



CELEBRATING

25

YEARS

 **Real Alternatives**SM
*Empowering Women for Life*SM
FREE PREGNANCY SUPPORT SERVICES

EMPOWERING WOMEN FOR LIFE SINCE 1996

Just over 25 years ago, the pro-life movement in Pennsylvania—with their pro-life governor and legislature—charted a new course for the country by creating the first government-funded pro-life social services program providing women alternatives to abortion. The program is now known as the Pennsylvania Pregnancy and Parenting Support Services Program.

Through this initiative, the Commonwealth appropriates funds for the program to the Pennsylvania Department of Human Services (DHS). For the last 25 years, DHS has hired **Real Alternatives**, a private, non-profit, charitable organization, to serve women across the Commonwealth of Pennsylvania.

Since its inception, the program has pursued and achieved measurable outcomes, including:

- ✓ Women increasingly choose childbirth rather than abortion
- ✓ Increased physical and emotional support provided to women
- ✓ Increased knowledge of adoption
- ✓ Improved parenting outcomes
- ✓ Improved reproductive health due to STD education and modification of risky lifestyle behavior through abstinence education
- ✓ Lower health and Medicaid costs due to high prenatal care rates, pediatric care rates, and immunization rates

- more than -
320,000
women served
since 1996



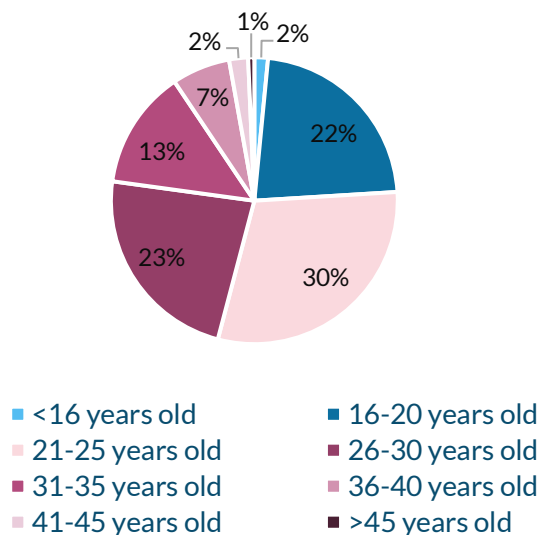
The Women We Are Serving

At no cost to the women served, the state of Pennsylvania is ensuring a caring, knowledgeable support system to Pennsylvanian women during one of their greatest times of need: an unexpected pregnancy.

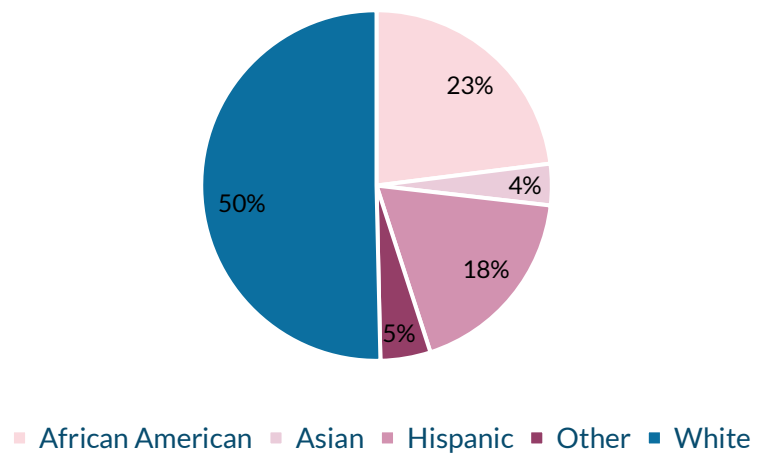
Since the program was signed into law by then-Governor Robert P. Casey (D) in 1995, the program has served more than **320,000 Pennsylvanian women** with counseling, education classes, material support, and so much more.

Here is a simple snapshot of the women we've served over the last 25 years:

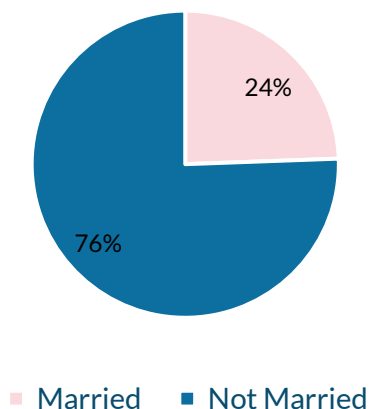
Age of Women Served



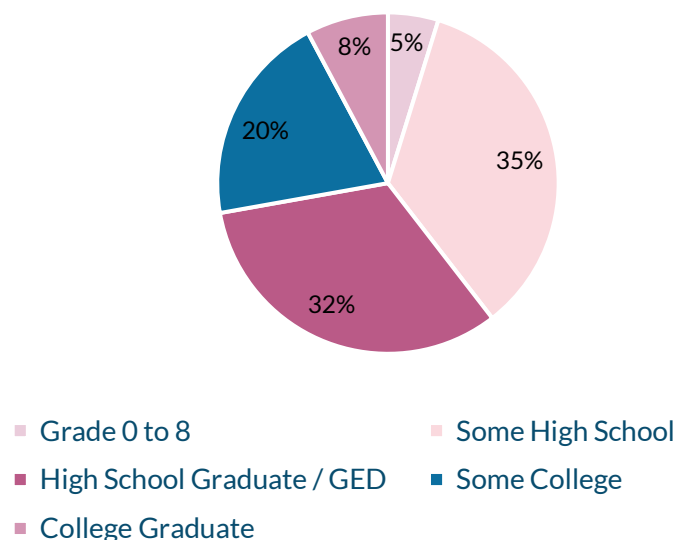
Race of Women Served



Marital Status of Women Served



Education Level of Women Served



The Babies We Are Serving

The goal of Real Alternatives is to save lives by supporting moms with resources, counseling, material help, and referrals. These services are available to a woman throughout her pregnancy, after she has given birth, and throughout the first year of her child's life.

Since 1995, Pennsylvania abortions have fallen a stunning 22 percent, no doubt because of pro-life initiatives like Pennsylvania's Pregnancy & Parenting Support Services Program, administered by Real Alternatives.



Real lives saved, thanks to Real Alternatives

Our data shows the significant role Real Alternatives has played in helping Pennsylvania mothers choose life for their babies. Eighty-five percent of clients who were pressured to have an abortion chose life after receiving support from one of our program counselors.

Sixty percent of women who were abortion-minded chose life after receiving program services, and just over half of women who were abortion-minded *and* pressured by others to abort, chose life thanks to Real Alternatives.

Across a quarter of a century, Real Alternatives has made an impact on *real moms*—and saved *real lives*.

But the life-saving effects of this program go well beyond the parameters of an abortion decision. Because of Real Alternatives, thousands of Pennsylvania women have received proper prenatal care, diminishing the risk of infant mortality for their children.

Prenatal care plays a critical role in improving birth weights and preventing infant deaths. In FY 2019-2020, 13,313 Real Alternatives clients received proper prenatal care.

In the last four years alone, Pennsylvania's infant mortality rate decreased 12 percent from 6.9 to 6.1 deaths per 1,000 live births.

Where We Are Serving

Over the last 25 years, Real Alternatives has served Pennsylvania women in every county.

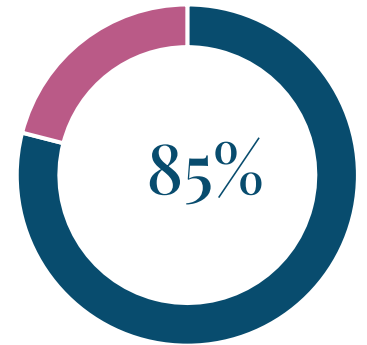
| COUNTY | TOTAL | COUNTY | TOTAL | COUNTY | TOTAL |
|------------|--------|------------|--------|----------------------|---------|
| Adams | 2,364 | Elk | 2,896 | Montour | 118 |
| Allegheny | 42,644 | Erie | 38,864 | Northampton | 1,774 |
| Armstrong | 1,521 | Fayette | 3,488 | Northumberland | 521 |
| Beaver | 5,109 | Forest | 40 | Perry | 719 |
| Bedford | 10 | Franklin | 282 | Philadelphia | 45,413 |
| Berks | 20,416 | Fulton | 8 | Pike | 220 |
| Blair | 137 | Greene | 2,110 | Potter | 523 |
| Bradford | 176 | Huntingdon | 12 | Schuylkill | 1,443 |
| Bucks | 5,466 | Indiana | 220 | Snyder | 12 |
| Butler | 6,429 | Jefferson | 1,843 | Somerset | 27 |
| Cambria | 253 | Juniata | 68 | Sullivan | 10 |
| Cameron | 414 | Lackawanna | 11,170 | Susquehanna | 202 |
| Carbon | 458 | Lancaster | 8,676 | Tioga | 60 |
| Centre | 896 | Lawrence | 8,692 | Union | 9 |
| Chester | 911 | Lebanon | 404 | Venango | 845 |
| Clarion | 1,318 | Lehigh | 5,138 | Warren | 251 |
| Clearfield | 6,152 | Luzerne | 11,997 | Washington | 12,273 |
| Clinton | 114 | Lycoming | 53 | Wayne | 507 |
| Columbia | 60 | Mckean | 3,046 | Westmoreland | 4,883 |
| Crawford | 894 | Mercer | 7,031 | Wyoming | 207 |
| Cumberland | 3,071 | Mifflin | 27 | York | 10,989 |
| Dauphin | 21,418 | Monroe | 365 | | |
| Delaware | 7,566 | Montgomery | 4,031 | Grand Totals: | 319,164 |



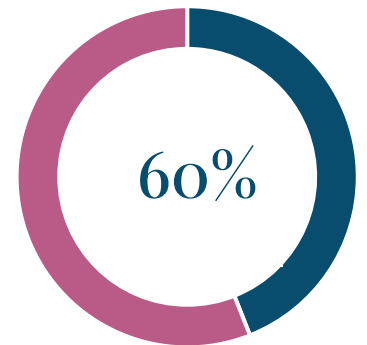
How We Are Serving

From postpartum depression to breastfeeding issues to emotional, physical, or sexual abuse, a variety of concerns can place added pressure on mothers across our state. Over the last 25 years, hundreds of thousands of Pennsylvanian women have addressed these challenges by taking advantage of the following services and referrals through Real Alternatives:

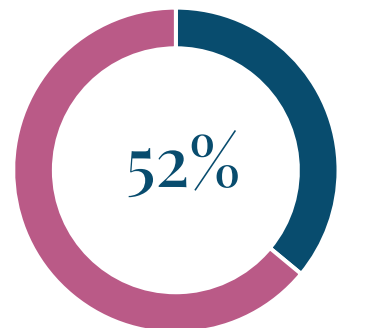
| Service/Referral | Total | Percent of Clients |
|--|-------------------|--------------------|
| ✓ Abortion Risks & Info | 42,558 | 0.42% |
| ✓ Abstinence/Chastity | 168,439 | 1.67% |
| ✓ Abuse (Emotional) | 42,733 | 0.42% |
| ✓ Abuse (Physical) | 30,454 | 0.30% |
| ✓ Abuse (Sexual) | 13,447 | 0.13% |
| ✓ Adoption Education | 51,741 | 0.51% |
| ✓ Anger Management | 59,588 | 0.59% |
| ✓ Breastfeeding | 171,838 | 1.70% |
| ✓ Chastity Class | 5,658 | 0.06% |
| ✓ Child Care | 515,059 | 5.09% |
| ✓ Childbirth Class | 83,327 | 0.82% |
| ✓ Childbirth Issues | 217,867 | 2.15% |
| ✓ Decision Making | 550,694 | 5.44% |
| ✓ Depression | 40,849 | 0.40% |
| ✓ Drug/Alcohol | 36,899 | 0.36% |
| ✓ Education | 350,999 | 3.47% |
| ✓ Family Support Class | 31,644 | 0.31% |
| ✓ Fetal Development | 295,560 | 2.92% |
| ✓ Financial/Job | 655,542 | 6.48% |
| ✓ Housing | 424,858 | 4.20% |
| ✓ In-House Clothing | 348,946 | 3.45% |
| ✓ In-House Food | 216,993 | 2.15% |
| ✓ In-House Furniture | 172,595 | 1.71% |
| ✓ Initial Intake | 188,326 | 1.86% |
| ✓ Legal | 105,238 | 1.04% |
| ✓ Life Skills | 498,548 | 4.93% |
| ✓ Medical/Health | 656,486 | 6.49% |
| ✓ Mental Health | 48,210 | 0.48% |
| ✓ Nutrition | 458,217 | 4.53% |
| ✓ Other | 657,326 | 6.50% |
| ✓ Pantry Needs | 314,009 | 3.10% |
| ✓ Parenting Class | 307,039 | 3.04% |
| ✓ Parenting Skills | 691,295 | 6.83% |
| ✓ Post-Delivery Stress | 62,541 | 0.62% |
| ✓ Pregnancy Class | 142,602 | 1.41% |
| ✓ Pregnancy Counseling & Info | 337,739 | 3.34% |
| ✓ Pregnancy Test Kit | 88,092 | 0.87% |
| ✓ Relationship | 582,454 | 5.76% |
| ✓ STD Risks & Information | 133,696 | 1.32% |
| ✓ Stress Management | 315,229 | 3.12% |
| Total Services & Referrals Provided | 10,115,335 | 100.00% |



of women who were pressured by others to abort chose life after program services



of women who were abortion-minded chose life after program services



of women who were abortion-minded *and* pressured by others to abort chose life after program services

How We Are Educating & Supporting

Education and material support are vital ways in which Real Alternatives empowers moms. A few of the tools we use to do this are 1.) our state-of-the-art “Pregnancy Support” app; 2.) our Ready-or-Not Tots®; and 3.) our newborn baby layettes.



The “Pregnancy Support” App

The “**Pregnancy Support**” app contains fully interactive 3D imaging of all stages of fetal development as well as tools like a contraction counter, weight tracker and a kick counter. The app offers clients both daily and weekly information for mothers and their developing babies and is personalized for gestational age and baby gender.

The “**Parenting Support**” app allows clients to maintain personalized daily logs of baby events while they receive daily tips and monthly development milestones. Clients may track feeding, pumping, sleeping and changing diapers with charts that help to show patterns and trends. A milestone section also allows parents to capture their little one’s biggest moments!

Ready-or-Not Tots®

The Ready-or-Not Tot® is an educational tool that gives moms an understanding of what motherhood will look like with a new baby. The manikin, a newborn-sized doll, coos, cries, and burps in response to the care provided by the new mom. The Tots teach moms both the challenges and joys of learning to care for a little one throughout the day and night. They provide a realistic parenting experience which will set them up for success when their precious babies arrive!

Right: Counselor with Real Alternatives-purchased Ready-or-Not Tots®



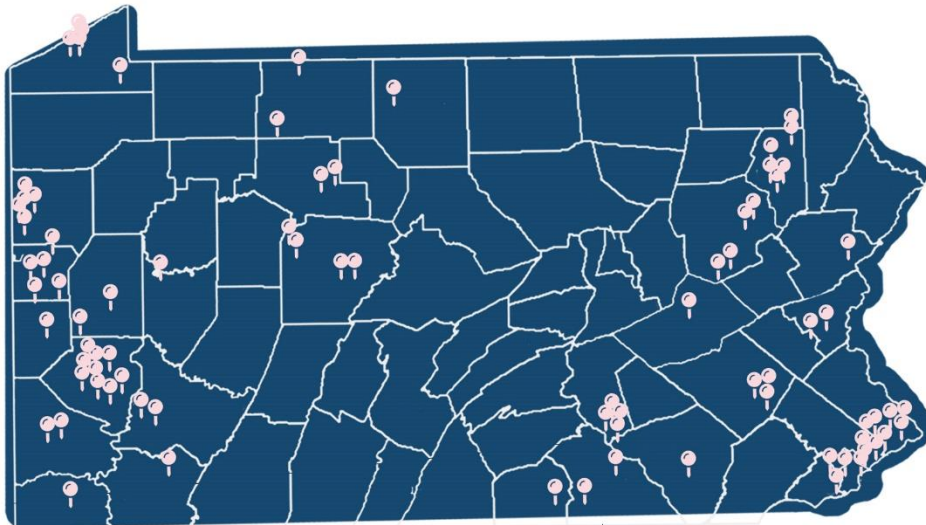
Our Newborn Layettes

Real Alternatives offers a complete, fun, cake-shaped newborn baby layette set for existing clients who just delivered their babies! Each layette set includes a receiving blanket, socks, hooded towel, sleep gown, onesie, hat, bib, washcloth and six diapers. Counselors may choose a pink, blue, or neutral color layette set for each client who just delivered her baby.

Left: Pink baby layette provided by Real Alternatives

29 Real Alternatives Providers at 80 Locations *throughout Pennsylvania*

| Provider | County | Provider | County |
|--|--------------|---|--------------|
| Blessed Margaret of Castello | Bucks | Genesis of Pittsburgh, Inc | Allegheny |
| Catholic Charities, Erie | McKean | A Woman's Concern, Inc. | Lancaster |
| Catholic Charities, Erie | Clearfield | Lifeline of Berks County, Inc. | Berks |
| Catholic Charities, Erie | Clearfield | Young People Who Care, Inc. | Clearfield |
| Catholic Charities, Erie | Erie | Lifeline of SWPA | Butler |
| Catholic Charities, Erie | Elk | Lifeline of SWPA | Allegheny |
| Catholic Charities, Erie | Mercer | Mary's Shelter | Berks |
| Catholic Charities, Erie | Mercer | Morning Star Pregnancy Services | Cumberland |
| Catholic Charities, Erie | Mercer | Morning Star Pregnancy Services | Dauphin |
| Catholic Charities, Greensburg | Westmoreland | Morning Star Pregnancy Services | Dauphin |
| Catholic Charities, Harrisburg | Dauphin | Mothers' Home | Delaware |
| Catholic Charities, Pittsburgh | Beaver | Pennsylvanians for Human Life | Allegheny |
| Catholic Charities, Pittsburgh | Butler | Women's Care Center | York |
| Catholic Charities, Pittsburgh | Greene | St. Joseph's Center | Lackawanna |
| Catholic Charities, Pittsburgh | Lawrence | St. Joseph's Center | Lackawanna |
| Catholic Charities, Pittsburgh | Washington | St. Joseph's Center | Lackawanna |
| Catholic Charities, Pittsburgh | Allegheny | St. Joseph's Center | Lackawanna |
| Catholic Charities, Allentown | Berks | The Guidance Center, Project Rapport | Clearfield |
| Catholic Charities, Allentown | Lehigh | The Guidance Center, Project Rapport | McKean |
| Catholic Charities, Allentown | Schuylkill | The Guidance Center, Project Rapport | Elk |
| Catholic Social Services, Philadelphia | Philadelphia | Volunteers of America of Pennsylvania | Luzerne |
| Catholic Social Services, Philadelphia | Bucks | Women's Care Center | Erie |
| Catholic Social Services, Philadelphia | Philadelphia | Women's Care Center | Erie |
| Catholic Social Services, Philadelphia | Philadelphia | Women's Care Center | Erie |
| Catholic Social Services, Philadelphia | Delaware | Women's Care Center | Erie |
| Catholic Social Services, Philadelphia | Philadelphia | People In Need, Inc. | Lawrence |
| Catholic Social Services, Philadelphia | Philadelphia | People In Need, Inc. | Lawrence |
| Catholic Social Services, Philadelphia | Philadelphia | People In Need, Inc. | Mercer |
| Catholic Social Services, Philadelphia | Bucks | People In Need, Inc. | Clarion |
| Catholic Social Services, Philadelphia | Philadelphia | People In Need, Inc. | Mercer |
| Catholic Social Services, Philadelphia | Philadelphia | People In Need, Inc. | Lawrence |
| Catholic Social Services, Scranton | Luzerne | People In Need, Inc. | Lawrence |
| Catholic Social Services, Scranton | Lackawanna | Alternatives.Yes Pregnancy Support Center | Fayette |
| Catholic Social Services, Scranton | Luzerne | Tender Care Pregnancy Consultation Services | York |
| Catholic Social Services, Scranton | Lackawanna | Tender Care Pregnancy Consultation Services | Adams |
| Catholic Social Services, Scranton | Monroe | TryLife Center | Westmoreland |
| Catholic Social Services, Scranton | Luzerne | Maya Organization | Allegheny |
| Genesis of Pittsburgh, Inc. | Allegheny | Cradle of Hope Inc | Montgomery |
| Genesis of Pittsburgh, Inc. | Allegheny | Cradle of Hope Inc | Montgomery |
| Genesis of Pittsburgh, Inc. | Washington | Cay Galgon Life House | Northampton |
| Genesis of Pittsburgh, Inc. | Allegheny | | |
| Genesis of Pittsburgh, Inc. | Allegheny | | |



Our Fiscal Responsibility

Real Alternatives operates at **no cost** to the women served.

The program is funded on a fee-for-service basis, meaning that Pennsylvania only pays for services once they are performed. This incentivizes performance; the more services a center provides, the more the location is reimbursed for those services. This is notably different from grant-based funding, which provides funds up front, regardless of the number of women served.

Furthermore, the administrative costs of the program account for 7.89 percent of our budget—an incredibly small amount in the world of TANF-funded programs. Indeed, TANF federal funds cap administrative costs at 15 percent. Real Alternatives is able to keep its administrative costs low, thanks to multiple state contracts that contribute to overhead expenses, lowering shared costs.

Currently funded at

\$7.263 million
per year

Through modern business practices, the program's latest administrative cost is a low

 **7.89%**
in FY 2019–2020

In FY 2019–2020, Real Alternatives served more than

 **18,800**
Pennsylvania women

*13,313 clients received proper prenatal care in FY 2019–2020. "If all U.S. women received adequate prenatal care, the estimated savings would be \$14,755 per low-birth weight birth prevented." [\$22,832 in 2020 dollars] - (CDC - 1999)

**7,886 children served through Real Alternatives have up-to-date vaccines. Up-to-date vaccines cost \$795 per child. "Every dollar spent on immunizations saves \$18.40 in medical and societal costs." [\$25.78 in 2020 dollars] (CDC - 2003)

CDC Estimated Cost Savings to Pennsylvania in FY 2019–2020

 **\$303.9 million**
for clients receiving proper prenatal care

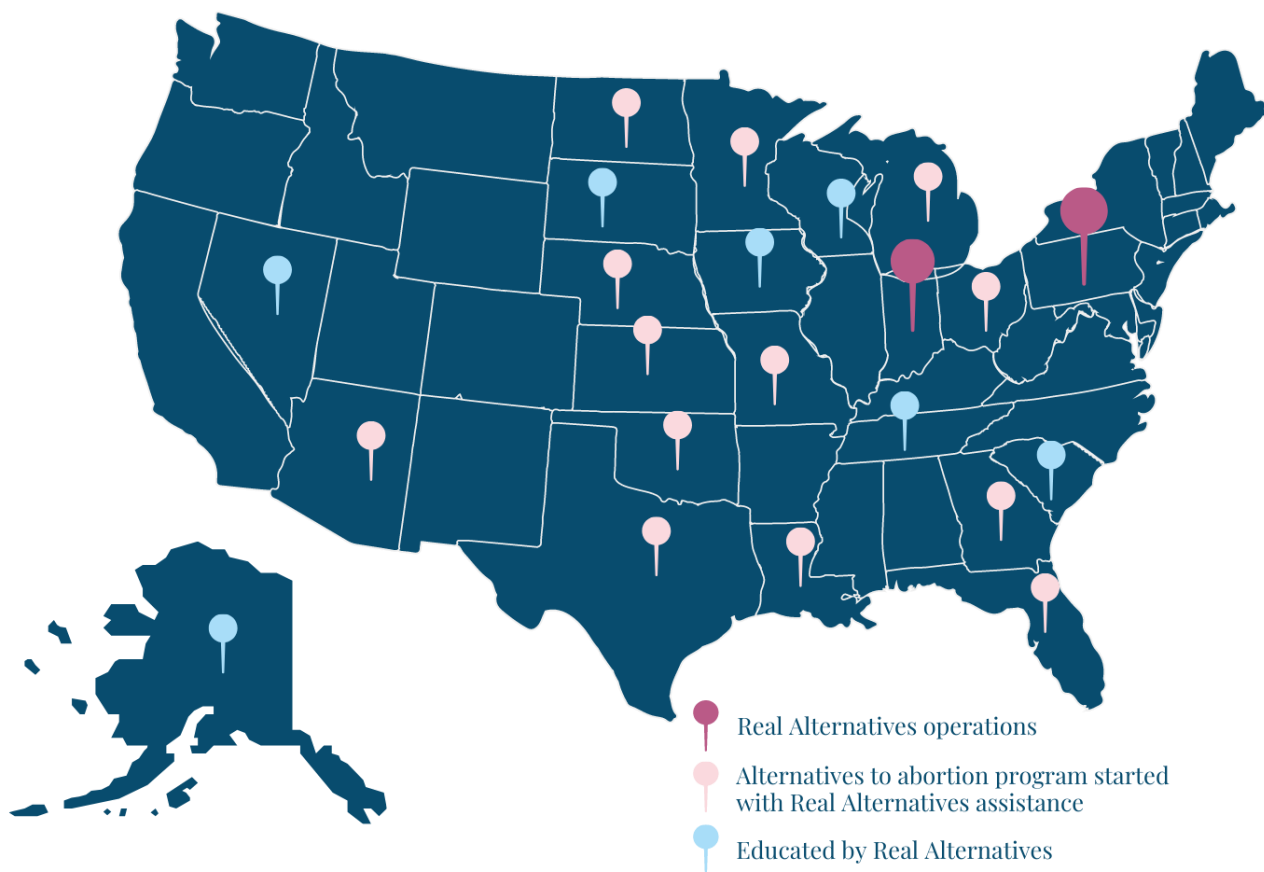
 **\$161 million**
for clients' children receiving up-to-date immunizations



Our National Impact

Since 1996, Real Alternatives—with private donations and contributions—has expanded across the country, impacting 21 other states with education and support for the establishment of similar pro-life programs.

- **2006** - State of Texas sought replication of Pennsylvania program. Real Alternatives partnered with Texas Pregnancy Care Network (TPCN) to start the program with TANF funds. TPCN assumed sole administration of the program in 2012.
- **2013** - State of Michigan sought replication of Pennsylvania program. Real Alternatives was selected to administer the state-wide program. Program was funded at \$700,000 per year with TANF federal funds.
- **2014** - State of Indiana sought replication of Pennsylvania program. Real Alternatives was selected to administer the state-wide program. Program is funded at \$2.25 million per year with TANF federal funds. Since 2014, the program has served more than 76,000 Hoosier women with life-saving services.



“We will forever be grateful.”

It was the first day of classes in her sophomore year of college, and all she could think about was that she might be pregnant. One of her friends had told her about Tender Care, a pregnancy help center with locations in Gettysburg and Hanover, Pennsylvania.

On that recommendation, Ruby decided to make an appointment.

Ruby came into the center and was extremely nervous. She had already decided that if she was pregnant, she would just have an abortion, so no one would have to know.

“I was scared the test would be positive,” she said. “The only option I had was abortion.”

During counseling, Ruby explained that her sister had also had an unplanned pregnancy. Now, Ruby was afraid of disappointing her parents again.

“I felt like I was all alone, even though I had my boyfriend’s support,” she said. “I felt no one would understand what I was going through.”

The pregnancy test was positive. Ruby broke down crying.

“When I first found out, I wanted to escape, just run away,” she said.

The client advocate, a Tender Care counselor, discussed all of her options with her.

Her boyfriend, who had accompanied her to that first appointment, shared that his mom was a single mother and he would be there for Ruby, whatever she decided.

“I remember being full of anticipation and feeling scared, thinking about our future and didn’t know if we would be able to do it,” Damien, her boyfriend, said.

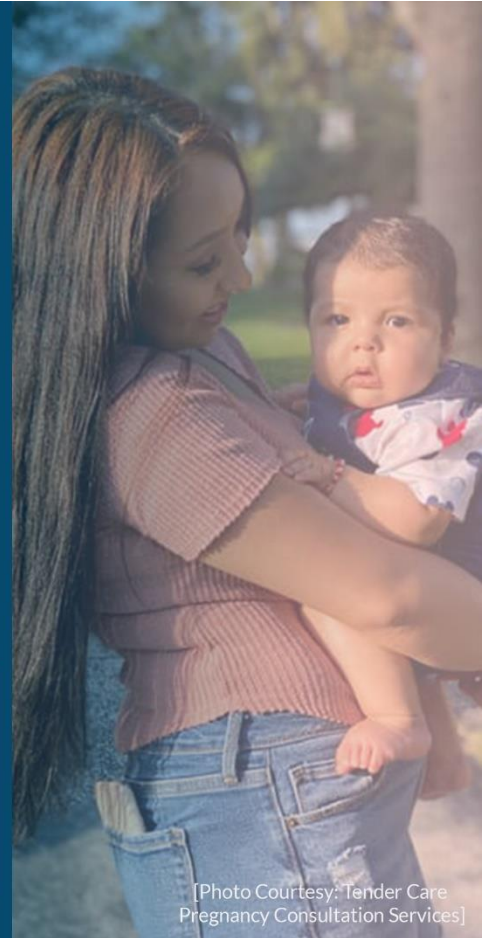
Ruby and Damien spent a lot of time together that day, considering how each option would affect their future. As they reviewed fetal development, Ruby was surprised to learn that her baby had a heartbeat, how developed the baby was and that it had unique DNA.

**“If it wasn’t for
Tender Care,
I don’t know what
I would’ve done.”**

**We will forever be
grateful.”**

– Ruby

ONE OF MORE THAN
320,000 PENNSYLVANIAN WOMEN
TO BE SERVED THROUGH



[Photo Courtesy: Tender Care
Pregnancy Consultation Services]

They both were interested to learn more about fetal development and were surprised by all of the support they found.

“They were so welcoming and easy to talk with,” Ruby said.

When she and Damien came in for their next visit, they were very excited to share that they had told their families about their pregnancy, and it went very well.

They took parenting classes at the center, which helped them greatly.

“There was so much we didn’t know that we learned in the classes,” Ruby said.

In addition to parenting classes, the couple also found vital support when the Covid-19 pandemic began in 2020. Ruby was quickly approaching her due date as lockdowns began across the U.S. She and Damien had to cancel their baby shower and were left without important supplies, such as baby wipes. At the time, toilet paper was disappearing from shelves in grocery stores nationwide, and some people began to buy up baby wipes as well, leaving many parents without them.

Ruby and Damien were among them.

“I was really scared, and I was almost due and I had no idea how I was going to get baby wipes and thankfully tender care was there to give us some,” Ruby said.

As Ruby and Damien held their son, they reflected on how Tender Care was there for them.

“If it wasn’t for Tender Care, I don’t know what I would’ve done,” Ruby said. “We will forever be grateful.”

Tender Care is one of 29 Real Alternatives providers throughout the state of Pennsylvania, and Ruby is one of more than 320,000 women who have been served by the program since 1996.

Note: This story has been adapted from a story collected from Tender Care.

