



ONE

One Number One Solution

(855) 855-PREG (7734)

Connecting Pregnant Women in Need
with
California Pregnancy Resource Centers

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Former Culture of Life Chairman, Oakland Diocese Chapter



Options
United

Topics

- Abortion in California: Challenges
- California Bishops' Call to Action
- ONE (One Number One Solution) / Options United
- Knights Call to Action
 - Aid and Support After Pregnancy (ASAP) Program
- Next Steps
- How to Donate

Abortion in California: Challenges

- There are at about 166 abortion clinics in California
- \$200 million in State funds for Planned Parenthood et. al.
- Sanctuary Policies mean a 3,000% increase in “abortion tourism” from out of state coming to California
- Abortion pill available on college campuses
 - Public universities are REQUIRED to provide abortion pills at no cost
- Starting in 2023, all abortion-related related services -- including consultations and follow-up care -- are free
 - SB 245 (signed into law in March 2022) prohibits insurance companies from imposing deductibles, copayments, or other cost-sharing for abortions

Abortion in California: Challenges

- California Pregnancy Resource Centers Are Under Attack
 - By the CA State Attorney General and State Legislature
 - Are openly labeled as “ANTI-ABORTION” and seen as a threat to the abortion industry
 - Targeted “lawfare” and proposed legislation to “regulate” (= RESTRICT) providers of alternatives to abortion

***Pregnant women in need deserve the information
and resources to make a real CHOICE . . .
by having access to ALTERNATIVES / OPTIONS
to abortion***

California Bishops' Call to Action

“With Pope Francis, we believe that abortion attacks the sacredness of human life, and that it is not ‘progressive’ to try to resolve problems by eliminating a human life.

“At this pivotal moment, we, the Bishops of the Dioceses of California, commit to a vision for our state that honors women with life affirming support and practical resources . . . so that no woman feels trapped into the devastating decision to end a life by abortion.

“We resolve . . . To unite our state’s life-affirming pregnancy shelters, centers, and clinics, creating an accessible statewide network to accompany women facing challenging pregnancies and in the early years of parenthood.”

California Catholic Bishops’ Statement, January 2022

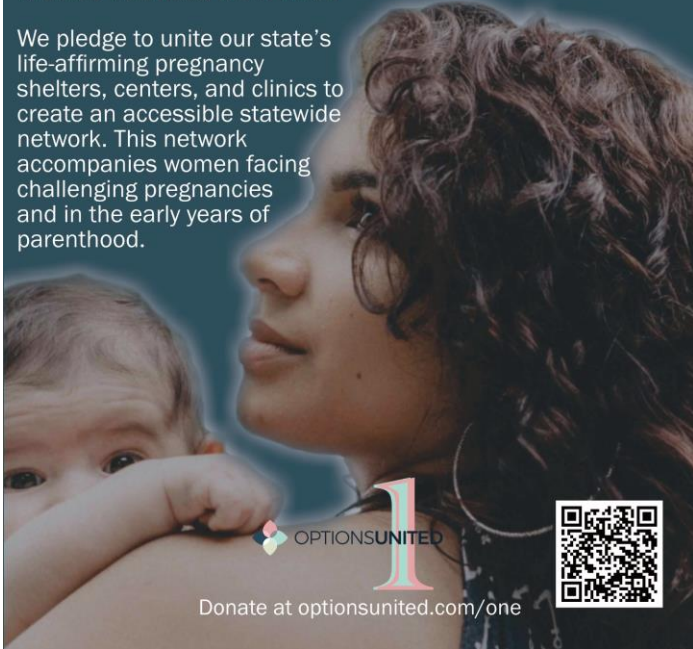
One Number One Solution (ONE)

One number, one solution

More than **170** pregnancy resource centers operate throughout California.

ONE's mission is to provide a simple pathway to connect these and other abundant safety net resources in California supported by people of faith and goodwill throughout the state to those who need them most.

We pledge to unite our state's life-affirming pregnancy shelters, centers, and clinics to create an accessible statewide network. This network accompanies women facing challenging pregnancies and in the early years of parenthood.



- Call Center / Help Line providing referrals to over 170 California Pregnancy Resource Centers
- Online Support: <https://optionsforpregnancy.com/>
- Online digital Ads directing women to ONE Call Center
- Partnerships with Pregnancy Centers, Pro-life Organizations, Catholic Dioceses, etc.
- Operated by Options United
 - California-based 501c3 Non-profit organization
 - President: Thomas Rudkins – brother Knight
- Donations to ONE / Options United are matched by the Knights of Columbus ASAP Program

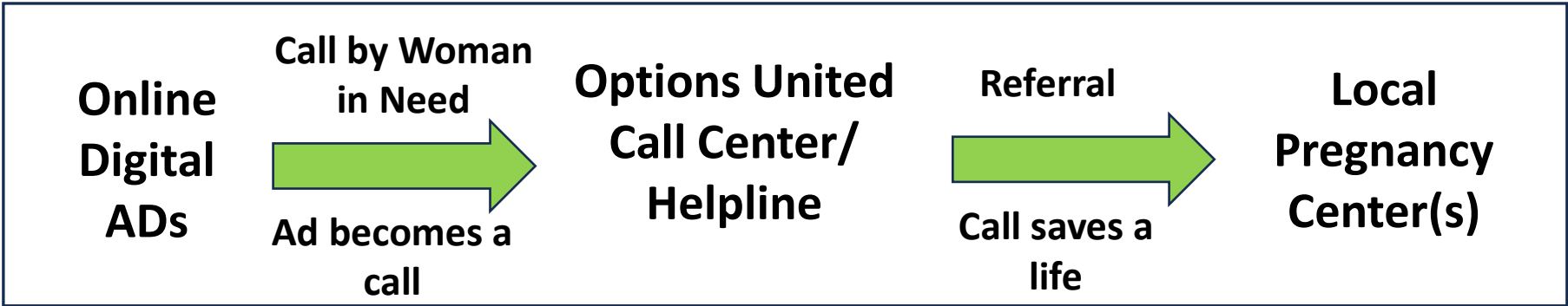
Our Vision is to connect every vulnerable mother in California with local pregnancy help and support services

ONE

*HELPING MOTHERS CHOOSE
LIFE
THROUGH COLLECTIVE
EFFORT / IMPACT*



One Marketing Hub -- One Communications Hub -- One Network



**Partnerships with Pregnancy Centers,
Pro-Life Groups, Catholic Dioceses, etc.**

ONE Operations – Call Center / Helpline

- HELPLINE: (855) 855-PREG (7734) – Call / Text
 - Only Catholic call center in California
 - Receives about 13,000 inquiries per year
- Trained bilingual staff
- Hotline and website links to all California pregnancy support resource centers
- Providing referrals and appointments for:
 - Abortion alternatives
 - Post-abortion Healing
 - Maternity Homes
 - Adoptions
 - Other referrals for women and families



Options United (855) 855-PREG

Call or Text 24/7 for Pregnancy Help Llamar o enviar texto 24/7 Para ayuda con el embarazo

 Scan to Text  optionsunited.org

Compassionate care after miscarriage or abortion available
Cuidado compasivo después de un aborto espontáneo o aborto

ONE provides a simple pathway to connect California pregnancy support resources with those who need them most

ONE is a State Catholic Initiative



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CATHOLIC
CONFERENCE

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SACRAMENTO, CALIFORNIA 95814
T: (916) 313-4000
F: (916) 313-4066
www.cacatholic.org

My Fellow Catholics,

May 2022

The bishops of California are committed to walking with women, children and families to create a future of California that respects and values all people, born and unborn. In their [statement](#) released on January 22, 2022, the bishops pledged to empower CA Catholics to accompany vulnerable women, children and families by uniting our state's life-affirming resources and equipping our community with tools to connect those in need with life-saving help.

To fulfill their pledge, and respond to the expected increasing demand for abortion in California, the California Catholic Conference has engaged Options United (OU), a California registered 501(c)3 organization, to carry out a One Number, One Solution response. OU operates a state-wide call center and web platform that refers women to life-saving resources including pregnancy centers and clinics, maternity homes, and other local resources. OU has a fully staffed call center, online scheduling, an after-hour hotline service, and years of strong relationships with all 170 pregnancy centers in the state. Their call center offers a warm handoff for each caller to the resource that meets their needs including pregnancy services, housing, intimate partner violence, substance abuse, parenting classes and more.

I have successfully worked with Options United for close to 8 years, in my role at the Archdiocese of Los Angeles. I can attest to their professionalism and to the success of their model, which focuses on collective marketing that unites all of the life-affirming resources in CA and provides real-time solutions for women, children and families. The CCC is creating resources for parishes and schools, as well as public-facing advertising in the form of billboards, bus bench ads, radio ads and digital advertising, all using OU's One Number, One

Know too that the California Knights of Columbus are directly involved in the ONE project. The Knights are known for their profound commitment to the unborn and to families. Their zeal and organizational skills are essential to the task ahead.

On behalf of the bishops of California, I ask that you prayerfully consider your role in this effort with Options United. Their communication and marketing strategy offers a united approach that will reach more women and families who will find life-affirming solutions at the clinics and centers.

- Endorsed by the California Catholic Conference / California Catholic Bishops
 - fulfilling its resolve to unite California pregnancy support resources in an accessible statewide network through ONE
- California State Knights Activity

“Know too that the California Knights of Columbus are directly involved in the ONE project . . . ”

- *Supreme Council is already matching donations to Options United through the ASAP Program*



Knights' Call to Action

- Aid and Support After Pregnancy (ASAP) Program
 - featured Faith in Action--Life program
- Helping mothers and babies – both unborn and born -- by supporting pregnancy resource centers and maternity homes
- Supreme Council matches \$100 for every \$500 (up to \$2,000) donated by Council or Assembly to a qualifying pregnancy resource organization
 - ONE / Options United is a qualifying organization under ASAP
- In Fraternal Year 2022-23, Knights donated more than \$6 million through ASAP

“The United States Supreme Court’s landmark decision in *Dobbs* . . . will be viewed as one of the most significant human rights achievements in our nation’s history. But there is still much to be done. In the *Dobbs* era, the Knights of Columbus will continue to fight for the lives of the unborn . . . and we will strengthen our support for mothers and their children. Our Founder, Blessed Michael McGivney, had a particular concern for widows and orphans, and the Knights’ mission to support mothers in need and their children is a sacred responsibility we’ve carried for over 140 years.” -- Supreme Knight Patrick Kelly

Next Steps

- Get the word out about ONE Call Center / Helpline
 - In your Parish: Parish bulletins, posters, etc.
 - In your local community: “bathroom stickers,” etc.
 - Downloadable posters, bathroom stickers, etc. available at <https://optionsunited.org/download-to-print/>, or contact Options United at <https://optionsunited.org/contact/>
- Fundraising for Pro-Life Organizations
 - Example: “Loose Change for Life”
 - Information on “Loose Change for Life” available as a downloadable pdf document at <https://optionsunited.org/knights/>
- Make a Donation to a Pregnancy Support Organization
 - Through Knights of Columbus ASAP Program, for donation match

Please consider ONE / OPTIONS UNITED when making your pro-life donation


Knights / Parish Resources

Poster

Options United

Est. 2009

Our Vision is to connect every vulnerable mother in California with pregnancy help and support services.



Our Lady of Guadalupe,
Protectress of the Unborn,
Pray for Us

(855) 855-PREG

Call or Text 24/7 for Pregnancy Help

Compassionate care after miscarriage or abortion available

Llamar o enviar texto 24/7 Para ayuda con el embarazo

Cuidado compasivo después de un aborto espontáneo o aborto

Scan to Text



optionsunited.org



@options_united
@optionsunited
optionsunited.org

5 x 7 in Postcard

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Donate at optionsunited.com/one



Bathroom Sticker

Options United

(855) 855-PREG

Call or Text 24/7 for Pregnancy Help

Llamar o enviar texto 24/7 Para ayuda con el embarazo



Scan to Text



optionsunited.org

Compassionate care after miscarriage or abortion available
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How to Donate

- Options United

- www.OptionsUnited.org/Knights
- <https://optionsunited.givingfuel.com/main-page>

Contact: Thomas Rudkins / Thomas@OptionsUnited.com / (818) 483-4233

- Supreme Council ASAP Program Donation Match – Grant Application Request

- <https://www.kofc.org/en/contact/asap.html>

Helpful Resources

- Options United
 - <https://www.optionsunited.org/>
 - Contact: Thomas Rudkins / Thomas@OptionsUnited.com / (818) 483-4233
- Options United / Knights of Columbus
 - <https://www.OptionsUnited.org/knights>
- Options United / Parish Resources
 - <https://optionsunited.org/download-to-print/>
- Options United Call Center / Link to Pregnancy Resource Center
 - <https://optionsforpregnancy.com/>
- Knights of Columbus ASAP Program
 - <https://www.kofc.org/en/what-we-do/faith-in-action-programs/life/aid-support-after-pregnancy.html>