



Thanks to you, Birthright is making a difference.

## Birthright Needs Your Support!

Birthright has ministered to Harford and the surrounding community since 1973. All Birthright services are free and confidential. Birthright is supported by individuals like you and a few local churches. We receive no State or Federal funding. **Please consider a donation today!** We will never sell, lend, or give your contact information to any other organization.

All DONATIONS ARE TAX DEDUCTIBLE

You can donate online at:  
[ChooseHopeToday.org](http://ChooseHopeToday.org)  
or by mail to:

Birthright of Harford County  
38 East Gordon Street,  
Bel Air Maryland 21014.

*Please include this form with your donation.*

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

I would like to contribute:

\$10  \$20  \$50  \$100  \$1000

Other (please specify) \_\_\_\_\_



### WHOM WE SERVE

## New Marketing, New Clients

Birthright is connecting with more abortion-minded clients than ever before.

In July, Birthright of Harford County launched its new paid Internet marketing. The purpose is to connect women who are facing crisis pregnancies with the volunteers at Birthright. When a woman in the Harford County area searches the Internet for certain key terms, Birthright appears high up on the results list, due to the new paid marketing. Clicking through, the woman can read some information and fill out a form requesting that a Birthright volunteer contact her.

When the volunteer and the woman speak, the volunteer listens to the woman's story and explains how Birthright can help support her in whatever she needs. The hope is that she will understand all of the resources available to her and choose life for her baby.

This new marketing has greatly increased Birthright's contact with women who believe that they need to abort their babies. This is a real change from the clients typically seen in recent years, mostly women who have already decided to parent their babies but who need our support to do so.

Recently a client found Birthright through the new marketing and came to the office for a pregnancy test, which was positive. She told her volunteer that she was worried about telling her parents about her pregnancy. While in the office, she learned about the Pregnancy Education Program and other available services, held the fetal development models, and took home a maternity blouse. When she left, she appeared joyful and gave her volunteer a hug.

Not all of the women who come to Birthright through the new marketing have such happy results. There have been many who have spoken with volunteers on the phone but do not return follow-up phone calls or show up for appointments. Many times, we are unsure of what happened to them or their babies. Executive Director, Stephanie Atha maintains that even though the unreturned phone calls can be very disappointing, there is still hope. "We never know what God is going to do" after the phone call, she says. Perhaps a woman who thought abortion was her only option would now choose to keep her baby. "We do the best that we can with the time we are given and trust that nothing is impossible with God." ♥

### CONTACT US

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Bel Air, Maryland 21014

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Fax 410.838.0446

Hotline 1.800.550.4900

### OFFICE HOURS

Monday 10am-2pm

Tuesday 10am-2pm

Thursday 10am-2pm

Friday 10am-2pm

### STAFF

**Stephanie Atha**

Executive Director

**Elyse Colao**

Center Coordinator

**Melissa Eycler**

Office Administrative Assistant

## VOLUNTEER SPOTLIGHT

# Who We Are

Melissa Eyler began working at Birthright in early March, right before the COVID-19 pandemic shut the office – and most of the world – down. After working from home, she is happy to be back in the office.

Before becoming an employee, Melissa was aware of the good work at Birthright. She donated money through Baby Bottle Boomerang fundraisers at her church. She even took her children on a tour of the Birthright office for a homeschool field trip. Now she works as the Office Administrative Assistant.

Her duties include donor management, keeping the office running as well as assisting the

Executive Director with various tasks and planning. These tasks help the office to run efficiently so that the volunteers and staff can help clients.

Before working at Birthright, Melissa homeschooled her two children. She and her husband, Jason, have been married for 21 years and live in Pennsylvania. Now that her daughter has graduated from high school and her teen-aged son can complete much of his work independently, Melissa is happy to have found employment in a place that helps families while supporting the pro-life cause.

Asked what she loves about Birthright, Melissa said that the



Melissa Eyler  
Office Administrative Assistant

volunteers and staff care so much about the people who come in and about building relationships with them. When women call in emergency situations or come into the office in desperate need, the Birthright volunteers and staff are very quick to respond and help. ♥

## FROM THE EXECUTIVE DIRECTOR

# Abortions don't happen in Harford County, do they?

For many years, residents of Harford County have been lulled by the idea that since we don't have an abortion clinic in our county, abortions don't happen in Harford County. But the truth is that abortions are not only happening in Harford county, they are currently increasing at an alarming rate.

Covid-19 has affected every area of our lives, and abortion is no exception. With the extended time at home creating a 'baby boom' of **unplanned pregnancies**, combined with the fear of being in a surgical or hospital-like setting during a pandemic, **women are looking to other ways to take care of an unplanned pregnancy.**

Following a recent ruling by a Federal judge in Maryland,\* women do not even have to go see a provider to get the **Abortion Pill**. Women can video call with a doctor and receive the Abortion Pill at their doorstep a day or two later. **The fight for the unborn has moved from the front of the abortion clinic to the personal bathroom of the pregnant and deciding woman.** A young woman will often have her phone with her in the bathroom. Finding Birthright of Bel Air at the top of the Google search is costly, but imperative. **With your help, when she searches online for answers, Birthright will be there.**

Our recent paid marketing initiative has made it easier for

women to find Birthright of Bel Air on their mobile phones. We are now receiving multiple requests for the Abortion Pill each week. Before we started, we would hear from 5-7 women a year. Now we are hearing from 10-15 **abortion-minded women** every month.

Please consider sending in your donation today to help us reach even more women who are pregnant, desperate, and abortion minded. Your donation could literally save another's life. ♥

Blessings!

*Stephanie Atha*

Stephanie Atha  
Executive Director

\*[www.foxnews.com/us/abortion-pill-women-maryland-judge](http://www.foxnews.com/us/abortion-pill-women-maryland-judge)

## DONOR SPOTLIGHT

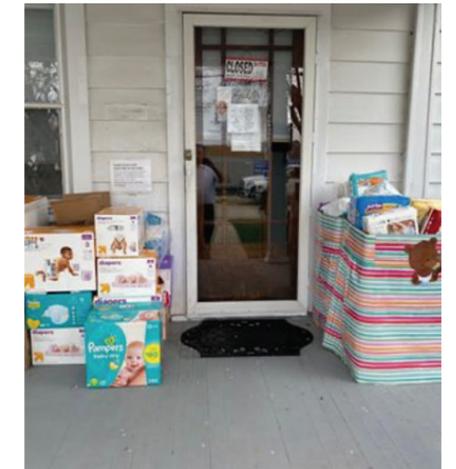
# We Thank You! The Goddard School

The Goddard School in Forest Hill is a longtime supporter of Birthright.

In the past, the educational preschool has held many diaper collections and baby bottle drives, in which participants collected cash donations in baby bottles. The school also once donated a change machine so that Birthright volunteers could count the change from baby bottle drives more easily.

More recently, during the pandemic, Goddard families responded to the challenging times by collecting diapers and baby wipes. The school dropped them off at Birthright.

Amber O'Brien, the school's owner and operator, loves the quote, **"A baby is God's opinion that the world should go on."** She says that Goddard supports Birthright so that mothers and fathers facing unplanned pregnancies will not panic about



Diapers, wipes and pull ups donated by the families from Goddard School and dropped off at the Birthright office

what they do not have. Instead, with the help of the volunteers at Birthright, they can embrace the gift of life.

"Children bring such joy and hope to those who care for them," she says.

**O'Brien enthusiastically encourages other business owners to organize donation drives supporting Birthright.** She says that these drives achieve two things. First, in the short term, they help Birthright client families by providing them with much-needed items. Second, spreading the word about a donation drive raises awareness in the community of the services that Birthright offers. When more people know about these services, they can tell people who need help about the good that Birthright does. ♥



Diapers loaded and ready to distribute at a food giveaway during quarantine

At Birthright we help our clients find the love, guidance and support they need to Choose HOPE when it matters most in their lives.

Choose  
**HOPE**

Contact Birthright today for ways that your business could partner with us to help women choose life and hope!