

Exploring the World of Mobile Ultrasound Ministry



ICU
Image
Clear
Ultrasound
NATIONAL

The Leader in Mobile Ministry®

Making Your Ministry Mobile™



From a Kitchen to a Nation

- 2004 God birthed the vision through Sylvia Slifko in her kitchen!
- 2005 Nine month process to “give birth” to the first mobile RV through Pregnancy Solutions and Services, Akron OH
- 2006 Word of mouth slowly spreading - other units launched
- 2007 Mobile RV displayed at Care Net Conference in Louisville, KY
- 2008 National media attention through radio and print
- 2009 Launching of ICU National as a separate 501C3 non-profit
ICU National hires first president, Stan Kellner
- 2010 Presently, seven affiliates in seven states; more on the way

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Vision

Revealing life...at the crossroads of decision.

As a result – the life of a baby is saved through **physical** birth and the life of the young woman (or man) through **spiritual** birth.

Core Values

- We promote biblical, Christ-centered values.
- We are unapologetically pro-life in all stages of life.
- We believe that life begins at conception.
- We have concern for women physically, emotionally, and spiritually.
- We desire to be a catalyst for greater unity in the body of Christ.



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Why Is Mobile Ultrasound Needed?

- Mobile units are able to...**Go** into all the world...
Places like: abortion clinics, universities, beaches, shopping centers, locations where culture “hangs out”
- Focuses on free ultrasounds *at the crossroads of decision*
- Provides more flexibility in scheduling client appointments

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Why Build a Fleet of Mobile Units?

- Similar to the Red Cross, our RV wrap becomes a “symbol of hope” for those at the crossroads of decision
- Creates a uniform standard of Best Practices
- Sends a consistent, positive, caring message into the community
- Allows multiple centers the ability to work together
- Able to reach more clients “on their own turf”

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What is the Cost of Mobile Ministry?

- Up front costs \$60,000 - \$100,000 per unit (RV, Ultrasound, Retrofit, Wrap)
- Annual costs average \$12,000 - \$15,000 (insurance, maintenance, medical supplies, etc.)
- Staffing needs – Nurse Sonographers/Ultrasound Techs - volunteers, part-time, full-time; Volunteer Counselors, Drivers
- Materials – Bibles, booklets, information sheets

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What Are Our Goals For 2010?

- 4 fully equipped mobile units ready to be put into operation
 - Estimated Cost - \$400,000
- 6 new affiliates fully equipped to engage in the effort
 - Numerous locations are clearly on our radar, *including 1-2 international possibilities!*
- Explore the possibility of custom-built mobile units
 - Already in discussions with some manufacturers and RV dealers

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How Are We Growing This Mobile Fleet?

- Working with local PRCs or PRC groups
- Partnering with key local, regional and national like-minded groups
- Individuals, Corporations and Foundations catching the vision
- Word of mouth, Radio/TV, networking, conferences and event attendance

• Follow us on:   

(Click on icons at bottom of our home page - www.icumobile.org)

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What is the Practical Impact?

- Our flagship affiliate, based in Akron, is a good example of a fully developed outreach
- Since 2006 over 2600 ultrasounds have been performed
- In 2008 alone –
 - Over 900 ultrasounds performed
 - **220** were clearly abortion-minded or vulnerable, with over **160** saying yes to life and, **130** young women and men saying yes to Jesus!
 - ***Can you imagine the impact with 100 or 1000 mobile units?***

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What's the Word on the Street?

- **Unexpected influence.** *“We were receiving referrals from INSIDE the abortion clinic on a regular basis. The referrer came out one day, was so impacted by our work that she quit her job, eventually came to Jesus and is now a great friend of the ministry!”*
- **Meeting them at the crossroads..** *“I saw your RV at our university a few years ago but thought it was a joke. Thank you that you were there for me all these years later. I choose life not abortion”* She also accepted Jesus!
- **A “drive by” encounter** – *“I drove by...saw the RV and that the RV said free ultrasound. I was not sure how far along I was. I am 15 weeks with twins. When I found out I said a prayer and gave my life to the Lord!”*

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The ICU Fleet has grown to include:

- Pregnancy Resource Center, Vista, **CA**
- Life Services of St. Johns County, St. Augustine, **FL**
- Expectant Mother Care, NYC, **NY**
- Help Crisis Pregnancy Center, Monroe, **NC**
- Pregnancy Solutions & Services, Akron, **OH**
- Choices Pregnancy Center, Coraopolis, **PA**
- Pregnancy Resource Center of the New River Valley, Blacksburg, **VA**
- ICU National in Auckland, NZ coming soon!**



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Interested in helping us expand?

Contact us:

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