

obria®

MEDICAL CLINICS

STANDING IN THE GAP

The First National Brand of **Life-Affirming** Clinics



Beyond the Rhetoric of Today

The **noise of our culture** is intense and unrelenting. There is a cultural war for the lives of women and their unborn children.

Abortion advocates, popular music, TV and films normalize risky sexual behavior and promote abortion providers who profit over \$1B annually from pills and procedures.

High school and college students are particularly vulnerable with accessibility of the Internet and smartphone apps that promote 'hook-up' culture. The "Abortion Pill," RU486—recently reclassified as "preventative care," the same as hormonal contraceptives—is now available in 15 states to girls as young as 12 without parental consent.

- 6,000,000 monthly searches for abortion via web and smartphones
- 8 of 10 high school students have a smartphone
- 51% of abortions are performed on women under 25 years of age

The Sound of a Clear Plan

A battle rages for ownership of expecting youth and young adults searching for solutions. In the midst of crippling confusion, Obria plans to win the battle.

Obria is the only life-affirming national brand.

Since 1981

Obria operates fully licensed medical clinics with comprehensive sexual and reproductive health services, health education and support programs for new parents.



Abby Johnson, Pro-Life Activist:
"If the pro-life movement wants to shut down Planned Parenthood, it has to compete utilizing the very thing Planned Parenthood fears the most: modern life-affirming women's centers like Obria Medical Clinics."

Our Mission:

To provide quality and compassionate health services based on medical truth, giving our patients a safe and professional place for care. We empower patients to make an informed decision regarding their sexual and reproductive health.



A Proactive Model

Intersect the decision cycle of unintended pregnancy and unhealthy sexual behavior at every identifiable stage of risk.

Medical Services: Obria is a fully accredited, licensed clinic, with services including: well-woman exams, cancer screenings, HIV and STD testing and treatment, pregnancy tests, ultrasounds, prenatal care, parenting classes, teen integrity education, college campus outreach, RU-486 abortion pill reversal, and more.

Telemedicine: 71% of millennials want their first contact with healthcare to be online. Sadly, 1/3 of all abortions happen in girls' own homes because of telemedicine—over 400,000 each year. To intersect these girls while they search online, a life-affirming telemedicine presence is crucial. Obria's digital patient marketing and technology platform proactively reaches at-risk youth directly through their smartphones. Obria has built the foundation of the infrastructure for a nationwide program that can be implemented by all affiliates.

National Life-Affirming Brand: To break the cycle of reproductive decisions made in crisis and to compete against abortion providers, Obria's brand must ring clear and powerful. Branding is key to understanding who we are and to providing life-affirming support for girls across the country. We are already in the process of establishing Obria clinics in 22 states and are a growing national presence.

79% of Obria patients who see an ultrasound of their child choose life.

With national expansion, that could translate to 335,000 babies per year saved from abortion.



Obria's Impact:

- **1,486** babies saved in the last two years
- **12,081** clinic interactions in 2015
- **22** states so far are in discussion to establish Obria clinic affiliates
- **6,705** babies saved since 2007

Our Life-Affirming Vision

To be the nation's leading provider of compassionate reproductive health services that are authentic, truthful, accepting and safe.

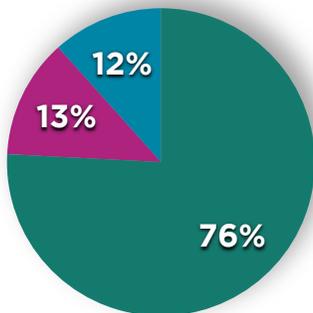
- In the next five years, unify a network of medical clinics to save 335,000 lives per year, bringing the 1.3 million annual abortions in this country under one million.
- Activate 200 Obria Medical affiliate clinics across the U.S. through the Obria Foundation.
- Expand launch of the Pro-Life TelemedicinePX Platform to increase patient visits, engagement traffic and clinic visits with positive mission outcomes -- saving babies and proactively reaching more youth.



Financial Snapshot

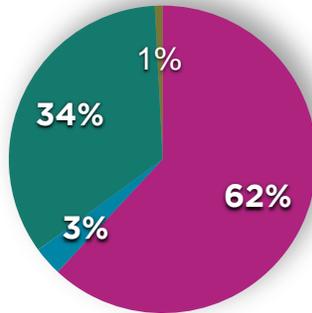
Obria 2015 Expenses

- Programming - \$1,749,229
 - Fundraising - \$289,727
 - Administration - \$268,198
- Total: \$2,307,154**



Obria 2015 Income

- Individuals - \$1,776,998
 - Churches - \$87,853
 - Foundations - \$980,352
 - Corporations - \$23,638
- Total: \$2,868,813**



2016 Budget: \$3,713,143

National Advisory Board:

Steph Busch

The Busch Group Vice Chairperson, Obria

Chuck Schreiber

President, KBS Realty

Archbishop José Gomez

Archbishop of Los Angeles

Bishop Kevin Vann

Bishop of Orange County

Curtis Martin

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Lila Rose

Pro-Life Advocate

Chuck Donovan

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Greg Pfundstein

President, Chiaroscuro Foundation

Jim Daly

President, Focus on the Family

Abby Johnson

Pro-Life Advocate

Berni Neal

Pro-Life Advocate



Lila Rose,
President,
Live Action:

“There is no greater injustice in the world today than the shedding of the innocent blood of unborn children. We will never be able to build a culture of life if we do not respect the dignity of the human person. We must build our society, as it once was founded, upon respect for life, and the right to life.”

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