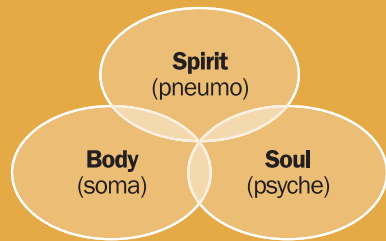


# Service Delivery Model

Our Christ-centered service model consists of recognizing and integrating the three dimensions of human existence:

**Physical**  
**Psychological**  
**Spiritual**

While many secular models address physical and psychological concerns, the faith-based model employed by **His Branches** includes attending to the underlying spiritual realities that impact our lives as well. The illustration below helps define how each collaborative service overlaps and integrates to address the three dimensions of human existence.



## Body

Comprehensive Family Medical Care  
Wellness & Health Educational Services  
Crisis Pregnancy Evaluation and Support

## Soul

Counseling and Referral Services  
Education and Collaborative Outreach  
Neighborhood Revitalization Projects

## Spirit

Intercessory Prayer  
Relational Witness and Evangelism  
Guest Speakers and Conferences



## GOALS

- ▶ To provide high quality, faith-based family health care and counseling services that are accessible and affordable.
- ▶ To offer preventive health/wellness education services that help clients learn how to stay healthy and reduce the risk of illness.
- ▶ To expand to meet needs in underserved communities locally, especially in Rochester's "Crescent" neighborhoods, in the years ahead.

### Grace Family Medicine

The doctors and staff at GFM are committed to providing comprehensive, continuous, Christ-centered family medical care by reaching out to Rochester's Westside community with a personal witness of love to their patients, neighbors, student interns, and colleagues.

[www.gfm3.org](http://www.gfm3.org)

### Joy Family Medicine

Sponsored by Joy Community Church, JFM opened as a satellite office in 2008 and reaches out to an underserved community in Rochester's Bay-Goodman area, along with other compatible ministries in the Gerhardt Neighborhood Outreach Center.

[www.joymed.org](http://www.joymed.org)

## GOALS

- ▶ To provide support for persons in past and present pregnancies, share the gospel of Jesus Christ with them, and offer life-giving alternatives to abortion.
- ▶ To educate young people about the risks and consequences of sexual promiscuity.
- ▶ To support other groups in the Greater Rochester area who wish to provide similar counseling services.

### Embracing Options

Embracing Options offers crisis pregnancy counseling services and works with others to promote a culture of life through education about the sanctity of human life, abstinence, and a moral approach to sexuality.

[www.embracingoptions.org](http://www.embracingoptions.org)

## GOALS

- ▶ To network with citizens and community support agencies in seeking common solutions to neighborhood problems.
- ▶ To foster positive community-building events.

### Arnett Block Association

His Branches sponsors an active local block association that works collaboratively with concerned neighbors, police officers, building inspectors, and other local agencies to improve the safety of our streets and develop a greater sense of community.

[www.hisbranches.org/aba](http://www.hisbranches.org/aba)

MINISTRY



## History

**His Branches** was formed as a 501(c)3 nonprofit community service organization in 1978 when a group of Christians under the leadership of Dr. William Morehouse opened a prayer room, a small medical office, a teen coffeehouse, and a Christian bookstore on Arnett Boulevard in the heart of Rochester's 19th Ward.

Today the ministry has grown into a multi-level collaborative that includes several supporting social organizations addressing a broad spectrum of community issues. **His Branches** is now poised for further growth and expansion, eager to address the ever changing complex needs of individuals and families in our community.

## Mission

Christian community outreach that brings hope, healing, and restoration to individuals, families, and entire neighborhoods in urban areas of need.

## Vision

**His Branches** is dedicated to the promotion and delivery of high quality medical, counseling, and collaborative services that bear witness to the real presence of the Kingdom of God and the transforming power of Jesus Christ by providing tangible solutions to the pervasive issues of social injustice and physical, spiritual and social poverty in the Greater Rochester community and beyond.



## Intercessory Prayer

Undergirding and influencing all that we are and do is the inspiration of God's Holy Spirit cultivated and discerned through coordinated and focused prayer. We believe that the Greater Rochester area has a unique heritage and destiny to become a redeemed community under the Lordship of Jesus Christ.

**His Branches** committed to fostering ongoing intercessory prayer, ministries, the clients we serve, church and government leaders, the local economy and its businesses, and the entire City of Rochester and surrounding region until God's purposes are fulfilled in our midst.

### Supporting Community Outreach

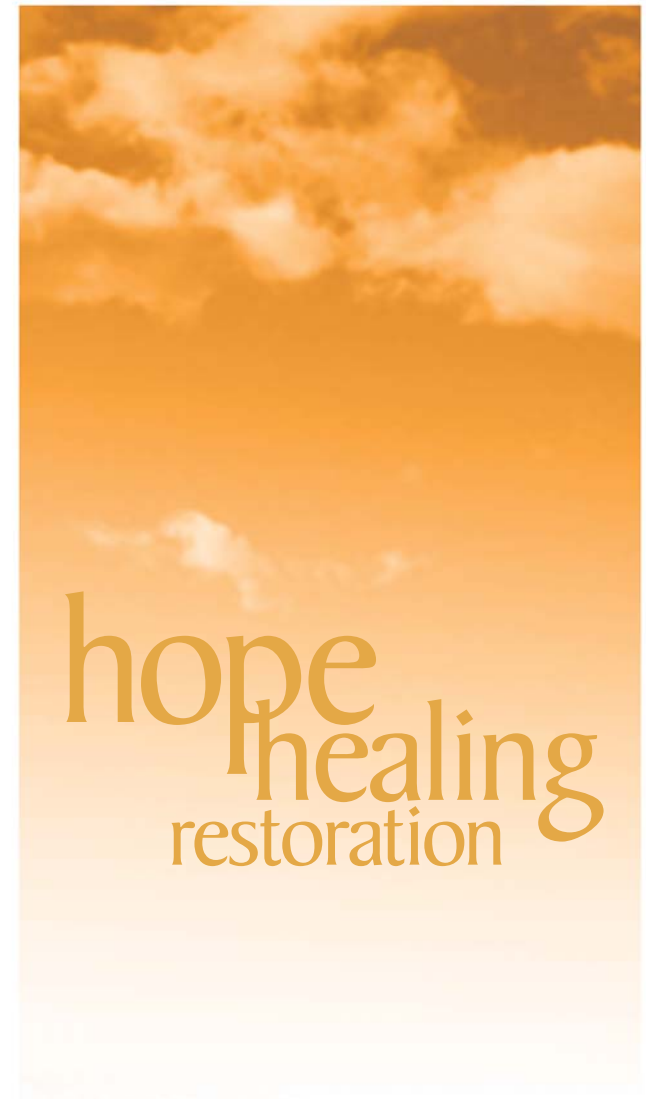
**His Branches** is supported by the prayers and generous financial contributions of many individuals, businesses, churches and other groups. Please ask how you can personally undergird our vital ministry to people and neighborhoods in distress. We've been called to serve where some of our community's needs are the deepest. Thank you!

William R. Morehouse, MD, *Executive Director*  
Dee Skelton, *Embracing Options Network Director*



### His Branches Inc.

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Rochester, New York 14619  
(585) 235-9000  
[www.hisbranches.org](http://www.hisbranches.org)



 **His**  
**BRANCHES** inc.  
"I am the Vine, you are the branches."