

ALPHA CENTER

News



WHEN WE SAY “REACH HER,” WE MEAN...

If we want to reach her—the woman standing in the midst of an unplanned pregnancy—we must first understand what “reach” truly means. It is more than services, statistics, or strategies. It is stepping toward her the same way Jesus stepped toward those who were hurting, afraid, and unsure if they were worthy of love.

Why? Because if she fears judgment or prosecution, she will never step through our doors. And if she never steps through our doors, we cannot reach her at all.

1. WHO IS “HER”?

She is a young woman who never thought she would face this. She is a mother of two, already overwhelmed. She is a college student, a professional, a teenager, an abuse survivor. She may be pressured—by a husband, a boyfriend, a mother. She is deeply afraid, ashamed, confused, or isolated. She is not an issue, a statistic, or a political talking point. She is a person made in the image of God, **His daughter, deserving of compassion.**

2. WHY DOES SHE NEED TO BE REACHED?

When a woman considers abortion, she often does so

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from a place of fear, pressure, or hopelessness. Not because she is reckless or heartless, but because she is trying to escape pain, shame, or circumstances she feels unprepared to face.

If we judge her for these fears—or worse, advocate for her criminalization—we close the very door God has asked us to open.

Jesus showed us what compassion looks like when He knelt in the dust beside a woman surrounded by accusers. While others stood with stones in their hands, He drew a line in the sand and said:

“Let the one without sin cast the first stone.” John 8:7

He didn't excuse her choices. But He also didn't condemn her. He covered her with mercy so He could reach her with love and compassion.

3. HOW DO WE REACH HER?

We advertise our services on platforms she uses so she knows we're here. We reach her by creating the kind of space Jesus created: a space without stones. A space of safety, dignity, and gentleness. A place where she can breathe again.

CONTINUED ON PAGE 2

LETTER FROM THE FOUNDER CONTINUED

Practically, this looks like a warm welcome the moment she walks in. A calm, private place to share her fears. Truth spoken with tenderness, not pressure. Compassionate medical care like ultrasounds and practical resources. Support that honors her as a whole person. When she encounters grace instead of judgment, her heart begins to open toward hope.

4. AFTER WE REACH HER—WHAT HAPPENS NEXT?

When she feels safe, she begins to see options she didn't know she had. When she feels supported, she begins to believe she can choose life. When she feels valued, she begins to imagine a future beyond fear.

When she chooses life, our journey with her continues:

- Pregnancy & parenting education
- Material support
- Mentorship
- Spiritual encouragement
- Community connection
- Healing and restoration

She ultimately finds that she is not alone. Life is protected, motherhood is strengthened, and **hope is rebuilt**.

5. WHY YOUR PARTNERSHIP MATTERS

Every gift, every prayer, every hour volunteered helps clear the path so she can walk through our doors without fear. You help us create a place where compassion replaces condemnation. Where mercy speaks louder than shame. Where a woman's heart is reached so her life, and her baby's life, can be transformed. Because to reach her is to love her.

Thank you for helping us reach her.



Leslee Unruh
Founder



SHE IS NOT A LABEL. SHE IS A DAUGHTER OF GOD.

BEFORE SHE REACHES US, SHE IS... 

- Afraid.
- Isolated.
- Searching silently online.
- Looking for answers.
- Unsure who is safe.
- Afraid of judgement.

HOW SHE FINDS US 

We reach her before she walks into the center, through strategic digital outreach:

- Website Marketing
- Social Media Presence
- 24/7 Nurse Chat
- A Mobile Medical Unit

WHEN SHE WALKS THROUGH OUR DOORS 

She finds warmth, dignity, and safety. A beautiful and relaxing space. Compassion gently disarms fear. She is welcomed without judgment. She is met with the same mercy Jesus offered.

"No one stayed to condemn her."
— John 8

SHE BEGINS TO SEE HOPE 

Clarity Changes Everything

Through medical services, honest information, and emotional support, her fear begins to lift. She sees options she couldn't see before.

- Ultrasound services
- Options counseling
- Practical and emotional support.

AFTER SHE CHOOSES LIFE 

We continue walking with her through pregnancy and parenthood.

- Parenting classes
- Baby supplies
- Mentoring
- Medical & community support
- Spiritual encouragement

WHERE YOU COME IN 

Thank you for helping us reach her wherever she is, however she comes, and whatever she carries.

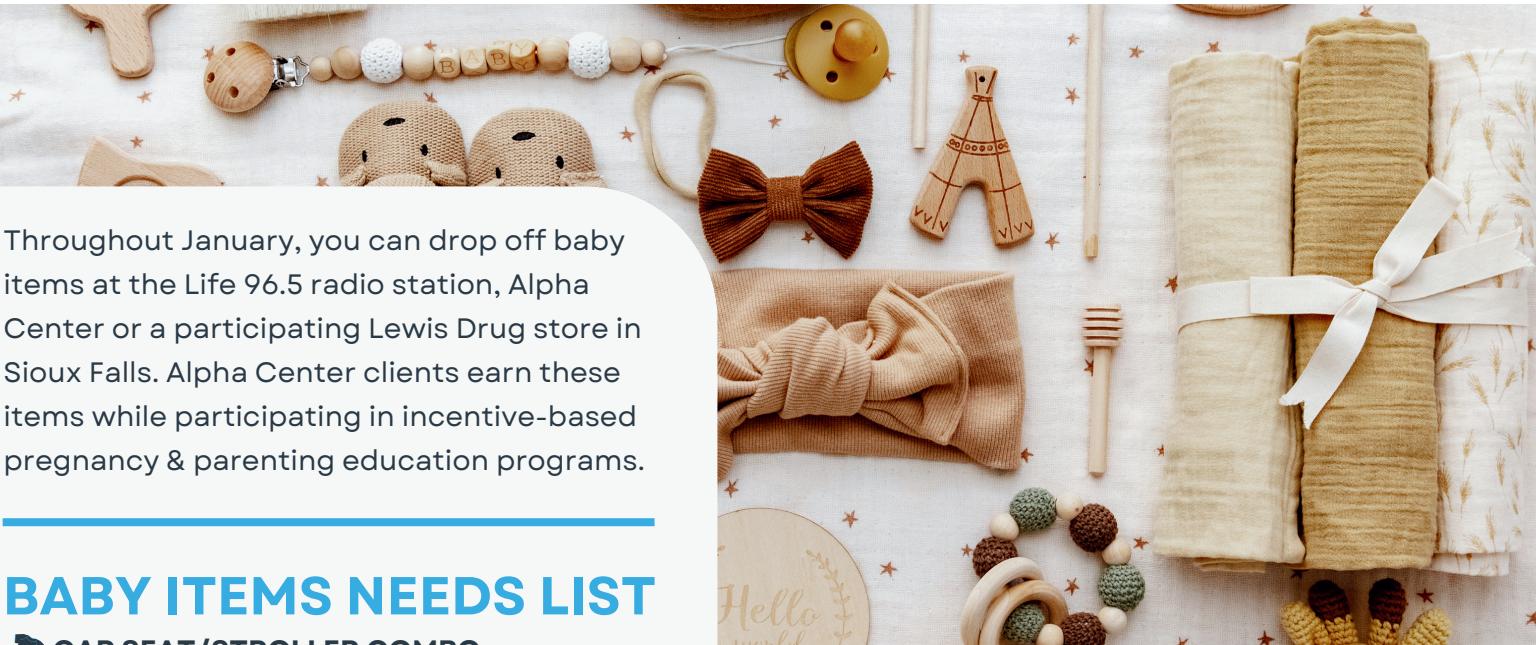
- Through you, her life is strengthened & supported.
- Through you, generational cycles change.
- Through you, life flourishes.

IN PARTNERSHIP WITH



Your first stop

SIOUX EMPIRE'S LARGEST BABY SHOWER



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

BABY ITEMS NEEDS LIST

- CAR SEAT/STROLLER COMBO
- WARM CLOTHES FOR AGES 12 MONTHS-2T
- TOYS FOR AGES 12 MONTH-2T
- BIBS

At this time, we are requesting new items only

MONETARY GIFTS

Allows Alpha Center to purchase items directly, ensuring consistency and quality.

- ITEMS FOR NAUSEA RELIEF KITS*

- PRENATAL VITAMINS

When giving, please indicate that your gift is designated for *Nausea Relief Kits or Prenatal Vitamins*

SHOP OUR BABYLIST REGISTRY

Shop our Babylist Registry and have the items shipped directly to us! Visit the link at alphacenterfriends.com/donate-baby-items

SCAN TO
SHOP



*Did you know that about 70% of women experience morning sickness during pregnancy? It's more than just an inconvenience—it can be exhausting and overwhelming for many of the women we serve. That's why we create Nausea Relief Kits. As we have life-giving conversations with our clients, these small packages filled with comfort and care can help newly pregnant moms feel empowered and know that they are seen, heard, and have a compassionate team at Alpha Center that are here for their unique pregnancy journey.

Each kit includes:

- Saltine Crackers
- Soothing Peppermints
- Natural Ginger Chews
- Preggie Pop Drops
- Nausea Relief Bands

These simple items make a huge difference for women facing an unexpected pregnancy.

*Want to make a direct impact?
Please consider giving funds for us
to purchase items for the kits.*

SCAN TO
GIVE



THE FACES THAT BRING HOPE

2025 HUMANITARIAN OF THE YEAR – LOU JOHNSON



2025 VOLUNTEER OF THE YEAR – LAURA RUPP

Laura Rupp has been faithfully volunteering at Alpha Center since February 2023, and she continues to bless our team with her positive attitude and warm smile every time she walks through the door. She is always ready to lend a hand, often stepping in on short notice, and we are incredibly grateful for her willingness to help whenever a need arises. Throughout her time here, she has served in many different capacities.

As a volunteer Client Advocate, Laura consistently connects with clients, meeting them right where they are and showing the love of Christ in meaningful and impactful ways. She also assists at our Front Desk and willingly takes on a wide variety of other volunteer projects whenever needed.

More recently, Laura has begun volunteering on the Legacy Medical Mobile Unit on college campuses, as well as assembling baby gifts to celebrate the births of our Alpha babies. Her encouragement strengthens our team, and her compassion has touched countless clients.

Lou has been a faithful volunteer for nearly 12 years, and has served Alpha Center in a variety of capacities during that time. In addition to helping at numerous events, she is one of the unsung heroes of Alpha Center. While very few people see the work she does, they all appreciate the result of it - a clean, welcoming building.

Lou has volunteered her time on evenings and weekends to clean our building nearly every week for years, spending upwards of 1,000 hours creating an inviting atmosphere. As you can imagine, this is no small task for a building of nearly 8,000 square feet! As Lou vacuums, mops, dusts, and cleans bathrooms and windows, she simultaneously provides the greatest benefit we could ask for - prayer.

Lou prays over our offices, client rooms, hallways, staff, clients, and many other aspects of Alpha Center's ministry. Often, notes of encouragement are left behind. She also brings other women with her at times to intercede in prayer for Alpha Center. She always comes with joy in her heart and a smile on her face, ready to serve by doing the seemingly mundane tasks that are critical to Alpha Center's ministry. She has also created a legacy of service in her family, often bringing her teenage and young adult grandchildren with her to clean, and volunteering alongside her adult children at events like our Annual Dinner. Lou is a blessing to every individual who enters our building through her generosity and heart of service.



2025 ANGEL AWARD – DAN & KARI ELLIOTT



Dan & Kari are the definition of a power couple! Their incredible photography and videography skills, coupled with their genuine care and kindness for others, have blessed Alpha Center clients, staff and supporters in countless ways throughout the years. They use their incredible talent to capture photos and videos at our events each year, including Alpha Center Dinners, Meet the Babies Night, individual photo shoots to accompany client testimonies, or collaborative events between Alpha Center and National Abstinence Clearinghouse like the Purity Ball and Knight to Remember. If you've attended our annual Dinner or visited our website and seen the beautiful videos of client stories, you have Dan & Kari to thank for the hours of work it took to plan, film and edit those videos. Their incredible talent allows hundreds, if not thousands, of supporters to see beautiful, visual depictions of the real women, men and babies their gifts are supporting, and our clients are also greatly blessed to receive such high quality photos and videos of their sweet little blessings. Dan & Kari's service is also extending to the next generation as they include their daughter & son-in-law, Abigail & Abraham, in many of their video and photography projects each year.

**CHECK OUT
SOME OF DAN &
KARI'S WORK FOR
ALPHA CENTER**



..... **CLIENT TESTIMONY**

**"HEY MOM"
MUSIC VIDEO**



..... **EMMANUEL,
GOD WITH US**

ABORTION PILL REVERSAL

HELP US SPREAD THE WORD: WOMEN DESERVE TO KNOW THERE'S HOPE AFTER THE ABORTION PILL

With abortion pill ads now appearing across our state, **your help in spreading the word is more important than ever**. Most people have never heard about it, but when a woman takes the first abortion pill and immediately regrets it, there is still hope. A protocol called Abortion Pill Reversal (APR) can attempt to help her continue her pregnancy—but timing is critical.

When a woman is frightened, isolated, and unsure where to turn, she doesn't have to face that moment alone. She can reach someone who will listen, guide, and offer real support 24/7.

If a woman reaches out after taking the first abortion pill and wants to try to continue her pregnancy, she can call the Abortion Pill Reversal helpline at (877) 558-0333—day or night. Thanks to you, we are always prepared to answer that call for help.

ABORTION PILL REVERSAL HELPLINE: (877) 558-0333

WHAT IS ABORTION PILL REVERSAL AND WHY DOES TIMING MATTER?

Abortion Pill Reversal involves providing progesterone after a woman has taken mifepristone—the first drug in a chemical abortion. Mifepristone blocks the body's natural progesterone, which is essential for maintaining a pregnancy. By adding progesterone back into her system quickly, there is a chance to counteract the effects of mifepristone.

APR HAS A 64-68% SUCCESS RATE

The goal is to initiate a progesterone protocol within 24-72 hours of taking mifepristone. However, it may not be too late even after 72 hours have passed. While it's never guaranteed, many women have been able to continue their pregnancies because help was available right away.

That immediacy—the ability to respond within minutes, not hours—is only possible because compassionate partners like you ensure we remain available 24/7.

YOUR SUPPORT GIVES WOMEN HOPE WHEN THEY NEED IT MOST

Whether a woman is nearby or searching nationally through the Abortion Pill Reversal network, she will find accurate information, compassionate care, and the opportunity for a second chance to choose life, even in a moment of deep fear and regret.

If she wants to continue her pregnancy, she doesn't have to wonder where to turn. She doesn't have to decide alone.

Thank you for believing in second chances, and for giving women the opportunity to embrace them.

WHAT'S THE TREND?

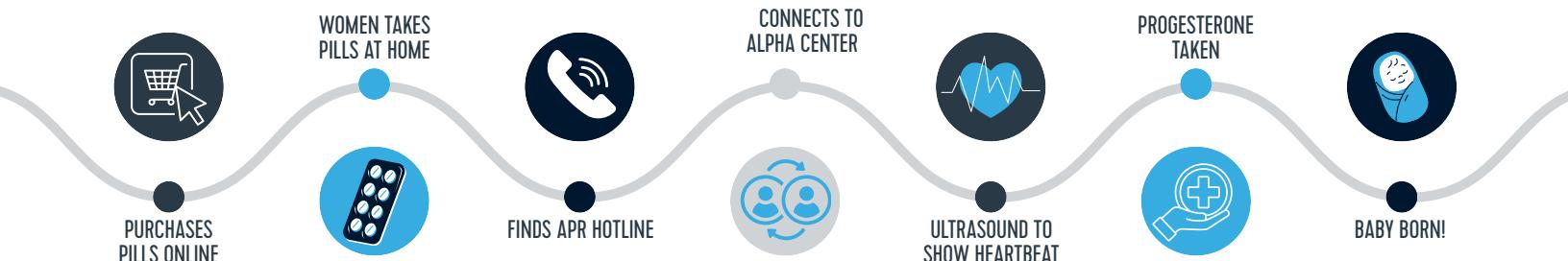
- In 2025, an estimated 79% of abortions in the U.S. were done via the abortion pill.
- In 2030, projections indicate that nearly all abortions could be chemically-based.

-Heartbeat International

WHAT YOU CAN DO

- Help us combat abortion pill messaging by spreading the word about APR and having real life conversations.
- Give monetary gifts for the progesterone protocol.
- Do you know a pharmacist or pharmacy that would desire to help us access progesterone? Please contact us.
- Help us get the APR message out to women who need it most.

HER APR TIMELINE



GIFTS RECEIVED BETWEEN SEPTEMBER 10 THROUGH AND DECEMBER 5, 2025.
GIFTS GIVEN

MINISTRY PARTNER	IN MEMORY OF
ALAN & AVIS BAKKER	ERIC HENDERSON
DOROTHY BERG	MICHAEL & MARK BERG
TRUDY BOUMA	LEONARD BOUMA
CARL & BEVERLY BUENNING	JAN WENZEL
C. KEVIN & BETTY CARSON	HANNAH JEAN NYBERG & JOHN PATRICK NYBERG, OUR GRANDCHILDREN
DARLENE CARSON	LEO & ROSE ARBACH
PERRY & MARLENE DOCKTER	JIMMIE ROSO
KEN DRAAYER	ARBELLE DRAAYER
EDDIE & ELAINE DUNCAN	DARIAN DUNCAN
WAYNE & JUDITH FAUTH	JAN WENZEL, DENNIS CIHAK AND CAROL NEUGEHAUER
ARLENE HAASE	ARLENE HAUCK
BETH HAGEN	DR. BRUCE C. HAGEN
PHILIP & SHARON JENSEN	LT. COL. ALAN JENSEN
JANICE JERKE	KATHY WERNING & MIKE COYLE
ROBERTA JOHNSON	ALFRED LARSON & RUTH NOEM
WILLIAM & SADIE KORTEMEYER	LARRY SCHRAG
VERNON & LORETTA KRAFT	JAN WENZEL
NYLE MEEKER	DONNA MEEKER
DENNIS & JANICE MOTZ	LEO JOHS, FATHER OF NANCY NEFF
WILLIAM G. MYERS	MY WIFE, CAROL MYERS
LARRY & SUSAN OLSON	HEATHER OLSON & LAVONNE OLSON
KENNETH & MARIANNE PETERS	JOE GRANZOW, MYRNA HERRBOLDT & RUSS CROSLEY
ROBERT & DOREEN QUINN	WALTER & DELORES CISOWSKI
JUDITH RADERMACHER	RON RADERMACHER
MARK & SUE SALTER	MARY GENGLER
ELLEN T. SCHOLTEN	CATHERINE MAE & SARA MAIR
JEFF & JODI SCHRICK	GARY & JANICE DEBOER
BILL & EILEEN SCHUELKE	MARY WALTER
ROBERT & CRIS SICHMELLER	EDWARD & PATRICIA SPENCE
KIP SPECKELS	CHARLIE KIRK
MARION & JANICE VAN SOELEN	JAN VAN SOELEN
FRANCES VELDKAMP	GAIL VELDKAMP

MINISTRY PARTNER	IN HONOR OF
DANIELLE & RYAN BROUWER	JOIE BROUWER & RYSON BROUWER
LONA EDMUNDSON	MY 15 GREAT-GRANDCHILDREN
DEAN & AMY GESCH	GRANDDAUGHTERS MARGO & ELLEN
VERLYN & COLLEEN JERKE	OUR 3 GRANDDAUGHTERS
LAYNE & LEANN LUX	MY NINE GRANDCHILDREN
PETER MACK	OUR 65TH WEDDING ANNIVERSARY
JOSEPH & AMY MATTSON	MEATLOAF MATTSON
LARRY & SUSAN OLSON	EMILY RICHARDSON
STEVE PAREZO	FATHER JAMES MASON
KAREL REIMAN	MY FAMILY
CHARLES & CINDY STANGA	OUR GRANDCHILDREN
ORVILLE & ARLENE VAN'T HUL	CASSIDY VAN'T HUL'S BIRTHDAY, DANAE FROEHLICH, SON DAVID VAN'T HUL, DAUGHTER-IN-LAW DARLA VAN'T HUL & GREAT- GRANDDAUGHTER SUMMIT VAN'T HUL

2026 ALPHA BABIES CALENDAR



Scan the
QR code to
download
& print our
2026 Alpha
Babies
calendar





3405 S. KIWANIS AVENUE
SIOUX FALLS, SD 57105

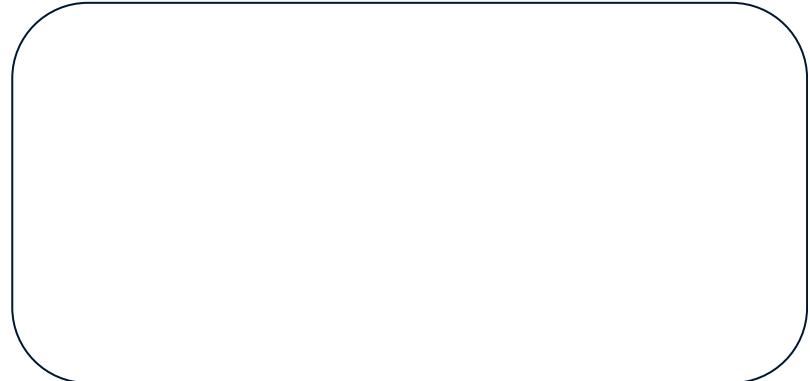
Return Service Requested

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

**SAVE
THE
DATE**

**ALPHA CENTER
DINNER**

FRIDAY APRIL 24, 2026



SANCTITY OF HUMAN LIFE

Thursday, January 22, 2026
(Commemorated on Sunday
January 18, 2026)

**SIOUX EMPIRE'S
LARGEST
BABY SHOWER**

**SIOUX
EMPIRE'S
LARGEST BABY
SHOWER**
The entire month of January

**SCAN THE QR
CODE TO
VISIT OUR
EVENT
CALENDAR**

