

2022 Annual Report

FINANCES AND SERVICES UPDATE

PREPARED BY

LORI LETOURNEAU, EXECUTIVE DIRECTOR



About Options Mankato

MISSION

Options Mankato empowers people with life-affirming resources for pregnancy, relationships and health with care and compassion.

PURPOSE

Engaging with hope and unconditional support

VISION

We envision a community where every individual involved in an unexpected or difficult pregnancy experiences hope and knows their value, and a community where every child is welcomed into a family – the foundational unit of society.

2022 CLIENT SERVICES

154 Unique Clients Served

35 Pregnancy Tests Administered

36 Ultrasounds Provided

1,586 IMPACT Parenting Education Sessions Facilitated

1,200 Baby Care Items Provided

14,000 Diapers Provided

25 Car Seat Installation Inspections/Car Seats Provided

29 Births Celebrated

253 Father-specific service hours provided through IMPACT and Foundations of Fatherhood classes

1,200 Students Impacted Through REAL Essentials Community Outreach

2,012 Volunteer Hours Contributed



Engaging with Hope and Unconditional Support

Wow, what a year 2022 has been! With the overturn of Roe v Wade in June, we anticipated this would be a year of change. While much HAS changed across the nation and locally, our mission and care for clients have remained unchanged. Although abortion is more accessible in Minnesota than ever before, women, men, and children are being impacted for good and empowered with resources to make life-affirming decisions every day in our clinic.

Each year, we rejoice because the number of clients and the number of services provided by Options Mankato increases. 2022 has been a remarkable year, serving **154** unique clients and providing **1,752** total appointments. Each interaction represents an instance of HOPE and unconditional support as we work to eliminate barriers for at-risk women and provide practical, tangible support to local families.

This past year we were also blessed to positively impact the lives of **1,200** students in the Lake Crystal Wellcome Memorial and MapleRiver school districts through our REAL Essentials healthy relationship and risk avoidance education outreach. Every opportunity to engage youth and to intervene at the prevention level is a worthy investment.

Each one of the **1,752** interactions we had with clients during 2022 was an opportunity to empower people to make better life choices for themselves and their families that wouldn't have happened without YOU! You are the instrument by which these women, men, and children are impacted. Your support is what encourages, educates, empowers, and elicits hope. While national and local unrest exists, our response and your support are evidence of the wonderful work God is continuing to do in our clients' lives.

Thank you for believing in our mission.
Here's another number to celebrate: In 2022, Options Mankato celebrated the birth of **29** babies. Each one is valuable and celebration-worthy.
As you read through this report, remind yourself of just how important your role is at Options Mankato.

We couldn't do any of this without you!
May you continue to be blessed as you bless others.

With Sincere Gratitude,
Lori Letourneau
Executive Director



2022 at a Glance

COMPANY VALUATION

ASSETS AS OF DECEMBER 31, 2022

\$729,606.04

TOTAL EXPENSES

\$317,171.90

BUDGET BREAKDOWN

10%	FUNDRAISING
30%	OPERATIONS AND EQUIPMENT
60%	PROGRAMS

VOLUNTEER HOURS

2,012 Total Volunteer Hours

VOLUNTEERS ARE UTILIZED FOR PROVIDING DIRECT CLIENT SERVICES, TEACHING REAL ESSENTIALS IN SCHOOLS, FOUNDATIONS OF FATHERHOOD COMMUNITY CLASSES, MAILINGS, SORTING IN-KIND DONATIONS AND ORGANIZING THE BABY STORE, FUNDRAISING AND AWARENESS EVENTS.

KEY CHALLENGES OF 2022

- NATIONAL AND LOCAL UNREST FOLLOWING THE OVERTURN OF ROE V. WADE
- EXPANDING COMMUNITY AWARENESS AND INVOLVEMENT
- FILLING VITAL STAFF/VOLUNTEER ROLES WITH COMPETENT CANDIDATES
- NAVIGATING MARKETING CHALLENGES
- IMPLEMENTING ACCREDITATION STANDARDS OF PRACTICE



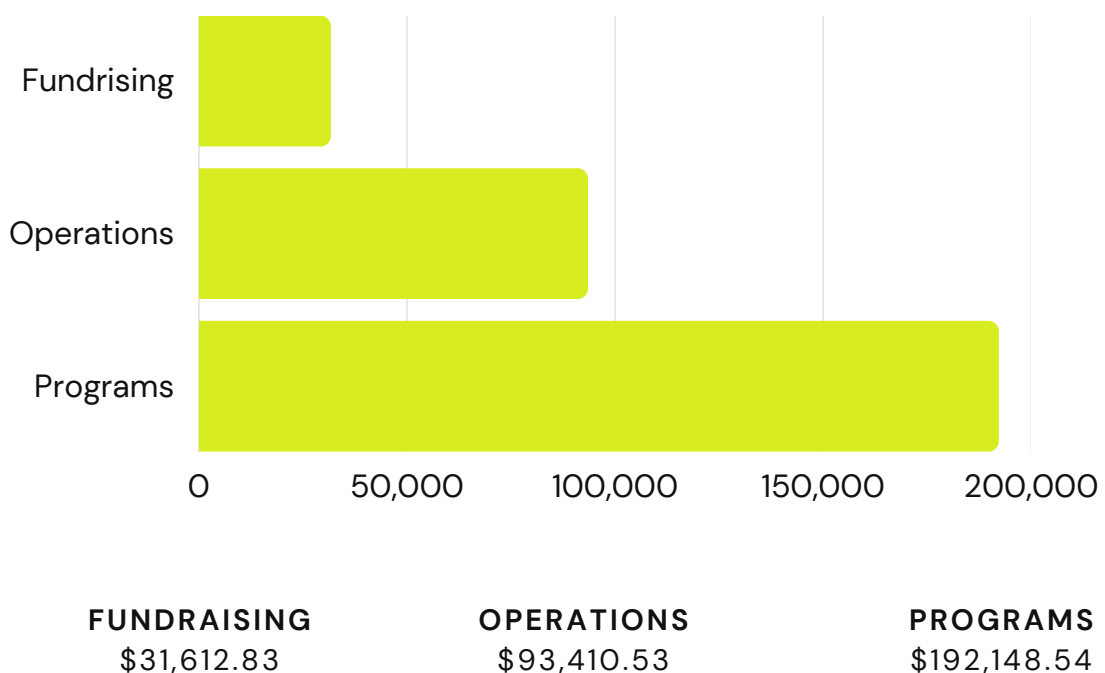


Income Statements

MAIN SOURCES OF REVENUE

\$310,185.42	INDIVIDUAL DONORS
\$95,536.75	CORPORATE DONORS
\$16,473.66	NON-PROFIT DONORS
\$8,854.70	GRANTS/OTHER SOURCES

COMPANY EXPENSES



The Future: Our 2023 Strategy

FINANCIAL TARGETS

\$320,000

INDIVIDUAL DONORS

\$100,000

CORPORATE DONORS

\$42,000

NON-PROFIT/GRANTS/OTHER SOURCES

2023 GOALS:

- REACH MORE AT-RISK CLIENTS ONLINE
- REACH NEW DONORS
- ACCREDITATION APPROVAL AS AN AAAHC AMBULATORY CLINIC
- RECRUIT AND TRAIN AN ADDITIONAL NURSE SONOGRAPHER
- EXPAND COMMUNITY IMPACT WITH REAL ESSENTIALS EDUCATION
- IMPLEMENT ABORTION PILL REVERSAL PROTOCOL SERVICES





BOARD OF DIRECTORS

President - Ted Johnson

Vice President - Lori Roos

Secretary - Jessica Gartner

Treasurer - Paul Streit

Member - Brian Bias

Member - Jennifer Leslie

Member - Darlene Schorn

Member - Joe Meixl

STAFF

Executive Director - Lori Letourneau, MA

Nurse Manager - Jane Birkholz, RN

Client Services Coordinator - Crystal McCue

Front Office Manager - Jessica Quast

Marketing Specialist - Anya Walsh

Education Coordinator - Harrison Musser

REAL Essentials Educator - Melissa Schneider, RN





Lori Letourneau, MA
Executive Director

2022

STAFF



Crystal McCue,
Client Services Coordinator



Jane Birkholz, RN
Nurse Manager



Melissa Schneider, RN
REAL Essentials Educator



Anya Walsh,
Marketing Specialist



Harrison Musser,
Education Coordinator



Jessica Quast,
Front Office Manager

2022 ACCOMPLISHMENTS

- Prenatal Vitamins for all positive pregnancy clients
- 3rd Annual Garden Tour in July
- 1st Annual Scoops ice cream fundraiser in August
- 7th Annual Fundraising Gala in October with 560 registered guests
- Promotional Video for supporters
- Transitioned Harrison Musser into a new, fulltime role as Education Coordinator
- Expanded REAL Essentials relationship and risk avoidance education to include MapleRiver grades 4-8
- Hired a REAL Essentials Educator to co-teach
- Increased Office Manager hours
- Onboarded three new volunteer client advocates, bringing client advocate total to 11



STAFF DEVELOPMENT

ALL STAFF:

- **Computer-based training for accreditation standards**
- **Annual HIPAA training**
- **Annual Retreat: Engaging with Hope**
- **Creating a Culture of Hope**

VARIOUS TRAININGS:

- **Lori and Crystal Completed the CLIA-waived training for pregnancy testing**
- **Lori completed her two-year recertification as a Sexual Risk Avoidance Specialist through Ascend SRA**
- **Training on Trauma Informed Care in the classroom and gender issues in the classroom**
- **Jane reached competency in 1st and 2nd trimester limited OB ultrasound and participated in various CEUs for nursing and ultrasound**
- **Three Board Members attended the Elevate Life Board Training**
- **Lori and one Board Member attended the Governance training with Craig and Beth Chase of Chase Advancement**
- **Harrison completed the coursework towards his Life Coaching certificate**
- **Three new volunteer Client Advocate completed all trainings**
- **Lori attended training on marketing in a post-Roe era**
- **Lisa Brown completed Abortion Pill Reversal Protocol training**





Contact us:

11 Civic Center Plaza, Suite 011
Mankato, MN 56001

507-625-2229

hello@supportoptionsmankato.com

[@SupportOptionsMankato](#)
www.optionsmankato.org/support

