

**MEMPHIS MORNING CENTER**



# **A CASE FOR SUPPORT**

**JANUARY 2024**



# Memphis...

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A city often misunderstood by its fellow Americans. Hailed by national news as the “challenge” of America, they overlook one thing: *its resilient people*. The people of Memphis are the glimmer of hope that beams through the darkness of high crime, poverty, addiction and abuse. They dream of a world where their fellow citizens face a bright future—one characterized by health, vitality, and flourishing. These individuals are the unsung heroes of our story—a story yet to be shared with thousands of expectant moms through the generosity of people like you.

**Dear hero, we would like to introduce you to the Memphis Morning Center.**



# MEET THE MEMPHIS MORNING CENTER

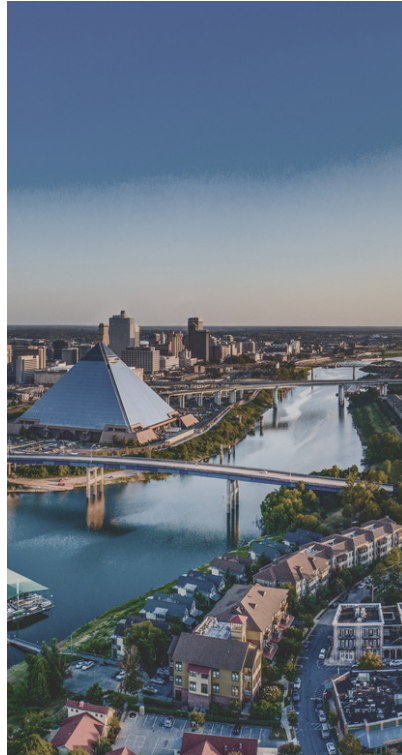
*in Memphis  
as in Heaven...*

*We desire to see real + tangible  
change sweep across Memphis.*

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Imagine a city where the light of hope and the warmth of compassion fill every corner, where each life is cherished, and every mother-to-be is met with love. This vision is the heart of our ministry at the Memphis Morning Center, where we extend the transformative love of Jesus to underserved pregnant moms through medical care.

While we recognize that we only play a small part in city-wide transformation, our role is still significant. Launched in 2011 out of love for mothers and their newborns, the Memphis Morning Center is a 100% privately funded medical clinic providing free, full-service, Jesus-centered maternity care to pregnant moms in need.



As the sole medical clinic offering cost-free, comprehensive prenatal care in Memphis, we are deeply humbled by the opportunity to link arms with the local Church and the broader Memphis community. Through the medical ministry God gave us, our greatest joy is contributing to the restoration of family units. We strive to bring about this transformation **through the profound love of Jesus, as defined in 1 Corinthians 13**, impacting not only Memphis but also extending our reach beyond—one mom + child at a time.



## OUR *Mission*

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*The Memphis Morning Center provides FREE, Jesus-centered prenatal and postpartum care to under-resourced pregnant women in need.*

We are **the medical component** of a pregnant mom's journey providing much-needed maternal healthcare, including labs, diagnostic ultrasounds, and full-term provider care.

As the only medical clinic in Memphis, TN that offers free maternal healthcare, we fill a significant gap in medical care that under-resourced pregnancy moms cannot obtain through a pregnancy center or low-income insurance options.

Most importantly, we provide care **wrapped in the love of Jesus**. For many of our patients, their clinic experience will be the first time they experience love. We strive to exemplify the **1 Corinthians 13** attributes of love in all we do.

*love is...  
does not dishonor others, it is not self-se...  
it keeps no record*



# GOSPEL INTEGRATION

*in our core values*

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## **Biblically Based Bioethics**

Ethics without the Bible are relativistic and ever-changing. A Biblical foundation informs how we timelessly care for those we serve.



## **Compassionate Christ-Centered Care**

Our care aims to honor and point others to a loving God who can be known and who understands the challenges we face. We remind everyone connected to what we do that they are loved and valued by God and that He wants a relationship with them.



## **Intentional Collaboration**

Members of the family of God were not designed to operate independently. We learn to work together because it demonstrates God's desire for us to live in unity.



## **Tenaciously Relational**

We believe we were created to be in a relationship with God and others. It turns out that relationships are challenging and complex at times. As such, it is easy to want to give up on others, but we don't.



## **Ministry Excellence in Medical & Business Practices**

We want to do our best in everything we do, all for the glory of God.

## THE UNDENIABLE NEED

In a decade of operation, the Memphis Morning Center has garnered statistics that indicate the need for accessible and cost-free maternal healthcare in Memphis. Since 2013, we have provided prenatal care for **2,218 moms and delivered 1,109 babies.**

Each week, we receive calls from moms without insurance and nowhere else to turn. Our receptionist reported an average of **15-20 new appointment phone calls every week.** These moms come from diverse backgrounds, representing every part of our city, with demographics that include 14% Caucasian, 27% Latino, and 42% African American.

Not only can we quantify a need through ten years of patient metrics, but our partnering pregnancy resource organizations also indicate the prevalence of under-resourced pregnancies. In 2022, two Memphis pregnancy centers saw a combined number of over **2,500** moms walk through their doors who ultimately needed accessible healthcare—something beyond their scope of services.

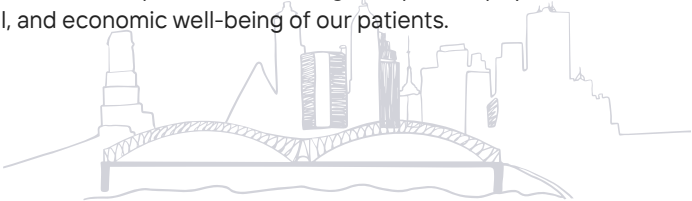
The need is *unmistakable*, but this is just the beginning of our story. This is where your support becomes a lifeline of **hope, healing, and transformation.**



# OUR SOLUTION

The Memphis Morning Center **provides much-needed, cost-free maternal healthcare services**, funded entirely by philanthropic sources like you. With your generosity, we provide essential medical services, including diagnostic ultrasounds, labs, and provider care. But we go further by seeking to treat the whole person, addressing the spiritual, physical, emotional, social, and economic well-being of our patients.

## QUICK FACTS

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- ✓ 100% private-donor funded; we do not receive government funding.
  - ✓ Care is provided at **zero cost** to all patients. Insurance is not required or utilized.
  - ✓ Providers are capped at 10 patients per day; 30 minute appointment slots allow for one-to-one relational patient ministry and ensure overall staff health.
  - ✓ Intentionally partnered with community organizations that pair moms with mentors until the child's 2nd birthday.
  - ✓ Sustainable community—Partnered with churches who are equipped to receive patients and their children into a discipling family, imparting life-long worth and wisdom.
  - ✓ Access to cost-free licensed counselors + mental health professionals.
  - ✓ Complimentary maternity + baby clothing boutique shopping experience.
  - ✓ Established partnership with reputable hospitals + medical teams including UT Family Medicine, Christ Community, Regional One, Baptist Women's Hospital, Saint Francis Hospital, and many others.





## OUR APPROACH

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*Early childhood intervention* is a buzzword in our society. While we acknowledge the many transformative ways organizations are reaching children, we believe that the earliest form of intervention begins with the mother and father.

The Nurse-Family Partnership organization demonstrates how important it is to reach a child by empowering the mother. Through their research, a nurse was partnered with a first-time mom and regularly visited with her until the child's second birthday.

The results from this program are outstanding, with statistics such as a 48% reduction in child abuse and neglect, a 67% decrease in behavioral and intellectual problems at age 6, and a 59% decrease in child arrests at age 15.

This is the kind of intervention that the Memphis Morning Center dreams of for our city. We firmly believe that transforming the lives of men and women will spark a societal change that will reverberate across Memphis.

**This informs our approach at the Memphis Morning Center.**



# OUR SERVICES

Focused on the whole person.



## FULL SERVICE PRENATAL + POSTPARTUM MEDICAL CARE

Comprehensive medical care including labs and ultrasounds provided by a team of ministry-minded, board-certified medical professionals, at no charge.



## EDUCATION CLASSES

Designed to fully equip patients to walk through their pregnancy and into motherhood, confident and secure.



## SPIRITUAL GROWTH

Pouring the love of Jesus into the lives of all the women we serve. We work toward the spiritual, physical, emotional, social, and economic wellness of our patients, their families, and communities.

# THE ROAD TO REOPENING

In August 2023, due to a shortage of national funding, we were forced to temporarily pause patient services. As you can imagine, this has created a huge gap in medical care for under-resourced Memphis moms, **as our office continues to receive dozens of calls** from pregnant women in need of prenatal care that, until we get back up and running, **are being turned away.**

After reevaluating, we've transitioned our funding approach to a grassroots strategy. With the support of our generous community, we'll now return with 10 years of experience, stronger and more resilient than ever.

*Here's the plan:*

## PHASE 1

01

### DECEMBER 2023:

Focus on fundraising and storytelling initiatives.

02

### JANUARY— MAY 2024:

Establish our medical team and identify a suitable clinic location.

03

### JUNE 2024:

Transition to our new clinic location; continue team development.

04

### AUGUST 2024:

Official reopening; resume patient care in new clinic location.

## PHASE 2

### 3 YEAR PICTURE

Scale to meet the growing need in Memphis while reimagining what accessible maternal healthcare can look like.

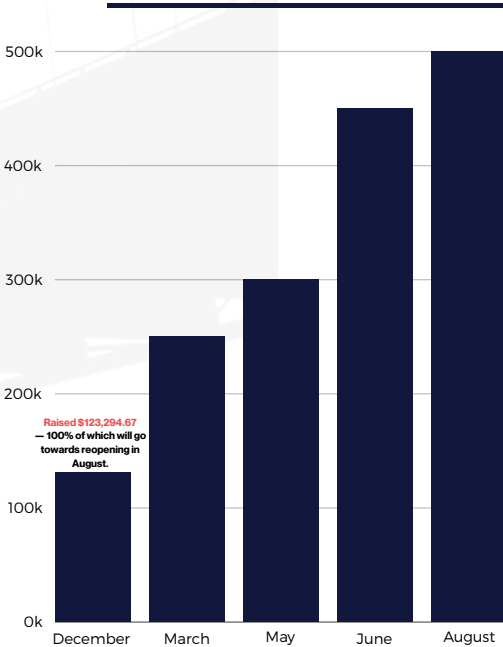
## PHASE 3

### 10 YEAR TARGET

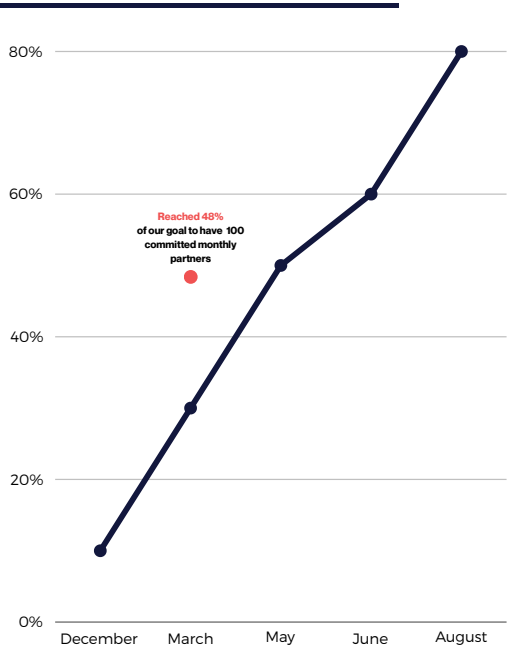
Full-service maternity center featuring birthing suites and a pediatric wing.

# FINANCIAL BENCHMARKS

As we eagerly anticipate reopening, our **immediate financial goal is to secure \$500,000** in cash reserves. This funding will cover our annual operations comprehensively. Simultaneously, our strategic focus includes the **expansion of our family of monthly supporters**. This not only helps us meet current needs but also positions us for sustainable growth, making a lasting impact on the increasing needs in Memphis.



**Benchmarks for Cash Reserve  
(Road to Reopening)**



**Benchmarks for Monthly Giving  
(Road to Sustainability)**

The Memphis Morning Center generates \$0 from patient revenue. **We raise 100% of our operating costs from philanthropic sources** to give women the free, life-affirming medical support they need.



## WHAT OUR PATIENTS ARE SAYING



*"I love my care here better than the care I've received elsewhere. It feels more personal + not like they just want a check. They actually care about us and our babies."*

*"I don't think the community should lose the Morning Center. It is a true treasure and value to Memphis!!"*

*"The Morning Center changed my life and my family's lives. I came here because they are like family."*

*"There needs to be MORE places like this!"*

*"Thank you, guys, for helping me out and checking on my child. Thank you for being fun, making me laugh every time I come, and for just being nice to me."*

*"I chose the Morning Center because I have a very low income and no insurance, and they were here to help me through my pregnancy."*

*"Please allow their services to continue so that they may continue helping those who can't afford proper prenatal care."*

*"I love the Morning Center. It was a blessing for me for my prenatal care. I love the women who work here. It feels like a family rather than a doctor's visit."*

*"By far, the best prenatal care!"*

Scan to meet  
more of our  
patients!





## YOUR PART TO PLAY

*Your support will change lives, build families, and transform communities.*

As we prepare for our relaunch, we'll connect with individuals, churches, and foundations who align with our vision. At the heart of our outreach are inspiring stories of moms across Memphis, thankful for life-changing care and support from those who believed in their bright futures. Through the power of these transformative narratives, our goal is to spark a movement in the most generous city in the nation—one dedicated to the well-being and prosperity of every mother and child in our community.

*Join us!*



Scan the QR Code to learn how you can partner with the Memphis Morning Center.

Together, let's create a ripple of positive change in our city. [www.memphismorningcenter.org](http://www.memphismorningcenter.org)



'...A shout of joy comes in the morning.'

**PSALM 30:5**



[memphismorningcenter.org](http://memphismorningcenter.org)