



helping communities flourish

Total estimated materials and services valued at \$5,315,481 to the state of Iowa, serving 32,409 women, men, and youth.

62,443 Total Client Sessions, both in-person and virtually
98% Client Satisfaction, nationally

\$2,618,384 IN MEDICAL SERVICES



- 7,471 free pregnancy tests
- 7,766 free ultrasounds performed by registered nurses/medical sonographers
- 6,335 total STD/STI tests performed by registered nurses (3,287 patients tested - 95.7% female, 3.7% male, 0.1% unknown)
- 8 out of every 10 pregnancy center locations in the U.S. are medical

\$1,600,589 IN EDUCATION AND SUPPORT SERVICES

25,053 free consultations with new clients (88.8% female, 10.3% male, 0.3% unknown)

7,356 students attended free sexual risk avoidance education presentations

2,208 clients received free prenatal and parenting education (83.2% female, 12.6% male)

109 clients received free after-abortion support & recovery (78.7% female, 1.6% male, 9.8% unknown)

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\$1,096,508 IN MATERIAL ITEMS



- 47,639 free packs of diapers
- 26,187 free packs of baby wipes
- 56,442 free new & used baby clothing outfits
- 301 free new car seats
- 138 free new & used strollers
- 121 free new cribs
- 7,799 free containers of formula

MADE POSSIBLE BY

395 total paid staff, 24% of whom were licensed medical professionals

824 total volunteers, 7% of whom were licensed medical professionals

Finding Hope in Iowa

Heidi and Preston lived a happy married life, thinking that they would never want to have children and they were okay with that. Everything changed, though, when Preston, with tears in his eyes, expressed that he did want a future where children were a part of their story. Trusting her husband, Heidi was happy to have their first child. This excitement was quickly followed by grief, as she found out she was miscarrying. As the grief became heavy, Heidi and her husband found comfort and care through the staff at Guiding Star, a nonprofit women's healthcare center that provides full spectrum pro-life services, from fertility to menopause. They helped walk her through loss instead of what she had hoped for in childbirth classes.

Only a few months later, Heidi found out she was pregnant again. Heidi found confidence to walk through her pregnancy at Guiding Star. After the birth of her medically complex son, Heidi was asked to join the board of Guiding Star and she accepted.



Preston and Heidi with their two sons

What she didn't expect during that time was that she would soon find herself facing an unplanned and unwanted pregnancy. Filled with the long-term effects of postpartum depression and anxiety, she couldn't imagine having another child then. The thought of having an abortion became very real to her.

Heidi has this to say about that time: "I want to be very clear about who I was in that moment. I was a church-goer. I was raised in a pro-life home. I was serving on the Board of Directors for Guiding Star. I believed in the sanctity of life. But standing there—terrified and overwhelmed—I wasn't thinking about pro-life or pro-choice. It didn't feel like a choice at all. It felt like self-defense."

She explained her circumstances to the board and staff at Guiding Star. They validated her humanity and stood with her through this difficult time.

In 2024, Heidi's second son was born. "I chose life, and for most people, that's where the interest ends. But it doesn't wrap up with a pretty bow. I chose life and I adore my children, but on my darkest days, I still struggle with the 'what-ifs.' And the staff at Guiding Star is still there to help me feel heard and seen."

NOTES:

- We are grateful to Care Net, Heartbeat International, and the National Institute of Family and Life Advocates for their contributions towards data collection from their affiliated U.S. pregnancy centers.
- Value of services is based upon materials and services provided by 46 pregnancy centers in the state of Iowa in calendar year 2024. At least 1 of the centers reporting data received state or federal funding in 2024.
- Total savings are calculated based on cost estimates of services, classes and baby items provided to clients. The sources for the cost estimates and valuation of items and services can be found in the Methodology section of the 2024 CLI national pregnancy center report, "Pregnancy Centers: Rising to the Occasion with Unwavering Care" (<https://lozierinstitute.org/pcr/>), except for the following state-specific labor costs.
- The Iowa mean hourly wages referenced are as follows: Social Workers in local/state government is \$40.18 per hour - BLS OES code 21-1029, Registered Nurses is \$37.39 per hour - OES code 29-1141, and Diagnostic Medical Sonographers is \$40.65 per hour - OES code 29-2032.
- The estimated savings does not include housing and other monetary assistance provided to some clients. We advocate for our clients by networking with hundreds of county, state and non-profit social service organizations around the country. We cannot quantify the value of emotional support given to the women we help through phone calls and caring volunteers.
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