

2022

**Options
United**

Annual Report

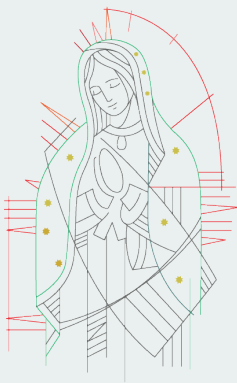
In 2009, I founded Options United with a vision to leverage technology to unite all the disparate pro-life entities into one network so they could better serve women in crisis pregnancies.

Right now Options United is the definitive Pro-life Call Center for the state of California. We are the chief alternative to Planned Parenthood's centralized billion-dollar network of affiliate abortion providers.

We have provided this vital state wide service for over a decade with incredible efficiency. Our annual budget for 2022 was \$330,000 and we will continue to be innovative and resource efficient as we increase our impact. For a detailed financial report please visit optionsunited.org/financials.

In addition to managing our day-to-day operations, I take pride in curating impactful speaking events, engaging podcast appearances, and various outreach opportunities that serve as a catalyst to unite pro-life endeavors across the state of California. These initiatives not only foster valuable partnerships but also play a crucial role in raising awareness about Options United and our mission. By leveraging these strategic platforms, we can effectively inspire action towards our shared goal of championing life.

Thomas Budkins



Options United

Helping Mothers, Savings Lives

1 in 4 calls result in a referral

In 2022, the Options United
helpline had a total of 14,410 calls.

Our free state-wide helpline connects vulnerable women to life-affirming non-profits offering pregnancy help, adoption resources, post-abortion counseling and more.

Without asking for any fees from mothers or pregnancy centers, our team of highly-trained HIPPA-compliant first responders connect abortion-vulnerable to their local pregnancy help center.

Every staff member has a role in supporting the helpline with the majority of those employed holding the title of call responder. In order to provide this essential service, a significant portion of our budget is allocated towards running the helpline. This includes the salaries of our dedicated staff members and ongoing training to ensure they are equipped to handle any situation that may arise.



How we Support Pregnancy Help Centers

In 2022, \$60k was used in advertising for pregnancy help centers throughout California. While it is challenging to determine the exact impact of this advertising campaign, the pregnancy help centers that partnered with Options United have reported a substantial increase in both walk-ins and appointments through call or text.

This positive outcome showcases the effectiveness of our collaborative efforts to support women in need throughout California.

By strategically targeting our advertising efforts, we have successfully reached a wider audience and provided vital support to those seeking assistance.

We not only serve as a pregnancy emergency helpline but also handle calls for pregnancy help centers so they may focus on strictly helping women in need.



"Our foot traffic has **increased on an average of two clients a week and I think this number will grow in time. Ultimately, the concept of **uniting** all our individual efforts will **save more** women and children from the scourge of abortion. Options United will be an important part of that."**

Executive Director, Life Centers of Ventura County

The most we can do is pray.

4.8 million prayers

The most we can do is pray, and in 2022, we were able to reach an incredible milestone of 4.8 million prayers. The AppforLife, is a free to download app that not only connects users directly to our important work, but it also allows them to pray for abortion-vulnerable women who call into our helpline.

With the AppforLife, users can make a meaningful impact by offering prayers and support to these vulnerable women. It provides a unique opportunity to connect with them and let them know that they are not alone. The app provides them with the strength and comfort they need during this challenging time.

Through the AppforLife, users will receive real-time updates and prayer requests, allowing them to respond immediately and pray specifically for the needs of these women.

This is a growing community of compassionate individuals who are committed to making a difference through prayer. Together, they can offer hope, support, and encouragement to abortion-vulnerable women.

Looking Forward

40% of women who have abortions regularly attend church. Options United is launching targeted campaigns to increase outreach to Catholic institutions throughout California. We plan to reach the 11 million individuals who identify as Catholic in California.

3,620 priests & 1,073 parishes

13 colleges and universities (45k students)

114 Catholic high schools (75k students)

569 Catholic elementary schools (165k children)

41 Catholic hospitals (5M patients per annum)

36 Catholic healthcare centers (300k served per annum)

181 social service organizations (4.5M served per annum)

In addition to expanding our outreach to Catholic institutions, we are excited to announce that with the allocation of additional funding, we will be implementing strategic initiatives to better support women in California who are vulnerable to abortion. To enhance our services, we will be hiring more staff members who will be available during extended hours, including nights and weekends.

To ensure that we can effectively communicate with the whole population throughout California, we will also be recruiting Vietnamese and Chinese-speaking staff members to cater to the needs of women who speak these languages and are currently under served.

Furthermore, we are committed to relieving the burden on pregnancy help centers by taking over their phone lines, allowing them to prioritize their invaluable work of assisting women in their clinics