



VISION 2022

# NEW KERNAN CENTER

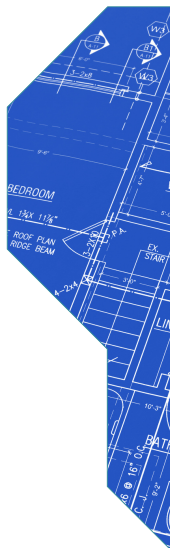
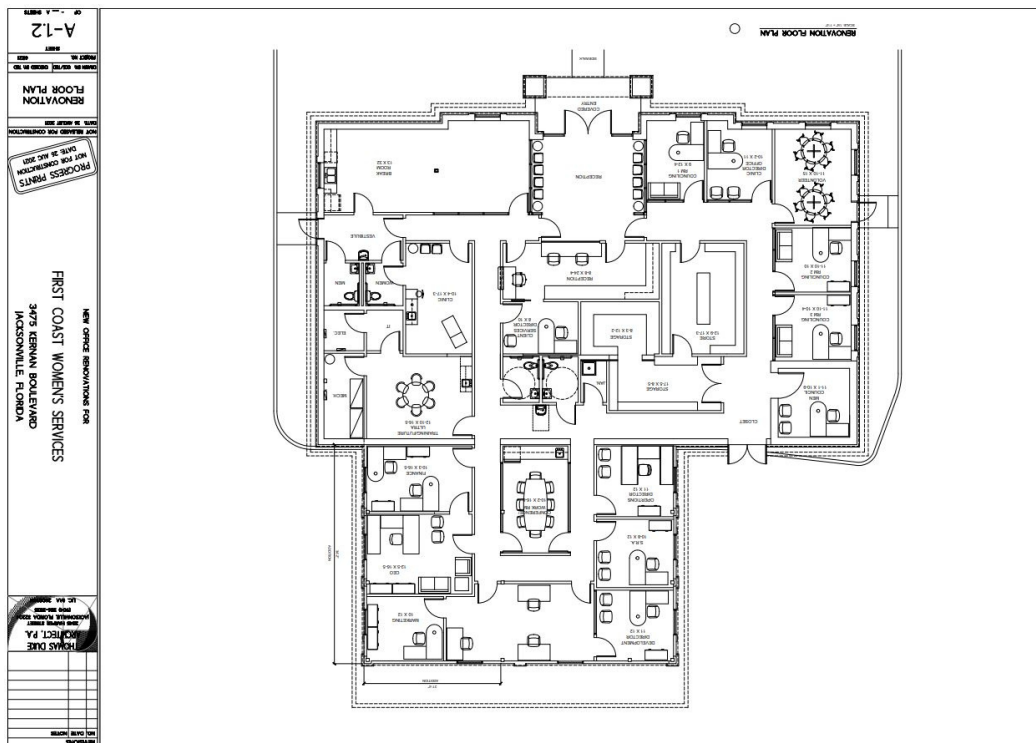
To influence and serve the next generation

— GOAL: \$750,000

The Lord has brought us a former bank building to purchase and renovate near UNF and FSCJ South so that we can be at the epicenter of our target age group, 18 to 24-year-olds. Many of these college-aged women are far from family, so it is important to be a life-affirming support system to these vulnerable women.

We are working to raise the \$750,000 needed to renovate this building. This new center will take the place of our Beach Center, but will be larger and more strategically located to reach the next generation. Nationwide, 60% of abortion patients are in their 20s.

(*Care-Net Facts on Abortion 2019*) A recent Barna Study stated that only 29% of the Gen Z generation believe that abortion is wrong, a decrease from 33% of Millennials.



To learn more or donate to First Coast Women's Services' 2022 Vision, please visit [friendsoffirstcoast.org/vision](http://friendsoffirstcoast.org/vision).

# CALL CENTER EXPANSION



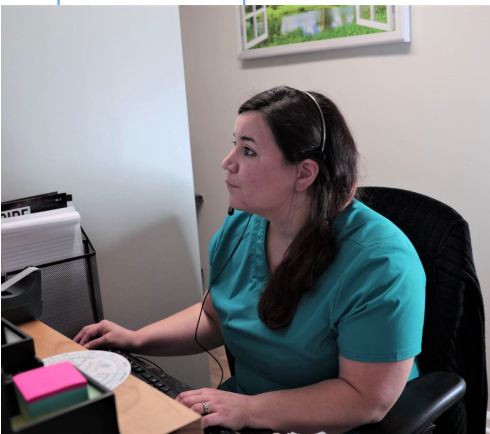
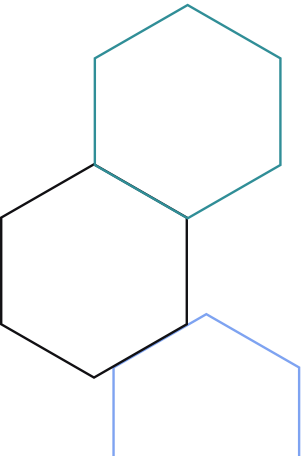
To influence more Abortion-Minded Women at our centers  
— GOAL: \$175,000

Industry research shows that there is only a small 24 to 48-hour window after an abortion-minded woman discovers that she is pregnant before she schedules an appointment for an abortion. Because abortions are easier to access than ever, First Coast Women's Services wants to expand the newly launched Telehealth Call Center based out of Clay County. Connecting clients with Registered Nurses via the call center is proving to be highly successful in influencing abortion-minded women to postpone a decision until they can come into a center for an ultrasound at 6 weeks or later. The percentage of women who keep their ultrasound appointments after being scheduled by a nurse is double that of those who don't speak with a nurse on first contact (70% vs 35%). For this reason, we wish to extend the call center size, as well as hours and staff, to handle the increasing number of clients. FCWS needs \$175,000 to complete the renovation work to expand. This total does not include funding for personnel.

## GROWTH DETAILS:

- Expand the Call Center office space to **500 sq. ft.** (more than double the current 156 sq. ft. space)
- Hire an additional Scheduler to the Call Center staff
- Hire up to 2 additional Registered Nurses to the Call Center staff

With an additional scheduler, we will have 2 schedulers on call per shift. With an additional Registered Nurse, we will be able to have a Nurse available on every shift and even expand the Call Center's hours.



To learn more or donate to First Coast Women's Services' 2022 Vision, please visit [friendsoffirstcoast.org/vision](https://friendsoffirstcoast.org/vision) or scan the QR code (right).

