

# Priority Projects of the Nurturing Network in 2010

## Mission Statement and Purpose:

Since its inception, the Nurturing Network has dedicated its human and financial resources to fulfilling the founder's original mission: Empowerment of pregnant women in crisis to nurture their unborn child through the provision of practical resources offered by TNN's international network of volunteers. As TNN celebrates its 25<sup>th</sup> anniversary in 2010, the management, board of directors, benefactors and 50,000 dedicated resource members renew their commitment to fulfilling this life-affirming purpose.

Over 20,000 mothers and their children provide a powerful witness and living testimony to the hope and healing that are the hallmarks of TNN's grassroots program. TNN clients come from all fifty states and from every socio-economic segment of society. Primarily due to the generosity of TNN's faithful donors, all TNN Client services continue to be provided without charge.

## Primary Objectives:

- "To serve **pregnant women and their children**;"
- "To serve **members of the society at large** by offering a service opportunity that gives meaningful expression to their respect for life."
- "To serve **staff members** by providing a constructive work environment that inspires each person to greater service."

## Programs:

### **Crisis Pregnancy Prevention through Educational Initiatives and Expanded Client Services Through Effective Communication Strategies:**

- Publications that reinforces the dignity of human life
- Comprehensive, user-friendly website
- Compelling social networking sites including TNN Blog and Facebook presence
- Speeches and articles by TNN's President and Founder
- Introduction to TNN Volunteer Resource Members
- Collaborative communication efforts with other programs and organizations

## Project Information:

**A comprehensive Client Services Expansion Project in celebration of TNN's 25<sup>th</sup> Anniversary is planned for 2010 - 2011 that enhances the delivery of practical resources to college and working women nationwide through education, training, affirmation and the provision of new outreach tools for a vast consortium of local collaborative programs.**

### 2010 Project Components:      **Total \$160,000**

- Reorientation of TNN's Website to Emphasize Volunteer Recruitment at the local level: **\$35,000**
- Salary, Training & Equipment - TNN's Staff Support for Outreach to and training of local Pregnancy Resource Centers Nationwide: **\$30,000**
- Increase in Emergency Client Financial Assistance Available Nationwide: **\$60,000**
- Publication and Distribution of Training Materials to 1400 Pregnancy Resources Centers: **\$28,000**
- Creation and Distribution of an Assessment Tool for CPC's and Campus Communities: **\$4,000**
- Creation and Distribution of an Evaluation Tool to Measure Comprehensive Client Support Nationwide: **\$3,000**

With sufficient funding, TNN will initiate activity in each component of this Client Services Expansion Project. Accomplishment of each objective will be dependent upon successfully securing the required funding levels needed. [A Budget is attached.](#)

### **Objectives and Methods:**

❖ **Objective #1: Expand awareness and availability of direct client service through further development and training of local Pregnancy Resource Center staff and campus leaders identified during TNN's Educational Outreach Project.**

- Provide assessment and evaluation tools, outreach materials, training and communication support to leaders and program managers whose mission is to provide hands-on practical support to women experiencing an unplanned pregnancy;
- Provide direct services to clients through the volunteer services of TNN Resources members, Cluster Coordinators and donors whose generosity and commitment provide tangible resources to college and/or working women who are making choices about their pregnancy.

❖ **Objective #2: Serve members of the society at large by offering a readily available service opportunity that gives meaningful expression to their respect for life.**

- Reach a broader spectrum of society with TNN's life-affirming message by identifying new audiences who would benefit from receiving TNN's educational and promotional materials.
- Utilize the communication skills and visibility of TNN's President and Founder by identifying national forums in which she can speak or be interviewed with her life-affirming message and inspiring example of 25 years of practical compassion.

❖ **Objective #3: Expand TNN's educational outreach and client service through refinement and further development of TNN's internet presence.**

- Augment TNN's internet presence through further refinements to its web site and blog to more effectively share its 25 years of experience and materials with a vast national existing distribution system of pregnancy resource centers, campus pro-life programs and faith communities.

### **Special Areas of Concern:**

There are still many college and working women who are unaware that comprehensive resources designed to meet their unique needs is readily available. Through expanded communication efforts in TNN's highly visible 25<sup>th</sup> anniversary year, awareness will be increased and more clients will be served.

TNN has been critically acclaimed for the past 25 years as the "strongest and most effective program of practical support specifically designed to meet the urgent and compelling needs of the college population." This Project is designed to augment TNN's direct service to college age clients by gifting its resources and experience in an expanded "loaves and fishes" educational outreach to collaborative initiatives nationwide while augmenting the educational network already established on hundreds of campuses.

### **Expertise:**

**TNN's President and Founder** brings to her management position Strategic Planning experience in the top management of two Fortune 100 companies as well as leadership on a wide variety of corporate Boards. Her 26 years of service in founding and managing TNN has resulted in cash donations in excess of \$7,000,000. Mary Cunningham Agee's dedication to

TNN's mission is most powerfully evidenced by TNN's network of 50,000 active volunteers and over 20,000 women and children whose lives have been directly impacted by the Founder's vision and hard work. Her personal contribution of salary alone has been valued by independent auditors in excess of \$3,500,000 over the past 25 years.

**TNN's Director of Communication** brings 16 years of experience to her role along with the direct training and mentorship of TNN's President. Her contribution of salary has been valued by independent auditors at in excess of \$700,000. A team of administrative volunteers offer 100% of their time and expertise.

**An active cadre of Resource Members** continue to offer their time to leverage TNN's top management. Donated time of TNN volunteers over the past 26 years, reviewed each year by independent auditors, has been valued in excess of \$13,800,000. Last year alone this value was placed at more than \$440,000.

***Thank you for considering how you might support these initiatives and help the Nurturing Network to realize the full potential of its 25<sup>th</sup> Anniversary year. TNN is committed to fostering a culture of life, empowering the most vulnerable among us, and promoting initiatives that will heal and strengthen our society.***

Mary Cunningham Agee  
President and Founder