

June 3, 2024

Dear Friends,

Does it seem to you like the pro-abortion industry is winning? One of our team members, Carla, especially had that feeling recently when she walked into CVS and saw a cheerful “Julie” display front and center.

Julie is the latest tool in the enemy’s arsenal to provide “self-managed abortion”. Carla’s emotions ranged from extreme anger to unbelievable sorrow. But then she said one of our clients came to mind. This young woman went against the wishes of her boyfriend to choose life for her child and is making positive but incredibly difficult lifestyle changes so she can provide for her baby.



Given the quickly evolving resources and messaging promoting abortion on demand, PWC must respond to threats posed by the abortion industry, and that is why I'm writing to you today.

Young women facing unplanned pregnancy are bombarded with messaging about the ease of ridding themselves of the “problem.” Thankfully, PWC with Vitae Foundation’s help, is a top result when searching for abortion in Kansas City. It’s imperative to connect with them in that critical decision making moment, but what if we could reach them sooner with training about healthy relationships and sexual risk avoidance? **It is imperative for us to play offense to capture the minds and hearts of young people.**

We have the opportunity to implement training in schools, so this summer is a perfect opportunity to build the groundwork. Through Vitae, PWC receives marketing services with a value of about \$60,000 to get the word out to potential clients, and we have a goal of matching their investment to expand our reach to proactive education, not just reactive advertising. Doubling Vitae’s investment by August allows us to:

- Secure curriculum
- Add a trained educator who will oversee the program
- Develop marketing materials to help parents, students and educators understand the training (check out an example of a program up and running in Kirksville: purefreedomprogram.org)

To help us expand Vitae’s amazing marketing investment, simply go online to PWC4Life.us/donate or mail your gift to the address below. **Our goal is to have this effort fully funded by June 30!**

We are witnessing rapidly evolving attacks on life and family, but I want you to know that every day at PWC, we have front row seats to see momentum for our culture-shifting vision and to observe the Lord’s amazing provision through trials and joys. Thank you for being part of this journey with us. We look forward to hearing from you soon!

In His Service,



Sonya Rice, Executive Director