



2025

Her PLAN ANNUAL REPORT



Pictured: Her PLAN mobilizes communities in The Ohio Valley (top) and Lakeland, Florida (bottom) to serve moms and babies.



FROM THE EXECUTIVE DIRECTOR

Autumn Christensen

Women who have had abortions tell us it was not what they wanted. They turned to — or were pushed towards — abortion because they believed the lie that there was no other way.

Fifty years of legal abortion celebrated by academic elites, liberal media, pop culture, politicians and judges, have systemically embedded a presumption that any woman unexpectedly pregnant in difficult circumstances is a burden; that her baby is a burden, and she should avail herself of her “options.”

Abortion drugs are increasingly being shipped by mail — even into the hands of abusive boyfriends and traffickers — across the country, even in pro-life states. Despite posing a grave danger to vulnerable women and their unborn children, these dangerous drugs are marketed as “safe” and a simple “solution” to her circumstances.

Nothing could be further from the truth.

Each abortion-vulnerable mom and her baby deserve local, community-based support that will meet their specific and often complex needs. She

deserves a community that will come alongside her and do life with her — long after she chooses life for her child — to help her sustain that decision for life. That’s why Her PLAN exists: to connect, build, and grow this pro-life safety net of community-based support for abortion-vulnerable moms and their children.

In 2025, our team worked in local communities in eleven states, from Arkansas to West Virginia, to Georgia, strengthening the pro-life safety net for moms and their children. I hope you’ll be inspired and encouraged to read this annual report which offers just a glimpse of how our teams are mobilizing local communities to help them both, mom and baby.

This work wouldn’t be possible without you.

On behalf of our team, our community partners, and the moms and babies they serve together, thank you!

For Life,

Her COMMUNITY

Through the *Her Community* initiative, Her PLAN state coordinators, directors, and directory recruiters partner with community leaders to identify available resources for pregnant and parenting moms. They also identify what needs are not currently being met (gaps) and use the Pathways Program to identify actions their community can take to fill those gaps.

By engaging the community as a whole, Her PLAN generates momentum and enthusiasm to meet needs and heed God’s call to serve their pregnant neighbor. Some community actions are as simple as providing groceries while others are permanent housing solutions. Often, simple community actions have a snowball effect inspiring bigger action.

182

COMMUNITY ACTIONS

In 2025, this collaborative approach generated 182 community actions and engaged 874 community members to fill unmet needs of mothers and families.

874

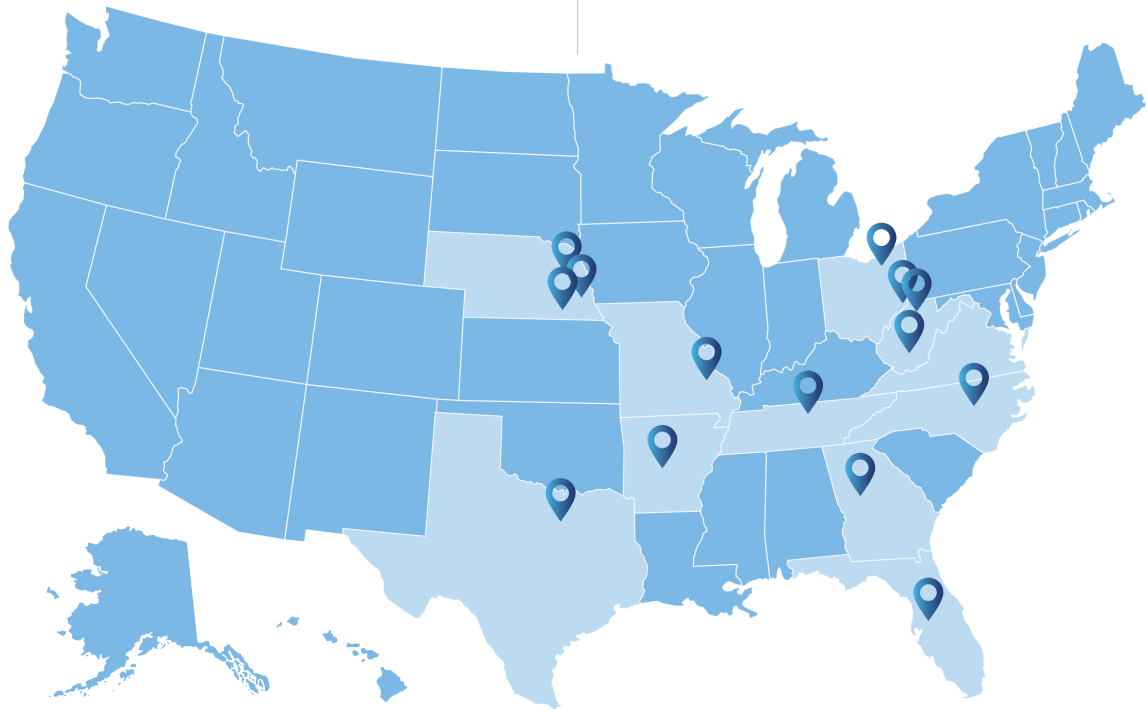
COMMUNITY MEMBERS

NO NEED UNMET

3,045

WOMEN AND FAMILIES CARED FOR

As a result of the Her Community initiative, 3,045 women and families received care they would not have otherwise. Even more powerful is the collective impact of communities working toward the goal of “no need unmet.”



In 2025 Her PLAN mobilized 14 Her Communities in:



AR: Saline County

FL: Lakeland

GA: Fayette County

MO: St. Joseph

NE: Dodge
Washington County
Beatrice

NC: The Triangle

OH: Lake County
The Ohio Valley

TN: Cookeville

TX: Granbury

VA: Leesburg

WV: New River Gorge
The Ohio Valley

ACTIVATION SPOTLIGHT

Serving Moms, Saving Lives

When local communities partner with Her PLAN to step up and be Her Community, providing real solutions for a vulnerable pregnant or parenting woman, she is empowered to choose life, knowing a community stands ready to do life with her and her child.



Lakeland, Florida

Florida Coordinator Ava Winkler (left) hosts a Holiday Supply Drive with local volunteers to build boxes of essential baby items for families in need during the Christmas season.

TRANSPORTATION is one of the top four significant needs vulnerable moms have. If she makes the decision for life on Monday but her car breaks down on Thursday, she may not see a way forward and her resolve for life could weaken. To help fill the transportation gap in Lakeland, Her PLAN Florida Coordinator, Ava, contacted a local Ford dealer and asked them to provide five free car repairs a year for moms in need. Eager to help, the Ford dealer came back and offered to provide 20 free oil changes a year to moms served by the local pregnancy center, A Woman's Choice. Because of their generosity, 20 moms will now receive the car maintenance support they need.

AFTER LEARNING OF THE ISOLATION many mothers at the local pregnancy center face, Her PLAN mobilized Barrow County, Georgia to bring moms across income brackets together. Her PLAN partnered with the local YMCA who hosts a Mommy Meetup Group for the community. The Mommy Meetup Group put together new mom baskets for those mothers, showing them they are loved and cared for. The YMCA also eliminated any price barrier to joining the group and encouraged moms at the pregnancy center to attend future meetings.

Executive Director Autumn Christensen (left) and Georgia Coordinator Eva Dalke (second from left) meet with local providers, nonprofit organizations and state entities at the official kickoff dinner for Her Community Barrow County, Georgia.



Putnam County, Tennessee

Executive Director Autumn Christensen (left) and Tennessee Coordinator Elaina Gupton (left) welcome local providers, pregnancy center staff, and nonprofit leaders to the kickoff event for Her Community Putnam County.

A CLOSE-KNIT COMMUNITY, Putnam County, Tennessee has many existing resources. But together with Her PLAN, local leaders identified transportation as a major gap in care. Community members stepped up to innovate and fill it. With Her PLAN's encouragement, The Baptist Association committed to covering \$3,000 in oil changes for moms at the local pregnancy center in 2026. Additionally, Seeds Maternity expanded services, working with local shops to provide discounts for Seeds to help moms with car repairs and to offer gas cards. Her Community in Putnam County is mobilizing to find creative solutions to fill the transportation gap.



Barrow County, Georgia

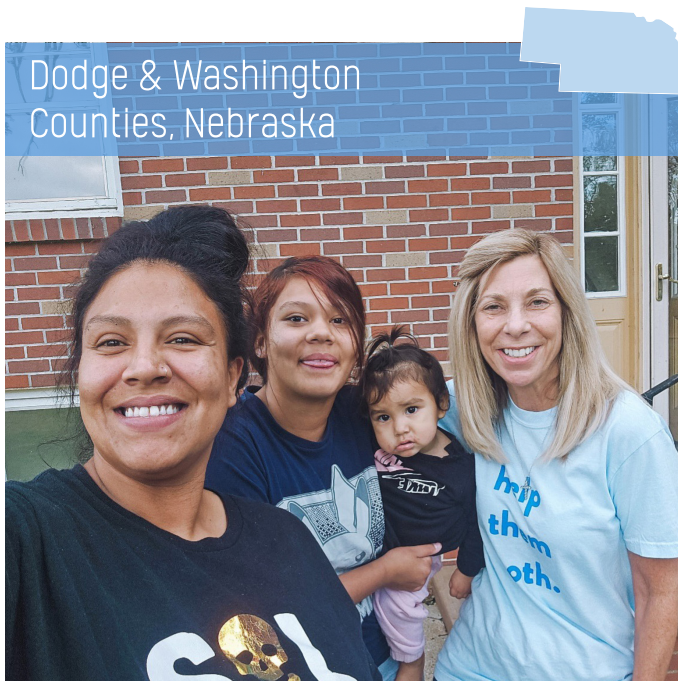
ACTIVATION SPOTLIGHT

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PROVIDING REAL LOCALIZED SUPPORT — A STRONG PRO-LIFE SAFETY NET — starts with identifying existing assets and gaps in care within a community.

In Nebraska, Her PLAN's work to build Her Community began in neighboring Dodge and Washington counties, situated to the northwest of Omaha. Her PLAN Nebraska



Nebraska Coordinator Gina Tomes (right) stands outside the newly opened maternity home with the first family to move into the home in Washington County.

Coordinator, Gina, and key community stakeholders identified housing, transportation, and mental health as three major unmet needs — gaps in the local pro-life safety net. Together, in just a few short months, Gina and local churches and organizations mobilized to fill them. When a local **pregnancy center** lacked a medical director, Her PLAN recruited Dr. Brendan Connealy, one of Nebraska's leading prenatal diagnosis doctors, to step into that role, enabling the center to offer additional medical services to their clients.

A different pregnancy center desperately needed help communicating with their **Spanish-speaking population**. Her PLAN worked with the center to recruit interpreters and volunteers, allowing more clients to be served.

To help fill the housing gap, St. John's Lutheran Church and Guiding Grace Family Support Network united to open a small **maternity home** on the church property in Washington County. The home — formerly the pastor's residence — sat unused for over a year and was in excellent condition. Through this collaboration, the home was restored and repurposed into a safe, life-affirming refuge for pregnant women facing significant barriers such as homelessness and financial insecurity.

One of the most impactful and touching developments in Her Community: Dodge and Washington Counties was unexpected. Unbridled Acres is a refuge in Nebraska that offers equine therapy to individuals who face **complex trauma** and needs. After hearing from Her PLAN about the need for more mental health support resources in the community, Unbridled Acres committed to offering free services to mothers referred from their pregnancy center. The women who participated in this therapy were overwhelmed with gratitude and hopeful about moving forward in their complex healing journeys.

Freemont Evangelical Free Church in Dodge County recognized the need for a local **financial literacy program** for single parents, pregnant mothers, and parents below the poverty line. Her PLAN provided them with a pro-life financial education program created in conjunction with Creighton University, and the church continues to host the program quarterly for the community.

To address the community's transportation gap, Freemont Evangelical Free Church also partnered with Her PLAN to host **car maintenance days** four times a year as a regular service for local moms. At the start, an average of 55 women were served each day, but that number is expected to increase as the event grows. What began as just a community car maintenance day is now also a channel to connect vulnerable women and families to more wrap-around support resources, such as healthcare providers, pregnancy centers and material supplies from local organizations.

Her Community: Washington and Dodge County is a beautiful example of the robust, specialized support that is possible when Her PLAN and local leaders mobilize together to serve local moms and their babies.

ACTIVATION SPOTLIGHT

Serving Moms, Saving Lives

In 2025, Her PLAN launched a twin Her Community on both the Ohio and West Virginia sides of the Ohio River. Work is ongoing and will continue through October of 2026.

Ohio Valley, West Virginia & Ohio



A local provider explores the features of Her PLAN's directory app, a resource that allows them to connect their clients with a variety of resources to meet their urgent needs.

TO ADDRESS THE SPECIFIC NEEDS OF MOMS in both states, Her PLAN hosts monthly workshops in Steubenville, Ohio, partnering with Catholic Charities of Southeastern Ohio, and Wheeling, West Virginia, partnering with Walking With Moms in Need of West Virginia. Maintaining a regular presence in the community creates an environment for **local leaders to network** on asset mapping, identifying gaps, and further collaboration to fill those gaps.

In December 2025, Her PLAN hosted **focus groups** with moms served by YoungLives in Wheeling and Aim Pregnancy Resource Center in Steubenville. Fourteen women participated in the focus group and shared their real-life experience, often becoming mothers as teenagers and facing significant trauma such as abuse, homelessness, and opioid addiction. Information gathered from these groups allowed Her PLAN to identify the major needs facing abortion-vulnerable women in the Ohio Valley: housing, transportation, childcare, and mental health.

With needs assessment still underway in the Ohio Valley, the pro-life safety net is already growing. A **mobile baby pantry** began offering monthly services, providing material support to women without reliable transportation at different apartment complexes in Wheeling.

When the federal government shut down in October, families

in need suffered. Her PLAN sprang into action and facilitated a **'meals in a bag' initiative**, which provided ingredients as well as a recipe card for how to make the meal — giving moms needed food staples and also the autonomy to cook for their families. **Over 130 families** in West Virginia and Ohio received everything they needed to make a home-cooked meal. The 'meals-in-a-bag' initiative gave moms ingredients to make a nutritious meal for their children, but it also enabled them to be the moms they want to be. Each 'meal-in-a-bag' came with a recipe card showing each mom how to prepare the meal. Providing the meal and the recipe allowed moms to give their kids a meal and have the joy of preparing it. Her PLAN's West Virginia Coordinator, Christy Beaver, was also invited to join the city's **transportation taskforce** — a testament to how Her PLAN is becoming a trusted partner in the community.

Lake County, Ohio



ABORTION-VULNERABLE MOMS have often seen the challenges of the foster care system up close. Fear of poor foster care treatment can push women towards abortion, and that's why strong foster care support resources are critical — so she knows foster and kinship families will have the support they need to care for her child when she can't. When a local government agency told our team about the need for foster care support closets in Lake County, we mobilized two community groups to start foster closets to provide needed supplies for foster and kinship families. Now the county is referring foster families to these faith-based support locations. Volunteers from around the county gathered for a Her PLAN Day of Action to help fold and sort clothing for the closet and stock it with duffel bags, clothes, and even bedding. The closet is now open, serving local women and families.

Her CARE PARTNERS

MOMS FACING COMPLEX SITUATIONS are often overwhelmed by searching for help. They struggle with setting priorities and navigating bureaucracies, courts, health care and employment. Many face persistent barriers such as unstable housing, lack of childcare or educational disruptions. For these mothers, sustained case management and coordinated care is essential.

In September, Her PLAN launched the Her Care Partner Pilot Program at three locations in Tennessee — Knoxville, downtown Nashville and Lebanon, a Nashville suburb. The centers bring diverse organizational structures and clients to the pilot.

Each center has a fully-funded, full-time Care Partner who sees clients either virtually or at their location. Using our case management system, participating pregnancy centers develop individualized care plans using needs-based protocols similar to those employed in maternal-infant health programs. Clients are assigned a level of care using a tiering system.

The pilot program will lead to a scalable model for replication across states. When complete, the Her Care Partner Program will be the first complete set of guidelines, training and client management tools specifically offered for pregnancy centers.



(Above) Care Partners attend a Tennessee benefits workshop hosted in collaboration with Her PLAN and multiple state entities to learn of helpful programs that could help meet the specific needs of their clients. (Right) Putnam County, TN Care Partners.

Early Impact

The Her PLAN client needs assessment identifies her unique set of needs and the severity of each. Through this Tennessee pilot and interviews with pregnancy centers, Her PLAN identified the critical areas to assess. These align with the seven categories of care that make up the infrastructure of the pro-life safety net.

By the Numbers: Her PLAN's three Care Partners took on **26 total clients** in 2025 since the pilot program launch in August. Most of these clients face housing instability, lack of transportation, and mental health needs. Clients include women who are pregnant, postpartum, or parenting children up to 24 months old, representing some of the most vulnerable populations in our communities.

Client Success: Already in 2025, one mom was able to earn her GED during her time with a Her PLAN Care Partner. She walked across the stage in front of her two children, newborn baby and degree in hand. Her Care Partner attended the ceremony and was there to support her and see her goal come to completion. Another client was unhoused and living on the streets. Her PLAN's Care Partner Program helped her move to transitional housing, and the client is now in permanent housing. Another client was in a domestic violence situation, and Her PLAN's Care Partner Program assisted in getting her new housing. She obtained employment after leaving the relationship, and the client also obtained mental health assistance and regular counseling.

Initial Findings

Early feedback from participating centers has been instrumental in shaping the Her Care Partner Program. One significant early finding is that pregnancy centers are serving a disproportionately higher number of clients with severe needs compared to secular maternal-infant health programs.

In 2025, our initial pilot program relied on a **three-tier weighted caseload system**. Some women may only need occasional guidance or referrals, while others require more time, coordination, and hands-on support. Rather than treating every case the same, this model reflected the reality that some situations require more attention than others and helps Care Partners balance their caseloads accordingly.

In the first four months of the pilot, seventy-eight percent of pregnancy center clients were classified as Tier 3, the highest level of need. Consequently, the client classification system is being modified to include a fourth tier, more granular scoring and an automated classification calculator.



Tennessee Care Partners.

Her NEIGHBORS

SOCIAL MEDIA

Her PLAN leveraged strategic influencer collaborations, social media ad placements, and boosted post content in 2025 to grow our following and engage grassroots contacts in helping them both, mom and baby. In 2025, Her PLAN partnered with five mid and high-profile influencers, garnering an estimated 690 followers from their audiences and hundreds of post engagements. We also **surpassed 8,000 followers** across all social platforms: X, Instagram, and Facebook

TOP PERFORMING POSTS:

Influencer Reel: Cecilia Brennan, military wife and mom | 60.4K views and an estimated 540 new followers in just 24 hours

Organic Post: Her PLAN Social Media Manager, Abigail, filmed a top-performing reel with a simple but powerful message: “Abortion is NOT empowering.” The reel garnered roughly **30K views, over 1,600 likes, and more than 100 comments.**

In response to the government shutdown in October 2025, Her PLAN united communities to serve mothers and babies impacted by the loss of WIC and SNAP benefits during the government shutdown. The campaign asked local individuals to donate baby formula, grocery gift cards, or diapers to help vulnerable moms. The results were powerful:

636 Help Them Both sign-ups to help moms locally

11,689 people influenced

70 new contacts heard about Her PLAN for the first time through the campaign

By engaging grassroots contacts in helping them both, mom and baby, Her PLAN’s Communications Team is mobilizing communities to serve and exposing the strength of the pro-life safety net in communities across the country.



Her STORY

THE HER STORIES MEDIA INITIATIVE combats false narratives with real stories of courage and hope, challenging misconceptions by showing that even in the toughest circumstances, mothers can — and do — choose life and find the support they need to thrive.

Through first person storytelling and strategic media placements, women share their experiences of fear, pressure to abort, and the hope they found once support was in place. Changing false media narratives about the pro-life safety net doesn't happen overnight, but year after year, Her Stories is making strides to reclaim the narrative.

In 2025, the initiative placed **30 stories** in local and national media outlets, such as Fox News, Breitbart, and Evie Magazine. Together with a coalition of allies, the project also landed several media “hits” combatting misconceptions about pregnancy centers ahead of December oral arguments in the *First Choice Women's Resource Centers v. Platkin* case.

Since launching in 2022, Her Story has trained over **92 storytellers** and placed more than **182 stories** in strategic media outlets including The Hill, USA Today, CBS News, and The Associated Press. Stories are catalogued on the Her Story webpage: <https://herplan.org/stories/>.



One mother's harrowing story details women's shelter impact, Missouri's beneficial tax credit system

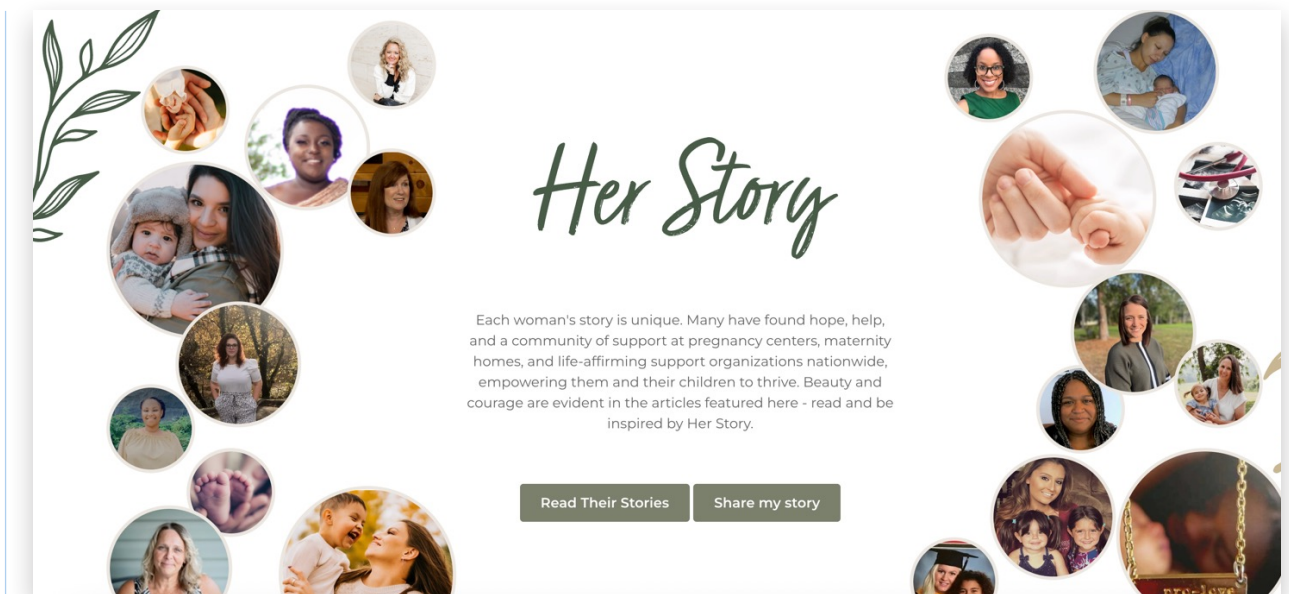


A 5-Minute Call With An Abortion Clinic Changed My Life Forever

REAL
CLEAR
Religion

Support Program for Pregnant Women Changed My Life

Her STORY



2025 STORY HIGHLIGHTS:

“The pregnancy center helped me find the courage to continue the pregnancy I desperately wanted, despite the pressure to make a different decision. With the center’s support, I was able to tune out the pressure from my partner and finally share with my family that I was pregnant and planning to parent my twins.”

— **Aisha Taylor** | op-ed published in Breitbart

“With my basic needs met and support from the mentors at the maternity home, I was able to find my footing and feel confident in motherhood. I enrolled at Iowa Western Community College, where I am pursuing a degree in psychology. I will graduate in June and aim to specialize in working with women and children facing high-risk situations, such as domestic violence and addiction. My goal is to be a guiding light, empowering these women to build a life they love.”

— **Audrey Martin** | op-ed published in National Review



BY THE NUMBERS

Serving Moms, Saving Lives

In 2025, the Her PLAN directory grew by 2,000 new listings, increasing the strength of the pro-life safety net resources available to moms and their babies. The Her PLAN directory website attracted nearly 22,000 visits with users conducting over 25,000 provider searches.

The directory's Needs Assessment feature, which enables providers to better understand their client's needs and connect them with a curated list of resources to help meet them, was used more than 1,400 times. More than ever, vulnerable women and the communities who serve them need access to a robust network of support resources. Her PLAN is increasingly serving as the hub for these resources.

2,080 LISTINGS

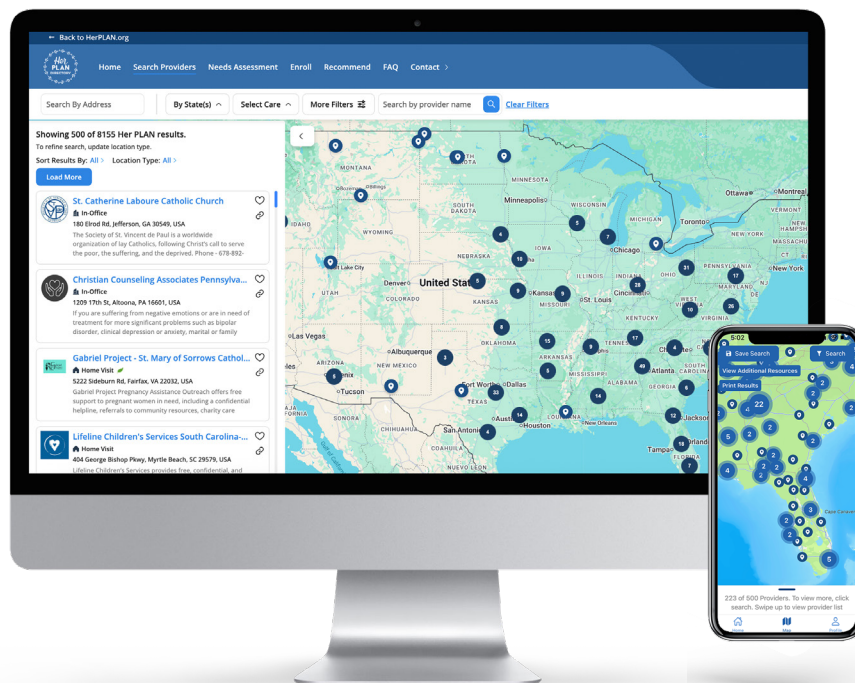
Vetted, life-affirming Her PLAN directory listings

29 STATES

Her PLAN resource directories offered

11 STATES

Her PLAN State Coordinators working directly in communities



DIRECTORY LISTINGS IN KEY STATES:

AR: 313

TN: 567

NE: 189

VA: 570

FL: 655

MO: 410

OH: 629

WV: 327

GA: 777

NC: 489

TX: 1,109

FROM OUR PARTNERS

Embrace Grace



Embrace Grace provides support and community through local churches for single and pregnant young women and their families.

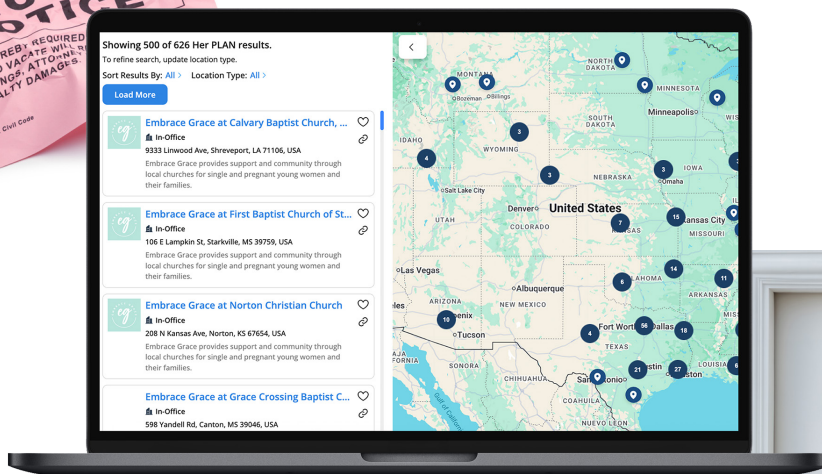
We established a new partnership with Embrace Grace, a nationwide organization focused on helping pregnant and parenting single moms find a place of belonging within their local church. **This partnership added 762 listings** for support groups, including those for single moms and dads, further diversifying our offerings. Plans are underway to replicate this partnership model with additional providers in 2026, aiming for continued growth.

SUCCESS SPOTLIGHT

WHEN A STRUGGLING MOTHER in North Carolina lost her job, she was eventually evicted. Her baby was just five months old. Still searching for full-time work, she spent her days delivering groceries with her son in his car seat. Most days, this brought in just enough money for basic necessities and a hotel room. But when her car needed repair, she faced a choice: do the car repair or have a safe place to sleep. That's when she asked the local church for help.

The church covered her hotel room for several nights, but they also recognized the situation wasn't sustainable. She needed more help than they could give, and local housing programs had no space for her. On their own, they didn't know how to find or vet places for this mom to stay, but they did know about the Her PLAN directory. **Through the directory, they found a home** for pregnant and single mothers in a neighboring county. They had never heard of this home before, but they trusted Her PLAN's vetting and contacted the home.

Within 24 hours, the housing provider's caring staff connected with this mother, and she and her son were welcomed into a home where they have the security and support they need to get back on their feet.





Connecting and Growing the Pro-Life Safety Net



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