



2022
IMPACT
report

EMBRACE GRACE

LETTER FROM *Amy*

At Embrace Grace, we dream of a world where every woman with an unplanned pregnancy feels empowered to choose life for her unborn baby. This past year, that dream became even closer to reality! Now that we are in a post-Roe world, we are seeing the church rise up like never before to help women be brave in their life decisions!

In 2022, we celebrated the 10th anniversary of Embrace Grace. So many miracles got us to where we are now, and you are one of our biggest miracles. Because of your partnership, churches are being equipped, women are finding community, and lives are being saved. You are why moms with unexpected pregnancies believe they can have their baby and their dreams too.

In this report, you'll see the impact that your support has helped accomplish. Each life saved, each mom disciplined, and each leader trained is not a transactional change. It's a transformational change that affects generations.

Thank you for all your prayers, time, and talent that you've given to this mission. It's an honor to partner with heaven and you to help make abortion unthinkable through love.

Amy Ford
Founder + President

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1,000,000

NEARLY ONE MILLION
BABIES ARE ABORTED
EVERY YEAR
GUTTMACHER



49%

OF ABORTION
PATIENTS LIVE
BELOW THE FEDERAL
POVERTY LEVEL
CDC



59%

OF WOMEN OBTAINING
ABORTIONS ARE
ALREADY MOTHERS
GUTTMACHER



1 IN 5 PREGNANCIES
END IN ABORTION
GUTTMACHER



54%

54% OF WHO OBTAIN AN
ABORTION IDENTIFY AS
CHRISTIAN
GUTTMACHER



53%

OF ABORTIONS ARE
FROM A PILL
GUTTMACHER



Together WE CAN MAKE
ABORTION *Unthinkable*

The statistics surrounding abortion in America are staggering. Nearly 1,000,000 babies are aborted every year. That's one in every five pregnancies! Over half of the women who obtain an abortion identify as Christians, yet many are left with nowhere to go and no one to turn to.

Embrace Grace bridges the gap by easing the fear and uncertainty of unplanned pregnancy and connecting women with a support system to help them be brave. These brave mamas become part of a spiritual family within the church that provides practical, spiritual, and emotional help.

Since 2012, we've helped 13,000 moms with unexpected pregnancies connect to a local church in 50 states and 7 countries. These support groups give single moms the courage to choose life and the confidence to know she is never alone.

We're on a mission to make abortion unthinkable. With the help of a passionate community of supporters, we're getting closer every day.

THE EMBRACE GRACE MODEL

UNEXPECTED
PREGNANCY



PREGNANCY
CENTER

LOVE
BOX



EMBRACE
GRACE GROUP

BABY
SHOWER



RECEIVES
SALVATION

BABY
IS BORN



CHURCH
FAMILY

PRO-LIFE IS A STANCE.
PRO-LOVE IS AN ACTION.



MISSION

Embrace Grace exists to help inspire and equip the church to love and encourage single and pregnant young women and their families.

VISION

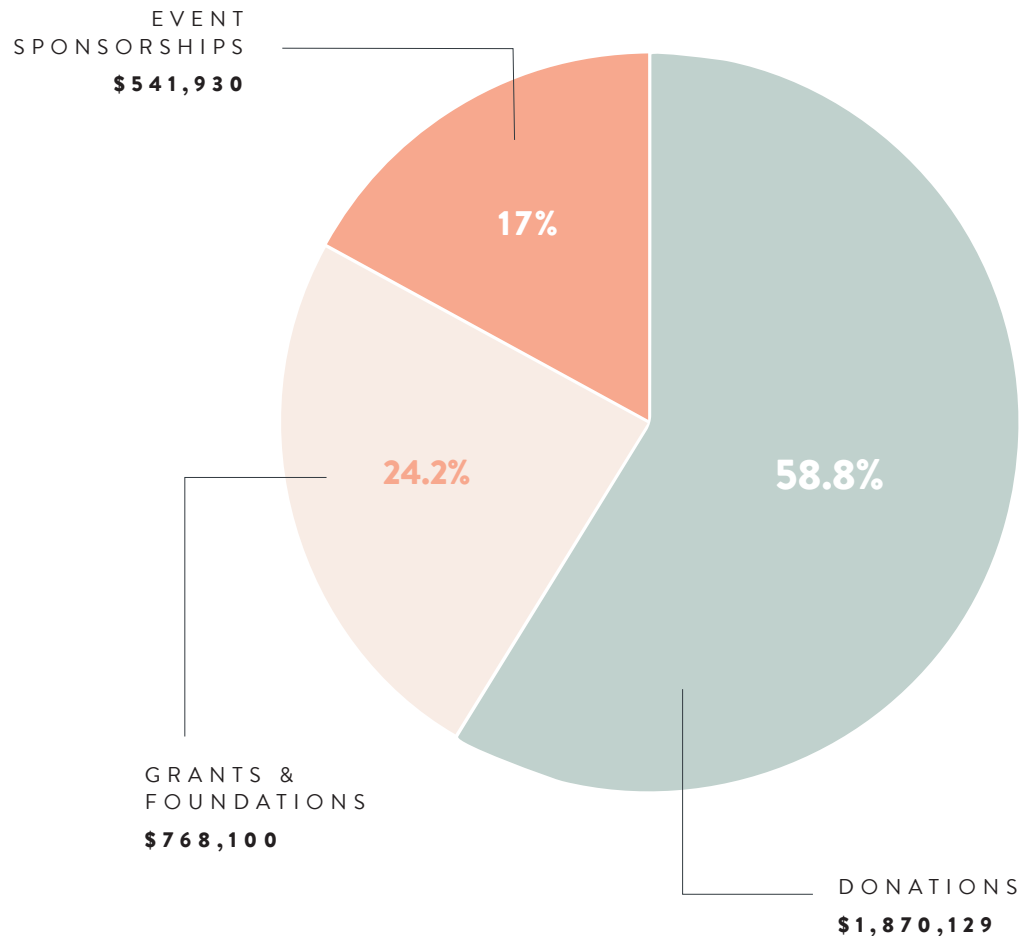
We dream that every woman with an unplanned pregnancy will have a church to go to for spiritual, emotional, and physical support.

STRATEGY

Through our relevant content and relational groups model, we help women realize that they can have their dreams and their baby too.

\$3,180,159

TOTAL FUNDS RAISED



DONATIONS

Every financial contribution from our Embrace Grace partners worldwide, both large and small, makes a significant kingdom impact. These donations empower our ministry to propel the pro-love movement forward and change the world. In 2022, our general donations brought in \$1,870,129.

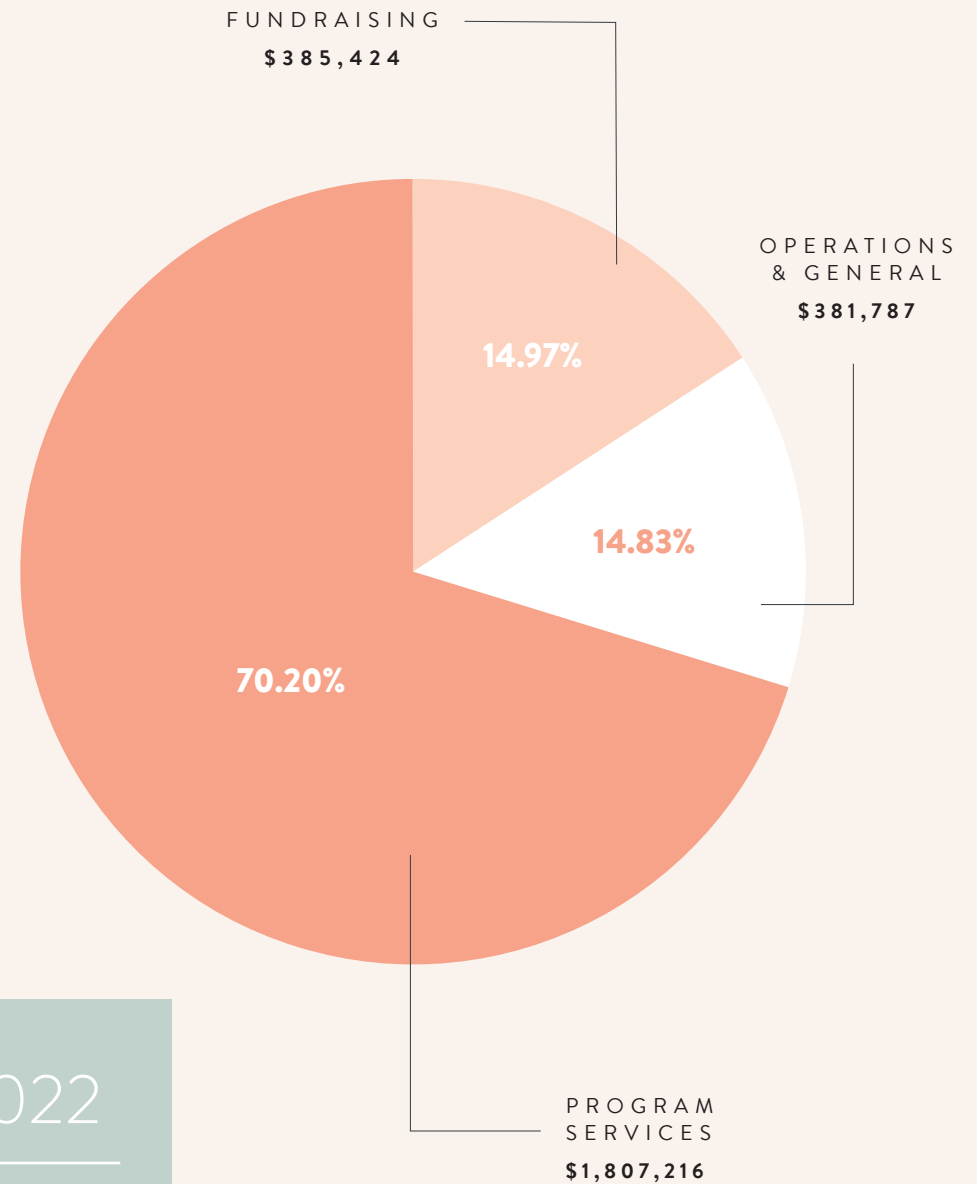
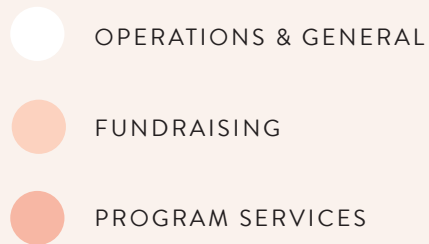
GRANTS & FOUNDATIONS

We are honored to partner with foundations that want to sow into the pro-life movement and share the gospel with families impacted by an unexpected pregnancy. In 2022, we partnered with 21 foundations that gave \$768,100 to be changemakers in the world.

EVENT SPONSORSHIPS

We love shining a spotlight on people and companies that share our pro-life passion at our Embrace Grace fundraising events. Through our annual Golf Tournament and Gala, sponsorships brought in \$541,930 in addition to event donations.

yearly EXPENSES



2020
\$1,149,742

2021
\$1,809,638

2022
\$2,574,427

BAILEY'S STORY

Embrace Grace Alumni Testimony

Growing up, I was a very independent kid. I did everything on my own from an early age, and I've always been quirky, outspoken, and open with who I am. I've never hidden anything about myself. My path to drug and alcohol dependency started with little things and then progressed over the years. I was a rebellious teenager, and at 18 I moved out of my family's home.

The combination of not having my family around me and the wrong group of friends made me feel like I didn't have anyone. I resented the world and thought nobody wanted or cared about me, so why change? Looking for love in all the wrong places, I moved from boyfriend to boyfriend. I was happy if I was with somebody and was high.

Some nights I would lay there thinking my heart would explode, and I still didn't care. I would often wake up and think I couldn't believe I was still alive. It was the darkest period of my life. Then I found out I was pregnant.

I felt hopeless. I had nothing. I couldn't believe a human was growing inside me, a real baby! I was nothing more than a drug addict. I was living out of my old car that barely worked. I kept thinking this baby didn't deserve me as a mom, and there was no way I could be the mom it needed.

I knew there was no way I would be able to provide for this baby myself. So I nervously called my mom and said it was time for me to come home.

I thought when my parents looked at me, all they

would see was a drug addict. But when I came home, my mom told me how she had prayed for me daily. She prayed that God would bring her daughter back, get her off the drugs, get her off the streets, and bring her home.

My mom is the one that suggested I go to Embrace Grace at our church. At the time, I thought the church was where you went to be judged by everyone. I was scared to go because I didn't want them to think I was an awful person or that I shouldn't have this baby. I didn't feel loveable. I didn't know anyone could love me. I didn't feel like anybody could be proud of me or want to help me.

But I took a chance. When I walked into Embrace Grace, there was a different kind of love than I had ever experienced. The leaders immediately said, "we love you and your baby." They would tell me, "you're a wonderful mama already. You're so brave for being here. You are this baby's mother, and he is so loved already."

It's been the most incredible experience. It changed me. I felt like I could do this! I could be the mom he deserves. I never missed a class and looked forward to it every single week.

My son Easton is now 18 months old. He's the love of my life, and I can't imagine him not being here. Because of him, everything got better. I would never go back to what I was before.

My baby was unplanned by me, but planned by God. He knew my child would save my life and restore my family.

watch
her video ↓



Check out Bailey's feature in **10 Years of Helping Her Be Brave.**

WATCH TESTIMONY



SUPPORT GROUPS

With 936 Embrace Grace groups and counting, spanning 50 states and 7 countries, attendees from all over the world have encountered the love of God and found the restoration and healing needed to move forward with hope for the future. Leaders have walked alongside these young parents with ongoing support and virtual training. In 2022 we added thousands of new leaders and ministered to nearly 3,000 parents through our three support group curriculums.



THE EMBRACE GRACE SUPPORT GROUP

FOR PREGNANT + SINGLE WOMEN

Through dynamic teaching and the personal testimonies of women who have walked in their shoes, this 12-week curriculum helps expecting mothers find a place of hope and belonging. Activations include a church-wide Baby Shower and special Princess Day focused on identity in Christ.



THE EMBRACE LIFE SUPPORT GROUP

FOR YOUNG + SINGLE MOMS

This 22-week curriculum helps single moms find hope, experience joy, and build community. Attendees learn spiritual and practical ways to help navigate through life.

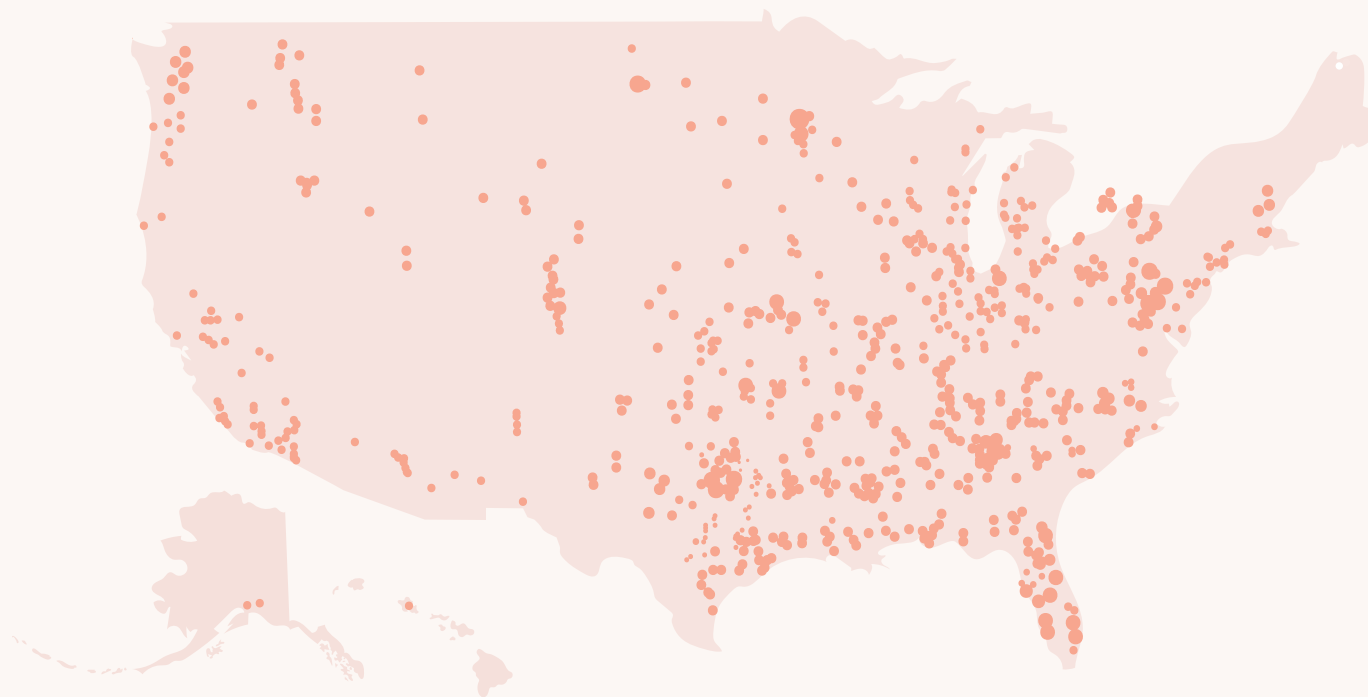
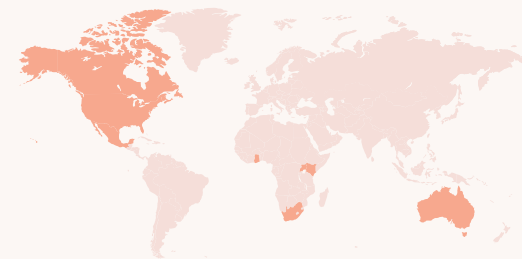


THE EMBRACE LEGACY SUPPORT GROUP

FOR YOUNG FATHERS

Our latest curriculum is designed specifically for single fathers. Through this 11-week group, men are supported and empowered to create a new legacy for their families.

THE HANDS & FEET OF JESUS *worldwide...*



936
GROUPS

50
STATES

7
COUNTRIES

GROWTH IN 2022

1,927 New Leaders Activated

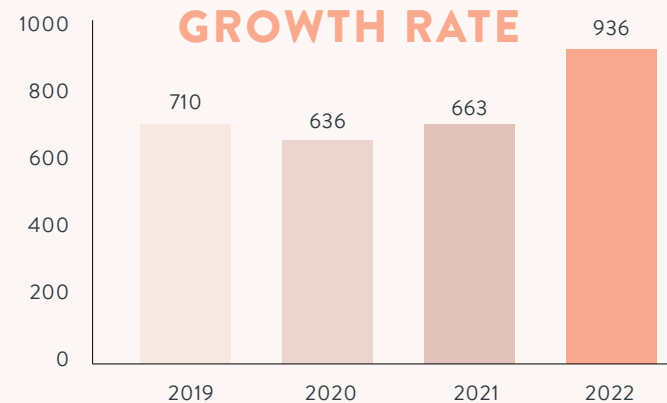
2,957 Mom & Dad Ministered

└ **75.31%** of those Accepted / Grew Closer to Jesus

2,014 Babies Born

└ **60,420** Baby Shower Gift Given

GROWTH RATE







Raise a HALLELUJAH

When a mom joins an Embrace Grace group, she's not only supported in motherhood, she's discipled in a relationship with Jesus. **75% of parents who join a support group accept Christ as their Savior or report growing closer to God.**

"God created me for a purpose; without Matthew, I may not have fulfilled this purpose. Through this whole experience, I proclaimed my faith and love for God by getting baptized and worked on healing myself to help others. I thought my life would be ruined by an unplanned pregnancy but it did the opposite. My pregnancy made me a better person - professionally, personally and spiritually. This pregnancy drew me closer to God and gave me a beautiful son who pushes me and inspires me to be better every day."

- **Diana O., Embrace Grace Alumni, Hawthorne, NJ,**

“LEADING EMBRACE GRACE

makes me feel...

“ Empowered to make a difference in God’s Kingdom!

“ I am making the church a safe and welcoming place for single + brave mamas to belong.

“ The church is finally on its way to being a real, tangible help for mamas and their babies! No more lip service from the pews but hands and feet put to work for God’s glory!

“ I have a new intimacy with God as I lean on Him and watch Him come through again and again.

“ Excited to see how God will work in the lives of the mamas.

“ Privileged to be part of the work that the Lord is doing in & through the church to change hearts, lives and culture.

“ Like I’m doing something to help build the kingdom of God.

LEADER TESTIMONY

“One of the moms that has gone through Embrace Grace and both semesters of Embrace Life was bold enough to share her story at a fundraiser we had in November. She shared that she had planned to have an abortion, but the night she came to Embrace Grace, God changed her mind. I love these mommas and I can’t imagine life without them. As we have grown God continues to bring ways to keep them engaged with us. Some have had to pause for a bit, but they seem to stay in touch with us. This ministry has grown me so much in my walk with God, He is so faithful and His timing is perfect.”

- Diana Paluszak, Church on the Hill, Embrace Grace Group Leader



“The Embrace Grace curriculum and Groups Support team have made it SO EASY to speak into the lives of single and pregnant moms in our city. We weren’t equipped to serve our community in this capacity until EG was introduced. God has been faithful again & again throughout the existence of this ministry, and we’ve become known for our LOVE! We praise God for the 27 moms, 2 dads and their 56 kids who have come through our doors because of the EG support groups since 2018!”

- Kellie Baurele, Hutch First Naz, Embrace Grace Group Leader

LOVE IN ACTION: EMBRACE GRACE TESTIMONIES

"I had an amazing time sharing my pregnancy journey with these beautiful people! This group changed my life and I'm forever grateful God brought each of them into my life! They've each inspired me to be the best me and the best mom I could possibly be! So thank all of you again for all the guidance and wisdom you gave to me!"

- **Brave Girl**



"I'm not really good at accepting love because I don't know how. I've only felt love like this one other time, and it was my Embrace Grace Baby Shower. Thank you so much...thank you so much...for everything you have done...for the baby. We wouldn't be here right now if it weren't for you guys."

- **Naomi, Brave Girl**



"At Embrace Grace it's not just showing up for a meeting each week. It's building relationships, showing the love of Jesus, speaking love and truth over the women, listening to their hearts and equipping them according to the Word of God. We know God brings who He wants. It was an honor to be a part of such a special day."

- **Ginger, Embrace Grace Leader**



"I'm just so beyond thankful for the entire experience! I have formed friendships with the other moms & leaders that will last a lifetime. I am so much closer to the Lord than I was before. Y'all are a true miracle in my life!! And I thank you, for what you've done for me!"

- **Ashley K, Brave Girl**



"A few days ago a girl walked into our local emergency room because of a migraine. Our medical director was attending her. He asked her whether she was pregnant. She said she was definitely not. He administered a pregnancy test anyhow. When he gave her the result of her positive test, she was very upset. He handed her a Love Box and left the room. When he returned she had read the letter and looked at the onesies. She was all smiles and excited to keep her baby. The love box inspired a life decision."

- **Pregnancy Center Director**



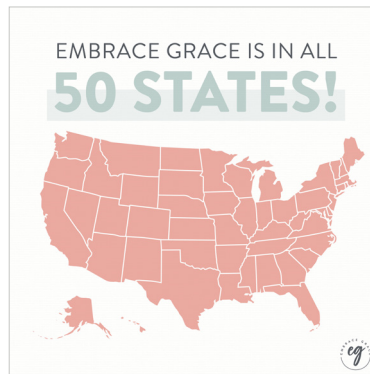
"Going through Embrace Grace I realized that growing up I had no idea who I was. I had no idea what my worth was and who God says I was. The women in this group helped show me who I am and who God says I am. Even now, I've never let go of that. I've never let myself forget my worth or Whose I am."

- **Scarlette, Brave Girl**

SOCIAL MEDIA **IMPACT**

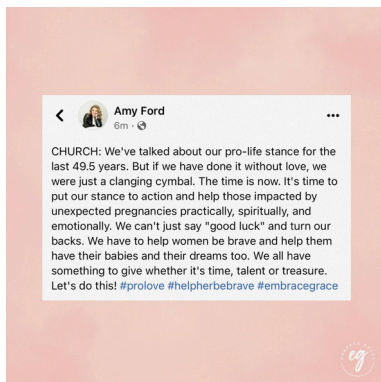
2,105,297 people reached with our pro-love message through social media!

In 2022 we added 13,361 new followers across all platforms.



Every day our reach grows broader as people across the nation put love into action.

Passionate support for the Embrace Grace mission grew as our top posts were shared thousands of times.



Pro-Love is going viral! We reached 1,445,074 more people in 2022 than in 2021.



LABRANT DOCUMENTARY FEATURING EMBRACE GRACE

It was an honor to be featured in *Abortion*, a documentary created by Cole and Savannah LaBrant. This impactful film was released to their 13 Million Youtube followers and helped spread the message of our movement across the globe.

4,715,787+
OF VIEWS

188
GROUP LEADS
GENERATED

40,000
FACEBOOK
FOLLOWERS

27,600
INSTAGRAM
FOLLOWERS

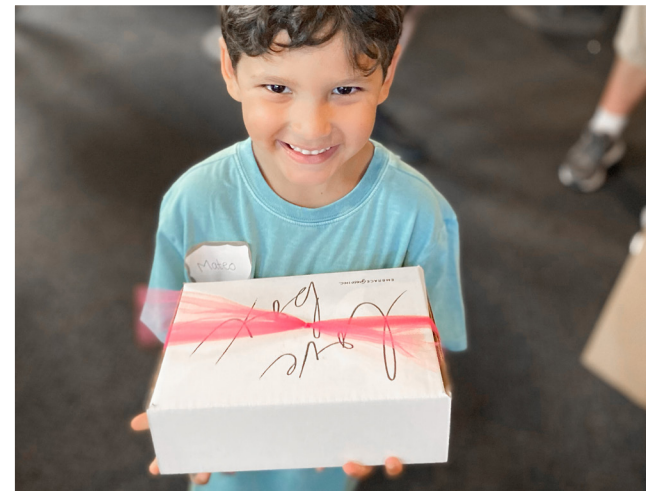
2,800
TWITTER
FOLLOWERS

WATCH DOCUMENTARY

EMBRACE GRACE

on the road

Our team traveled across the country and brought our Pro-Love message to **23** events and connected with nearly **2,000** potential Support Groups and Pregnancy Care Centers.



love box

INITIATIVE

Love Boxes are given in bulk for FREE to Pregnancy Centers to be placed in the hands of women considering abortion. Each box contains an invitation to a church-hosted support group, stories from a parenting mom and birth mom, a letter of hope, a journal that encourages her to be fearless, a onesie, and A Bump in Life book that includes hopeful testimonies from other single moms.

It's an honor to partner with 594 pro-life pregnancy centers nationwide. In 2022 we added 200 new partnerships and distributed more than 22,000 Love Boxes.

SHARE THE love

PACKING PARTY

Since 2017 we've distributed over 65,000 Love Boxes! Share The Love events are a big part of how we've accomplished it.

Event attendees assemble and fill the boxes and learn about the life-changing difference these boxes make. Then the assembled love boxes are delivered to a local pregnancy center for free distribution. This outreach event is a tangible way to help single and pregnant moms in your community be brave and choose life.

This year 190 Share the Love events took place in churches, Bible study groups, youth groups, college sororities, businesses, or other organizations.



22,196
LOVE BOXES
DISTRIBUTED

200
NEW PREGNANCY
CENTER
PARTNERSHIPS



190
SHARE THE
LOVE EVENTS

WE ARE THANKFUL FOR OUR *Volunteers*

137

VOLUNTEERS
SERVED

1,582

VOLUNTEER
HOURS

\$28,471

DOLLARS
SAVED

Are you ready to volunteer with us?

[EMBRACEGRACE.COM/VOLUNTEER](https://embracegrace.com/volunteer)



VOLUNTEER SPOTLIGHT

Belinda lives in Euless, TX but is originally from Monterrey, N.L. Mexico.

How did you hear about Embrace Grace?

I first heard of Embrace Grace when I volunteered with Gateway Church during Serve Week almost two years ago.

When did you start volunteering at Embrace Grace?

After that Serve Week, I loved the ministry's mission, purpose, and cause. So I continue to volunteer whenever I can.

Why do you like to volunteer weekly?

I like to do crafty things, it gives me something with God in mind, and since I'm retired I have plenty of time.

What is your favorite part about volunteering?

I love doing Love Boxes and working on all the beautiful things Embrace Grace makes for women who need encouragement. I love that I can help inspire them to keep going despite scary and uncertain circumstances.

Anything else you'd like to add?

I also love meeting other volunteers and getting to know them. Everyone at Embrace Grace is amazing. It's absolutely fantastic that Embrace Grace is growing so much and expanding to the rest of the world!



2022 was a year of historic growth at Embrace Grace. We ministered to thousands of parents, distributed a record number of Love Boxes, launched new groups, and empowered and trained thousands of leaders to ensure that no single mom walks alone.

2022: A YEAR OF **DREAMS** — BIG & SMALL

936
support groups

433 New Groups launched in 2022 which makes a total of 936 Embrace Grace Support Groups

594
partnerships

200 New Pregnancy Center Partnerships in 2022 which makes a total of 594 current partnerships

65,000
love boxes

22,196 Love Boxes distributed in 2022 which makes a lifetime total of over 65,000 Love Boxes

13,000
mom's + dad's

2,957 Moms + Dads disciplined and supported in 2022 which makes a lifetime total of over 13,000

In **2023** we are **GROWING!**

Our word for the year is GROW. Our prayer is that young moms will grow in their relationship with God and the knowledge of His love for them. We long for faith in the hearts of our leaders to grow as they experience miracles within their groups and that we will see growth in groups around the nation and the world!

It's an honor to partner with you toward our vision for the world - that every woman with an unexpected pregnancy has a church to turn to for support, love, and empowerment.

We can't wait to celebrate with you as we grow in grace in 2023.

“God can do anything, you know—far more than you could ever imagine or guess or request in your wildest dreams!”

EPHESIANS 3:20



THE *Dream* TEAM

EMBRACE GRACE STAFF

Amy Ford - President + Founder
Jennifer Bellamy - Director of Groups
Jessica Russo - Director of Donor Relations
Ashley Ziegler - Director of Marketing
Susan Jones - Groups Coordinator
Megan Seidel - Human Resource Generalist
Melissa Ansley - Project Manager
Madeline Martinez - Groups Support Manager
Wendi Jenkins - Groups Development Manager
Morgan Butler - System Administrator
Aidan Novalis - Content Marketing Strategist
Brooklyn West - Graphic Designer
Erika Porter - Outreach Coordinator
Hannah Morris - Donor Relations Manager
Shelby Winborne - Fulfillment Coordinator
Kailee Ridenour - Groups Coordinator
Kimberly Stone - Northwest Regional Representative
Mercedes Quintana - Event Strategist
Lindsay Pierson - Groups Coordinator
Stacie Putman - Guest Experience Coordinator
Suzanna Gadberry - Brave Girl Coordinator
Linda Schankowski - Donor Relations Coordinator

EMBRACE GRACE SUPPORT TEAM

Rachel Blanton - Groups Development Team
Kelly Bennett - Groups Development Team
Amber Cole - Groups Development Team
Ryan Ford - COO, Fractional

EMBRACE GRACE BOARD

Samantha Golden, Gateway Church
Tiffany Wheeless, Babes Chicken
Eric Fellman, Non-Profit Consultant
Brent Pennington, Charlie's Concrete
Chris Capehart, OvenBits
Shawn Ring, Avodah Global
Amy Ford, Embrace Grace

Together WE CAN HELP
HER BE BRAVE

Follow along with the Pro-Love Movement



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EMBRACE *Grace*

Embrace Grace is a 501(c)3 non-profit, EIN: 45-5202711

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