

## **Black Hills Pregnancy Center's Earn While You Learn and Hope Partners**

**Grant Goals** – An unplanned pregnancy poses many challenges, and some young women struggle to know how they are going to provide the physical and emotional needs of a child, the Black Hills Pregnancy Center (BHPC) has established our Earn While You Learn (EWYL) program to provide incentive-based pregnancy and parenting classes to mothers and fathers of a current pregnancy or a child from birth and up to a child's 4<sup>th</sup> birthday. The EWYL program helps our clients chose life for their babies to learn, grow, and understand how to be good mothers and fathers to their children. The BHPC's EWYL program provides incentives such as "Baby Bucks" that are redeemable in the BHPC's boutique diapers, clothing, and car seats to mothers and fathers that attend pregnancy appointments, Bright Course parenting lessons, bible studies, church services, nutrition classes, and volunteer opportunities at church or the BHPC.

**Current Need** – The BHPC experienced a steady increase in participants in our EWYL program over the last 5 years. The BHPC had 164 EWYL participants in 2019. In 2024, there were 205 EWYL participants at the BHPC which is a 24% increase. This increase in EWYL participation caused the BHPC to expand into office space next to our center located in Rapid City, thereby more than doubling our ability to offer EWYL classes. This expanded space allows us to book more classes and have more client advocates. In 2020, our clients attended 176 classes and in 2024, our EWYL participants attended 1,236 EWYL classes, which is an increase of 600%. And 2025 is on pace to surpass 2024 EWYL participant levels.

Because of this increasing need, in 2025, the BHPC launched an extension of our EWYL program to the local churches called "Hope Partner". At the BHPC, we are limited in how many people we can enroll in the EWYL program, so we are partnering with local churches to expand EWYL into their communities. The EWYL includes training sessions for church leaders as well as for their parishioners to take classes. Under our BHPC membership, we can enroll churches in accessing these EWYL classes and training sessions. This program makes a positive impact on the lives of mothers, fathers and their children. Our program helps break the cycles of neglect and abuse.

**Purpose of Funding** – The BHPC is requesting \$5,000 for our "Hope Partner" efforts with area churches to deliver EWYL program curriculum and Bright Course subscriptions, which would enable the BHPC to provide new clients and participants with curriculum and lesson modules from their pregnancy tests up to a child's 4<sup>th</sup> birthday. The BHPC purchases annual updates for the EWYL main curriculum, modules, and videos from the Earn While You Learn organization (<https://www.ewyl.com/>). We are working with the organization to expand the license options to our church partners at no cost and will be able to be used by their own members opening the door for further growth and work between the BHPC and churches as we work to place clients into church families for further discipleship. A grant from the LMWL would help expand the program and deliver EWYL lessons without requiring more BHPC office space. Over the next year, the BHPC plans to initially test this EWYL delivery with two partner churches before partnering with more area churches to deliver the EWYL program. We believe this approach will be very helpful in providing our virtual classes to more communities and to full time working mothers and fathers with the EWYL lessons and curriculum.

**Total Grant Amount Requested** – \$5,000.00

**Facilities** – The BHPC located at 1774 Centre Street, Suite 1 in Rapid City, South Dakota, and rents two office suites. Currently, the BHPC rent adjacent office suites that doubled our capacity to offer classes.

One office suite is dedicated to EWYL classes while our other client room is primarily used for pregnancy test and ultrasound appointments, but we can hold EWYL classes in both rooms when we have multiple clients at our center.

**Equipment** – The BHPC has equipment for the EWYL program but our current needs for the EWYL program have transitioned to providing more BrightCourse online lessons and modules.

**Budget for proposed programs** – The BHPC budget for our EWYL program expenses is estimated to be \$5,000 for 2 years of licenses and subscriptions. The annual basic license is \$1,700 and \$500 for expanded user subscriptions. Remaining funds would be used to purchase additional subscriptions for partnering churches.

**Indicate partial funding from other sources and remaining funds** – The BHPC fundraises with our annual events, “Walk for Life” and “Fill a Baby Bottle” resulting in local donations. The BHPC continues to seek other grant opportunities for our EWYL program. Other community partners include several churches in the Black Hills Region. Also, the BHPC continues to look for ways to reduce EWYL program costs such as purchasing items for our “Baby Bucks” that are redeemable in the BHPC’s boutique diapers, clothing, and car seats.

**Who is responsible for implementing the grant and administering funds?** – The primary contact for this grant is Travis Lasseter, BHPC Executive Director, 605-641-4477, [travis.lasseter@gmail.com](mailto:travis.lasseter@gmail.com), [blackhillspregnancycenter@gmail.com](mailto:blackhillspregnancycenter@gmail.com), 1774 Centre Street, Suite 1 in Rapid City, SD 57703

**Who has special knowledge of the grant?** – Travis Lasseter and Monica Tanner at the BHPC

**Any other information pertinent to the grant** – Because all life is sacred, the BHPC exists to explore choices by providing appropriate resources and support for all impacted by an unplanned pregnancy. The BHPC is the kind of place that can answer our clients’ questions about pregnancy and parenting, and we work to allay their fears by offering them free pregnancy tests, ultrasounds, and the EWYL educational classes. We are financially supported by individuals, businesses, and churches in the Black Hills Region. Our great team of medical professionals and trained volunteers donate several thousand hours each year to serve the needs of our clients. We strive to be the first place someone facing an unplanned pregnancy will come for education and support to help families for all impacted by an unplanned pregnancy. We help our clients through peer mentorship, education, and prayer. We try to help young mothers and fathers to have a lifelong positive impact on their children. Our clients are mainly from low-income families and approximately 40% are Native American.

**Grant paperwork must be signed by someone from the submitting entity**

Travis Lasseter

Representative’s Printed Name (Black Hills Pregnancy Center)

Executive Director

Position

[Signature]

Representative’s Signature (Black Hills Pregnancy Center)

8/26/2025

Date

**Signed photo/video/testimonial waiver and release form must be included – Attached.**

**3–5 photos in JPG or JPEG format of high-resolution be included – Attached.**







