



OUR PASSION

Saving and changing lives by building healthy families.

OUR NICHE

Pregnancy, sexual health, and parenting education.

MARKETING STRATEGY

TARGET MARKET

- *Single, women & men, 18-40*
- *Kansas City +100 miles*
- *In crisis, needing support and resources*
- *Culture + communication address that abortion is primarily a resource issue.*

OUR UNIQUES

- *Credibility | Professional staff, judgement free, holistic care*
- *Proven Process | Resource Health Client Experience Journey and partner development care*
- *Gospel Centered | Focused on Jesus in all culture practices*
- *Fatherhood Focus | Emphasis on men and their role in building healthy families*

OUR GUARANTEE

“Resource Health **C.A.R.E.S.*** for you.”

**Compassion, Advocacy, Respect, Excellence, Support*

10-YEAR VISION

10 Locations
45,000 Men + Women Served
80 Staff
\$50 Million Raised

Through Dec 31, 2030

- 7 Locations
- 20,000 Men + Women Served
- 65 Staff
- \$20 Million Raised

Expanded Services

- Dads Matter
- Spanish Education
- Virtual
- Therapy
- Mentoring
- Intervention Services

Strategic Focus

- STI Services in Lawrence, KS
- Full Clinic in Columbia, MO
- Reproducible RH Franchise/Model
- Reputation as a Trusted Resource Center in KC and Beyond
- Education and Therapy as Primary On-Ramp into Resource Health Services
- Expand Resources with Financial Partnerships to Address Resource Issues (Housing, Childcare, etc.)
- Active Participant in Broader Pro-Life Movement



**COMPASSION
ADVOCACY
RESPECT
EXCELLENCE
SUPPORT**

 **RESOURCE HEALTH** CARES FOR YOU

Help show how much Resource Health CARES.
resourcehealthpartners.org