



FALL 2020 | birthchoice.biz

BIRTH CHOICE

**Planned Parenthood
isn't stopping and
neither are we.**



BIRTH CHOICE
WALK FOR LIFE

OCT. 3 2020 | 9 AM

WEST JACKSON
BAPTIST CHURCH



Register at birthchoice.biz

**Heartbeat
Volume III**

Inside this issue:

WALK FOR LIFE *page 3*
MOBILE UNIT UPDATE *page 5*
NOW HIRING RDMS PROFESSIONALS *page 5*
HONORED MOTHERS AND FATHERS *page 6*



BRENT LAMBERT
Founder & CEO

A few years ago I traveled to Los Angeles to work with a struggling pregnancy ministry located in the heart of downtown LA. Looking out the front window of this ministry I witnessed three women handing out small pieces of paper to passersby on different street corners. These pieces of paper were actually coupons to three different abortion clinics located near this life-defending ministry. The coupons weren't for a discount for an abortion; they were coupons for FREE abortions paid for by the state of California. The women passing out the coupons told their recipients, mainly illegal immigrants and African Americans, exactly what to say to the state so they would receive their abortion free of charge. By the way, the coupons were coded so that the women passing them out would be paid for the number of abortions they helped a particular agency procure. This practice carries on today.

While at the gym someone mentioned to me that there was no way they could do what I do at Birth Choice because it must be depressing. I replied, "Yes it can be depressing, but when someone thanks you or thanks Birth Choice for helping them choose life for their child, it makes it all worth it." Just the other day I was getting my car serviced and out of the corner of my eye I saw a young lady who had come to Birth Choice. I purposefully didn't look up, but she recognized me and came over. This woman had changed her mind from abortion and given life to a little girl she adores. As she talked about her daughter, her joy was evident.



For many years I have realized that the war against such an evil force as child mutilation and murder was beyond my control and beyond the control of the Birth Choice ministry. While this has never been our war to win, it has always been our fight to fight...and fight we will! Over the years we've had to make some changes as we've adapted to the needs of those we serve, but holding fast to our biblical convictions – well that will never change! Yes, some days at Birth Choice are hard. The enemy relentlessly pursues and attacks unborn children, going as far as coupons for free abortions. Yet most days we experience much peace and even great joy as women choose life for their children. We are very grateful that God called us to this ministry. And we are thankful for all of the love, encouragement and support you give as you stand in the gap with us for the lives of God's precious unborn children. Thank you.

**WE NEED A VOLUNTEER
ELECTRICIAN**
Can you help?



We need help from someone who has the expertise to change out a number of light ballasts in our Jackson office. We will provide the ballasts. If you are interested please call Brent at 731-616-2993.



WALK FOR LIFE IS OCTOBER 3RD

at West Jackson Baptist Church

SEE MORE DETAILS IN THE ENCLOSED WALK FOR LIFE SPONSOR FORM!

Planned Parenthood isn't stopping and neither are we! Last year 131 precious babies were saved from abortion when people like you answered God's call to partner with our mission. Now that times look uncertain, women are more likely to choose abortion. Abortion clinics know it and we know it, which is why throughout the pandemic we continued to offer our free, life-affirming services while taking precautions. In fact, 10 babies were saved at our offices during the COVID quarantine!

Unfortunately we had to cancel or change some of our fundraisers at Birth Choice. As a result our funding has been down this year while we continue to see an increase in clients. Will you help us reach or even exceed our \$50,000 Walk goal this year so we can continue to offer our life-saving services? It's really simple: just register at birthchoice.biz and start asking friends and family to sponsor your walk by pledging or donating to Birth Choice.

*If due to unforeseen circumstances we are not able to gather in person on Oct. 3rd we will hold a virtual event and all donations and walk forms may be mailed in.

Walk Meat Sale* – Birth Choice will be selling ribs and chickens. Order by Sept. 29 at birthchoice.biz and pick up at the Walk!

*Meat sales subject to change based on availability



BANQUET REPORT

Although we had to cancel our banquet due to the COVID quarantine, our faithful supporters still raised \$89,442 for the Birth Choice Ministry; thank you to everyone who gave! Because of your support we have been able to continue offering free ultrasound at our clinics and on our mobile unit as well as provide all our other free programs. While falling short of our annual \$200,000 banquet goal, we continue to trust in God and in our donors' continued support. God bless you.

SAVE THE DATE:

Thanksgiving Meat Sale* – October 27 to November 20. Pick up on Nov. 25. Order at birthchoice.biz.

Christmas Meat Sale* – November 27 to December 18. Pick up on Dec. 23. Order at birthchoice.biz.

*Meat sales subject to change based on availability



FROM THE HEART OF A VOLUNTEER CLIENT ADVOCATE

PAT POPE

Client Advocate with our Jackson Clinic

Many years ago I was a total Pro-Choicer. I worked for years with people who were profoundly physically and intellectually disabled. Many of them were battling a lifetime of pervasive mental illness. It seemed perfectly humane to think that these poor, suffering souls would have been much better off had they never been born. But that misguided assumption all came to a halt when I met “Marianna”.

The only part of Marianna’s brain that developed was the stem and base. While in the care of my agency, Marianna became gravely ill and was not expected to live. She struggled with every single breath as Christ did on the cross. We all gathered around her anticipating the end to come soon, but suddenly things changed. Her breathing became smooth; she opened her eyes and began to look around as though she knew us. Perplexed and amazed, the doctors announced, “She’s gonna make it!”

For me though, it was as if I had been struck by a lightning bolt from Heaven. “So this is what the Sanctity of Life is all about: from CONCEPTION to NATURAL DEATH”. Leaving the hospital, I looked into the Heavens and begged God’s forgiveness at how shallow my judgment had been concerning the value of each person’s life, regardless of circumstances. I vowed from that day forward to go in whatever pro-life direction He leads me and I’ve never looked back. And so, by the total grace and love of God, Birth Choice is where He has planted me.



FROM THE HEART OF A CLIENT ADVOCATE & TEACHER OF HISPANIC CLIENTS

MARISELA “MARI” HEREDIA

Client Advocate & Teacher with our Jackson Clinic

When I started my new life in Christ, I found myself studying the Bible for the first time. I found a verse that impacted my life: *“Whatever you do, work heartily, as for the Lord and not for men, knowing that from the Lord you will receive the inheritance as your reward. You are serving the Lord Christ.”* - Colossians 3:23, 24

A short time later I received the news that I was pregnant. Someone told me about Birth Choice so I went to confirm my pregnancy. During my session, my Client Advocate asked me if I would like to serve other Hispanic women in the same way she did. My heart leaped and I understood that the Lord was calling me to serve Him in this lovely ministry. However, 7 years went by before I returned to Birth Choice.

It was when I took a friend to Birth Choice that I told the Spanish-speaking advocate, Sylvia, that I had received this calling years before. She was quick to give me a volunteer application form and I remember her exact words. “Thank you, Lord; You have answered my prayers for this person!”

I am always grateful to God for this ministry and for the opportunity to not only speak life to these women and men that come, but to talk to them about God, the Author of Life. It is a great blessing for me to serve and be part of this ministry. My prayer is to keep serving the Lord, impacting lives, and guiding them to choose life.

FROM THE HEARTS OF OUR CLIENTS

When our clients leave our office they are asked to fill out an exit survey. These are several comments they shared:

“Everyone at Birth Choice is so loving and caring. Everyone needs someone on their side.”

“[Birth Choice] opened my eyes to the different choices. They were extremely thoughtful and explained everything clearly. The best thing for me was the ultrasound. It has me leaning more towards having the baby....” *This abortion-determined young woman is now considering parenting.*

“My eyes were opened to so much new information. [Everyone was] awesome and attentive.... I was overwhelmed in a good way.... I loved it all.”

“I think that everyone is very caring at Birth Choice. It’s a wonderful beginning to parenthood.”



“I sound very heartless in this; but know that I am full of heart. However, my decision [to abort] will not be changed.”

At Birth Choice we know that even the most abortion-determined client can still be reached with God’s truth and love. For this reason we don’t stop praying for them when they leave our office. This young woman has since changed her mind and chosen life for her baby.

MOBILE MEDICAL UNIT UPDATE

We are so happy to announce that our Mobile Medical Unit is back on the road serving Fayette, Hardeman and Haywood Counties! To date we have served 25 women on board our MMU, several from each of the tri-county areas. Each one of these women received a free and confidential pregnancy test and ultrasound. We praise God for 3 babies who have been saved from abortion so far!



Needless to say, 2020 has been a very challenging year for everyone and the Birth Choice ministry is no exception. We had to cancel/postpone two of our three major fundraisers. The fact remains that we are depending on God's people in those three counties to support the life-saving work of this clinic-on-wheels that serves women in their communities. If you live in Fayette, Haywood or

Hardeman Counties, won't you consider a financial gift today to keep our MMU in your county one day a week? Just earmark your check, "MMU" and we will make sure your donation goes directly towards the Mobile Medical Unit.

Now Hiring
RDMS
Professionals



We are in great need of female RDMS professionals to work aboard our Mobile Clinic in the Hardeman, Haywood, and Fayette County areas. These are paid positions and the RDMS may ride on the Mobile Unit from Jackson or can meet us there. For specific information please email our Mobile Clinic Director Katy Simpson at katy@birthchoice.us.

Are you interested in serving as a Client Advocate on our Mobile Unit? Would you be willing to volunteer two 6-hour days each month to help save the lives of unborn children? Then Birth Choice needs you when our mobile unit is in YOUR area!

The 1-day training will be held on Friday, August 21st from 9:00 a.m. to 5:00 p.m. at Birth Choice of Jackson. We are located at 391 Wallace Road, Jackson, TN 38305. If you're interested and/or have questions, please email Katy Simpson at katy@birthchoice.us.

**VOLUNTEER
CLIENT ADVOCATE
TRAINING FOR WOMEN
IN HAYWOOD, FAYETTE, OR
HARDEMAN COUNTIES!!!**



2020 FALL TRAINING SEMINAR

for New Volunteer Client Advocates and Nurses
in Jackson and Gibson County

Just three or four hours of your time once a week
can make a difference between life and death for an
unborn child.

Our fall training dates will be October 6th,
8th, 13th, 15th, 20th, 22nd, 29th Tuesday/Thursday evenings, 6:00 – 9:00 p.m.

It's important for you to attend all sessions if possible. (Dates are for both the
Jackson and Gibson County Locations)

Request an application today!

Contact our clinic directors:

Jackson: Chris Veteto at Chris@birthchoice.us

Gibson County: Kelly Wall at Kelly@birthchoice.us

HONORED MOTHERS

*These moms were honored by their loved ones with the
purchase of a Birth Choice Mother's Day card.*

Martha Dawson

Nonnie

Ashley Wall

Janet Pindak

Ashley Wall

Alice Nettles

Nana

Elizabeth Peden

Belinda

Evelyn Marshall

Phyllis Daniel

Roberta

Juanita Hatter

Carolyn Coffman

SJ

Shirley Connell

Glenna Marshall

Lisa Veteto

Margaret Veteto

Elaine Davidson

Geraldine

Sanders

Linda Huckaby

Deborah Smith

Brenda Webster

Belinda Bonner

Alysha Sargent

Caroline Rogers

Nancy Miller

Linda Faulkner

Amy Pope

Kimber Linn

Fay Nelson

Melanie

Miriam Pirtle

Beth Jamison

Virginia Webb

Kay Griffin

Pam

Sue Mealer

Sarah Beth

Lyn Davis

Suzanne

Clendenin

Marie Mitchell

Nelda Owens

Mom/Grandma

Sylvia Ellsworth

Deborah

HONORED FATHERS

*These dads were honored by their loved ones with the purchase
of a Birth Choice Father's Day card.*

Todd Brown

James A. Smith, III

Bobby Crawley

Paul

Mike Pindak

Papa William Moore

Mike Petzoldt

Herb Stange

Joshua Sargent

Bryan Dawson



STAFF AND BOARD OF DIRECTORS

CORPORATE STAFF

Brent Lambert - Founder & CEO

T.C. Talley - Director of Men's Mentoring
and Abstinence Education

Tiffany Dawson - Director of Development
Ally Drotar - Assistant Director of
Development

Pat McLeary - Financial Secretary

Kelly Wall - New Beginnings Coordinator

JACKSON STAFF

Chris Veteto - Clinic Director

Kim Mayer, RN, MBA - Director of Nursing

Beverly Lambert - Administrative Assistant

Kaitlyn Pindak - Lead Receptionist

Renee Ragon - Part-time Receptionist

Sandy Clifford - Part-time Receptionist

Juanita Talley - Part-time Receptionist

GIBSON COUNTY STAFF

Kelly Wall - Clinic Director

Guinda Flippin, RN - Director of Nursing

Beverly Lambert - Administrative Assistant

Renee Ragon - Receptionist

MOBILE MEDICAL UNIT STAFF

Katy Simpson - Mobile Unit Director

Performing Ultrasounds:

Kim Cupples, RN

Judy Koonce, RN

Mary Yates, RN

Sandy Malone, RN

Kristen Palmer, RDMS

BOARD OF DIRECTORS

Mr. Marty Phillips - President

Mr. Brad Anderson

Miss Susan Blankenship - Secretary

Mrs. Cindy Borgognoni

Mrs. Jane Campbell

Mrs. Debbie Currie - Vice President

Mr. Tim Gaffney - Treasurer

Mr. James Parker

Mr. Barry Phillips

MEDICAL ADVISORY COMMITTEE

Dr. Paul Gray - Medical Director

Laurie Butler, RDMS

Dr. David James

Paul Mayer, MSN, FNP

Donna Wallis, RNC, WHNP

ADVISORY BOARD

Dr. Dean Currie

Mr. Bill Dement

Dr. Steve Hammond, Sr.

Mr. Donald "Bubba" Holsinger

Mrs. Peggy Korn

Dr. Samuel W. "Dub" Oliver

Mr. Chris Richards

Mr. Clark Shaw



BILL WILLIAMSON
Pastor of Grace Bible Fellowship

FROM THE HEART OF A PASTOR

I have always seen life as a unique and wonderful gift of God. God put the breath of life into man and His Word tells us that there is life in the blood. I do not understand how a medical professional can so easily take the life of a baby and dispose of it. When I read God’s Word, I realize that the life of an unborn child has value and that he or she is a wonderful masterpiece of God’s hand.

“You made all the delicate, inner parts of my body and knit me together in my mother’s womb. Thank you for making me so wonderfully complex! Your workmanship is marvelous—how well I know it. You watched me as I was being formed in utter seclusion, as I was woven together in the dark of the womb. You saw me before I was born. Every day of my life was recorded in your book. Every moment was laid out before a single day had passed.” Psalm 139:13–16 NLT

As a pastor, I strive to do all that I can to make sure our congregation has the opportunity to support Birth Choice. My wife and I participate in the “Walk for Life” event each year and our church endorses the Birth Choice Baby Bottle campaign. I feel an obligation as a pastor and believer in Jesus Christ to be on the forefront of helping protect the unborn.

OFFICE HOURS

JACKSON:

MON., TUES., & THURS. - 9a.m. - 8p.m.
 WED. - 9a.m. - 4a.m. FRI - 9a.m. - 1p.m.

GIBSON COUNTY:

MON. - 9a.m. - 6:30p.m.
 TUES. - 9a.m.-7:30p.m. THURS. - 9a.m.-2p.m.

JACKSON VOLUNTEER PERSONNEL

Medical Director

Dr. Paul Gray

Performing Ultrasound:

Kim Mayer, RN, MBA (staff)	Kathy Mueller, RN
Kim Cupples, RN	Jamie Wilson, RN
Jullie Hutchison, RN	Tracie Flynn, RN

Support Nurses:

Stephanie Ganaway, RN	Deborah Smith, RN
Lorraine Kail, RN	Kerrie Whiteaker, RN
Jayne Ragon, RN	

Client Advocates

Sherry Bell	Vickie Hicks	Rita Rasbach
Ashley Cain	Melissa Higgins	Renee’ Riddle
Rosario Cates	Ruth Hoppers	Lili Tankersley
Sherry Dorris	Teresa Johnston	Susie Toomey
Diane Dougan	Beverly Lambert	Rachel Vivio
Ranelle Dunn	Tina Norwick	Stephanie Young
Jill Faulkner	Susan Pierson	
Marsha Gaskill	Pat Pope	
Mari Heredia	Marie Pugh	

Teachers

Barbara Acred, RN	Mari Heredia	Karen Rushing
Jennifer Beebe	Donna Coats, RN	Juanita Talley
Sharon Borntrager	Judy Rose	

MENTor

T.C.Talley (staff)

Wendy’s Room

Cookie Collomp	Marian Hines	Janice Sickle
Annette Conaway	Sharon Longley	
Phyllis Davenport	Mary Ann Price	

Office Aides:

Kathy McCann	Alice Nettles
Doris McKenzie	Joanne Reed
Marilyn Morgan	

GIBSON COUNTY VOLUNTEER PERSONNEL

Medical Director

Dr. Paul Gray

Performing Ultrasound:

Guinda Flippin, RN (staff)

Support Nurses:

Debbie Paullus, RN Lenile Sargent, RN

Childbirth Education

Debbie Paullus, RN Lenile Sargent, RN

Client Advocates/Teachers

Nan Ashburn	Pam Goslee	Jane Wilkins
Kacey Baker	Leslie Milligan	Robin Odom
Taylor Exley	Renee’ Ragon	

MENTors

Denny Wall Roger Stacy Mike Roberson

Administration

Beverly Lambert

Receptionists

Renee’ Ragon (staff)
 Sheilah Spangler

Resource Room

Alicia Whitten
 Shayna Jackson

PLEASE VISIT OUR UPDATED DONOR AND CLIENT WEBSITES:

www.BirthChoice.biz | www.yourprivatechoice.com

BIRTH CHOICE QUARTERLY PUBLICATION

Volume 3, 2020

391 Wallace Road
Jackson, TN 38305
731-664-8443

1281 Hwy. 45 By-pass
Trenton, TN 38382
731-855-2900

NON-PROFIT ORG.

U.S. POSTAGE

PAID

JACKSON, TN

PERMIT #1012

ADDRESS SERVICE REQUESTED



Thanks for helping my mommy,
Birth Choice.

God's got plans for me!

S.J. Photography

FROM A BIRTH CHOICE CLIENT:

"The people at Birth Choice were wonderful and very helpful as I struggled with a stressful decision. They gave me a lot of information....but they weren't forcing me to make any decision. The best part was seeing [my] baby active and moving [on the ultrasound]." *This young woman had already scheduled an appointment at an abortion clinic, but she changed her mind and chose life for her baby.*