

## Vision and Values

### Giving opportunity soon to end

Sir Winston Churchill once said "We make a living by what we get, we make a life by what we give." Thank you for your generous support of Vitae and our mission to encourage a culture of life.

Making a living includes saving for the future, including retirement. An Individual Retirement Arrangement (IRA) is generally one of the largest assets we own. An exceptional way to give from your IRA and save on taxes will expire at the end of this year. I am sure you are aware of what is commonly referred to as the "Charitable IRA," which enables individuals age 70 1/2 and older to make charitable distributions, from a traditional or Roth IRA, to qualified charities. Many Vitae donors have taken advantage of this giving

opportunity to help save the lives of future generations.

While Required Minimum Distributions are "Required," you can use all or part of those distributions to help the charities you support while also satisfying your distribution requirement. The proceeds distributed directly to charity will not be taxable to you.

To qualify, the distribution must be made directly from the IRA to the charity. In addition, the distribution will also satisfy all or part of the donor's Required Minimum Distribution (RMD), depending on the amount gifted.

Distributions from other kinds of retirement plans are not eligible for this tax break. Also, distributions may be made only to certain types of charities, of which Vitae is one, and may not exceed \$100,000 per year.

Since gifts from an IRA do not increase taxable income, it

additionally benefits those who may be concerned with the negative impact of additional IRA income to their taxes. Additional income from your IRA may affect your deduction limits, such as charitable gifts and taxation of Social Security benefits. The Charitable IRA giving opportunity is available for outright gifts and is set to expire on December 31, 2011, unless extended or made permanent. To initiate your IRA gift, contact your investment advisor or IRA custodian. To learn more email Mark Kleene at [markk@vitae.foundation.org](mailto:markk@vitae.foundation.org) for a free brochure.

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**  
**800-393-5791 or 573-634-4316.**

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573-634-4316 ♦ 1-800-393-5791 ♦ FAX: 573-635-1383 ♦ [www.vitae.foundation.org](http://www.vitae.foundation.org) ♦ © Vitae Foundation 2011

Models were used for illustrative purposes only.

## Vitae Launches Updated Mobile Site

When Vitae Foundation updated its YourOptions.com website earlier this year, the need arose to re-tool the mobile site to reflect all of the changes and new features.

Internet usage on mobile devices is increasing every day. As of June 2010, 43.7 percent of the total mobile audience in the United States were already using their phones to access the Internet. "Today, the demand is even higher with many using their smart phone or other mobile device as their primary source for the Internet," stated Amanda Wagner, Vitae's Director of New Media.

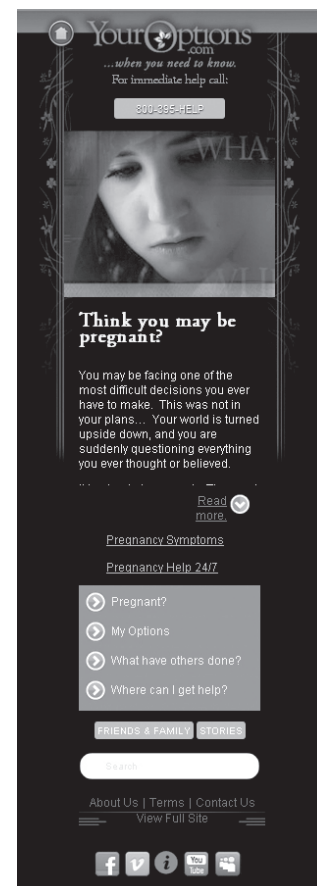
With the mobile web increasing in popularity, it is important for all website developers to make sure users can easily navigate and browse through their site. However regular websites typically do not view properly on many mobile devices and are much harder to navigate. This created the need to build a separate mobile website that still includes all the primary information as the full website but is designed and formatted specifically to be viewed on

a smaller mobile device versus a computer.

"Vitae's new mobile site for **YourOptions.com** is now live and can be viewed on all formats of phones with easy navigation," Wagner explained. "Now that this site is launched, Vitae is preparing for a new run of mobile advertising."

When women Google certain words like "abortion" or "pregnant" on their mobile device, Vitae pays for an ad that pops up promoting the Your Options website. Clicking on our ad will direct them to the mobile site, **m.youroptions.com**, where she can access information, stories from other women in an unplanned pregnancy, and can ultimately click to find help in her area.

The first buy for mobile ads will occur in Dallas, but Vitae hopes to increase the buy to New York, Los Angeles, Mid-Missouri, and more markets as funding is provided. Vitae's ultimate goal is to have continuous mobile advertising nationwide.



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## Summer Campaign in St. Louis Saves Lives

By Martha Schieber

When Vitae Foundation joined efforts with Thrive St. Louis in a campaign to get the word out about its new 37-foot mobile unit this summer, good things ensued. Pregnancy tests, ultrasounds, phone calls and walk-ins at the city center ALL increased!

More specifically, Thrive saw the following increases:

- 27.5% increase in appointments
- 20% increase in referrals
- 11% increase in pregnancy tests
- 39% increase in ultrasounds

"We're thrilled with the investment in this full color wrap (bus shelter ad) and extremely grateful to the donors at Vitae," Bridget VanMeans, President of Thrive St. Louis, stated. "We are reliant on Vitae's investments in these ads. This is huge to our strategy to get our brand out on the streets. And the impact is that we are seeing an increase in our overall appointments, but most notably an increase in the texting of appointments."

Vitae's ads helped direct women in North St. Louis to Thrive's medical clinic on wheels with two bus shelter wraparound ads and 35 bus shelter ends. In addition to the bus shelter ads, there

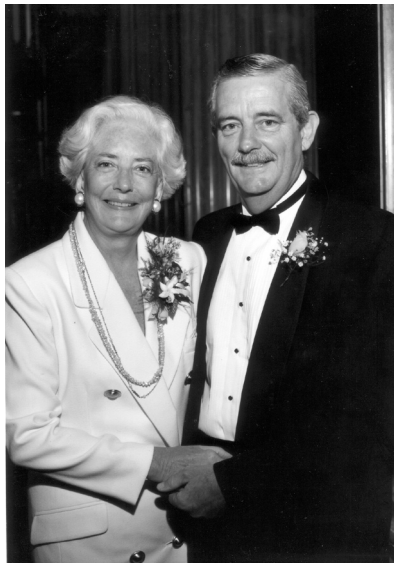
were also eight billboards throughout North St. Louis from July 25 to August 21. As of mid-September, Thrive continued to receive calls from the ads, as some were still up.

The following is an account of one young woman, we'll call her "Jane," who came in as a result of Vitae's advertising. "Jane" has four children, is single and has been living with her boyfriend for about a year. She had just gotten a job and was not planning on having another child. After a visit to the ER, "Jane" was surprised to learn that she was pregnant. Having seen the billboard advertisement, she made an appointment to come in to Thrive for a pregnancy test and ultrasound. When she saw her baby on the ultrasound, she went from an undecided state of mind to plans to carry and parent her baby. Her reaction to that ultrasound was "Wow!"

"Vitae never wants to stop innovating how we deliver messages that affirm life," according to Carl Landwehr, Vitae Foundation President. "We're indebted to Thrive for their willingness to let us try new ways of informing women in their neighborhoods about help for unplanned pregnancies."

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From The President



I've met thousands of people over the years who share the desire to see abortion eradicated. Many have been generous with their money toward Vitae's mass media campaigns. Some have provided unique insights in assisting us with developing the right message. There's one couple who were there at the very beginning, when I wanted to talk with them about a new idea—the idea that would become Vitae. Jim and Joanne Bick did not hesitate. Joanne agreed to be the secretary of a new organization called the Vitae Society and Jim offered assistance in message development.

Jim and Joanne were never afraid to put their beliefs into action. The horrendous destruction of life compelled Joanne to demonstrate her dislike for abortion in front of abortion clinics throughout the St. Louis area. She was arrested several times, and Jim faithfully took the necessary action on sometimes a weekly basis to see that she and other protesters were released from custody.

Tragedy struck when Joanne passed away unexpectedly. Later, even while Jim was suffering from cancer, he was always willing to visit with me, provide a friendly smile, and the moral support to keep the cause for life moving forward.

I wanted to provide you with this brief glimpse of two people who made a significant difference in Vitae's history. But their legacy lives on. This month Vitae is launching a special endeavor to memorialize Jim and Joanne. The Bick Family is encouraging their friends, family and business associates to contribute to a \$50,000 media campaign in their parent's memory.

This memorial campaign has Vitae working together with St. Louis Pregnancy Help Centers in helping abortion-minded women find needed assistance at a crucial time in their lives. I know this is what Jim and Joanne would like for us to do...a continuation of their values and vision for a culture of life.

As we near the end of 2011, I encourage everyone to take a moment to consider continuing the values of loved ones you've lost. Your own memorial tribute will help Vitae reach young moms and dads and ultimately save babies in their honor. What better way to honor your loved ones by continuing their legacy. God bless you all for remembering Vitae.

*Carl*

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Thrive operates three centers in St. Louis in addition to the mobile unit. They are located in the Central West End, North County—with plans to move that facility to Bridgeton—and St. Charles County, near the Mid Rivers Mall. Thrive's busiest center is the one in suburban St. Charles County.

In talking about the new mobile unit, VanMeans said, "Now we can go toe-to-toe with our mobile unit, which also doubles as a billboard."

Thrive provides spiritual development, along with training in the areas of parenting skills, budgeting, vocational job assistance, goal setting, educational development, healthy relationships and sexual abstinence. Thrive's Parent University provides "an important life transformation," according to VanMeans.

Memorials are always a fitting way to honor a loved one or friend who has passed away, especially if they were passionately pro-life! If you were a friend or associate of Jim and Joanne Bick, please note them in your memorial gift. You can honor anyone with a memorial or tribute.

Go to [www.vitae.foundation.org](http://www.vitae.foundation.org) to make your gift or send a check with the names of those you wish to honor to

**Vitae Foundation**

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El Clasificado Ad in LA Saving Lives

Since July 2008 Vitae Foundation has been placing ads in the Los Angeles ad circular *El Clasificado*. This Spanish-language ad circular is full of ads for abortion clinics, so Vitae decided to work with Los Angeles Pregnancy

Services (LAPS) to help women find an alternative to the multitude of abortion facilities which target low-income Hispanics. The first ads Vitae placed immediately doubled the numbers of abortion-minded women that came to LAPS. Today, they receive approximately three to four calls every day from the ad.

In 2010 LAPS saw a total of 136 clients from the *El Clasificado* ad. Statistics through the end of June 2011 indicate that 100 clients had already been seen. That was a 27 percent increase over the first six months of 2010.

Recently, LAPS Director Astrid Bennett shared some compelling stories that wouldn't exist if these mothers had not seen Vitae's ad.

"Carmin" came in to LAPS seeking a pregnancy test. If pregnant, she wanted to terminate her pregnancy. When the pregnancy test came back positive, we spoke about her life and the baby's father. She wasn't sure if he would help her. As a 29-year-old single mother, she was struggling financially because she sends money to family who live in another country. We went over abortion risks and procedures and "Carmin" agreed to go see a doctor. The counselor discussed assistance from LAPS and other community sources and told her LAPS could help her financially if needed. She decided to continue with her pregnancy!

After following up, "Carmin" shared that seeing her baby's ultrasound reassured her to continue with her pregnancy. LAPS continued to help her financially throughout "Carmin's" pregnancy. She was so grateful and always insisted she'd pay us back. We told her not to worry about that, to enjoy her pregnancy as much as she could.

"Carmin" shared that her cousin had moved in with her, and they were helping each other out, which made "Carmin's" life a little easier. They were both looking forward to the baby's birth date. Each month "Carmin" radiated more and more the joy she felt by being pregnant. Once she shared, "I'm looking forward to my baby's birth...I want to come back home and know my baby is there waiting for me."

The day came when she brought in her newborn, a precious boy whom she named Kevin. "Carmin" said that thanks to the *El Clasificado* ad, she was able to find LAPS. Their initial counseling and monthly financial assistance helped her continue with her pregnancy. She says she is indebted to LAPS for her baby's life. She is super happy and grateful!

"Rosie" This 24-year-old, abortion-minded woman was approximately 14 weeks when she came in wanting to interrupt her pregnancy. She was using birth control when she became pregnant. "Rosie" shared she didn't want to have another baby as she already had a one-year-old baby and felt overwhelmed. Our counselor went over abortion risks and procedures and provided a video on abortion for her to watch. We went over LAPS services and told her we were going to be there for her when needed. "Rosie" listened attentively though she left the center undecided.

The same day, after going to the doctor to confirm how far along she was, "Rosie" decided to continue with her pregnancy. She returned to LAPS to show us her baby's ultrasound. She looked very happy and was very grateful for finding LAPS with the help of the newspaper ad when she was most vulnerable regarding her pregnancy.

During her pregnancy, she came monthly for diapers for her one-year-old baby and for toiletries. Our counselor referred "Rosie" to a community agency to help her with additional needs. During her pregnancy, she suffered from high blood pressure, but her prenatal care doctor was able to control it. We provided her with a layette prior to delivery. She left happy and grateful. After delivering a baby boy, "Rosie" came to show us her precious son. We were privileged to hold her newborn while "Rosie" filled out a post partum questionnaire. There she stated that thanks to the *El Clasificado* ad, she was able to find LAPS and LAPS initial counseling helped her to reflect, and therefore to make a better decision regarding her pregnancy. She then became aware of how important her baby was and that he was God's blessing. "Rosie" now shares that her baby is the most beautiful thing her eyes can see.

Vitae QR Code

Everyone is surfing the web these days, and the Vitae Foundation website is capturing the crowd. Our newest "tech" addition is the Quick Response Code (QR code). This feature allows you to access the donation page on our website with the touch of a button! Simply download the QR code app on your smart phone, and try it out.

