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Archbishop Cordileone lauds the launch of new No. Calif. pregnancy center collaborate network

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San Francisco, September 28, 2017 – The Archdiocese of San Francisco respect life program today announced its partnership with Options United and pro-life pregnancy centers and clinics in the formation of Options United for Life: Northern California Pregnancy Resource Collaborative Network.

“One of the top priorities of the Archdiocese of San Francisco Respect Life Program is to build unity: unity within the prolife community, unity among pregnancy care centers, unity in growing and strengthening our archdiocesan culture-of-life ministries through prayer, collaboration, education and action,” said San Francisco Archbishop Salvatore J. Cordileone in a statement praising the new venture.

Through access to its targeted marketing program, call center, website and mobile app, Options United **provides immediate referral for medical services at the nearest pro-life pregnancy center or clinic, a critical resource because most women decide between abortion and giving birth within the first 24-48 hours of discovering they are pregnant, according to Options United.**

"The network represents a collaboration among the pro-life pregnancy centers of Northern California, Options United and funding partners, the first being United for Life which will financially support the network's first year of operation," said Vicki Evans, respect life coordinator for the Archdiocese of San Francisco.

“The genius of this program is that Options United has refined its online advertising to pinpoint abortion-minded and abortion-vulnerable women who may not know they have other choices,” Thomas Rudkins, Executive Director of Options United, said. “The percentage of women who actually call the helpline, keep their appointment at the recommended pregnancy center/clinic, and then choose life is remarkable.”

“The Options United for Life collaborative network has the potential to provide greater availability of services to women in crisis,” Archbishop Cordileone said in his endorsement of the project.

The help line number, 1-877-398-7734, will launch in Northern California on October 2, 2017.

“This type of unity and collective marketing is what is so needed in our often fragmented efforts. The ability to offer local, practical and life-affirming resources in a collaborative spirit, is integral to our pro-life mission of helping one another and of helping women choose life,” Archbishop Cordileone said.

<http://www.optionsforpregnancy.com/> or <http://www.optionsunited.com/>

<http://sfarchdiocese.org/home/ministries/social-justice-life/respect-life/pregnancy-resources>
