

# ABOUT THE BIGGER CAMPAIGN

AN ULTRASOUND PROJECT  
FOR CROSSROADS'  
PREGNANCY & PARENTING CENTER



CROSSROADS  
Pregnancy  
& Parenting  
RESOURCE CENTER

*God's Itty Bitty* & BIGGER

ULTRASOUND/SITE PROJECT



MORE  
THAN YOU  
CAN ASK  
OR IMAGINE  
EPHESIANS 3:20

CROSSROADS PREGNANCY & PARENTING RESOURCE

## HOW DOES CROSSROADS RUN THEIR PREGNANCY PROGRAMMING?

We offer support through unplanned, untimely, or difficult pregnancies circumstances by:

- Assisting with decision-making & prepping for parenthood, if that is chosen
- Providing ongoing support & mentoring after birth and through the early years
- Offering education & discussions on healthy relationships
- Encouraging resolution through loss & grief on miscarriage, abortion, & high-risk pregnancies
- Providing baby items that can be earned through points for healthy choices & learning

## WHY DOES ABORTION SEEM THE ONLY ANSWER FOR SOME?

When pregnancy circumstances are difficult, women often experience:

- strained or unhealthy relationships
- unwanted or distasteful opinions from significant others, as well as conflicting expectations or influences

When this happens, there can be a lack of:

- Reliable help
- Dependable emotional support
- Healthy home
- Financial stability
- Connection to God



When fear, isolation, shock, and pressure are felt, decisions can be made based on those emotions.



A heartbeat changes everything! When ultrasound is offered, the likelihood of beginning to think that there can be another way is far greater. As fetal development is recognized over the months, the pregnancy becomes treasured in spite of the circumstances.

## WHAT IS THE ULTRASOUND PROJECT CHALLENGE?

The BIGGER Campaign is about equipping Crossroads to provide LIMITED OBSTETRIC ULTRASOUND to our services.

This would NOT duplicate or replace what a prenatal care doctor would do; it actually compliments the whole prenatal care experience. *Hearing an unborn babies' heartbeat is incredibly life affirming.*

Providing ultrasound is a dream we anticipated some years down the road, once we would be able to specifically fundraise for it.

With thanks to the Charles Council #780 Knights of Columbus of Carroll, we are fast forwarding those plans! They have pledged us a new ultrasound machine for which they are fundraising right now! The National Council of Knights will match their fundraising dollar for dollar, raising half of the funds!

While this is very exciting for our community, important adjustments need to occur ahead of having an ultrasound machine. Please carefully review the list in the next section and prayerfully consider if you can help or share the info with someone you know!

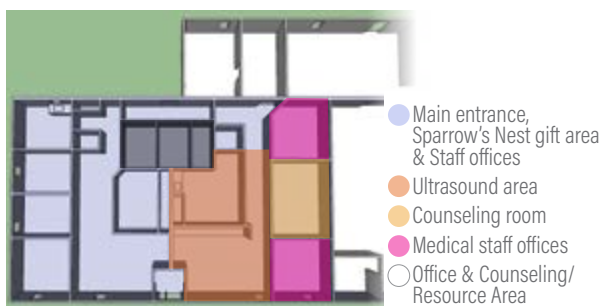
There will be many new annual expenses that we have not yet had in our budget. We cannot humanly manage those costs without your help!

*For this important service to exist in our community and for all the communities surrounding Crawford, there will need to be an ongoing stream of support—financial, practical and prayer support!*

**Fundraising FOR LIFE & THROUGH LIFE will be constant as we work together as COMMUNITY TEAM.**

## THE UPCOMING DEVELOPMENTS IMPLY SEVERAL IMPORTANT NEEDS FOR CROSSROADS:

1) **New space** - In order to accommodate the upcoming ultrasound area, we need offices for increased staffing, the ultrasound machine, and counseling. The new location we have purchased was empowered by Anchoring Donors who collectively gave toward a large downpayment. There will be phases of repayment of our loan and the remodel costs. **The community has rallied in affirming response for a PRC. Ongoing support through financial gifts and practical helping will be key to the center's success.**



- 2) **New and additional team members** who can manage the new space and help toward finding creative paths to handling the additional expenses will be necessary (e.g: overhead costs, maintenance, repairs, and planning for remodel and programming).
- 3) **Additional staffing** will be required as we transform into medical model. At minimum we will be required to have:
- a. Medical director
  - b. Nurse manager
  - c. Sonographer
- 4) **New professional expenses**—additional professional liability, additional payroll expenses, increased building insurances, new equipment & supplies, and professional training.
- 5) **Additional volunteer and paid staffing** are needed to mentor and walk alongside the young women who come to us.
- 6) **Training for all staff** is essential, both initial and ongoing.

# WE ARE BLESSED TO BE A BLESSING IN OUR COMMUNITY WITH THIS LIFE AFFIRMING MINISTRY!

The BIGGER Campaign is in follow up to the 2022-23 fundraising for professional staffing that was called 'God's Itty Bitty & Great Big Campaign. You are encouraged to use this page as a return slip if you would like to be involved!

Here is my information and I would like to:  
(check any that apply)

- \_\_\_\_\_ Receive Newsletters, occasional emails, and updates from Crossroads
- \_\_\_\_\_ Consider becoming a paid staff member of Crossroads
- \_\_\_\_\_ Consider volunteering for the ministry
- Approximately how many hours a week, or month? \_\_\_\_\_
  - What type of work would you prefer? \_\_\_\_\_
- \_\_\_\_\_ Monetary contribution (*Crossroads is a 501c3 charitable organization. Your monetary donation is tax deductible*)
- ☐ Online through our secure link - Visit [www.crossroadsofcrawfordcounty.org](http://www.crossroadsofcrawfordcounty.org) and click "Get Involved"
  - ☐ Drop off or mail a check to Crossroads of Crawford County, 3707 Timberline Dr., Denison IA 51442
  - ☐ List Crossroads as beneficiary for proceeds from annuities, stocks, or investments
  - ☐ In Kind donation once a site is secured (e.g. utilities, remodel work, insurance costs reimbursed, etc)
    - Please identify preliminary idea if known: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Landline phone \_\_\_\_\_

Cell phone \_\_\_\_\_

Email \_\_\_\_\_

# AT CROSSROADS, WE ARE

## FOR LIFE & THROUGH LIFE



### *Community Outreach for Life's Journey*

- PREGNANCY & PARENTING  
RESOURCE CENTER



- CHRISTIAN FAMILY RESOURCING  
& REFERRAL ASSISTANCE
- NON-MEDICAL ASSISTING FOR  
ELDERLY & CAREGIVER RELIEF



*A safe starting place*

*An encouraging middle place*

*A healthy ending place*



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*Crossroads is a 501c3 charitable organization.*

*Your monetary donation is tax deductible.*

*(ID # 81-0902310)*