



GUIDING STAR  
— SIOUXLAND —

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EPHESIANS 3:20-21  
"NOW TO HIM WHO IS ABLE TO DO  
IMMEASURABLY MORE THAN ALL WE  
ASK OR IMAGINE, ACCORDING TO HIS  
POWER THAT IS AT WORK WITHIN US,  
TO HIM BE THE GLORY IN THE CHURCH  
AND IN CHRIST JESUS THROUGHOUT ALL  
GENERATIONS, FOR EVER AND EVER!  
AMEN"



WATCH FULL TESTIMONY  
VIDEOS ON OUR  
YOUTUBE CHANNEL

20  
23 GUIDING STAR  
— SIOUXLAND —

# ANNUAL REPORT

JULY 2022-JUNE 2023



**Natural, Wholistic, Life-Affirming Women's Healthcare**

Building a Culture of Life through supporting and educating  
women to understand, embrace, and love their natural bodies.

# A Note From the Executive Director

**It has truly been an honor to serve Guiding Star Siouxland since its founding in 2016** - starting as a volunteer, then board member, then Client Service Coordinator, and today as Executive Director. Through two years of struggling to fulfill the ultimate needs of Guiding Star Siouxland as the sole staff member, we prayed heavily for the right person to come along to take over Client Services so that I could fully step into my position as Director. It was an incredible blessing when Cassie was hired in August. Shortly after, we realized our obvious need for structural improvement.

**In October, Guiding Star Siouxland's staff and board began our EOS implementation.** EOS (Entrepreneurial Operating System) serves as a means to clarify, simplify, and achieve an organization's vision. It was an emotionally intense and time-consuming learning process and it quickly became apparent that we would need additional staff to continue gaining momentum. By God's Sovereignty, we were able to hire Olivia as our Marketing and Outreach Coordinator in January, followed by Jessica as our Business Administrator in February.

**After the leap of faith it took to hire additional staff members,** my fear rose regarding our upcoming Gala's success - our most critical yearly fundraiser could either make or break our organization. Abby bravely came forward and shared a small part of her journey to choosing life against all odds at the age of 17. My expectations were far exceeded when our first in-person Gala since 2019 met AND surpassed it's fundraising goal!

**Our final EOS strategy meeting was held in May, followed by our Board of Director's annual retreat,** where we further solidified the one, five, and ten year vision for Guiding Star Siouxland. Some of our staff and board had the honor and pleasure of attending the Guiding Star Project's Gala in June, where footage from Abby's story was shared again as the Project detailed their vision to provide a Guiding Star Center in every state. The Post-Roe world is ready for a Wholistic Women's Healthcare Solution!

**Right here in Northwest Iowa, we are pioneering a revolutionary form of Women's Healthcare; one where we uphold a woman's natural, biological processes and unique feminine design.** Our Center is at the forefront of changing the norm of women's healthcare from a Culture of Death to a Culture of Life. For all the "Abbys" in the world, and for EVERY WOMAN who deserves to understand, embrace, and love her natural body; we are boldly Building a Culture of Life with you!

*Kaleigh Van Middendorp*  
EXECUTIVE DIRECTOR

# Our Team



Kaleigh  
Van Middendorp  
BSW, CFCP, CLD  
Executive Director



Cassie Hines  
Client  
Service  
Coordinator



Olivia Rozeveld  
Marketing &  
Outreach  
Coordinator



Jessica  
Vande Weerd  
Business  
Administrator



Makayla De Jong  
RN, BSN, CLD  
Nurse  
Manager

- Tana Van Gorp  
FEMM Instructor, Doula

- Pearl Gibbons  
Volunteer Counselor

# Board of Directors

- Rachel Boothby - Chair
- Erin Handeland - Vice Chair
- Megan Anderson - Treasurer
- Chelsey Feauto - Secretary
- Lynn Wielenga - Director of Spiritual Health
- Tara DeNooy - Member at Large
- Heidi Van Peursem - Member at Large
- Douglas Anderson - Consultant
- Stacia Van Berkel - Centerpoint Church Advisor

# We Believe

- In the inherent dignity of every human being beginning with natural conception and ending with natural death
- In holistic, women-centered solutions to the many challenges women face in our society today
- In each woman's innate ability to nourish life, either physically or spiritually
- That fertility and childbirth are natural, healthy biological processes and that knowledge of them empowers women
- That abortion and contraception interrupt natural, healthy biological processes
- That every life is unique and holds potential; every life deserves celebration regardless of the circumstances of conception, status, or health
- That life naturally begins at conception within women and requires a "yes" on the part of women to be realized. Therefore, women are at the heart of the Culture of Life

YOU ARE NOT A NUMBER OR A PROBLEM TO BE SOLVED. YOU ARE A NATURAL WONDER, AND YOU DESERVE HEALTHCARE THAT CARES ABOUT YOU.



- That women should not feel forced to choose between their children and their education and/or career
- That our bodies were created beautifully and deserve respect, understanding, and care

OUR GOAL IS TO MEET THE NEEDS OF WOMEN AND FAMILIES THROUGHOUT SIOUXLAND BY PROVIDING WHOLISTIC, LIFE-AFFIRMING HEALTHCARE THROUGH OUR 4 PILLARS OF CARE:



FERTILITY CARE & NATURAL FAMILY PLANNING



PREGNANCY & CHILDBIRTH



BREASTFEEDING & POSTPARTUM



FAMILY LIFE SERVICES



AT GUIDING STAR SIOUXLAND, WE BELIEVE THAT EVERY PERSON DESERVES EXCELLENT HEALTHCARE. THAT'S WHY WE OFFER SPECIALIZED, INTEGRATED SERVICES FOR WOMEN'S HEALTH AND WELLNESS.

We diminish common barriers to receiving care:

## FINANCIAL

The majority of our services are offered for free, and scholarships are available.

## ACCESSIBILITY

We offer child watch, and little ones are always welcome to join parents during appointments.

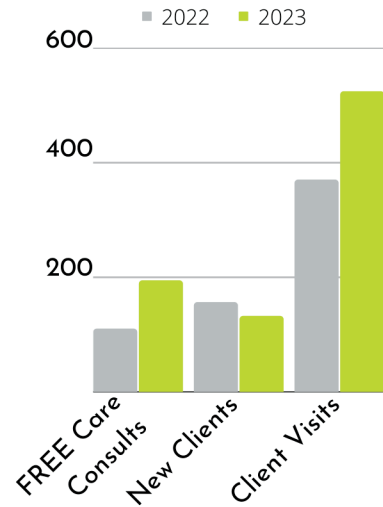
## EDUCATIONAL

Our FREE care consults help you make informed healthcare decisions for you and your family.

Learn more about GSS

# Our Growing Impact

**524**  
Client Visits!  
42% increase!



**52**  
Pregnant Mothers Served

We are honored to provide resources, education, and support.

**3** Post Abortion Support Appointments  
We offer support and love to those who feel they have no other choice.

**4000+ ABORTIONS**  
were performed through 8 Iowa clinics in 2020.

**16** were Abortion-Vulnerable and Chose LIFE!



Twinkles born

**10**  
Doula Births Attended

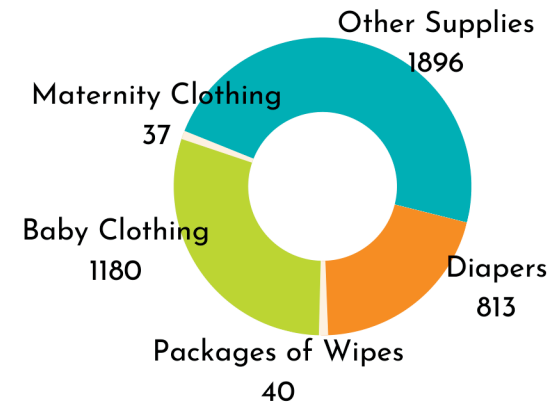
- 68% increase in overall birth satisfaction when utilizing a doula for pregnancy and delivery.
  - Decreased likelihood of delivery by c-section
  - Improved postpartum mental health
- 
- 30%+ of Iowa's babies are born by c-section. Double the WHO standard.
  - Up to 45% of new mothers reported experiencing birth trauma.

**18** FREE Bereavement Support Consults

**36** FREE Lactation Support Consults

**33** Breast Pumps Given

**5,200+**  
Ounces of Breastmilk Shared  
That's Nearly 40 gallons!



3/5 of infants will not be exclusively breastfed through 6 months despite the benefits for both mom and baby. We offer the support and education moms deserve.

**43** FREE Postpartum Consults  
1 in 5 women experience postpartum depression.

**3,966**  
Items of Material Assistance Distributed

**136** Attic Visits  
\*4x last year's visits

**15** FREE Fertility Consults  
**17** FREE Infertility Support Consults

1 in 8 couples experience **INFERTILITY**.  
NaPro technology is 3x more successful than IVF.

We offer education and methods that meet the needs of the woman and couple.

**95**  
Children cared for in Child Watch

**447**  
Parents & children served at our Family comfort stations  
\*up from 371 last year!



# Our Full-Spectrum Services



- FREE Fertility Care Consults
- Infertility Support
- Age-Appropriate Fertility Appreciation Classes
- Creighton Model FertilityCare System
- FEMM/teenFEM
- NaPro Technology Referrals



- Childbirth Education and Preparation
- Pregnancy and Birth Support
- Referrals to Life-Affirming Medical Providers
- Doula Services
- Pregnancy and Infant Loss Support
- FREE Pregnancy Care Consults
- FREE Pregnancy Tests



- Lactation Consultants
- Breastfeeding Education Classes
- Breastfeeding & Postpartum Support Groups
- Baby Weigh Station
- FREE Postpartum Consults
- Breast Milk Sharing Program
- Breast Pump Donation Program



- Child Watch
- Nursing Lounge
- Family Comfort Stations
- In-House Counseling
- Material and Financial Assistance
- Mama Love Fund
- The Attic Clothing Store
- Post-Abortion Care



\*Find these groups on Facebook!

## Classes

- Introduction to Creighton Model FertilityCare System™
- Embrace Birth
- LATCH Breastfeeding Class
- What to Expect After Baby
- Guiding Star Cycle Show
- Natural Fertility & Hormone Wellness
- Wonder of Myself Mother-Daughter Workshop

## Support Groups

- Hopeful Hearts
- Green Period\*
- 4th Trimester Circle
- LATCH Breastfeeding Support\*
- Cloth Love\*
- Wrapped\*
- Rainbow Mamas\*
- Endo Warriors\*

## Service Partners

Our Service Partners fully align with our Philosophy Statement, so we have confidence that our clients will receive quality care through our referral. By connecting our clients to our Service Partners, we can provide a continuum of wholistic care for a lifetime of family health.





## July 2024

- 7 staff members
- Additional certified doulas and lactation consultants, Fertility Care Practitioners, and FEMM Instructors
- Extended hours (Monday 9am-7pm, and Tuesday, Wednesday, and Thursday 9am-5pm)
- Movement towards a full medical clinic with our own location
- Increased marketing efforts on college campuses
- \$200,000 annual revenue



## July 2026

- 10 staff members
- Our own building
- Increased services for OB, nutrition, perimenopause, hormones
- Connections formed for potential expansion to Spirit Lake
- Increased partnership with local medical providers
- \$400,000 annual revenue



## July 2033

In ten years, we want Guiding Star Siouxland to be a vibrant and rapidly growing full- spectrum solution that is the first place women look to for wholistic healthcare.

- In-house medical provider
- Potential for a birth center and satellite location near Spirit Lake
- Our fertility education programs in local schools
- \$500,000+ annual revenue

# The Future of GSS



Donate to the  
Mission

## Frequently Asked Questions



### HOW DO I RECEIVE CARE?

You can stop in anytime during our normal business hours! You can also set an appointment by calling 712.266.3282 or emailing [info@guidingstarsiouxland.org](mailto:info@guidingstarsiouxland.org).



### HOW DO I DONATE?

Donations can be made directly to Guiding Star Siouxland by way of cash, check, or by going to our website, [guidingstarsiouxland.org/donate](http://guidingstarsiouxland.org/donate)



### WHO DO YOU SERVE?

We serve all women and families throughout Siouxland and beyond. We serve anyone who is looking for services under our 4 pillars of care.



### HOW CAN I GET INVOLVED?

GSS is always looking for more like minded individuals to join our team! We have volunteer opportunities, leadership opportunities on our board of directors, and employment opportunities. We always appreciate prayer partners and financial supporters!



### ARE ALL OF YOUR SERVICES FREE?

We offer the majority of our services for free, including: The Attic clothing donation center, support groups, Care Consults, pregnancy testing, and a variety of others. Beyond those, some services or classes have fees attached to them. Scholarships are often available.



### ARE THERE OTHER GUIDING STAR CENTERS?

Yes! We are one of 8 Guiding Star Project Affiliate Centers in the U.S, with the goal of having Centers in every state! We are one of three centers in the state of Iowa.



### HOW ARE YOU FUNDED?

We are a 501(c)(3) and funded by generous donations, grants, and fees for some of our care services.