

2025



Annual Report



*Building a national, Gospel-centered,
reproductive healthcare alternative
to big abortion.*

CEO Statement

When I look back on 2025, what stands out most isn't just the growth—it's the real lives impacted. The 100 women who walked into our clinics planning to have an abortion but chose life for their babies instead. The 212 women who could have easily been persuaded to abort if they went into a Planned Parenthood instead of an Alliance Women's Clinic. The five mothers and six children who found refuge and discipleship at Hope House.

This year, Alliance Family Services more than doubled in size—expanding from three clinics to six and serving women and families in Wisconsin, Illinois, and Tennessee. But our mission has never been about numbers alone, although we are serious about taking on Planned Parenthood! It has always been about being obedient to the call of the Lord to speak up for those who cannot speak for themselves. We are seeking to go straight into hard situations to save lives and advance the gospel, bringing exceptional medical care and truth.

In Q4, God opened an extraordinary door for expansion into Chicago—one of the most abortion-saturated cities in the nation—through a pending merger with TLC Pregnancy Services. We also secured full launch funding for Fargo, North Dakota, and began fundraising toward future clinics in Knoxville, Tennessee, and beyond.

Although abortion remains legal nationwide and the rise of abortion pills has increased the urgency of this work, we remain steadfast. We are committed to rescuing as many as possible today while laboring toward the ultimate goal of equal protection under the law for every preborn child.

We are well on our way to our vision of 30 clinics by 2030, and we know this mission is only possible with the help of the Lord and through faithful partners like you.

“Unless the Lord builds the house, those who build it labor in vain.” — Psalm 127:1

Thank you for standing with us, for loving the most vulnerable, and for helping to make this life-saving work possible.



STEVE & GINNA CROSS

Chief Executive Officers



Mission

Alliance Family Services is a Gospel-centered organization that relentlessly advocates for preborn children, women, and families by providing exceptional reproductive healthcare, biblical discipleship, and social support.

Vision

Compete directly with big abortion by operating a nationwide network of reproductive healthcare clinics and support services that are medically exceptional and unapologetically Christian.

2030 Vision

By God's grace, Alliance Family Services will operate 30 clinics across the United States, serving tens of thousands of women annually and standing as a national model for faithful, effective, life-saving care.



Timeline

2021

Reboot

New leadership
Full rebrand to AFS/AWC
Targeted outreach to abortion-determined women



2023

Medical Focus

Mobile medical clinic purchased
Abortion Pill Reversal added
STI testing/treatment added
New Kenosha clinic building



2025

Multi-State Operations

Zion, IL clinic opened
Franklin, TN clinic opened
Milwaukee, WI clinic opened
Clinic model finalized for national replication

From one clinic to a national network

In just four years, Alliance Family Services has grown from a single clinic in Kenosha, Wisconsin into a multi-state reproductive healthcare network with a clear, scalable model for national impact.

2022

Expansion Begins

Racine clinic opened
Hope House opened
Prenatal care added



2024

Clarity of Vision

Merger with Hope's Door: La Crosse
La Crosse clinic opens
Vision for nationwide expansion to compete with Planned Parenthood



Current Locations



KENOSHA CLINIC

2915 60th St
Kenosha, WI 53140



ZION CLINIC

2640 Sheridan Rd
Zion, IL 60099



RACINE CLINIC

1515 S Green Bay Road
Suite B
Mt Pleasant, WI 53406



FRANKLIN CLINIC

509 New Hwy 96 W
Franklin, TN 37064



LA CROSSE CLINIC

600 3rd St N
Suite #201
La Crosse, WI 54601



MILWAUKEE CLINIC

9114 W Greenfield Ave
West Allis, WI 53214



MILWAUKEE MOBILE CLINIC

Public street parking near
Planned Parenthood

COMING IN 2026

Schaumburg, IL clinic

Elgin, IL clinic

Chicago, IL mobile clinic

Fargo, ND clinic

Lenoir City, TN clinic



HOPE HOUSE

Undisclosed Location
Kenosha, WI

WHERE WE SERVE

From college towns to major metro areas, AFS clinics are positioned in strategic locations with some of the highest abortion demand in the country.

The Real Problem

Abortion remains legal in all 50 states, and that legal reality is not neutral—it is morally formative. **Laws do not merely reflect a culture; they shape it.** When the law exempts abortion from justice, it teaches a nation that some human lives are disposable and that personal autonomy outranks moral responsibility. This is not only a legal failure, but a spiritual one: a society disciplined by unjust laws will inevitably produce unjust hearts.

While in-clinic abortions have declined in some regions, the rapid expansion of abortion pills has created unprecedented access to legally murdering another human being in the privacy of one's own home. Women are targeted at their most vulnerable moments with fast, impersonal, and profit-driven solutions that deceptively label abortion as "healthcare" while treating the unborn child as disposable.



Abortion Pills

Abortion pills are now available by mail, online, and across state lines—placing life-ending drugs into the hands of women in their own home bathrooms. Access to abortion has expanded since the Roe overturn, not decreased.



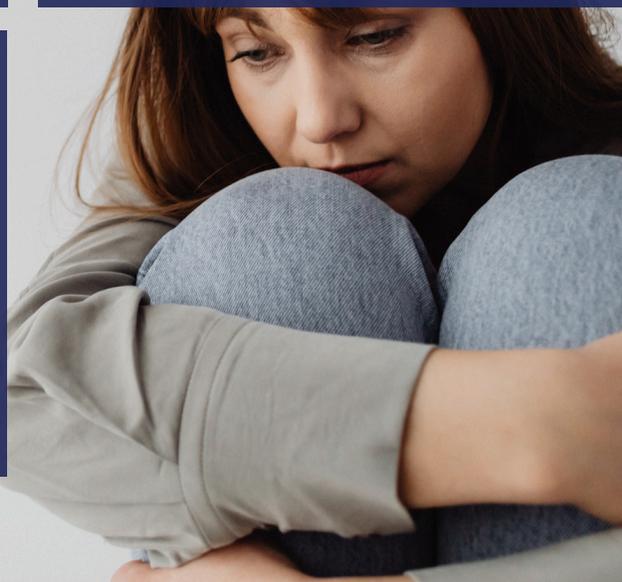
Culture of Self

Our culture has normalized the destruction of unborn life and rebranded abortion as healthcare, freedom, and even "compassion". Instead of adults sacrificing for children, children are expected to sacrifice even their very lives for the convenience of adults.



Church is Absent

When the church fails to teach sound doctrine, to call sin what it is, and to advocate for laws that honor God and protect the vulnerable, men and women are left without moral clarity on matters of life and death.



Abortion is a legal and spiritual crisis—driven by unjust laws, a culture of self, widespread abortion pills, and the church's silence.

The AFS Solution

A real alternative—when it matters most

Alliance Family Services exists to offer a real alternative to abortion. We meet women at the exact moment they are considering abortion and provide what the abortion industry never will: time, truth, excellent medical care, and the hope of Christ. Our clinics are front-line mission fields—where lives are saved, women are served with dignity, and the Gospel is clearly proclaimed.

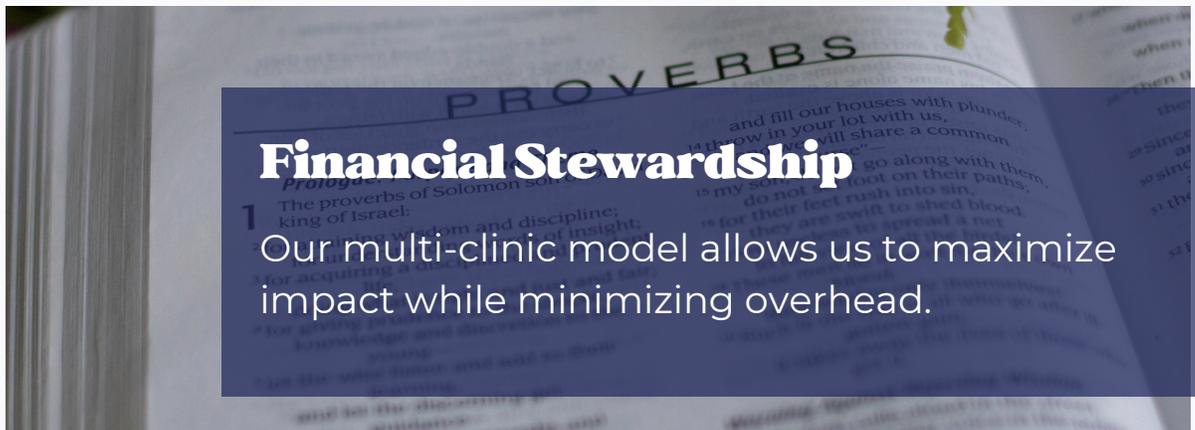
Reproductive Healthcare

God-glorifying.
Whole woman.
Exceptional.



Financial Stewardship

Our multi-clinic model allows us to maximize impact while minimizing overhead.



Growing Voice of Influence

As our network expands, so does our ability to advocate for equal justice.





2025 Impact

Reproductive Health that Cares



100

lives saved



212

lives protected



994

women served

2,173 total appointments

1,707 individual appointments (+45%)

466 group class attendees (+24%)

62

volunteers

10,400

volunteer hours given

31

abortion pill reversal initiations

1,046

ultrasounds performed

785

gospel conversations

558

patients with a positive pregnancy test



percentage of patients that are abortion determined or abortion vulnerable



life decision rate for abortion determined/abortion vulnerable AFS patients

Financial Overview

Great stewardship is central to AFS.

We are committed to a streamlined pregnancy help model designed to maximize impact and responsibly steward kingdom resources. We hold ourselves accountable to this standard in everything we do.

This disciplined approach has enabled AFS to attract and retain exceptional leaders within the pregnancy help movement, positioning us for continued national expansion.

The Results

Our multi-clinic model, supported by centralized administrative functions, significantly reduces overhead costs—allowing a greater share of local resources to be directed toward frontline ministry and client care.

Each Regional Director operates within a dedicated budget, including defined revenue goals and expense projections. These budgets are developed collaboratively with the CEOs, then submitted for approval and ongoing oversight by the Board of Directors to ensure accountability and financial discipline.

\$1,755,894

Total Donations Received

\$1,548,289

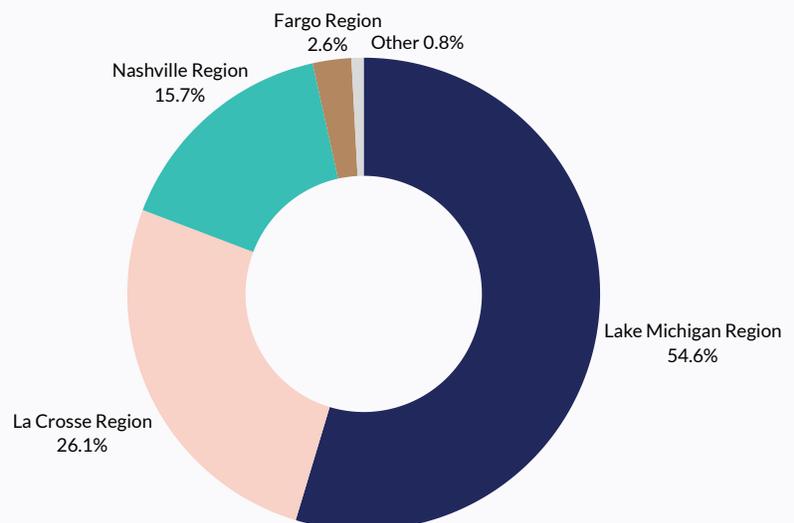
Total Operating Expenses

Donation Streams

- Individual Donors — 40% \$705,784
- Fundraising Events — 34% \$600,118
- Church Partnerships — 14% \$243,417
- Grants & Foundations — 10% \$182,672
- Other — 2% \$23,903

The AFS financial model allows for localized autonomy while maintaining accountability across the organization, minimizing overhead.

Donations By Location



Fixed Assets **\$1.1M** Liquid Assets **\$660K**

Short-Term Liabilities **\$77K**

Long-Term Liabilities **\$645K**

Proclaim the Gospel

When we talk about sharing the Gospel, it's important to clarify what the Gospel is that we believe and proclaim! Here is an example of how we would share the Gospel with our patients.

God made you. He is a loving God, and He is also holy, good, and perfect. He created you to know Him and live in relationship with Him.

But like all of us, you've sinned against God. That's not just about "mistakes" or being imperfect — it's about choosing your own way instead of His. The Bible says that sin separates us from God, and that we're unable to fix that separation on our own, no matter how hard we try.

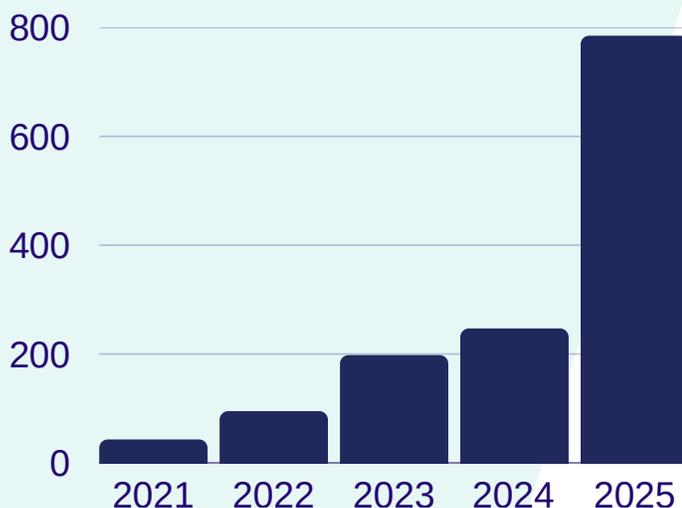
The good news is that God didn't leave us there. He sent Jesus, who is God in human form, to live the perfect life we couldn't live and to die in our place. On the cross, Jesus bore the judgment our sin deserves, so that sinners could be forgiven and brought back into right relationship with God.

And when Jesus rose from the dead, He showed that His sacrifice was accepted by God, that sin and death were defeated, and that reconciliation with God is now possible.

Salvation isn't about being religious or cleaning yourself up first. It's about **repenting — turning away from your sin — and turning to Jesus in faith, trusting Him and submitting to Him as Lord.**

When you submit to Christ, God forgives you, declares you righteous because of Jesus, and begins to change you from the inside out — not because you earned it, but because of His grace.

Gospel Conversations



LAKE MICHIGAN REGION

2025 STATS



It was a grueling but incredibly rewarding year for our Lake Michigan team! They have labored faithfully to see these two major building projects come to completion! We are so thankful for our strip of clinics extending up Lake Michigan. This has provided stable continuity of care for our patients, who are able to seamlessly visit whichever Alliance Women's Clinic location is most convenient for them!

2025 Summary

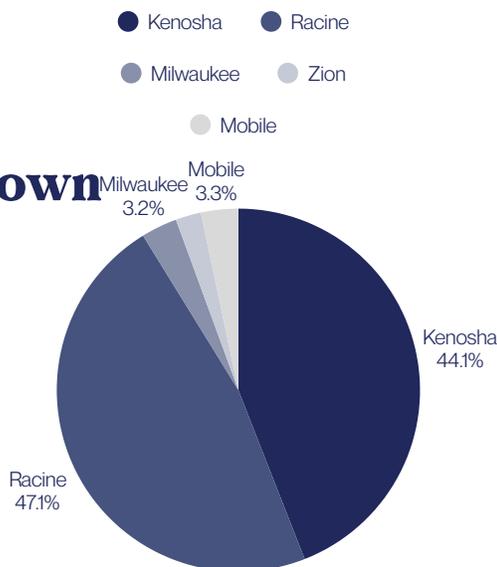
- Opened Zion Clinic in March
- Opened Milwaukee Clinic in August
- Significant staffing changes, with KC Hunter transitioning from the Lake Michigan Region to the Nashville Region and Abbey Snyder taking over as Nurse Manager.

The Lake Michigan Region consists of 6 initiatives: 4 clinics, the mobile clinic, and the Hope House (which is available to patients from any of our clinics if they are willing to travel).

Led by Regional Director, Yolanda James, Director of Medical Operations, Erica Millar, Client Services Director, Taylor Lowman, and numerous others with a passion for reaching these communities for Christ, this region is our flagship area and it is crucial that it continues to lead the way in courage and compassion.

We anticipate considerable growth in the coming year in both our Milwaukee and Zion clinics, as new clinics typically take about 12-18 months to really become established in an area. Stability is the theme for LM in 2026!

Appt Breakdown

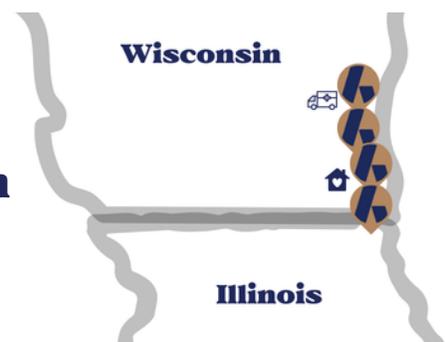


Our total annual revenue need for this region is \$1,000,000 which breaks down as follows:

- Kenosha - \$300,000
- Racine - \$300,000
- Milwaukee - \$200,000
- Zion - \$100,000
- Mobile Clinic - \$75,000
- Hope House - \$25,000



Lake Michigan Region



THE NEXT PHASE

NORTHWEST SUBURBS, CHICAGO IL



OVERVIEW

Ultrasounds

574

Lives Saved or Protected

208



TLC REGION

Palatine Clinic Closure: (December 2025)

While we absolutely want to serve the community of Palatine, TLC finances were not in a position to be able to continue the operation of 3 clinic locations, so the difficult decision was made to close Palatine **for now**.

Our immediate priority is to strengthen the two remaining clinics, get our advanced reproductive services (prenatal care, well woman exams, etc) going once again, get the clinic buildings organized/decorated and ensure our staff is well-trained, processes orderly, etc.

STATS

- 46,000 IL abortions in 2020
- 72,000+ IL abortions in 2023
- Approx. 50% of those in Cook County
- Estimated 100 abortions per day right in this area
- No Chicago area pregnancy clinics have been taking calls after hours and on weekends for abortion pill reversal. The Zion, IL, Alliance Women's Clinic (almost to WI) has been serving those Chicago and Indiana patients. The need is urgent for that care more locally.

AFS and TLC were not merged at the end of 2025 so we are not including TLC clinic numbers in our 2025 AFS numbers. However, we are thrilled to report the TLC Pregnancy Services impact for 2025!

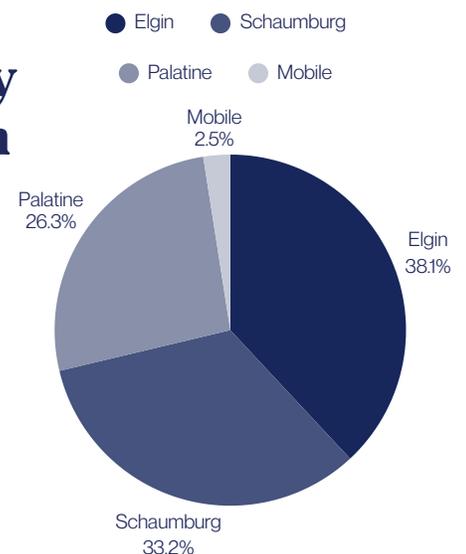
In 2025, God opened an extraordinary door for expansion into one of the most abortion-saturated regions in the nation.

Through a pending merger with TLC Pregnancy Services—a network serving the Chicago suburbs for over 30 years—Alliance Family Services is preparing to extend life-saving, Gospel-centered care into the heart of the Midwest.

This expansion includes two brick-and-mortar clinics and a mobile unit that will soon be stationed outside active abortion facilities—offering free ultrasounds and real alternatives at the front door of death.

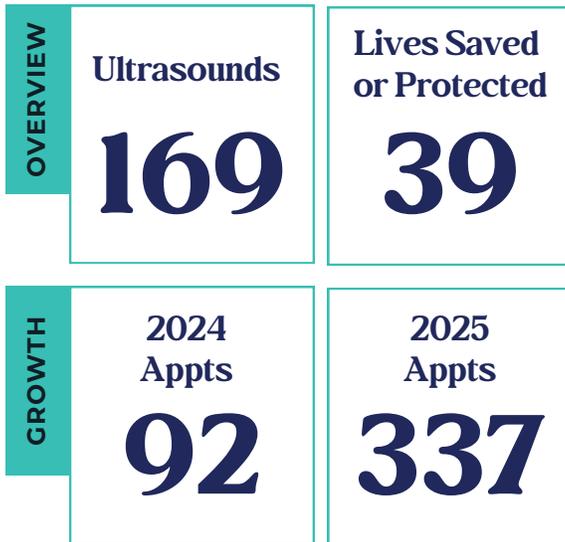
Our vision for this region extends well beyond what we are currently doing! We are watching listings closely that are for sale or rent near abortion clinics in the NW suburbs and, if the Lord blesses our work in this region financially, we will be looking to re-open a 3rd location as soon as we are able! We are also hoping to be able to take out the mobile clinic more than 1 day/week and with adequate funding we can staff it.

Appts By Location



LA CROSSE, WI

2025 STATS



Kari came to Alliance overwhelmed and unsure after learning she was pregnant—newly graduated, uninsured, and preparing to move away. She shared that she was considering abortion and had not told anyone about her pregnancy. After her first ultrasound showed it was too early to confirm viability, Kari returned for a follow-up appointment. By then, **the Lord had been at work in her heart.** Kari chose life and shared that Alliance was the place where she felt safe, supported, and empowered to trust that she could do this. We rejoiced together when her follow-up ultrasound revealed a healthy, viable six-week-old baby. Though she is moving, Kari plans to continue coming back to Alliance. We praise God for His faithfulness and ask for continued prayer for Kari and her baby as she steps into this new season.



Total annual need for our La Crosse clinic: **\$300,000**

FRANKLIN, TN

Alliance received an urgent Saturday call from a mother who was desperate to save her baby. She had traveled to Illinois to obtain the abortion pill, but almost immediately regretted her decision. Overwhelmed with fear and remorse, she reached out to the Abortion Pill Rescue Hotline and was quickly connected to Alliance.

We were able to see her the very same day. Afraid it might already be too late, she came in seeking hope. A pregnancy test and ultrasound confirmed her pregnancy, and our nurse promptly administered life-saving progesterone to counteract the effects of the abortion pill. Together, they prayed—asking the Lord to protect the life of her child and to give her peace. Throughout her first trimester, this mother returned weekly for care, encouragement, and prayer, and she continued to seek support during moments of fear and uncertainty. Today, she and her partner are joyfully preparing to welcome their baby boy in the coming weeks. She has expressed deep gratitude for Alliance's unwavering presence during one of the most critical moments of her life.

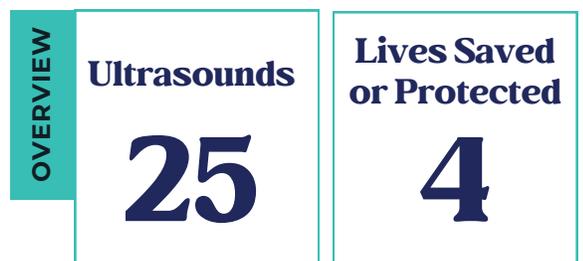
Coming in 2026 [Prenatal care to 20 weeks and advanced reproductive services!](#)



Total annual need for our Franklin clinic: **\$300,000**

The abortion industry is working hard to ensure we don't have success marketing to the abortion determined woman. We are doing all we can to compete with them on Google and will keep working to find an effective strategy in order to reach significantly more women in middle TN.

2025 STATS



COMPREHENSIVE CARE

BEFORE, DURING AND AFTER PREGNANCY

* PREGNANCY CARE

- Pregnancy Testing/Verification
- Nurse Consultation
- Limited Obstetric Ultrasound
- Options Counseling
- Prenatal Care to 20 Weeks
- Abortion Pill Reversal
- Nutritional Counseling
- Smoking Cessation Program
- Postpartum Care and Support
- Miscarriage Management and Support

* SUPPORT SERVICES

- Case Management
- Transitional Housing
- Community Referrals
- Budgeting Assistance
- Insurance Enrollment Support
- Job Application Assistance
- Childcare Solutions
- Transportation Access Assistance
- Spiritual Care Counseling

* OTHER MEDICAL SERVICES

- STI Testing/Treatment
- Routine Pelvic Exams
- Physical Exams
- Pap Smears
- Breast Exams
- Family Planning Consultation
- IUD Removal
- Menstrual Cycle Management
- Post-Abortion Follow-Up

* GROUP CLASSES

- Girls Talk - A place for open conversation about God's design for sex and relationships
- Natural Childbirth Class
- Breastfeeding & Newborn Care Class
- Grief & Loss
- Connect & Grow
- Cycle Awareness
- Play Group



UNLIKE ABORTION CLINICS, OUR CARE CONTINUES LONG AFTER THE APPOINTMENT.

HOPE HOUSE



A transitional home of refuge for women who are pregnant or new mothers as we work alongside them to reach their goals.



Alex's Testimony

Alex initially planned to undergo a surgical abortion to end her first pregnancy, but while sitting in the waiting room, she became overwhelmed and left before the procedure. A few days later, she scheduled an appointment at Alliance Women's Clinic. When she arrived she was anxious and uncertain about her future. Although she knew she did not want to end her baby's life, she felt unsure about how to move forward. Past struggles with drug addiction had strained her family relationships and left her without a strong support system. At the time, Alex was working to maintain sobriety, living in an unstable environment, struggling to keep steady employment, and had no reliable transportation, prenatal care, or clear path forward.

Alex visited Alliance twice before the birth of her daughter, receiving medical care, an ultrasound, and information about available resources. During these visits, she met a compassionate care team and heard the Gospel faithfully shared. Still, she was not ready to fully engage, and Alliance did not hear from her again for nearly a year.

One year later, Alex returned to Alliance seeking a resource appointment, sharing that she was facing homelessness. She recognized that despite her efforts, she needed deeper, lasting change. Staff welcomed her back with open arms and were encouraged to meet her young daughter—a life once surrounded by uncertainty.

During her first visit back, Alex applied to Alliance's maternity home, The Hope House. After an interview process and expressing her sincere desire to rebuild her life "the right way," she was accepted. Within weeks, Alex and her daughter moved into the Hope House and began working with staff on an individualized case plan. She soon secured SNAP, WIC, and daycare assistance, obtained full-time employment, enrolled her daughter in daycare, and received help with transportation.

At the Hope House, Alex was surrounded by consistent encouragement, truth, and Christ-centered support. Having little prior exposure to church, she gradually became curious about the Gospel. She began attending a Bible-believing church and, during a worship service, made the decision to surrender her life to Jesus Christ.

Today, Alex continues to face challenges, but her life is marked by hope, joy, and resilience. She is leaving behind old habits, building stability for herself and her daughter, and learning to rely on Christ for strength and guidance. Alliance is grateful to witness the transformation God is bringing about as He moves Alex's life from uncertainty into lasting hope.



Michaela, house sister, with two of our Hope House residents!

Mason (one of our youngest Hope House residents) loves playing with his new train table donated by one of our generous donors!





Mobile Outreach

OUR 2 MOBILE CLINICS



Our mobile medical clinics allow us to go exactly where the need is! We continue to park out front of the Milwaukee Planned Parenthood has often as we can with our WI based mobile. With our Chicago based mobile, we are beginning to explore where the most abortion clinics would be to park it either in Chicago proper or the NW suburbs.



Illinois is a major destination for “abortion tourism”, so our hope is to have the funding to be able to staff and send it out 5-6 days per week by the end of 2026.

PRAYER REQUESTS

- Boldness to go to the front lines and engage one of the most difficult places to minister in America.
- Nurses and volunteers with a passion for ministering outside of abortion clinics.
- Soft hearts that are open to hearing truth!

OPPOSITION

This year brought unmistakable spiritual and direct opposition. Our Milwaukee clinic endured weeks of radical pro-abortion protests—an exhausting reality for staff, volunteers, and the women we serve. While opposition is never easy, it is a clear sign that the work matters. When truth is spoken, lives are protected, and hope is offered, resistance follows.

Yet in the midst of hostility, the Lord strengthened and encouraged us! Appointments continued, doors stayed open, resources arrived at the right time, and lives were still being saved. What the enemy intended to disrupt, God used to strengthen our resolve and deepen our dependence on Him.

Scripture reminds us that “we do not wrestle against flesh and blood, but against the spiritual forces of evil” (Ephesians 6:12). This work has always been spiritual at its core.



reproductivejusticeaction Yesterday, we took the streets again outside Alliance Women's Clinic to call out their deceptive care and to demand that Milwaukee and... more

EDUCATION

AFS provides Biblical discipleship to the women we serve through a variety of structured classes designed to foster lasting transformation. In a class setting, women are not only taught God's truth but invited to wrestle with it, apply it, and live it out in community.

Biblical training equips mothers with a renewed understanding of their identity, purpose, and responsibility before God, forming convictions that endure beyond a single appointment or crisis moment.



BIBLE BASED EDUCATION All Locations	Group Class Attendees 466	Different Classes 15
---	-------------------------------------	--------------------------------

BROADENING OUR REACH

True, biblical compassion requires both care for the individual and advocating for Biblical justice (Isaiah 1:17, Micah 6:8). Equal protection for the preborn simply means **the same laws that protect you and me should protect them as well.** At AFS, our primary work is meeting women in moments of indecision, sharing the love of Christ, and advocating for the life she carries. But we also work to confront the laws and cultural narratives that permit the destruction of innocent life, seeking to be a relentless **voice for the voiceless.** Equal protection for the preborn is not a political talking point; it is a moral necessity rooted in the belief that every human being bears God-given dignity and should be protected by law from harm.



Erica Millar received the First Responder of the Year award for the 32nd Assembly district from WI State Representative Amanda Nedweski



Read our AFS Statement on Abortion Abolition



COMING UP

Alisa Childers Podcast: April 6th, 2025



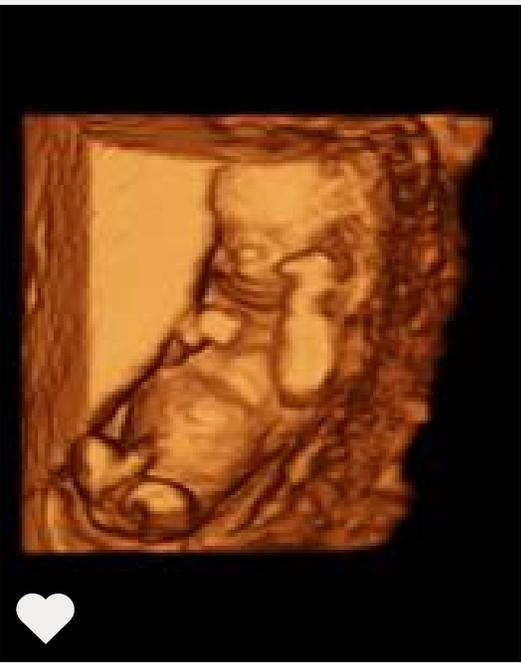
Ginna Cross gave testimony for a bill of equal protection in North Dakota



Bradley Pierce, constitutional attorney and AFS Board member, played a key role in putting forward 19 bills of equal protection for the preborn in 15 states. 122 lawmakers were cosponsors of those bills.



Christ Over All Article: February 2025



ALLIANCE FAMILY SERVICES

2915 60TH ST
KENOSHA, WI 53140

WHERE WE ARE HEADED

America urgently needs a Christ-exalting alternative to Planned Parenthood—one that delivers exceptional, God-honoring reproductive care and stewards every dollar with excellence. This will save thousands of lives and proclaim the hope of Christ.

As we grow, our influence grows. And with it, our ability to stand as an uncompromising voice for the complete abolition of abortion—uniting the Church to save millions and honor our King who commands justice for the oppressed.

**Thank you for
standing with
us to protect
innocent life!**

