

JULY 2026 SPECIAL EDITION



Over the Years

Our Calling for Hope

Our Mission of Hope

We believe that God has entrusted us with this ministry to bring *Hope* to our communities.

- Hope for healthy children.
- Hope for nurturing relationships.
- Hope for parents equipped with confidence and skills.
- Hope for resources to assist those in need.
- Hope to be a beacon in the darkness, overcoming the obstacles that prevent families from thriving.
- Hope that endures.

As you explore this special 20th Anniversary edition of our newsletter, we anticipate that you will recognize the signs of hope all around you.

Building a *Ministry*. *Sustaining* a Service

The 20th Anniversary of First Choice Clinic provides us with time to reflect on the many years of support and activities provided to the Red Wing and surrounding communities. First Choice Clinic is a ministry built on a strong foundation of service.

I was first introduced to First Choice Clinic (New Beginnings Family Services at the time) in 2006 when the founding ED, Cathy Goggin, visited my church in Lake City. My husband and I were thrilled to prayerfully and financially support such an amazing organization from it's founding in Red Wing. Never would I have guessed that one day I would be serving as the ED and helping to advance our message of hope to the families we encounter every day. These last 3 years have gone by so quickly, and God continues to enable me to serve First Choice Clinic in this capacity.

It has been an honor to support the men, women and children who have benefitted from our services and to know that First Choice Clinic will continue it's vital mission for many years to come.

Mara Sorenson

Executive Director

Our Anniversary Year Special Events

See the full details on the outer pages.



August 3rd



October 8th

Meet our *Client Director*

Her Official Title: Client Services Director

Her Unofficial Titles: Cheerleader, encourager, advocate, organizer, teacher, mentor, mother, wife, and overcomer.

Amanda Haas has served on and off in volunteer and staff roles at First Choice Clinic for 17 years. Her heart for the clients who walk through our doors shines through in everything she does, creating an atmosphere of deep trust and family.

While Amanda's current role is entirely focused on serving others, her very first encounter with the clinic was as a client. She initially sought the safety, support, and healing provided by our staff to navigate a difficult past, including her own experience with two miscarriages and an abortion. A year later she started as a volunteer. Amanda's journey from client to director is a beautiful testament to the saving grace of God.

Because of her history, First Choice Clinic clients are blessed to be served by someone who truly understands their struggles and leads with authentic empathy, heart, and faith.

May she continue to be a profound blessing to everyone she encounters for many years to come!



Amanda shares that the best part of her job at First Choice Clinic is "walking alongside of families."

Two Decades as a *Supporter*

Dave Erickson's presence was felt so strongly for nearly two decades at First Choice Clinic, so the Board decided to add his name to the wall! The baby boutique was named in 2026 as the Dave & Jan Boutique in honor of Dave's nearly 20 years of service on the Board of Directors, most of them as also the Board Treasurer and the clinic's bookkeeper.

Dedicated earlier in 2026, the Dave & Jan Baby Boutique naming and plaque stands as a lasting tribute to Dave's extraordinary years of service.

Dave's journey with us began in 2007, when he was approached by Red Wing Executive Director Cathy Goggin. Having recently retired from running his own accounting firm, Dave found himself unable to say no to the opportunity to use his professional talents for such a worthy cause.

What Dave didn't know at the time was that his initial two-year board term would end up being renewed nine more times before he finally stepped away.

When asked what inspired such an enduring commitment, Dave shares: "I am very pro-life, so when asked if I would be interested in helping with the accounting at FCC, I did not have to think about it. Then, when I found out all that FCC does for the newborn and the families, I just wanted to continue to help."

We are profoundly grateful for Dave and Jan's decades of generosity, faith, and meticulous stewardship. First Choice Clinic is stronger, wiser, and more stable today because of Dave's steadfast heart for service!

Consider being a Lifesaver by signing up to donate \$50 monthly now.

Scan the QR code or go to www.friendsoffirstchoice.org.





Evolutions in *Pregnancy & Family Support*

The pregnancy center landscape has changed dramatically over the past 20 years. Although the media still uses the term, pregnancy centers are no longer considered "crisis" centers. The support and clinical services that centers like First Choice Clinic provide are essential for women and children to thrive. Providing support and services to fathers is also a valuable part of this ministry.

When First Choice Clinic first opened, services focused on providing women with the support, love, and encouragement they needed to raise their children. Originally incorporated as New Beginnings Family Services, the clinic's first site was in Cannon Falls. The Red Wing location opened in July 2006 to expand services, offering pregnancy tests, education, and material support for families in the surrounding communities.

In 2013, alongside a name change to First Choice Clinic, the clinic added ultrasound services. In 2014, testing and treatment for STIs/STDs became available for both men and women. In 2020, the clinic expanded again following a merger with the Cannon Falls pregnancy center. However, in 2022 the Cannon Falls location closed due to limited demand.

First Choice Clinic in Red Wing has served over 1,150 families within a roughly 30-mile radius and continues providing a valuable service to our community.



Our Impact

Since 2006, First Choice Clinic has provided it's clients with no-cost non-judgemental services, including:

- 17,506 Client Visits
- Over 1,150 Distinct Clients
- Over 750 Ultrasounds
- Over 265 of babies born
- Over 400 STD tests performed
- Tens of Thousands of diapers and other resources - including items small and large such as baby strollers and cribs
- Thousands of religious or spiritual discussions
- School and community outreach with education provided to students, church groups, and other forums
- Prenatal vitamin distribution through Vitamin Angels (ended in 2023)
- ...and more

Client Testimonies

Why do you come to First Choice Clinic:

"Because my family is here"

"First Choice Clinic has helped us become more confident parents and better care for our babies and children."

"Thank you to the donors who make this care possible."

"I want to come to First Choice Clinic for as long as they let me."

Abbreviated quotes from the October 2025 First Choice Clinic banquet

Who are we? Who do we serve?

- We are a pregnancy medical clinic providing free, confidential medical, educational, and support services to individuals in Goodhue, Wabasha, and Pierce Counties.
- We deliver high-quality, professional care and take time to listen and answer questions about sexual, physical, emotional, and spiritual health.
- We provide STD education to all individuals seeking testing, helping address common misconceptions.
- We are a faith-based, life-affirming ministry. We educate on abortion, abortifacients, and birth control but do not offer, recommend, or refer for these services. We also educate on parenting and adoption.
- We do not discriminate based on sex, race, color, ancestry, religious creed, national origin, physical or mental disability, medical condition (including HIV/AIDS), income, age, or marital status.



Pregnancy Center *Insights*

Insights into the pregnancy center landscape in 2026:

- “In the wake of the U.S. Supreme Court’s 2022 decision in *Dobbs v. Jackson Women’s Health Organization*, which returned the authority to regulate abortion to state and federal legislatures, life-affirming pregnancy centers have stepped up to meet the needs of pregnant women and families across a varied and changing national landscape. In 2024 alone, U.S. pregnancy centers served a record number of women, men, and families with medical and support services, material goods, and resources.”⁽¹⁾
- In a June 2026 publication, the Charlotte Lozier Institute states that currently, 13 states protect all unborn babies and four have a Heartbeat Law in effect that protects the unborn after a fetal heartbeat can be detected. However, access to abortion pills and mail order delivery has been proliferating. Recent studies show that women are increasingly using the abortion pill and that mail order abortion pill access is crossing state lines and providing access in states where it is not allowed. Additional research shows many women are unprepared for the side effects of the pills.
 - Pregnancy centers like First Choice Clinic are increasingly relied on to educate women on the impact of these pills to their entire health, along with serving as a resource for support and healing post-abortion.
- In the current culture, First Choice Clinic benefits by being a religious 501(c)(3) non-profit who is able to access resources from the Alliance Defending Freedom (ADF). According to ADF, the religious designation provides the broadest legal protection available, allowing us to set religious qualifications and standards of conduct for all staff and board members. We are exempt from certain anti-discrimination laws based on those standards.

⁽¹⁾ Source: Pregnancy Centers Rising to the Occasion with Unwavering Care, a publication by Charlotte Lozier Institute and partners, November 2025.

Education Corner: Reaching the *Modern Woman*



Vitae Foundation research shows that positive, option-focused communication is essential when speaking with women facing an unplanned pregnancy. They call it the #prowomanapproach.

Key tips:

- Help her overcome her fears.
- Help her feel empowered.
- Focus on her, not on the baby.
- Focus on spirituality, not religion.
- Educate her on all of her options.
- Let her make the decision.
- Walk alongside her.

Overall, how you speak life matters.

First Choice Clinic staff are trained to assist. If you need assistance with a situation you find yourself facing, call the clinic for assistance, 651-267-4357. We will be happy to coach you on ways you can speak life to the person needing the message.

Also keep the Options Helpline phone number available for situations that may arise anywhere and anytime: 1-800-712-4357. Volunteers on the line provide 24/7 information and referrals to pregnancy centers across the nation.

Find more insight at:
<https://vitaeresearchinstitute.org/pregnancy-help/how-to-talk-to-her/>