



We All Need  
**YOU!**



# YOUR SUPPORT TRANSFORMS LIVES



## The Challenges of COVID

The past year has challenged our organization in unprecedented ways. Birthline has always served families in need, regardless of a pandemic, but COVID made it difficult to properly staff our operation to continue our mission. Fortunately, Birthline has always been able to adapt to the changing needs of our clients and environment. With assistance from the San Diego Workforce Partnership and the City of San Diego, we were able to increase our paid staff to six employees. Our newest employee, Mayela Alvarado, is an expert in helping our homeless and housing-insecure clients find safe housing. With your help Birthline will continue to serve San Diego's most vulnerable.

Samantha Flather  
Executive Director

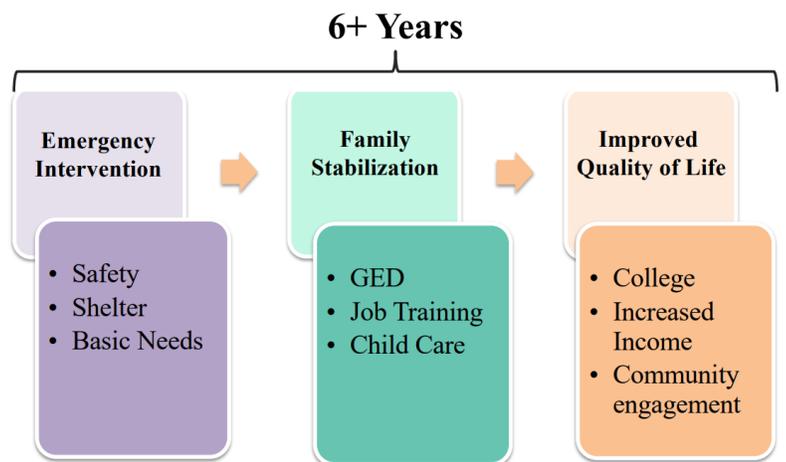
## The families we serve:

- 80%** Live in poverty. This means a family of 4 makes less than \$26,500 per year.
- 43%** Have not achieved a high school education, and 81% do not have a college education.
- 77%** Face additional challenges including:
  - Homelessness
  - Domestic Violence
  - Drug / Alcohol Abuse
  - Immigrant / Refugee
  - Unemployment
  - Medical and/or Mental Health Issues

## Why Birthline is unique:

- Clients can visit us monthly for 6+ years.
- Compassionate case managers listen with open hearts and provide wrap-around assistance.
- At each visit, clients are supplied with needed essential items (diapers, clothing, food, etc.)
- At each visit, clients are offered referrals to help them attain stability and self-sufficiency.
- Case managers follow up with clients to encourage progress and accountability.

## Transformative change takes time:



**Our Mission:** To provide life-affirming support and resources

**Our Core Values:** ♥ Trust & Honor God    ♥ Empower Families

## Board of Directors Spotlight

There has never been a better time or greater need to support Birthline than right now! Each year, Birthline depends on the generosity of our community to support our clients. Those needs remain, but now Birthline also faces a critical inflection point. Not only is our current location too small, but the 1950's structure will likely be sold in the next 1-2 years. We must budget now for a new site. Additionally, to better serve our clients, we must transition to new equipment and record-keeping software. All of this will be a huge hit to our already tight budget. Please help us bridge the gap and join our Birthline Builder campaign! **All gifts are gratefully received, no matter the size.**

Board Chair Michelle Twardowski



## Birthline Builders Campaign to Raise \$250,000

**Your generosity helps us keep our doors open!** Birthline continues to be a volunteer-driven organization. However, during COVID, we had to employ case managers and a small staff to ensure consistency, dependability and expertise. We must adapt to the increasing needs of those who continue to struggle during this pandemic. Please consider becoming a Birthline Builder.

**WE NEED YOU!**

### Birthline Builders\*

Platinum Builder	\$5,000 +
Gold Builder	\$2,500 - \$4,999
Silver Builder	\$1,000 - \$2,500
Bronze Builder	\$500 - \$999
Monthly Builder	Any Amount

\* All Birthline Builders gifts will be publicly recognized unless otherwise indicated.

### Ways to Give



**ONLINE BY CREDIT CARD**  
Visit [birthlineofsd.org](http://birthlineofsd.org)



**SEND BY MAIL**  
Use our pre-addressed envelopes or mail to: P.O. Box 178421, San Diego, CA 92177



**MATCHING GIFTS**  
Increase your support through employer matching programs.



### Support for Mothers Who Choose Life

At Birthline, we support mothers from conception to kindergarten. Sometimes that can include overwhelming circumstances like rape, domestic violence, homelessness, poverty, and more. Just one example is a young mother of four who fled a domestic violence relationship which left her homeless and without income. Now facing an unplanned pregnancy, she came to Birthline for our compassionate support and guidance. One of our experienced case managers gave her life-affirming resources and helped schedule an immediate appointment for an ultrasound. Feeling reassured and empowered, this mother chose life.

to pregnant women and families with young children.

♥ Lead & Serve with Compassion

♥ Adapt to Changing Needs

## Birthline Case Manager Honored

Debbie Bradel, RN, was named the 2021 Sue Lopez Pro-Life Person of the Year. At the Culture of Life Awards Gala, held on Saturday, Sept. 4, Debbie was recognized for her career of service and commitment to pro-life ministry work. Debbie came to Birthline after years of experience as a San Diego County Public Health nurse. She is one of our senior case managers and invaluable in helping women in crisis through her work both at Birthline and as an ultrasonographer at a local clinic. She says, "**Being a case manager at Birthline allows me to complete the circle of my pro-life ministry. I help mothers choose life at the clinic, and then personally support them and the babies I may have saved, after their birth.**" We are so lucky to have Debbie and applaud her well-deserved recognition!



Debbie Bradel, speaking at the Gala



## Birthline's Compassion: An Enduring Legacy

Birthline was invited to the premier of *The Matter of Life*, a new documentary film about the right-to-life debate. ([www.thematteroflife.org](http://www.thematteroflife.org)) The July 15 event brought together many of San Diego's leading life-affirming organizations. Birthline volunteers in attendance were surprised and delighted to meet Ellen Romero, a former Birthline client. **Twenty-seven years ago, Ellen was expecting a baby and needed a helping hand.** She and her now adult daughter, Stephanie, came by to express their heartfelt gratitude for Birthline's support during Ellen's moment of need so many years ago.

Stephanie, along with her husband, are now leaders at their local church's children's ministry, and Ellen is a very proud mother. Your support has made Birthline's life-affirming compassion possible for over 40 years!

## We invite you to make a difference!

### Become a Monthly Donor

Thank you to all of our current monthly donors! Your recurring monthly support funds our day-to-day operations and allows us to plan for the future.

**Donate now:** [birthlineofsd.org](http://birthlineofsd.org)



### New In-Kind Donation Drop-Off Center

Birthline expanded its footprint. By occupying space in an adjacent building (thank you Clairemont Professional Center!) we gained much needed room to receive, sort and store in-kind donations. Please email us at [clairemont@birthlineofsd.org](mailto:clairemont@birthlineofsd.org) to arrange for drop-off of in-kind donations. All monetary donations should continue to be sent to our P.O. Box.

### Volunteer Time & Talent

Some of our current needs are:

- Interpreters - Arabic, Farsi, Haitian Creole & Spanish.
- General Volunteers - Sort and organize donations, assist case managers.

### In-Kind Donations

Here is our current wish-list:

- Baby towels and wash cloths
- Baby wash & lotion
- Baby digital thermometers
- Bathtubs
- Bouncers
- Strollers
- Co-sleepers
- Car seats (new only)
- Pack-N-Play's
- Dollar Store gift cards



For more information about any of these opportunities, contact us at [clairemont@birthlineofsd.org](mailto:clairemont@birthlineofsd.org)