

**2024**

**Options  
United**

**Annual Report**

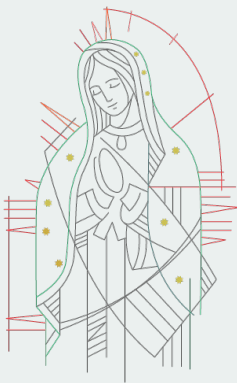
In 2009, I founded Options United with a vision to leverage technology to unite all the disparate pro-life entities into one network so they could better serve women in crisis pregnancies.

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 2024 was \$500,000 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](https://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

In 2024,  
**Over 100 babies  
were saved!**

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.

**More than 8,500 women received help  
from our hotline.**



# How we Support Pregnancy Help Centers

In 2024, \$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.



**2,300+** crisis referrals to pregnancy help centers.

**95 California** pregnancy help centers received **at least one** referral from Options United.

**500+** pregnancy help centers received a referral from Options United **across the United States.**

**The most we  
can do is pray.**

**4.9 million  
prayers**

The most we can do is pray, and in 2024, we were able to reach an incredible milestone of 4.9 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

Our goal is to expand the availability of our crisis hotline service to operate 24/7 achieved by increasing our annual budget

Through this expansion, we aspire to extend our assistance to women who are experiencing crisis pregnancies. We are optimistic that this initiative will enable us to achieve our goal of saving an increased number of lives.

**Since our founding,**

**Over 3,100 babies saved.**

**Over 150,000 women received help from our hotline.**

**More than 43,000 referrals made.**

# 855-855-PREG

By providing a compassionate and honest approach, numerous women opt to embrace motherhood without even needing to schedule an appointment at their local pregnancy help center.