



DR. GEORGE DELGADO TO HEADLINE GALA!

We are absolutely **delighted** to share some wonderful news—**Dr. George Delgado will be the keynote speaker at Bella's 24th Annual Gala for Life!**

If you haven't reserved your table or tickets yet, now is the time—you truly won't want to miss this special evening.

Dr. Delgado is best known as the founder of Abortion Pill Reversal (APR), a groundbreaking protocol that has given thousands of women a second chance at choosing life. Since its inception, more than **6,000 precious babies** have been saved through APR—including at least two right here through Bella!

- Beyond this, Dr. Delgado has been recognized nationally for his unwavering commitment to life:
- Honored with the *St. Gianna Molla Pro-Life Person of the Year Award* (2017 Walk for Life West Coast)
- Recipient of the *Servant Leader Award* (2018 Heartbeat International Conference)
- Keynote speaker for the *National Right to Life Conference*

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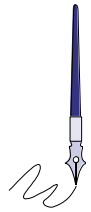
Beth Agee

Office Assistant:

Diane Gudahl

A THOUGHT FROM THE EXECUTIVE DIRECTOR

By Roxie Johnson



What a whirlwind year it's been at Bella!

We started the year strong in January with the hiring of our new Client Services Coordinator, Beth Agee, followed quickly by the launch of our Baby Bottle Campaign in area churches. At the same time, we officially updated our “doing business as” name to **Bella** and introduced a fresh new logo—an exciting change that called for updated signs, banners, brochures, letterhead, and nearly all of our printed materials.

Soon after came our annual Strategic Planning—and then spring brought a very special event: our office manager, Michelle Macdonald, welcomed a beautiful baby boy and stepped away to embrace her new role as a stay-at-home mom. We were blessed to fill her position with Diane Gudahl, one of Bella’s seasoned client advocates, who stepped in as our new Office Assistant. In the midst of all this, we hosted Client Advocate Training and launched our Mother’s Day/Father’s Day Baby Bottle Campaign.

Behind the scenes, we were also navigating FEMA regulations to bring our building up to code so the remodel could move forward. While the process delayed construction and reduced our budget, we pressed on. Ultimately,

we had to scale back and postpone a few structural projects for the future—but at last, the remodel began!

As a sign in my office says, *“Life is Crazy Good”*.

A little history makes this milestone even sweeter. When Bella moved into our building in 2006, countless community volunteers and businesses rallied to remodel everything but eight rooms. Nearly 20 years later, those rooms were long overdue for care. Over the years, we painted walls and made surface improvements, but the deeper issues remained: missing trim, doors that wouldn’t close, dim lighting, worn carpet, and leaky walls and doors that required industrial fans after every heavy rain. This remodel has finally given those rooms the attention they’ve needed for so long.

Now, as I write, the remodel is nearing completion—just in time for Gala planning and conference season. As the sign in my office says: *“Life is Crazy Good.”*

Through every twist and turn, our mission has remained the same: **empowering those facing pregnancy decisions and parenting needs with resources to make life-affirming choices**. Even as construction shifted our space, our clients stayed at the heart of all we do.

And through it all, we are deeply grateful for *you*. Your generosity empowers us not only to serve women, men, and families, but also to create a warm, welcoming place for them to find hope and help. Thank you for your faithfulness, your prayers, and your partnership in this ministry. We treasure you!

~Roxie

DR. DELGADO continued from page 1

Known for his compassion and clarity, Dr. Delgado has a unique gift for communicating even the most complex life issues with both wisdom and heart. He is board certified in family medicine and hospice/palliative medicine, holds certification in Health Care Ethics, and brings decades of knowledge and dedication to the cause of life.

Event Details

Date: Thursday, October 16, 2025

Time: 6:30–8:30 pm

Place: Spearfish Holiday Inn Convention Center

The evening will include a delicious banquet, an inspiring client testimony, a ministry update, and of course, Dr. Delgado's powerful message. Most importantly, it will be a chance for us to come together and support the life-changing, life-saving work God is doing through Bella.

To reserve your seats, simply fill out and return the insert in this newsletter, call Collette at Bella (605-642-4140), or stop by our office at **119 E Grant Street** during open hours.



Dr. George Delgado

The following businesses and individuals are true champions for Bella! They are our 2025 Gala for Life underwriters, and we couldn't be more grateful for their support and encouragement. Please join us in thanking them—and when you can, we encourage you to support our corporate sponsors with your business.

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CLIENT SERVICES CORNER



It has been a very busy season for me here at Bella. I jumped into the Client Services Coordinator position at the beginning of 2025. The staff were busy preparing for a remodel, moving furniture from rooms and relocating the client check-in, boutique, and client rooms. I was shown my desk, so I put my things there. Thirty minutes later the desk was gone! My first day on the job was enveloped by chaos.

At the time of this writing, my office is in the kitchen/conference room where everyone comes through or gathers, so there's not much privacy for me. The remodel has entered the second phase and should be completed before the middle of September. I am excited to look forward to settling in one spot after that and the rooms being put back together for their intended uses. The first phase rooms are bright and airy feeling. The clients will benefit from this remodel as much as the staff and volunteers.

In spite of the constant changes going on here at Bella, I dove right into my role and the tasks presented to me. The first thing I tackled was updating the Earn While You Learn educational materials. The DVDs and worksheets for the clients were being discontinued. All the materials are now available online through the Bright Course website. Our advocate volunteers use hard copies kept in notebooks, client hard copies kept in file drawers, and video lessons via

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Roku TV. I changed out all the notebooks and file drawers to update them to only the online lessons. Over 400 lessons are now available for our use both in-person and off site.

This fall I will be training to be a facilitator for client advocate training through CareNet here at our center. This will lift a heavy burden from Roxie's shoulders. The CareNet training is excellent and requires a hefty time investment on the part of the facilitator to prepare questions and follow up with each participant for an entire year.

I covet your prayers for myself and our advocates. Thank you in advance for lifting us up before the Father. We each have individual needs and crises that arise and attempt to interfere with our work here at Bella. I also ask that you lift up our clients in prayer. Their lives are precious, too. We need to cherish and support them in order to save their babies and the families they become.

Beth Agee

Client Services Coordinator

NEW FRIENDS OF BELLA WEBSITE

In Spring 2024, we launched a new client website at www.bellapregnancy.com, designed especially for abortion-vulnerable women and men. While that site serves our clients well, we realized that you—our donors and friends—deserve a space of your own. A place where you can learn more about Bella’s mission, stay connected with our events, and engage with us directly.

That’s why we’re so excited to share that this fall we’re launching a brand-new website just for you: www.friendsofbella.org. The site should be live within the next few days, and we can’t wait for you to visit!

On the Friends of Bella website, you’ll be able to:

- Discover more about Bella’s work and mission
- Keep up with upcoming events
- Purchase tables and tickets for the October 16th *Gala for Life*
- Reach out and connect with us
- Give securely online to support Bella’s life-affirming ministry

We hope this new site will be a meaningful resource for you, and we look forward to welcoming you there soon!

BELLA NEEDS LIST

We are currently in need of the following items for our office and our clients. If you want to donate, feel free to call us for more information or drop items off during office hours, M-W 12-5 and T-T 10-3.

2 new computers	2 new/gently used lateral filing cabinets
Pull-ups, all sizes	Size 7 Diapers
Baby Wipes	1 new small size crib with mattress (not play and pack)

JANUARY-AUGUST 2025 VITAL STATISTICS



New Clients	81	Clients who received childbirth education	15
Female	75	Pregnancy Decision Conversations	12
Male	6	Clients who chose to carry to term	49
Pregnancy Test Clients	54	Clients who chose abortion	2
Positive Tests	50	Clients who chose adoption	0
Negative Tests	4	Relationship/Abstinence Conversations	128
% of At-Risk Pregnant Clients	12%	Spiritual/Gospel Conversations	143
Ultrasounds	55	Post Abortion Healing	1
Parenting/Life Skills Education Clients	40	Total In-Office Client Visits	574
Clients who received Material Support	54	Total Virtual Client Visits	62

EARN WHILE YOU LEARN CLASSES

Many people know that Bella provides early pregnancy medical services, but not everyone realizes we also offer excellent educational programs.

Our **Earn While You Learn (EWYL)** program, adopted in 2001, encourages moms and dads to participate in parenting classes while also empowering them with the tools and confidence they need to be great parents. Instead of simply giving away baby supplies, EWYL equips families with both knowledge and resources.

Now, more than 20 years later, the program continues to make a lasting impact. Here's what one of our clients recently shared:

Bella Pregnancy has been an absolute blessing for our family. This was my second baby, and I wish I had this resource when I was pregnant with my first! I remember being nervous about going the first time because I didn't know what to expect. My advocate, Diane, was very helpful and understanding. She made me feel very welcome and comfortable. Classes are very informative and helped so much. The pregnancy videos helped me understand more of what was going on with my body, all the changes and hormones. The baby videos helped me correct things that I did with my first born for my second born. Things like sleep sacks were new to me as they didn't have them 16 years ago when I had my first child. Some videos were interesting like the "Babies Can Talk" one. After I watched that one, it helped me understand my baby's cues for hunger, wet, or sleepy by her cries. The toddler videos helped me understand more about the "terrible twos" and how to handle them and how to potty train. We also did classes on blending our family and raising a teenager. Bella has also helped during the holiday season and helped provide food and gifts for our family. When we were down to one income due to an injury, they helped with gift cards to get through that rough time. Bella has helped in many, many ways. We have received/earned a new crib, diapers and pull ups, clothes, toys, etc. They always made sure we were taken care of from the beginning to the very end. I will definitely miss coming to classes weekly. I highly recommend Bella Pregnancy to anyone and everyone.

Katie

BELLA HAPPENINGS

BRIGHT COURSE AVAILABLE FOR CHURCH USE

At Bella, it has always been our heart's desire to give back to the area churches that do so much for us—and now we can!

As you may know, we use a highly effective, outcome-based curriculum called **Earn While You Learn (EWYL)**. This program covers a wide range of topics, including pregnancy and birth, parenting, life skills, blended families, healthy relationships, fatherhood, special circumstances, Bible studies, and more. We are confident in saying that EWYL is the most comprehensive parenting program in our area.

Now, through its sister program, **Bright Course**, we are able to share these resources with churches. Bella was gifted with a free year of Bright Course just before the 2019 pandemic, and it proved invaluable. Because Bright Course is web-based, we were able to send lesson links to clients sheltering at home via email or text. Today, all EWYL lessons have been incorporated into Bright Course, making them fully accessible to stream online.

This year, the developers of Bright Course have graciously given us permission to extend the program to area churches. That means mom's groups, small groups, Bible studies, youth ministries, and other church-sponsored groups can now benefit from this rich, Christ-centered curriculum.

If you'd like more information, a chance to preview lessons, or to discuss ways your church group can utilize these materials, please call us at **605-642-4140** and ask for **Beth**.

BELLA SEEKING "FRIENDS OF BELLA" VOLUNTEERS

One of the things we hear time and time again is that many people have never heard of Bella. We want to change that! We've been praying and seeking ways to build stronger connections in our community so that Bella becomes the first place people think of when they, a family member, or a friend may be facing an unexpected pregnancy.

With this in mind, we are looking for Christians in Spearfish and surrounding communities to serve as **community and church liaisons** on Bella's behalf.

Church liaisons serve as Bella's contact within a church. They keep pastors informed about what's happening at Bella and help promote events like the Baby Bottle Campaign, Client Advocate Training, and the Gala for Life.

Community liaisons represent Bella at local events—such as college move-in day, parades, and Winter Wonderland—and assist with tasks like hanging posters in businesses, schools, and churches, or helping with displays and outreach opportunities as they arise.

If you're interested in serving as a church or community liaison (or both), we'd love to hear from you!

Please call **Beth** at **605-642-4140**.

BELLA TO OFFER EXTENDED HOURS

This fall, Bella will be offering **extended hours every Wednesday** throughout the school year! As of September 24th, our office will now be open on Wednesdays from **12:00 noon to 7:00 pm** for pregnancy testing and ultrasound.

Hours on Monday, Tuesday, and Thursday will remain the same.

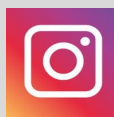
Please help us spread the word—thank you!

Bella
pregnancy resource center
P.O. Box 755
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Check out Bella's website at
Bellapregnancy.com



You are invited!
Bella's 24th Annual
Gala for Life

Thursday, October 16, 2025
(see details inside this newsletter!)

Bella
Pregnancy Resource Center