

MORNING CENTER



A CASE FOR SUPPORT

JANUARY 2026



Dear Reader...

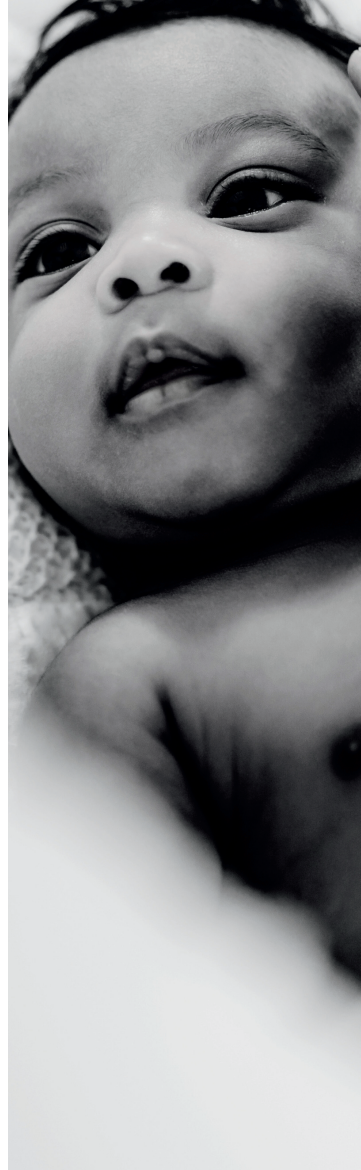
The world we live in can feel seemingly hopeless—marked by depression, addiction, violence, abuse, and death. But amidst the deep darkness, there are voices crying out to see cities across America transform and flourish.

They are everyday people who dream of a world where their fellow citizens face a bright future, one characterized by health, vitality, and flourishing.

These individuals are the unsung heroes of our story—a story yet to be shared with thousands of expectant moms through the generosity of people like you. Dear hero, we would like to introduce you to the Morning Center.

"Though weeping may endure through the night... joy comes in the morning"

Psalm 30:5



MEET THE MORNING CENTER

*on earth
as in Heaven...*

*We desire to see real + tangible
change sweep across our nation.*

Imagine cities where the light of hope and the warmth of compassion fill every corner, where each life is cherished, and every mother-to-be is met with love. This vision is the heart of our ministry at the Morning Center in the cities we serve, where we extend the transformative love of Jesus to underserved pregnant moms through medical care.

While we recognize that we only play a small part in this transformation, our role is still significant. Launched in 2011 out of love for mothers and their newborns, the Morning Center is a 100% privately funded nonprofit operating medical clinics providing free, full-service, Jesus-centered maternity care to pregnant moms and babies in communities that need it the most.



As medical clinics offering cost free, comprehensive prenatal care in the cities we serve, we are deeply humbled by the opportunity to link arms with the local Church and the broader communities. Through the medical ministry God has entrusted us, our greatest joy is contributing to the restoration of family units. We strive to bring about this transformation through the profound **love** of Jesus, as defined in **1 Corinthians 13**, extending our reach beyond our clinics—one mom + child at a time.



OUR *Mission*

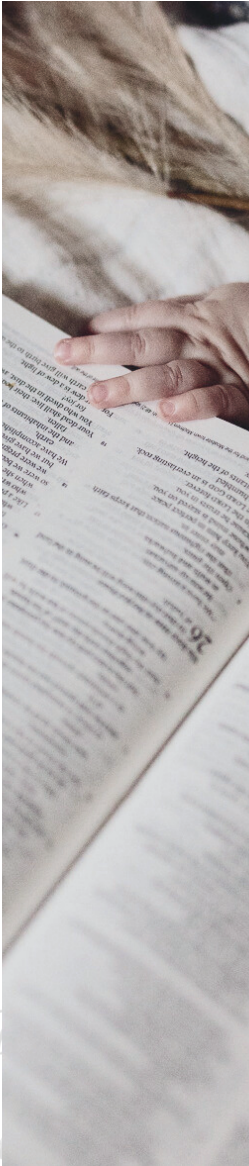
The Morning Center provides FREE, Jesus-centered prenatal and postpartum care to under-resourced pregnant women.

We are **the medical component** of a pregnant mom's journey providing much-needed maternal healthcare, including labs, diagnostic ultrasounds, and full-term provider care.

We fill a significant gap in medical care that under-resourced moms cannot obtain through a pregnancy center or low-income insurance options.

Most importantly, we provide care **wrapped in the love of Jesus**. For many of our patients, their clinic experience will be the first time they experience love. We strive to exemplify the **1 Corinthians 13** attributes of love in all we do.

*Love
It does not dishonor others, it is not self-seeking
it keeps no record*



GOSPEL INTEGRATION

in our core values



Biblically Based Bioethics

Without the Word of God, ethics shift with culture. Our biblical foundation anchors every medical and operational decision we make.



Compassionate Christ-Centered Care

Our care reflects the heart of Jesus: personal—dignifying, and deeply relational. We remind everyone connected to what we do that they are known, loved, and valued by God and that He wants a relationship with them.



Intentional Collaboration

The family of God is designed to function as a body, not as independent parts. We pursue unity and partnership because working together reflects His nature and multiplies the impact of the Gospel.



Relational Tenacity

Relationships are where transformation happens. Though they can be messy and complex, we refuse to withdraw. We stay engaged, choosing grace and perseverance because people are worth the effort.



Excellence in Ministry, Medicine & Mission

Our pursuit of excellence flows from devotion to Christ. We labor with diligence, humility, and love, knowing that how we serve reflects Whom we serve.

THE UNDENIABLE NEED

Over the past decade, the Morning Center has collected compelling data demonstrating the overwhelming need for accessible, cost-free maternal healthcare across the nation. Since our founding, we've provided comprehensive prenatal care to thousands of moms and delivered hundreds of babies, serving diverse communities through our clinics across the country.

Each week, we receive calls from moms without insurance and nowhere else to turn. In Memphis, our receptionist reported an average of **15-20 new appointment phone calls every week**.

These moms come from diverse backgrounds, representing every part of our city, with demographics that include 14% Caucasian, 27% Latino, and 42% African American.

Not only can we quantify the need through over 10 years of patient metrics, but the communities we serve clearly demonstrate a strong demand for care.

In Memphis, TN—where we are headquartered—two of our partnering pregnancy resource centers saw more than **2,700** moms walk through their doors who ultimately needed accessible healthcare beyond their scope of services.

Additionally, Memphis' infant mortality rate remains among the highest in the nation, with some zip codes experiencing more infant deaths than parts of the developing world—largely due to lack of prenatal care.

This leads to a tragic reality: ***moms are choosing life, yet losing their babies within the first year***—underscoring just how critical accessible prenatal and postpartum care truly is. This is where your support becomes a lifeline of **hope, healing, and transformation**.



OUR SOLUTION

The Morning Center **provides much-needed, cost-free maternal healthcare services**, funded entirely by philanthropic sources like you. With your generosity, we provide essential medical services, including diagnostic ultrasounds, labs, and provider care. But we go further by seeking to treat the whole person, addressing the spiritual, physical, emotional, social, and economic well-being of our patients.

QUICK FACTS

- ✓ 100% private-donor funded; we do not receive government funding.
- ✓ Care is provided at **zero cost** to all patients. Insurance is not required or utilized.
- ✓ Providers are capped at 10 patients per day; 30 minute appointment slots allow for one-to-one relational patient ministry and ensure overall staff health.
- ✓ Intentionally partnered with community organizations that pair moms with mentors until the child's 2nd birthday.
- ✓ Sustainable community—Partnered with churches who are equipped to receive patients and their children into a discipling family, imparting life-long worth and wisdom.
- ✓ Access to cost-free licensed counselors + mental health professionals.
- ✓ Complimentary shopping experience in our maternity care closet.
- ✓ Established delivery partnerships with local, reputable hospitals.





OUR APPROACH

Early childhood intervention is a buzzword in our society. While we acknowledge the many transformative ways organizations are reaching children, we believe that the earliest form of intervention begins with the mother and father.

The Nurse-Family Partnership organization demonstrates how important it is to reach a child by empowering the mother. Through their research, a nurse was partnered with a first-time mom and regularly visited with her until the child's second birthday.

The results from this program are outstanding, with statistics such as a 48% reduction in child abuse and neglect, a 67% decrease in behavioral and intellectual problems at age 6, and a 59% decrease in child arrests at age 15.

This is the kind of intervention that the Morning Center dreams of for our city. We firmly believe that transforming the lives of men and women will spark a societal change that will reverberate across Memphis.

This informs our approach at the Morning Center.

OUR SERVICES

Focused on the whole person, we believe that Christ's transformational love is the true source of well-being. This belief allows us to care for the spiritual, physical, emotional, social, and economic wellness of our patients, their families, and their communities.



FULL SERVICE PRENATAL + POSTPARTUM MEDICAL CARE

Comprehensive medical care including labs and ultrasounds provided by a team of ministry-minded, board-certified medical professionals, at no charge.



EDUCATIONAL CLASSES

Designed to fully equip patients to walk through their pregnancy and into motherhood, confident and secure.



SPIRITUAL SUPPORT

We wrap our medical care in the love of Christ, inviting each patient, through prayer, counseling and relationship, into the abundant life that God intended.

OUR CLINICS

Boots on the ground providing quality, Jesus-centered prenatal and postpartum medical care to under-resourced communities.

SERVING MOMS SINCE 2013



MEMPHIS, TENNESSEE

FACT: Memphis has held zipcodes historically leading the nation infant death rate. Lack of access to quality healthcare is a leading cause.

scan to learn more

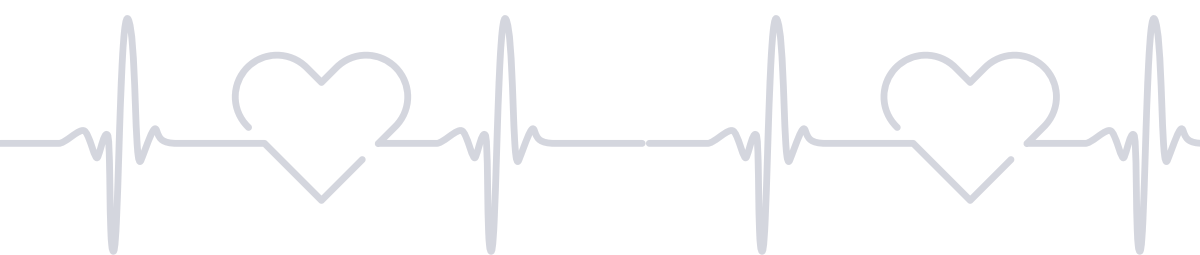


ON THE HORIZON



DALLAS, TEXAS

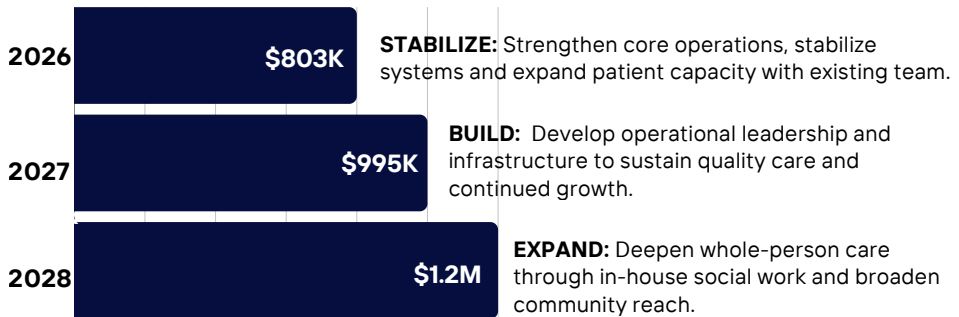
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LOOKING FORWARD

Your partnership fuels a three-year vision for growth: **strengthening** our team and culture, **expanding** patient care and program impact, and **ensuring** the financial health that sustains this mission long-term.

Three-Year Projected Budget & Key Objectives:



WHY RECURRING GIFTS?

Sustainable impact begins with faithful recurring support. This creates the dependable foundation that allows us to plan wisely, steward resources responsibly, and provide consistent care to every mom who walks through our doors. **At the Morning Center, this consistency is vital.** When a mom begins care with us, we commit to caring for her through all nine months of pregnancy and beyond. Each mom we serve is already in a vulnerable place, and she deserves care that is compassionate, consistent, and never interrupted.

Currently, recurring gifts make up only 20% of our budget. To sustain operations and guarantee uninterrupted care, we aim to increase that to 40%. With a three-year plan in place, we're inviting donors to make annual or multi-year commitments that strengthen the financial foundation needed to serve every mom and baby—from the first appointment through delivery—and continue expanding our reach year after year.



WHAT OUR PATIENTS ARE SAYING



"I love my care here better than the care I've received elsewhere. It feels more personal + not like they just want a check. They actually care about us and our babies."

"I don't think the community should lose the Morning Center. It is a true treasure and value to Memphis!!"

"The Morning Center changed my life and my family's lives. I came here because they are like family."

"There needs to be MORE places like this!"

"Thank you, guys, for helping me out and checking on my child. Thank you for being fun, making me laugh every time I come, and for just being nice to me."

"I chose the Morning Center because I have a very low income and no insurance, and they were here to help me through my pregnancy."

"Please allow their services to continue so that they may continue helping those who can't afford proper prenatal care."

"I love the Morning Center. It was a blessing for me for my prenatal care. I love the women who work here. It feels like a family rather than a doctor's visit."

"By far, the best prenatal care!"

A MILESTONE MOMENT: A WORD FROM OUR MEMPHIS MEDICAL DIRECTOR.

After our first day in our new Memphis clinic, our Medical Director shared...

"Two years of hard work, and by the grace of God, this place has reopened! We saw two patients today, and I instantly understood a little bit more about what this place is about."

Dr. Mitchell describes his experiences with our two patients, highlighting real needs Memphis moms often face:

"Our first patient was homeless, and she was pregnant with her fourth baby, and had food insecurity. She had housing insecurity. She had a lot of problems that she had to deal with. We were able to give her life, to be able to pray with her."

He explains,

*"Our provider spent close to 45 minutes with this individual, just giving her a home, and talking to her about her family, all while providing excellent prenatal care. We spent time with this individual who just needed to be loved, and I think that's one of the key things that everyone needs to know about what the true purpose behind the Morning Center is—**it's not just prenatal care, it's to bring Jesus to our patients and to love them.**"*



Scan to listen to the whole report, and an encouraging word from Medical Director, Dr. Aaron Mitchell.



YOUR PART TO PLAY

Your support will change lives, build families, and transform communities.

As we move forward, we are committed to expanding partnerships with individuals, churches, businesses, and foundations across the nation who share our vision. At the heart of our mission are the powerful stories of moms and babies whose lives have been forever changed by compassionate care and the support of those who believed for their bright futures. Through the power of these transformative narratives, our goal is to spark a revitalization movement in the most generous city in the nation—one dedicated to the well-being and prosperity of every mother and child in our community.

Join us!



Scan the QR Code to learn how you can partner with the Morning Center.





'...A shout of joy comes in the morning.'

PSALM 30:5



morningcenter.org