



branches

PREGNANCY AND FAMILY CENTER

— 2026 —

MID-YEAR

Impact Statement



• REACH MORE. HELP MORE. •

Reaching the **GENERATION MOST AT RISK**

Branches is intentionally focusing on the most abortion-vulnerable generation in history.



Meeting them where they are with technology, **truth**, and **compassion**.



Creating a **safe, non-judgmental** space to explore options and find hope.



Providing life-affirming care that helps them **choose life** for their babies.



Reach More,
Help More.

EMPOWERING CHOICES | OFFERING HOPE | SAVING LIVES



STRATEGIC SHIFT: Reach More & Save More Lives

To fight back against the rise of chemical abortions, Branches Pregnancy and Family Centers began last fall with a renewed focus on the most abortion-vulnerable generation in history: **Gen Z**.

We knew reaching this generation would require us to meet them where they are. We launched an entirely new website built specifically for Gen Z, using fast, accessible information and language centered on empowerment, dignity, and non-judgmental care. We then strengthened our digital outreach through Google Ads, placing Branches at the top of searches for popular terms such as “**pregnancy**” and “**free sonograms**.”

The Shift is On... And it's Working.

As more young women began reaching out, we listened. Their questions and experiences revealed needs we knew we had to address. In response, Branches began developing programs focused on **abortion recovery, pregnancy loss, and postpartum awareness**—expanding our care beyond the pregnancy decision itself to support women throughout their journey.

At the same time, we are confronting the growing accessibility of chemical abortion with one of the most powerful tools we have to offer: **the sonogram**. A sonogram can make the reality of a pregnancy visible, personal, and tangible at a critical moment when a woman is making a life-changing decision.

This past year, we were blessed to acquire a new **3D/4D ultrasound machine**, which we introduced to our supporters at our February banquet. Since then, we have been blessed again with a **portable 3D/4D ultrasound machine**, allowing us to take this technology beyond our centers and directly into area schools.

Now, we are taking the next step. In **Fall 2026, Branches will pilot a new outreach program designed to bring education, technology, and compassionate support directly into the communities where young people are.**

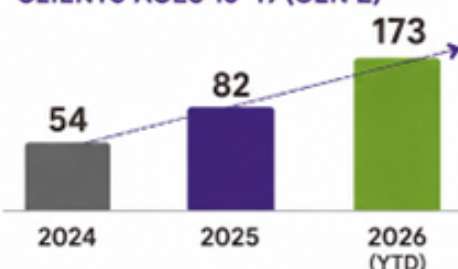
This is what **“Reach More. Help More.”** looks like in action.

Our Shift to **GEN Z IS WORKING.**

More young women are finding Branches, choosing life, and finding *hope*.



CLIENTS AGES 15–19 (GEN Z)



30%

INCREASE IN
NEW CLIENT APPOINTMENTS



**REACHING MORE.
HELPING MORE.**

Because of you, more young lives are saved and families are finding *hope*.

THANK YOU FOR BEING PART OF WHAT GOD IS DOING IN THE NEXT GENERATION.



Taking Life-Affirming **CARE** BEYOND OUR WALLS

Our portable 3D/4D ultrasound allows us to take life-affirming care to **more students, more communities, and more families** across our region.



Live sonogram education in schools



Reaching rural communities and underserved areas



Spreading hope and saving lives

Reach More, Help More.



From our center, we're going further—to reach more and save more lives.

KANSAS

Wichita

EMPORIA

Offering portable Sonograms where they are needed most

EL DORADO

OUR CENTER HOME

AUGUSTA

OUR CENTER HOME

WINFIELD

Extending our reach and making an impact in more lives.

EUREKA

Taking life-affirming care to more families in rural communities.

Coffeyville

2026 Sonogram Program

The Most Effective Tool in Life Affirming Care

An ultrasound is much more than a piece of medical equipment. It is often the moment when a woman or couple first sees their baby, hears a heartbeat, and begins to imagine a future filled with hope. For women facing difficult pregnancy decisions, that moment can bring clarity, confidence, and reassurance that they are not alone. According to National Institute of Family & Life Advocates (NIFLA), **"80 % to 81.5% of women who are initially undecided or "abortion-minded" choose to continue their pregnancies after receiving a localized ultrasound and options counseling."** Branches now is able to provide high-quality ultrasound services to more women at no cost, helping them make informed decisions while receiving compassionate care in a safe, judgment-free environment.

The **new 3D/4D portable ultrasound machine** will allow us to take our educational outreach directly into area middle schools and high schools, where students can witness the miracle of life through live ultrasound demonstrations while learning about fetal development supporting state educational standards.

Our vision doesn't stop there. As we continue to grow, this investment will help us extend these life-affirming services and educational opportunities beyond Butler County, reaching neighboring communities that currently have limited access to these resources. This fall, we intend to reach as far north as Emporia, west to Hillsboro, east to Yates Center and south to Winfield. Instead of asking clients to come to us, we will go to them!



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PREGNANCY AND FAMILY CENTER

COMING FALL 2026

Care That Goes Beyond the Pregnancy Decision



A pregnancy decision may be one moment—
but the journey that follows can last a lifetime.

As we listen to the women who walk through our doors,
we hear not only their immediate concerns, but also the
struggles they often carry quietly afterward.

Because of what women have shared with us, we are
expanding our care in three areas where support is
often needed most:

**Abortion Recovery, Pregnancy Loss,
and Postpartum Awareness.**



ABORTION RECOVERY



A safe place to heal, process,
and find hope and forgiveness.

*You are not alone.
Healing is possible.*



PREGNANCY LOSS



Compassionate support for the grief
that often goes unseen and unspoken.

*We honor your loss.
You matter.*



POSTPARTUM AWARENESS



Encouragement, education,
and practical help for the
realities of life after baby arrives.

With Help, You Will Be OK.



The Cost of a Diaper Change

BRANCHES EARN WHILE YOU LEARN PROGRAM

Providing the essentials helps families choose life and build a stronger future for their babies.



WHAT GOES INTO EACH CHANGE?



Diapers



Wipes



Ointment



IT ADDS UP QUICKLY:

10 changes per day
= **\$5.50** per day
= **\$165** per month
= **\$1,980** per year
And that's just for one child.

DIAPERING COSTS HAVE RISEN NEARLY **53%** OVER THE LAST 4 YEARS. source: TrustCare.com

THE NEED IS GROWING. SO ARE WE.

Thanks to your support, we provided over **23,500** diaper changes in 2025—and we're on track to provide **30,000** in 2026.

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PREGNANCY AND FAMILY CENTER

REACH MORE. HELP MORE.

Branches Pregnancy and Family Center exists to provide free, confidential, and compassionate support, guidance, and resources to those facing pregnancy and parenting decisions. Rooted in the love of Christ, we foster a non-judgmental, relational environment that encourages healthy choices and strengthens families in our community.

*Thank you for being part of what God is doing through Branches.
Together, we are reaching more and helping more.*



EL DORADO



AUGUSTA



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AUGUSTA CENTER

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"I came that they may have life, and have it abundantly." John 10:10