



SIoux EMPIRE'S LARGEST BABY SHOWER

IN PARTNERSHIP WITH



Throughout January, you can drop off baby items at the Life 96.5 radio station or a Sioux Falls Lewis Drug store. Alpha Center clients earn these items while participating in incentive-based parenting education programs.

BABY ITEM NEEDS LIST

- Infant & Toddler Socks
- Pull-Ups
- Infant & Size 3-5 Shoes
- 4 oz. Baby Bottles
- Size 4, 5 & 6 Diapers
- High Chairs
- Infant Swings
- Baby Video Monitors
- Infant Car Seats & Car Seat/Stroller Combos
- Cribs & Mattresses
- Excersaucers

**At this time we are requesting new items only*

SHOP OUR AMAZON WISH LIST



Shop our Amazon Wish List and have the items shipped directly to us. Visit the link at alphacenterfriends.com/donate-baby-items



**NEW DROP-OFF LOCATION:
PALACE CITY COINS
MITCHELL, SD**

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KEEP IN TOUCH



alphacenterfriends.com

LETTER FROM THE FOUNDER



A NIGHT UNDER THE STARS
DESCENDANTS
Dinner
alpha center

"I WILL CAUSE YOUR DESCENDANTS TO BECOME AS NUMEROUS AS THE STARS OF THE SKY, AND I WILL GIVE THEM ALL THESE LANDS. AND THROUGH YOUR DESCENDANTS ALL THE NATIONS OF THE EARTH WILL BE BLESSED." - Genesis 26:4

As we enter into a new year, and what will soon be our 38th year of ministry, the LORD has prompted my mind and heart to reflect upon this verse and the promise that it holds. In the verse, God reminds Isaac of the blessing that started with his father, Abraham. It was a promise to continue his lineage for many generations and the assurance of the impact those generations would have upon the world.

Each time an Alpha Baby is born, I think not only of God's faithfulness throughout the past 38 years of Alpha Center's ministry, but also how the future will be impacted by this little life that was saved from abortion. We are now to the point where our first Alpha Babies have grown up and are having children of their own. I've seen some of these grown-up Alpha Babies choose to become partners and invest in the place that changed the course of their lives. I also think of you. I have seen so many of our faithful partners pass down their life-affirming values to their children, grandchildren and great grandchildren.

If you have a personal story that you would like to share of how Alpha Center has influenced and blessed your life, please return a written copy of your story in the enclosed envelope or email info@alphacenter.org. Your story can make a difference! We are looking for impactful stories to share at our upcoming events and in newsletters. I feel strongly about sharing these stories because they serve as continual reminders of God's faithfulness. They also are a great source of encouragement to our client services staff serving on the frontlines of our essential work.

I invite you to join me for a celebration of God's faithfulness at this year's **Descendants Dinner** on Friday, April 29, 2022. I assure you it will be an inspiring evening! To reserve your seat or register to host a table, visit alphacenterfriends.com.

For HIS Unborn,



Leslee Unruh
Alpha Center Founder





LEGACY VAN — COMING THIS SUMMER!

Did you know Alpha Center is going mobile? Starting in June, the Legacy Van will be fully equipped to bring free pregnancy test and ultrasound services to women throughout the surrounding area! It will also be used for educational purposes at events and on-call *Abortion Pill Rescue* services to women experiencing an unexpected pregnancy. We are looking for pro-life leaders in communities across South Dakota, southwest Minnesota, northwest Iowa and northeast Nebraska that would serve as liaisons to host the Legacy Van in their communities. If you or someone you know would be interested, call (605) 361-3500 or email info@alphacenter.org with your contact information.

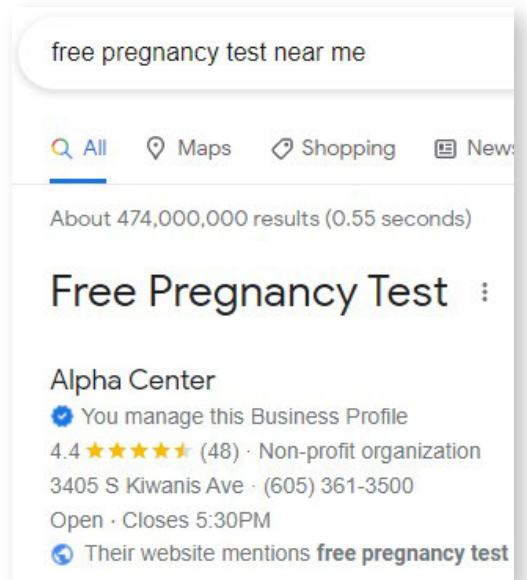
AFTER ABORTION CARE EXPANDED

Alpha Center continues to grow and expand the care provided to those who have experienced abortion. In our After Abortion Care Program, individuals that have personally had an abortion are invited to participate in an eight-week path to healing. Led by a trained Alpha Center team member, participants have the opportunity to confront emotional, spiritual and physical symptoms of abortion and experience true healing. Both one-on-one and group sessions are available. At the conclusion of each eight-week session, participants have the opportunity to place a plaque in the *Memorial Garden for the Unborn*. If you or someone you know is interested in attending a future session or would like more information, email info@alphacenter.org or schedule an appointment online at alphacenter.org.



GOOGLE ADVERTISING

Over the past few years we have found that the easiest way to reach a woman in the critical moment of suspecting she might be pregnant is through digital advertising. It's usually while she's lying in bed at night, sitting in the bathroom realizing she's missed a period or talking on the couch with her boyfriend that she reaches for her phone and searches terms in Google like "free pregnancy test," "abortion info near me" or "I think I might be pregnant." Recently, we began a strategic online campaign that puts Alpha Center at the top of the list for individuals searching these terms and others like them. Since beginning the advertising campaign in October, we have seen three times the number of abortion-minded individuals reaching out to us by website chat, phone call or scheduling options consultations online. In the coming year, we hope to not only expand our client services and volunteer hotline advocate teams to serve the increased number of abortion-minded individuals, but also increase our advertising budget so we can reach even more women statewide in need of help. We also just launched a brand new client website which you can view today at alphacenter.org.



PLANNED PARENTHOOD VS. NOEM

On December 3, 2021, Governor Kristi Noem appealed to the U.S. 8th Circuit Court of Appeals to uphold South Dakota's anti-coercion law, which is a law requiring those considering an abortion to be assessed for pressure or coercion at a registered pregnancy help center, like Alpha Center, before obtaining an abortion procedure. The anti-coercion law ensures that those considering an abortion have all of the information about their developing baby and ensures that no one is being forced into having an abortion against their will. The case is expected to be argued in the 8th Circuit in early 2022.



AFTER [THE] HISTORIC ORAL ARGUMENTS IN THE DOBBS CASE, SOUTH DAKOTA IS MOVING FORWARD WITH OUR LEGAL FIGHT TO PROTECT UNBORN LIVES. I LOOK FORWARD TO THE DAY WHEN ALL LIFE (BORN AND UNBORN) IS PROTECTED BY LAW. THIS LITIGATION WILL HELP." — GOV. NOEM



ABSTINENCE CLEARINGHOUSE

ABSTINENCE CLEARINGHOUSE UPDATE

Purity Ball FOR FATHERS & DAUGHTERS

FEBRUARY 12, 2022

7:00 PM

5 OAKS

480 E 69TH ST
SIOUX FALLS, SD 57108

There is no better time than now to inspire virtue and integrity in the lives of young women! At the Abstinence Clearinghouse, we believe parents must be equipped to educate their children in matters of sexual integrity.

Young people are constantly surrounded by messages promoting a "hook-up culture" grounded in the pursuit of instant gratification. Social media and television are slowly distorting the meaning of love and commitment. Our culture is unashamed to talk about difficult topics; therefore, parents must engage in challenging conversations with their teens.

For this reason, the Abstinence Clearinghouse, in partnership with Alpha Center, will be hosting a Purity Ball on Saturday, February 12, 2022 at 5 Oaks in Sioux Falls. The evening will include a program with featured speaker, Emily Leedom, dessert, a photobooth and live music. **TICKETS ARE \$25 PER PERSON**

RESERVE YOUR SEATS TODAY: (605) 335-3643 OR ABSTINENCE.NET



FEATURED SPEAKER **EMILY LEEDOM**

Emily Leedom had a profound encounter with God at the age of 14 that radically changed her life. Motivated by the gift she received, she has worked in various ministry capacities for the past 10 years and is now the Executive Director of Catholic Family Services. Emily and her husband Matt live in Sioux Falls with their three beautiful little girls.

NEW: THE TRUTH ABOUT SECOND CHANCES

Abstinence Clearinghouse recently produced a new booklet, *The Truth About Second Chances*. The booklet encourages individuals to:

- **MAKE HEALTHY CHOICES**
- **RESTORE RELATIONSHIPS**
- **PLAN FOR A SUCCESSFUL FUTURE BY SETTING AND ACHIEVING GOALS**

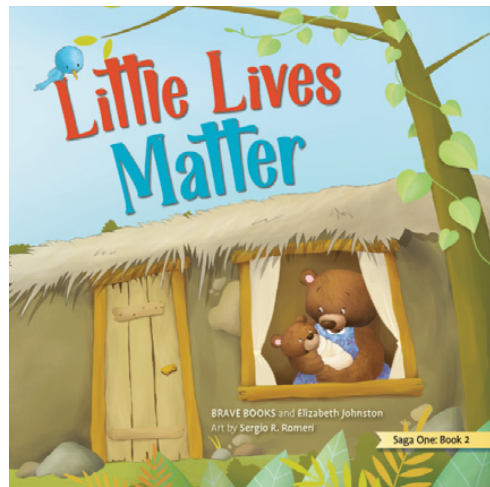
This booklet is created for individuals pursuing a new beginning in any of the following areas: relationships, drug and alcohol abuse, sexual integrity, pornography, self-harm and more!



ARE YOU INTERESTED IN PURCHASING TRUTH SERIES BOOKLETS FOR YOUR CHURCH GROUP, SCHOOL, ORGANIZATION OR BUSINESS? VISIT [ABSTINENCE.NET](http://abstinence.net) OR CALL (605) 335-3643.



ORDER NOW



LITTLE LIVES MATTER

Little Lives Matter tells the story of Momma Bear and her beloved son, Mobi. Born into a difficult situation, Mobi only has one arm. This makes motherhood and Mobi's development difficult, but Momma Bear won't give up even when Culture the Vulture tempts her with an easier life. Momma Bear knows that Mobi's life is worth fighting for. This intense love also propels Mobi and strengthens him to reject the temptations of Culture the Vulture as well. Our culture sells a lie that an easy life without inconvenience is worth more than life itself. However, this story highlights the fierce love a mother has for her children and illustrates that life is always worth fighting.

Order your copy of *Little Lives Matter* through Abstinence Clearinghouse's Family Resource Store today!

INSPIRING
MEN & WOMEN OF VIRTUE



STORE HOURS:
Monday – Friday
8:30 AM – 5:30 PM
3405 S. Kiwanis Ave.
Sioux Falls, SD 57105
(605) 335-3643
info@abstinence.net
www.abstinence.net

GIFTS GIVEN

Gifts received between August 19, 2021 and December 31, 2021.

MINISTRY PARTNER	IN MEMORY OF...
RON	WANDA BECHLER
CRAIG	DEB BENSON
DOROTHY	MARK & MICHAEL BERG
DAVID & NANCY	JANET BORGMANN
JAMES & MARY JANE	MARY MILDRED BOHLENDER
ELAINE	LEROY BOLKEMA
ALFRED & GWEN	MARILEE KUHL
DONALD & HELEN	MERLE KLOSTERBUER
DON & RENEE	DOBSON BRONDSEMA
RUDY & SHARON	MILTON ERICKSON
C. KEVIN & BETTY	HANNAH JEAN & JOHN PATRICK NYBERG
JOSEPH	LANDON DECKER
JOANN	WILLIAM J. DEKRUIF
JERRY & DARLENE	LEO & ROSE ARBACH AND JOHN & ANNA DELKER
FRED & JOAN	FRANCES VAN WELL BACHMAN & DELORES DEROUCHÉY
GERRIT & JOELLEN	DELWYN DOPPENBERG
WAYNE & PATTI	O.S. KUHN
NORDEAN & VAL	ALYCE SIEBRANDS
TERRY & MARCIA	PHOENIX BURMEISTER
VERN & ARLENE	ALICE GOEKEN, MARGE SAYLER & VERNON GALL
ROBERT & KIM	REV. ROBERT & MARIE HECKMANN AND TARAH HECKMANN
COLE	MARIANNA MICHELS
GARY & JANICE	LEONARD JERKE
ROBERTA	YVONNE DOBSON
KENNETH	BARBARA KLUCH
KEN & RHONDA	JEAN STIEFVATER
VERNON & LORETTA	VERNON DALE LORENZEN, MINNIE JEAN VANDERWERFF, HARVARD SCHULZ, STEVEN LAU, LORRAINE SCHELSKE & CHRISTIAN SEMMLER
VIRGINIA & DAVID	MARY GUENTHER
RENEE & MERLE	JUDY BICKEL
DON & CAROLE	OUR PARENTS
LAYNE & LEANN	PETE & GEN CANDRIAN
DENISE & DWIGHT	KEVIN HOLT
KENNETH & MARIANNE	NADINE BRANDT, HULDA STOLZ, LIANNE GUNNARE & LORRAINE BALTZER
BOB & TRISHA	CARMEN RAUSCH

KAREL	PAULA EISENBAUN
CHRIS & LACEY	OUR BABIES
LEONA	ALFRED SCHAEFFER
PAUL & BARRIE	ALEXIS JORGES
DONALD & BARBARA	REBECCA SHOUP
JEFF & JODI	JANICE DEBOER
BILL & EILEEN	MARY WALTER
DANY & VIRGINIA	INA T. BOLTON
ROBERT & CRIS	MAURICE BIRSCHBACH
THE FAMILY OF ALYCE SIEBRANDS	ALYCE SIEBRANDS
MARGIE	BETTY BLAKLEY
REV. KENNETH & BEVERLY	CAROL JEAN MCMAHON
HARRIET	MAURICE BIRSCHBACH
STAN & ANN	DEE ANNE NILSON
KENNETH & BARBARA	LANELL BONRUD SAUER
LESLEE & ALLEN	ALYCE SIEBRANDS
CHRISTINE & DAVID	MARIE VELDHIJZEN
FRANCES	JAMES VELD KAMP
BETTY	SUSAN ANDERSON & MAY BROWN
RUTH	KLAAS VOSS
ARDEN	NORMA WAAG
KAREN	AN ABORTED GREAT GRANDCHILD
DONNA	WILLARD ZEEB
JOHN & MARY	JOHN & AGNES AND CHARLES & DOROTHY

MINISTRY PARTNER	IN HONOR OF...
TIMOTHY	SUSAN BUTLER
PAUL & DONITA	ALVINA HOFER & DENA DAVIS
STEVE & JANE	JENNY FARGEN & LORI HECHT
CHARLIE & JANE	THE RIDDER FAMILY
DEAN & AMY	GRANDDAUGHTERS MARGO & ELLEN
TIMOTHY & PAM	MARJEAN GARREY
LOUIS & BECKY	VERONICA NIEHAUS
JAMES & LAURIE	FR. JOSEPH VOGEL'S 70TH BIRTHDAY
BRIAN & SHAMRA	KRISTI & GARY JAGELS AND GORDON & CAROLE JOHNSON
JAMES & LORI	ALL OF OUR FAMILY
GARY & LISA	NOAH BRONDSEMA & COLTON MORGAN
MARILYN	MY FIVE CHILDREN
LAYNE & LEANN	MY GRANDCHILDREN
SHARON & DENNIS	LESLEE'S BIRTHDAY
DOROTHY & DUANE	KALLY & HANNAH
MARIO	ROSANNE GATTA
KEITH & ANN	CAMDEN TESSMAN
CHARLES	NORM & JUDY VIS

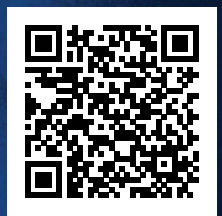
IF YOU WOULD LIKE A 2022 ALPHA BABIES CALENDAR WE HAVE A LIMITED NUMBER AVAILABLE SO PLEASE E-MAIL YOUR REQUEST TO INFO@ALPHACENTER.ORG TODAY!

ROBERT & CRIS	MR. & MRS. NATE ANDERSON
JEFF & NORA	DALE & MARLENE SLYKHUIS AND BETTY BECKER
KIP	MISSIONARIES TO THE PREBORN
ALICE ANN	ALL MY LOVED ONES
BRIAN	ANGIE'S BIRTHDAY
LESLEE & ALLEN	ERICA & EDEN
JACOB & HILDA	JOANNA REEVA KLAASSEN
ORVILLE & ARLENE	DAVID VANT HUL, AUDREY JONGETJES, CASSIDY VANT HUL & DASON VANT HUL'S BIRTHDAY
VANCE & REBECCA	BABIES
MARCIA	MY FIRST GRANDCHILD HENRY ROBERT DSCHAAK



SANCTITY OF HUMAN LIFE MONTH

Are you a church leader looking for resources promoting the sanctity of human life to share with your congregation? Alpha Center has many resources to help you share a message of life such as free bulletin inserts, videos and songs. As you plan for Sanctity of Human Life Sunday, please prayerfully consider how you may further partner with our ministry as we continue to offer services to women and men involved in unexpected pregnancies. **Scan the QR code or visit alphacenterfriends.com/sanctity-of-human-life to place your order today!**



DESCENDANTS

I will cause your descendants to become as numerous as the stars of the sky, and I will give them all these lands. And through your descendants, all the nations of the earth will be blessed.
GENESIS 26:4

NEW 2022 BULLETIN INSERTS



SANCTITY OF LIFE

On January 22, the anniversary of the Roe v. Wade decision that legalized abortion, we pause to remember the sanctity of each human life. **Life is sacred and worthy of defending at all costs.** However, should we only remember how precious life is one day out of the year? No, we are called to live as a people who value God's gift of life every day.



3405 S. Kiwanis Avenue | Sioux Falls, SD 57105
605.361.3500 | info@alphacenter.org
alphacenterfriends.com

WHAT IS ALPHA CENTER?

The Alpha Center is a non-profit organization that provides a full range of services to women and men involved in an unexpected pregnancy. Our goal is to provide positive alternatives with practical support.

WHAT CAN I DO?

PRAY

Please remember in your prayers those who find themselves unexpectedly pregnant and in need of support in order to make a life-affirming decision.

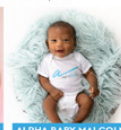
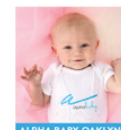
SPEAK HOPE

Understand that there are members of your congregation that have been affected by abortion and need to hear messages of grace and hope.

SUPPORT & PROMOTE

Tell others about the Alpha Center. You never know who in your life may be in need of its services. Invest your time, finances or material resources in an organization that protects the gift of life.

SCAN TO TOUR ALPHA CENTER





3405 S. KIWANIS AVENUE
SIOUX FALLS, SD 57105

Return Service Requested

NON-PROFIT ORG
US POSTAGE PAID
PERMIT #1581
SIOUX FALLS, SD

PLEASE PASS THIS
NEWSLETTER ON
TO EDUCATE AND
MOTIVATE OTHERS

A PDF version is available
on our website:
alphacenterfriends.com

STAY UP TO DATE

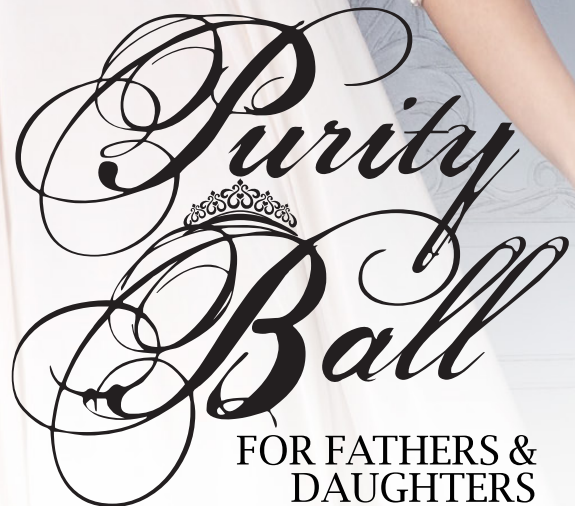


UPCOMING EVENTS



Friday, April 29, 2022
SIOUX FALLS CONVENTION CENTER

Visit our Event Calendar at
alphacenterfriends.com for more information.



FEBRUARY 12, 2022

7:00 PM

5 OAKS

480 E 69TH ST
SIOUX FALLS, SD 57108