



CELEBRATING

25

YEARS

 **Real Alternatives**<sup>SM</sup>  
*Empowering Women for Life*<sup>SM</sup>  
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



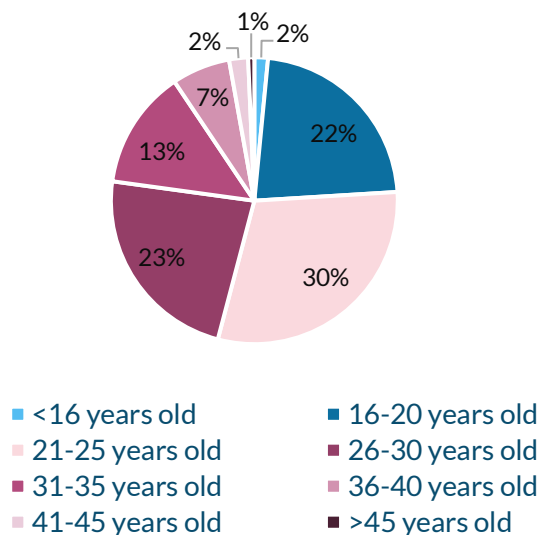
# The Women We Are Serving

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.

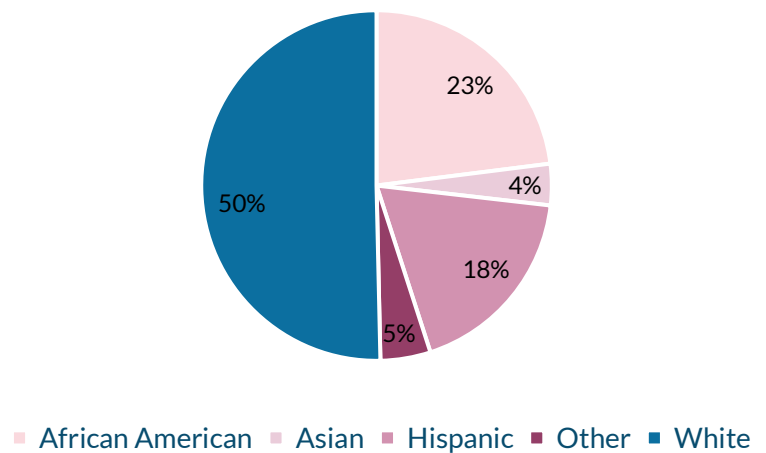
Since the program was signed into law by then-Governor Robert P. Casey (D) in 1995, the program has served more than **320,000 Pennsylvanian women** with counseling, education classes, material support, and so much more.

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

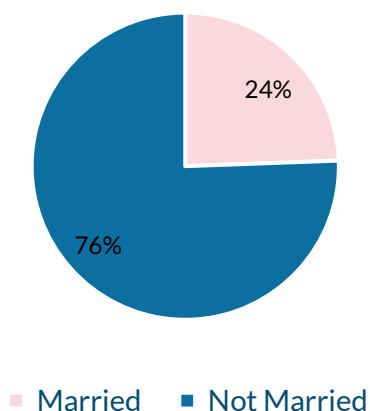
## Age of Women Served



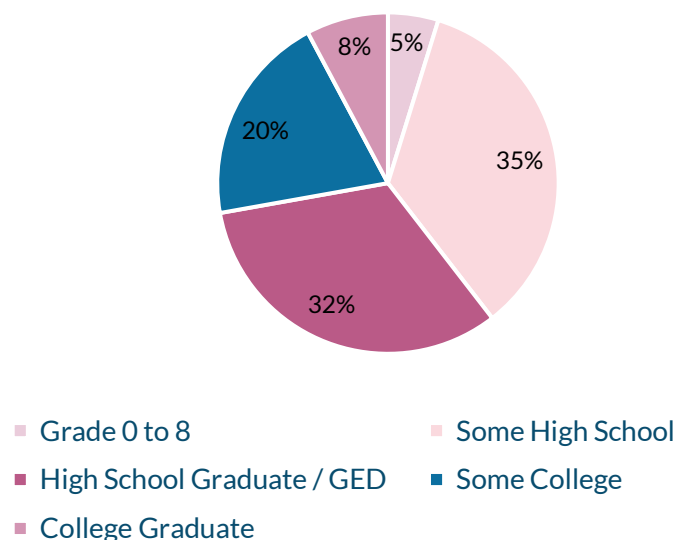
## Race of Women Served



## Marital Status of Women Served



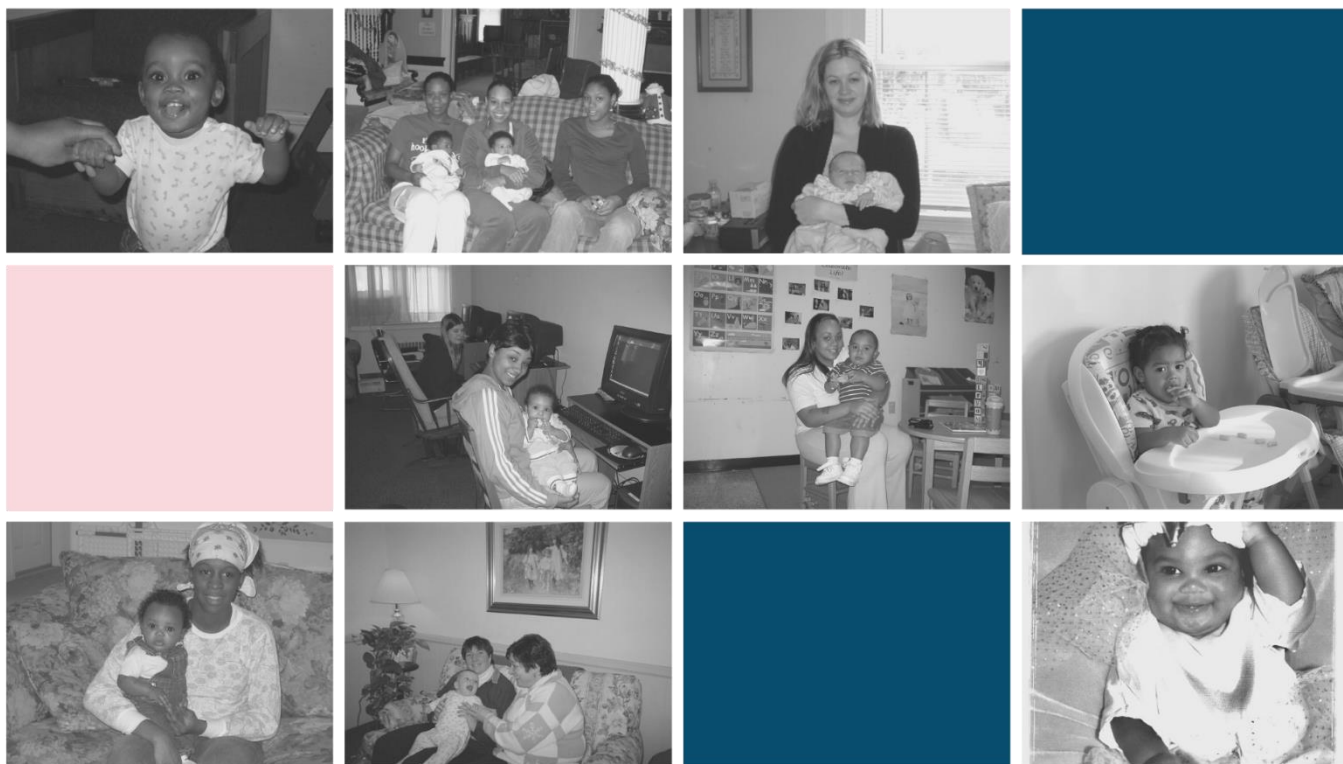
## Education Level of Women Served



# 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	<b>Grand Totals:</b>	319,164

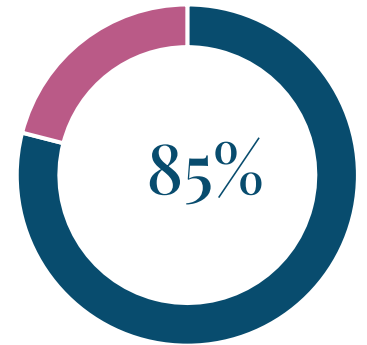




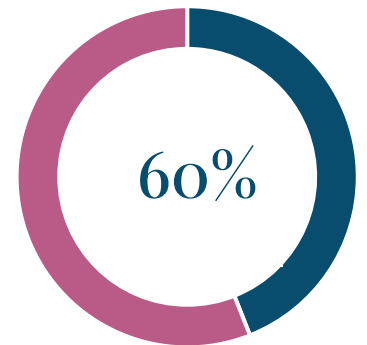
# How We Are Serving

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:

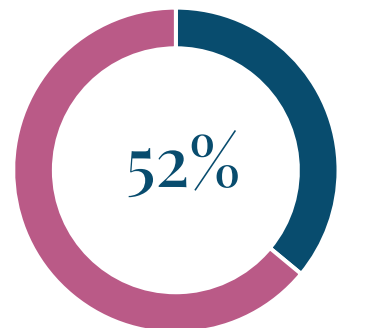
Service/Referral	Total	Percent of Clients
✓ Abortion Risks & Info	42,558	0.42%
✓ Abstinence/Chastity	168,439	1.67%
✓ Abuse (Emotional)	42,733	0.42%
✓ Abuse (Physical)	30,454	0.30%
✓ Abuse (Sexual)	13,447	0.13%
✓ Adoption Education	51,741	0.51%
✓ Anger Management	59,588	0.59%
✓ Breastfeeding	171,838	1.70%
✓ 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%
<b>Total Services &amp; Referrals Provided</b>	<b>10,115,335</b>	<b>100.00%</b>



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®*



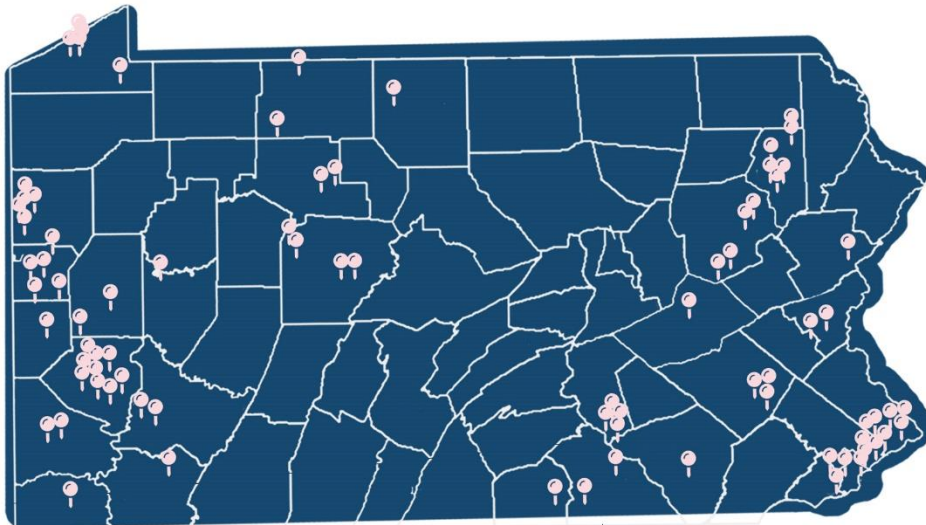
## Our Newborn Layettes

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*

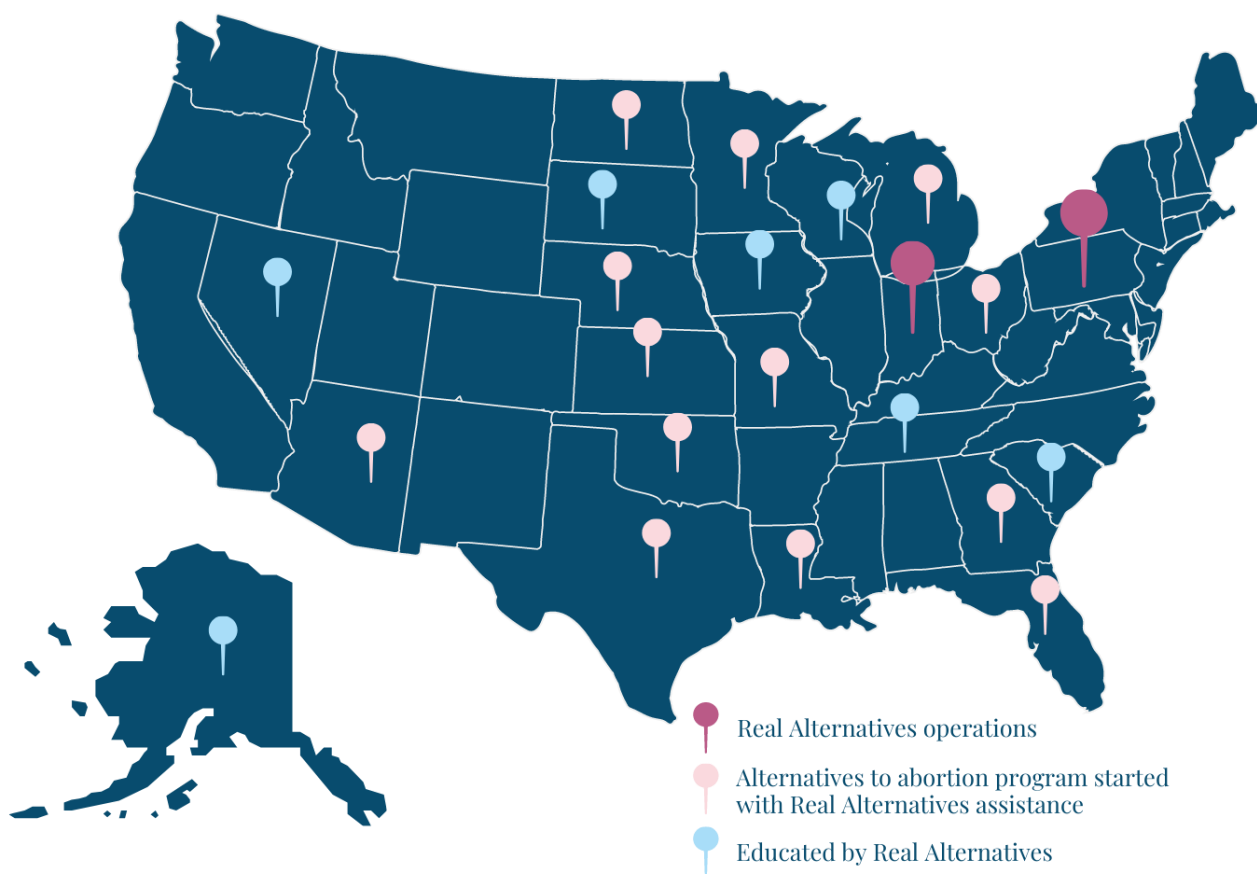
 **\$161 million**  
*for clients' children receiving up-to-date immunizations*



# 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.

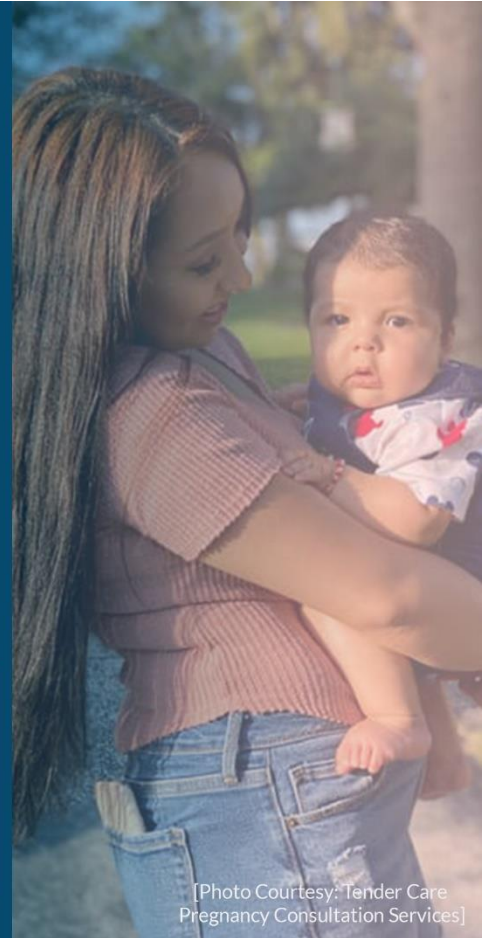
Ruby and Damien spent a lot of time together that day, considering how each option would affect their future. As they reviewed fetal development, Ruby was surprised to learn that her baby had a heartbeat, how developed the baby was and that it had unique DNA.

**“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.*

