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Genesis Pregnancy Resource Center

Building A Life Together...From the Beginning

Executive Summary
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Executive Summary

Opportunity

Problem

This plan is to develop a comprehensive, Christ-centered support system for women who are facing unplanned pregnancies. While there are pregnancy centers available, the support they give to women is limited and sometimes, can seem like it's all about the baby and not the mother at all.

With both the poverty and crime rates in Detroit, three times higher than the national average, there is a need to address the root cause of the problem. Spiritually speaking, Detroit is a broken city in need of healing. Genesis PRC aims to provide assistance in the healing process. While there are other faith-based pregnancy resource centers, their focus is primarily on the unborn child and the saving of the mom's soul. With the challenges that come with living in Detroit, it is critical that the mom feels cared for beyond the life she is carrying. A pregnant woman cannot hear about the love of God when she has no heat, no food, no water, and no shelter. She may not fathom that she can overcome her circumstances and that bringing a baby into the world just compounds her troubles; then she may feel that it's not fair to the baby to bring them into such chaos.

These external challenges influence the outcome of a pregnancy. She may choose abortion as her option, but if she decides to give birth, these same challenges tend to affect her chances of a strong healthy baby.

Solution

It has been stated, "when people know better, they do better." It has also been stated that, "knowledge is power." Genesis PRC seeks to educate women for their mind, body and spirit.

Mind - Genesis PRC seeks to educate women on how to reach goals in life. If there is an educational need, Genesis PRC will assist them in obtaining it. If there is an employment need, Genesis will assist in getting them work-ready. If there are basic needs, ie. food, shelter, utilities, Genesis PRC will assist them in seeking appropriate assistance. Providing these resources can alleviate stress on the mind and promote a healthy pregnancy. Genesis will have a social worker and therapist available to work through mental health and trauma.

Body - Genesis PRC will encourage and promote a healthy lifestyle to ensure positive health outcomes for the women and their babies. Women will have access to nutrition training, child birthing classes and appropriate exercise/fitness classes. They will be cautioned against the use of substances, both legal and illegal, during and after pregnancy, as studies have shown negative birth outcomes due to substance usage.

Spirit - As basic needs are met, women can begin to hear the message that they are cared for and loved. Genesis PRC will partner with Church of the Messiah and other local churches to minister to and encourage the women. Regular classes on relationships, marriage and other life issues will be examined through a series of bible studies. Once a woman recognizes her value, she can begin to walk with purpose in life.

It is important to point out the Genesis PRC is not offering these services to just the expectant mothers. A large component of programming in these same areas is targeted towards the expectant father as well. Genesis PRC promotes co-parenting for the expectant parents. If marriage is desired, Genesis PRC will work with the

couple on preparing for a healthy marriage. The mission of Genesis Pregnancy Resource Center is to help women (and men) realize and maximize their full potential through resources and faith. This mission will be accomplished through programs at Genesis PRC and Eden House residential maternity home.

Market

In 2018 alone there were 18,038 pregnant women between the ages of 15 - 44 years old in Detroit. African American women make up 85% of this number. If the poverty rate in Detroit is 35%, it would stand to reason that over 6,000 women would be at risk.

Also, in 2018, there were 15,391 pregnant African American women in Detroit. Only 50% of that number resulted in live births. Of the 15,391, 7,683 pregnancies were aborted or the woman miscarried. The difference in raw numbers is a mere 25. Of the 7,708 that resulted in live births, 1,386 were born with low birth weights and 158 did not live to see their first birthday. After all was said and done, only 6,164 (40%) healthy babies were born in 2018 to African American women in Detroit.

Genesis PRC seeks to serve the 60% who are at risk for abortion, low birth weights and infant mortality.

Competition

Scripture says the harvest is plenty, but the laborers are few. While there are numerous secular maternal infant health programs including Sister Friends under the City of Detroit Health Department, there are few faith-based pregnancy resource centers and/or maternity homes. There are three (3) pregnancy resource centers within the city of Detroit. There is one maternity home that focuses primarily on teens and a teen maternity home about 1 and a half miles outside of the city limits.

While all these centers do great work, they are either lacking the capacity or the interest to provide seamless comprehensive services to set women up for success beyond giving birth. Genesis is committed to setting up both the expectant mother and father to be successful in parenting, in relationships and in life.

Why Us?

Genesis PRC is a faith-based non-profit governed by a board of directors and executed by an executive director. The current board brings a variety of knowledge and experience in early childhood education, administration, social work, human services, fundraising/sponsorship, finances and maternity support services. More importantly, this team realizes the challenges facing the at-risk population in Detroit. Many have worked directly with this population for a number of years.

The Executive Director brings over 25 years experience working with children and families in at-risk situations. Additionally, she has experience as an Executive Director of a pregnancy resource center.

Planned staffing for Genesis PRC includes social workers, a therapist, a program manager, a program coordinator and a resident support coordinator for Eden House. A key advisor in this venture is Church of the Messiah and The Master's Plan.

It is also important to note, that no one is required to participate in faith-based activities in order to receive services.