

ROBBINSDALE WOMEN'S CENTER RELOCATION

CRYSTAL TOWN CENTER | 5640 W BROADWAY AVE, CRYSTAL, MN 55428



NEW LOCATION IN CRYSTAL TOWN CENTER



RWC MOM NATALIE, AARON, & BABY VARITY

OUR MISSION, ON THE MOVE

To continue being the first step for women at risk of aborting their babies, empowering them to choose life through education, practical help, and hope in Jesus Christ - in a new, *professional, medical setting* which allows us to *serve more women and offer additional services*.

WHY MOVE?

We have maximized our current space, and it will no longer allow us to continue growing our capacity to serve at-risk women. The new space will allow us to serve more women with a third patient care team. In addition, our long-standing goal to provide STI testing for our patients cannot be met without a lab to process tests. Providing this testing and treatment is the next step to becoming a state-of-the-art clinic in our community.

Finally, our proximity to the abortion clinic has become a drawback. Very few women walk over to RWC from the abortion clinic due to their use of clinic escorts and their instructions to women to avoid our building. An increasing number of fake Google reviews say we're "deceiving" women by being located near the clinic. These reviews affect our Google rating and deter some women from booking appointments with us.

NEW OPPORTUNITIES

In our current space, we're able to see up to 37 women per week for pregnancy testing with ultrasounds. This new space will allow us to **see up to 58 women per week, an increase of 50%**. We'll offer STI testing with a fully-equipped laboratory and have space for in-person group childbirth and parenting classes - an additional way to support moms and dads who choose life. The new space will also offer a more professional medical setting, with enhanced safety, security, and privacy. And as always, our services will be completely cost-free to the women and families we serve.

PROJECTED COSTS

Build-out
\$618,000

Medical, furniture, and finishes
\$111,000

TOTAL NEEDED: \$729,000

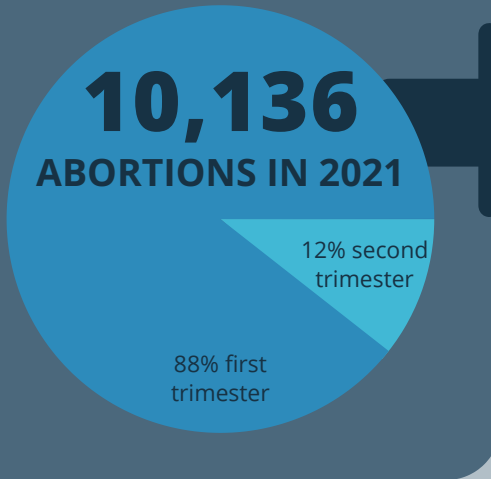
NEW LOCATION BENEFITS:

-  Ample parking and increased exposure in large retail complex off Bass Lake Rd
-  Better accessibility for foot traffic in retail area, with two nearby bus stops
-  Additional exam and advocate rooms, with lab for STI testing
-  Increased security and privacy, with locked door separating waiting room and medical area
-  ADA-compliant - one level facility with wider doors and hallways
-  OSHA-approved HVAC system for better ventilation in medical area
-  Large teaching room for in-person childbirth and parenting classes
-  More Baby Boutique space, with entrance separate from medical area

QUESTIONS?

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RWC'S IMPACT



Abortions performed in MN are increasing following the overturning of Roe v Wade.



8 out of 10 women are initially seeking or considering abortion when they come to Robbinsdale Women's Center for services

\$700 - \$2,500

Average cost of surgical abortion in MN

\$500 - \$750

Average cost of medical abortion in MN

\$502

Cost to provide services for one life choice at Robbinsdale Women's Center

WEEKLY IMPACT

CURRENT FACILITY

37

PREGNANCY TESTS WITH ULTRASOUND

15

FOLLOW-UP ULTRASOUNDS

5

LIFE DECISIONS

NEW LOCATION

58

25

8

ANNUAL IMPACT

70

PARENTING CLASSES

250

276

LIFE DECISIONS

400

QUOTES FROM RWC MOMS

"Abortion is something I considered. In the ultrasound, the baby waved at me, and I thought, 'There's no way I can get rid of this being inside me, that is waving at me, and practically saying, "Mom, don't do it."' - Jill

"Everyone I confided in about this [pregnancy] seemed to recommend abortion. It's because of establishments like [RWC] that people like me, new mothers, can do it. I can't imagine a joy greater than the one of raising my daughter." - Natalie

"I think the first thing I said was, 'Just get this thing out of me.' I didn't want to be pregnant. At that [first] visit, I got to see the heartbeat, which was life-changing. I don't think you truly realize that you have a living human being inside of you; you don't realize the importance until you see that. I just can't wait to hold him in my arms." - Elise