



## History

His Branches, Inc. 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, and a teen coffeehouse on Arnett Boulevard in the heart of Rochester's 19<sup>th</sup> Ward.

Today the ministry has grown into three branches offering primary medical care under the name His Branches Health Services, counseling services under the name Embracing Options, and community outreach programs under the banner of His Branches Community.

## Vision

We look forward to a time when our community is brimming with God's life-giving love, where everyone feels a sense of belonging, safety, and well-being. We will be leaders in the initiative that transforms our neighborhood through strong collaborative relationships. We will occupy a position of influence with local governments. Our services will reflect our Christian values, and will be trendsetting in the field of community-oriented healthcare. Our organizational model will be sustainable and reproducible. Our contributions to the vitality of our community will be regarded nationally as a model for population health, inspiring believers to start up similar works in communities across the globe.



## Intercessory Prayer

His Branches is committed to fostering ongoing intercessory prayer for our ministries, the clients and communities we serve, and the regional economy and its leaders. We live and work according to a shared set of values and a core purpose. This ideology is the heart and foundation of our long-term vision of the future.

## Values

**Called to Serve:** We are called by God to love and serve those most in need of physical and spiritual healing with the gifts and talents we have been so graciously given.

**Community:** We are rooted in the community we serve, offering unconditional hope, faith and love to all, with a special focus on those most in need.

**Christian love:** We believe in Christ's transforming and sacrificial love in very practical ways, recognizing that helping others is always costly.

**Confer dignity:** We value and uphold the dignity of every person we encounter.

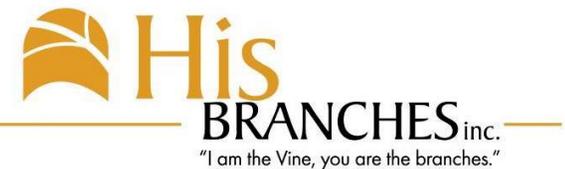
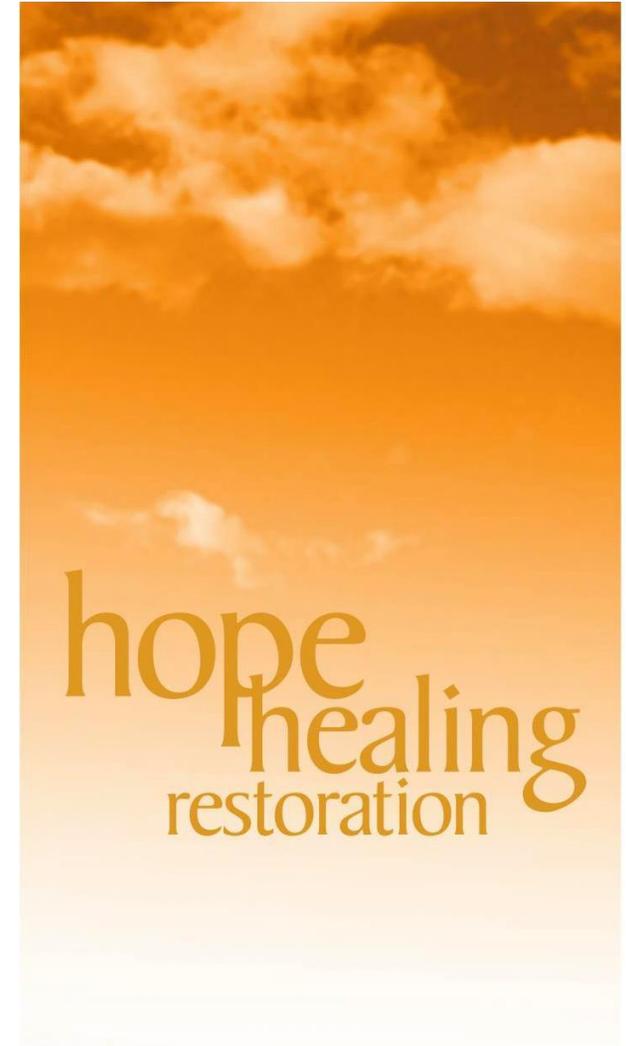
## Purpose

We exist to collaborate with others in bring hope, healing, and restoration to our community as a visible manifestation of God's love for the world.



### His Branches Inc.

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

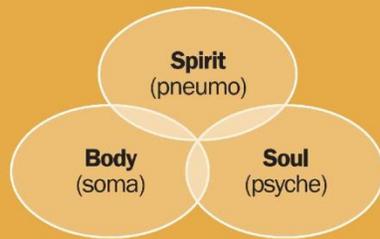


# Service Delivery Model

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



**His Branches  
Health Services**

[www.hb-health.org](http://www.hb-health.org)

**His Branches Health Services** has been proactively providing comprehensive family medical care in Rochester's 19th Ward and surrounding community for nearly 40 years. We take care of every member of the family with patients in ages all the way from newborns and children through adolescents and adults right up into seniors in their 90s.

We also recognize that everyone's life has a vital spiritual dimension that often becomes especially important during times when personal health and relationships are changing.

Our first office, Grace Family Medicine, opened on Arnett Blvd in 1978 and our second office, Joy Family Medicine, opened on the corner of Bay and Goodman Streets in 2008. Both offices are committed to being "*Patient Centered Medical Homes*" – places that make patients feel at home and surround them with medical care that fully addresses their needs.



**His Branches Community**  
*An Intercessory Tree of Life*



**embracing  
OPTIONS**

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

**Embracing Options** is a service program of His Branches whose mission is to reach the culture of today with positive *life affirming choices* relating to pregnancy and sexual activity.

About 70% of Embracing Options clients come from the surrounding community by word of mouth or after seeing the brightly colored signs in front of our centers. We're reaching out to a broader audience, too, because many more of our clients are using the Internet and finding us in Google search. 20% of our clients are teens. We take every opportunity to educate on STDs and prenatal development as well as offering parenting classes, material aid, and post-abortion counseling.

Our main center is in Rochester with a satellite center in Webster. We helped develop another center in the Bay-Goodman area and are working together with several local centers in providing free informational ultrasound services to at-risk women.

[www.hb-community.org](http://www.hb-community.org)

**His Branches Community** works locally in collaborative relationships with concerned neighbors, landlords, police officers, building inspectors, and other local agencies in the 19th Ward area through the Arnett Block Association to improve safety and develop *a greater sense of community*. We reach across to libraries, schools, and civic organizations in our neighborhood with personal encouragement and material assistance.

Out in our neighborhood and beyond we've been involved in a number of community-building activities with like-minded citizens over the years in sponsoring recreational celebrations, library events, and neighborhood festivities, as well as doing youth outreach, mobilizing support for health care professionals, and coordinating concerted prayer.

We've been praying for revival and working for "*hope, healing, and restoration*" not only in our own lives and families, but in neighborhoods and the broader community for decades. Please join us as we seek to see a movement of God's spirit, followed by the movement of His people and the release of the resources we so earnestly need.