



clearway
CLINIC

Beautifully Made

2018-2019
ANNUAL REPORT

Wonderfully & Beautifully Made

"Through him all things were made; without him nothing was made that has been made." John 1:3

Mission

To be the first step for women facing an unplanned pregnancy, transforming their fear into confidence and equipping them to make life affirming decisions.

Vision

Clearway will be the first choice for unplanned pregnancy wherever we operate.

2020 Goal

Clearway will effectively serve 2,400 clients annually by 2020.

Core Values

Every Life is Priceless

Accountable

Relevant

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Letter from the Executive Director

*"In the beginning was the WORD, and the word was with God, and the word was God. **Through him all things were made; without him nothing was made that has been made.**" John 1:3*

The Apostle John powerfully begins his witness about Jesus with a declaration that brings us right back to the beginning. In Genesis 1, the words "and God said" occur 9 times and are declared before each new creation. Clearly, God does not want us to miss that all of creation is by His power, plan and design. John brings us back to this because he wants us to know that God's sovereignty over creation is preeminent in our faith.

COUNTERCULTURAL MISSION

When a woman becomes pregnant with a new life, we are certain that it is because God has made her so. No matter how traumatic the situation or the how difficult the circumstances, it is God who has chosen to gift a baby. Grievously, many in our nation do not agree with this truth. An unwanted baby is described as an existential threat to the mother's life. Abortion is frequently encouraged and often funded by the government. It is at this very crux of this values conflict that our ministry exists. We bring practical medical help and Kingdom values to women and families that are otherwise advised to abort.

It is important for me to set this cultural context because we have entered a more combative season of ministry. In April, we received notice from Google that our digital marketing would now be censored. There has also been increased efforts to undermine our reputation through fake online client reviews. Since most women find us digitally, these two efforts risk impacting our client reach. Our team has been working hard to mitigate this risk by expanding well beyond digital marketing in our overall go to market strategy.

2020 Strategic Initiative

Develop multifaceted go to market strategy to mitigate digital landscape measured by 40% growth in families served.

This past year, we have also seen increased legislative activity. There is a concerted effort both locally ("The Roe Act") and nationally (NIFLA vs Becerra) to pass laws that further undermine the mission of a crisis pregnancy clinic. Clearway is in no way a political organization, however, it's now imperative for us to collaborate with other Christian missions to broadly advocate our values.

THRIVING IN THE MIDST OF CHALLENGES

But I want you to be encouraged, despite this cultural animosity, Clearway is thriving! I am excited to share with you a few highlights from the year. Our team is constantly reminded that if God is for us, who can stand against us?

Last year, we experienced a 55% growth in total clients. Our team was able to minister to 406 families, from which 184 women chose life for their unborn children! Since we began our ultrasound program in 2013, 807 children have now been born. Surely, we will surpass 1,000 children born in 2020. We are planning a giant birthday party to celebrate this milestone and you are all invited! We want to express our love and gratitude for you.

PAGE 2 Our team also celebrated the first anniversary of the Springfield clinic.

Between our growth in clients and adding a second location, our patient services team was extremely busy training new staff. I am so very proud of our team and their dedication to excellence. We deploy an extensive linear service model that requires weeks of training before someone is effectively equipped and ready to meet clients. In addition, each nurse must attend intensive sonography training. Our clients are facing a life altering decision and our team must be mission ready.

We were really taken by surprise by the biggest operational challenge this past year. We experienced extremely protracted recruitment efforts for nurses in Springfield, which caused us to lose 190 possible clinical days between both cities. We are now fully staffed, but with this experience, we are working to buffer our labor capacity by recruiting additional nursing staff and volunteers.

2020 Strategic Initiative

Recruit new volunteers for nursing & advocacy to reduce lost days of ministry by 75%.

FINANCIALS

We are filled with gratitude for the amazing generosity of our supporters. You have faithfully demonstrated

your passion for our mission and the trust you have in our effective stewardship. Your gifts have increased an astounding 174% over the last five years with the average annual gift increasing 2.6 times. This is a direct result of our strategic decision to move away from events based fundraising and focus on long term collaboration with our supporters. However, last year, we achieved a more modest 4.7% growth in income with a slight growth in total supporters.

Our biggest growth opportunity for new supporters continues to be our new Springfield location. When God called us to bring Clearway to Springfield, we knew virtually no one, and no one knew us! Our goal has always been that each community we serve would fully support the ministry. Therefore, our team has been hard at work in peer to peer relationship building. This is reflected in the 17% allocation of income to fundraising. These efforts are starting to bear fruit and I am confident that we will reach our goal of localized support (\$450K) in 2020.



*Denzel
beautifully made*



*Paigel & Sylvia
beautifully made*



*Alyce
beautifully made*

2020 Strategic Initiative

Raise Springfield annual operating budget of \$450K through localized growth in total supporters.

GOD SIZED GOALS

In July of 2013, we transformed from a pregnancy help center to a medical clinic in order to maintain our relevance with women facing unwanted pregnancies. At that time, we set a goal for us to reach 2,400 women and families annually by 2020. We knew then

that it was a God sized goal, impossible for us, but not for God. Where in the world did this goal come from? One could look at today's client levels and wonder if we are crazy.

But I want you to know, in Massachusetts there continues to be over 18,000 children lost each year to abortion. This breaks God's heart and I know it breaks your heart too. Did you know we are strategically located within five miles from where 24% of these abortions occur? This is not a crazy goal; you could almost say it is a mandate. Warren Buffett once said "a crisis is a terrible thing to waste." I agree. Since only God can give life, an unwanted pregnancy is a God ordained crisis in a woman's life. We have the duty and the privilege to reach these women.

2020 Strategic Initiative

Recruit a large expansion committee dedicated to creating a strategic business plan to reach the other 76% of women in Massachusetts

As we enter our 20th year, we are more determined than ever to reach our goal, as reflected in our strategic initiatives for 2020. May God bless you for your love and passion for our ministry. Together, we are fighting for life and for biblical truth. Together, we are fighting for women to become mothers and for men to become fathers. Together, we are fighting for children to be born. Together, we are fighting for men and women to be set free from a past abortion.

With gratitude and love for you all,



Kelly Wilcox
Executive Director



Kelly Wilcox with Juliet & Jillian
beautifully made



Makenzie & Farrah
beautifully made

Impacting Lives

184

lives **SAVED** this year! [↑ 26%]

407

total clients & families served [↑ 55%]

690

total client & family visits [↑ 54%]

Outcomes

182+2

women chose life (parenting & adoption)

25

lives lost to miscarriage or ectopic pregnancy

43

lives lost to abortion

33

clients undecided or unknown

98

negative pregnancy test & STI only clients

3

abortion recovery

Services Provided

277

clients given fetal development education

203

clients given sexual health education

273

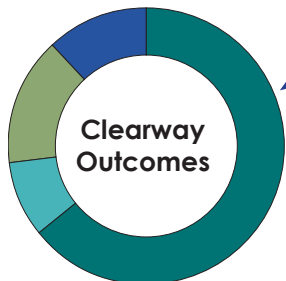
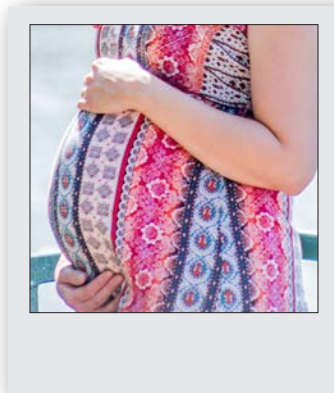
clients given pregnancy options counseling

230

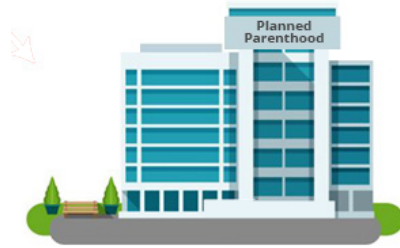
ultrasound photos given

Why Clearway is Needed

94%* of pregnant women that enter an abortion clinic will terminate their pregnancy.



65% Parenting
9% Miscarriage
15% Abortion
12% Undecided



94% Abortion
5% Prenatal Services
0.5% Adoption Series

*Planned Parenthood 2015 Annual Report

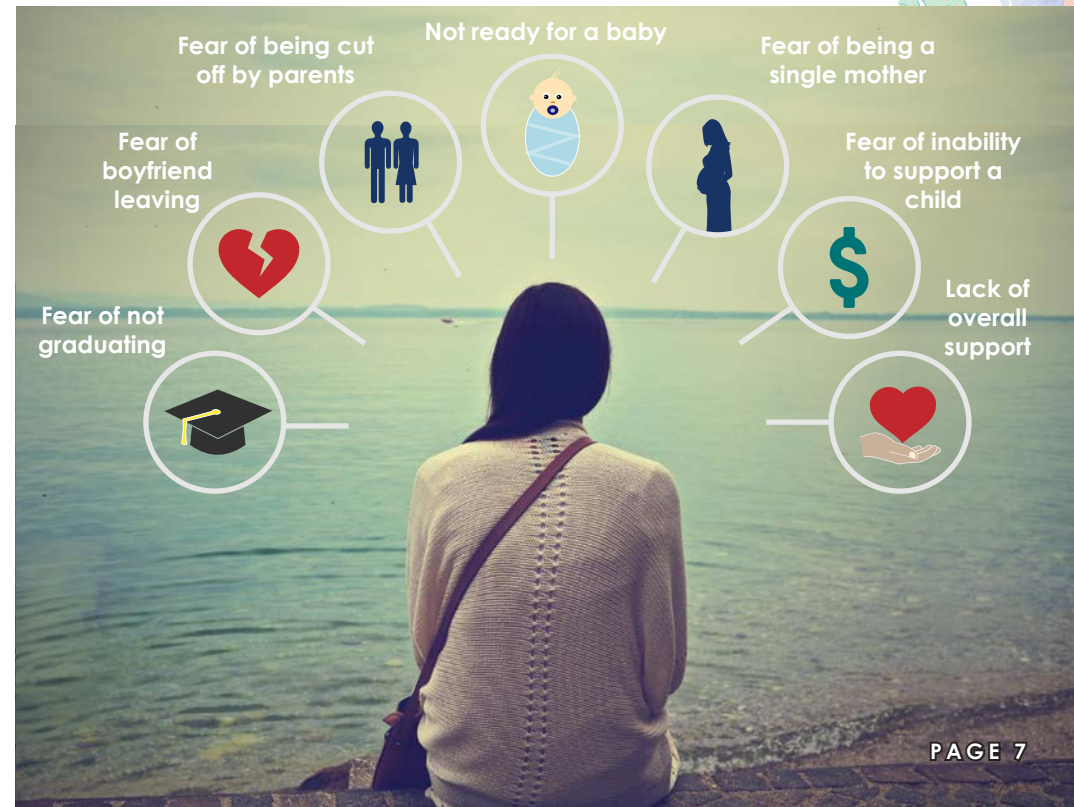
There are thousands of abortions every year less than five miles from Clearway.

Last year in Massachusetts, 18,256 children lost their lives to abortion. 24% of these occurred less than 5 miles from Clearway.*



*Data: Massachusetts Abortion Statistics for 2018
(Source: MA Department of Public Health)

64% of post abortive women said they were pressured to have an abortion



A Double Blessing: Jackie's Story

When Jackie walked into Clearway, she had just one purpose in mind: to confirm that she was pregnant. Little did she know that this visit would lead not only to the birth of a new son, but also to the reawakening of her own heart, which had lain lifeless since a late-term abortion. Fifteen years earlier, Jackie had been eagerly expecting a baby boy. Just three months from the child's due date, however, Jackie received the worst news possible: Her son suffered from a life-threatening medical condition.

In her grief, Jackie succumbed to a late-term abortion. Rather than experiencing release, she became despondent. "When I got up from the table, I felt numb," she remembers. "A part of me had died."

Jackie buried her pain in alcohol, creating a downward spiral of despair. Even the birth of a healthy child the following year couldn't fill the vacuum of anger, guilt and hopelessness that consumed Jackie's life.

Now, sitting with a Clearway patient advocate, Jackie realized that the trauma of the abortion 15 years ago was still present. So, in addition to confirming that Jackie was pregnant, Clearway staff spoke with her about ClearPast, our abortion recovery program.

Though doubtful that anything could reach her deep pain, Jackie decided to give ClearPast a chance. Up until this point, the pregnancy served only to increase her sorrow and remind her of the abortion. This baby would be her husband's first child, and she desperately wanted to be able to share the joy of this experience with him.

As Jackie attended the ClearPast meetings, she began to heal. After several weeks, Jackie accepted Christ, in tearful recognition that Christ came to save, forgive and heal her. Jackie and her husband began attending church and counseling with a caring pastor. Prayer and Bible study are now important anchors in their lives.

Last week, Jackie and her husband Kenny dropped by Clearway with their new baby boy, Denzel. We celebrated not only this precious baby's arrival, but also Jackie's newfound life in Christ. Kenny expressed deep appreciation for the changes he has seen in Jackie.

After 15 years, Jackie is now free from her past, ready to parent her new son with joy and strength. Nothing is too hard for God. He is always about new life and starting over!

Watch their video testimony at
www.clearwayfriends.com/stories



Denzel
beautifully made



"Many women and families have been touched by abortion before they walk through our doors. Pregnancy can often be a trigger to emotions related to those abortions, leaving these women more emotionally insecure than if this was her first pregnancy. This gives us an opportunity to speak to them about post abortion distress and let them know that they are not alone. In fact, 1 in 4 women will have had an abortion by the time they are 40. There is a great need to reach these women so they can have hope, healing and release from the bondage abortion causes. We are so thankful to be able to walk through this difficult time side by side with our ClearPast clients."

Sheri Burke, Patient Services Director

Jackie
with her Advocate Kristin
beautifully made

A Client's Decision Journey



"Every time I do an ultrasound, I am amazed by each patient's reaction to the images on the screen and their words stick with me: "There's already a beating heart?!" "Wow, is that the baby already moving?!" "I needed to see that!" Sometimes there are no words from the mom, just tears of joy. Other times, the appointment is really hard. The patient is distraught; the ultrasound has made her pregnancy very real to her. Although we know every patient must make her own decision, it may not be the one we had hoped and prayed for. No matter the outcome, our team has empowered them with knowledge and shown God's love the best way we can." Lynn Bouyea, Nurse Manager

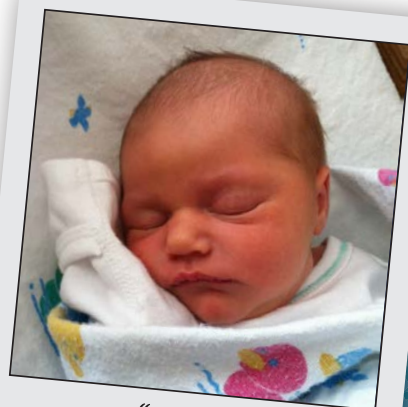
The God of Miracles: Myra's Story

Let us introduce you to baby Sarah, who is a vibrant, healthy baby girl rescued by the abortion pill reversal procedure. Her mother Myra was a patient at our Springfield Clinic. After realizing that she was pregnant, Myra and her husband decided to abort because of overwhelming life circumstances. They already had two children, one with disabilities and another with expensive medical needs. Coping with these challenges was already overwhelming; they reeled at the thought of another child. Although it was a hard decision, they chose to have a chemical abortion (known as RU486) at the Springfield Planned Parenthood where the two doses were given to be taken in the next 48 hours.

After taking the first dose, doubt and regret crept into Myra's heart. She woke up in the middle of the night scared, upset and worried what was happening to her baby. Her husband also began expressing doubt. They both realized their mistake. But it was too late; she had already taken the first pill. Or was it?

That night, she searched the internet for information on what to expect next. She noticed an ad for Abortion Pill Reversal. Like most women, she had never heard of this and was amazed to discover several articles reassuring her that she had options! Myra called the hotline phone number on the website, which referred her to a local doctor who gave her the reversal treatment. Her doctor then sent her to Clearway so that she could receive pregnancy counseling and an ultrasound to determine if the pregnancy was still viable. Myra and her husband anxiously waited while the nurse did the scans, and breathed a huge sigh of relief when it showed a strong fetal heartbeat and all measurements for an 8 week pregnancy were exactly what they should be! They were elated! Baby Sarah was born in April 2019, healthy, strong and beautiful! A change of mind, a decision reversed and three lives forever changed.

(Names changed for confidentiality.)



"Sarah"
beautifully made

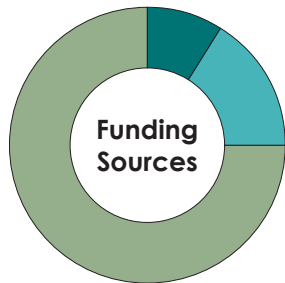


Abortion Reversal?

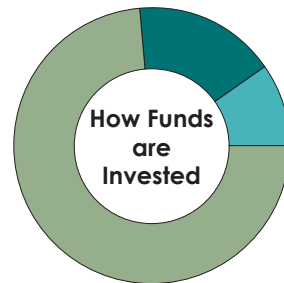
Is an abortion decision final? Is there hope to save a pregnancy from a chemical abortion? Yes there is, if we can get to her in time! In 2009, a doctor began developing what is known as the abortion reversal pill - a large dose of progesterone when, if taken within 24-48 hours after the first dose of the chemical abortion, has the potential of countering the effects and possibly saving the baby's life. Is it safe? Progesterone is considered safe since it is a natural hormone. It has been shown to have a 64-68% success rate in restoring fetal viability with no known recorded birth defects associated with treatment. **Clearway works closely with local physicians to provide ultrasound and trauma counseling for women that have changed their mind during the chemical abortion. Since 40% of all abortions in Massachusetts are now chemical abortions, this is an important opportunity for us to further our marketing to reach women even after they have left the abortion clinic.** Nearly 750 children have been saved, according to The Abortion Pill Rescue Network (APRN), which includes more than 800 professional healthcare providers nationwide.

FY 2019 Financials

Total contributions reached 765k in FY 2019, an 4.7% increase over the previous year and an astounding 174% increase since 2015. We continue to see God's favor through the faithful generosity of our supporters.

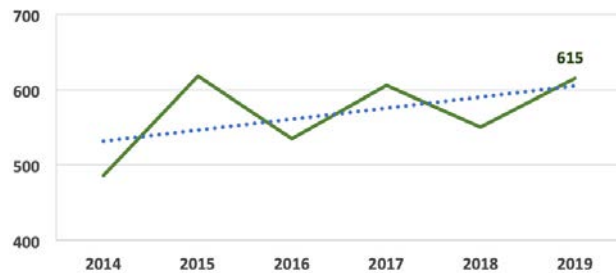


9% Churches
16% Organizations
75% Families
0% Government funding



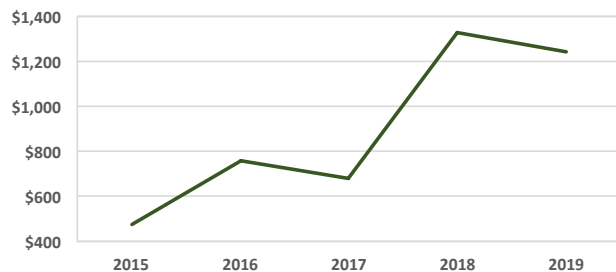
74% Programming
17% Fundraising
9% Administration

Annual Total Supporters



While we've achieved modest growth in total supporters, our team continues to focus on improving this important metric for long-term sustainability.

Average Annual Supporter Contribution



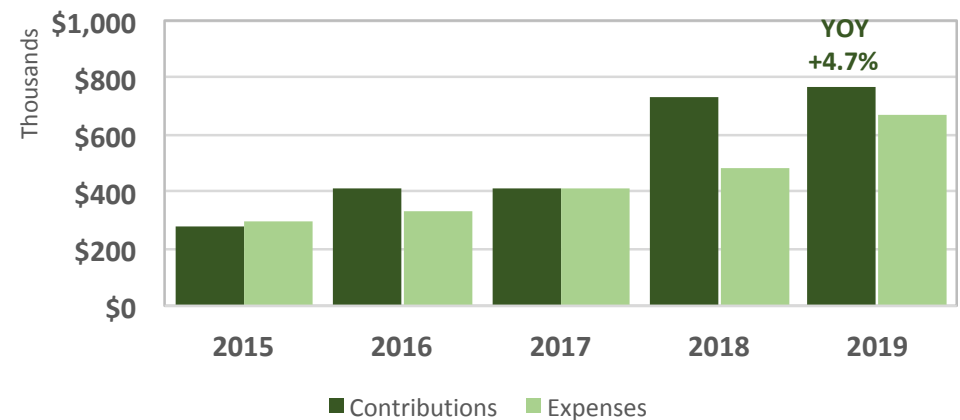
From 2015 to 2019 average donor contributions increased +2.6 times, driven by our focus on long term collaboration with our supporters.

Statement of Financial Position

ASSETS	2015	2016	2017	2018	2019
Cash & Cash Equivalent	\$73,926	\$159,945	\$301,069	\$304,923	\$396,776
Fixed	\$93,021	\$83,213	\$74,451	\$320,835	\$320,835
Total Assets	\$166,947	\$243,158	\$375,520	\$625,758	\$717,611

LIABILITIES & EQUITY	2015	2016	2017	2018	2019
Liabilities	\$1,000	\$1,500	\$2,500	\$2,583	\$2,893
Retained Earnings	\$314,061	\$299,262	\$373,756	\$375,520	\$623,174
Net Income	(\$14,799)	\$74,494	\$1,764	\$247,654	\$91,544
Total Liabilities & Equity	\$300,262	\$375,256	\$378,020	\$625,757	\$717,611

Annual Contributions vs. Expenses



	2015	2016	2017	2018	2019
Contributions	\$278,894	\$407,319	\$411,610	\$730,489	\$765,034
Expenses	\$293,693	\$332,825	\$409,846	\$482,835	\$673,490
Operating Income	(\$14,799)	\$74,494	\$1,764	\$247,654	\$91,544
In-Kind Gifts				\$127,834	\$83,101

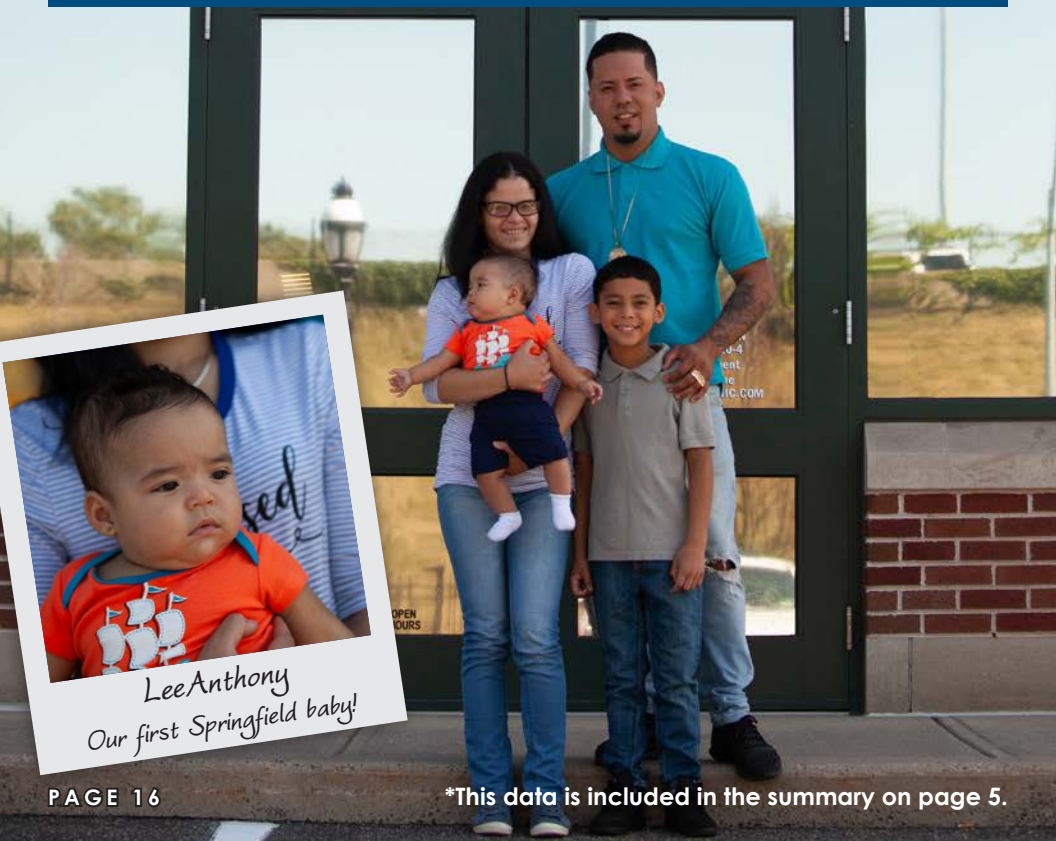


Happy One Year Anniversary Springfield!

We have just celebrated our first year of clinical operations in Springfield. We could not wait to introduce you to our very first baby born, Lee Anthony. His mom Lindaleigh is very grateful to you all for bringing Clearway Clinic to Springfield.

You will enjoy hearing their story at www.clearwayfriends.com/stories.

122 new clients*	12 children lost to abortion	12 clients undecided
56 women chose life	6 children lost to miscarriage/ ectopic pregnancy	1 abortion recovery client
35 negative test or STI only		



A Change of Heart: Heather's Story

"I will never do that again."

Our team at Clearway hears this statement often. It is a statement reflecting the resolve of a woman's heart and mind after a traumatic abortion experience. At first it was "just" a decision, "just" a choice, but after actually experiencing an abortion, her perspective often changes significantly.

Some women go on to have other children and never consider abortion again because of the wounds. However, for others, despite the horrible experience of an abortion and the decision never to do it again, they find themselves pregnant again. They are pregnant again with the same difficult circumstances of life. Pregnant again with no support, believing they have no options, feeling embarrassed, fearful and overwhelmed.

Eighty three percent (83%) of women are single when they have an abortion. Often the reason they choose abortion is because there are no supportive people in their life that would encourage and enable them to choose to parent. They are alone and afraid.

Our client Heather came to Clearway faced with this same situation. She was single and pregnant again. Her previous abortion experience was not easy. The first chemical abortion failed and she had to go back to have a surgical abortion. The experience was horrifying for her. Heather shared with her advocate that she couldn't bring herself to have another abortion, but she was afraid no one would help or support her. Her relationship with her boyfriend was not great. Her best friend was upset about the pregnancy and not supportive. She was very worried what her mom and family would think.

After completing her initial medical care at Clearway, we referred her to Embrace Grace, a faith based program designed to ensure women get the support they need to continue their pregnancy. Heather completed the entire Embrace Grace program, while continuing with us for education classes. Heather had double the support! Today Heather, baby Jordan and her boyfriend are a thriving young family.



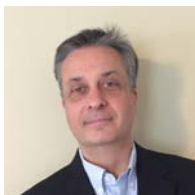
ClearPast

Abortion Hurts. Clear the way for your Future.



2018-2019 Clearway Clinic Board

"Whoever receives one such child in my name receives me, and whoever receives me, receives not me but him who sent me." Mark 9:37



DAVID ANDRE

Board Chairman

Emeritus Director of IT, UnitedHealth Group

"I am so thankful for the faithfulness of those who donate their time, talents, and treasures to this important ministry!"



DR. KARLA CHRISTO

Vice Chair and Medical Director, Worcester Family Practice Physician, UMass Hospital

"Clearway speaks for those who cannot speak for themselves."

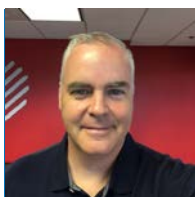


FATHER LEN COWAN

Board Secretary

Anglican priest and Abbot of The Abbey of The Way Spiritual Life Center

"I appreciate the generous and kind way in which this ministry intervenes in the life of troubled people to save their defenseless children and establishes families who are introduced to The Savior of all."

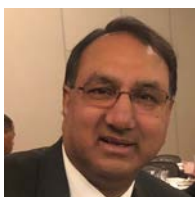


JOHN DEVOIE

Board Member

President, Hot Table LLC

"It is amazing to see what God is doing in the lives of the clients that our two clinics serve. I am truly humbled to be a part of this ministry."



SOLOMON DASS

Board Treasurer

Chief Financial Officer, St. Anthony's Shrine

"Clearway not only saves the lives of the unborn, but does it through sharing the love of Jesus with the mothers and their families. I am blessed to be a small part of the ministry that is Clearway."



CHRIS DOYLE

Board Member

Vice President, York Risk Services Group

"I cherish this ministry as it brings so many people hope in one of the greatest gifts that has been bestowed upon us. Educating women and families on all the options available when facing a pregnancy is transparency so desperately needed in our culture. What a blessing it is to serve in this wonderful organization."



DR. MARY GULLA

Board Member and Medical Director, Springfield Internal Medicine Physician, UMass Hospital

"The King will reply, 'Truly, I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.' " Matthew 25:40



JASON JOLIN

Board Member

Senior Vice President & Chief Financial Officer, Navigant Credit Union

"As a follower of Jesus, I desire to love and protect people, including those who are most vulnerable. Consequently, I am deeply committed to supporting Clearway Clinic, which helps the unborn as well as unexpected mothers."



KELLY WILCOX

Board Member

Executive Director, Clearway Clinic

"Serving women and families at Clearway is a priceless gift. We watch the Master Creator rescue, restore and renew lives every day. It is profoundly humbling and awe inspiring to be included."

Retiring Board Member

We want to thank Walter Mutti for his faithful service to Clearway. Walter served as Board Secretary for the last six years. His wisdom and faith played a large role in our mission growth. Walter's love for God and passion for our mission will be missed. May God bless you Walter.



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Clearway Leadership Team

Lynn Bouyea, Nurse Manager
Sheri Burke, Director of Patient Resources
Gary Coombs, Director of Development
Brenda Nickerson, Outreach Manager
Kelly Wilcox, Executive Director

Doctors

Dr. Karla Christo
Dr. Mary Gulla
Dr. Mark Lowney
Dr. John Worden

Nursing Team

Lynn Bouyea, RN
Maya Hannoush, RN
Ellen Macasieb, RN
Sarah Riviera, RN
Kim Wagner, RN



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www.clearwayfriends.com

Client Website:

www.clearwayclinic.com

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HAMPDEN COUNTY

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Springfield 01105
413-351-0070



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*Makenzie
beautifully made*



*Creating Family One
Decision at a Time*

Help us Rescue
1,000 Beautifully Made Children

