



Corporate Statements

Mission Statement

To be the first step for women facing an unplanned pregnancy, transforming their fear into confidence, by addressing their physical, spiritual and emotional needs, and equipping them to make healthy life-affirming decisions.

Vision Statement

To honor Jesus Christ by giving every unborn child the opportunity to be born.

Core Values

Culture of Excellence:

Everything we do, we do it as unto the Lord • Be good stewards of our time, treasures and talents • Act, dress and communicate professionally • Honor others' time and your commitments • Adhere to policies and processes • Represent Assure well with pride in your work and attention to detail

Fighting Spirit:

We don't give up when it's hard • Willingness to learn & grow • Innovative • Going above and beyond what is expected and required • Do what is best for Assure • For every problem, bring a solution

JOY - Jesus, Others, You:

Treat others as you want to be treated • Resolving conflict in love • Assume the best of others • Keeping God at center of decisions/tasks • Maintain highest level of honesty and integrity • Each task & conversation serving a higher purpose