

CLARITY SOLUTIONS

# 2024 IMPACT REPORT

A YEAR FOR ABUNDANT LIFE

2024



CLARITY FAMILY, J. & M.

## OUR MISSION:

# Save the unborn. Strengthen the family. Share the gospel.

Clarity's mission has always been to save unborn babies and support pregnant mothers in need. Over time, the organization has evolved, expanding and deepening its efforts. In my first year as CEO, it became evident that we needed a more focused and concise mission to guide our work moving forward. Our new mission statement is as follows:

***Save the unborn. Strengthen the family. Share the Gospel.***

This refreshed mission encapsulates Clarity's core values of life, support, and faith in Jesus Christ. It offers a clear, compelling direction for our diverse ministries while remaining simple and memorable for both supporters and staff alike.



**NEW MISSION STATEMENT, SAME LASTING MISSION**



## YEAR END TOTALS

# 716

Individual clients served by Clarity • Up 4% from 2023 and a 49% increase from 2022 and 2021.

# 2,833

Appointments conducted at all locations • Up 12% from 2023 and a 28% 5-year increase from 2019.

# 127

Choices for life by abortion-minded clients • Up 41% from 2023 and a 505% 5-year increase.

# 302

Choices for life by abortion-minded AND abortion-vulnerable clients

# 528

Family units served in 2024

# 477

Babies served in 2024

# 485

The Gospel of Jesus Christ was shared with 485 individuals

# 6

Professions of Faith and eternities changed forever



CLARITY BABY S.

## 2024 NOTABLES

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**More lives were saved in 2024**

**More clients were served in 2024**

**More appointments were booked in 2024**

THAN EVER BEFORE IN CLARITY'S HISTORY.



### **EXPANDED HOURS**

Clarity Solutions expanded its hours for our clinic and support programs to include Thursday evenings to accommodate working parents and our increase in clients.



### **EXPANDED & IMPROVED CAMPUS**

Clarity Solutions is in the process of acquiring and renovating 110 E. Memorial Dr. to serve as an administrative building. Windows at The Haven were also replaced.



### **EXPANDED CARE**

Clarity Solutions has expanded its client support programs, now allowing participants to access education, mentoring, and resources until their child turns two.



# 2024 NOTABLES

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## ABUNDANT HOME

The Haven reached capacity for the first time in 2024. Most of the year it was full, with 3–4 moms and 3–5 babies! Clients successfully transitioned out of the home, saw reunification with children, began working, celebrated sobriety, and more.



## ABUNDANT SUPPORT

This year, God blessed Clarity with \$1,056,266 in income, driven by the generosity of our supporters and record giving at our gala, Walk for Life, and end-of-year appeals, sustaining the abundant growth we experienced in 2024.



## ABUNDANT SERVICE

Clarity was blessed to hire and train an additional staff nurse, growing our capacity to provide exceptional care and support to our patients.

Clarity Solutions 2024 theme was *Abundant Life*. This theme was evident as God showed up in amazing ways for Clarity Solutions and the clients we served. What is most important about these notable accomplishments is that they represent countless miracle babies, family transformations, and answered prayers.



CLARITY  
VOLUNTEERS



WALK  
FOR LIFE



OUR NEWEST  
PROPERTY



FUNDRAISING  
GALA



CLARITY SOLUTIONS

# Medical Clinic.

93%

of clients  
chose life!

427

## MEDICAL CLIENTS

Clarity served 427 individual women at Clarity's Clinic in 2024. This is up 23% in two years.

302

## CHOICES FOR LIFE

302 lives were saved in 2024! Clarity served 324 women who were considering or at-risk for abortion.

76%

of clients were  
seeking or at risk  
for abortion

707

## APPOINTMENTS

The clinic had 707 appointments for medical services in 2024. This includes 242 appointments for abortion-minded women.

149

## ABORTION-MINDED WOMEN

We served 21% more abortion-minded women in 2024 over 2023. There is also a 344% 5-year increase with these women.



CLARITY MOM, M.

# The Haven Maternity Home.

**2,417**

## **NIGHTS OF SHELTER**

The Haven provided 2,417 nights of shelter to her residents in 2024. This is up 266% from 2023.

**13**

## **RESIDENTS SERVED**

Six moms and seven babies were housed, loved, and provided for in 2024.

**53**

## **CLIENTS WITH UNSTABLE HOUSING**

Ninety-two percent of these clients without housing stability were considering or at-risk for abortion. The need for The Haven continues.

These figures represent moms who made professions of faith, were gainfully employed, worked towards their education, and more. The babies that call The Haven home were born into sober, loving families, or were reunited with their birth mother due to Clarity's ministry.

We  
experienced  
full capacity  
for the first  
time at The  
Haven!



# Motherhood Program.

# 159

## ASPIRE CLIENTS

159 women participated in our Aspire program. Clarity ended 2024 with 82 active program participants.

## HISPANIC INITIATIVES

We sourced multiple new mentors and class materials to support our Spanish-only speaking clients. Our mentors are also teaching two clients to read and write.

# 1,505

## ASPIRE APPOINTMENTS

These appointments include class, mentoring, and Bible study. This is up 20% from 2023.

# 22

## MENTORS

We have 22 female mentors helping, encouraging, and guiding the women in the Aspire program.





# Fatherhood Program.

# 196

## MALE CLIENTS

Clarity served a record 196 men in 2024. These men came through the clinic, the Aim program, or were court referrals.

# 572

## MALE APPOINTMENTS

These appointments consisted of dad classes, mentoring, and medical meetings.

# 34

## ABORTION-MINDED DADS

Men's Director, Jack Daniel Taylor, met with 34 dads involved in an abortion decision.

Dad Classes expanded to twice a month due to growth.

Record number of dads active in Aim program!

Most dads served in Clarity history!



# The Hands & Feet of Jesus.

## VOLUNTEER IMPACT

Volunteers, prayer warriors, and volunteer groups served Clarity Solutions for nearly **6,000 hours** in 2024! Clarity was blessed to have **92** regular, committed volunteers in 2024.

## HEALING AFTER ABORTION

The Healing Journey is a small group experience that supports women who have made an abortion decision in the past. This arm of Clarity's ministry served two women in 2024 who overcame grief and shame from their abortions and found forgiveness in Jesus Christ.

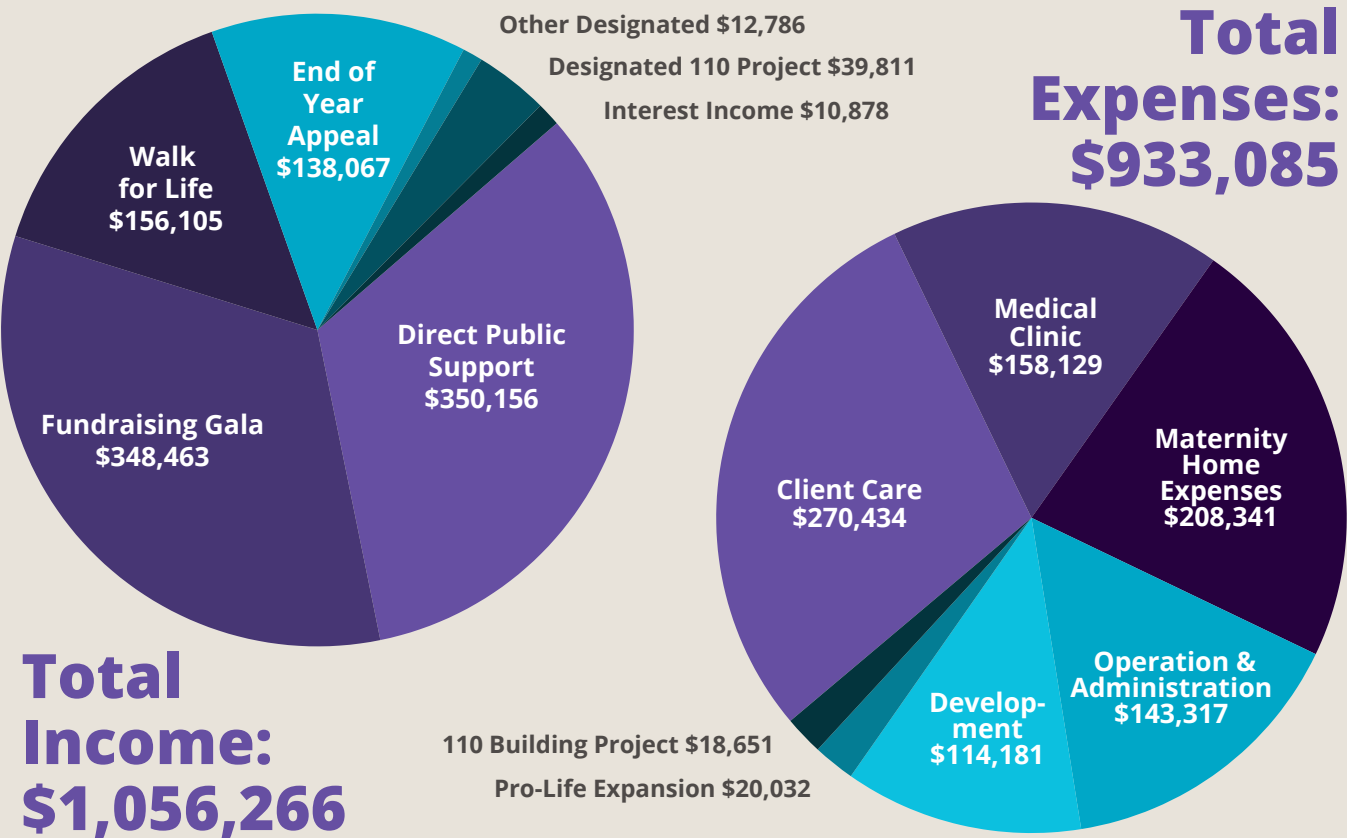


TOGETHER FOR LIFE • TOGETHER FOR LIFE • TOGETHER FOR LIFE



# 2024 FUNDING

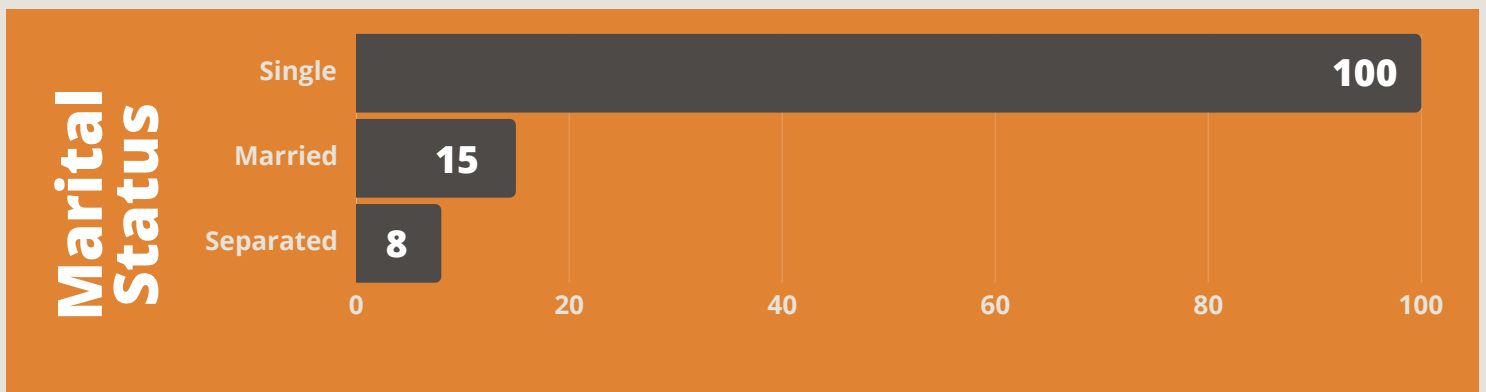
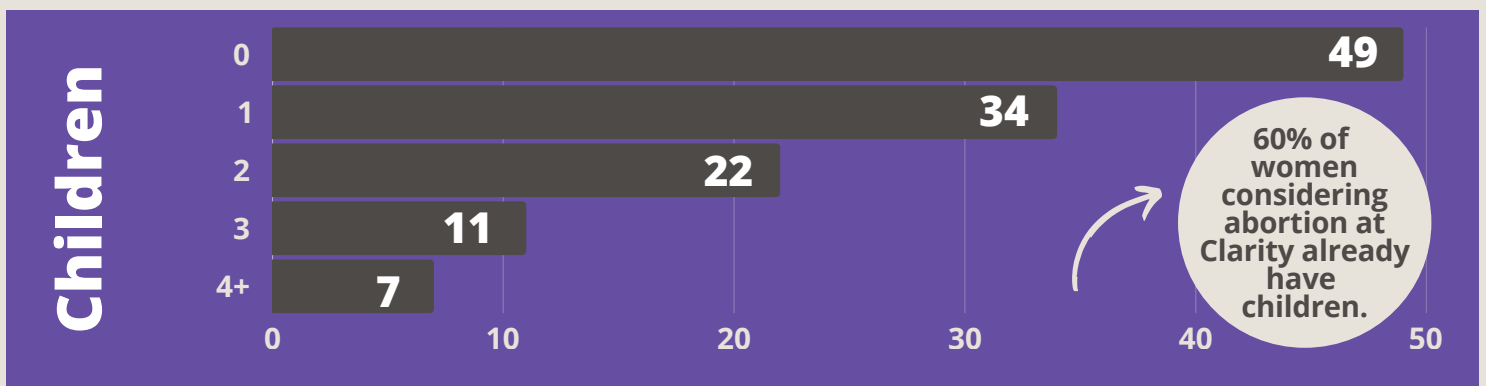
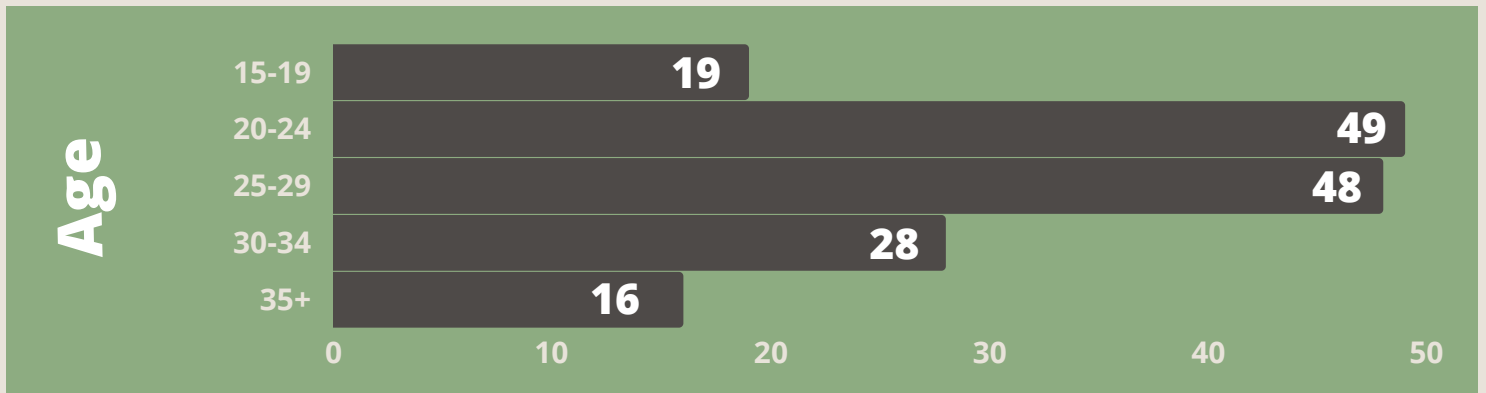
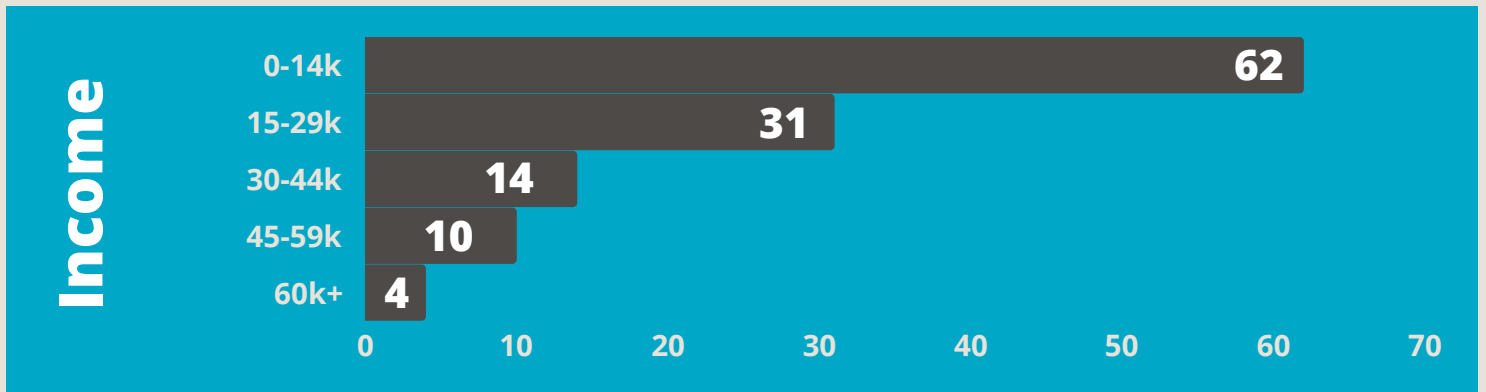
Clarity is funded by individuals, churches, and businesses who share a commitment to Christ and the preservation of life. Our fundraising gala raised over \$348,000, the Walk for Life raised over \$156,000, and Clarity’s year-end campaign raised over \$138,000.



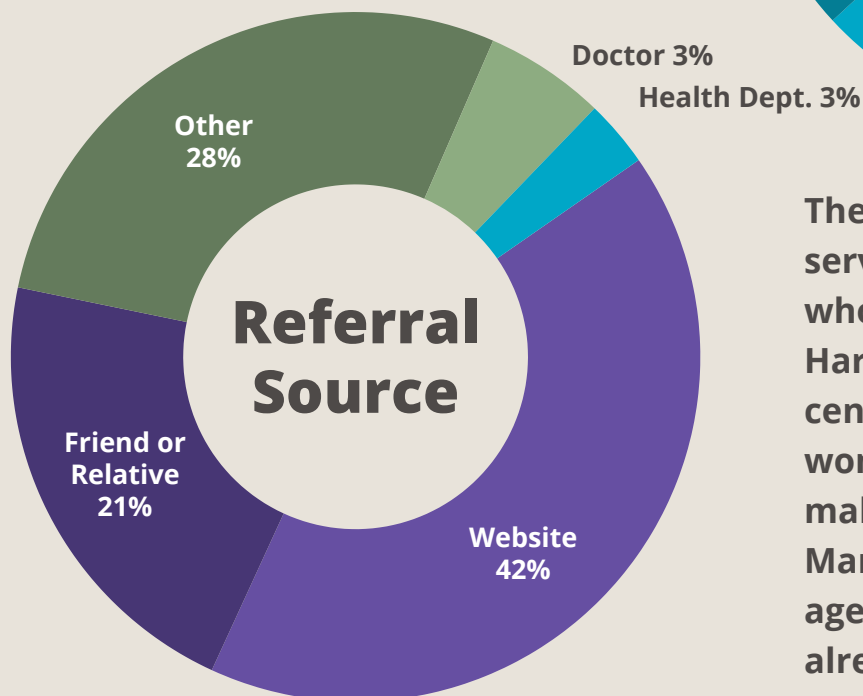
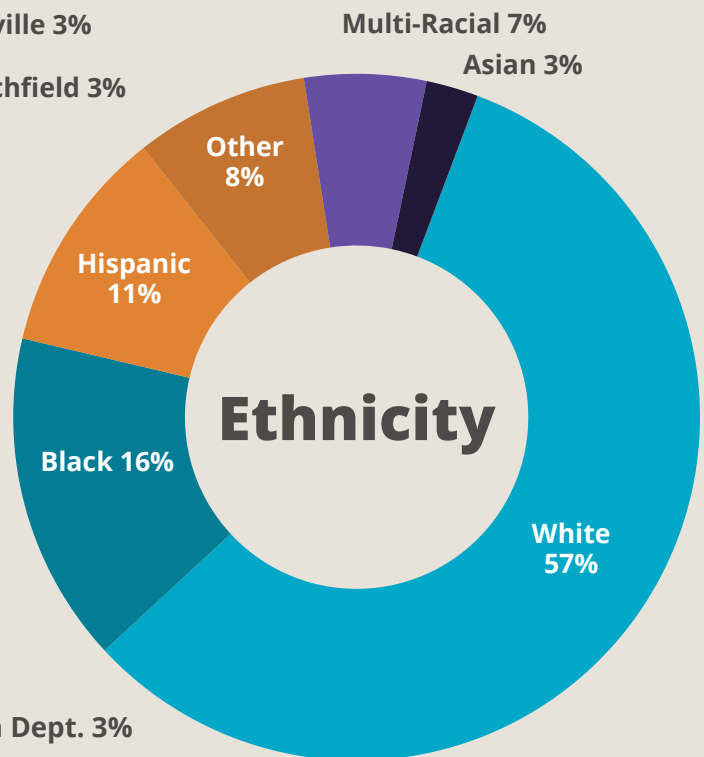
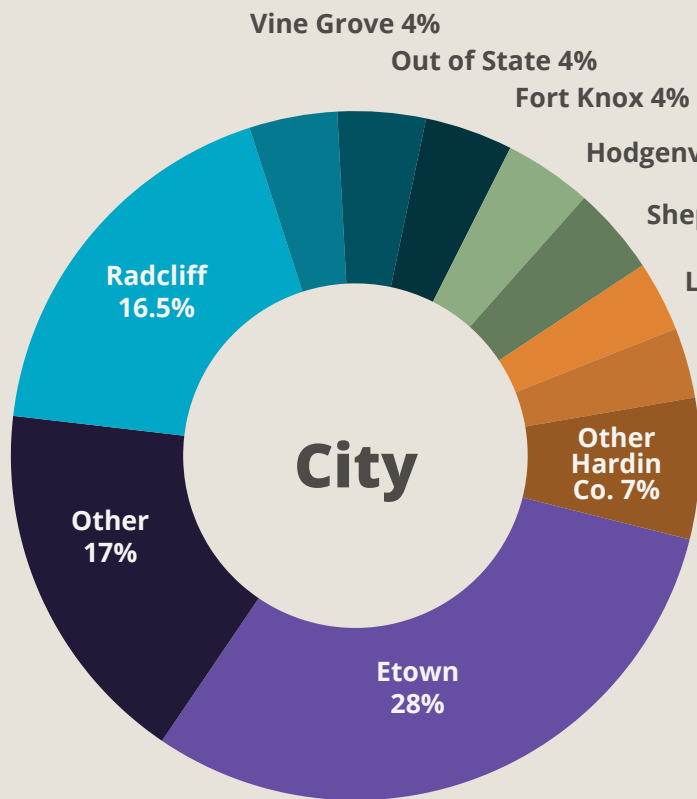


# The Abortion-Minded Client.

Please note these demographics are for the abortion-minded women served at Clarity and do not include other clients served.



# The Abortion-Minded Client, continued.



These statistics show that Clarity serves a wide variety of women who are seeking abortions from Hardin and surrounding counties in central Kentucky. Most of these women are single and low-income, making less than \$30K annually. Many are also in the childbearing age range of 20–30 with over half already having at least one child.

*"THE THIEF COMES ONLY  
TO STEAL AND KILL AND  
DESTROY. I CAME THAT  
THEY MAY HAVE LIFE AND  
HAVE IT ABUNDANTLY."*

**JOHN 10:10**





# SUMMARY

When I look back at 2024, I see many Abundant Blessings—babies saved from abortion, families strengthened, lives enriched by our support programs, and eternal life in Jesus established for several Clarity clients. At The Haven, we have seen women find stability and soul rest as both they and their babies grow healthy and strong. Clarity has witnessed many firsts—their first steps, my first year as CEO, and record-breaking achievements across the organization. Looking ahead, I see the Lord providing us with much-needed space with our building projects. By His grace, there will also be new volunteers, Church Partners, messy situations to step into, and miracles to celebrate.

None of this would be possible without Jesus Christ and the faithful provision of our supporters, who give so that families in Central Kentucky can experience the abundant blessing of life. We rejoice in an incredible year and look forward with eager expectation to all that God has in store for 2025.

**TOGETHER FOR LIFE,**

A handwritten signature in white ink that reads "Marquita Ball". The script is elegant and cursive.

**MARQUITA BALL, M.D., CEO**



CLARITY MOM, H, WITH HER BEAUTIFUL TWINS.



#### CLARITY'S BOARD OF DIRECTORS

Megan Taul, Chairman  
Eric Adams, Vice-Chairman  
Amy Moore, Secretary  
Sandra Cameron, Treasurer  
William "Happy" Chandler  
Jenny Crippen  
Charles "Buddy" Doyle  
Matthew Faulk  
Daryl Pepper  
Shawn Rich  
Kevin Ryan  
Marquita Ball, CEO

#### CLARITY'S STAFF

Marquita Ball, MD, CEO  
Eddie Turner, Director of Ministry Advancement  
Jack Taylor, Men's Program Director  
Laurie Souleyrette, Director of Client Services  
Dana Caudill, Director of Residential Services

#### CLARITY'S STAFF

Patria Lopez De Martin, RN, Director of Medical Services  
Hannah Johnson, Director of Communications  
Christy Baxter, Client Care Coordinator &  
Ministry Advancement Assistant  
Emily Curtsinger, Client Services Receptionist  
Daryl & Sheila Mullins, The Haven House Managers  
Lydia Clark, Financial Administrator  
Jackie Douglas, LPN, Staff Nurse  
Monica Beck, RN, Staff Nurse  
Jennifer Mabry, Assistant House Staff  
Michelle Bowen, Assistant House Staff  
Rachel Hawkins, Assistant House Staff  
Mary Ellen Lunsford, Assistant House Staff  
Sandy Nevitt, Assistant House Staff  
Mary Thomas, Assistant House Staff  
Lana Newton, Assistant House Staff  
Teddi Embry, THJ Coordinator (volunteer)  
John Godfrey, MD, Medical Director (volunteer)  
Stewart Couch, MD, Radiologist (volunteer)  
Jesse Bryant, MD, Radiologist (volunteer)

*Save the Unborn. Strengthen the Family. Share the Gospel.*

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