



Cataliyah and Catalayah,
born June 17

2024

Life Impact



Choices Women's Clinic OVERVIEW



OUR MISSION

Empowering abortion-determined women and men facing unplanned pregnancies to make healthy life choices through medical services, education, and ongoing support through the love of Jesus Christ.



OUR PURPOSE

Strategically reach the abortion determined to reduce the number of abortions from 10,000+ annually and reach everyone in the Greater Orlando area at risk so no one has to choose abortion.



OUR VISION

Eliminate abortion and make abortion unthinkable until there are 0.



Keeley & Greylen,
born January 15

OUR CLINIC LOCATIONS



CHOICES DOWNTOWN
1851 W. COLONIAL DRIVE
ORLANDO, FL 32804
407-244-5529



CHOICES UCF
100 CARRIGAN AVENUE
OVIEDO, FL 32765
407-605-2520



CHOICES KISSIMMEE
217 E OAK ST
KISSIMMEE, FL 24744
407-693-0904

From Our DIRECTOR



While the world continued to search for hope in 2024, your gift to Choices Women's Clinic **GAVE** the gift of hope to hundreds of babies. You extended grace to moms and dads who now, wrapped in love, can't imagine life without their babies. Your generosity rewrote these stories and so far, we know that **452 babies' lives have been saved from abortion and 87 moms invited Jesus Christ into their hearts.**

This year, we celebrated 40 years of ministry at CHOICES. Although the methodology changes over the years, what remains is a foundation of prayer and the faithfulness of our God. In June, we opened our third, beautiful, debt-free clinic in Kissimmee. We joyfully celebrated two significant moments in the protection of life in Florida. In May, Florida passed a 6-week legal limit on abortion, reducing the gestational age from 15 weeks. Then, in November, Amendment 4 was defeated, revealing that Florida does not approve of a Constitutional protection for abortion.

Even though we applaud these milestones, our work and passion continue to protect life from the increasing accessibility of abortion pills. Since the 6-week law in Florida has been in effect, the number of those seeking illegal abortion pills is also increasing. This development demands our strategic intervention.

In 2024, we scheduled more abortion pill reversal consultations and telehealth appointments to meet patients where they are. More women and men experienced community in LEGACY Parenting Development and RESTORE Abortion Recovery than ever before. No matter how the world lies about the necessity of abortion, CHOICES is committed to strategically reaching abortion-determined women and men.

I am beyond thankful for your priceless investment in LIFE and your desire to follow God's plan, which we are honored to see in each baby, mom, and dad. With the power of your YES and the power of our holy God we will continue to rescue, reach, and restore in 2025.

- Vicky Mathews, Executive Director

FLORIDA ABORTION LAW TIMELINE



JULY 1, 2022
Abortions banned from 24-weeks to 15-weeks gestation.



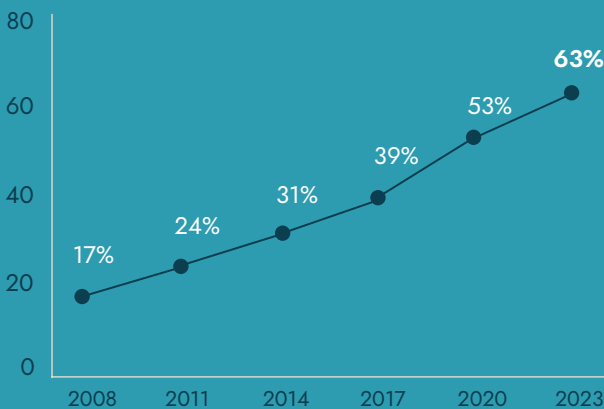
MAY 1, 2024
FL law takes effect, banning abortions after 6-weeks gestation.



NOVEMBER 5, 2024
Constitutional Amendment to legalize abortion through 9 months is voted down.

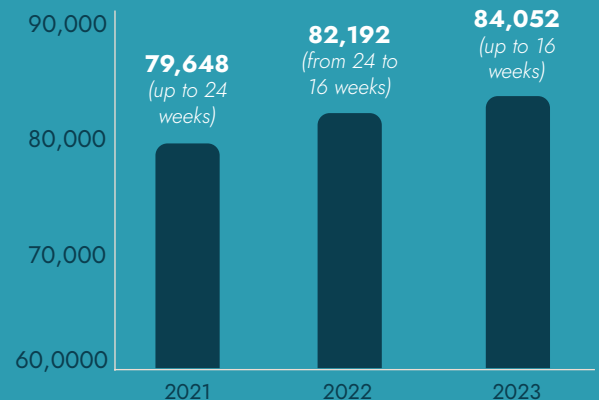
RECENT ABORTION STATISTICS

CHEMICAL ABORTIONS IN THE U.S.



Abortion pills accounted for almost 2/3 of abortions in 2023.

FLORIDA ABORTION RATES



Due to at-home abortion pills, FL abortion rates increase despite new laws.

Guttmacher Institute. (2024, June). *Abortion in the United States*. <https://www.guttmacher.org/fact-sheet/induced-abortion-united-states>. Monthly abortion provision study. <https://www.guttmacher.org/monthly-abortion-provision-study>.

Our PATIENTS

2,921
PATIENT VISITS

2,075
NEW PATIENTS

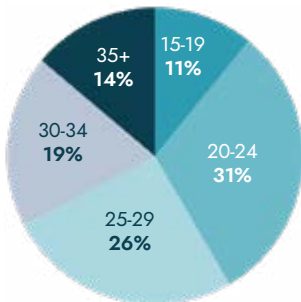
84% ABORTION DETERMINED

452
CHOSE LIFE

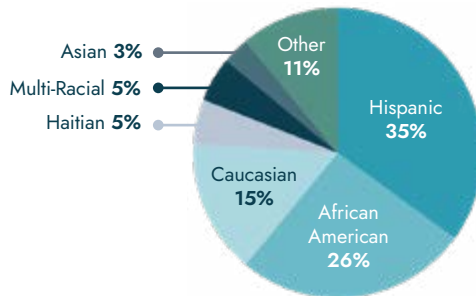
“Walking into CHOICES, I felt the heavy weight of what seemed like a forced decision. But my nurse sat with me and talked, bringing me so much comfort. At that moment, I knew choosing life was the only decision I wanted to make. When no one else supported my decision, CHOICES did.”

- Ashley, CHOICES patient

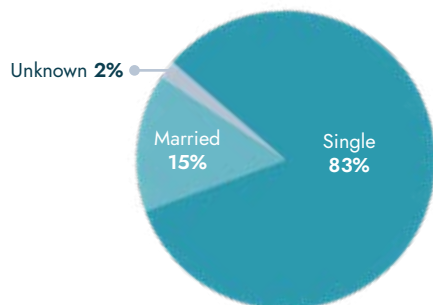
AGE



ETHNICITY



MARITAL STATUS




Ashley & Ashton,
born Sept. 10




Scan here to watch Ashley share her story.



Our SERVICES

 **2,075**
PREGNANCY TESTS

 **2,008**
ULTRASOUNDS

 **1,630**
HEMOGLOBIN TESTS

 **1,749/1,740**
STD TESTS/TREATMENTS

 **301**
TELEHEALTH VISITS



 **1,175**
ONGOING CARE VISITS &
SOCIAL WORK CONSULTS

 **789**
GOSPEL PRESENTATIONS



 **426**
CLIENT PARTICIPANTS

 **87**
PATIENTS CAME TO CHRIST

(LEGACY Parenting Development, ASPIRE Men's Ministry, RESTORE Abortion Recovery)

 **28**
BABY SHOWERS

 **47**
EMBRACE CLIENTS
(clients partnered with a local church)



“When I walked into CHOICES, I was filled with shame and already regretting my decision to have an abortion. However, I was welcomed into an environment completely different from what I was expecting. I didn't have support to seek out from others, but when I walked into CHOICES, I got that support that I was looking for.”

- Kristen, CHOICES patient

2024 FINANCIALS

 **6,599**
UNIQUE GIFTS

 **2,644**
UNIQUE DONORS

 **1,040**
NEW DONORS

 **272**
LIFE SUSTAINERS

2024 EXPENSES

\$2,536,901

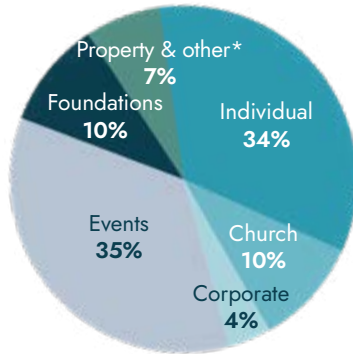
2024 INCOME

\$2,577,662

**Does not include in-kind donations of \$500,000 for marketing.*

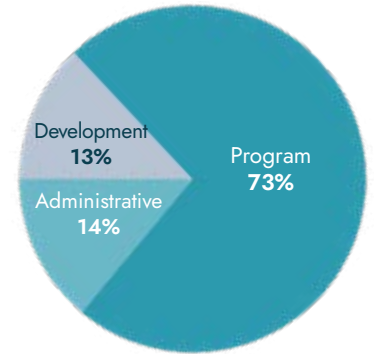
REVENUE

**CHOICES owns two rentals connected to our Clinics.*



EXPENSES

**Based on the most recent professional audit.*



Malia,
born July 28

Scan here to see
how CHOICES
starts with YOU!



“I think there is a mandate on us, as believers, to work on behalf of the Kingdom of God to support life. To unlock our resources and make the biggest impact we can. Compassion must be our posture and that’s why we support CHOICES.”

- Dan Devine, Entrepreneur



2025 EVENTS

WALK FOR LIFE

MAY 3, 2025

BLUE JACKET PARK IN BALDWIN PARK



BENEFIT DINNER

OCTOBER 7, 2025

ROSEN PLAZA



“I was obviously very nervous, but when I saw my baby on the ultrasound, I felt an explosion of emotions. I was so happy to see my baby growing inside me—that there is life within me.”

- Carlota, CHOICES patient

Did You KNOW?

69%

69% of the women we serve found CHOICES online. CHOICES has increased our digital marketing strategies to meet women where they are looking for abortion - online.

17% of the women we serve primarily speak Spanish. CHOICES has increased Spanish services to decrease the barrier to pregnancy care for Spanish-speaking women facing unplanned pregnancies.

17%

Scan here to
save lives! →



CHOICES

WOMEN'S CLINIC

Transforming hearts & saving lives since 1984

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