



ANNUAL REPORT & VISION 2025

SAVING LIVES. TRANSFORMING GENERATIONS.



FIRST COAST WOMEN'S SERVICES

3475 Kernan Blvd. S.
Jacksonville, FL 32224
Visit us at friendsoffirstcoast.org

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HEARTBEATS

ANNUAL REPORT & VISION EDITION

WAYS TO GIVE



MAIL A CHECK TO:
3475 Kernan Blvd. S. Jacksonville, FL 32224



GIVE ONLINE AT:
www.friendsoffirstcoast.org



SCAN THE QR CODE

Connect with us online to stay up to date on upcoming events, volunteer opportunities, current news, and more!



www.friendsoffirstcoast.org



@fcwsfriends



@fcwsfriends

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- Jennifer Pace, CEO
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- Bonnie Sleiman (Advisory)
- Ellsworth Summers, Jr. (Advisory)
- Julie Van Voorhis
- Judy Weber
- Cheryl B. Williams
- John R. Williams, Jr.

CENTER LOCATIONS

Kernan Center &

Mandarin Center

11215 San Jose Blvd
Jacksonville, FL 32223
(904) 262-6300

Administrative Offices

3475 Kernan Blvd S
Jacksonville, FL 32224
(904) 549-6100

Baker Center

368 S 5th St
Macclenny, FL 32063
(904) 259-2585

Clay & Call Center

105 Old Jennings Rd
Orange Park, FL 32065
(904) 213-9374

Northside Center

404 Owens Rd
Jacksonville, FL 32218
(904) 549-6122

St. Augustine Center

232 Southpark Cir E
St Augustine, FL 32084
(904) 496-0358

LETTER FROM THE NEW CEO, JEN PACE

Thank you for your generous giving and support of First Coast Women's Services. This annual report reflects on the victories of 2024, celebrates God's work, and inspires us to move forward with renewed purpose and vision in 2025! **In 2024, we saved 1,506 babies from abortion through our six centers and Call Center—an increase of 26% compared to the previous year!** These numbers represent real, individual lives impacted and transformed - lives like Isaiah and Keitra, who came to us pregnant and without family support. Through your generosity, FCWS was able to support them in choosing life. They are now married with two children and faithfully serving at their church after finding a closer relationship with Christ through mentorship from our center volunteers. And couples like Anthony and Catherine, who also came to us abortion-minded and chose life. This past year they were both baptized and are now married with two kids as well. Both couples are pictured within this newsletter; I encourage you to use the QR code to watch their stories of life transformation. **The 1,506 babies saved not only represent the life of the child, but also opportunities for life transformation for the parents: we have seen a 62% increase in the number of times the Gospel was shared and a 16% increase in faith decisions for Christ.**

In 2024, we celebrated the defeat of Amendment 4 and continue to recognize the urgency of reaching abortion-minded women quickly before they obtain abortion pills or travel out of state. **This past year, we expanded marketing efforts to reach more abortion-minded women, resulting in a 35% increase in abortion-minded women visiting our centers. Additionally, the number of abortion-minded/abortion-determined clients who chose life increased by 54%!** These results reflect God's faithful provision through our dedicated staff, volunteers, and prayer text warriors. If you are not a part of our prayer text team, I encourage you to join us in praying for our most at-risk clients by signing up at prayforbabies.com/fcws.

Stepping into the role of CEO this year is one of the greatest honors of my life. I desire, with God's help, to continue to build upon the great work that has been done over the past 30 years. In 2024, the number of babies saved whose cases were initiated in the Call Center grew by 92%! One thing that is abundantly clear is that the Call Center needs to continue to expand. We know women live on their phones and also desire anonymity in these situations. Our ability to offer Telehealth Visits from life-affirming nurses prior to an ultrasound contributes to the increase of babies saved. If a woman talks to a nurse, her show-rate for an ultrasound is 73%, compared to the National average of a 35% show rate for first-time visits at pregnancy centers. **In 2025, we plan to expand the Call Center to allow five schedulers and three nurses to be working at a time. The cost for expansion will be nearly \$250,000. Will you consider making a gift today to impact the next generation by investing in our Call Center, which directly serves our most vulnerable clients?**

This great work is only possible because of the generosity of donors like you who sacrificially give to save lives and transform generations.

Grace and Peace,



WHAT'S YOUR NEXT STEP IN THE FIGHT FOR LIFE?



PRAY - Pray regularly for FCWS and the clients we serve when you join the prayer text team! Visit prayforbabies.com/fcws to join.



VOLUNTEER - Help save lives in our community by volunteering! With a variety of serving options to choose from, there is a place for you here.



GIVE - FCWS is 100% donor funded. Help save lives and transform generations with your financial support. Consider a planned gift to help influence the culture of your grandchildren and generations to come.



Scan the QR code to learn more!

2024 IMPACT REPORT

1,506
BABIES SAVED IN 2024
26% INCREASE FROM 2023

SINCE FCWS OPENED
30 YEARS AGO...

15K **BABIES**
SAVED

3,905 CLIENTS SERVED
MADE POSSIBLE BY 312 VOLUNTEERS OVER 29,995 HOURS

IN 2024, FIRST COAST WOMEN'S SERVICES SAVED OUR COMMUNITIES

\$3,096,551

3,334

PREGNANCY TESTS



A 21% INCREASE
FROM 2023

2,544

ULTRASOUNDS



A 28% INCREASE
FROM 2023

51,569

MATERIAL SUPPLIES



MATERNITY MATERIALS
& BABY SUPPLIES

667

**TELEHEALTH
APPOINTMENTS**



WITH AN 83%
SHOW RATE

12,282

**EDUCATION &
CONSULTATION APPTS**



OPTIONS EDUCATION
CONSULTS WITH ABORTION-
MINDED CALLERS

448

**EARN WHILE YOU
LEARN PARTICIPANTS**



PREGNANCY &
PARENTING CLASSES FOR
CLIENTS WHO CHOSE LIFE



These are just a few of the 15,000 stories of LIFE First Coast Women's Services has had the privilege of taking part in over the last 30 years. Scan the QR code to watch their stories.

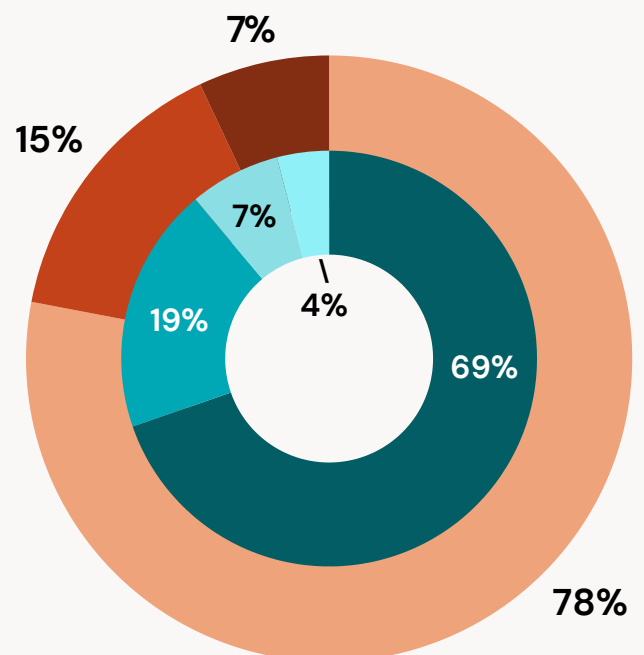


FINANCIAL STEWARDSHIP

REVENUE USE*



REVENUE CLASSIFICATION



*based on most recent financial reports

**The Better Business Bureau's Wise Giving Alliance suggests that non-profits should spend at least 65% of their total expenses on program activities. FCWS is at 78% which is far above average.

LOOKING AHEAD

TRANSITION OF LEADERSHIP

2024 marked 30 years of First Coast Women's Services as well as 18 years with Judy Weber as our CEO. Per Judy's desire, she decided to retire at the end of 2024 after nearly two decades of service to the community through FCWS. We are thankful for her obedience to be used by God as this ministry has flourished under her leadership. In 2007, when Judy arrived, there were two centers, Mandarin and the Beach, and we were working on a third in Baker County. Since then, we have grown from two to six centers (Mandarin, Kernan, Northside, Baker, Clay and St. Augustine) and a Call Center. FCWS has moved from saving hundreds of babies per year from abortion, to recently 1,506 babies in 2024. These centers are the result of a vision and a desire to build for Kingdom principles rather than self.

We are pleased to announce that Jennifer Pace, former Development Director, has assumed the role of CEO of FCWS as of January 2025. We are also delighted to share that Judy Weber is now a voting Board Member of FCWS, as desired and requested by both Jennifer and the Board.

We celebrate Judy in her retirement and welcome Jennifer to her new position!



Jennifer Pace (left) and Judy Weber (right)

SAVE THE DATES

Denim & Diamonds

Clay Center Banquet

March 28th, 2025

Women Helping Women

Kernan & St. Augustine

Centers Luncheon &

Fashion Show

May 1st, 2025

Baby Bottle Campaign

Mother's Day -

Father's Day

May 11th - June 15th, 2025

Annual Life

Banquet

October 30, 2025

Life Fusion

Baker Center Banquet

November 20, 2025

LIFE-SAVING SERVICES



Prevention:

College Campus
Outreach

Relationship
Skills & Sexual
Risk Avoidance
in Schools



Rescue:

Telehealth
Center



Intervention:

Pregnancy
Resource
Center



Healing/Recovery:

Abortion Healing
Assistance



Transform:

Building Bridges
with Churches

Earn While You
Learn

Support Services