

*for*  
**Life**  
**2022**





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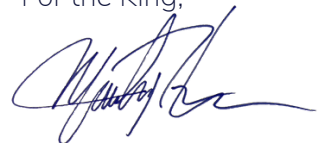
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# God's *Intellectual Property*

We hold a powerful vision dear to our hearts—one where future generations wholeheartedly recognize and embrace the intrinsic, God-given value of life. Our dream is for a culture in which every individual understands that the uniqueness of our DNA translates into the existence of beautifully distinct human beings. We seek a world where the paradoxical ideology of humanism, which arbitrarily assigns value, is no longer valid. Rather, we long for a society that acknowledges we have no authority in determining our own worth. Our value transcends even the moment of conception, finding its roots in the very mind of God. We believe that each of us is intricately fashioned and considered as God's intellectual property—an invaluable masterpiece.

Thank you for supporting the work we do, making it possible for a team of passionate people to share the gospel while providing prenatal through postpartum care. Thank you for your prayers, petitions, and words of encouragement. Families need to be championed. Fathers encouraged in their role. Families having a vision of their future. All moms deserve to have a calm pregnancy. It is a massive challenge, yet, we press on, knowing He is at work. Together, we help deliver life.

For the King,



Pia Jo Reynolds  
Executive Director



## Mission

The Morning Center exists to partner with the local Church to provide cost-free prenatal + postpartum care to pregnant moms in need, in the name of Jesus.

## Vision

Revolutionize maternal healthcare by establishing state-of-the-art, Christ-centered birthing centers providing end-to-end, patient-centered care to pregnant women and unborn babies in need, setting new standards for compassionate and equitable healthcare practices.

# Values



## 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 Gospel-Centered Christian 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.



## Intentionally Collaborative

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



## Tenaciously Relational

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



## Ministry Excellence in our Medical & Business Practices

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

# our story so far ...



## 2011

The concept of the Morning Center began in 2011 when our founder, James Lansberry, had the desire to meet the practical needs of pregnant women who found themselves in difficult situations. The goal was to share the gospel and provide maternity care to moms who were either uninsured or underinsured. Shortly after the idea was put on paper, Samaritan Ministries International helped to make it a reality.

## 2013



The Morning Center sees our first patient in a donated room of an apartment complex in Memphis, TN.

## 2016



A national team is assembled to refine and scale the mission nationwide.

## 2017



Memphis continues to serve women and babies in need. An Atlanta leader is identified + hired to launch our second clinic.

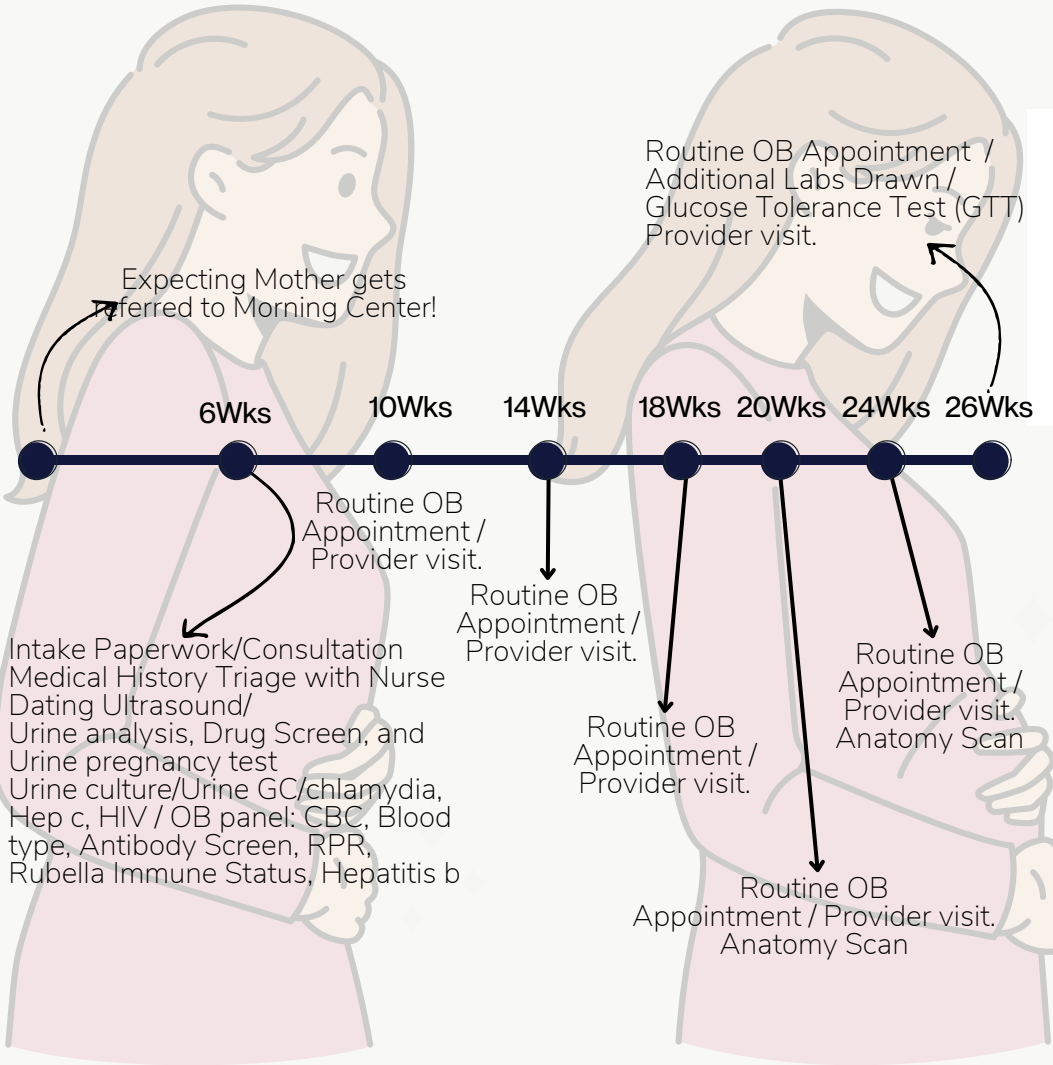
## 2022

Memphis continues to grow and expand community awareness. We opened our second clinic and begin seeing patients in the Metro Atlanta, GA area.



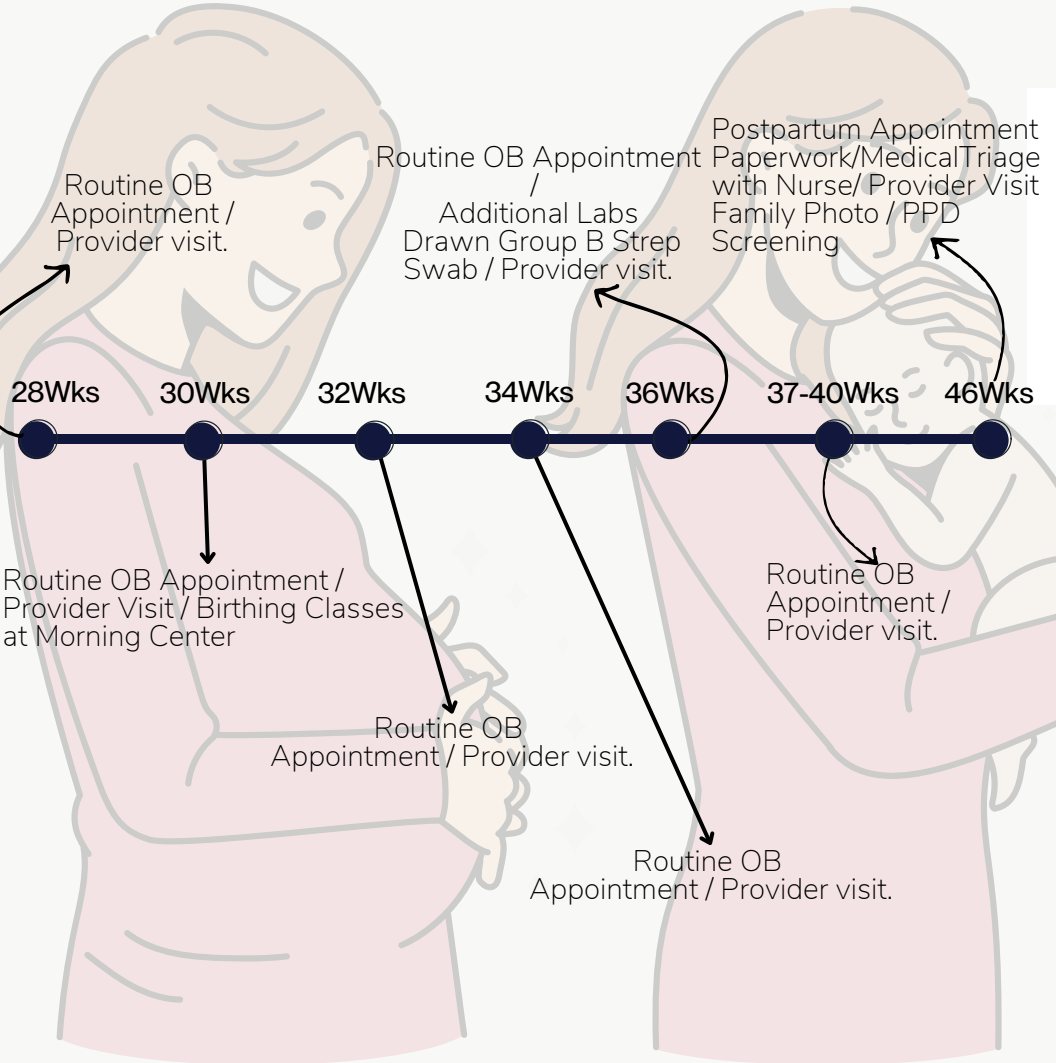
# Medical Services for pregnant women

*who need a little help*



# Medical Services for pregnant women

*who need a little help*







## unconditional *love*

This new momma came in for her postpartum check-up with her mom and precious new son. Both of them were VERY excited to show him off. They were so grateful for the Morning Center team who genuinely love these girls (and their babes!) like family. We spoke encouragement over their lives and reminded them that God cares for them deeply.



## *baby* maverick



One of the things our team does is to provide a vision of the future for the moms and dads we serve and their children. A name is a vision of sorts. It speaks of who someone is to become. In a society of people who mindlessly follow cultural lies, we pray that Maverick will become a leader and faithful follower of Jesus.

## servicing *internationally*

One of our newest patients immigrated from South Africa and heard about the Memphis Morning Center from a friend. Initially, this sweet mama was quiet and reserved when she visited us, we were blessed to watch her grow more comfortable and open up to us as her pregnancy progressed. She has since brought her beautiful baby boy into the world, and we were so blessed to be a part of that. Her gratitude for the care we were able to provide really touched our hearts.



# The Beauty of *Velvet*

One of the greatest encouragements we can receive is when a patient leaves our care passionate about sharing our mission with others. Velvet is an example of just that. Called to serve women, her experience at the Morning Center has left her hungry and willing to help get the word out to other Memphis moms in need of prenatal care. She reached out asking for materials she could pass out at a local women's expo she was hosting to resource women. And she's doing all of this while pregnant with her first child! We are so proud of and encouraged by the beautiful world-changers we get to serve.



## *Equipping* the Best Parents

These two are going to make the BEST parents. Their love for their unborn child was evident when they first stepped into the clinic. Throughout the pregnancy, both mom and dad listened intently to everything our medical team shared and engaged in every opportunity and educational class provided by the Morning Center to be best equipped for parenthood. Today, at their 6-week postpartum check-up,

they came in flooded with joy, proud to show off their precious baby boy! So many believe that quality maternity care is accessible to all, but it's just not the case. This beautiful family is a testament to that truth, and to the reason we exist! All women deserve a calm pregnancy.



# Important Metrics

We work hard to deliver measurable results, providing care to as many pregnant women as we are reasonably able to. We do this while intentionally operating with a *ministry of availability* mindset, being present to the mom with whom we are spending time in the current moment.



## 109

Babies Delivered In 2022

## 1080

Babies Delivered Since 2014



## 3,361

Appointments In 2022

## 15,800

Appointments Since 2014



## 740

Ultrasounds In 2022

## 5885

Ultrasounds Since 2014

# The tension of *outcomes*

There are times in ministry when discouragement sets in. If we are honest with ourselves, many of us hope to see broken people healed, and when we don't witness a transformation in their lives, we experience what is commonly known as 'ministry fatigue.' This feeling intensifies, especially when we invest time + money in a cause and expect tangible results. We long for concrete outcomes and find ourselves asking questions like: How can we ensure that she won't make another decision that puts undue pressure on her? How do we prevent her from making foolish choices? However, this sentiment clashes with the essence of the gospel.

Morning Center, truthfully speaking, is not in the business of fixing people. It is not our responsibility to change anyone's heart. Instead, we love, serve, and emphasize our own need for Jesus. As we go about our daily lives, our purpose is to make disciples. In the name of Jesus, we provide top-notch maternity care without charging the moms we serve. This approach mirrors the story of the Good Samaritan, who went above and beyond to care for an individual taken advantage of, because it was the right thing to do.

Nevertheless, the reality is that it can be disheartening when a patient returns for pregnancy after pregnancy. We find ourselves grappling with questions such as, "What are we doing wrong?" or "Are we truly making a difference in anyone's life?"

## **Yet, God never wastes anything...**

During one such instance, our nurse, MaryElena, encountered a patient who was pregnant with us for the second time. Shonda expressed her interest in attending church and her desperate need for Jesus. Sensing an opportunity, MaryElena sat down with Shonda and shared the good news of the gospel and how she could personally know Jesus.

# Freedom from shame and guilt

Shonda's prior experience with 'religion' had been limited to Jehovah's Witnesses, and she expressed her discomfort with their exclusivity. In contrast, she marveled at how we treated and cared for people regardless of their beliefs. Holy Spirit was already working on her heart, unveiling the profound truth that she was lost and in need of a Savior. She realized that her own way of living wasn't working and yearned to hear the message of the gospel.

After explaining the gospel to her, Shonda confessed that she felt "unworthy of Jesus." If you have known Jesus for a while, you may have forgotten the weightiness of such emotions. Can you recall feeling unworthy? It is a distressing yet necessary realization of our state before a Holy God. It serves as a precursor to inviting Jesus into our lives. MaryElena reassured Shonda that none of us are worthy, but when we accept Christ, God sees Christ in us rather than our unworthiness. Through Christ's sacrifice, we become the righteousness we desperately need. Shonda began to understand that Jesus does not intend to shame us but rather to reclaim us. It's through our humility that the transforming power of the gospel can take hold. Shonda eagerly expressed her desire for her children to know the truth and grow up knowing Jesus. We provided her with a Bible and a children's Bible so that she could begin learning and teaching her children.

The initial discouragement MaryElena felt soon transformed into encouragement as she realized that the Lord was undeniably at work in Shonda's life. It can be challenging to measure the impact of God's Truth in someone's life. How does one evaluate the steps of transformation in a soul? It may not always be immediately apparent. Simultaneously, God was working in MaryElena's life, revealing His faithfulness in rewarding those who earnestly seek Him.

# Closing Stats

2021 saw a **44% increase** in businesses using telemedicine to distribute chemical abortion drugs.

Operationrescue.org

Surgical abortions are provided by facilities with a medical team where a pregnant woman shows up in person and has surgery done to extinguish a child's life. Whereas medical facilities can use technology like telemedicine to prescribe chemical drugs like misoprostol, mifepristone, oxytocin, Pitocin, Mifeprex, Hemabate, carboprost, and dinoprostone, allowing a pregnant woman to conduct an abortion on herself at home.

**62%** of abortion patients have a religious affiliation.

Guttmacher Institute. 2016. Characteristics of U.S. Abortion Patients in 2014 and Changes Since 2008.

Number of Abortions in the United States:

<b>2017</b>	<b>862,320</b>
<b>2019</b>	<b>916,460</b>
<b>2020</b>	<b>930,160</b>

Abortion rates raised **8%** in America from 2017 to 2022.

*Thank you for partnering with us to change these stats and help deliver life!*

Guttmacher Institute. 2022. Long-Term Decline in US Abortions Reverses, Showing Rising Need for Abortion as Supreme Court Is Poised to Overturn Roe v. Wade.

An aerial photograph of Memphis, Tennessee, showing a mix of modern and older buildings. In the foreground, a rooftop with several air conditioning units is visible. The background features a dense urban skyline under a clear sky.

# Thank You

**for your continued support of our ministry & helping  
deliver life in Memphis and beyond.**



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