



Annual Report

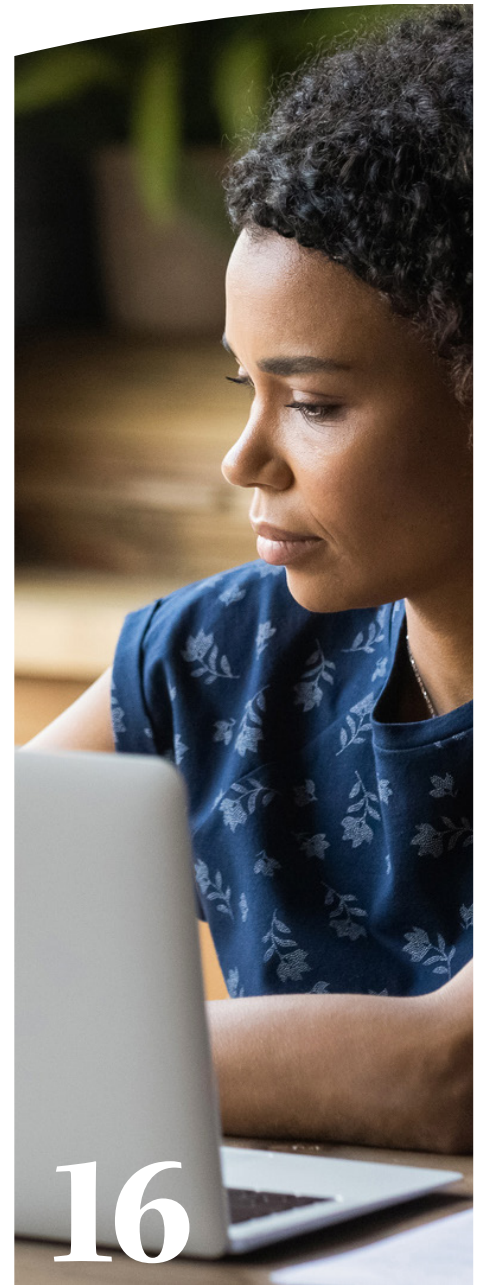


2021

THE HEARTBEAT DIFFERENCE IN
LIFE-AFFIRMING PREGNANCY HELP

Every woman deserves to know the whole truth about abortion, including the facts about her unborn child and the choices she can make every step of the way.

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Jor-El Godsey

President of Heartbeat International

Jor-El oversees Heartbeat's core mission to be the leadership supply line for the growing pregnancy help movement worldwide. Jor-El came to Heartbeat as Vice President in 2006 after serving in the pro-life movement since 1988. Starting his pregnancy help journey in 1991, he joined as a volunteer at Hope Women's Center in Ft. Lauderdale, Florida, later serving on their board as Chair, then as Executive Administrator. In 1999, Jor-El became Executive Director of Life Choices in Longmont, Colorado.

Jor-El met his wife, Karen, at a volunteer training meeting at a local pregnancy center. They currently live in Columbus, Ohio, with their three children.

A LETTER FROM JOR-EL

It started in Chicago in 1971.

There was a small group of forward thinking pro-lifers focused on pregnancy help gathered in a hotel near O'Hare airport. They had traveled from all around the country to discuss the exploding need in America to create alternatives to abortion. This small meeting laid the powerful foundation for Heartbeat International's enduring, God-sized vision and life-saving mission.

In July of 2021 the Heartbeat International Board of Directors gathered in Chicago for our summer quarterly meeting near O'Hare airport within a short distance of the exact spot where that prophetic gathering occurred fifty years earlier. What that group in 1971 could only imagine, our 2021 Board was celebrating.

We celebrate record numbers of affiliates – 3,030. We celebrate the reach of Option Line across the U.S. and even around the world. We celebrate record numbers of babies being saved from the midst of an abortion through Abortion Pill Reversal – something our founders could not even have imagined. We celebrate the breadth and tenacity of the pregnancy help movement.

We marked a 50th anniversary with a party at our annual conference in Columbus, Ohio. Our party celebrated 50 years of faithful and faith-filled life-saving outreach. We celebrated the untold number of lives, lifetimes, and legacies that have been reached and rescued by the pregnancy help movement.

Fifty years of alternatives to abortion is amazing. And the future calls to us to do even more.

A handwritten signature in blue ink that reads "Jor-El Godsey". The signature is fluid and cursive, with a large initial "J" and "G".

Jor-El Godsey



THE POWER OF PREGNANCY HELP

It's Always Been More Than Saving Babies

All three of our co-founders had a view of our work that encompassed more than saving babies. Those who describe the mission of pregnancy help centers as “saving babies” are only describing a part of our founders’ vision and mission and part of the movement’s vision today.

Our founders focused on both mother and baby, and, in fact, on the family and the entire culture. They saw that we were involved in this work to serve women in need and help them so they could save their babies, but that we were in a position to help women understand their true womanhood. Founders Dr. John Hillabrand and Lore Maier’s writings and talks also show that they viewed an attack on the sanctity of human life in the womb as an attack on society as a whole and on all humanity that would have profound ramifications. Lore tried to warn of the effect of abortion not only on women themselves and the family, but also on the perpetrators (the abortionists), and even on those who merely stood by and observed (the general public).

One of the amazing things about the early Heartbeat Conferences was the diversity of expertise represented in the “Faculty” or conference presenters. To help the

emerging centers with program development were marriage and family experts, psychologists, psychiatrists, counselors, doctors and nurses (with expertise on pregnancy and maternity care, fetal development, labor and delivery, nursing, sexually transmitted diseases, infertility and more), early childhood education experts, researchers, social workers, mothers, fathers, and more.

Programs developing then within the first centers and first maternity homes were focused not just on the crisis intervention need for women coming in for a pregnancy test, but on parenting and family unification. For the “negative test client,” programs were developing to help her understand the risks of sexual intimacy outside of marriage. Centers were developing referral networks in their own community and finding like-minded potential partners who could amplify these messages.

Today, if you attend a Heartbeat International Conference or any other gathering of pregnancy help organizations around the world, you will find the same. We are about much more than saving babies. Our foundation stones are motherhood, fatherhood, healthy families, and a pro-family culture.



Scan the QR code to **learn more** about Heartbeat International's 50 year history in The Power of Pregnancy Help.



1,371,923

TOTAL CLIENT VISITS

at affiliate pregnancy help organizations,
in 2021



34,316

ACTIVE VOLUNTEERS

at affiliate locations



1,091

LIVES RESCUED

through the Abortion Pill Rescue Network



28

LIFE LAUNCH RECIPIENTS

since 2018—75% are located in counties
without pregnancy help



Cindi Boston-Bilotta

Vice President of Mission Advancement

A long-time leader in the pregnancy help community at the local, state, and national levels, Cindi was named Heartbeat International's Vice President in January 2016. Cindi previously served on Heartbeat International's Board of Directors from 2013-15. She also chaired the board for Missouri's Alliance for Life that played a role in passing a state resolution honoring the work of pregnancy help organizations.

Cindi is based in Columbus, Ohio, home of Heartbeat International's world headquarters.

A LETTER FROM CINDI

Life Miracles

We've seen incredible "Life" miracles in 2021. While conditions were less than ideal for most of us, we've seen strong advances in this Holy mission.

Take Alice. She began her pregnancy journey under desperate circumstances — harmful abuse, dreaded homelessness, realistic fear, and heart-wrenching hopelessness. She contemplated her choices, but the options weren't good until she found Heartbeat's new Life Launch center in South Carolina.

Many women stand on the precipice of an abortion decision, but when there is pregnancy help nearby, abortion isn't her only choice. Women like Alice find powerful connections, crucial support, and long-term services at centers. That is why we start Life Launch centers in high-need communities - There is Power in Pregnancy Help.

We also saw the Power of Mission in 2021. We collaborate with dozens of groups to assure life-saving legislation continues to be created to protect the mission of rescuing lives, create new opportunities for affiliates across the world, upgrade program to meet today's generation, and assure that no mom stands alone in her pregnancy journey.

We also saw the Powerful Imagery of Lives Rescued as mom after mom, like Alice, sent us their stories of desperation turned to hope after calling Heartbeat-supported Option Line and Abortion Pill Rescue Network. They sent beautiful baby pictures of milestones like their first steps, first birthday, first dance, and so many other meaningful moments.

Alice now has a job and new housing for herself and her son. She is working and they are thriving. Thank you for making it possible!

A handwritten signature in blue ink that reads "Cindi Boston-Bilotta". The signature is written in a cursive, flowing style.



Vision

To make abortion unwanted today and unthinkable for future generations.

Mission

Reach and rescue as many lives as possible through an effective network of life-affirming, global pregnancy help to renew communities for LIFE.



Betty McDowell, LSW, LAS

Vice President of Ministry Services

Betty serves in the development, planning, and orchestration of the Ministry Services Department of Heartbeat International. She also provides resources, consultation services, and support for the 3,000+ Heartbeat affiliated locations. Betty began work in the pregnancy help movement in 1984 and has filled a variety of roles from client-counselor to board member. Betty is a licensed social worker, a published author, and national speaker.

She is married to Craig and has two grown sons—Kyle, married to Katie, and Tyler. She also has two adorable grandchildren.

A LETTER FROM BETTY

Onward We Go

We most certainly live in interesting times. A time where we find ourselves exploring what serving in pregnancy help might look like in a post-Roe world. A dream we all share that has us awakened to the many implications and opportunities of a Supreme Court decision.

So we move forward to where speed to service becomes even more important in caring for women in need. From our 24/7 women-centered services through Option Line and the Abortion Pill Rescue Network, to the creation of state-of-the-art Next Level pregnancy center software, and digital support through Extend Web Services – we serve AND prepare for what is ahead.

We proceed onward where technology is key as we continue to create learning paths through our Heartbeat Academy for students specializing in specific areas like: Executive Organizational Leadership, Fundraising, Abortion Pill Reversal, Ultrasound, Client Services and Housing, pouring knowledge into the network to strengthen the pregnancy help movement as a whole.

We advance forth with innovative teaching methods through our LOVE Approach Ultrasound Clinicals for medical professionals serving in pregnancy help.

We welcome this year with a move to a new home where we can expand our reach and influence in new partnerships with college students and other like-minded ministry efforts.

We have the honor and the privilege to lead the charge for pregnancy help in the U.S. and around the world. We have learned so much through a pandemic and now look forward to our cherished in-person connections at the Heartbeat Conference in Jacksonville, Florida this Spring and the Pregnancy Help Institute in Columbus, Ohio this Summer.

We are so grateful for all that was accomplished and celebrated in 2021. So Onward we go knowing there is more to come, more to learn, more lives to be saved and more to celebrate in 2022.

Betty McDowell

DOBBS V. JACKSON WOMEN'S HEALTH ORGANIZATION

Envisioning a Post-Roe America

In the summer of 2021, the Supreme Court of the United States agreed to hear the most important abortion-related case in 30 years: *Dobbs v. Jackson Women's Health*. For the first time in three decades, the Court would revisit its terrible precedents in *Roe v. Wade* and *Planned Parenthood v. Casey*.

The Court's previous decisions elevating abortion to a Constitutional right are premised on the notion that women need abortion in order to "participate equally in the social and economic life of the nation." (*Planned Parenthood v. Casey*). But we know that women can be mothers and participate fully in society, so we filed an amicus brief in the *Dobbs* case. Heartbeat argued that the vast and sophisticated network of pregnancy help in this country empowers women every day to achieve their educational, career, and personal goals with their children by their sides.

Heartbeat's General Counsel, Danielle White, practiced what we preach while writing the brief. When briefs were due, she was on maternity leave, caring for a newborn baby girl. But writing a brief asking the Supreme Court to overturn its atrocious *Roe* and *Casey* decisions was an unparalleled career aspiration! So Danielle drafted large sections of the brief overnight after her other children had gone to sleep, while balancing a laptop on her lap and holding her newborn baby girl on her shoulder.

Holding her little girl in her arms fueled Danielle through those sleepless drafting nights. She recalls the feeling of her baby's soft breath on her cheek and the sound of her rhythmic breathing in the background of the keyboard clicking away in the soft glow of a dim lamp. Her baby was a little embodiment of what we are fighting for – not

just for the babies only a few weeks younger than her who have inadequate legal protection but also for the countless women from whom *Roe* has robbed motherhood, women who were told that they had to choose between motherhood and their dreams.

As the abortion lobby was arguing before our nation's highest court that women cannot have both careers and babies, Danielle was doing that very thing! And she's not the only one.

Heartbeat had the privilege of sharing with the Court the stories of three women who learned that they were unexpectedly pregnant and feared that their pregnancies signaled the end of their educational goals, their careers or their other aspirations. They each visited pregnancy centers, that supported them with practical assistance, financial aid and emotional support as they continued their education, began careers, and fulfilled their personal dreams with their children by their side.

You undoubtedly know women like them.

It was a highlight of Danielle's career to hold her newborn baby girl as she wrote the words "Heartbeat urges the Court to overturn *Roe* and *Casey*!" And we're prayerful that the Court will do just that.



Learn more about *Dobbs v. Jackson Women's Health*

DOBBS V. JACKSON'S WOMEN'S HEALTH TIMELINE





ANNUAL REPORT

Heartbeat vs. Big Tech

When a woman faces an unintended pregnancy, she has a choice to make. She deserves to have all the information for all her options and a support system that will be there for her no matter what she decides. Our network of pregnancy help offers women compassionate care and vital resources as they make one of the most difficult decisions in their lives.

Despite the positive impact centers have on communities, there are some who degrade the work of pregnancy help, falsely referring to them as “fake clinics” and lying about the services they provide.

By crafting false “reports” and encouraging their supporters to write fake reviews online, Big Abortion seeks to prevent women from accessing the support and resources they need to make an informed choice.

Even more disturbing is the fact that Big Tech complies with their demands.

We have seen Yelp recategorize pregnancy help organizations as “religious” without consulting them, placing them in a new category that women seeking pregnancy help aren’t searching.

Twitter classifies our stories of hope shared



by moms as “Sensitive Content” since they talk about pregnancy, creating a barrier from people seeing the truth.

And in September, Google banned any and all promotions about Abortion Pill Reversal – a life-saving protocol that statistics show has saved more than 3,000 lives.

Each month, hundreds of women call the Abortion Pill Reversal hotline seeking help after taking that first abortion pill because some women regret their abortion choice. And we have a way to give her another chance to choose life!

The protocol used in the Abortion Pill Reversal process is nothing new; in fact, progesterone has been used routinely and safely with pregnancy since the 1950s. And yet, Google chose to ban our ability to reach women with this life-saving protocol because they call it an “unreliable claim.”

We worked with pro-life Senators and other life-affirming organizations to demand answers from Google. After

months of correspondence, we still have no resolution that allows Heartbeat International to advertise the Abortion Pill Reversal protocol on Google to women in need.

It doesn't matter to Google that mothers have shared how reversal worked for them. It doesn't matter that statistics show more than 3,000 mothers now hold their babies (and children) in their arms because they were determined to undo their chemical abortion choice. It doesn't matter that these women are searching for Abortion Pill Reversal in their search engines. **What matters is that Big Tech has the control to show us what they believe we should see because they believe they know best.**

In a search for Abortion Pill Reversal, there are no advertisements on Google. Interestingly enough, there are abortion pills you can purchase.



YOU TELL ME:

Which is more dangerous for women?

It would be easy to say, “Don’t advertise on Google.” But Google is where the women who need us are looking for help.

And so – we fight. For them. For their unborn babies.

If not us, then who?

With your help, we continue to find ways to reach women outside



of Google and are still able to offer life-saving hope to women seeking to save their babies’ lives.

“I’m just so thankful that I found Abortion Pill Reversal and I was able to get help for my little baby,” APR Mom Ashley said.



OPTION LINE

Connecting Women with Pregnancy Help in Any Circumstance

Option Line is a pregnancy help contact center open any time, to anyone reaching out for help. It is always available, connecting with pregnant women in need and providing compassionate, personalized guidance from a trusted confidant.

Mia*, a young woman in high school, contacted Option Line. She was late for her period and was terrified she might be pregnant. She had no idea what to do next and she was so scared to talk to her family. The fear of the unknown and of disappointing the people she loved was weighing on her heavily.

Option Line consultant Dahlia listened, showed her empathy, helped Mia slow down, and process next steps. Dahlia shared with Mia about local pregnancy help centers and the support they could provide. Having the opportunity to talk through her situation made a difference. Before hanging up Mia said, "Thank you, you



MORE THAN **5**
million
HAVE CONTACTED OPTION
LINE SINCE OPENING IN 2003.

were so nice and kind. You even helped me feel better about my family. You deserve 100 stars."

In 2021, we saw a surge in people utilizing our self-service tools at our Option Line website, primarily our pregnancy center locator and online pregnancy quiz. This resulted in a 386 percent increase compared to 2020. Utilizing the latest technology in our mission to reach those who are abortion vulnerable 24/7 gives us the opportunity to adapt swiftly to meet these women where they are with life-affirming answers.

The primary goal of Option Line is to encourage and empower those who reach out to us by offering trustworthy guidance through personalized care as we were able to do with Mia. We do this daily with over 1,000 men and women at our contact center via phone, live chat, texting, and email. Through these means, more than five million have contacted Option Line since opening in 2003.



160,927
CALLS



2,967
EMAILS



9,759
TEXTS



43,753
DIGITAL
self-service locator



91,314
CHATS



308,720

LIFE-AFFIRMING CONNECTIONS IN 2021



INTERNATIONAL FOCUS

Heartbeat's International Affiliates Continue to Grow

Every year we purchase new flags for the Parade of Nations, a highlight for many who attend Heartbeat's Annual Conference in person. We hear from those affiliates who view the Parade by video that they are looking for their flag and inwardly rejoice when they too are represented among the nations.

Last year we purchased flags for Switzerland, Sweden, Nepal, Mongolia, Scotland, and Greece. However, these flags represent more than nations. They represent the growing influence and impact of the worldwide pregnancy help movement, as the movement seeks to reach and rescue women in unplanned pregnancies and renew communities in every nation across the globe.

In 2020, Heartbeat had the honor of partnering with

nations in the world, some nations with ten or fifteen life-affirming organizations to serve populations of as many as 1.3 billion.

Some nations had just one life affirming organization to serve a population of 10.3 million.

In some areas of the world, the life-affirming movement is in its infant state, and in others the movement is as sophisticated as any one third nation.

In 2021, we served nations through the benefits of affiliation and all the support and resources that affiliation brings.

Two poignant moments occurred at our conference during the practice run of the Parade. One included a hotel server as she watched the stream of flags pressing toward the stage. When this young woman heard the name of her

INTERNATIONAL AFFILIATES IN

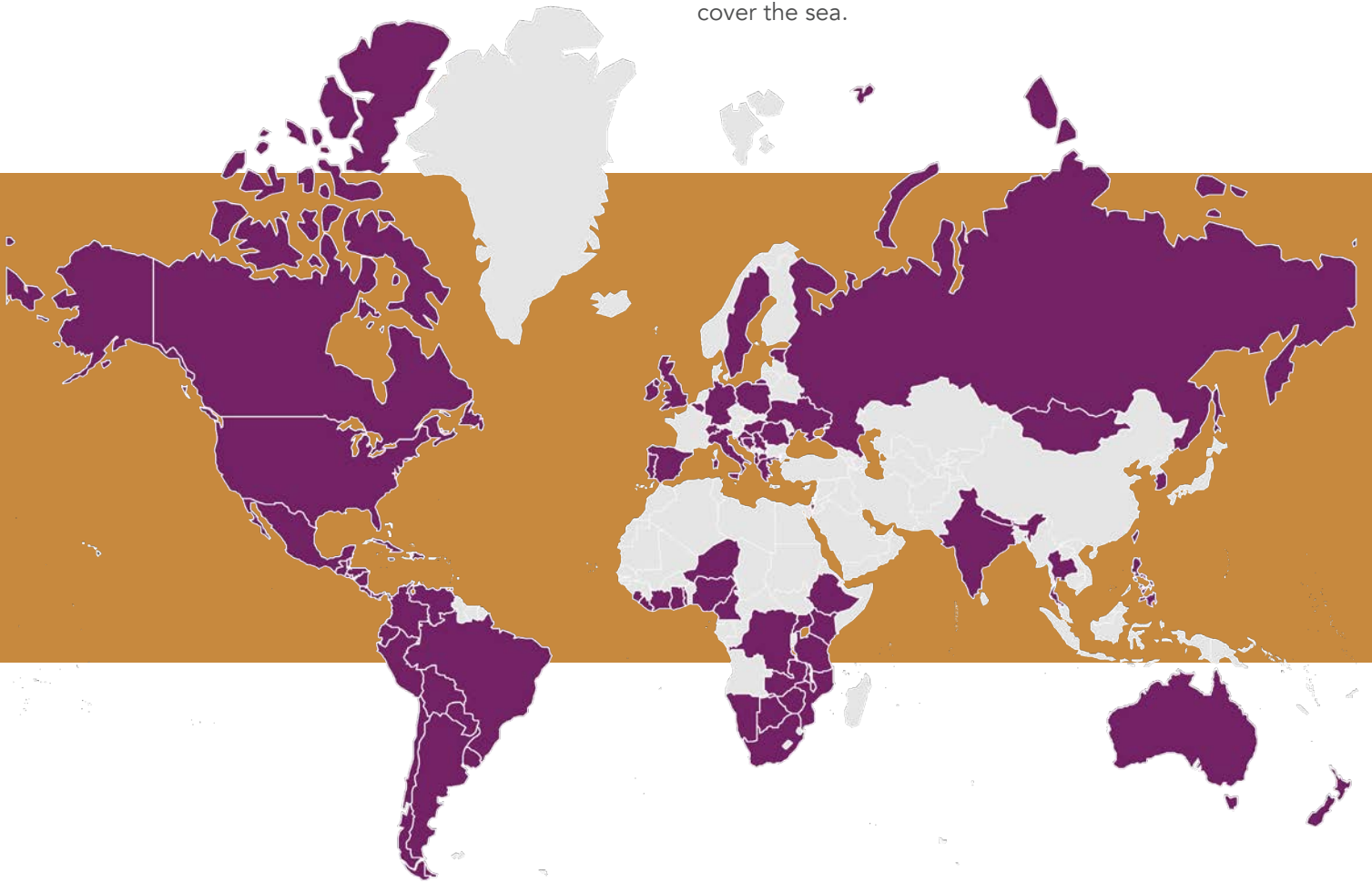
80
countries

country, she literally leapt into the air with joy and pride that her nation was counted.

The other moment was when yet another server asked a Heartbeat team member where her flag was. When he explained that Afghanistan has no known life affirming organization, her downcast face reflected sadness.

We do not purchase flags simply to have more flags in the Parade. We do not seek growth for the sake of growth. We seek growth to participate in the nurture and maturing of the life-affirming movement in every nation, every state, every province, and every community.

Our desire is that one day the flag of every nation will be present, not just at a stage, but at the throne of God, when the earth is filled with the glory of the Lord as the waters cover the sea.



BOARD OF DIRECTORS

Peggy Hartshorn, Ph.D.

Board Chairman

Keith Armato

Vice Chairman

Alejandro Bermúdez

Director of the Catholic News

Ron Blake

Chair, Foundation for Higher Education

Shiney Cherian Daniel

CEO, Agape Home Healthcare

Joe Dattilo

Financial Services

Chuck Donovan

President, Charlotte Lozier Institute

Doug Grane

Entrepreneur

Chris Humphrey, Ph.D.

Executive Director, Vision for Life

Ann Laird

Cornerstone Home Lending, Inc.

Zeke Swift

Marketing & Organizational Leadership

Gary Thome

Strategic Marketing

John Wootton

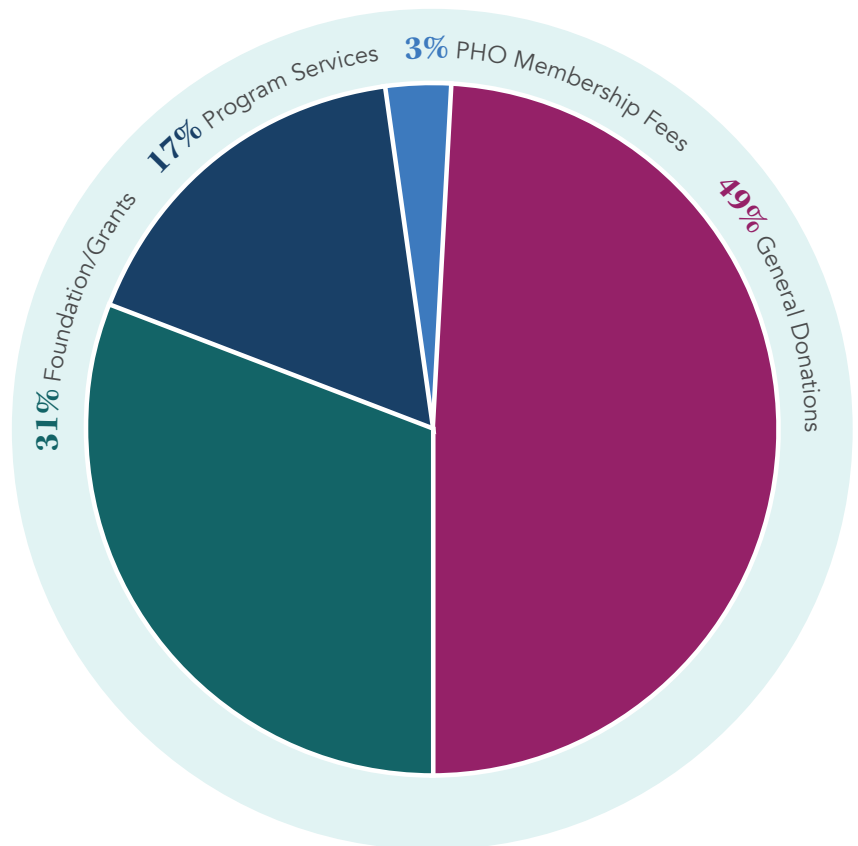
Pastor, Author

Sherry Wright

Co-Founder, Open Door Pregnancy Center

Sources of Income*

October 1, 2020 – September 30, 2021



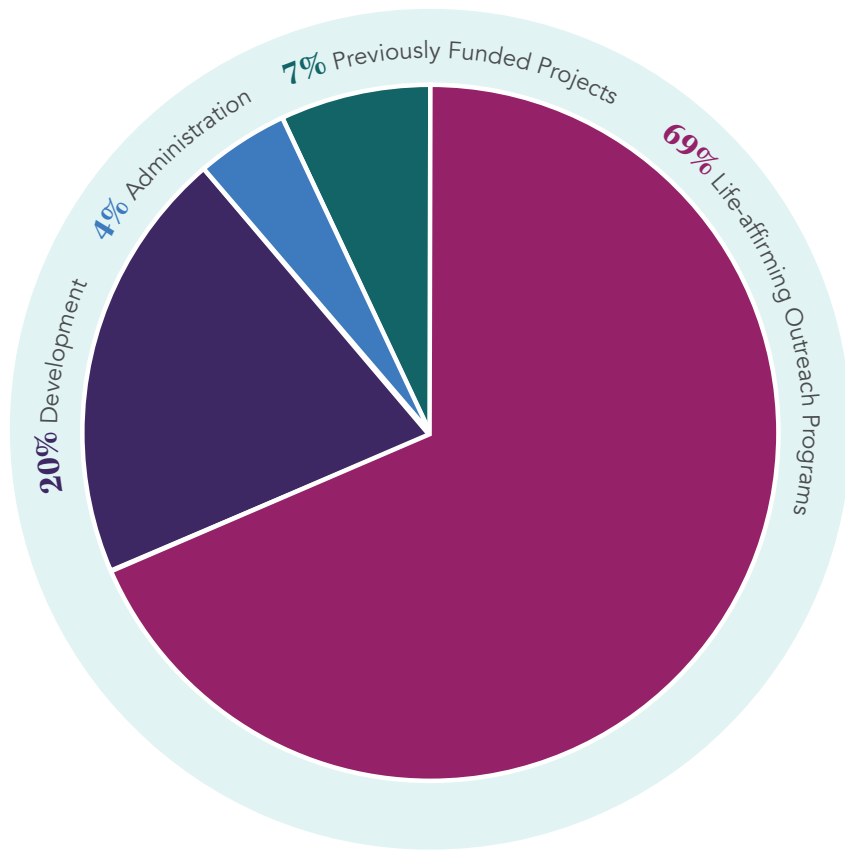
● General Donations	\$3,594,758
● Foundation/Grants	\$2,216,850
● Program Services	\$1,204,104
● PHO Membership Fees	\$237,234

Total **\$7,252,946**

*These financial statements have not yet been audited. These statements will be audited by Wilging, Roush & Parsons CPAs.

Distribution of Expenses*

October 1, 2020 – September 30, 2021



● Life-affirming Outreach Programs	\$5,770,145
● Development	\$1,700,184
● Previously Funded Projects	\$585,474
● Administration	\$369,467

Total **\$7,839,796**

MEDICAL ADVISORY TEAM

Joel Brind, Ph.D.
New York

Freda Bush, M.D.
Mississippi

George Delgado, M.D., F.A.A.F.P.
California

Paul Dorinsky, M.D.
North Carolina

Paula Grimsley, R.N.P.
Virginia

Delbert Hahn, M.D.
Alabama

Thomas Hilgers, M.D.
Nebraska

Amy Imm, M.D.
Ohio

Anthony P. Levatino, M.D., J.D.
New Mexico

William Lile Jr., D.O.
Florida

Julie Lynch McDonald, PharmD.
Alaska

Alan Murnane, M.D.
Ohio

Michael Parker, M.D.
Ohio

Tammy Stearns RDMS
Missouri

Bryan Williams RDMS
Missouri



THE HEARTBEAT DIFFERENCE

At the first sign of pregnancy, Heartbeat International's worldwide network of nearly 3,000 pro-life pregnancy help organizations is here. We provide comprehensive pregnancy help to the woman wherever she is on her journey. From seeing the flutter of the heartbeat on her first ultrasound and teaching parenting classes, to coordinating an adoption plan and providing material aid throughout the pregnancy and beyond, we offer compassionate support so that no woman ever feels that abortion is her only option.

Visit [HeartbeatInternational.org](https://www.heartbeatinternational.org) to learn more.

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inspiring stories and updates.