

*I am alive
today because
of **YOUR**
support!*



M2

8.0cm

2025 IMPACT REPORT



MOUNTAIN AREA
PREGNANCY SERVICES

Letter from the Executive Director

In Proverbs chapter 3, vs. 5-6, King Solomon says to his son...“Trust in the LORD with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight.”

2025 was a year of trusting God to move Mountain Area Pregnancy Services forward for greater Kingdom impact; a calling initiated in 2023 with the launch of a purposeful prayer group and large capital campaign.

With heartfelt appreciation to our friends at RYSE Construction, in July 2025 we moved our Asheville and Waynesville facilities to larger properties, paving the way for us to serve additional clients.

Moving two centers just weeks apart was character building, but God’s faithfulness was amazing. We see God’s hands over each site! Within weeks of moving into the new Asheville center, client calls for women seeking abortions increased, despite no modifications to our marketing plan. The Waynesville office additionally served the highest number of abortion minded clients since opening in 2022.

2025 was also a year of expansion for our parenting program. The Lord opened doors for us to teach parenting and life skills in Pisgah View and Livingston Street apartment complexes in Asheville. Both locations house a high percentage of single moms and/or grandparents parenting for a second time. We are thankful to be on-site.

We have much to give the Lord glory for in 2025, but perhaps most importantly, we thank Him for continuing to show the fruits of the changes made in 2024. You may recall we changed our public facing name to Ascend Women’s Center and completely revamped our medical program and client marketing plan.

Each change was intentional, to help us compassionately draw the abortion determined woman into our centers. And we are pleased to share that our changes led to stronger ministry opportunities. 37% of the client population served in 2025 told us they were undecided or desired to go through with an abortion. This is a 68% increase over past years and reminds us that we are staying true to the original purpose of the ministry.

As you read our 2025 Annual Report, we thank YOU for blessing us. Without your prayers and your giving, none of this would have been possible. Thank you! Our God is faithful and we give Him all glory and praise for the client impact in 2025.



With gratitude and appreciation,

A handwritten signature in purple ink that reads "Kristi Brown".

Kristi Brown, Executive Director





Community outreach success!

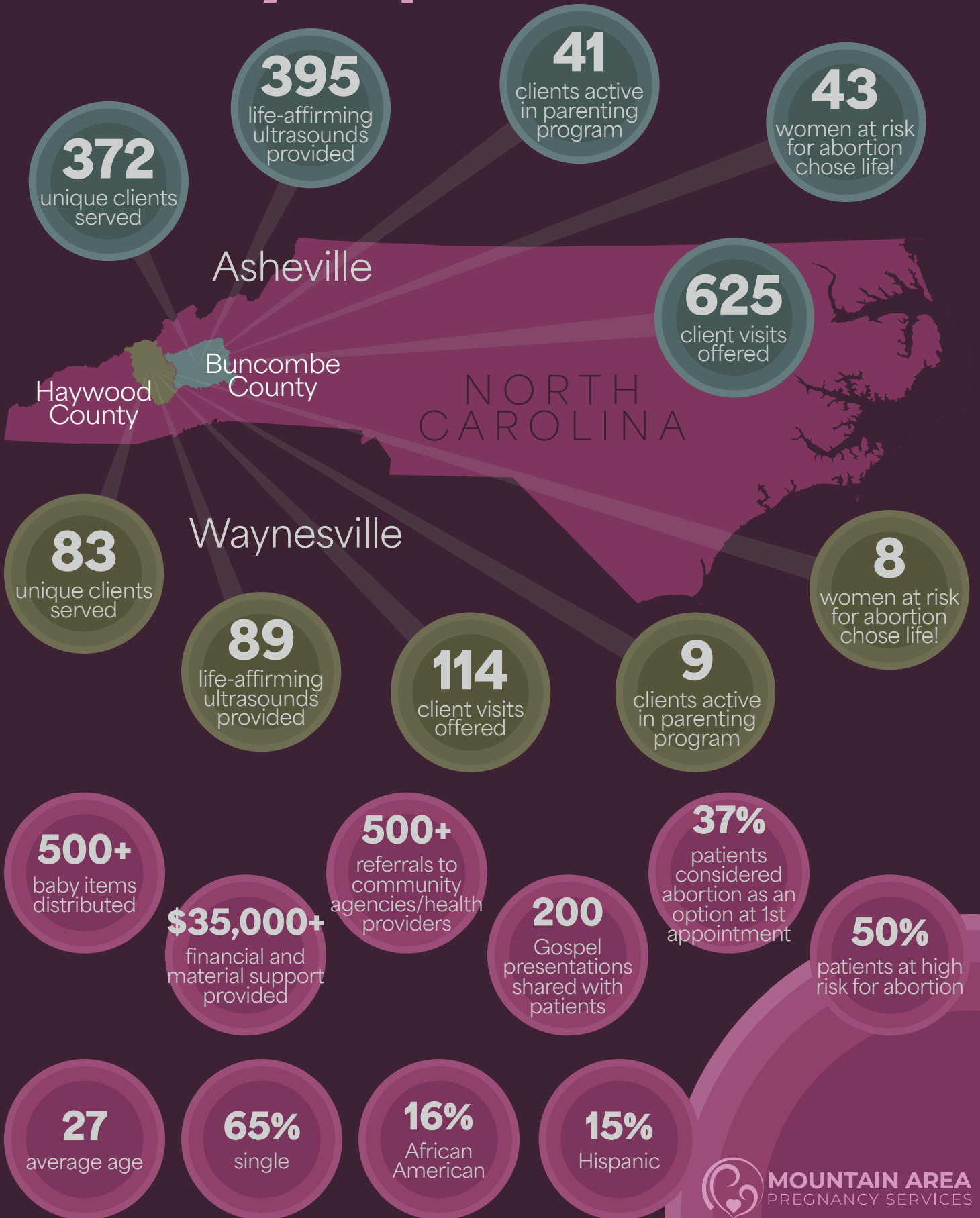
Last year, we actively engaged our community through a variety of offsite events, including local baby showers, seasonal festivals, and outreach on college campuses. These connections helped build trust, share vital resources, and reach individuals who may not otherwise know that compassionate, life-affirming support is available. Additionally, our team presented at churches across the region to educate congregations on how they can partner with us in this life-affirming ministry.

This year marked a significant milestone with the launch of two offsite parenting programs. Through a partnership with Highland Christian Church at the Grant Center, we began hosting weekly parenting classes that equip parents with practical skills, confidence, and encouragement. At Pisgah View Apartments (PVA), we opened an onsite office to provide consistent parenting mentorship and address pregnancy-related concerns directly within the residential community. In this setting, we strengthened our strategic partnership with PHILA Health Systems and Mountaintop Asheville, expanding both our reach and collaborative care to women at high risk of abortion.

Because of our faithful supporters, we are bringing hope, help, and life-affirming care directly into the communities where it is needed most.



Ministry Impact



Financial Information

Balance Sheet *(as of 12/31/2025)*



Assets

Current Assets	\$3,644,500.72
Fixed Assets	\$528,359.25
Other Assets	\$50,300.61
TOTAL ASSETS	\$4,223,160.58

Liabilities and Equity

Current Liabilities	\$319,493.04
Long-Term Liabilities	\$83,371.38
Total Liabilities	\$402,864.42
Equity	\$1,819,234.55
TOTAL LIABILITIES & EQUITY	\$3,820,296.16

Income

General (Individual, Church & Business)	\$998,671.30
Capital Campaign	\$177,835.63
Grants	\$201,639.34
Fundraising Events	\$260,961.19
In-Kind Donations	\$17,504.11
TOTAL INCOME	\$1,656,611.57

Expense

Admin/Operations	\$399,478.20
Clinic/Medical	\$467,334.68
Grants	\$189,574.80
Donor Development	\$140,219.02
Client Services	\$153,174.53
Grief Services	\$9,663.48
Capital Campaign	\$18,123.65
TOTAL EXPENSE	\$1,377,568.3

Mountain Masterpiece Properties

Based on the monthly Capital Campaign Report, the LLC recorded an additional \$1,421,122 in expenses and received \$171,824.99 in additional donations during 2025.

Client Testimonials



“I appreciated everyone’s non-judgmental attitude. I am further along, but I’m grateful that everyone showed kindness and support.”

“They were patient, non-judgmental, and generous. Very welcoming.”

“The ladies here are compassionate, caring, and make you feel loved.”

“Kind staff, informative, gentle, safe space.”

“Felt safe and got treated like a real person, not a number.”

“They were very kind. I learned great info. Getting prayed over was very sweet.”

“Super helpful. Kept me informed. Showed me every step.”

“I felt comfortable about my experience. The nurses are very nice.”



“Very welcoming environment, resourceful, and friendly staff.”

“Very respectful, friendly, and humble.”

“I’m thankful this place was here due to not having funds or insurance.”

“These women care about people and it shows.”

