



801 E. 41st Street • Sioux Falls, SD 57105  
alphacenterevents.org • (605) 361-3500

NON-PROFIT ORG.  
U.S. POSTAGE PAID  
PERMIT NO. 1581  
SIOUX FALLS, SD

ADDRESS SERVICE REQUESTED

PROBLEMS? We'd like to make it right!

Change label and mail back to us.

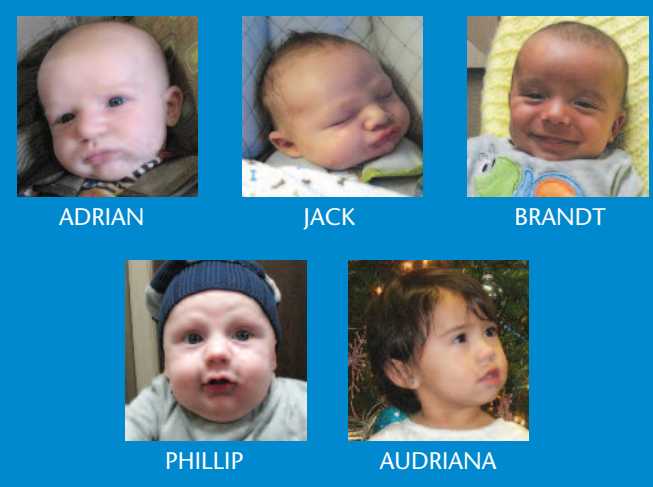
- Misspelled name     Receive more than one
- Wrong address     Remove from mailing list

STAY UP TO DATE!  
Visit Us Online @  
[www.alphacenterevents.org](http://www.alphacenterevents.org)  
or join us on FACEBOOK



# ALPHA BABIES

fruit of our labor



## Alpha Center Needs List

- MOST NEEDED:**
- Gender neutral baby clothing
  - Baby boy and girl clothing
  - Boys and Girls bibs, socks & onesies
  - Gender neutral bibs, socks & onesies
  - Blankets
  - Baby powder, shampoo, lotion & soap
  - Baby wipes
- ALWAYS NEEDED:**
- Diapers (sizes NB, 2-5)
  - Baby Clothes
  - Bottles
  - Pacifiers
  - Strollers
- ONGOING VOLUNTEER NEEDS:**
- Daytime counselors
  - Hotline counselors
  - Clerical
  - Bus Drivers
  - Sponsor a client baby shower
  - Writers
- NEW VOLUNTEER NEEDS:**
- Cabinets Built
  - Spring Yard Work
- GENERAL NEEDS:**
- Curriculum For Young Men: *A series of 25 studies equipping men to make their pursuit of noble manhood a lifelong priority: \$1,800*
  - Storage Unit: \$1,500
  - Parking Lot Repairs: \$15,000
  - Memorial Garden
  - Updates \$5,000
- FLEET FOR LITTLE FEET NEEDS:**
- Mobile Pregnancy Bus
  - Mileage/Bus Drivers/Supplies: \$3000 month
  - Fleet Signage: \$5,000
- Do you or someone you know own a large, heated space that you'd be willing to donate to the Alpha Center for storage of our Fleet for Little Feet? If so, please call Kimberly at 605-361-3500!*



# FRONTLINEnews

volume 27, issue one  
WINTER 2011



Jennifer and baby Bailey

## Meet Bailey, Our 2010 Alpha Baby of the Year!

Jennifer was a mother-to-be who faced incredible fears; so much so that the only way out seemed to be an abortion. Thankfully, one cold day in December, 2009, Jennifer found the Fleet for Little Feet (FFLF). In a unique partnership with sidewalk counselor Carol Remer other sidewalk counselors and the Alpha Center in Sioux City, IA, the FFLF made its journey to Sioux City and parked in front of Planned Parenthood. This is where Jennifer found us and this is where her life changed forever.

After getting a free ultrasound, Jennifer left the FFLF that day with an appointment to see a pro-life doctor, a full tank of gas, a HyVee gift card, a warm baby blanket and loving advice from those who understood her fears and concerns. Then after a very difficult weekend of waiting, we received word that Jennifer had called Planned Parenthood and cancelled her abortion appointment. Throughout her pregnancy and delivery, Jennifer received the emotional and material support she needed from the sidewalk counselors and the Alpha Center in Sioux City.

This is one of many exciting stories about how the Fleet for Little Feet saves lives. Through unique partnerships like this one, the FFLF can go into communities, provide specialized services and know that when we leave the babies we save and their mothers are in good hands being supported by local pro-life organizations. If you would be interested in bringing the Fleet for Little Feet into your community, call the Alpha Center at 605-361-3500 or email us at [info@alphacenterevents.org](mailto:info@alphacenterevents.org).

Bailey Paige Shank  
Born Aug 1, 2010  
6 lbs, 4 oz  
19 1/2 inches

Please consider sending your e-mail address to [info@alphacenterevents.org](mailto:info@alphacenterevents.org) to help us save on postage expense for future mailings. Thank-You!



To bring the Fleet For Little Feet to your community, call us at (605) 361-3500

# Letter From Our Founders

## Dear Faithful Friends,

Man's greatest gift is his power of love; his greatest downfall is his love of power.

King Herod, when he heard of the Christ Child being born in Bethlehem ordered the killing of every male child under the age of two. Why did he do this? He was so drunk with power and so narcissistic that he determined to destroy anyone who may someday in the future threaten his power. So why did God send his only son into this world as an innocent baby?

There are hundreds of places in the Scripture that affirm the importance of human life from the moment of conception. Isaiah 11: 6 says, "A child shall lead them." Deuteronomy 30:19 says, "Today I have given you the choice between life and death, between blessings and curses. Now I call on heaven and earth to witness the choice you make. Oh, that you would choose life, so that you and your descendants might live!"

So how many King Herods do we have as political leaders today who ignore the value of human life? They justify the killing of an innocent baby for political expediency. It's the politically correct thing to do and their reasons are always trivial. Every reason has its foundation in selfishness. I want what I want, whether it threatens someone's reputation, their personal life, their lust, or their power. Every sin has its root in selfishness. Abortion is merely a symptom. The cause is a cancer that has permeated the soul of America. The "INALIENABLE" RIGHT TO LIFE means each of our rights to live are given to us by God. No government, no supreme court, no politician can deny an innocent human being the right to life. If that right is trivialized, if it is put on the back burner as an insignificant issue, the foundation of America will be destroyed. George Washington said, "It is impossible to govern without God and the Bible." He also said, "Reason and experience teach us that national morality cannot prevail in the exclusion of religious principle." Martin Luther King said, "A just law is a man-made code that squares with the moral law or the law of God." God's word will continue to be at the center of what we do at the Alpha Center.

The Alpha Center has in its mission to raise the standard and clear the confusion with a message of hope; to offer every possible alternative to abortion by sharing Christ's love through all the volunteers, the counselors, and all of you who do what you can either through prayer, donating to the Alpha Center or by providing baby gifts. For in the end, of all the things we do in life, only what's done for Christ will last. Everything else is secondary. Someday when we meet our Savior face to face, he won't say, "I love that fancy car you drove or you sure lived in a nice house." He will ask one major question: "What have you done for the least of these?"

The Bible says, "By their fruits ye shall know them." What are the fruits of the Alpha Center? We have now been faithful for nearly 27 years. Year after year, the enemy has attacked us in countless ways, but we press on for the eternal prize. Every time a mother chooses life for her child we know her world will be turned upside down. She may be frightened, lonely, have no moral support, but we are there for her throughout her pregnancy and into her future. We have clients who have been coming back to the Alpha Center since our founding in 1984 who now have grandchildren from the fruits of this ministry. It struck me that to the fourth generation we could have tens of thousands of people born because of INTERCESSORS – those willing to prayerfully stand in the gap; people who are faithful to this ministry. Just as intercessors who warned Mary and Joseph of King Herod's decree helped save baby Jesus, you too can help save lives.

**In support of life, we hope you will consider a very special donation to the Alpha Center. We have many needs at this time but we especially need your generous donations. Some of you may be called to volunteer either as a hotline counselor, a daytime counselor, or a volunteer on a weekly basis. Whatever role you can play, we appreciate your help.**

God bless you this New Year!

*Dr. Allen and Leslee Unruh, Founders*

*No government,  
no supreme court,  
no politician can deny  
an innocent human  
being the right to life.*



**Dr. Allen & Leslee Unruh**  
*Founders of the Alpha Center*

## Mark Your Calendars for the Alpha Center Banquet Featuring Brad Bright

Join us on Monday, April 11, 2011 to hear a dynamic and powerful message from Brad Bright with Campus Crusade for Christ. Brad, the son of Campus Crusade founder, Bill Bright, will share about the powerful role of the Alpha Center ministry in reaching a new generation for Christ.

Brad graduated from Wheaton College in 1982 with a B.A. in Political Science and History. He served as an aide to U.S. Senator William L. Armstrong and then as a deputy for the National Republican Congressional Committee, before heading up a foundation to develop private sector alternatives to federal government programs.



**BRAD BRIGHT**



He left politics to join the staff of Campus Crusade for Christ in 1989, convinced the only effective solution to society's problems must begin with the spiritual dimension of life. Today he serves on the staff of Campus Crusade for Christ and as President / CEO of the Bright Media Foundation. He is the National Director of DISCOVER GOD, a strategy of changing the way Americans view God - first in the Church and then throughout the culture.

He has authored God Is the Issue: Reframing the Cultural Agenda, released in 2004. He and his wife Katherine have two children.

To purchase tickets and view event details visit [www.alphacenterevents.org](http://www.alphacenterevents.org). We'll see you on April 11!

## WHERE THERE'S A WILL... THERE'S A WAY.

Help leave a lasting legacy for life by putting the Alpha Center in your will. A memorial gift to the Alpha Center will ensure that your love for unborn children is never forgotten. If you'd like more information about how to include the Alpha Center in your will, call us at 605-361-3500 and ask for Kimberly.

## CALENDAR OF EVENTS

### ENTIRE MONTH OF JANUARY

**Sioux Empire's Largest Baby Shower**  
*Sponsored by Life 96.5 and Lewis Drug Store.*

- Donate baby items to the Alpha Center by dropping them in a donation box at any Lewis Drug Store

### JANUARY 16, 2011

#### **Celebrating Families through Southern Gospel Music**

1:30 pm at Linwood Wesleyan Church, Sioux Falls  
1101 East 57th Street (2 blocks West of Cliff Ave)

- Free Will Offering for the Alpha Center
- Sponsored by Leroy Mathieu and other caring individuals

### JANUARY 22, 2011

#### **Roe vs Wade Memorial**

7:00 pm at First Assembly of God, Sioux Falls  
6300 W. 41st Street (next to Roosevelt HS)

- Speaker and prayer walk to Planned Parenthood

### JANUARY 30, 2011

#### **Volleyball for Life Tourney**

1:00 pm at Faith Lutheran Church in Sioux Falls, SD

- 601 N. Cliff Avenue
- This is a double-elimination Rally-scoring tournament
- Cost is \$50 per team
- Teams can have up to 8 players on a team
- All proceeds will go to support the Alpha Center in Sioux Falls
- Contact Pastor Chris Ascher of Resurrection Lutheran Church by e-mail at [pastor@resurrectionlutheransf.org](mailto:pastor@resurrectionlutheransf.org) or by phone at 361-6631 for more information

### MARCH 12, 2011

#### **Alpha Center's 27th Birthday**

### APRIL 11, 2011

#### **Alpha Center Annual Banquet**

7:00 pm at Ramkota Exhibit Hall

- Featuring special guest, Brad Bright
- Sponsorship opportunities available
- Watch [www.alphacenterevents.org](http://www.alphacenterevents.org) for more information

# Honoring Our Own Divine Servants

On Monday, December 13 Alpha Center board, staff and volunteers enjoyed a beautiful Christmas celebration while honoring those who have served this ministry with the heart of a divine servant. The Alpha Center, while employing some staff, relies heavily on the volunteers who daily sacrifice to serve women facing an unexpected pregnancy. Volunteer activities range from hotline counseling to daytime counseling to building maintenance, scrapbooking, cooking, mailings, data entry, answering phones and so much more! This ministry truly would not function properly without the sacrificial hearts of our volunteers. *This year's volunteer awards go to:*

**Humanitarian of the Year in Memory of Wally Cook:  
ADAMS THERMAL SYSTEMS, INC.**

**Volunteer Counselor of the Year:  
SUE PARTON**

**Volunteer of the Year in Memory of Ray Binstock:  
YVONNE ROGALLA**

Honored for their dedication to protecting unborn children was Adams Thermal of Canton, SD. Adams Thermal, owned by Mike and Kim Adams, received the Humanitarian of the Year Award in memory of Wally Cook. Like Wally, who sacrificially gave to the Alpha Center, Adams Thermal has gone over and above to support the women and children who come to the Alpha Center. Through generous financial support and partnership to provide volunteer opportunities to their employees, Adams Thermal has left a lasting legacy through their support of the Alpha Center. We can never say thank you enough but THANK YOU!



alphacenterevents.org • (605) 361-3500



Mike & Kim Adams receive the Humanitarian of the Year award



Volunteer Counselor of the Year: Sue Parton



Volunteer of the Year in Memory of Ray Binstock: Yvonne Rogalla

## EARN WHILE YOU LEARN Teach Them How To Fish

As our current culture becomes more welfare minded and as economic conditions continue to worsen, the needs in our communities grow.

At the Alpha Center we are very sensitive to these needs as it is the number one reason our clients indicate they feel they have to or want to have an abortion.

It is for this reason we do all that we can to ensure that the needs of our clients are met in an appropriate and life giving way. While we partner with many wonderful community agencies that serve our clients in unique ways, the Alpha Center has remained steadfast in our dedication to meeting the "baby" needs of our clients through an incentive program called "Earn While You Learn" (EWYL).



Earn While You Learn is exactly as it sounds – earning baby items while they learn how to properly care for and meet the physical, emotional and spiritual needs of their child(ren). This program is made available to clients free of charge through the generous donations of our supporters and volunteers who give graciously of their time and financial support.

Baby items can be earned in a variety of ways that ensure the client is doing something to increase her skills, develop her spiritual life and focus on her future for both her and her child (fathers are also encouraged to participate). Some ways to earn include:

1. Counseling session including video and worksheet that focuses on the care of her body during pregnancy, baby care, etc.
2. Completing homework assignments (similar to above)
3. Attending Church
4. Attending School
5. Attending an Alpha Center Class including Parenting Support Classes or Sexual Integrity Class
6. Attending their primary Doctor appointment for current pregnancy
7. Volunteering at an approved agency

All of the above must be approved by an authority overseeing her care: supervisor, doctor, pastor, professor, etc. When the client turns in the necessary documentation, she is issued "Baby Bucks" that she can use to purchase what she needs from the Alpha Baby Closet (ABC).

Here's how one Alpha Center client, Tori, described the EWYL program, "I don't feel like a loser when I leave the Alpha Center." She went on to describe how the EWYL program, through the support of our staff and volunteers, gave her the confidence she needed to take care of herself and her child.

As much as we have the opportunity to bless those who truly are in need with the baby items they are seeking, we have the unique opportunity to not just give them the fish, but teach them to fish. It is with this attitude that we will continue to serve the clients of the Alpha Center.

All items clients earn are donated from generous supporters and in partnership with Life 96.5 and Lewis Drug Stores through the Sioux Empire's Largest Baby Shower. All donations can be delivered to 801 E. 41st Street in Sioux Falls. For a complete listing of needed baby items, please see page 8.

## GIFTS GIVEN

### IN HONOR OF

Anneka & Ellie Eisfeld  
Nathan & Eve Hallickson  
Kate and Ellie Nichols  
Otis Phillips  
Charles Gust Johnson & Raelyn Ruth Sackett  
Carma Smidt's Birthday  
Shelby Svatora  
Allen and Leslee Unruh

### GIVEN BY

Mark and Sara Eisfeld  
Jenay and Justin Hallickson  
Kristin and Justin Nichols  
Mrs. Alma Phillips  
Daryl and Kathy Runion  
Kristin Habben  
Dale and Alice Ann Stange  
Steve and Suzy Hartman

### IN MEMORY OF

Ross and Travis Bakker  
Gary Cheeseman  
Gary Cheeseman  
Elmer Ehlers  
Bertha P. Eisenbraun  
Loretta Grassel  
Loretta Grassel  
Loretta Grassel  
Loretta Grassel  
Ashley Hanson  
Harold Hegerle  
Hannah Jean  
Elizabeth Kaune  
Usona Larsen  
Usona Larsen  
Usona Larsen  
Usona Larsen  
Usona Larsen  
Sharon Ludens  
Erika Gracelynn Nelson  
Jack Nichols  
Orval Otten  
Vivan Otto  
Lillian Sather  
Lillian Sather  
Robert and Ruth Schieltz  
Lael Seruyange  
Suzanne  
Taylor  
Maxine Te Slaat  
Marcia Tracy  
Mr. and Mrs. Union Turner

### GIVEN BY

Alan and Avis Bakker  
Don and Trudy Baird  
Dale and Alice Ann Stange  
Kenneth and Marianne Peters  
Vernon and Loretta Kraft  
Francis Grassel  
Kevin and Trisha Pudwill  
John and Joellen Stadler  
Lee and Katharine Volk  
Shirley Erickson  
Wilbert and Mary Fenger  
C. Kevin and Betty Carson  
Ron and Peg Wencil  
Terry Larsen  
Tracy Larsen  
Ridgecrest Baptist Church  
Kim McCart  
Allen Ludens  
Steven and Karen Nelson  
Kristin and Justin Nichols  
Edna Otten  
Timm and Renae Hoffman  
Dale and Alice Ann Stange  
Karen Venables  
Linda Birgenheir  
David and Gretchen Mattson  
Lee and Betty Holst  
Kristin and Justin Nichols  
Orville and Arlene Vant Hul  
Jeff and Nora Slykhuis  
Mrs. Alma Phillips



# BABY IN DANGER!

## Can a Text or Email Save a Life?

Currently at the Alpha Center we are seeing a significant increase in abortion minded women. This trend is mimicking the fact that Planned Parenthood in Sioux Falls is not just doing surgical abortions but also chemical abortions, causing the abortion rates in South Dakota to increase. Women can also cross into Iowa and Minnesota and receive abortions even later in their pregnancy. However, no statistic can even begin to describe the difficulty we encounter in counseling many of the women that come to the Alpha Center. The lives of the women / young girls that we see have become so complicated, filled with so much pain and suffering that these adjectives do not seem to adequately characterize their situations. Recently, we had our volunteer counselor, staff person, Executive Director and Founder all separately counseling an abortion bound girl! Here are some of their accounts:

- A girl who was severely entrenched in a gang determined to have an abortion
- A mother who had already taken the first pill in the series of a chemical abortion while her husband begged her not to abort
- A young teen being forced to have an abortion by her parents

You know the old saying, "You win some and you lose some." While that is true at the Alpha Center, each loss is coupled with deep grief for the loss of the unborn child, pain in wishing you could have done more to stop the abortion and the knowledge of the deep regret and shame the woman and those close to her will experience in the coming years. It just isn't okay to "lose some."

*We know at the Alpha Center that there is no victory separate from Jesus Christ so today we ask you a question:*

*Could you do more to help ensure that unborn children come to know life and that through that process more mothers come to know Jesus as their Lord and Savior?*

If the answer is yes, then perhaps God is calling you to become an intercessory prayer warrior on behalf of those we serve. Mathew 18:20 says, "For where two or three come together in my name, there am I with them." Will you join us, in HIS name?

The battle between life and death is not an 8 am to 5 pm battle. It wages daily, at all hours of the night and yes, even on the weekends. It is at these moments your fervent prayer is needed. If you are interested in becoming an intercessory prayer warrior, please email us at [info@alphacenter.org](mailto:info@alphacenter.org) or call Lori at 605-361-3500 today.

## Remembering the Millions of Babies Lost to Abortion

On Saturday, January 22nd pro-life people from across South Dakota will gather together to remember the over 50 million lives lost to abortion in the United States. Please join us on Saturday, January 22nd at First Assembly of God located at 6300 W. 41st Street in Sioux Falls at 7pm to hear babies saved from abortion share their thankfulness for life followed by a prayer walk to Planned Parenthood, the last abortion clinic in South Dakota.

## Alpha Abstinence Program, Truth4Youth, Saves South Dakota Over \$25 Million



Statistical analysis shows that per year Truth4Youth could:

- **SAVE \$361,802 from STD treatments and medication to teens**
- **SAVE \$19 MILLION in tax payer funds to support teen pregnancies and teen mothers**
- **GAIN OVER \$4 MILLION in tax revenue by more teens achieving a high school diploma**

We are Truth4Youth, a primary prevention program which promotes healthy choices to students in the Midwest. This program encourages students to make positive decisions and avoid risky behaviors such as alcohol, drugs, tobacco and premarital sex.

- Truth4Youth has been a contributing program to South Dakota's decline in youth drinking. 30% to 26% from 2007-2009. Savings: \$325,595/year\*
- Over the past 3 years, the return on investment of Truth4Youth education reduced direct and indirect social costs in South Dakota. Savings: \$25,344,588

### WHAT OTHERS ARE SAYING:

"From their first contact, Truth4Youth has the mission of helping students and schools. They desire to work efficiently with the school and community. We have been more than pleased with our partnership. The benefit we have seen in our students and their excitement reinforces this fact. I encourage you to partner with this organization; they will be asset to your school and community."

**Darren Ellwein**, Lennox Middle School Principal

\* Source South Dakota Youth Risk Behavior Survey 2007 and 2009. [http://www.doe.sd.gov/oess/schoolhealth/yrebs/docs/YRBS\\_Alcohol\\_Use.pdf](http://www.doe.sd.gov/oess/schoolhealth/yrebs/docs/YRBS_Alcohol_Use.pdf)

\*This tool was brought to you by the National Abstinence Clearinghouse, ICF Macro and Saint Wall Street.

*"At the end of my 7th grade year, my mom got a call saying that my dad had passed away. At that moment, my whole life changed. I now had a huge gap in my heart that I believed could be filled when I met someone who 'really' loved me.*

*My freshman year I met a boy. I thought I was madly in love with him. I gave him my virginity and a few months later he said he was still in love with his ex-girlfriend. I was devastated and thought that no guy would ever want to be with me and that all I was good for was sex. When I was only 15, I had sex with a 22 year old because I wanted to feel loved and beautiful.*

*I slept with several guys for attention. I wanted to fill the hole that had been made by the others before; but what I didn't realize was that the hole in my heart was growing bigger and bigger.*

*I went to the doctor to get checked for STDs when I was 17. It was positive for Chlamydia. I realized that I needed to start respecting myself and that I was better than this. I was not someone who could just be treated like trash. When Truth4Youth came to my school, it put so many things into perspective for me. I hope that I can spread the word and be a role model for other girls like you are for me."*

**Mikayla 18**

### TRUTH4YOUTH SERVICES

- State-of-the-Art Classroom Presentations
- Riveting Assembly Speakers
- After-School Clubs
- Innovative, Highly Interactive Teen Parent program
- Parent Event showcase: "How to Talk to Your Kids about Making Healthy Choices"
- 74 SCHOOLS reached in Iowa, Minnesota and South Dakota
- 10,000 TEENS empowered since October 2009
- THOUSANDS OF TEENS and millions of taxpayer dollars at risk