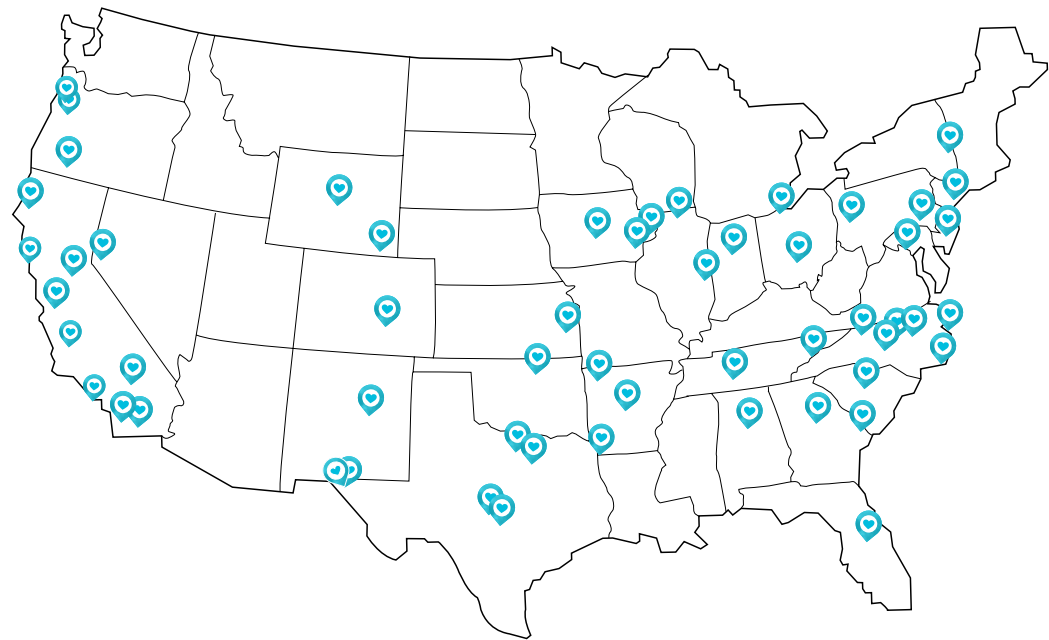
Help more pregnancy resource centers go mobile!

“ A Stork Mobile Unit brings the life-saving services of a pregnancy center directly to women, meeting them at their point of need and decision.

—Joseph Schmidt, *Director of Solutions*

Our first Stork Bus launched in 2012.

We now have 50 buses on the road that have saved over 8,000 lives.



—Leeann, Toledo



Become
a monthly
sponsor

savethestorks.com/donate



What does it mean to go mobile?

When a pregnancy resource center chooses to go mobile with us, they receive a grant to get one of three types of Stork Buses.

What is a Stork Bus?

A Stork Bus is a custom-designed, state-of-the-art vehicle. It comes equipped with an exam table, flat screen TV, ultrasound machine capabilities and much more!



“
...but Jesus said, “Let the little children
come to me and do not hinder them, for to such
belongs the kingdom of heaven.”

— Matthew 19:14

Stork Bus Grants

Stork Bus Grants help pregnancy resource centers launch new mobile units to empower women to choose life.

This Christmas, prayerfully consider giving \$10, \$25 or \$100 toward our Stork Bus Grants. Any donation helps!

HERE'S WHAT IT COSTS
TO FULLY FUND A BUS: \$175,000

AN ULTRASOUND MACHINE
FOR A STORK BUS COSTS: \$30,000



“

For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do.

— Ephesians 2:10



I had no support system. I had no hope.
I didn't have the lifestyle to be a mom.
Then I got connected with pregnancy
resource center staff who became my
support system. The Stork Bus was
out of this world awesome. I saw my
baby wave on the ultrasound and he
melted my heart.



*I will never
forget that day.*
— Gabi, Indiana



**Become
a monthly
sponsor**

savethestorks.com/donate

StorkWorks Academy Scholarships

StorkWorks Academy is a year-long training program for pregnancy resource center directors. This includes executive life coaching, fundraising, marketing and strategic planning.

Any gift amount toward our StorkWorks Scholarship Fund helps more directors attend the academy and further the mission of their local pregnancy resource center.

PARTIAL SCHOLARSHIP FOR ONE DIRECTOR • \$1,500

SPONSOR FLIGHTS FOR COLORADO TRAINING SESSIONS • \$200—\$500

SPONSOR AN EXECUTIVE LIFE COACHING SESSION • \$200

“Our StorkWorks Consulting and Flyway Conferences exist to elevate those who lead pregnancy centers in their life-saving work. We want to empower them to serve more women, provide more funding for their critical mission, and lead with confidence.

—Shara Pierce, *Director of Consulting*



Flyway Conference

A four day, invitation-only conference held in Colorado for executive directors or CEOs of pregnancy resource centers. The conference is geared towards helping them grow as leaders, reach more abortion-minded clients, and bring in extra donor funding.

Your donation of \$10, \$50 or \$100 will help fund a scholarship to send an executive director to Flyway.

HOTEL STAY FOR AN ATTENDEE • \$1,000/WEEK

MEALS FOR AN ATTENDEE • \$400/WEEK

EDUCATIONAL MATERIALS FOR AN ATTENDEE • \$350



Makeover Grant

Give the gift of a makeover! Makeover grants help pregnancy center offices with much-needed repairs like paint, new furniture and interior remodeling to help create a welcoming environment for abortion-minded women.*

COST OF A FULLY FUNDED CENTER MAKEOVER

————— **\$30,000** —————

\$5,000 COULD BUY A CENTER NEW SIGNAGE

\$10,000 COULD REFURNISH AN ENTIRE OFFICE

\$20,000 COULD FUND AN INTERIOR REMODEL

**Funds will be based on applicants' needs.*



Gift Card Fund

Gift cards go to pregnancy center clients in need of baby items, clothing, groceries and more!

ANY DONATIONS BETWEEN \$10-\$500 ACCEPTED



Fund a video project

Help fund video projects for pregnancy centers to tell their stories and showcase the work they do.

\$5,000 WILL FULLY FUND A CLIENT TESTIMONIAL VIDEO

\$6,000 WILL FULLY FUND A MINI-DOCUMENTARY ABOUT ONE OF OUR AFFILIATE PREGNANCY CENTERS



WHEN I FOUND OUT I WAS PREGNANT I was really depressed. I already had kids who needed me. I didn't know who I could talk to. I knew New York would be an easy place to get an abortion. I walked into an abortion clinic and they booked my appointment for the next day. When I stood outside the clinic, I felt so lost. I was all alone. Then a sidewalk advocate invited me to come on to the Stork Bus [for an ultrasound].

Seeing my baby on the screen, and hearing the heartbeat made it all real for me. Once I saw the baby I broke down. I went home and researched abortion videos. When I saw what happens in an abortion, I knew I couldn't do that to my baby. Hearing his heartbeat, I just felt like he needed me. The pregnancy center has been a constant support to my family and me throughout my pregnancy. Everyone has been so supportive and helpful. They helped me get on the right track.

-Kendra, New York



FOR EVERY WOMAN

*This year we launched
"For Every Woman"*

"For Every Woman" is a campaign designed to educate women on their options when faced with an unplanned pregnancy. It is meant to create conversation around the issue of abortion and show people that abortion doesn't empower women.

When you wear this shirt you'll help get the word out!

"FOR EVERY WOMAN" BLACK TEE • \$30

AVAILABLE FOR PURCHASE AT [SAVETHESTORKS.COM/CHRISTMAS2019](https://savethestorks.com/christmas2019)

"FOR EVERY WOMAN" WHITE LONG SLEEVED • \$40

AVAILABLE ONLINE [FOREVERYWOMAN.COM](https://foreverywoman.com)



Become a monthly sponsor!

For just \$35 a month, you can help pregnancy resource centers with their life-saving work. To become a sponsor call 866-639-0479, Ext. 1 or visit savethestorks.com

Already a monthly sponsor?

Consider increasing your donation to \$50 a month or more.



Your donations help fund special research projects.

Here are some statistics from our 2019 study

Study Highlights

- 25%** of Americans self-identify as pro-life
- 67%** of Americans believe life begins at or before the heart begins to beat
- 18%** of Evangelicals identify as pro-choice
- 56%** of Americans say abortion is a private issue, just for women to determine
- 48%** of Americans stated there is a major risk to a woman when going through an abortion

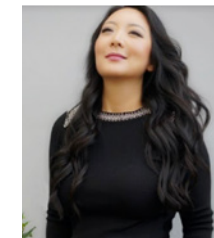
Complete study results available at www.savethestorks.com/prolife-research2019

Designer Christmas Gifts that Support the Pro-Life Cause

GoodWorks will donate 25% of every purchase back to Save the Storks



A.

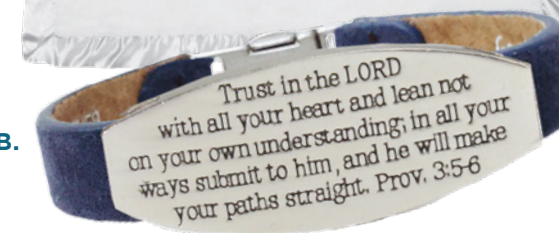


Helena Cho is the founder and CEO of the company GoodWorks Make a Difference. Her passion is creating inspirational fashion-forward

merchandise that shares God's message of hope, and transforms the lives of women and children in need.

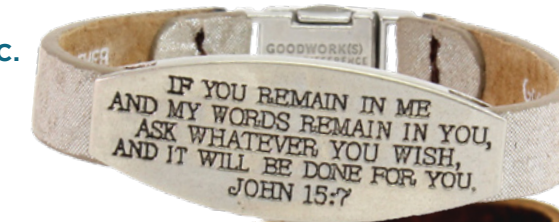
A. LUXURY BABY BLANKET • \$88

For every blanket purchased, a second one will be gifted to a mom who chose life. Dimensions: 34" x 31.5"



B.

B. PEACE SINGLE: GALAXY STARDUST NAVY PROVERBS 3:5-6 • \$44



C.

C. PEACE SINGLE: GALAXY ROSE GOLD JOHN 15:7 • \$44



D.

His & Hers Bracelets - Jeremiah 29:11

D. HIS - CORE COME TOGETHER • \$32

E. HERS - CORE COME TOGETHER • \$56

E.



Visit our Online Store for these products!

savethestorks.com/store

More items available
at our online store:
SAVETHESTORKS.COM/STORE

A. BLACK STORK MOUNTAIN SHIRT • \$25

B. STORKS MAP HAT • \$25

C. MADE FOR LIFE KIDS SHIRT • \$18

D. BE THEIR VOICE: DAD • \$20

E. STORKS STACK SHIRT • \$20

F. WOOD GRAIN POP SOCKET • \$18

G. #SAVETHESTORKS SHIRT • \$20

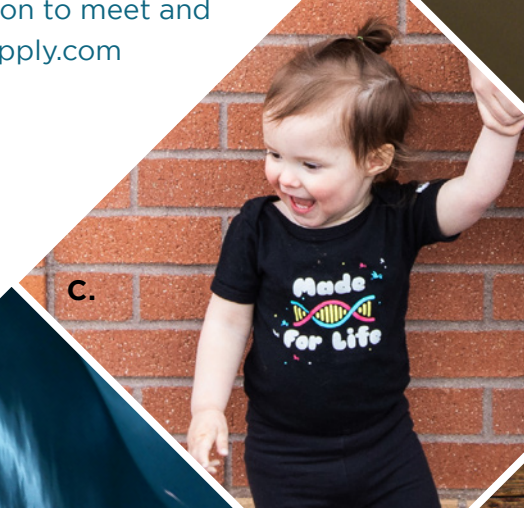
H. LOVE COMPASSION ACTION BEANIE • \$15

A. BLACK STORK MOUNTAIN KNOWN SUPPLY SHIRT

KNOWN SUPPLY is humanizing the apparel industry. All of the products they make are hand signed by the person who made it, giving the customer the option to meet and thank the maker at knownsupply.com



B.



C.



F.



D.



G.



E.



H.

Social Media Campaigns

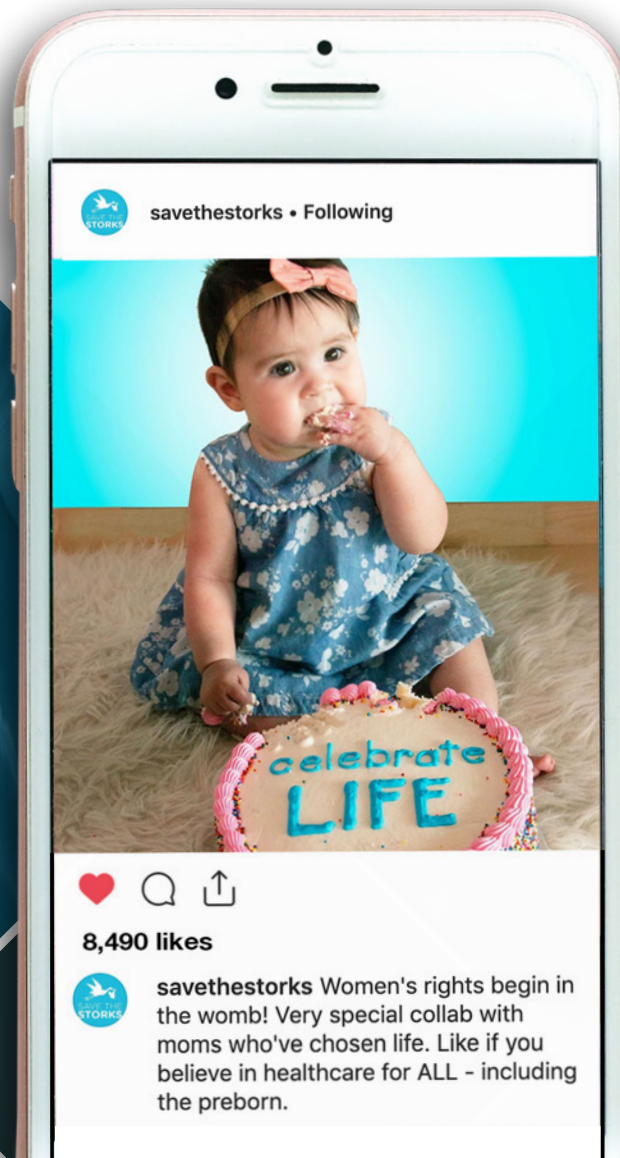
More mothers are choosing life for their babies because of posts on Instagram, Twitter, Facebook and YouTube. Help us build awareness for the pro-life movement, and connect people to life-saving services through social media.

Here's how your donation can reach people on Facebook with compelling pro-life messaging:

A \$25 DONATION CAN HELP REACH UP TO 3,000 PEOPLE

A \$100 DONATION CAN HELP REACH UP TO 12,000 PEOPLE

A \$500 DONATION CAN HELP REACH UP TO 65,000 PEOPLE



Baby Charlee's post was "liked" by over 8,000 people this year!



Our 2019 Social Media Impact

FACEBOOK:

22 million impressions
1.5 million engagements
Top post: 92,000 impressions

INSTAGRAM:

5 million impressions
300,000 engagements

We consistently receive messages on our Instagram page from women and have been able to get them connected to their local pregnancy center!

Over 70% of our followers on Instagram are Gen-Z and Millennial women—the abortion-vulnerable demographic.

Our website page views have gone from 1,800,971 to 2,076,036. Up 10.37% in 2019 over 2018.



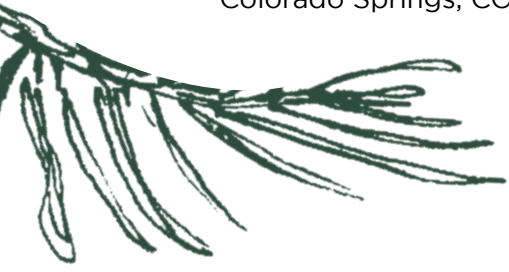
WE ARE 
REIMAGINING
*the meaning
of Pro-Life!*





SAVE THE STORKS

4050 Lee Vance View, Ste. 300
Colorado Springs, CO 80918



Donate at savethestorks.com

“

When I boarded the Stork bus,

not only did I find a huge support system,

but I found God.

When I saw the love of God
through Save the Storks
and the Pregnancy Resource Center,

I found hope.

I found LOVE for myself.

They showed me who I was
through God's eyes.

They showed me my unborn child,
the child who needed
me to be strong

to choose life.

—Hannah, Tennessee

