

REIMAGINE THE MOVEMENT





If you lead a pregnancy resource center,
YOU'RE A HERO
to everyone in our office!



Save the Storks was built to support you. And we are willing to bet you have ideas that, if funded, could radically help you reach more abortion-vulnerable women. Our Reimagine Campaign is built on the thought that you, the PRC director, know best how to save more moms and babies from abortion in your community. We want to help your ideas fly by supporting and funding them however we can.

This booklet tells a bit of the story of how we got our idea off the ground and shows how we arrived at this new aspect of our vision: Funding your ideas.

HAVE YOU EVER BEEN SO TAKEN WITH AN IDEA THAT YOU COULDN'T LET IT GO?



Maybe it's that the idea wouldn't let go of you.

In the winter of 2013, I left my well-paying communications job for a local business and drove all the way from Georgia to Colorado to work a minimum wage job for an unknown startup. It seemed crazy, but I'd caught a glimmer of a vision to help save lives through a mobile medical unit, and I had to be part of it. I had no idea what I was getting myself into.

It turns out, I was the first official paid employee on the team - exciting. Then I heard Joe pray we would have enough money for our office rent next month - scary. Let's just say I've never been what anyone would call a risk taker (or good with money, for that matter). With less than \$200 in the bank, I had very little margin, but God has a way of stretching and growing us for the next thing, doesn't he? I had no idea what he was up to at the time, but these steps were just the beginning of a huge faith journey for me!

During one of the many snow storms that were a part of my new life in Colorado, the roof of our office developed a leak and over the weekend

it warped the frame of the bathroom door. It was around this time Joe began casting a vision of more staff and even more mobile units to help hurting women. He shared this concept: as the vision expands, so will the resources. All I remember thinking was, "I just wish I could close the bathroom door."

We worked hard. I remember coming to work in the morning to find Joe asleep on the floor, I brought my coffee pot to work because I spent more time there than at home, and nearly every day I would return to my apartment exhausted - only to do more work from home. Yet through this we could sense that we were on the cusp of something big. God was genuinely doing something. And then, in a little over three years, we went from one mobile unit to 20 (with 19 more coming very soon). This feat alone is truly hard to imagine but that's where it all started, didn't it? In our imagination.



In the midst of the day in and day out tasks, the long hours, and the hard work, it's sometimes difficult to keep sight of the vision. Recently, though, the deeper meaning and desire of the vision has been resurfacing, and we're able to start articulating what was previously only a vague dream - a subtle, inexpressible longing. Our team is dreaming again;

dreaming about what this movement could look like, and what role we'll play in it. Save the Storks is no longer a tiny, three-person organization; we're now a mid-sized nonprofit that has nearly 20 full-time team members in our office. (Office? It's actually more like a brainstorming spot for best friends to change the world together. We take our cause very seriously, but not ourselves, which makes for a constructive environment.)

The honeymoon period of working for Storks has worn off, but in some ways it feels like the actual work of accomplishing the vision has just begun. At conferences and churches around the country, I see more people reacting with compassion and service as they discover their role in the movement to preserve life. It's an exciting time to be part of a mission so big that it seems almost impossible to accomplish. Yet as we follow God's leading and embrace His mission for us, He's allowing us to see more of the canvas He's painting.

The dream is so much bigger, and we want you to dream with us.



Marcie Little
Creative Director

Marcie oversees the marketing endeavors of Save the Storks while learning all she can about social media. She recently went rock climbing with Joe and other team members where she successfully confronted her fears of heights and falling and is eager for the next expedition.



We often reminisce and tell stories of the early days of Save the Storks when we were broke on fundraising tours, pleading with people to believe in our dream. 🦋

Everyone on the team was a volunteer and we lived on a \$3 per meal budget. You know, you can't even get three things on the dollar menu at McDonald's for three bucks. Dang. The tours were brutal.



Have you ever been sleeping in the back of a car when the driver swerved, waking you up in absolute terror? That was every night. Some days we raised enough money to get us to the next stop; if not, the gas went on the Visa card. Our personal Visa card.

At the time, we told everyone Ann and I were being supported by our own two businesses. The problem? Both of those businesses crashed as soon as we took our focus off of them. Truth was, we were so broke we would check for change on the ground at every toll booth we passed in Texas. Thank the Lord I had good credit. Ann and I were all in, there was no plan B if this didn't work. Our vision to protect the unborn overcame any desire to write a contingency plan. Let's just say my in-

laws weren't too happy with this plan; to them we looked, well... homeless. And we were.

Looking back, it really was crazy.

The odds seemed impossible... and how the heck did we convince other people to join us? No one got paid since there was no money and the work was non-stop. Yet we were filled with faith - God had a plan. I literally lost sleep over the vision. We could see it, but unfortunately we only convinced a few people to join. Our model wasn't proven yet and we looked like kids who hadn't showered or shaved in way too long. I had a gnarly neck beard. None of us knew how to raise funds but we knew how to cast a dream so we did.

At that time we acquired two types of donors. The first consisted of people who were crazy enough to believe in our dream and thought our goof troupe could pull it off. The second type consisted of people who didn't have enough self esteem to say no to us, so they gave just enough to get away from our booth. Unfortunately, there were a lot more of the second type. It was brutal.

After these two excruciatingly painful years, we had raised just enough money to bring on Marcie, a quiet, introverted girl from Georgia. We weren't really sure what to do with her, so I asked her to make cold calls to raise money (come to find out, that was her biggest work-related nightmare). And then two weeks later we left on tour again, leaving her with a newsletter to send out. Little did I know how big of a task this was. Marcie somehow convinced all eight of her new friends to handwrite 2,000 names and addresses on envelopes before stuffing them all. We were surprised she was there when we got back, but were not surprised that she wanted

a raise. By Christmas of that year we had three official employees on payroll; however none of them were Ann or I.

From our humble beginnings, Save the Storks now has a multi-million dollar budget with a growing number of team members. We don't just build mobile units. We now offer consulting services to PRCs and teach them what we've learned about expanding their vision and resources. Normally just a few changes make all the difference in any organization. Just a few tweaks could raise more funds and quickly help a center reach more women.

In April, the beta test of our Assure Me pregnancy test dispensers starts and we think it will be our largest product launch to date. We've also started to help families fundraise for their adoptions by creating a crowdfunding platform called Adopt a Love Story.

Save the Storks is a young organization that has learned a lot over the last five years. We have a big vision. We simply exist to help PRCs reach more abortion-vulnerable women. It all started with a few sonogram-equipped Sprinter vans. Who would have ever thought that the Lord would grow our fleet to 40 mobile affiliates, allowing us to fulfill our five year promises in just three years?



Joe Baker
CEO
Joe and Ann live with their son, Samuel Adventure, in beautiful Colorado Springs where they love exploring, rock climbing, and leading the Storks team on adventures.

REIMAGINE





TO REIMAGINE A MOVEMENT



Sometimes I look back and wonder - what was it that compelled us to suffer through so much? The answer comes to mind immediately. VISION. We saw something others thought was crazy. And after our first discouraging year of grinding away, an article was posted about my partner at the time on the Live Action website entitled, “How Some Kids With a Van Are Changing the Pro-Life Movement.” At that point we had accomplished zilch when it came to actually saving moms and babies, but the author caught our vision and beautifully painted it. Kaboom! Our Facebook likes began to accelerate. Suddenly we found more people in that first donor category with the power of the internet.

We never set out to change a movement.

To be honest, we'd simply cast our vision. I always feel like an odd ball in pro-life circles -- especially among PRC leaders -- but somehow our brand was standing out and attracting young people at a rapid rate.

It's such a weird compliment when followers say things like, "Save the Storks is changing the movement." The spirit of the pro-life movement has greatly changed in my lifetime but I had nothing to do with that. While I was growing up in the 1990s, it was still cool to get arrested at an abortion clinic, but the times were slowly beginning to change. The movement was changing before I became a part of it.

I know a very small handful of angry pro-lifers compared to hundreds if not thousands of

compassionate pro-lifers and Save the Storks can't take credit for that. I used to think maybe people made this compliment because of our innovation. Perhaps. But we were not the first to make a mobile unit or a sonogram machine. These were pioneered while I was in high school. Our units are unique and revolutionary, but that isn't movement changing. So, did we change the movement? Unlikely.

Even though the spirit was beginning to change, (without Save the Storks' involvement, I might add) for the most part the branding of the movement had not. In the minds of outsiders, its icons and promises hadn't changed in decades. Even now, you don't have to poll many people to realize that pro-life has a bad reputation. Just bring the subject up on New Year's and watch what happens. In some circles, simply saying you're pro-life will position you as borderline crazy. So why is that? It's because the movement has changed but the brand has not.

Think of images that have etched themselves into your mind. That's what a brand is. Our brand has done the same thing for people. It's left an imprint in people's minds that they can't shake. From the very beginning, I worked hard to make sure all of our marketing represented the spirit of this emerging culture. This brand attracted talent from around the country to join us in Colorado.

People didn't join because we changed the movement.

We didn't need to change it, we just had to raise our flag representing the new spirit of the movement. This new look broke down barriers and attracted new people. The majority of our financial partners discovered us at rock concerts and gave to pro-life for the first time. People everywhere hopped on board.

They didn't join “our movement.” They became part of the greater pro-life endeavor.

As they did so, our vision continued to expand. It wasn't just about building Stork Buses, it became about helping PRCs reach more abortion-vulnerable women. And I realized there were only two things needed to make that happen. We needed ideas and we needed money.





As we reflect on the movement and where it's headed, here are just a few aspects that we see changing:

Excellence as a Standard

As people who are blessed beyond measure with the gifts of our Father, our motto has become: If we can't afford to do something with excellence, we just wait till we can. This one shift could drastically redefine what outsiders think about what we do. The standard is rising as many centers dramatically raise the bar.

Abundance as an Attitude

Believing that there are more than enough resources is key in our collaboration and our success. We challenge ourselves with this question often: Do we lead with generosity or scarcity to our clients, our team members, our board members, our strategic partners, and our donors? If we believe that God owns the cattle on a thousand hills and has given us the resources we need for the mission, then we can be generous with them. We are seeing this attitude more and more.

Spirit of Innovation

It's exciting to see the creative ideas coming out of the movement today. As we fix our eyes on God, He gives us wisdom to know how to bring about change and which dreams to pursue, and when.

Winning Mentality

We are winning and we will win - together. This belief gives us the confidence to press on. Pro-life work is hard enough, and without a finish line in front it's hard to win.

Gospel-centered Mission

Our lives are changed by Jesus. He's the water we ultimately bring to a thirsty world. More and more PRCs are able to provide for people's spiritual needs along with their physical and emotional needs. He is our only hope of changing our culture of abortion and heartache into a culture of life and joy.

Youthful Enthusiasm

Younger generations are rising up to claim the baton being handed to them. Students all over the country are forming groups, influencing their peers, and engaging in thoughtful activity to promote a culture of life. Their passion and energy help fuel the movement towards new ideas, new thinking, and new ways of reaching hurting people with hope.



We see these shifts in the movement and our ability to be a resource has greatly changed. Three years ago we had only one paid team member; now we have over 30 across the country. Our drivers, office staff, speakers, and trainers are all guided and inspired by the same vision - to serve our affiliates and reach a hurting culture in desperate need of healing and hope.


Over the next five years we'll be able to offer larger grants, more initiatives, and more comprehensive levels of support. Exciting things are coming. We didn't get to this point without taking risks, but we've learned to embrace them. We're once again heading out into the unknown, knowing that as the vision expands, the resources will follow. We've seen God come through too many times to doubt any longer that He'll provide the means to achieve the vision He's already given.

Ideas are the currency of the future, and the most valuable asset we have when it comes to ending abortion. We need you to dream with us.

We want to hear your God-given vision and reimagine this movement together.

We're collecting all the ideas on the attached form and want to add yours to the mix.

Through much trial and error, we've learned to strategically raise the resources needed. All we need now are the best ideas. We know leaders of pregnancy centers have big ideas to reach more abortion-vulnerable women. If you are one of those leaders on the front lines, you are a hero of the movement and we're looking to you for guidance and ideas. We aren't only looking for the incredibly creative ideas, either... Tell us what would help your center. What are your dreams for the future?



Save the Storks' talented team will get your great idea and help fund it. Your ideas are why we're launching our Reimagine Campaign. And maybe we won't simply reimagine the movement - we'll change it together.

Without you - this is impossible. We need you to dream with us. Our first venture grants will be given out in 2017. Send us an email to apply.

LOVE COMPASSION ACTION



SAVE THE STORKS



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