

THE
TRUTH

ABOUT
"CRISIS
PREGNANCY
CENTERS"

A REPORT PRESENTED BY



#PPSELLSBABYPARTS
#DEFUNDP



Abortion has been in the news a lot lately.

In the summer of 2015, the Center for Medical Progress released undercover videos exposing the practices of the nation's largest abortion provider, Planned Parenthood.

Then, when the presidential primaries started heating up in the fall, most of the candidates on both sides of the aisle expressed their views about the issue. In June 2016, the Supreme Court overturned important pro-life legislation in the *Whole Woman's Health v. Hellerstedt* case. Finally, in August, Illinois' governor signed SB 1564 into law, requiring pregnancy centers to refer for abortions.

In this environment, the work of "crisis pregnancy centers" has received more attention than usual. However, crisis pregnancy centers have been working in communities since the 1970s. But despite their longstanding work in thousands of communities across North America, there is a great deal of misinformation and misunderstanding about what pregnancy centers actually do. To point, much of the information the public sees about pregnancy centers is produced by entities whose very goal is to misinform the public about them.

Therefore, this report seeks to provide factual information, understanding, and context so that the public can exercise its right to make fully informed choices about the types of services and support pregnancy centers provide.

#TEAMLIFE



#StandwithPP



#WEWONTGOBACK



WHAT IS A "CRISIS PREGNANCY CENTER"?

The term "crisis pregnancy center" has become outdated. Not all women who seek information about their options feel as though they are in a crisis. And "suggesting" to them – through an organization's name – that they should feel as though they are in a crisis is counterproductive. Therefore, most "crisis pregnancy centers" have changed their names and/or have begun referring to themselves as pregnancy

resource centers, pregnancy care centers, or simply pregnancy centers. While the term crisis pregnancy center is still used by some in certain contexts, these other terms are replacing that term. Therefore, for the remainder of this report, we will refer to such entities as pregnancy centers.



CARE NET CENTERS SAVED COMMUNITIES

\$56,045,502

IN 2015

HEALTH SERVICES

\$32,634,880

EMOTIONAL/SOCIAL

\$10,877,497

MATERIALS

\$6,832,815

EDUCATIONAL

\$5,652,910

252,480
CLIENTS RECEIVING

PREGNANCY TESTS

124,480
CLIENTS RECEIVING


ULTRASOUNDS

124,233
CLIENTS RECEIVING

BABY & MATERNAL SUPPLIES

588,541
CLIENTS RECEIVING

SEXUAL HEALTH & PARENTING EDUCATION

 **\$47,400**

REGENT UNIVERSITY
— 4-YEAR SCHOLARSHIP —

Awarded to Paula Gardner,
Former Care Net Pregnancy Center client



Less than 10% of Care Net centers received any type of state or federal funding.

CARE NET'S STANDARDS OF AFFILIATION

1. The primary mission of the pregnancy center is to share the compassion, hope, and help of Jesus Christ — both in word and deed — with those facing pregnancy decisions. The pregnancy center is equally committed to sharing the Gospel of salvation through Jesus Christ with those it serves. Commensurate with these purposes, all board, staff, and regular volunteers (and any non-regular volunteers who interact with clients) of the pregnancy center have made a profession of faith to trust Jesus Christ as their Savior and Lord.
2. All board members, staff, and regular volunteers (and any non-regular volunteers who interact with clients) of the center agree with Care Net's Statement of Faith and uphold all of the principles and requirements set forth in Care Net's Commitment of Care and Competence.
3. The pregnancy center does not perform or refer for abortion and provides a written disclaimer to this effect to clients requesting services.
4. The pregnancy center offers its services free-of-charge at all times.
5. The pregnancy center does not recommend, provide, or refer single women for contraceptives. (Married women and men seeking contraceptive information should be urged to seek counsel, along with their husbands, from their pastor and/or physician.)
6. All client materials containing medical content are approved by a physician prior to use by the center. (Note: Care Net's medical resources have been approved by its Medical Advisory Board and need no further approval.)
7. The pregnancy center adopts policies and procedures to ensure that all abortion education is presented in a caring and compassionate manner with due respect for the emotional sensibilities and desires of each client. The use of explicit abortion images is generally discouraged; however, center personnel will always give specific content warnings and obtain written client permission prior to showing any graphic depictions of abortion or its results. No client will ever be pressured or coerced to view abortion education materials.
8. All pregnancy centers offering medical services shall:
 - a. Function under the authority and direction of a licensed physician who is in good standing with the physician's state licensing board;
 - b. Only utilize trained and licensed medical professionals to perform medical procedures, including ultrasounds;
 - c. Carry sufficient medical liability coverage for the center and all medical personnel (unless they have their own coverage).
9. The pregnancy center recognizes the validity of adoption as an alternative to abortion, but is not biased toward adoption when compared to the other life-saving alternatives. Pregnancy centers interacting with independent adoption agencies shall assure that referrals are made in a manner that fully protects the interests of clients, avoids any conflicts of interest, and meets the standards set forth in Care Net's Standards for Pregnancy Centers Regarding Adoption Referrals. Adoption agencies may only be established under the auspices of centers if they meet the strict standards set forth in Care Net's Standards for Pregnancy Centers Providing Adoption Services to assure that pregnancy clients shall be served without any conflicts of interest.
10. The center's board oversees a director who implements board policy and manages center operations.
11. Any paid staff are compensated according to applicable local, state, and federal labor laws.
12. While affiliated with Care Net, the center will annually submit the following documents to Care Net by the deadlines established by Care Net: Certificate of Compliance, Pregnancy Center Statistical Report, and applicable affiliation fee.
13. As a Care Net affiliate, the center has been granted a limited license to use the Care Net logo. If the center uses the Care Net logo, its usage is in accordance with all requirements set forth in the current version of the Care Net Identity and Logo Usage Guide.
14. Centers may not incorporate under the Care Net name; however, centers may apply to Care Net for a limited license to use the Care Net name as a DBA (Doing Business As). If the center has Care Net in its name, the center has applied to Care Net for use of this name.





HOW DO PREGNANCY CENTERS OPERATE?

The information presented to clients at Care Net-affiliated centers on any medically-related topic is approved by licensed medical professionals before it is presented (see items 6 and 8 in the Standards of Affiliation and item 6 in the Commitment of Care and Competence on pages 5 & 6).



For example, in the Care Net-produced resource *Before You Decide*, which is available to clients at many pregnancy centers, each piece of information about pregnancy, fetal development, and abortion procedures and risks is taken from medical and academic journals and studies, medical and science textbooks, and other peer-reviewed sources, and

are fully cited in the references section of the resource. Each of these references was also reviewed and approved by a practicing physician before the resource was distributed. All of these references can be accessed on a public website, beforeyoudecide.info/references.

Despite the rigor of these methods, an article from AOL.com dated March 1, 2016 quoted critics who accused pregnancy centers of “incorrectly” telling women that fetuses at 14 weeks have fingernails. However, this information is perfectly accurate. In fact, as early as 12 weeks after a pregnant woman’s last menstrual period, the fetus’s fingernails and toenails have begun to develop.*

*O’Rahilly R, Müller F. 2001. Human embryology and teratology. 3rd ed. New York: Wiley-Liss.

In addition to information about fetal development, critics also falsely accuse pregnancy centers of giving false or misleading information about the risks of abortion. The risks of abortion have been well-documented in a diversity of academic journals.

Furthermore, as outlined in item 8 of the Standards of Affiliation on page 6, all pregnancy centers offering medical services:

- ✓ Function under the authority and direction of a licensed physician who is in good standing with the physician’s state licensing board;
- ✓ Only utilize trained and licensed medical professionals to perform medical procedures, including ultrasounds;
- ✓ Carry sufficient medical liability coverage for the center and all medical personnel (unless they have their own coverage).

Critics of pregnancy centers mislead the public into thinking that pregnancy centers operate without any government oversight. This is untrue. Where licenses are required by the state, Care Net-affiliated centers have them. They also claim that centers provide false or misleading information to clients, especially in the areas of pregnancy, fetal development, and abortion. As outlined above, this could not be further from the truth.



LOCATION



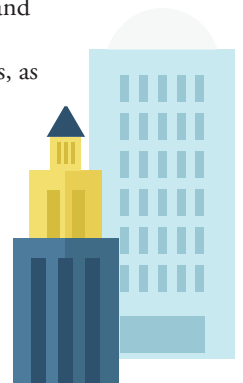
When it comes to where pregnancy centers choose to locate, critics claim that pregnancy centers are deceiving women by choosing locations in close proximity to abortion clinics or in spaces formerly occupied by abortion clinics that have shut down.

The argument is that women might confuse these life-affirming facilities with an abortion clinic. The implication of this accusation is quite troubling as it implies, (1) that centers would willfully deceive women, and (2) that women are easily deceived.

Third, it implies that abortion clinics should be able to operate wherever they choose, and then, after they have chosen their location, pregnancy centers should operate under some sort of limitation on where they should locate. This would imply a government “preference” for abortion clinics over organizations that provide abortion alternatives. Clearly, the government must, and does, maintain neutrality on such issues.

Consider the following analogy. Imagine if the government expressed a preference for ophthalmologists (eye doctors) over podiatrists (foot doctors) by allowing ophthalmologists to locate wherever they felt they would be able to optimize their business, and then prevented podiatrists from locating anywhere near those ophthalmologists to prevent the podiatrists from “deceiving” the public about their services. Such rules would be absurd.

In the context of services for women and men facing pregnancy decisions, both abortion clinics and pregnancy centers, as private enterprises, are able to locate wherever they believe their services are needed. Common sense dictates that demand for abortions and abortion alternatives are likely to be found in the same areas, thus the location of such organizations can be in close proximity to one another.



ADVERTISING & SIGNAGE

As stated in item 3 of Care Net’s Standards of Affiliation on page 6, Care Net-affiliated centers are required to notify clients in writing that they do not provide or refer for abortions. Critics of pregnancy centers claim that this is not enough. They claim that in order to meet some arbitrary standard of “non-deception” (a standard that only those critics themselves have created), pregnancy centers should have large, publicly visible signs on their buildings stating that they do not perform or refer for abortions. Returning to the analogy about podiatrists and ophthalmologists, does the state require podiatrists and ophthalmologists to post public notices about the types of services they do not provide? In almost no context does the state require private enterprises to proclaim publicly what types of goods and services they do not provide. Why should this standard be applied to organizations providing services to women and men seeking information about pregnancy decisions? Regardless, several states and localities, by way of persistent lobbying from abortion organizations, have attempted to enforce such rules on pregnancy centers. In most instances, their efforts have been unsuccessful.

In advertising their services, Care Net-affiliated pregnancy centers are trained to use advertising strategies that are in line with Federal Trade Commission standards that are truthful and not misleading according, for example, to the Federal Trade Commission Act, 15 U.S.C. 45. Moreover, they state as much in the Commitment of Care and Competence (see item 8 on page 5) that they typically post in a public waiting area in their center.

Therefore, Care Net’s affiliated network of pregnancy centers ensure that the wording of their Internet ads is carefully constructed to ensure that there are no implied claims that abortion services are being offered.

For example a pregnancy center ad may say, “Considering Abortion?” Simply asking that question does not imply that the advertiser conducts abortion procedures. Furthermore, according to Google’s standards (the leading provider of online advertising space), the website being advertised must contain information that is in line with the content of the ad that directs the visitor to the site. Centers in Care Net’s network do not have websites claiming that they perform abortions, and furthermore, they are advised by Care Net to post disclaimers that indicate that they do not perform or refer for abortions on their website if the website has information about abortion. Returning once again to the doctor analogy, when you visit a ophthalmologist’s website, do you expect them to post disclaimers listing all of the types of medical services they do not provide?

Recently, much of the criticism of pregnancy centers has been directed to their use of online, pay-per-click advertising. Critics have claimed that pregnancy center ads on search engines like Google are deceiving women into thinking that the centers provided abortions. Some claimed that Google was removing a significant number of pregnancy center ads. However, this claim was never substantiated and the vast majority of pregnancy centers have continued advertising exactly as they were.

When it comes to accusations of deceptive advertising, critics of pregnancy centers once again desire to apply a standard to pregnancy centers that they would consider absurd in every other context.



ANSWERING PHONES

These same principles of being truthful and not misleading apply to the manner in which pregnancy centers answer phone calls. Care Net affiliated pregnancy centers' standard of care includes always being up front with callers seeking abortion information by first telling anyone who asks about abortion that the pregnancy center does not perform or refer for abortion.

If pregnancy centers were being deceptive, clients of pregnancy centers themselves would be reporting such deception in significant numbers. However, this has never happened. In fact, the opposite has occurred. Over the last three years, the percentages of Care Net-affiliated pregnancy center clients who completed a written exit survey and indicated that their overall experience at the center was positive were 98.7% in 2013, 97% in 2014, and 97.7% in 2015. Client satisfaction ratings that high are difficult to find in any industry. This data flies in the face of criticisms about the “deception” and “intimidation” that pregnancy centers allegedly engage in. Finding the random and rare unsatisfied client, which is all that critics of pregnancy centers have ever been able to do, is not proof or even substantial evidence that pregnancy centers are deceptive.

In the Client Feedback section (pages 11–19), you will be able to read testimonials from pregnancy center clients about their highly positive experiences with centers. These are the people who make up the 97+ percent of satisfied clients.

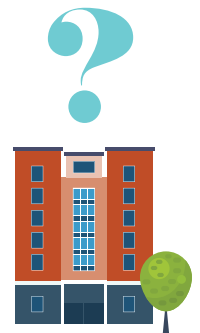


UNAFFILIATED PREGNANCY CENTERS

It is important to note that there are some pregnancy centers that do not operate under any of the standards or supervision that an organization like Care Net provides, and some centers choose to ignore such guidelines even when they are expected to operate under them.



In rare cases, these unaffiliated or noncompliant centers may engage in practices that organizations like Care Net publicly condemn. Moreover, if a Care Net-affiliated center chooses to ignore our standards, they are disaffiliated. However, to use that minority as an example of how most pregnancy centers operate is false and misleading. For example, it would not be fair to use imprisoned abortion provider Dr. Kermit Gosnell, who murdered newborn infants, as the example of how all abortion providers operate. Therefore, in the name of fairness, it is appropriate to judge the work of pregnancy centers based on the practices of the vast majority of them, which operate under the professional standards of national networks such as Care Net's.



CLIENT FEEDBACK

A thorough review of feedback from actual Care Net pregnancy center clients* reveals an overwhelmingly positive response from the women and men that pregnancy centers serve. Since 2008, Care Net-affiliated centers have served over 2.7 million women and men. We survey those women and men about the service they receive. As stated on page 10, at least 97% of clients at Care Net-affiliated pregnancy centers indicated that their overall experience at the center was positive. Satisfaction ratings that high are hard to find in any industry. And behind these numbers are real people whose lives have been transformed by the compassionate care they have received at pregnancy centers. On the following pages are stories about what those clients themselves have said about their experiences at Care Net's pregnancy centers:



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Critics of pregnancy centers will often quote women who had negative experiences at pregnancy centers as evidence of their low-quality service. It is inevitable in any service industry to have some clients who are not satisfied with the service they received. But as the above statistics and stories reveal, the vast majority of pregnancy center clients have a positive experience at a center.





JEANNETTE, MIGUEL + STEVEN MICHAEL

LIGHTHOUSE PREGNANCY RESOURCE CENTER, HAWTHORNE, NEW JERSEY

“Miguel and I were working as counselors at a summer camp when I began to suspect that I was pregnant. There was no way for us to know for sure, so we kept it a secret for the rest of the summer. As soon as we got home, I took a pregnancy test, and it came back positive. We knew we couldn’t put it off anymore, but neither of us felt ready to tell our parents.

“I looked for someone that we could talk to about pregnancy and options. I found an ad for Lighthouse Pregnancy Resource Center that said, ‘Pregnant & Scared?’ This was, in fact, exactly how I felt. At that time, I was strongly considering the possibility of abortion. I was so ashamed that I was thinking about taking the easy way out that Miguel had to make the call. He called and we ended up speaking with a woman for an hour. She then gave us an appointment to come in and talk to counselors.

“When we arrived we were greeted with warmth and understanding. I was given the opportunity to speak with a female peer counselor and Miguel talked with a male counselor. I felt so comfortable there, all of these emotions just came pouring out. I was able to honestly express my fears and concerns. My peer counselor walked me through all of my options. She gave me lots of information and pamphlets on each of my options. She also told me about a nearby center that offered free ultrasounds. I knew that I wanted to see the ultrasound.

“We went together, and the moment we saw our baby on the screen, we knew that we had to consider what was best for our unborn child, as well as ourselves. We called our counselors at Lighthouse, told them that we were going to keep the baby, and asked for their help and guidance.

“Lighthouse became a source of strength as well as information. They helped us make a hospital appointment, sign up for Medicaid, and even helped us through the process of telling our parents. In addition, Miguel’s counselor was really mentoring him and helping him prepare to become a dad, while my counselor was helping me prepare for motherhood.

“Soon after, our son, Steven Michael was born. We will always be thankful for our local Care Net center. Lighthouse helped us become the people we have always wanted to be.”

Miguel added, “I would simply like to say that without the guidance of the Lighthouse family we would not be the strong, confident and loving new parents we are now going to be. Thank you for being our light and helping us step out of the darkness. Thank you.”





RACHEL + ALORA

CARE NET PREGNANCY CENTER OF COCHISE COUNTY, SIERRA VISTA, ARIZONA

“My boyfriend said there was only one option: abortion. After all, what would our parents say? What would the people at our church think?”

“I obediently scheduled an appointment, but before the date arrived, I was overwhelmed with doubts. I knew I couldn’t do it. Desperate for help and options, I found the Care Net Pregnancy Center of Cochise County.

“I scheduled an appointment to meet with a peer counselor. They sat down with me and helped me go over all of my options, and they really listened to my needs. I didn’t feel judged; I just felt cared for.

“After meeting with my counselor, I knew that I wanted to keep this baby. I still had fears about how this decision was going to affect my future, but the staff from the pregnancy center was there for me throughout my pregnancy. They offered me parenting classes as well as ears to talk to, shoulders to cry on, and ready prayers.

“And now, I have a beautiful little daughter, Alora. When I look at my daughter, I still cannot believe that I almost considered abortion. Life as a single mother is not bed of roses, but the love that I have for my daughter and the love that she gives to me makes it all worthwhile.

“I am so thankful for the love and support I received at the Care Net center and for their continuing friendship and prayers!”





TIA'S STORY

PREGNANCY CARE CENTER, ROCKY MOUNTAIN, NORTH CAROLINA

“When I found I out I was pregnant, I had no idea what I was going to do. I thought there was no way I could provide for a child and decided that abortion was my only option. I went to the City Health Department looking for an abortion referral, but they suggested I go to the Pregnancy Care Center, a local Care Net center in Rocky Mountain, North Carolina.

“At first I was scared they were going to judge me because of my situation, but when I walked through the doors I was accepted with open arms. My peer counselor offered me hope and assurance and told me that God has a plan for everyone, and that included me and my child. She told me that God would take care of both of us if I would let Him. That day, I gave my life to Jesus Christ and chose life for my child.

“The center arranged for me to have an ultrasound, which revealed that I was having twins! Excited but a little anxious, this news motivated me to begin parenting classes at the center as well as to attend a Bible Study. Through the parenting classes, I learned how to take care of myself, as well as my children. Through the Bible Study, I learned how to draw closer to God and how to make positive decisions for my future. I realized that I'm worth waiting for and have made a new commitment to remain abstinent until marriage.

“Today, I am the proud mother of twins, a boy and girl, who I named Ma'chi and Ma'chiya. I plan on completing a degree in nursing and will soon begin classes.”





TIMILY'S STORY

PREGNANCY HELP CENTER OF CONCHO VALLEY, SAN ANGELO, TEXAS

"I was 14 years old when I found out that I was pregnant. I knew that if I told my mom, she would be extremely mad at me, so I decided not to tell her. Then I got a bad ear infection and I had to be taken to the emergency room. They did a blood test, which revealed that I was pregnant. My mother was angry, partly because of my bad decisions, but also because I hadn't told her the truth.

"Immediately, she told me that I was going to have an abortion. I know she just wanted the best for me. She was 15 when I was born, and she told me she did not want me to go through the things that she did, so I did not question her decision.

"My mom took me to an abortion clinic.

"They did not ask questions; they just told us how to schedule an appointment and how much it would cost. A little intimidated by the price, my mom thought we should look around. She had seen another advertisement for a local Care Net center called Pregnancy Help Center of Concho Valley. She thought maybe this place could help us find another abortion clinic that would be less expensive.

"As we drove up to the center, no lights were on, but there were cars in the parking lot. My mother left me and my dad in the car and went up to the door. My mom talked to one of the women inside, asking them if they did abortions or where she could find another abortion clinic.

After some time, my mom came back to the car with a bunch of brochures. She told us that the woman wanted to talk to me as well, but my mom thought that it was not good idea. My mom called and made an appointment for me at another abortion clinic.

"The ride home was pretty tense. My mom seemed really upset. She turned on the radio really loud. The craziest thing was that every station she turned it to was playing Christian music. This seemed to make her even more upset.

"A few days later, my mom took me to the abortion clinic and paid the \$470 fee for the abortion. She was not allowed to come to the back room with me, so I walked through the doors with strangers. I felt scared and completely alone. They did a quick orientation to tell me what they were going to do and then did an ultrasound. They kept the machine turned away so I could not see what was on the screen. Then the doctor came in. He had a long beard and long gray hair, just like someone from ZZ Top. But before they started the procedure, one of the women from the clinic came in, spoke with the doctor, and then instructed me to put my clothes back on. They told me that the ultrasound had showed that I was five months along, further than they originally thought, and that they would need more money to perform the necessary procedure.



“When I got back to the waiting room, I told my mom what had happened. She went up to the registration desk to talk to someone, but a few seconds later she turned around and told me that we were leaving and that I could not have an abortion.

“I was so relieved! She did not get her money back; she just grabbed my hand and we left. She kept telling me how sorry she was. Later she told me that she had seen my ultrasound picture in my file on the desk. She had heard the words of one of the women for the Pregnancy Help Center telling her that God was in control, and she knew we could not go through with it.

“The following week we went back to the Pregnancy Help Center to thank them for their love and their prayers. They told us they had been praying for us the whole time. They were anxious to help us in any way they could. They offered maternity clothes, a crib and clothes for the baby, and lots of referrals to other local agencies. I am so thankful for everything they did for us.

“A few months later, I gave birth to Damien Rose. He was two months premature and weighed only two pounds at birth. But God saw us through it, and today, he is six months old and completely healthy, receiving all of the love and attention that God had planned for his life.





SARAH'S STORY

LIBERTY WOMEN'S CENTER, LIBERTY, MISSOURI

“I was like any normal college freshman, just enjoying being young and carefree. That is, until the night that would change my life. I was raped at a party and a few weeks later I found out that I was pregnant. I felt completely numb; I couldn't believe this was happening, I had no idea what I was going to do. My roommate told me about Liberty Women's Clinic, a nearby Care Net-affiliated center that she said could help me.

“At the center, they sat down with me, they listened to me, and they helped me think through all of my available options. I was so thankful for how much information they had to offer. They did not rush me; they really took the time to help me go over everything. After learning about abortion, I did not think that I could do that, but I was still scared and unsure of what to do. I went ahead and looked into a couple of local abortion clinics, but I could not shake the feeling that I was meant to have this baby.

“A few days later, I went back to the pregnancy center to have an ultrasound and, when I saw my baby on that screen, I knew that in spite of my circumstances, abortion just was not an option for me. After that, I began the process of deciding whether I would parent the baby or make an adoption plan. After receiving counsel from the women at the center as well as family and friends, I decided that the best thing for me and for my baby was adoption.

“After giving birth to a beautiful baby girl, I was able to place her in the arms of a loving couple who I knew would adore her and provide for her as their own. I am so thankful for Liberty Women's Clinic and the love and support they offered me. Bringing that beautiful baby girl into the world was one of the best decisions I have ever made. I discovered that I am stronger than I ever knew. And I got to see the faces of that couple. Knowing how much they were going to love her was the best part!”



**531,977 UNBORN LIVES SAVED
THROUGH CARE NET SINCE 2008**



COMPASSION • HOPE • HELP
for women and men considering abortion.



**SAVE LIVES BY DONATING
TO CARE NET TODAY**

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