



**JPPI**  
Life Center.



**VITAE CLINIC**  
OBSTETRICS & GYNECOLOGY



TRANSFORM HEARTS • SAVE LIVES • INFORM MINDS • TRANSFORM HEARTS • SAVE LIVES • INFORM MINDS

# 2022 IMPACT REPORT





## Our Mission

The JPII Life Center promotes a culture of life through supportive pregnancy and parenting resources, transformative education, and life-affirming OB/GYN healthcare.

## Our Vision

Our vision is a society that recognizes the God-given dignity of each human being from the moment of conception and empowers individuals to make informed decisions about their lives.

Dear Friends,

With the 1-year anniversary of the Supreme Court's decision to overturn *Roe vs. Wade* only weeks away, we are grateful and energized by the many opportunities God has presented to our Center and Clinic this year.

**GROWTH:** We have seen a 73% increase in clients served in our Center since June 24, 2022 – the day *Roe* was overturned. Our Vitae Clinic is performing more ultrasounds, delivering more babies, and caring for more women than ever before. We are dedicated to expanding our offices and services to better accommodate the ever-increasing number of women reaching out to us for help. In 2022, we were blessed to add Rent and Transportation Assistance to the services we provide to clients most in need. Lives were saved and families were transformed thanks to our donors and strategic partners who made these new initiatives possible.

**EDUCATION:** Education is critical to making informed choices. As a post-*Roe* America sparks the discussion of when human life begins and the proper rights of the unborn, we are launching our national educational video series *A Glimpse Inside*. We are grateful to our strategic partners Live Action, Sophia Institute for Teachers, Cardinal Studios, and the Knights of Columbus for their roles in supporting this project.

**UNITY:** The end of *Roe v. Wade* has demonstrated the critical need for pro-life organizations to work together for a unified purpose. In 2022, we established our national Leadership and Healthcare Advisory Boards to strengthen our solidarity. I have already seen the fruits of these relationships and look forward to future collaborations.

Details of our new initiatives can be found in this report.



For life,

**Linda Ruf**

Chief Executive Officer

# Leadership

The ultimate test of your greatness is the way you treat every human being, but especially the weak and most defenseless.

ST. JOHN PAUL II

## BOARD OF DIRECTORS

### JPII Life Center

**Tim Von Dohlen**

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**Melissa French**

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President

**Rebekah Sperling, M.D.**

Vice President

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**Blake Weidaw, M.D.**

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**Tim Busch**

Napa Institute

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**Dede Chism**

Bella Natural Women's Clinic

**Marjorie Dannenfeler**

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**Chuck Donovan**

Charlotte Lozier Institute

**Marisa Guarino**

Guiding Star

**Andrew Hughes**

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**Gary Ingold**

CPCI Foundation

**Abby Johnson**

And Then There Were None

**Michael Kenney**

Pro-Life Partners Foundation

**Joseph Meaney, PhD**

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**Joe Pojman, PhD**

Texas Alliance for Life

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Texas Public Policy Foundation

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St. Giana Clinic

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IPA Practice Management

**Donna Harrison, MD**

AAPLOG

**Stephen Henley**

Legatus

**Sue Liebel**

SBA Pro-Life America

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Napa Institute

**John Bruchalski, MD**

Tepeyac Family Center

**Steven White, MD**

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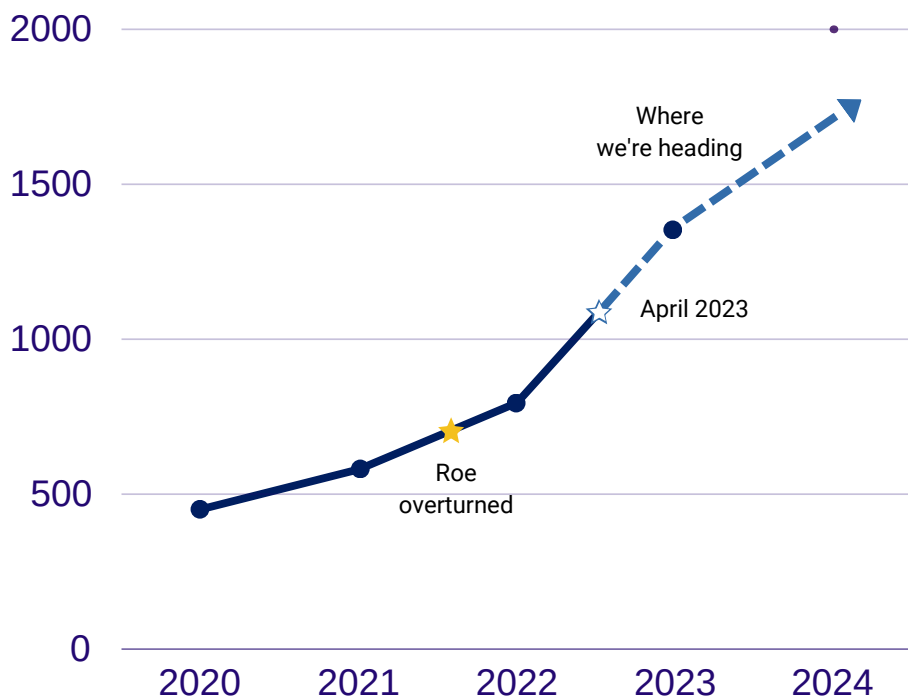


# Life After Roe: What's Next?

In the aftermath of the Roe v. Wade decision, there has been a rise in abortion-vulnerable women in need of support. These women are facing various challenges such as financial difficulties, lack of access to healthcare, and other personal struggles. Our organization provides a range of free services including material assistance, pregnancy tests, ultrasounds, rent assistance, one-on-one support, and more. We empower mothers to make informed decisions about their pregnancy and their lives.

## Mothers Served

Abortion vulnerable and abortion minded mothers



# 99%

Chose life for their babies in 2022

# 20K+

Abortion vulnerable women reached online each month

“

It is unthinkable to encourage women that are alone and afraid to have a baby without coming to their rescue.

- Robert Hutton, JPPII Board Member

”

# 73%

Increase in women seeking our services after the Roe overturn

# Client Stories

CHANGING THE LIVES OF MOMS AND BABIES

## Couch-Surfing with My Babies

"I was broke when my boyfriend left me. I was evicted and had to couch-surf with my infant and toddler so I could try to save enough to get us an apartment. JPIL Life Center made it possible by paying our first month of rent to help me get back on my feet. We are doing so much better now, thank you! God is so good!"

**\*TERI A.**

## Homeless and Pregnant

"I was homeless and pregnant. I was lost and I didn't know which way to go or where to look for help. When I was guided to the JPIL Life Center, it was like a door that had opened. They helped me in every way and restored my faith in God. JPIL has changed my life a lot because the struggle was serious and real. JPIL, thank you! You are like an angel, a parent to me."

**\*SARAH G.**



## Sixteen, Scared, and Pregnant

When I found out I was pregnant in high school, I was scared and didn't know what to do. I thought having an abortion was the only way to pursue my dream of attending college. JPIL Life Center helped me realize I am not alone and that I'm capable of being both a mom and a college student. I'm now attending college and JPIL has been helping me and my baby. Thank you, JPIL!

**\*APRIL M.**

\*Client names have been changed for protection and privacy.





# THE ABORTION INDUSTRY'S LATEST STRATEGY: "AT HOME" CHEMICAL ABORTIONS

Vulnerable women are being targeted by Planned Parenthood and Big Pharma



JPII Life Center is cultivating an innovative strategy through **advanced digital advertising** to reach women **before** they obtain abortion pills and bring them to life-affirming healthcare and support.

Learn more at  
[www.jpilifecenter.org](http://www.jpilifecenter.org)



**JPII**  
Life Center.



## WORK WHEELS

Work Wheels™ has partnered with the JPII Life Center to provide vehicles to mothers in need.

**Work Wheels™** is a program developed by the **Mustard Seed Men**, a ministry of St. John Neumann Catholic Church in Austin, Texas. Work Wheels™ serves those in need within the Austin area by helping people with financial difficulties acquire reliable vehicles.



"Because of Work Wheels, I have faith that my future and the future of my children will be better."

Leticia

*Work Wheels™ client*

To donate your car to help a family  
in need, contact  
[info@jpilifecenter.org](mailto:info@jpilifecenter.org)

# A GLIMPSE INSIDE



## TRANSFORMING THE NATION

*A Glimpse Inside™* is a **captivating educational video** created by the JPPI Life Center that shows the unborn child as a dynamic and unique individual person. This program offers a rare opportunity for young people to see a **sonogram** of a baby growing within a mother's womb.



This video program is designed to open the minds and hearts of **middle school and high school students** to the beauty and dignity of life from conception. With the guidance of the **Vitae Clinic's board-certified OB/GYN physicians**, the video walks through the stages of **fetal development**, multiple **guided ultrasounds**, and **pro-life answers** to tough questions. From hearing an unborn child's **heartbeat** to witnessing the clear, scientific reality of life in the womb, this program proves that *seeing is believing!*



This program will be launched in partnership with the **Sophia Institute for Teachers** to hundreds of schools and parishes across the nation in the fall of 2023. **By challenging and preparing young people to engage in educated dialogue about the beginning of human life, we will form thousands of pro-life advocates and make a nationwide impact.** *A Glimpse Inside™* is our answer to the calling to inspire and equip the next generation to protect the unborn.

## WHAT STUDENTS & EDUCATORS ARE SAYING

"I thought it was so cool that the **baby** was the size of a **grain of rice** and still had a **heartbeat**."



"The integration of **actual ultrasounds** allows students to encounter the **personhood** of the baby."



If you are interested in bringing *A Glimpse Inside™* to your local school or church, please scan this QR code to sign-up for more information:







# Vitae Clinic

## GROWTH LIKE NEVER BEFORE

In 2022, Vitae Clinic saw significant growth across new and established patient appointments, sonogram appointments, and deliveries.

Vitae's Nurse Practitioner transitioned from part-time to full-time to support the growing demand for medical care. Accordingly, Vitae Clinic hired a Registered Nurse and an additional sonographer to increase efficiency and meet the demands of the practice.

## Women's Health in a Post-Roe Texas

With the Supreme Court's decision to overturn *Roe v. Wade* effectively outlawing abortion across the state of Texas, mothers in crisis relied on our services more than ever. Our physicians and medical staff rose to the challenge to support women through life-affirming medical care and life-saving crisis intervention.

The figures on the right display Vitae Clinic's metrics from **June 24, 2022** (the day *Roe* was overturned) to the present.

“

I was ecstatic to know I had both my resource center and OB/GYN clinic in one place. I could go see my doctor and also get clothes, diapers, and formula at the same time.

- Carrie, JPII client and Vitae Clinic patient

”

\*Not including ultrasounds or deliveries



6

ABORTION PILL  
REVERSALS



425

BABIES DELIVERED



1,851

ULTRASOUNDS



13,255

OB/GYN SERVICES\*

# Our Team

## JPII LIFE CENTER STAFF

---

**Linda Ruf**

*Chief Executive Officer*

**Diane C. Cook**

*Chief Operating Officer*

**Sandra Rodriguez**

*Director of Client Services*

**Elyssa Blanco**

*Senior Marketing Director*

**Cassie Guardiola**

*Marketing Director*

**Claire Bordelon**

*Community Outreach Director*

**Natalie Mohr**

*Education Director*

**Gloria Lizcano-Bedford**

*Client Advocate*

**Gizelle Montoya**

*Front Desk Manager*

**Roxanna Romero**

*Bilingual Communication Specialist*

**Joanne Senn**

*Capital Campaign Director*

**Atlanta Ruf**

*Advancement Associate*

**Abigail Laird**

*A Glimpse Inside National Outreach Project Manager*

**Blaine Von Dohlen**

*Social Media Marketing Specialist*

## VITAE CLINIC STAFF

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**Valentin Garcia**

*Practice Manager*

**Jeremy Kalamarides, D.O.**

*Physician - Vitae Medical Director*

**Blake Weidaw, M.D.**

*Physician - JPII Medical Director*

**Samantha Padilla**

*Nurse Practitioner*

**Mary Hansen**

*Registered Nurse*

**Heather Kalamarides**

*Creighton Model Education Specialist*

**Kallie Slagle**

*Sonographer*

**Erin Stevens**

*Sonographer*

**Kaysi McMichael**

*Sonographer*

**Karen de Alejandro**

*Sonographer*

**Crystal Gutierrez**

*Medical Assistant*

**Maira Miranda**

*Medical Assistant*

**Laura Tellez-Briones**

*Medical Assistant*

**Raquel Rodriguez**

*Billing Coordinator*

**Darian Limon**

*Front Desk Coordinator*

**Rosa Serrano**

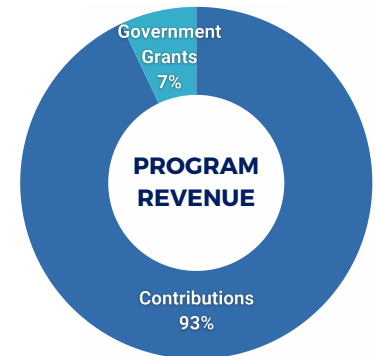
*Front Desk Coordinator*



# Revenue and Expenses

For years ended December 31, 2022 and December 31, 2021

	2022	2021
<b>PROGRAM REVENUE</b>		
Contributions	\$1,605,102	\$1,033,794
Government Grants	\$121,229	\$73,339
COVID PPP	\$0	\$89,960
<b>TOTAL PROGRAM REVENUE</b>	<b>\$1,726,331</b>	<b>\$1,197,093</b>



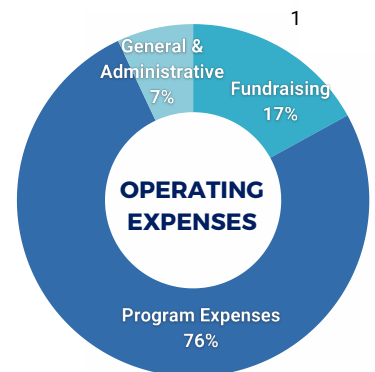
## OPERATING EXPENSES

### Program Expenses

Advocacy, Education, & Support	\$823,526	\$848,799
OB/GYN Medical Services	\$328,569	(see note)*
<b>Total Program Expenses</b>	<b>\$1,152,095</b>	<b>\$848,799</b>

### Support Expenses

Fundraising	\$265,050	\$201,401
Management & General	\$112,665	\$189,154
<b>Total Support Expenses</b>	<b>\$377,715</b>	<b>\$390,555</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$1,529,810</b>	<b>\$1,239,354</b>
Net Operating Income	\$196,521	\$122,262
Net Other Income	(-\$53,512)	(-\$244,887)*
<b>NET INCOME (LOSS)</b>	<b>\$143,009</b>	<b>(-\$224,819)*</b>



## Note:

\* In 2021, Vitae Medical Services provided to JPIL pregnancy help clients totaled \$244,887. These services were provided as an "in-kind" gift from Vitae Clinic to JPIL Life Center. In 2022, Vitae Clinic invoiced JPIL Life Center for the provided program services to properly reflect medical care provided to JPIL clients.

"Your **unique business model** is a **beacon** of light for the **nation**. You inspired me to establish a similar model to assist women and families in **Africa**."

**FR. PATRICK DEVINE**

Founder of the Mary & Joseph Life Center in Nairobi, Kenya  
(JPIL Life Center affiliate)



Fr. Patrick introducing a portable sonogram machine to his community in Kenya. The device was provided by JPIL Life Center.

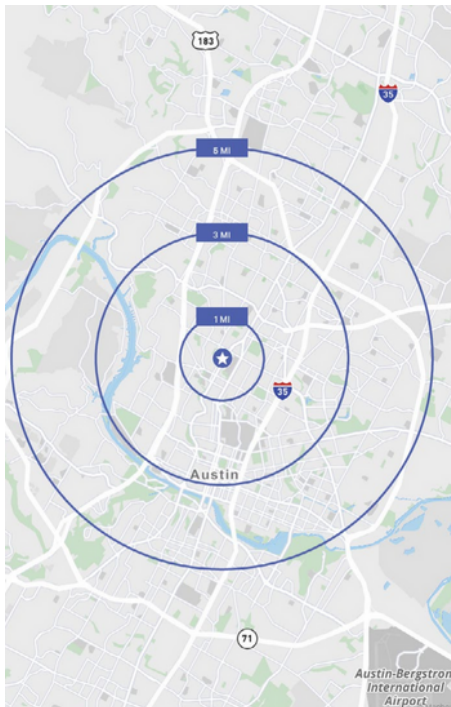
# Vision for The Future

## MARATHON PROFESSIONAL BUILDING

### BUILDING FOR LIFE

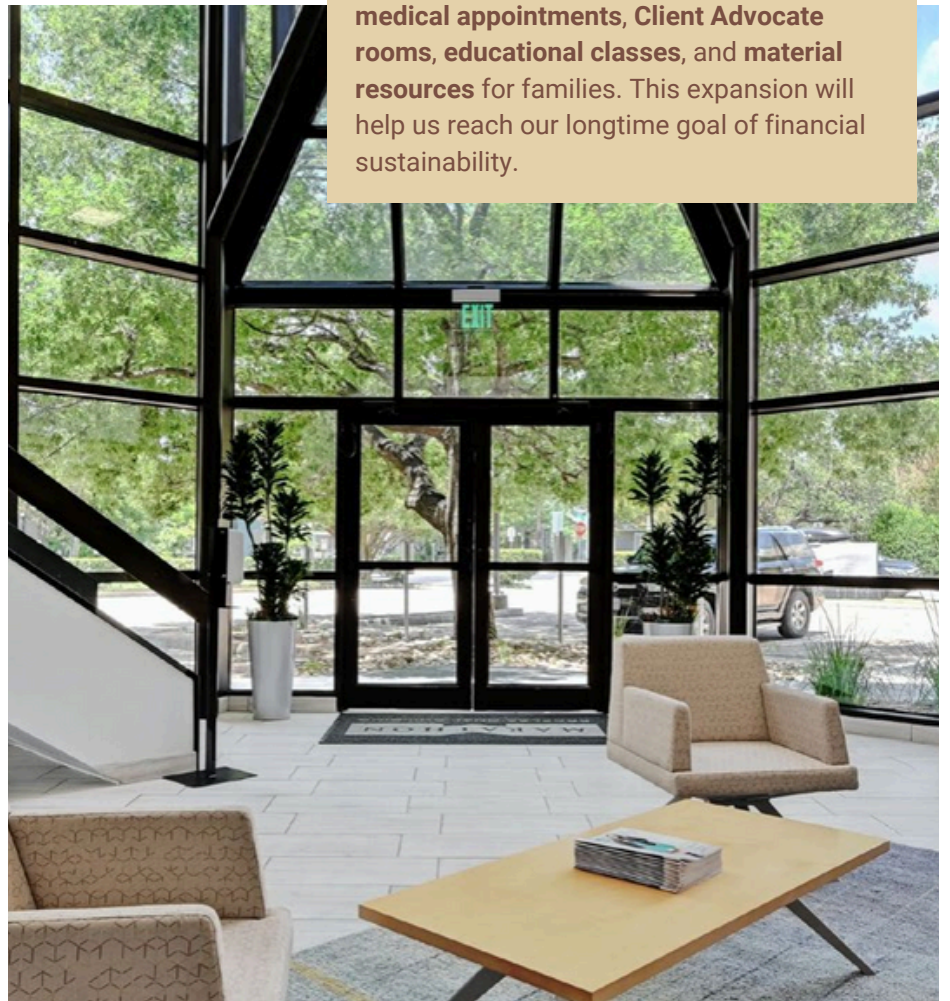
To meet the growing demand for our services, we have initiated the process of purchasing a new home for JPPI Life Center and Vitae Clinic. Our goal to acquire our own building, double our office space, and expand our medical services and educational outreach is within sight for early 2024.

**Located within easy access to Ascension Seton Hospital in Central Austin, 4201** Marathon provides an expanded capacity for **medical appointments, Client Advocate rooms, educational classes, and material resources** for families. This expansion will help us reach our longtime goal of financial sustainability.



### Staying in the heart of Austin

Less than 5 minutes from our current building, the Marathon building's centralized location will offer our clients and patients a practical commute from North, South, East, or West Austin.





Your support helped Carrie find hope for herself and her children in 2022.

This year, you have the chance to double your impact.



All gifts will be **matched** before June 23, 2023.  
Save twice as many babies today.

"Being a mom is amazing. My kids bring so much color and opportunity into my life. Thank you JPPII for helping me. "

Scan to save lives today.

