

THE VISION

THE NEWSLETTER OF INNERVISIONS HEALTHCARE —WEST DES MOINES

1355 50th St., Suite 400A, West Des Moines, IA | info@ivhcare.org | www.ivhcare.org | 515-440-2273

Our Clinic Staff

Jenny Condon
Executive Director

Dr. Greg McKernan
Medical Director

Dr. Susan Beck
Dr. Tom Mallisee
Dr. Sandy Ruhs
Volunteer Physicians

Jenny Cline, RN, MPH
Director of Nursing

Sammy Freund, RN
Joni Hansen, RN
Brandi Palmer, RN
Jan Steenhoek, RN
Staff Nurses

Bryan Gonzalez
Director of Development

Pat Wright
Director of Finance

Tami Bixby
Director of Marketing

Paulette Gardner
Accounting Associate

Kris Gaspari
Post-Abortion Healing

Lori Staver, BSN
Staff Training Consultant

Our Volunteer Nurses

Jo Helling, BSN
Terri Kruse, BSN
Diane McGuire, BSN
Rachel Prohaska, BSN

Board of Directors

Justin Doyle
Chair

Rod Stark
Treasurer

Patti Brown
Secretary

Dave Asjes
Jim Bates
Brenna Bird
Colleen Carey
Jenny Condon
Cindy Jensen
Directors

Reaching Them Where They Are



(search engine optimization), and a more strategic use of digital marketing. By March, we experienced more than 75% increase in patient traffic over any other month since opening in 2011.

With Tami's help, we utilize a combination of traditional efforts (billboards & radio), non-traditional efforts (digital & internet), as well as some grassroots marketing.

Tami has helped us better understand our audience: not only the woman in need, but

also her boyfriend who is unsure of his role. We want to be inclusive for all those affected by this "surprise". IVHCare educates, serves, and supports sexually active teens and adults who are clueless about their risky behavior.

We are about loving them where they are and speaking a language that sounds familiar to them in order to remain relevant. The pictured ad is an example of a popular app called Tinder, which is a location-based "dating" service where users swipe right for a good match and left to move on to another option. The new ad is creative and speaks their lingo.

We are grateful for our benefactors who have helped to make our marketing resources, strategies, and creativity possible.

The digital space is all about owning "real estate" on their mobile devices. Would you consider helping us connect with those who are need help?

Targeting a specific demographic is the 'key' to marketing. At InnerVisions, our mission is to empower women and protect life. So how do we reach women who are dealing with what is to them...an unplanned and inconvenient pregnancy? We've spent the last 5 years facing that challenge. "How do people know that InnerVisions exists?"

Tami Bixby, a founding board member, serves as our Director of Marketing. Connecting with an 18-34 year old has become an increasingly difficult task, but Tami has accepted this challenge to help the clinic stay at the forefront of this ever-changing industry.

After gathering several years of data, we determined to make some dramatic changes, and so in 2016, we created our most detailed strategic plan, which includes a new website (with a "text us" feature), a deeper SEO

FROM THE DIRECTOR:

Gearing up for the Gala



We are approaching our annual summer Gala. This year it coincides with our fifth anniversary and it inspires me to reflect on the past five years of growth. Back in June 2011, the clinic opened its doors to our first batch of clients. We were young and on fire for the ministry. As we've matured, we are still on fire — due in large part to the many friends, volunteers, and supporters who continually pour themselves into this ministry as well as the many thankful testimonials we've received from our clients!

Yes, we've come a long way in our five years. Recently, we stepped out in faith and expanded our staff — hiring additional nurses! And yet we still have an increasing need for more volunteers.

Looking back, it's amazing to think that 375 mothers have said "yes" to parenting or adoption. May is the month traditionally dedicated to mothers and women, and I'm reminded of the words of Pope John Paul II at a meeting in 1985 in Rome, when the mayor of Boston and his wife were presented to him. The pope addressed these words to the mayor's wife:

Your husband has a very important job. Like the pope does. But don't believe it. Your job is more important. The future of the world is with the mothers. It is the mothers who raise the children. It is the mothers who will give us peace and make us free.

(from John Paul II: A Personal Portrait of the Pope and the Man, 26).

God bless you and the many superhero moms who make the world go 'round!'

A handwritten signature in blue ink that reads "Jenny".

Jenny Condon
Executive Director



CLIENT TESTIMONY:

Being there for her

A young woman recently came to the clinic who had been adopted from overseas, but had subsequently been removed from the adoptive parents' home due to abuse and was currently in foster care. Her pregnancy test was positive. After informing the father of the pregnancy, he wanted her to have an abortion and didn't want any part of the baby. With nowhere else to turn, she reached out to InnerVisions, first to confirm the pregnancy, then for support and resources. We're delighted that we helped empower her to choose life and are committed to helping her throughout her pregnancy and beyond.

Ladies Lovin' Life Wrap-Up

Back in September 2015, a group of women who were passionate about the pro-life movement and supported the important work we do at IVHCare gathered in downtown Des Moines for an inaugural kickoff meeting. It was such a success that one of the organizers, Lori Cramer, decided to spearhead monthly Ladies Lovin' Life meetings. Most months, the group



would meet at Bravo for dinner on the second Tuesday of the month, and would bring a gift card, stamps, or a baby book to donate to the clinic. One month, there was a cookie exchange at Lori's house; in January, there was a canvas painting party.

We're grateful to Lori and the other participants of the Ladies Lovin' Life group! Our Lord says: *where two or three are gathered together in my name, there am I in the midst of them* (Mt 18:20). We look to kick things off again in September; won't you consider joining us? More details to follow.

InnerVisions Involvement

What a busy winter and spring we've had! We're bound to forget some of our activities, but here is a list of a few of them. In consecutive months, InnerVisions had a table at the Women's and Men's Catholic Conference, and at the Knights of Columbus State Convention in Des Moines. We always appreciate the opportunity to visit with old friends and meet new ones!

Our Director of Development, Bryan Gonzalez, gave a talk to the Rotary Club in Osceola about the important community work we do with STD testing and sexual integrity education. We began a partnership with Lutheran Church of Hope, and we're excited at the new opportunities that will present! Jenny gave a presentation to school counselors and nurses at Viterbo University in West Des Moines. Finally, the Altar & Rosary group at St. John's in Norwalk threw a "baby shower" for the clinic, while Jenny met with the Society of Catholic Daughters.

April was bookended first, when we were honored by The ONE Conference in Johnston, a retreat for women who long to see Jesus exalted in their lives and then ended when Bryan gave the Novos Young Adults in Des Moines a tour of the clinic, and then



The Altar & Rosary group at St. John's in Norwalk host a "baby shower" for IVHCare. Thank you!

kicked off their summer "Culture Rebel" series with a mini-presentation called "Sex, Love, & God".

Finally, a big "thank you!" to the many Knights councils that let Bryan give a clinic update over the past few months. A special note of gratitude to KofC Council #5032 in Indianola whose proceeds from their May breakfast were donated to the clinic. Would you like our staff to share with your youth group, organization, or church about the life-affirming ministry at InnerVisions? Call today to schedule a talk or presentation: 515-440-2273.

SAVE THE DATE:

**Saturday,
Sept 17, 2016**



Each year, the Knights of Columbus, under the able direction of District Deputy Steve Vonnahme, organize a Dinner Dance which benefits InnerVisions HealthCare. Save the date for this year's, which will take place at St. Boniface in Waukee. More details to follow!

More Ways to Help!



Sponsored by
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We have recently partnered with two organizations: Birdies for Charity and Charity Mobile. As a non-profit organization that supports children, we are now enrolled in the Birdies for Charity Program of the Principal Charity Classic and sponsored by Sammons Financial Group.

Individuals and organizations can make donations through the Birdies for Charity Program and earmark it for InnerVisions HealthCare, and

we receive not only 100% of every donation collected, but also a 10% match. For more information, visit <http://www.principalcharityclassic.com/charity>.

With Charity Mobile (a pro-life cell phone provider), when you designate InnerVisions HealthCare 5% of your monthly cell phone bill gets redirected to our clinic! Does your current cell phone company do that? If not, check out Charity Mobile today: <http://www.charitymobile.com/>.

INNERVISIONS NEEDS YOUR HELP

Please send your tax-deductible contribution to:

InnerVisions HealthCare

1355 50th St., Suite 400A
West Des Moines, IA 50266
515.280.4706

Gifts can be made electronically at our new website: ivhcare.org — click on “Donate”.



We're also grateful if you prayerfully consider making a gift of stock or including “InnerVisions HealthCare” in your will, in your trust, or as a beneficiary of a life insurance policy or a retirement plan.

Does your employer participate in a charitable giving program (e.g., United Way) or do they match gifts? Contact HR at your company and ask them to include InnerVisions.

Do you shop with Amazon? Choose InnerVisions as your charity of choice, and a percentage of your purchase will be donated!