



2025
IMPACT
report

EMBRACE GRACE

LETTER FROM



This past year felt different for Embrace Grace, in the best way. Yes, lives were still being changed and moms were still finding hope, but 2025 was also a year of listening, praying, and asking God bigger questions. We spent time researching, planning, and dreaming about what it would really take to build something lasting. And what became so clear is this: God is inviting us to help build a nationwide network of churches so that no mom facing an unexpected pregnancy ever has to walk alone.

Even in this season of strategy and preparation, the impact was powerful. Women experienced healing. Babies were welcomed into the world. Moms and dads found courage and belonging through churches that said yes to opening their doors and their hearts. All across the country, we watched churches step into their calling to be safe, loving places for families during some of the hardest moments of their lives.

As you read this report, my hope is that you feel both thankful for what God has already done and excited for what's ahead. This year was about laying the foundation. What we're building together will reach every zip code and every community. Lives are being changed right now, and even more will be changed in the years to come because of your faithfulness. Thank you for believing in this mission, for investing in the church, and for trusting God with us. We are just getting started.

With so much love and gratitude,
Amy Ford
Founder + President

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1,000,000

MORE THAN ONE MILLION BABIES ARE ABORTED EVERY YEAR

GUTTMACHER



1 IN 5 PREGNANCIES END IN ABORTION

GUTTMACHER



54%

54% OF WOMEN WHO OBTAIN AN ABORTION IDENTIFY AS CHRISTIAN

GUTTMACHER



63%

63% OF ABORTIONS ARE FROM A PILL

GUTTMACHER



41%

41% OF ABORTION PATIENTS LIVE BELOW THE FEDERAL POVERTY LEVEL

CDC



55%

55% OF WOMEN OBTAINING ABORTIONS ARE ALREADY MOTHERS

GUTTMACHER

Together WE CAN MAKE ABORTION *Unthinkable*

The realities surrounding abortion in America are eye-opening.

One in five pregnancies ends in abortion, with more than one million babies lost each year. More than half of the women making this decision identify as Christian, and many are already mothers. A significant number are living below the federal poverty level, facing overwhelming pressure, fear, and isolation. Today, most abortions happen through a pill, often in silence and secrecy, leaving women to walk through the experience alone.

That is where Embrace Grace steps in. We exist to replace fear with hope by connecting women facing unplanned pregnancies with a loving church community. Through practical, emotional, and spiritual support, moms find a safe place to belong and the courage to be brave.

Since 2012, Embrace Grace has helped more than **25,000** moms and dads across all **50** states and **9** countries connect with local churches. Through these life-giving relationships, women discover they are not alone and are empowered to choose life with confidence and support.

Our mission is to make abortion unthinkable by awakening hearts, strengthening churches, and surrounding women with love at the moment they need it most. With the help of our passionate community, this awakening is already underway.

THE EMBRACE GRACE MODEL

UNEXPECTED
PREGNANCY



PREGNANCY
CENTER

LOVE
BOX



EMBRACE
GRACE GROUP

BABY
SHOWER



RECEIVES
SALVATION

BABY
IS BORN



CHURCH
FAMILY

**PRO-LIFE IS A STANCE.
PRO-LOVE IS AN ACTION.**



MISSION

To inspire and equip the church to love on single and pregnant young women and their families.

VISION

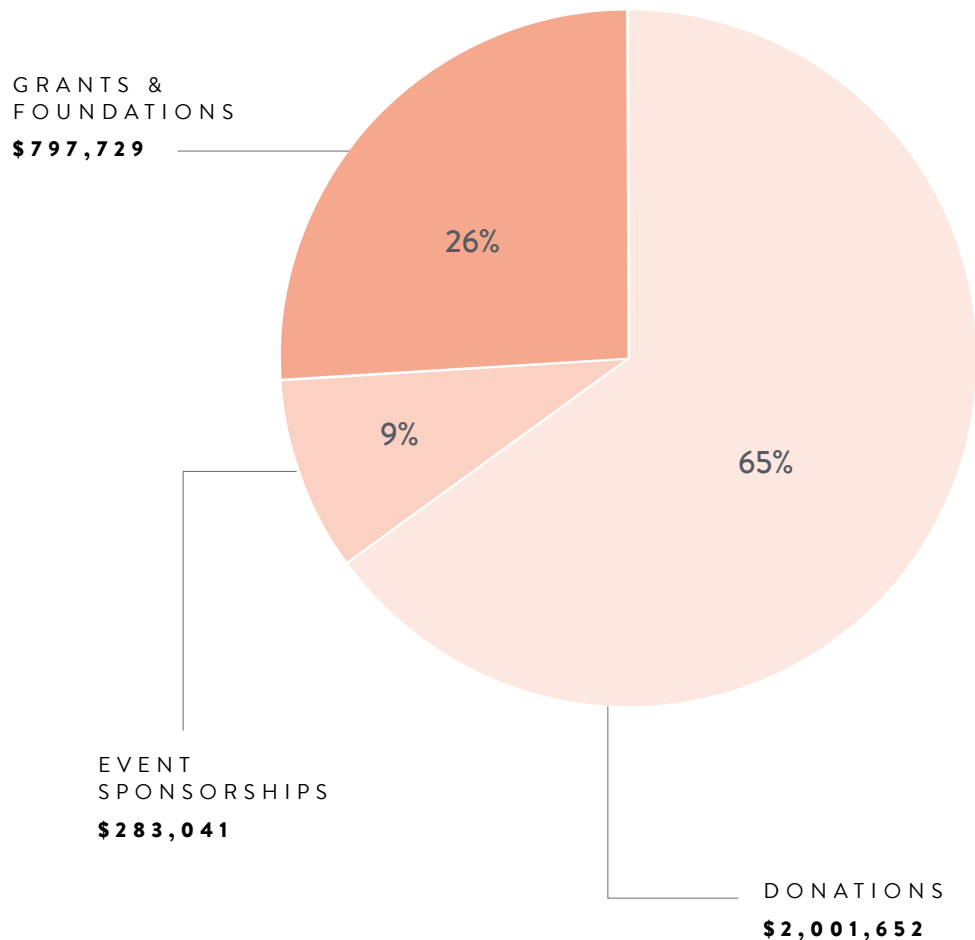
For every girl with an unplanned pregnancy to have a church to go to for spiritual, emotional and physical support.

STRATEGY

Through church-based support groups and community, we help moms and dads facing unexpected pregnancies discover they are not alone and get connected to a healthy church family.

\$3,082,422

TOTAL FUNDS RAISED



DONATIONS

Every financial contribution from our Embrace Grace partners worldwide, both large and small, makes a significant kingdom impact. These donations empower our ministry to propel the pro-love movement forward and change the world. In 2025, contributions from individual donors totaled \$2,001,652.




EVENT SPONSORSHIPS

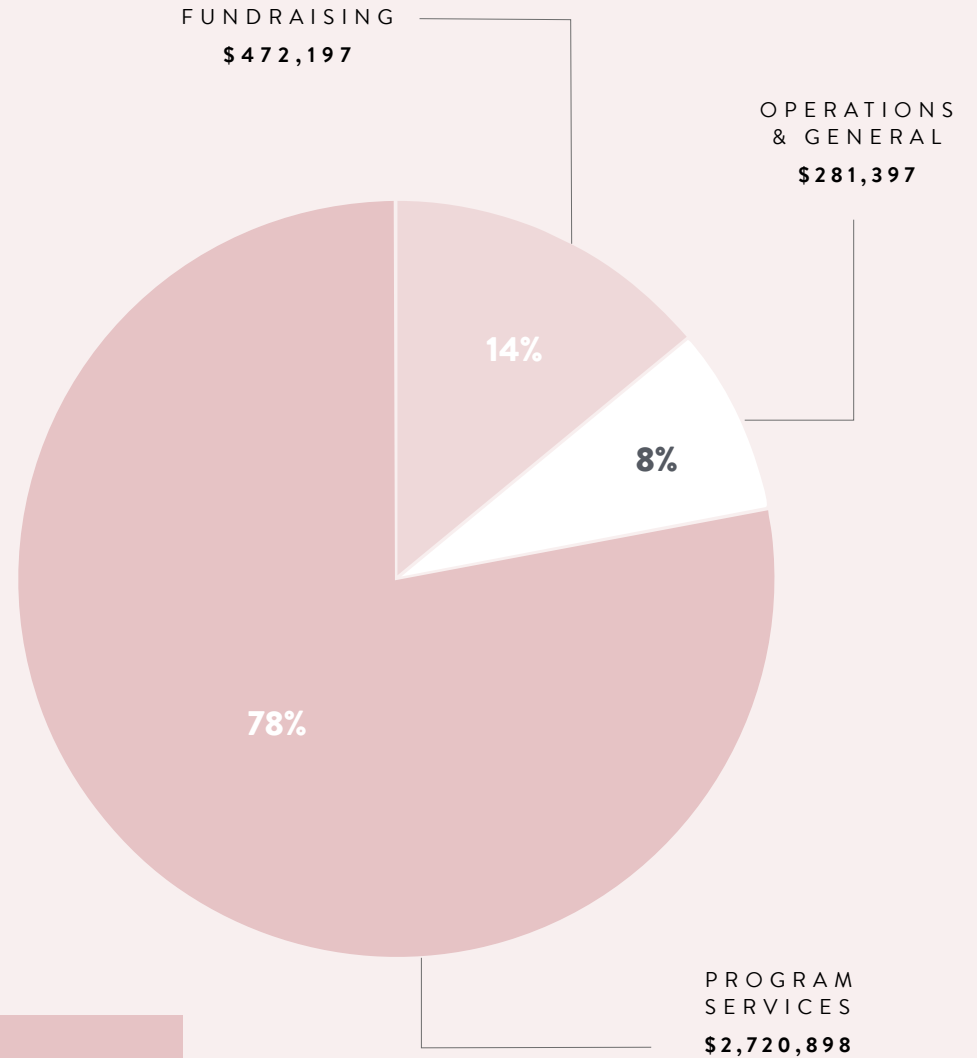
We love spotlighting people and companies that share our pro-life passion at our Embrace Grace fundraising events. Through our annual event, sponsorships brought in \$283,041 in addition to event donations.

GRANTS & FOUNDATIONS

We are honored to partner with foundations that want to sow into the pro-life movement and share the gospel with families impacted by an unexpected pregnancy. In 2025, we partnered with 25 foundations that gave \$797,729 to be changemakers in the world.

yearly EXPENSES

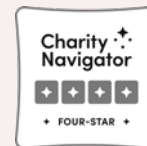
-  OPERATIONS & GENERAL
-  FUNDRAISING
-  PROGRAM SERVICES



2023
\$3,595,045

2024
\$4,231,187

2025
\$3,474,492



AWAKENED HEARTS

“

When I moved to Texas with my six-year-old daughter, I had no family or support. When I found out I was pregnant again, I felt completely alone and even considered abortion. That's when I was connected to Embrace Grace through The Lake Church and everything changed. What I expected to be a simple class became a loving community that welcomed my kids and me, my faith was renewed, and I grew closer to God than I had in years. The baby shower and ongoing support reminded me I wasn't alone. Years later, the greatest gift I carry with me is grace, and because of Embrace Grace, I strive to pass that grace on to others. - **MAHOGANY**

“

Embrace Grace gave me a new outlook on life. Instead of seeing my glass as half empty, I began to see it as half full. As my perspective changed, so did everything else. My periods of depression became fewer and farther between, my communication improved, and I grew so much as a parent and as a woman. Being completely honest, Embrace Grace was my saving grace when I needed it most. It gave me hope, peace, and a community that reminded me I am not alone. - **HEAVENLY**

“

Before Embrace Grace, I was two years sober and running my own business. I had been told I could not get pregnant, so finding out I was expecting just two months into dating my boyfriend left me unsure. I had always believed I would choose abortion if the timing was not right, and my boyfriend initially felt the same. When I found Embrace Grace through Red Rocks Church, they welcomed me immediately. As I went through the program, my faith deepened, and something shifted. I realized that no matter what my situation looked like, I could do this and that God wanted me to have this baby. Embrace Grace gave me peace in the uncertainty and reminded me that I was not alone. By the time of my baby shower, my boyfriend and I had decided to raise our child together. Today, my faith is stronger than ever. I do not just believe in God. I trust Him, knowing He will provide exactly what I need. - **CATERINA**

“

My life changed when I learned I was unexpectedly pregnant. As a mom of two, I felt overwhelmed and afraid, especially when the baby's father told me I had to get an abortion. My mom and grandmother supported me and reminded me that every life has value. Though scared, I chose to trust God. At Bloom Pregnancy Center, I was introduced to Embrace Grace. When I joined the group, I was guarded and struggling to accept my pregnancy, but through the love, teaching, and support, fear turned into hope. I learned forgiveness, experienced healing, and rediscovered my faith. Today, my son is 10 months old, and choosing life changed everything. God met me in my hardest season and showed me His plans are greater than my fear. - **MICHELLE**



SUPPORT GROUPS

With 1,235 Embrace Grace groups and counting, spanning 50 states + Puerto Rico, and 9 countries, attendees from all over the world have encountered the love of God and found the restoration and healing needed to move forward with hope for the future. Leaders have walked alongside these young parents with ongoing support and virtual training. In 2025, we added thousands of new leaders and ministered to over 5,000 parents through our three support group curriculums.



THE EMBRACE GRACE SUPPORT GROUP FOR PREGNANT + SINGLE WOMEN

Through dynamic teaching and personal testimonies of women who have walked in their shoes, this 12-week curriculum helps expecting mothers find a place of hope and belonging. Each semester includes a church-wide baby shower.



THE EMBRACE LIFE SUPPORT GROUP FOR YOUNG + SINGLE MOMS

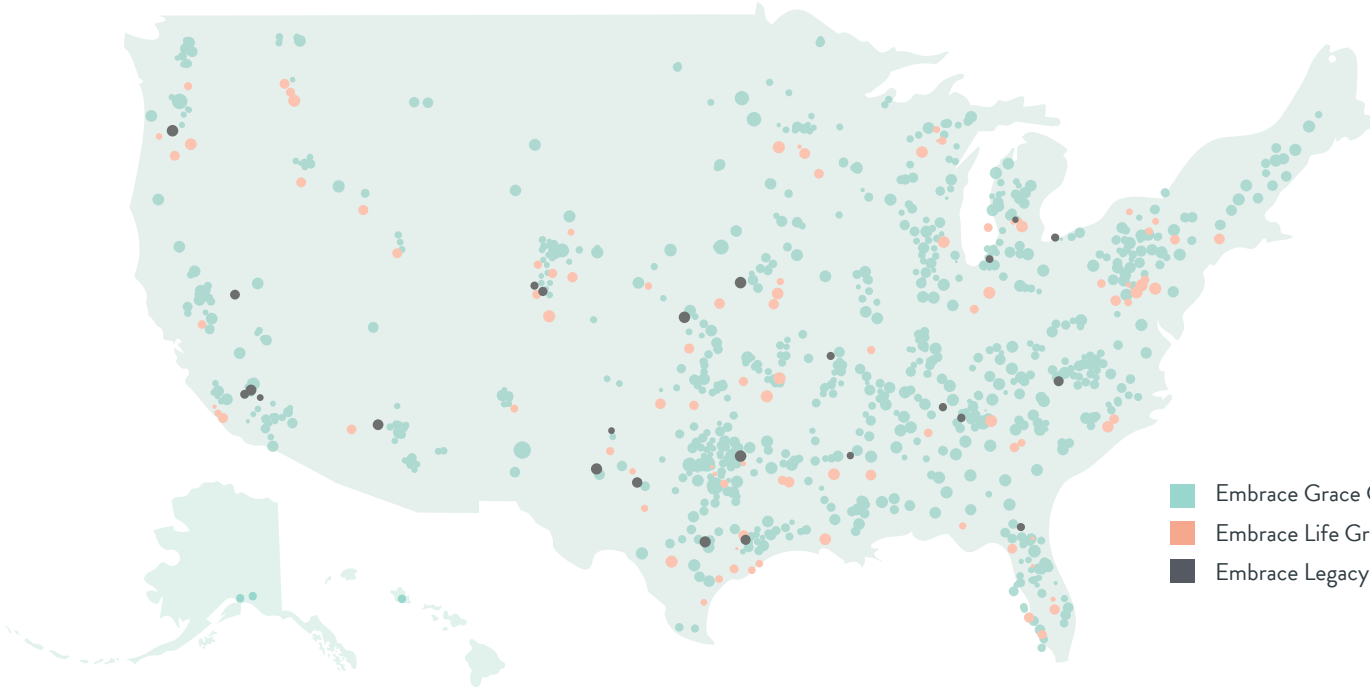
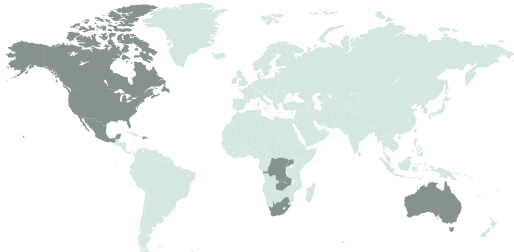
This 20-week curriculum helps single moms find hope, experience joy, and build community. Attendees learn spiritual and practical ways to help navigate through life.



THE EMBRACE LEGACY SUPPORT GROUP FOR YOUNG FATHERS

Our latest curriculum is designed specifically for single fathers. Through this 11-week group, men are supported and empowered to create a new legacy for their families.

THE HANDS & FEET OF JESUS *worldwide...*



1,235
GROUPS

50
STATES
+ Puerto Rico

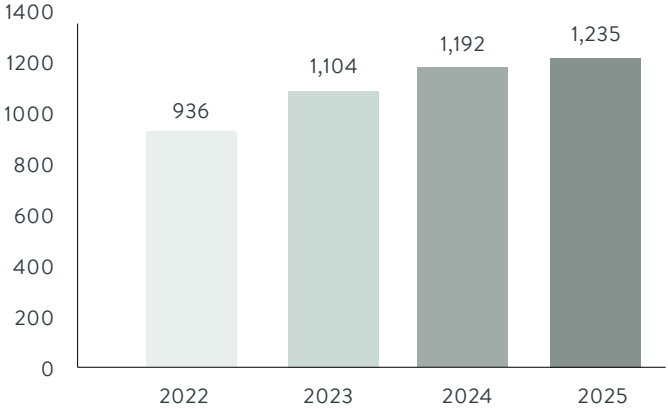
9
COUNTRIES

- Embrace Grace Groups
- Embrace Life Groups
- Embrace Legacy Groups

GROWTH IN 2025

- 5,169** Leaders Trained & Equipped
 - └ **1,520** New Leaders Activated
- 5,048** Moms & Dads Ministered To
 - └ **79%** Accepted Christ/Grew Closer
- 3,037** Babies Born
 - └ **91,110** Baby Shower Gifts Given

GROWTH RATE





150,000+ LOVE BOXES DELIVERED



In December 2025, Embrace Grace reached a beautiful milestone: more than 150,000 Love Boxes delivered to women facing unexpected pregnancies across the United States.

Love Boxes are often given at pregnancy centers during one of the most overwhelming moments in a woman's life. Inside are encouraging words, real stories from other moms, and an invitation to an Embrace Grace support group at a local church. But more than anything, a Love Box is a message: *you matter, and your baby matters too.*

Recently, while visiting Bakersfield, California, Amy met a young woman who shared how a Love Box changed everything. She had already visited a pregnancy center and was still planning to go through with an abortion. On her way out, they handed her a Love Box.

She sat in her car and opened it.

Inside was a tiny onesie that said "Best Gift Ever." She held it in her hands and imagined a baby wearing it. And then she imagined *her* baby wearing it.

In that quiet moment in a parking lot, everything shifted.

She chose life.

Later she joined an Embrace Grace group at a local church, found the support and encouragement she needed, and today she is co-leading an Embrace Grace group at that very same church—helping other women discover the same hope she once received.

Behind every Love Box is a church ready to welcome a mom or dad with open arms. Through support groups, mentorship, and genuine community, women discover they are not alone and begin to find a place of belonging.

150,000 Love Boxes is a milestone worth celebrating. But even more than that, it is 150,000 reminders that when love shows up at just the right moment, lives can change forever.



HIGHLIGHTS OF 2025

BUILDING THE PRO-LOVE *community*

LO SISTER CONFERENCE PARTNERSHIP

At Embrace Grace, we are always looking for creative and meaningful ways to share the pro-love mission and invite more people into the work of supporting women and families facing unexpected pregnancies.

This year, we were honored to serve as a ministry partner for the LO Sister Conference with Sadie Robertson Huff, where more than 4,000 women gathered for a powerful weekend centered on faith, family, and purpose.

During the conference, Amy Ford was featured in a special Sister & Friend main stage conversation, creating an opportunity to share the heart behind Embrace Grace and the growing movement of churches across the nation welcoming moms and dads with open arms.

The response was incredible. Women lined up at the Embrace Grace booth to learn more, ask questions, and dream about what it could look like to bring Embrace Grace to their own churches. Throughout the weekend, seeds were planted as many expressed interest in starting groups in their communities. Moments like this remind us that when people hear the message of pro-love and realize there is a simple way to get involved, a movement begins to grow.

KCBI CHRISTMAS WISH

Embrace Grace was honored to nominate one of our Brave Moms, Tierra, for KCBI's 2025 Christmas Wish, through which she received \$10,000.

Tierra is a single mom of two who went through an Embrace Grace group at her local church. Her story deeply moved the church community as they watched her work tirelessly to build a better future for her children. She balances work, full-time schooling to become an airplane mechanic, and caring for her youngest daughter, Gracie, who has ongoing medical needs.

After the weight of financial and personal strain led to serious health challenges and forced her to take unpaid medical leave, her faith and the encouragement of her church family helped carry her through.

Through the partnership of KCBI, Embrace Grace, and Cornerstone Staffing, Tierra received a Christmas Wish that brought stability and relief during a difficult season. It was a powerful reminder that God is the God who sees and He often moves through His people, churches, ministries, and even a radio station to remind someone they are not alone.





GENEROUS FAMILY PARTNERSHIP

One of the beautiful things about this season is that single moms today have more tools than ever to help teach their children about God, kindness, and generosity ... and many of them are completely free.

This year, through a special partnership with Generous Family and Candace Cameron Bure, **more than 1,000 Brave Moms** received beautifully illustrated children's books designed to spark meaningful conversations about love, generosity, and living with open hearts.

These books create small, sacred moments between a mom and her child while reading together, talking about faith, and helping the next generation understand what it means to love God and care for others.

Partnerships like this remind us that when ministries and organizations come together with a shared vision, the impact multiplies. We are so grateful for friends like Generous Family who believe in empowering new moms and dads and investing in the families they are raising.

Together, we are helping build homes where faith, kindness, and generosity grow for generations!

HELP HER BE BRAVE PODCAST LAUNCH

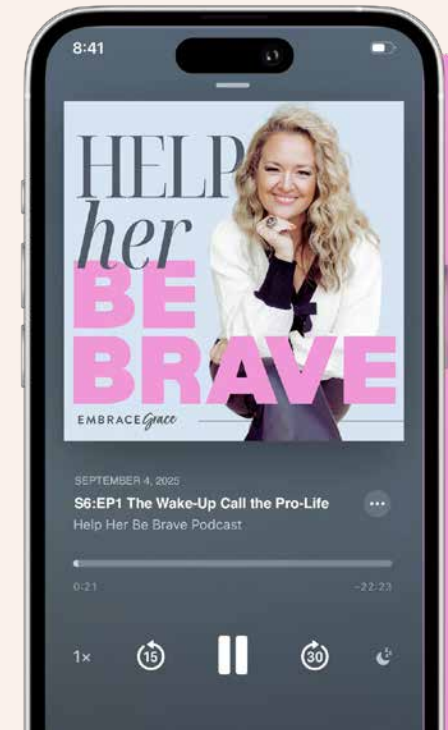
This year, Embrace Grace relaunched the Help Her Be Brave Podcast after several years on pause, creating a new platform designed to inspire and equip the church to better support women and families facing unexpected pregnancies.

The podcast shares powerful stories, honest conversations, and practical insight that help listeners understand what women and men in these situations are really walking through—and how the church can step in with compassion, wisdom, and meaningful support. Each episode is designed to encourage believers to move from simply caring about the issue to actively becoming part of the solution.

While the podcast speaks hope to those directly impacted by unexpected pregnancies, its greater purpose is to help the church grow in confidence and clarity about how to respond with love.

We are just getting started. With incredible guests and meaningful conversations ahead, the Help Her Be Brave Podcast will continue to spark new ideas, inspire action, and help more churches become places where moms and dads can find hope, belonging, and support.

Listen on Apple and Spotify → embracegrace.com/podcast



Our First LEADERS CONFERENCE

The 2025 Embrace Grace Leaders Conference brought together ministry leaders from across the nation in Birmingham, Alabama, in partnership with Heartbeat International, to be equipped, encouraged, and empowered. Over the course of the conference, leaders received hands-on training, strategic tools, and spiritual renewal, strengthening their ability to serve women facing unexpected pregnancies in their communities. The ripple effect of this gathering is being felt far beyond the conference walls, as churches returned home inspired to launch, grow, and sustain life-affirming ministries.





PARTNERSHIP IN ACTION

This year, we teamed up with **Patriot Mobile** and **KCBI 90.9 FM** to host Love Box Packing Parties at our headquarters. Together, we welcomed new volunteers, packed thousands of Love Boxes, and shared the mission of Embrace Grace with new audiences. This is what happens when faith turns into action. Thank you to Patriot Mobile, KCBI, and every volunteer who made this possible.

GRATEFUL FOR OUR AMAZING *Volunteers*

WHO SERVE AT OUR HEADQUARTERS ASSEMBLING LOVE BOXES!

422

VOLUNTEERS
SERVED

1,352

VOLUNTEER
HOURS

\$47,062

DOLLARS
SAVED

128

PRO-LOVE SATURDAY
VOLUNTEERS

Are you ready to volunteer? [EMBRACEGRACE.COM/VOLUNTEER](https://embracegrace.com/volunteer)



A MOVEMENT THAT KEEPS GROWING

Embrace Grace is bringing hope to women and families in Puerto Rico.

About seven years ago, a friend from church shared her dream of starting Embrace Grace in Puerto Rico, and I offered to help as a volunteer.

After Hurricane Maria and the pandemic, our church began meeting outdoors, and I realized something was missing. We needed a place where women facing unexpected pregnancies could find support. With the blessing of the original group, we started an Embrace Grace chapter at our church. Puerto Rico is small, but travel can be difficult. Even so, God continues to bring women to our group. Some travel long distances, and we simply want them to know they are welcomed.

Seeing these moms return to church, stay connected, and keep growing after their babies are born has been one of the greatest joys. Many come back for Embrace Life, and we stay in touch long after the program ends. I believe God called me to this because I love life and I love babies. Through Embrace Grace, I help women see they are not alone and that their lives, and their babies' lives, matter.

*- Marie Angie Melendez, Iglesia Evangélica Ministerio Sanador.
San Juan, Puerto Rico*



Over a decade of faithful leadership helping moms believe they are not alone.



In 2013, I was praying about where God wanted me to serve. I was a single mom of three and had just started attending Abundant Life Church when I heard about Embrace Grace and the need for a volunteer. I walked up afterward, and that was the beginning of my journey.

Over the years, I realized this ministry was exactly where God wanted me. These brave moms aren't looking for perfection. They're looking for love. Many of them started calling me "Mama," and that's exactly how I've always seen them, as my girls.

There have been moments when I thought about stepping away. I've faced loss, hardship, and challenges, but each time, God reminded me this is where I'm supposed to be.

One of the most rewarding things is seeing women who once sat in our group now part of the church.

When I look back, I hope they remember one thing. I loved them right where they were.

*- Reba Johnson, Abundant Life Church
Cherokee Village, AR*

25 YEAR PLAN

A NATIONWIDE CHURCH NETWORK WHERE NO SINGLE MOM **WALKS ALONE**

In October 2025, we shared a bold, long-term vision that has been growing in our hearts for years: **23,400 churches** strategically placed across the United States, one for every community where a woman could face an unexpected pregnancy. That number represents what it would take to ensure that no pregnant mom ever has to walk alone, and that every woman has access to practical, spiritual, and emotional support through a local church. This vision marked a defining moment for Embrace Grace. It clarified where we are headed, why it matters, and how the local church can become one of the safest places a woman turns when her life is suddenly filled with questions. Donors and partners were invited into a dream big enough to change outcomes, shift culture, and create a nationwide safety net of love and support.

Alongside that vision, we introduced new strategies that give churches more flexible ways to walk with moms and dads in every community. In 2025, we shared plans to launch Church Buddies and Mentorship, expanding beyond support groups alone and giving churches more tools to come alongside moms and dads through every step of their journey. These pathways create space for connection, belonging, and long-term discipleship, helping individuals feel supported not just for a season, but for life. As we move into 2026, we are stepping into the building phase, developing and releasing even more strategies to accelerate this vision. The foundation has been set, the direction is clear, and we are just getting started.



2025: A YEAR OF **AWAKENING**

1,235
support groups

323 New Groups launched in 2025, which makes a total of 1,235 Embrace Grace Support Groups

520
partnerships

244 New Pregnancy Center Partnerships in 2025, bringing the total to 520 current partnerships.

150,093
love boxes

29,874 Love Boxes distributed in 2025, bringing the lifetime total to over 150,093 Love Boxes.

25,000+
mom's + dad's

5,048 Moms and Dads discipled and supported in 2025, which makes a lifetime total of over 25,000+



2025 was a year of awakening at Embrace Grace. Hearts were awakened to hope, churches were awakened to their calling, and communities were awakened to the needs of single and pregnant moms. We ministered to thousands of parents, distributed a record number of Love Boxes, launched new groups, and equipped leaders across the nation so that more single moms would never have to walk alone.

IN 2025, WE AWAKENED HEARTS TO HOPE, COURAGE, AND NEW BEGINNINGS. **NOW, IN 2026, WE STEP INTO REVIVAL.**

This is a call to deeper transformation, restored faith, and lasting impact. Revival is not just a moment. It is a movement of God that changes lives, families, and communities. We believe God is reviving moms with hope, identity, and faith through the life growing inside them. Even in unexpected pregnancies, He reminds women of their worth and invites them to renew their trust in Him.

At the same time, God is reviving the Church to rise up with compassion, hospitality, and bold Kingdom impact. Churches are opening their doors and hearts to women facing unexpected pregnancies, creating safe places where love is shown and the gospel is lived out.

Together, we are building a future where women feel seen, known, and supported. It is an honor to partner with you in this season of revival as we pursue our vision that every woman with an unexpected pregnancy has a church to turn to for love, support, and empowerment.

Create in me a clean heart, O God, and renew a right spirit within me. Cast me not away from your presence, and take not your Holy Spirit from me. Restore to me the joy of your salvation, and uphold me with a willing spirit. **PSALM 51:10-12**



THE *Dream* TEAM

EMBRACE GRACE STAFF

Amy Ford - President and Founder
Jennifer Bellamy - Director of Groups
Ashley Ziegler - Director of Marketing
Melissa Ansley - Marketing Manager
Wendi Jenkins - Groups Manager
Erika Porter - Outreach Manager
Victor Da Silva - System Administrator
Anika Hamann - Executive Assistant
Caralyne Madison - Office Administrator
Suzanna Gadberry - Brave Girl Coordinator
Madeline Martinez - Groups Administrator
Camille Belknap - Groups Coordinator
Kailee Ridenour - Groups Coordinator
Halle Thrower - Groups Coordinator
Annabell Elizondo - DFW Regional Rep
Taylor Nowakowski - Central Texas Regional Rep
Kimberly Stone - Pacific Northwest Regional Rep
Ashlyn Richard - Outreach Coordinator
Emma Basinger - Donor Relations Administrator
Joy Whorton - Donor Relations Manager
Sandi Walker - Donor Relations Manager
Shelby Snell - Project Coordinator
Morgan Westbrook - Fulfillment Coordinator
Brooklynn West - Graphic Designer

EMBRACE GRACE SUPPORT TEAM

Ryan Ford - COO, Fractional
Kayla Freeman - CFO, Fractional
Natalee Martinez - Bookkeeper
Kellie Bauerle - Group Development Team
Amanda Sanders - Group Development Team
Kris Meidinger - Group Development Team
Jessica Martin - Group Development Team

EMBRACE GRACE BOARD

Bob Bollinger, Entrepreneur
Amy Ford, Embrace Grace
Brent Pennington, Entrepreneur
Tiffany Wheeless, Babe's Chicken
Joan Benton, Murco Wall Products

HELP HER HAVE HER *baby*
AND HER *dreams* TOO....

Follow along with the Pro-Love Movement



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EMBRACE *Grace*

Embrace Grace is a 501(c)3 non-profit, EIN: 45-5202711

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