

Vision and Values

The Importance (and Joy) of Having an Estate Plan

Bob and June are now retired, and their two children are married and blessed with children of their own. They tithe to their church and support the Vitae Foundation and several other charities. Since it has been more than ten years since they last updated their estate plan, Bob and June decided to visit their estate planning attorney. One of the changes they made was to leave 10 percent of their estate to charity and divide that amount between their church, Vitae, and two other charities they consider "favorites."

By updating their estate plan Bob and June know that their wishes will be carried out. Their children and grandchildren will receive the gifts specified in their estate plan while the named charities will be supported.

Thinking about our own mortality and setting forth a plan for that time is very difficult. However, having an estate plan (i.e., Last Will and Testament or a Living Trust) is one of the most important things you can do for your family.

As the illustration of Bob and June shows, these documents direct the distribution of your assets following your death. Without proper estate planning documents, your estate distribution may be determined by the laws of the state in which you live. Not only may your wishes not be carried out, your estate may be consumed through legal expenses! In some cases, the resulting family quarrels could damage relationships for generations.

Everyone, no matter what income level, should have a Will or Trust, especially those with young children. With proper estate planning, you will have the joy of having the gifts that God has entrusted to you provide for your family in the future. Moreover, it provides a way to clearly (and legally) communicate your wishes to all

family members. Proper estate planning also provides a wonderful and much appreciated way to help your church and the charities you support.

A bequest to your church and favorite charities can be done as a specific amount or as a percentage of your estate. While traditionally many donors set aside a "tithe" (10 percent) of their earnings (first fruits) for charitable giving, we are also seeing donors incorporate the tithe into their estate plan and apportion their gift among their designated charities.

God tells us that where our money is, our hearts will be also. (Matthew 6:21) Thank you for being part of Vitae.

As Vitae does not provide legal or tax advice, you should visit with your financial planner or tax advisor before implementing any gift-giving strategy. To learn more about these and other gift-giving options available for donations to Vitae, contact

Mark Kleene at
800-393-5791 or 573-634-4316.
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Vitae Inspirations

BRINGING MEDIA TO LIFE

A new generation of babies is being saved!



It's been an extremely busy 2011—just ask the Pregnancy Help Centers that Vitae has joined with in advertising efforts since January. This is exactly what we did. As a result of ad campaigns in New York City, Greater Kansas City, Dallas, and Seattle, there are tremendous results being reported. Since our newsletter can't begin to hold the stories of all the babies saved, we wanted to share with you a few of the stories that stand out.

Please remember as you read each one, that this newsletter would be void of any stories if it weren't for the generous and thoughtful Vitae donors. On behalf of the mothers and babies, we thank you for helping bring into the world a whole new generation—just imagine what they will accomplish!

"Julianne" from New York City...

Julianne came to Brooklyn's EMC Pregnancy Center as a result of Vitae's subway ad. She was accompanied by her mother and sister. Julianne was abortion-minded as she entered the Center. She was given an ultrasound and shown the five-month old child she was carrying.

"That can't be real," the pregnant girl stated. She called her sister into the room. Neither one of them could believe she was that far along. She was barely showing. Sure enough, medical technology was able to show and prove she was in fact five months along. Still not certain if this was real, Linda Marzulla, EMC's Brooklyn director, prayed over the woman and asked her to hold her baby's hand. The woman agreed, and the miracle took place right in front of them—the baby's hand reached up. Then she believed it was real! Marzulla says she only prays like this if the mother remains abortion-minded. "God always sends the miracle," Marzulla stated. The girl knew right then she would parent her child.

The mother of "Julianne" was using a walker because she had a prosthetic leg. The mother explained that after her own abortion she became septic, which led to an infection of the lining of the heart. It turns out she lost her leg as a result of her own abortion. The

tragedy of abortion will not repeat itself in this family.

"Vitae's ads are so tremendous!" Marzulla exclaimed. "They are the icing on the cake, bringing the girls to us!"

"Hope" from Seattle...

We had a phone call from a woman that saw the Vitae ad on the back of one of the buses. She looked us up on the Internet and called our office. She and her husband already had two children. She had taken

a home pregnancy test, and the result indicated a third baby was on the way. She made an appointment with one of our nurses who was able to verify the pregnancy. She was devastated. She felt strongly that her husband, who

was deployed at this time, would not want another child. She told us that she would have to have an abortion.

She also confided that she'd had an abortion as a teenager and that it was the hardest thing she ever had to do. Her husband didn't even know about this event in her past. Because our nurse told "Hope" that the only way to verify a viable pregnancy is with an ultrasound, she agreed to make an appointment. I talked to her about bringing someone with her to her ultrasound

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New York City stats:

- ◆ 1,870 calls so far during the latest subway campaign
- ◆ Campaign ran from March 28, 2011 through April 25, 2011
- ◆ 265 calls from the *El Diario* (ad is still running)

NARAL Reveals National Strategy to Shut Down Pregnancy Centers

Usually it's fun to say, "I told you so!" Not this time. Vitae has been warning of the abortion industry's plans to shut down Pregnancy Help Centers. NARAL Pro-Choice New York posted a YouTube video on May 10 revealing a national strategy to specifically target pregnancy centers in urban areas for hostile legislation intended to shut down these centers and direct women to abortion providers.

In the video, a representative from the National Institute of Reproductive Health highlights the "Urban Initiative," an effort to network local legislators across the country in order to pass legislation such as anti-pregnancy center bills.

"Our goal is to create a movement, to have each of these bills, not just an isolated victory, but really to address these crisis pregnancy centers, one urban area at a time," says Angela Hooton, the

group's Interim Executive Director.

Currently, a majority of abortion providers are located in metropolitan areas. Most are in predominately minority-populated communities. Statistics show that African American and Latina women account for 27 percent of the female population in the U.S., yet they undergo 59 percent of all abortions. In many urban areas, abortion providers outnumber pregnancy centers by a ratio of five to one.

"The gauntlet is down," Carl Landwehr, Vitae's President, said. "Vitae will continue to be a beacon for the women who don't know about these wonderful Pregnancy Help Centers. We have to make sure they are there for these women. The alternative is unthinkable."

Information from this article was obtained from the *Christian News Wire* (May 17, 2011 www.christiannewswire.com)



From The President

We're Disappointed with Seattle NPR Affiliate

Radio station KUOW, the NPR affiliate in Seattle, ran a biased feature story about Vitae's Seattle billboards and YourOptions.com website in mid-April. At the time, Vitae was finishing its Seattle ad campaign with ads running on billboards, busses, light rail and a wallscape. Some of the ads led to Vitae's website

www.youroptions.com. The reporter began the story stating the billboards were "controversial" and "misleading" and let Planned Parenthood take issue with Vitae's website, falsely asserting that it didn't include all the options.

KUOW reporter Meghan Walker never contacted Vitae for comment about the billboards or website. The entire story was about Vitae's billboards and website, yet there was no phone call to get our side of the story. I thought better of NPR. I really thought that a state-funded operation would be more professional. They did, however, dig up an archive piece from "earlier this year" of Dr. Jeff Smith testifying months earlier in the Seattle state Senate. Dr. Smith is with Life Choices, an Eastern Washington Pregnancy Help Center.

The Senate committee was dealing with a bill that would restrict all types of ads by pro-life Pregnancy Help Centers. This is what it is all about. Planned Parenthood lost its fight in the Seattle legislature to pass such unconstitutional restrictions and now is gearing up to bring such language to the King County Council. They saw New York City's success and want the same.

They also see Vitae's ads as a threat. Our ads are hurting the abortion industry's bottom line. Vitae's Seattle campaign reached 2,298 individuals, mostly women. The bus ads tripled the number of visits to Next Step Pregnancy Center. They saw a more than 200 percent increase in the number of walk-ins to the clinic and referrals from friends. Vitae's ads also generated 2,111 visits to YourOptions.com, with 61 percent of the pages viewed being abortion related, indicating abortion-minded visitors.

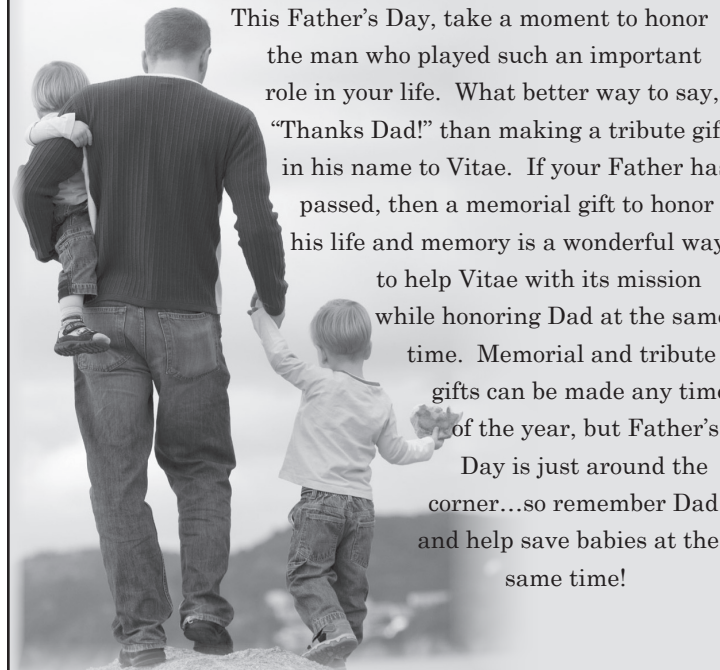
Had the interview been accurate, the listener would have learned that YourOptions.com does, in fact, list abortion as an option and provides extensive information about it. The website does not promote abortions or link to abortion providers. Although we do not promote abortions, Vitae knows that it is an option women may be considering. We believe that by empowering women with information, they can make an informed, confident decision. Vitae Foundation is committed to ensuring that women have a choice of services when facing an unplanned pregnancy, not simply the services from which Planned Parenthood financially benefits.

This is about the abortion industry trying to force a competing organization to state something in its advertising because they have a different viewpoint. McDonald's does not insist that Burger King advertising include certain language. Why should Planned Parenthood expect special treatment?

Oh, we did contact KUOW and asked for an interview so our side could be related and the false statements could be remedied. No return phone calls yet. They did post on the website with the original story that our YourOptions.com website does include abortion as an option. Too little, too late. How disappointing.

Carl

Honor Your Father with a Memorial or Tribute Gift



This Father's Day, take a moment to honor the man who played such an important role in your life. What better way to say, "Thanks Dad!" than making a tribute gift in his name to Vitae. If your Father has passed, then a memorial gift to honor his life and memory is a wonderful way to help Vitae with its mission while honoring Dad at the same time. Memorial and tribute gifts can be made any time of the year, but Father's Day is just around the corner...so remember Dad and help save babies at the same time!

Go to www.vitae.foundation.org to make your gift or send a check with the names of the men you wish to honor to

Vitae Foundation
1731 Southridge Dr., Suite D
Jefferson City, MO 65109.

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Seattle/Tacoma stats:

- ◆ 2,298 women have been reached through the Seattle/Tacoma campaign
- ◆ Campaign ran from February 28 through March 27, 2011
- ◆ Vitae's ads tripled the number of visits to Next Step Pregnancy Services

appointment, just for support.

A few days later, "Hope" came to our office with her best girlfriend. I was fortunate to be included to watch the ultrasound. When we saw the flicker of the heart on the screen, the nurse and I silently prayed for the Holy Spirit

to soften the mother's heart. Suddenly her friend said, "Oh my gosh, I have never seen anything like that before! Look at that! That is your baby's heart beating!" Then there were tears as the mother squeezed my hand and said "that's my baby!" Then, which is so often the case, she reflected on the abortion she had as a teen, and she cried for that child also.

Before she left our office that afternoon, she asked for extra pictures of the baby to send to her husband! Because of the mission of the Vitae Foundation, lives are being saved and souls are being transformed. We, Next Step Pregnancy Services, feel so fortunate to have been beneficiaries of the generosity and wisdom of everyone involved in supporting the Vitae Foundation. God Bless you! -*Kathy Gipson, Executive Director of Next Step Pregnancy Services*

"Jessica" from Dallas

"Jessica" called the Dallas Pregnancy Resource Center (DPRC) after she saw the Vitae Abortion Alternatives billboard. She wanted to know how far along she was in her pregnancy so she could decide what to do. Abortion was a strong option since she knew the father of the baby was not her boyfriend. A victim of abuse, Jessica had turned to "dancing" at a strip club to earn a living. After her DPRC advocate listened to her story, Jessica watched a DVD explaining abortion and the possible complications. Our ultrasound revealed Jessica was early into her pregnancy, and she was able to see and hear her baby's heart beating for the first time. Adoption was also sensitively presented as an option to Jessica.

Jessica left DPRC still undecided about what to do about her pregnancy. Follow-up phone calls revealed that she told her family of her pregnancy, had chosen life for her baby, and desired to get out of the sexually-oriented business. Five weeks

Dallas stats:

- ◆ 62 babies have been saved at DPRC so far this year; 38 occurred during the peak of Vitae's billboard campaign in March and April
- ◆ Campaign ran from February 21 through April 18, 2011
- ◆ 82% of abortion-minded women who called the center for help also made appointments

later she returned for a repeat ultrasound, shared that she'd quit working at the strip club and had a new job. She also restored her relationship with her family and ended an abusive relationship. We were able to refer Jessica to an organization that assists women in getting out of sex-oriented businesses. -*Mary Jayne Fogerty, Executive Director of the Dallas Pregnancy Resource Center.*

"Regina" from Kansas City

A young woman came in today. She is Christian and discovered she is pregnant. She was overwhelmed, distraught and felt abortion was her only choice. She didn't want to disappoint friends or family. She was driving in her car crying and praying to God for help. She wanted to do His will but fear was her companion. Then through her tears she prayed something like, "Please Lord, give me a sign." Shortly after that prayer she saw our billboard! She saw the OMG! and felt that no matter who was on the other end of that phone number it would be her "sign" from God as to what she would do. She came in and plans to continue her pregnancy. Praise God!

Greater Kansas City Phase 2 stats:

- ◆ Phone calls nearly doubled in four weeks, from 114 to 212—an 86% increase from the previous month
- ◆ Campaign ran from March 28 through April 24, 2011
- ◆ 40% increase in the number of abortion-minded women from the previous month

I believe Vitae's goal is to help women find us. The sign (billboard) does that! I believe Vitae's goal is to raise awareness and help educate on the life issue. The sign does that! -*Barb Gosa, Executive Director of Advice & Aid Pregnancy Centers, Inc.*

