



CASE FOR SUPPORT

LIFE ON BELAY

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MEET OUR FOUNDERS

Jeremy was an entrepreneur and problem solver with 20 years of nonprofit consulting experience. Colin was a former business litigator with an endless stream of ideas. They met like a lot of us do: at work. Together, they played pivotal leadership roles in structuring and resourcing a nationwide telehealth rescue system for women at high risk of choosing abortion for their unplanned pregnancies. These two dynamic leaders worked tirelessly to design, test, and analyze new systems of care for individuals and families in crisis. It was wildly successful!

Through that work, Colin and Jeremy saw a great demand for cohesive, comprehensive, and coordinated care beyond that initial point of crisis. They envisioned care systems rooted in the local community and the church that would empower individuals to find and maintain stability, become part of a supportive community, develop spiritually, and build thriving families.

As Jeremy and Colin worked together, the Lord was stirring their hearts and called them into a new work. They developed a vision of partnering with other organizations, churches, and leaders already laboring in their communities. The goal was to enhance, expand, coordinate, and sustain their work.

Together, they founded Life on Belay in June 2020. Their vision is to strengthen nonprofits, unify leaders and efforts, and mobilize the local church, establishing long-lasting relationships with each community's most vulnerable members.

This is God's work, not ours.



Jeremy Aranda
President, Life on Belay (Left)

Colin LeCroy
Vice President, Life on Belay (Right)

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ABOUT US



Our Purpose

Life on Belay exists to promote healthier families and communities where the most vulnerable can find transformational support. We are responding to a call from Christ.



How We Do It

We mobilize nonprofits, churches, and leaders with strategy, analysis, program design, training, marketing, and coaching services to enable frontline heroes to provide better and more coordinated care.



Who We Are

Our team is made up of veteran leaders, strategists, and idea-generators who strengthen and unite local care providers for the purpose of providing transformational services to those who are most in need.



THE PROBLEM

Many community care systems are fractured and under-resourced, limiting their ability to support marginalized populations. The road to flourishing has become a dead end for many families. The problem is three-fold.

NONPROFIT LIMITATIONS

Nonprofits work so hard with so little. Despite leaders' talent and commitment, the efficacy of their work often suffers from poor data quality, underdeveloped programs, dysfunctional technology, and chronic underinvestment in strategic planning and leadership development.

DISJOINTED COMMUNITIES

Nonprofits lack time to think strategically about the needs of the community as a whole or to coordinate their work with other organizations. This disunity wastes resources and creates friction for clients who need a range of services.

RELATIONAL POVERTY

Crisis-oriented nonprofits rightly focus on providing targeted interventions that address urgent needs. But these services often treat symptoms instead of the underlying issue: a lack of supportive relationships. Authentic friendship promotes the development of habits, skills, and virtues necessary for stability.



THE SOLUTION

Our work is to strengthen and align existing nonprofits alongside church communities to holistically address the needs of vulnerable populations. Life on Belay works in three ways:



STRENGTHENING NONPROFITS

Life on Belay assists organizations through services such as program assessment and design, metrics development, marketing and branding, training and education, fundraising support, strategic planning, and leadership development.



UNITING LEADERS AND EFFORTS

Life on Belay brings providers, leaders, and members of the church together under a collaborative strategy, streamlining access to services for families, filling gaps in care, reducing duplicated efforts, and driving progress on core community-wide outcomes.



MOBILIZING THE CHURCH

Life on Belay equips church communities to provide long-term, transformational support to the most vulnerable. Church members connect with vulnerable families in structured, purposeful relationships, helping them break out of cycles of dysfunction and poverty in their lives. Our most impactful evangelization comes through relationship, the model Christ gave us.



CORE VALUES

We are a group of values-oriented Christ-followers who strive every day to progress toward virtue: glorifying God, building deeper relationships, and laying our lives at the service of others.



PERSONAL CONVICTION

We believe that all persons were made in the image and likeness of God, and value all human life from conception to natural death.



RIGOROUS EXPLORATION

We value relentless problem-solving and seek honest solutions that address root issues.



PURPOSEFUL RELATIONSHIPS

We believe that the human person was made for relationship and strive to build authentic friendship with others.



HUMBLE APPROACH

We are grateful for our experience and believe that there is always more to learn.



INTENTIONAL BALANCE

We create space to delight in life and order our time focus on what is most important, intentionally prioritizing family, relationships, and health.





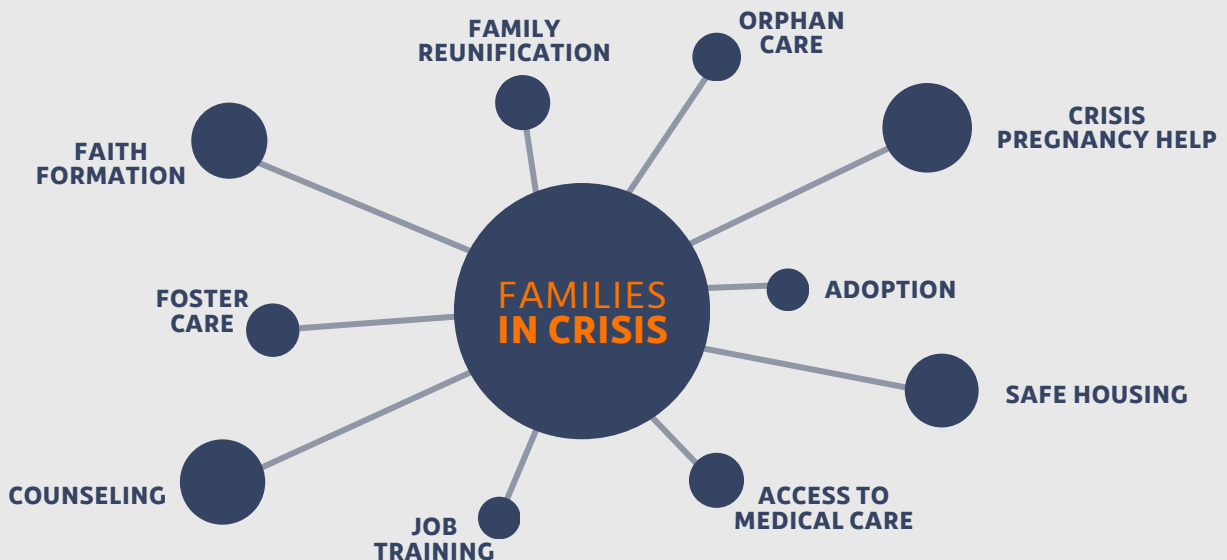
We do what we are called to do
so they can be who they were made to be.

OUR REACH

24 Communities.
70+ Nonprofits.
In the first 2 years.

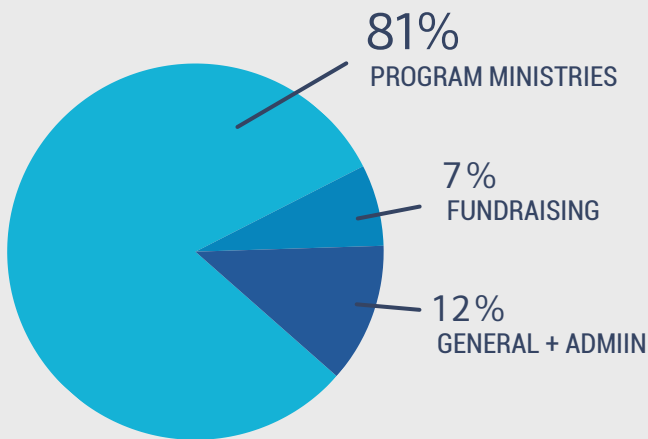


Allen, TX | Birmingham, AL | Bridgeton, MO | Columbus, OH | Conway, AR | Dallas, TX |
El Dorado, AR | Ellensburg, WA | Estero, FL | Glen Ellyn, IL | Hartford, CT | Hermiston, OR |
Kenosha, WI | Millington, TN | Mountain Home, AR | Nashville, TN | New York, NY | Raleigh, NC |
Salt Lake City, UT | St. Louis, MO | Tulsa, OK | Tuscaloosa, AL | Windsor, CO | Worcester, MA



IMPACT POWERED BY **GENEROSITY**

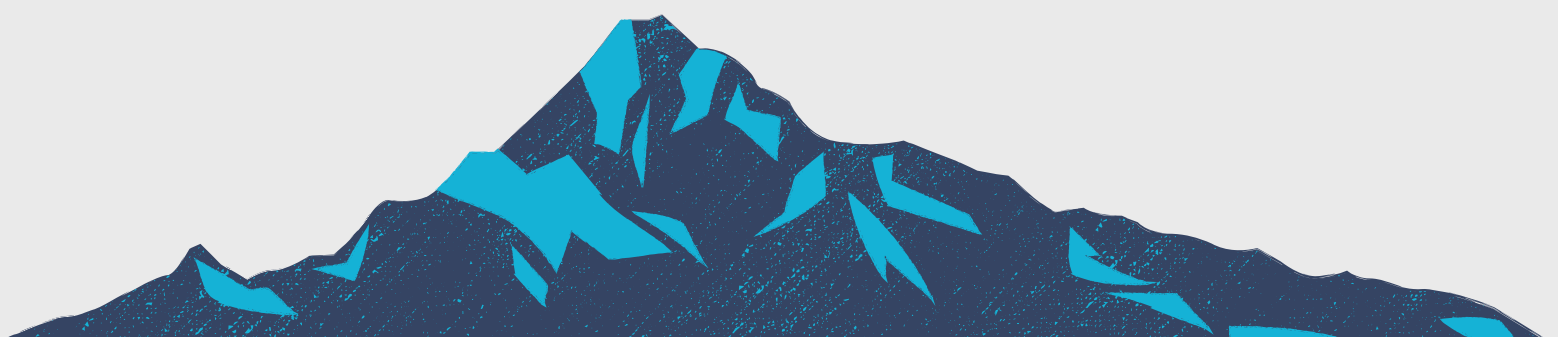
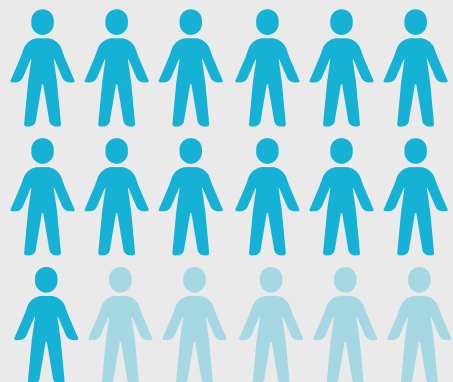
The reason we're able to offer such high-quality services is because of supporters who believe in our work and come alongside us by offering prayers and funding support.



We're honored that we can steward over 80% of all the dollars that come in directly to program ministries. Serving our clients well is at the heart of all we do. Central to this work are our Mission Partner Grants.

MISSION PARTNER GRANTS

More than 70% of nonprofits we serve have received a Mission Partner Grant, which means all or part of the costs associated with their projects are covered by grants funded by Life on Belay Mission Partners.



CASE STUDY



CATHY WATERBURY

EXECUTIVE DIRECTOR,
CONFIDENTIAL CARE MOBILE MINISTRY

Cathy Waterbury is the executive director of Confidential Care Mobile Ministry, a medical pregnancy resource clinic serving women who are experiencing unplanned pregnancies. Cathy has served as a leader in the nonprofit and human resources sectors for nearly 20 years.

Before Life on Belay began working with Cathy, she'd felt her organization beginning to coast. Since the fall of 2020, Cathy and Confidential Care have worked closely with Life on Belay's team on a wide array of projects, forging a partnership between the two organizations that has benefitted both immensely.

Over the past two years, Life on Belay's services to Cathy and Confidential Care have included: executive coaching, relationship management, fundraising strategy, client marketing, donor marketing, a telecare buildout, and continuum of care expansion.

Since joining forces with Life on Belay, Confidential Care has tripled in size, expanded their services, and is reaching more women than ever before.



CASE STUDY

Confidential Care Asks For Help 01

When Confidential Care first approached us, they were a small organization who felt like they had stopped growing. Unsettled with this plateau, Cathy engaged with Life on Belay for help strategizing new program opportunities.



02 Building a Telehealth Program

You might know of telehealth as a virtual visit with your doctor, but for women considering abortion and approaching Confidential Care, telehealth can be a critical life-saving, relationship-building intervention.

Meeting Women Where They Are At 03

Confidential Care's clients often struggled to find reliable transportation. Cathy did not wait on the sidelines while someone else figured out that problem. Mobile clinics were created by outfitting a charter bus with everything needed to meet women where they are at.



04 Mobile Continuum of Care

When a woman's pregnancy is a crisis, and not a joyous celebration, it's because there are vital pieces missing in her life. The Continuum of care identifies and connects women to resources for things like job training, mental health support, financial assistance, and more.

Having a Generational Impact 05

The end of the story is not what we did for Confidential Care, but the effect on the lives that were touched because Confidential Care grew.



WHAT WE DO

HOW WE SERVE PARTNERS LIKE CATHY



**BUILD
LEADERS**



**MEASURE
MISSION**



**GROW
REACH**



**REFINE
OPERATIONS**



**OPTIMIZE
PROGRAMS AND
SERVICES**

WHY IT WORKS

 <p>BUILD LEADERS</p>	<p>When leadership is thriving, it sets everyone up for success. By coaching executives, we aim to affect company culture from the top down.</p>
 <p>MEASURE MISSION</p>	<p>We know nonprofits are capable of doing amazing things. Turning data into insights for better decision making dramatically increases impact</p>
 <p>REFINE OPERATIONS</p>	<p>Everyone doesn't have to be an expert. Implementing a proven framework empowers leaders to create focus and ensure excellence.</p>
 <p>OPTIMIZE SERVICES</p>	<p>We have done the research so they don't have to, bringing expertise to increase impact in serving vulnerable families.</p>
 <p>GROW REACH</p>	<p>We are experts in connecting with people, helping our nonprofit partners reach more families with innovative marketing strategies and support.</p>

"Our goal is to make existing nonprofits and churches into **networks of support** for families in crisis."

Jeremy Aranda
President



OUTCOMES

When we engage with a nonprofit, we see...

LEADERSHIP BECOME MORE EFFECTIVE

- ✓ Tackling new initiatives with courage
- ✓ Preventing burnout
- ✓ Managing leadership transitions

OPERATIONS INCREASE IN EFFICIENCY

- ✓ Increasing strategic goal success
- ✓ Evaluating core programs
- ✓ Improving utilization of resources

PROGRAMS INCREASE IN IMPACT

- ✓ Improving care process
- ✓ Expanding programming
- ✓ Increasing speed-to-care

MORE SUCCESSFUL OUTREACH

- ✓ Engaging audiences more deeply
- ✓ Expanding overall reach
- ✓ Implementing multi-channel strategies

MISSION POWERED BY DATA

- ✓ Making data-informed decisions
- ✓ Implementing key performance metrics
- ✓ Increasing alignment and performance



Another layer of support is created for
vulnerable families.



LETTER FROM OUR PRESIDENT

Dear Mission Partner,

One of the gaps that I've seen time and again in working with nonprofits over the years is the lack of connectivity that exists inside of local communities. There are so many organizations doing such incredible work - but they rarely know about one another, let alone coordinate their efforts. The only way to truly pull individuals out of crisis is to provide them with an ongoing system of support - and that can only happen if nonprofits are connected.

When we forget the importance of relationship, we lose our greatest superpower as human beings: the ability to connect with other people and meet them in their suffering. For local nonprofits attempting to care for men and women in crisis, relationship is a critical piece - not just with the people they aim to serve, but with the other nonprofits serving alongside them.

Life on Belay's mission is, first and foremost, about establishing relationships inside of individual communities so as to foster and heal the human family. Human beings were made for community - and the family is the first community that any human being is ever part of. This is also why family brokenness gives way to so many other areas of suffering - poverty, addiction, violence, and countless other wounds are plaguing families in communities all over the world today. But we are filled with gratitude to witness the work of our nonprofit partners - because the stories they share and the victories we see in them give us a powerful hope.

If we've done our job, you'll witness that hope by paging through this document. I am humbled and blessed by our team - a group of highly talented professionals and some of the most convicted, Christ-fearing people I know. Together with our friends and supporters, Life on Belay has risen to new heights this year, reaching more communities than ever before. My prayer is that by looking through these pages, you'll see the vision for all that God is doing with this ministry and want to become a part of it. Will you join Life on Belay and come on mission with us? Together with God, we are forging healthier families and whole communities...

The only piece missing is you.

On mission together,



Jeremy Aranda
Co-Founder & President
Life on Belay



Every family needs a network of support around them in order to thrive. **We're building those networks.**

Will you join us?
lifeonbelay.org/give



