



IMPACT REPORT



Maureen,
Client Advocate

Jasmine,
Abria Client
2024

OUR MISSION

Abria offers a safe and supportive environment for Twin Cities women, teens and couples experiencing unexpected pregnancy or sexual health concerns. Our clients experience friendship, hope and encouragement through medical and personal support services, education, and resources, free of charge, that empower clients to make a choice for life.

OUR VALUES



Dignity

The inherent dignity of each person, from conception to natural death



Honesty

The right of our clients to receive comprehensive, accurate, truthful information in a respectful and compassionate way



Holistic

The importance of addressing the needs of the whole person when providing services

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Ashley,
Abria Client
2024



Dear Friends of Abria,

As we reflect on the past 50 years, the Abria team is overwhelmed with gratitude for the unwavering support received from our financial, volunteer, and prayer partners. Most importantly, we celebrate the strength and resilience of the women, mothers, and families whose lives we have been honored to journey alongside, yesterday, today and tomorrow.

Abria's mission has always been rooted in providing life-affirming support for women facing unexpected pregnancies. In 2024, we saw a powerful shift in our outreach—78% of our new clients were identified as abortion-minded or vulnerable, a striking increase from 48% the year before. This shift reflects our growing focus on reaching the women who need us most—those in the most critical situations. Despite external challenges, including the political climate and staffing constraints, we are resolute in our commitment to ensure **that a choice for life is within reach for every woman who walks through our doors.**

As Abria steps into the next chapter, we will continue to be light in our mission grounded in our purpose, honoring the past—while building toward a future where hope is always a vibrant option. Your faithful support has made this impact possible, and we are eager to continue this vital work, with you.

Creating a lasting, generational impact that empowers women and families, cultivates hope, and dignifies lives for decades to come. For we are all Better Together!

With deep appreciation,



Kirk Hodgdon
President, Board of Directors



Pam Baker, RN, MEd
Executive Director



From the Beginning: 50 Years of Serving the Twin Cities

This year marks five decades of life-affirming care in the Twin Cities. What started as a single center has grown into a multi-location mission, meeting women where they are with compassion, dignity, and hope. Let's take a journey through the milestones that define our story:



1975

The University Life Care Center (ULCC) opens near the University of Minnesota in Dinkytown as Minnesota's first pregnancy resource center under the Total Life Care (TLC) umbrella.

2001

The Highland Life Care Center (HLCC) opens in St. Paul's Highland neighborhood, just steps from Planned Parenthood.



2012

ULCC and HLCC combine resources and work together to expand their reach to better serve women and families in the Twin Cities.



2015

ULCC and HLCC rebrand as Abria Pregnancy Resources and opens its flagship St. Paul clinic, located near Planned Parenthood. This move places our services at the heart of the urban core, easily accessible to the women who need us most.

2018

Northside Pregnancy Options (est. 1978) joins Abria as our North Minneapolis clinic, featuring state-of-the-art facilities.



2022

With the help of Focus on the Family, our church partners, Knights of Columbus Councils, and partners like you, we launch four new ultrasound clinics, reaching more women with life-affirming technology.

2025

Abria marks 50 years of service to thousands of women seeking a choice for life!



CLIENT TESTIMONIAL

Maria's Story: A Legacy of Life and Love

My name is Maria, and it's been over 45 years since I first walked through the doors of what was then Northside Life Care Center—what you now know as, Abria. I was just 15, newly pregnant, and terrified. I remember the lump in my throat as I told my mom. Instead of anger, she offered me love—and she brought me to Northside.

That first visit gave me more than a pregnancy test. It gave me hope. The staff there didn't see a statistic or a mistake. They saw me—a young girl in crisis who needed kindness, guidance, and support.

We welcomed a baby boy and named him Andrew. Shortly after, I married my high school sweetheart, and somehow we made it through those early years. It wasn't easy. We were young, broke, and trying to raise a baby while still growing up ourselves. My oldest—now a grown man with a family of his own—was the first of seven kids. Andrew helped raise his siblings, showed a calm and steady strength even as a teenager. I look back and wonder how we did it all.

I'll tell you how: we didn't do it alone.

Abria was there. They gave me baby clothes. They helped with medical care. But most importantly, they reminded me that I was never alone.

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That's the heart of Abria's mission: to meet women where they are, without judgment, with compassion and practical help. They walk alongside you when the world feels like it's caving in. They don't just hand you diapers—they hold your heart.

Now, decades later, I see the ripple effects of that love. My children. My grandchildren. And so many other “Abria babies” who are growing up, thriving, giving back to their communities. Because someone believed in their worth before they were even born.

Abria didn't just support me—they changed the course of my life. And I will always be grateful.



2024 IN REVIEW

A YEAR OF EMPOWERING WOMEN

KEY HIGHLIGHTS

409

Distinct Clients

Each woman who walked through our doors was met with compassion, care, and unwavering support.

1492

Client Visits

These visits reflect the ongoing relationships we build with the women we serve, providing continuous care and support.

1374

Personal Support Services

Life-coaching, parent education, and resourcing support that help women feel confident every step of the way.

683

Medical Services

Empowering women with key information to make informed decisions at a critical time.

78%

Abortion-Minded

Most women come to Abria at a crossroads--unsure and pressured. Here, they find clarity, support, and freedom to make a choice for life.

316

Ultrasounds Performed

Each ultrasound is a pivotal moment--offering key information and often, the first glimpse of life.

HOW WOMEN FIND US

45%

Encounters are Digital

Nearly half of the women who reached out to us found us through digital channels, reflecting our commitment to meeting women where they are.

33%

Word of Mouth Referrals

A testament to the trust we've built in the community, many women come to us through referrals from those who have experienced our care firsthand.



Taharra, Abria Client 2022

LOVE IN ACTION: RESPONDING TO THE CHALLENGES WOMEN FACE

At Abria, we believe every woman deserves to be seen, heard, and supported—no matter the circumstances. The challenges are real, but so is the hope. In every obstacle, we see an opportunity to extend compassion, innovate our care, and invite the community to stand for life in powerful new ways.

The Rise of At-Home Abortions

In 2023, more than 14,000 women in Minnesota ended their pregnancies, a nearly 16% increase over 2022. Over 9,000 of these abortions were done through the abortion pill, often taken at home, in dorm rooms, bathrooms, or bedrooms—many without medical supervision.

*Abria is committed to reaching her first—before fear, pressure, or isolation take over. **Nearly 45% of our clients now find us through digital outreach, and another 33% come by personal referral.** We're meeting women at the most critical moment: when they're searching for answers.*

To navigate this new era, we're re-engaging key advisory groups, including our Medical Advisory Team, and equipping clergy and our church partners through resources. We also remind our church partners that 1 in 4 women in their pews has had an abortion—highlighting the opportunity for grace and healing.

1: Minnesota recorded 14,124 abortions in 2023, a nearly 16% increase over 2022. Of these, over 9,100 were performed using the abortion pill—now 64.6% of all procedures, up from 61% the year before. MN Department of Health, Induced Abortions in Minnesota,

January-December 2023, REPORT TO THE LEGISLATURE, December 31, 2024

When She's Ready, We're Ready

A woman facing an unexpected pregnancy doesn't plan ahead—she calls when the fear hits, when the pressure builds, or when she's just walked out of another clinic still searching for hope. Sometimes she walks in from Planned Parenthood down the street. Sometimes she's from the Northside, anxious and alone.

But in that moment, she needs someone to pick up. Someone to say, "We can see you now." And that's where we've felt the strain. Staffing shortages—whether nurses or client advocates—have stretched our team thin, putting our commitment to never turn a woman away at risk.

With 24/7 online scheduling already in place, women can book appointments the moment they're ready. And we're preparing to launch a live agent feature to ensure even more immediate, personal connection—especially in the hours when need is the highest.

To support in-clinic capacity, we're developing a volunteer-powered network of trained Client Advocates, ready to step in when staffing is tight. This approach will help us cover gaps, say "yes" more often, and expand our hours to meet growing demand.

— Pam Baker, Executive Director

Becoming Known, Building Trust: Abria in the Community

Even with two strategically located clinics, too many women and families in our city still don't know who we are—or what we offer. In neighborhoods like the Northside and across the Twin Cities, we regularly hear, "I wish I had known about you sooner." That gap in awareness delays care and leaves women vulnerable to abortion by default.

We're taking bold steps to change that. This year, we're re-engaging trusted community partners—from neighborhood groups to churches—ensuring Abria is more visible and accessible than ever. We're showing up at community events, school resource fairs, and grassroots gatherings to meet people where they are and make sure they know: we are here, and we are ready to help.

Our Young Adult Network is relaunching to reignite campus outreach. And we're preparing to launch training opportunities for pastors and church leaders, equipping them with tools to identify and compassionately support the 1 in 4 women in the pews who have experienced or are considering abortion.



Nieri, Abria Client 2021

HOW WE SERVE THE ABRIA EXPERIENCE

Digital Marketing

Abria's digital marketing helps connect us to women searching for her pregnancy options in her time of need.



FOCUS Program

As she contemplates her decision, our licensed registered nurse offers a lab-quality pregnancy test, an STI test, and a limited obstetrical ultrasound providing her with accurate medical information that she needs to understand her pregnancy options.



Follow-Up Protocol

Our accompaniment with women goes beyond her first appointment. We understand decision-making and processing for a woman with an unexpected pregnancy takes more than one hour, and we want to be with her in every step of the way.



Our follow-up process is in place for all our clients that ensures she is seeing, hearing, and experiencing Abria as a friend and resource to her in this time of uncertainty.

Baby Is Born

Abria gives a baby shower in a basket for the mom and child!



Graduation from Abria's Program

Clients participate in our programs until their child is two years old.



Appointment Is Made

She clicks, calls or texts to make an appointment.



Community Resources

We connect women with organizations who specialize in services to help women gain access to affordable health insurance, identify low income housing, receive help in their employment search and many other needs they may have.



Empowers Program

Women who choose parenting are paired with a Client Advocate who provides one-on-one life coaching, individualized education sessions and connections to community resources.



As she participates in her education, she earns credits to shop in the Abria Boutique. This resource continues through the Equips program.

Equips Program

After the birth of her baby, a woman is invited to join a small group program with other women who have children of a similar age. They experience community, comradery and encouragement as they learn about parenting, nutrition, development, and much more.





\$46/month

The cost of an ultrasound.
A moment that changes everything.
This can be the difference between
uncertainty and hope.

Provide Hope Today!

supporters.abria.org/give
651-695-0111

JOIN THE MISSION

MORE WAYS TO MAKE AN IMPACT

Not all giving looks the same. Here are three powerful ways you can walk alongside the women and families we serve:

1

VOLUNTEER WITH US

Whether you're greeting clients, preparing baby items, or helping at special events, our volunteers bring care, compassion, and energy to Abria every day.

Ready to serve? Contact our Volunteer Coordinator at
volunteer@abria.org

2

SPIRITUAL PARTNERS

Each of our clinics includes a space for quiet prayer and reflection. We invite you to join us in lifting up the women, men, and families we serve—through prayer, intentional time, or in your own faith community.

To receive prayer requests or to join us in clinic
for prayer email supporters@abria.org.

3

COMMUNITIES FOR CHANGE

We are stronger together. Whether you're part of a parish, school, workplace, or neighborhood, your community can help make life-affirming care visible and accessible. Host a tour, invite us to speak, run a baby bottle campaign, or become a Church Champion.

Let's connect—reach out to supporters@abria.org
and explore how your community can walk with Abria

Visit us at supporters.abria.org/get-involved
to learn more. Or scan the QR code with your phone





Northside Clinic

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Minneapolis, MN 55411

St. Paul Clinic

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St. Paul, MN 55114

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supporters.abria.org