



2024

ANNUAL REPORT



DIRECTORS' STATEMENT

2024 marked the beginning of significant expansion efforts at AFS! Our vision is clear: we aim to build a clinic brand that gradually takes “reproductive healthcare” market share away from Planned Parenthood, saves as many lives as possible, and advances the Gospel in our communities that desperately need Christ. As Planned Parenthood actively seeks to steal, kill, and destroy and has been wildly successful in this aim to our country’s great shame, this missional work of opposition is absolutely vital!

Abortion is still legal in all 50 states. While there are less reported abortions in some states due to regulations on in-clinic abortions, the flow of abortion pills directly to mothers has resulted in a nationwide increase in abortions since the Dobbs decision. AFS is all-in to be a part of abolishing the horrific and legal practice of child sacrifice in our country! We are doing what we can to save as many innocent lives as possible while working toward the ultimate goal of equal protection under the law for the preborn. While working hard to aid in that effort, we are reaching and serving a population that is difficult for the church to reach. A crucial mission field!

We are in awe of what God has done the last 4 years. He has gone before us every step of the way, bringing on board the right people at the moments we’ve needed them, bringing provision, opening doors of opportunity, and drawing in the lost and broken by the hundreds each year. But we believe that Alliance Family Services is only just beginning! We can reach many, many more in our communities each year as the local church continues to stand with us in volunteer help, receiving women for ongoing discipleship and care, and in helping us meet our ongoing revenue needs.

As we advocate for each and every life, we express our most heartfelt gratitude for the blessing of being able to lead this organization. Thank you for caring deeply about the most vulnerable and advocating for them alongside us. May God richly bless you!



STEVE & GINNA CROSS
Co-Executive Directors



MISSION & VISION



Mission

Alliance Family Services is a Gospel-centered organization that advocates for preborn children and promotes strong families through compassionate reproductive medical care, spiritual guidance, and social support.

2025 Vision

- 01 AFS has a crystalized expansion model defining offerings, budget and operational processes.
- 02 AFS is a multi-state organization in at least 3 new locations with a multi-million-dollar operating budget.
- 03 AFS is a leading clinic partner with national complementary organizations with a growing voice of influence.

2030 Vision

AFS is the national leader in the pregnancy help movement, has 30 locations in 15 states and has helped advance the abolition of abortion by being the leading influence to the pro-life movement.

CURRENT LOCATIONS



KENOSHA CLINIC

2915 60th St
Kenosha, WI 53140

Our busy Kenosha clinic saw a 97% increase in client appointments after moving into a new location in late 2023. A new, weekly class called “Girl Talk” that focuses on teaching God’s design for sex and relationships has been a huge success and through it many have heard the Gospel.



RACINE CLINIC

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

Celebrating its 3rd anniversary in Jan 2025, our Racine clinic continues its steady growth with exactly 500 appointments in 2024! We have extended our lease in the current space for another year to give us time to explore opportunities to purchase a larger space in Racine.



LA CROSSE CLINIC

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

Our brand-new La Crosse clinic opened its doors in July 2024, after a merger with AFS in April 2024. This marks the first of what we believe will be many more alliances of this nature. La Crosse is positioned in a major college town on the MN border and the LC staff is reaching their community with excellence.



MOBILE CLINIC

Public street parking near the Milwaukee Planned Parenthood

Though we purchased our mobile clinic in May 2023, we hadn’t found the right “fit” for it until a collaboration with Sidewalk Advocates for Life helped give us the confidence to park it in front of Milwaukee’s busy Planned Parenthood. Since August, we have intercepted 73 patients who came onto the mobile and given gifts, materials and Gospel tracts to countless more.



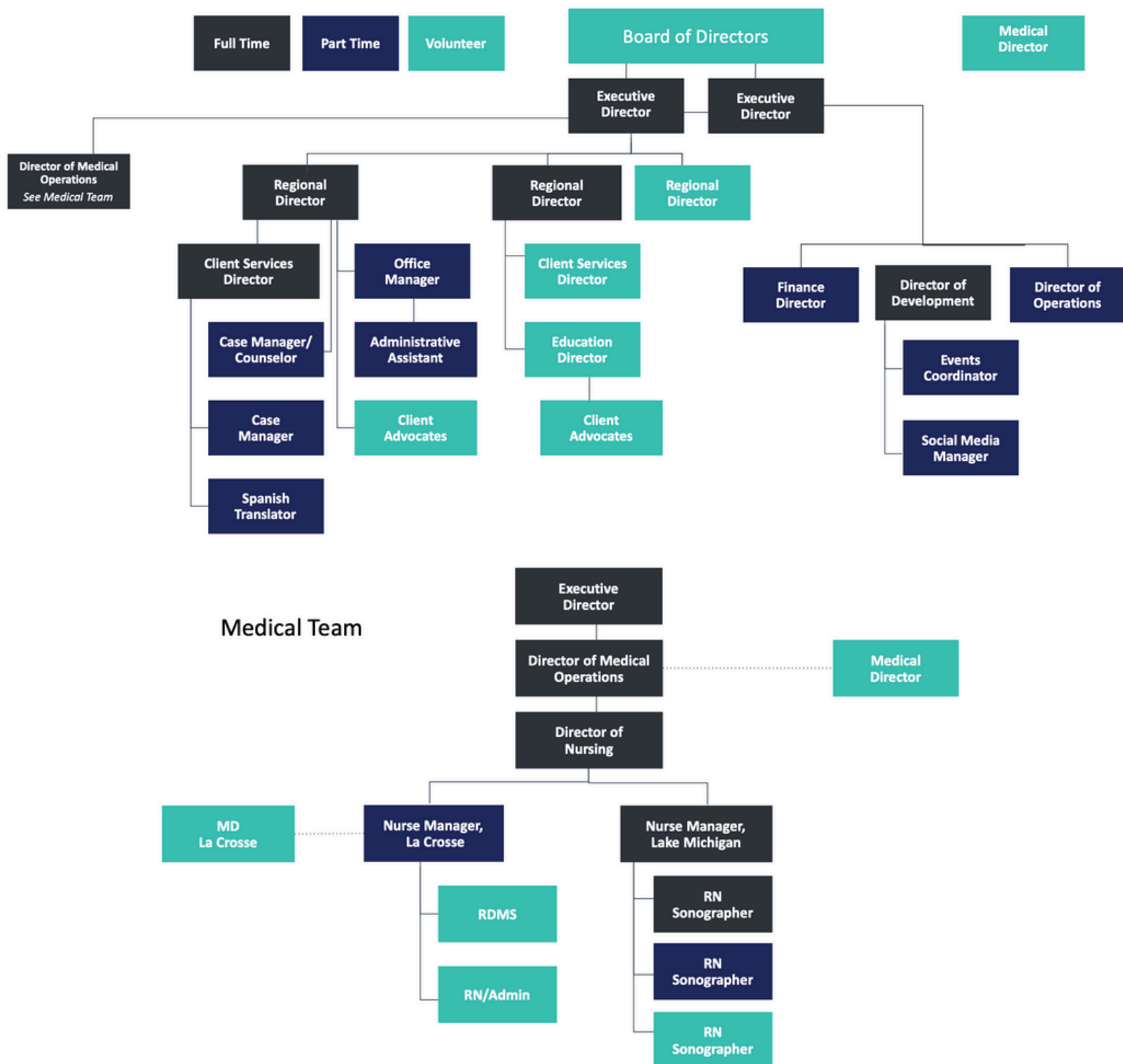
HOPE HOUSE

Undisclosed Location
Kenosha, WI

The Hope House served 4 women and their children in 2024, as well as our wonderful house sister. This home continues to be a huge blessing and deterrent to many women who feel stuck and like they have to abort. We are grateful to the generous church partner making this possible.

ORGANIZATIONAL STRUCTURE

As a service-based organization, the only way to increase our effectiveness substantially year over year is to continue to add talented, driven and passionate individuals to our team who love the Lord and want to advance His Kingdom! In 2024 we added 12 individuals to our staff, not including client advocates and event volunteers, who either volunteer their time but serve in a crucial/ongoing role or who are full time or part time staff.

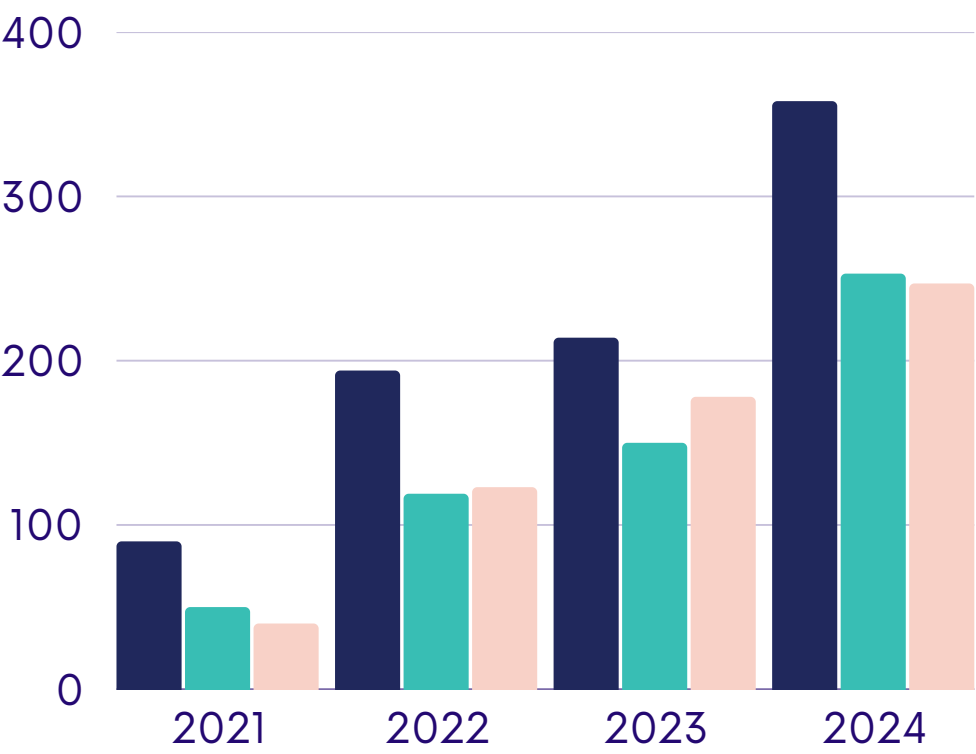


2024 IMPACT

1551 Total Visits	180 Women Planning to Abort	74 Lives Saved	252 Total Lives Saved or Protected
247 Gospel Presentations	178 Women Vulnerable to Abortion	178 Lives Protected	20 Professions of Faith

LIVES SAVED & GOSPEL PROCLAIMED

These are our two priorities at AFS and achieving these 2 objectives drives all our decision-making.

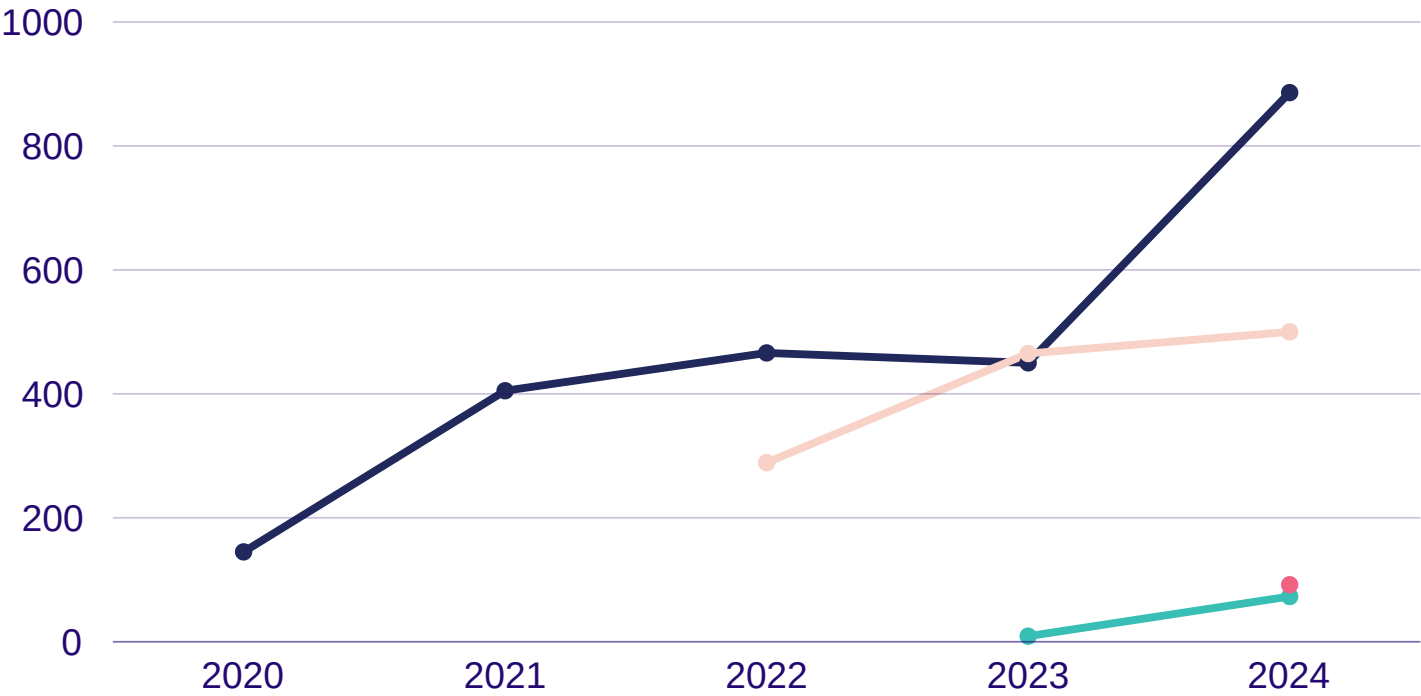


2024 IMPACT

886 Kenosha Appointments	500 Racine Appointments	92 La Crosse Appointments	73 Mobile Clinic Appointments
481 Pregnancy Tests	723 Ultrasounds Performed	605 Baby Boutique Visits	145 Prenatal Visits

CLIENT APPOINTMENTS BY LOCATION

● Kenosha ● Racine ● La Crosse ● Mobile Clinic



2024 GOALS & RESULTS

Objective

Alliance Family Services becomes the leading influence across the region in abortion prevention.

1

Bulletproof Operations

- Hired a PT Director of Operations with a high level of attention to detail
- Completed a full review/overhaul of our policies and procedures
- Began work on Standard Operating Procedures for every AFS role
- Hired a FT Director of Nursing to ensure training, processes and effectiveness of medical teams across the organization.

2

Expand Regional Reach

- Opened a location in La Crosse, WI on the other side of the state.
- Implemented an organizational structure that provides both local, on-site leadership expertise as well as broad leadership.
- Participated in state wide and national collaboration efforts.
- Began work to open multiple new locations in 2025.

3

Gospel-Led Is Central

- Conducted monthly training and exhortation on the topic of sharing the Gospel
- Emphasis on boldness, listening to the Holy Spirit for guidance in these conversations, recognizing that this might be our only opportunity with the client.
- Tracked detailed metrics throughout the year.

\$1.1M

2024 Revenue

\$1.1M

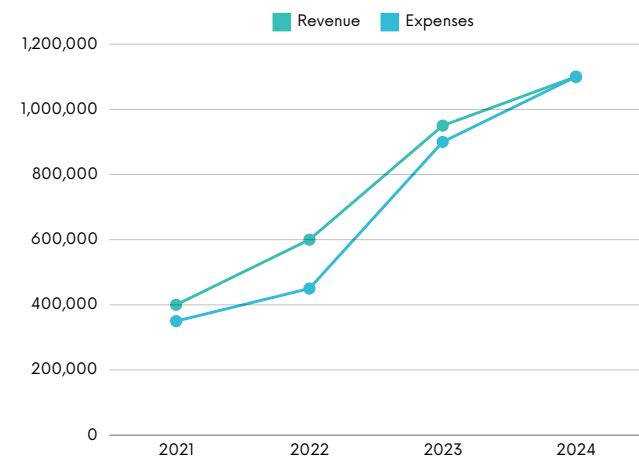
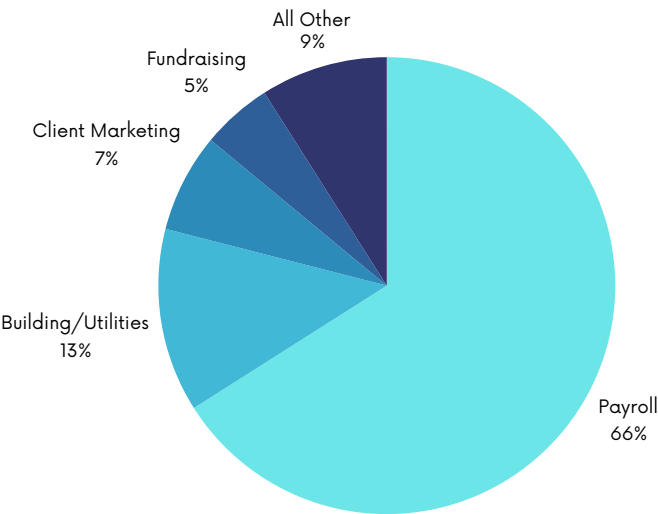
2024 Expenses

FINANCIAL PICTURE

AFS recognizes the enormous responsibility it is to steward well the resources entrusted to us by our generous donors and church partners.

To keep costs down so that as much AFS revenue as possible can go to the crucial, front lines rescue work, we have implemented the following: We share/split staff across multiple locations whenever possible, allowing us to shift the staff member to the area of greatest need. This allows us to accomplish more with less. While many organizations hold their major fundraisers at high end resorts and bring in big name speakers with a 5 digit speaking fee, we have made significant efforts to have nice but budget-friendly fundraising events featuring our own staff sharing stories about lives impacted in our own communities.

AFS voluntarily seeks out an annual audit of all of our financials. Our model is one budget for all of our locations, overseen by the Board of Directors and Executive Directors. This allows for fiscal responsibility and localized effectiveness since each location is able to focus primarily on reaching their community with excellence.



Fixed Assets

\$1M

Liquid Assets

\$500K

Short-Term
Liabilities

\$0

Long-Term
Liabilities

\$500K

We aim to follow the principles of the parable of the talents, not burying in the ground the resources entrusted to us out of fear, but seeking to bring a significant return on investment and trusting God for continued provision while maintaining a 3-6 month operating expense cushion.

SERVICES OFFERED



* 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
- Assistance applying for insurance
- Assistance applying for jobs
- Assistance finding childcare
- Assistance finding transportation
- Spiritual care counseling

* OTHER MEDICAL SERVICES

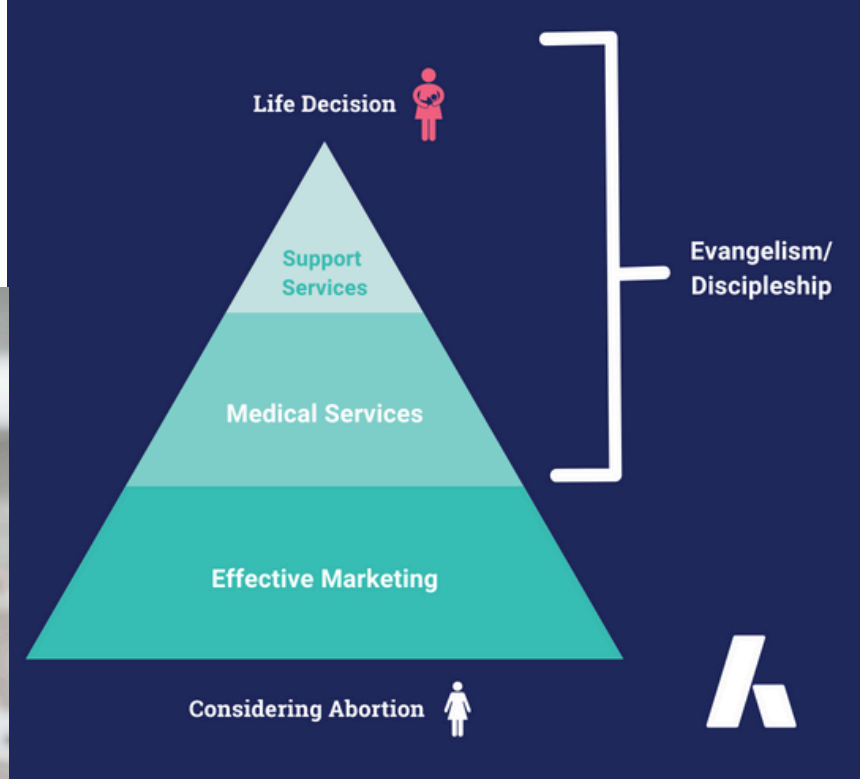
- STI Testing/Treatment
- Routine Pelvic Exams
- Pap Smears
- Breast Exams
- Family Planning Consultation
- IUD Removal
- Menstrual Cycle Management
- Post-Abortion Follow-Up

* 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



CLINIC MODEL



Solo pregnancy clinics do great work with a tiny staff, but the effectiveness of solo operations is often limited due to the amount of non-ministry work that is required to stay in operation day to day. When Alliance adds a new clinic, the Regional Director will not have to spend weeks and months getting policies and procedures implemented, selecting and learning a donor management system, client charting system, website, bookkeeping processes, state and local regulations, identifying staff and volunteer training resources, all while fundraising to keep the clinic afloat.

These systems and processes we already have in place, so when we open a new location or merge with an existing one, the staff can begin to focus immediately on reaching the community.

* Our main priority is reaching women who are planning to abort, and bringing them into our clinic. Our marketing partner excels at keeping our ad at the top of a Google search and call center agents are available to take those calls.

* Our other priority is boldly sharing the Gospel of Christ with the women and families we serve as the Holy Spirit gives us opportunity. Our clinics are a front-lines mission field and our clients can experience new life in Christ!

3800%

Increase in annual abortion minded clients seen in Kenosha, WI clinic since change in marketing in 2021.



518%

Increase in annual gospel presentations.



HOUSING & EDUCATION



**HOPE
HOUSE**
Kenosha, WI

* The Hope House continues to serve women as a life-affirming, safe place to stay throughout their pregnancy and postpartum journey.

* In 2024, the Hope House was home to five women and six infants and children. Three of these women are now living in their fully furnished apartments and have achieved full independence.

People
Housed
in 2024:

11

Babies
Born:

3



**BIBLE BASED
EDUCATION**

All Locations

* To reach our communities for Christ requires a "long game" approach of both immediate help and ongoing education and care for those interested.

* Our group class offering provide a combination of connection with others, education on a myriad of topics, and clear Biblical truth.

Group Class
Attendees

376

Different
Classes

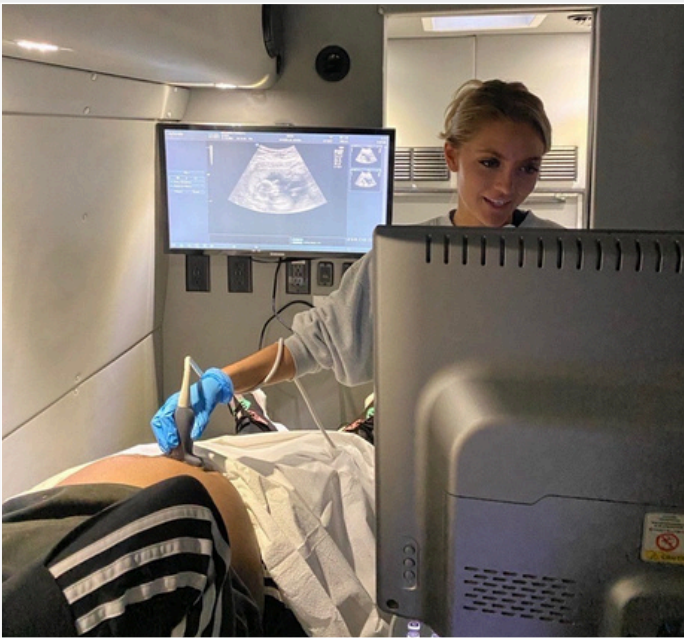
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MOBILE CLINIC

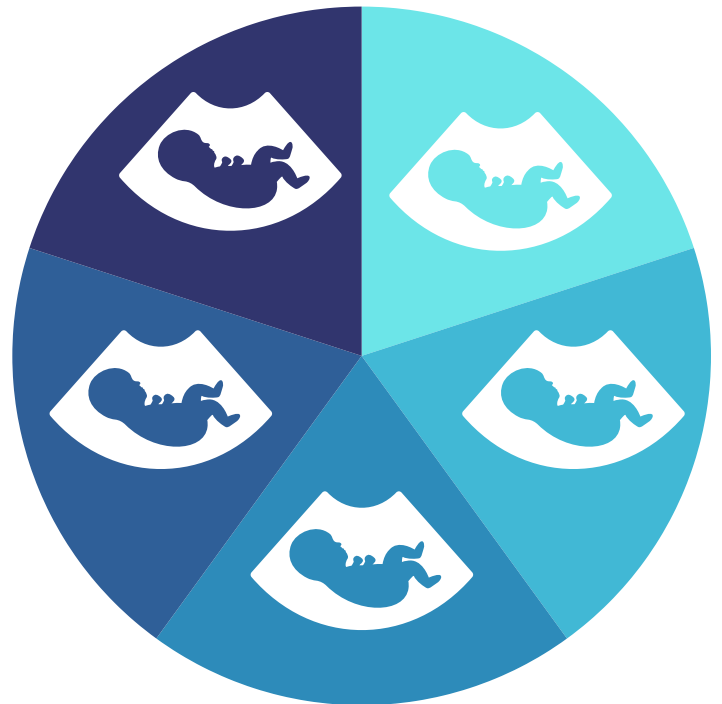
outreach



The Planned Parenthood in Milwaukee is performing approx. 5-10 abortions every single day. It's a place of great evil that is a crucial mission field right on our doorstep. We are bringing our mobile clinic, a nurse sonographer and trained sidewalk advocates directly outside to offer FREE services, help and compassionate care. Women need to know that they have options, motherhood is a gift, and there are Christians ready to help.



A RN scans a patient on the mobile clinic outside PP.



5+ babies lose their lives daily inside this location.

During a time when we are surrounded by politicians shouting about the "right" to murder babies in the womb, the church must respond with boldness.



ABORTION ABOLITION

As we seek to spread our services and the Gospel message across the country in an effort to stop abortions, we are so encouraged by another movement that is rapidly growing across our nation: abortion abolition. Through the efforts of this distinctly Christian movement, as many as 20 bills of equal protection are being introduced in 2025 in state legislatures all across the country! While we work at Alliance to save as many lives as possible, preborn children remain woefully unprotected by our current laws. We desperately need bold allies who are working to bring about justice. **The law is a tutor.** Our lost and broken society is not going to wake up one day and decide that abortion is suddenly bad. God uses the means of the law to inform the conscience. This is why it is so crucial for Christians to advocate for righteous laws!

Alliance Women's Clinic was honored to be featured in episodes 4, 5 and 6 of this docuseries. We will continue to do all we can to support the cause of abolition.

**PRO-LIFE HEADLINES CLAIM THAT
SOME STATES ARE ABORTION-FREE, BUT...**

IS IT TRUE?

abortion-free

6 EPISODE DOCUSERIES WATCH IT NOW ABORTIONFREE.COM

2025 PLANS



📍 Opening Q1 2025

Zion, Illinois

Northern Illinois is close to Kenosha and there is a large abortion clinic in nearby Waukegan. Direct abortion intervention in IL is a crucial need! We have a shared clinic location identified and are preparing to open.

📍 Targeted Opening Q2 2025

Milwaukee, Wisconsin

We are diverting multiple women every week away from Planned Parenthood and crucially need to be able to provide ongoing care in a physical location! We will also be able to save many more lives.



📍 Targeted Opening Q3 2025

Franklin, Tennessee

A large city just outside of Nashville, Franklin does not have a pregnancy medical clinic or maternity home, and there is an urgent need! AFS is ready to implement our proven clinic model to reach women and families.

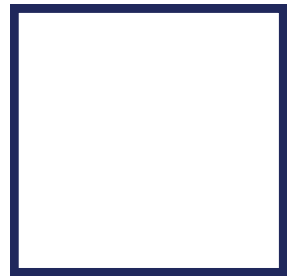


📍 Targeted Opening Q4 2025

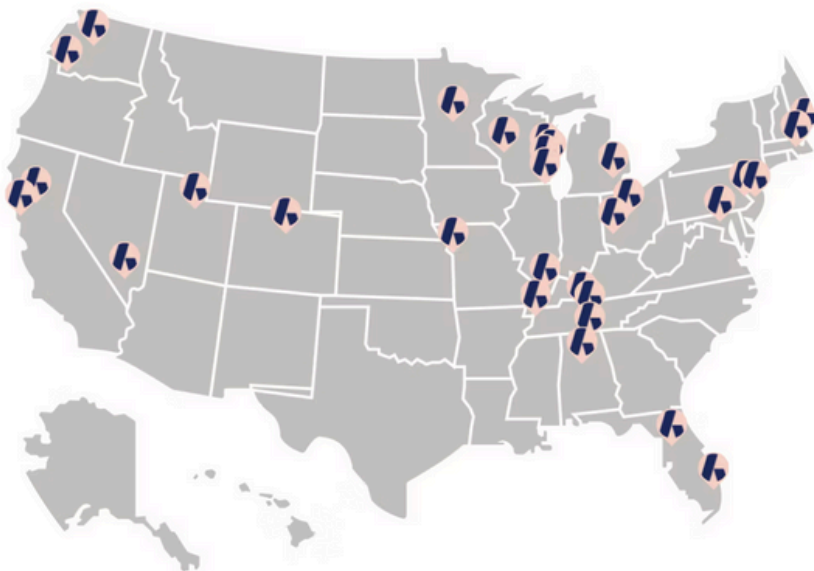
Minneapolis, Minnesota

Our marketing partner has identified the greater Twin Cities area as a crucial need area to reach women planning to abort with medical services, life affirming options, and the hope of Christ.





THE VAST MAJORITY OF OUR CLIENTS HAVE NEVER HEARD THE TRUE GOSPEL



Potential
locations only,
subject to
change.



“Let us not glide through this world and then slip quietly into heaven without having blown the trumpet loud and long for our Redeemer, Jesus Christ. Let us see to it that the devil will hold a thanksgiving service in hell, when he gets the news of our departure from the field of battle.” - C.T. Studd