



Annual Report 2018

The Heartbeat Difference in Life-Affirming Pregnancy Help Worldwide



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“Having this baby was the best thing that ever happened to me. My child has pushed me to be the best mom I can be. He has pushed me to go back to school in order to give him the best life possible.”

- Brittany,
Former pregnancy help center client

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“May You Live in Interesting Times.”

help around the globe has reached new heights in 2018, achieved major goals, and acquired new and necessary tools to advance alternatives to abortion. Called into existence by the fledgling pregnancy help movement in the U.S. in 1971, 48 years later **Heartbeat International is the largest pregnancy help network in the world working to make abortion unthinkable.**

Our unity as a network is also a celebration of distinctives. While we are united in our mission to love with life-affirming help, we are a collection of Christianity, a mix of methods, and a spectrum of services.

The pregnancy help movement remains the most consistently effective force against the ever-pervasive culture of death. All together we reach millions each year—saving hundreds of thousands of lives from the horrors of abortion and the hopelessness of loss.

This past year, we embraced the need for the Abortion Pill Rescue Network—taking the baton from Dr. Delgado’s team and building for even greater future impact. The abortion landscape is experiencing a major paradigm shift toward chemical abortions and Heartbeat International stands at a turning point, now poised to meet the rising challenges of the future.

We face these interesting times celebrating our past successes and yet positioning for greater impact ahead. We’re grateful for all who make that happen in championing the Gift of Life and the Giver of Life.

Jor-El Godsey
President of Heartbeat International

While the origin and context for this quote is disputed, it describes the cultural, political, and spiritual context we find ourselves in the U.S. and abroad. These are interesting times marked by intentional praise of polarization and division.

Yet Heartbeat International’s historical call to **unite and advance pregnancy**



OUR LIFE-SAVING VISION

... is to make abortion unwanted today and unthinkable for future generations.

When Do We Intervene?

babies. Each baby has a holy plan written for them. We get to do this holy work together!

When I answered the call to get involved with a brand new center years ago, it became clear to our local team that we needed the help of others. As our volunteer leadership team started the center with \$2,000, a mailing list and a dream, **it became obvious that the leadership of Heartbeat International was crucial to our success.** They took our calls when we needed guidance; they provided remarkable materials to educate our staff and volunteers; they held quality training events where we learned timely updates and information for effective growth; and they regularly prayed for us. We were united with Heartbeat through affiliation. We were not alone.

As pregnancy help leaders and staff,



Have you ever held a baby who almost didn't arrive safely into this world? If so, likely your eyes filled with tears knowing you were a part of the miracle of life in some small way. In the pregnancy help world, we get to help women through devastating times and bring the bright light of truth and hope to them which can ultimately save the lives of their

volunteers and supporters, we lock arms to forge ahead for the cause of life. **Life of the mother. Life of the child. Life of the family.** And, as Cal Thomas says, as we save lives "we save the branches on family trees."

We are changing the culture of thousands of communities across the globe. **We unite together because there is strength and quality in the three-stranded cord.** We need each other as iron sharpens iron. We spur each other on to new and greater things in the cause for *Life* – our Holy work and calling.

Cindi Boston
Vice President of Heartbeat International

Heartbeat in Action in 2018



Every **4** minutes a baby is saved in the U.S. alone



158,964 miles traveled to train lifesavers in 8 countries



4,324 active students in the Heartbeat Academy online



404,288 contacts served by Heartbeat's Option Line



1,500,000 clients served by our network of pregnancy help*



6,467 lifesavers received in-depth, on-site training



500+ Abortion Pill Rescue Network providers



300,000 moms chose life*

*Based on numbers provided by U.S. Heartbeat International Affiliates

93% of Your Donation Goes Directly to the Mission

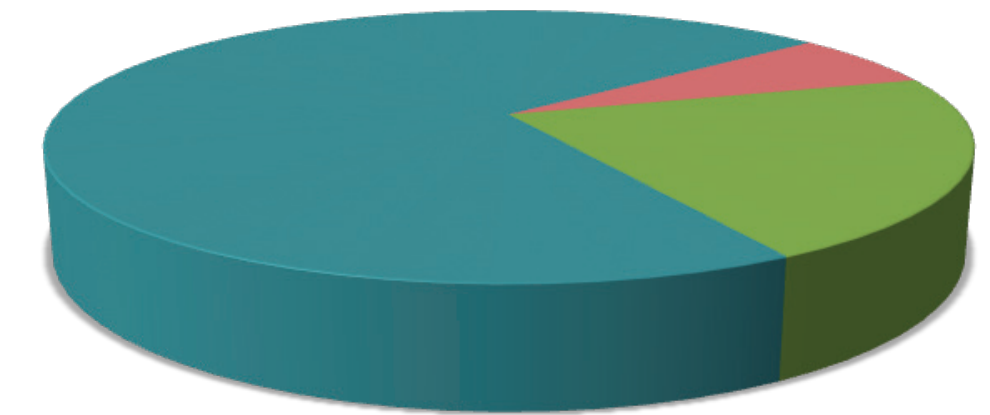
Heartbeat International is very intentional about being good stewards with the gifts you entrust to us. This guides us to diversify revenue and offer viable programming solutions for increasingly effective missional impact at the local level.

Our pregnancy help organizations subscribe to these solutions which effectively under-writes these offerings. If we consider these revenues set against all overhead, that leaves just 7% of Heartbeat's overhead to be covered by donor contributions. From this perspective, **93% of every dollar you donate is used for program impact that reaches and rescues lives at-risk for abortion every single day.**



OUR LIFE-SAVING MISSION

... Heartbeat International's mission is to **Reach** and **Rescue** as many lives as possible, around the world, through an effective network of life-affirming pregnancy help, to **Renew** communities for LIFE.



Overhead Paid with Donations Overhead Paid with Program Service Revenue Missional Expenses

23% of 2019 Budgeted Expenses are for Overhead, 77% is Missional. However, a significant portion of Overhead is paid with Program Services Revenue. So on average, 7% of each donation is used for Overhead, and 93% of every dollar you donate is used for the Direct Advancement of our Mission.

Abortion Pill Use Grows, APRN Saves Lives

With 40% of all abortions in the U.S. occurring through the “abortion pill,” it is more important than ever that women know about the Abortion Pill Rescue Network (APRN). As these numbers continue to rise, we believe that **no woman should ever feel forced to finish an abortion she immediately regrets.**

The Network connects women who have taken the first dose of the abortion pill to a network of more than 500 medical professionals trained to administer the reversal protocol.

More than 500 babies have been born thanks to APRN since 2012, with 150 more on the way. With your support, Heartbeat International took over managing APRN last year to help expand

the network’s reach even further to rescue more precious babies. The Network, through Option Line’s 24/7 contact center, answers more than 100 mission critical calls a month from women who regret their abortion decision.

Every mother deserves the right to protect her own child, no matter what choices she’s made in the past. The APRN empowers a woman to choose life for herself and her baby.

A woman who is seeking reversal of a chemical abortion can call the APR Hotline (877) 558-0333 and live chat is available at AbortionPillRescue.com.



Over **500** babies have been born thanks to APRN with **150** more on the way.

Choosing Life Twice!

Misdy made a second choice for life through our Abortion Pill Rescue Network and saved the life of her baby boy, Tig, after making the first choice to take the abortion pill. But her fight was not over.

At her 19 week prenatal appointment, Misdy learned that her child had Trisomy 21—Down syndrome, the most common chromosomal condition in the United States. As doctors shared this news with her, one doctor in particular encouraged Misdy to go back down the dark path she had already roamed and attempt to abort her child a second time.

In today’s culture, value for the sick has diminished to such a degree that recommendations to abort are fairly common among medical providers around the world. Studies show that somewhere between 67 and 90 percent of babies diagnosed with Down syndrome are aborted. In countries like Iceland, that figure is close to 100 percent.

When Misdy’s doctor suggested an abortion, she broke down and cried. “My first thought was, “You don’t know how hard it’s been to

stay pregnant,” she wrote. “How could I even think of doing it now? **He was a baby with hands and feet and a heartbeat that I got to see once a week on ultrasound.**”

Misdy would be justified by her doctors for making an abortion decision. It would be the “practical solution.” Again, Misdy chose to fight for her son’s life.

Misdy was given a second chance at pregnancy through the Abortion Pill Rescue Network and now understood that God has a plan for each and every one of His



children. While every “practical solution” pointed her to an abortion, Misdy knew that she had a life inside her and that her child’s life has purpose.

So Misdy chose life... TWICE!

“It was hard to hear that there was something wrong with my baby,” she wrote. “No mother ever wants to hear there is something wrong. BUT what I have come to understand (is) that there is nothing wrong with my baby. He is perfect and he brings such joy to my home.”

Though life is not always easy, Misdy has never regretted fighting for Tig. Thanks to the support of pro-life individuals and the growth of the Abortion Pill Rescue Network, more than 500 babies have been born and another 150 are on their way!

“ He is perfect and he brings such joy to my home.”

- Misdy, APRN Client

Taking Baby Smiles to D.C.

A child's smile has the ability to melt even the hardest hearts. For the past 10 years, we have witnessed the power a child has on members of Congress within both parties through our Babies Go to Congress event where we take beautiful smiles to warm and change hearts.

This year, thanks to your support, four brave moms introduced their congressional representatives to the precious little babies who were rescued from abortion thanks to the compassionate care and support of their local pregnancy help center. Little did they know that those meetings were just the beginning.

While in Washington, Heartbeat was invited to attend an intimate Pro-Life Advocate roundtable with Vice President Mike Pence. **Sitting next to the Vice President of the United States of America, Heartbeat President Jor-El Godsey had the opportunity to share the life-saving work of abortion pill reversal and the life-changing work of pregnancy help organizations.**

Each of our moms had a chance to tell her personal story to the Vice President about how one of our pregnancy centers helped her choose life and make positive choices for her future. Impressed with their courage, Vice President Pence thanked each of them for their bravery and offered encouraging words to the group about the future of life in America.

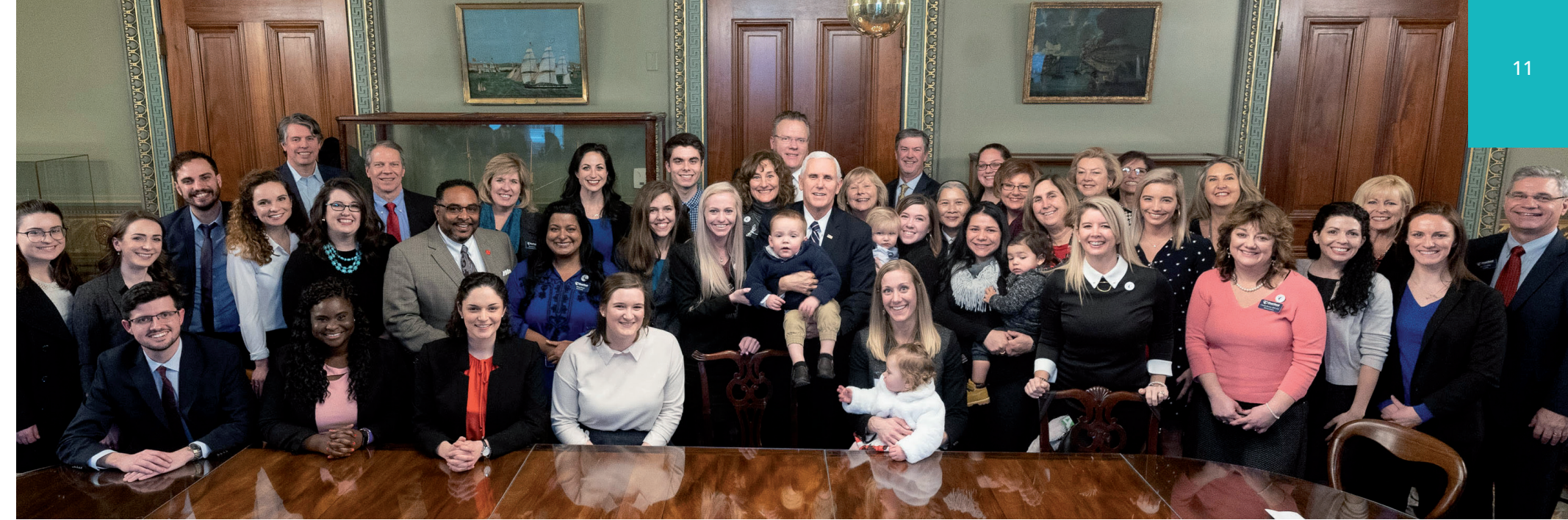
"Yours will be the generation that restores the sanctity of life to the center of our nation," he told us. He attributed that to the major

growth of America's pregnancy help centers and the various ways we meet each woman's need—be it a pregnancy test, diapers, housing, or abortion pill rescue.

"Let me be clear: People who know me well know I'm pro-life, and I don't apologize for it," he once said. "I want to live to see the day that we put the sanctity of life back at the center of American law, and we send Roe v. Wade to the ash heap of history, where it belongs."

He reiterated that message in his meeting with us, saying that the reason he first ran for office so many years ago was "for the babies."

Before leaving the meeting, he affirmed the work of Heartbeat International and our pregnancy help network. "I really do believe this is the calling of our time."



Pregnancy Help Centers are Good for America!





Meeting the Vice President

Faith and Noah met Vice President Mike Pence at Heartbeat's Babies Go to Congress.

From Pregnant and Homeless to Mother and Entrepreneur

When Faith first came to her local pregnancy help center, she was not a mother in crisis. Unexpectedly pregnant at 21, she was beside herself with joy.

"In fact, I was excited to be a mother for the first time," she would later tell us at our annual Babies Go to Congress event in Washington, D.C.

But as others' criticisms came crashing in, she soon found herself mired in negativity.

"You're too young to have a baby." "This is going to ruin your life." "This is a mistake."

"I felt betrayed, alone, confused, discouraged, hopeless," she said. "Without the support I needed to succeed as a mother, I believed I was bound to fail."

But Faith wasn't alone. Not by a long shot.

"I knew I needed help to sort this all out and I knew where I could find it," she said. "I

went to the pregnancy center. They spoke truth to my situation. They told me I was not alone, that whatever I needed, they would help me get. And that's exactly what they did."

Like thousands of pregnancy help organizations across the country, **her local pregnancy center provides a myriad of services to families in need, all free of charge.** As a pregnancy help medical clinic, they offer pregnancy tests, obstetrical ultrasounds, pregnancy options counseling, and more.

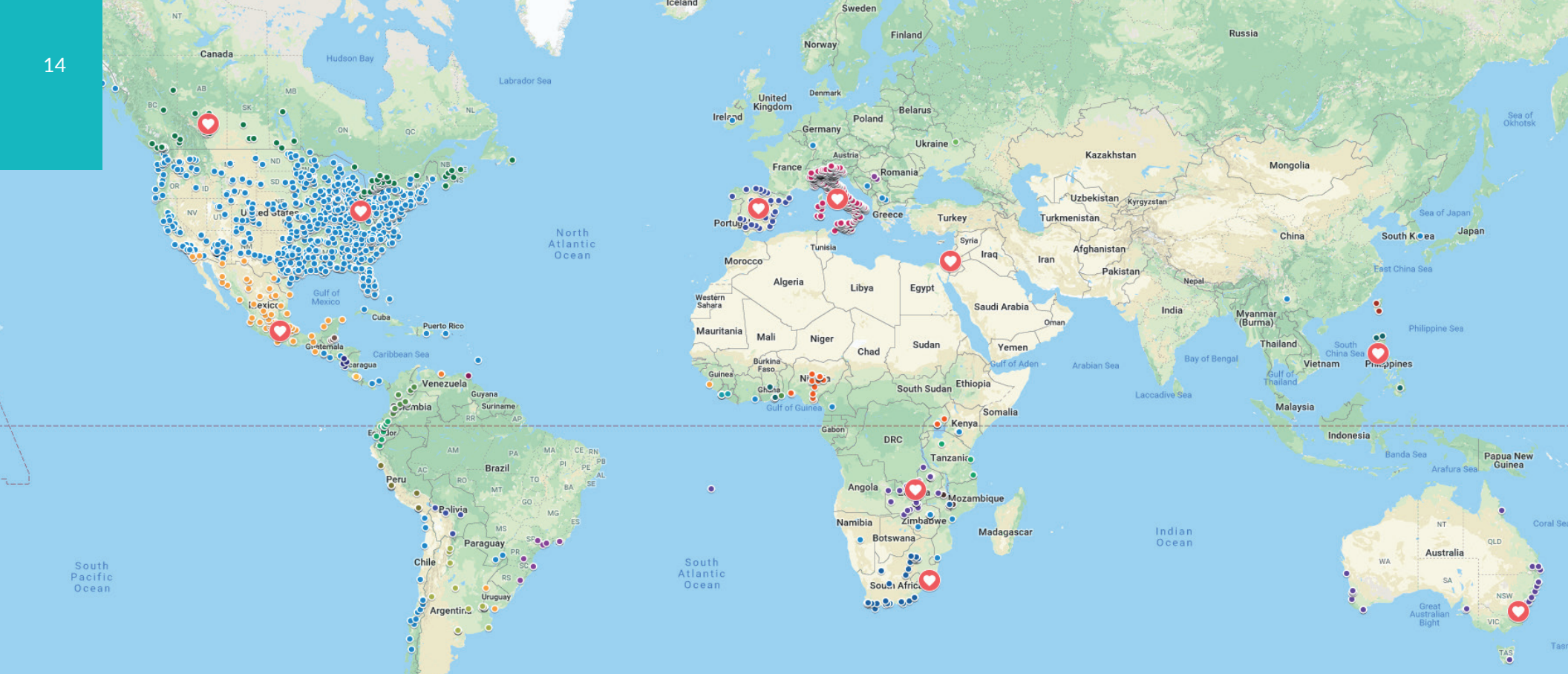
Two months later, when Faith became homeless, the pregnancy center network came through for Faith yet again. This time, she was connected with a transitional home for pregnant and newly parenting women. Within three days, Faith moved in.

"This was the turning point in my life," she said. **"I was given this golden opportunity to become the person God created me to be and I took full advantage of it."**

Jane Dalton, the center's client services director encouraged Faith through it all.

"In less than a year, I went from a homeless, pregnant, part-time waitress to a breastfeeding mom, a college graduate employed in my field of study with a 401k, a business owner, and most importantly, I became a baptized Christian," Faith said.





The Heartbeat International Network of Pregnancy Help

60 nations are represented in our affiliate network on all **6** inhabited continents.

158,964 miles travelled by Heartbeat to train lifesavers in **8** countries.

What is God Up to in Europe?

It is always a privilege to travel on behalf of Heartbeat International, whether it is to Arkansas or, in the most recent case, to Serbia, for the 2018 European Pregnancy Help Leaders' Summit. A small Heartbeat team met with representatives from 16 organizations and 14 countries—from Romania to Ireland to France—to network, fellowship and share challenges, victories and current issues facing the pregnancy help movement. Topics included a range from self-care to engaging the church and digitally reaching donors and clients.

In that kind of setting, one sees the hand of God working behind the scenes in so many instances. **One instance was the presence at the Summit of four women from Ireland, still reeling from the recent vote abolishing the eighth amendment of the Irish Constitution banning abortion just four months before.**

As they face legalized abortion for the first time in their country, their attendance at the Summit was truly due to the providence of God. They needed to connect with other European pregnancy help leaders, to be encouraged and to reevaluate pregnancy help in a country committed to a path of abortion. In addition, they needed to connect with an attorney who might be able to help their centers in Ireland deal with some specific new legal challenges. They wanted to know if Heartbeat knew anyone who might be able to help.

Imagine their delight and praise to God to be told that one of the plenary speakers was an Irish barrister working with Alliance

Defending Freedom who would make time during the Summit to speak with them.

These are the Godly connections that our network provides to pregnancy centers around the globe!

That is what God is up to. **That is the way God works.** He is still working his purposes out through you and Heartbeat day by day and year by year such that one day **abortion will be unwanted throughout Europe—and the world—and unthinkable in the generations to come.**



Godly Connections

Members of Warren County Right to Life in Warrenton, Missouri noticed an unsettling trend in 2016: While abortions were in decline on residents in neighboring counties, those being performed on their residents were increasing.

Troubled by the data, the group turned to prayer, asking God what they could do to respond.

Word of the group's prayer reached the ears of other community leaders involved in pregnancy help ministries in the surrounding area, sparking a series of connections that would lead the group to open the Pregnancy Options Center of Warren County, a year and a half later. The center is the first of its kind in the city of Warrenton, the location of the state's last abortion clinic.

J. Chowning—who serves as executive director alongside his wife Hollie, the center's client services director—has been swept away by the generosity and community support that made his center possible. **From Heartbeat International**

to fellow pregnancy centers, the pregnancy help community has provided vital support to Pregnancy Options Center over the last two years.

"It is absolutely incredible," Chowning said. "I've been involved (in non-profit work) for many, many years—going on 20 now—and have seen a lot of fundraisers, and this by far exceeds everything I've ever seen."

For Chowning, whose corporate background was so different from the work he just stepped into, this community has been invaluable.



"It's one of those things where you think you know enough to pretty much handle the world around you, and you step into an arena that is very 'frontline,' and there is so much information that is different from corporate-level work," he said. **"It was overwhelming at first, but I had so much support."**

With the help of Heartbeat International and the center's growing network of connections, they were able to swiftly identify a medical director and local OB-GYN to provide free, limited ultrasounds, and donors.

Chowning was awarded even more assistance from Heartbeat International as a student at our Pregnancy Help Institute—a week-long accelerated educational program for pregnancy help organizations—when it was announced that 20 pregnancy center directors would be going home with a check for \$5,000 designated for general operating expenses. Chowning was one of them.

"I don't usually cry, but I did. I got teary-eyed," he said.



Nearly **100** Lifesavers were trained at Heartbeat's Pregnancy Help Institute in 2018.



Our Board of Directors



Peggy Hartshorn, Ph.D., *Board Chairman*

Margaret H. (Peggy) Hartshorn, Ph.D., currently Chairman of the Board of Heartbeat International, has served on the Board for 30 years, as Chairman previously from 1990-2004. She also served as Heartbeat's President for 23 years (1993-2015).

Peggy threw herself into the cause of life soon after the Supreme Court decision of *Roe v. Wade*, on January 22, 1973, which declared abortion restrictions unconstitutional. In 1974, she and her husband began opening their home to young mothers. They founded Pregnancy Decision Health Centers (PDHC) in Columbus, Ohio, in 1981.

Today, Peggy travels and speaks extensively, sharing her hands-on experience with pregnancy help ministries as they develop programs on abortion, abortion recovery, sexual integrity, adoption, and alternatives to abortion. She leads Heartbeat's commitment to organizational and leadership development for pregnancy help worldwide.

Peggy has been married to Michael Hartshorn for 47 years. They have two adopted children and five grandchildren.



Keith Armato

President, Union Street Tin Co.

Keith Armato is President of the Union Street Tin Co. based in Chicago, IL. Keith and Mary have visited Italy over 50 times introducing family, friends and business associates to the culture and especially the religious heritage of Italy. Keith is a Knight of Malta and a Knight of St. George. He has served two terms on the national Board of Governors of Legatus, the National Fund for Catholic Religious Vocations, and the Saint Pio Foundation.



Shiney Daniel

CEO, Entrepreneur

Shiney Daniel is the CEO, Administrator, and Attorney for Agape Home Healthcare, which she started in 1994. She has been an entrepreneur since a very young age and has started and owned a number of companies and organizations. She has served on various boards and has held a variety of leadership positions.



Christine Dattilo

Technology Strategist

Christine Dattilo is a nonprofit technology strategist helping organizations connect and build relationships with an online generation. Chris has worked with churches, mission organizations, community groups, pregnancy help centers, and Heartbeat International as a strategic consultant and web strategist. Chris and her husband, Joe, live in South Carolina.



Chris Humphrey, Ph.D.

Executive Director, Vision for Life

Chris Humphrey, Ph.D., is a long-time pastor, writer, educator and pro-life leader whose most recent work in the life-affirming field is as co-founder and executive director of Vision for Life. Based in Pittsburgh, Vision for Life partners with national pro-life groups in efforts to connect women in unexpected pregnancies with local help.



Doug Grane

Entrepreneur

In addition to his 20-year commitment to promoting a culture of life, Doug is an entrepreneur who recently co-founded a private equity and angel investing firm. Previous senior leadership positions include: pro-life non-profit, public relations/public affairs, transportation and commercial real estate. Doug and his wife Mary, married 18 years, live in suburban Chicago with their daughter and three sons.



Derek A. McCoy

Executive Vice President, C.U.R.E.

(Center for Urban Renewal and Education)
For several years, Derek McCoy has lead bipartisan initiatives that have promoted justice and righteousness in our culture. He served as Senior Vice President of The High Impact Leadership Coalition and serves as Associate Pastor of Hope Christian Church. He has been instrumental in conducting Educational Summits with pastors, community leaders, and citizens on issues affecting culture.

Our Board of Directors



John Murphy

Entrepreneur

John Murphy is an accomplished Silicon Valley serial entrepreneur and technology innovator. His project management and marketing resulted in his being appointed President and CEO of one of the largest personal computer peripherals manufacturers in the world. Following this he became CEO of a sophisticated real-time imagery software company working with the Department of Defense and U.S. systems integrators to deliver high end reconnaissance solutions.



Zeke Swift

Marketing & Organizational Leadership

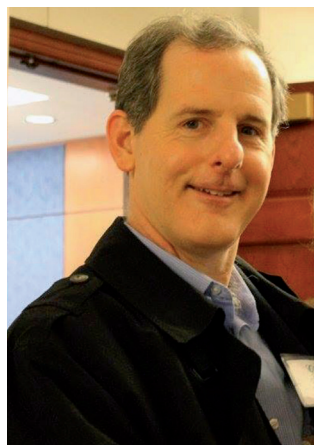
Zeke Swift brings 23 years of global marketing, issue management and organization design experience at Procter & Gamble, the world's largest consumer product company. Prior to P&G, Zeke had six years of commissioned service in the US Army. Zeke co-founded the Southern Africa HIV-AIDS Collaboration (SAHAC) and consults with for-profit and not-for-profit organizations in the areas of strategy, organization development and issue management.



Sherry Wright

Co-Founder, Open Door Pregnancy Center

In 2008, Sherry Wright helped start The Open Door Pregnancy and Family Resource Center in Cisco, Texas. In 2011, The Open Door expanded into Breckenridge, Texas with another medical pregnancy resource center. Sherry has been the president of the board since 2008.



Gary Thome

Strategic Marketing

Gary Thome brings his expertise managing multi-billion dollar businesses to Heartbeat International, to help create a culture of life in our society. He is passionate about spreading the gospel of life to all. When not serving Heartbeat, Gary serves as vice president of strategy for a large multi-national technology company. He is also very active in several ministries at his local church.



John Wootton

Pastor, Author

A graduate of Evangel University in Springfield, Missouri, John Wootton is an ordained minister with the Assemblies of God. He has served since 2008 as an executive officer of the Ohio Ministry Network in the position of Network Superintendent, and previously as Network Secretary. John served as the district men's ministries director, as well as the assistant to District Superintendent Robert Crabtree. He and his wife, Brigette have four children.

“ Having met the leadership of Heartbeat International, I was impressed at the humility and servant-leadership and that believers from a variety of Christian denominations can work together for the cause of life under the Heartbeat banner. ”

-Shiney Daniel,
Heartbeat International Board Member

Our Medical Advisory Board

Joel Brind, Ph.D. • New York
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Paul Dorinsky, M.D. • North Carolina
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2018 Executive Leadership



Cindi Boston, Vice President of Heartbeat International

A long-time leader in the pregnancy help community at the local, state, and national levels, Cindi Boston was named Heartbeat International's Vice President in January 2016.

Cindi previously served on Heartbeat International's Board of Directors from 2013-15, and was recognized as a 2011 Heartbeat International Servant-Leader honoree. She 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, as well as directing funds for specific services covered under Temporary Assistance for Needy Families (TANF).

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



Jor-El Godsey, President of Heartbeat International

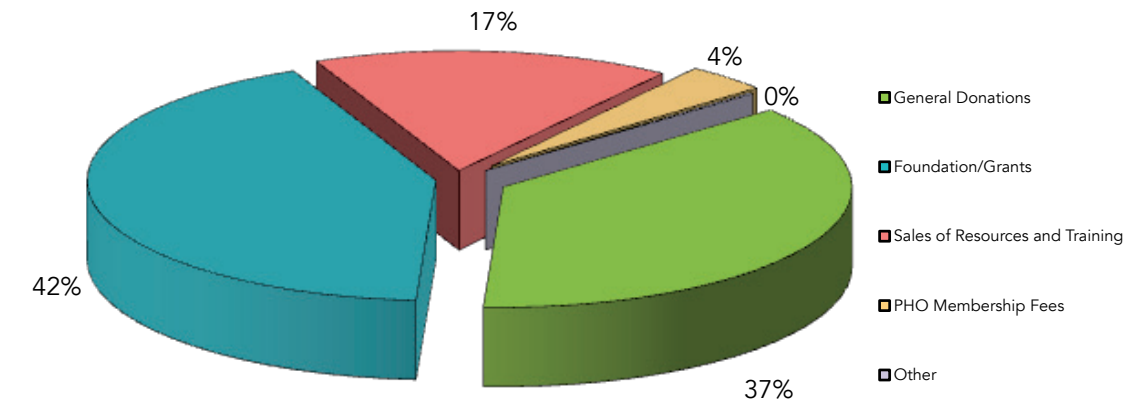
Jor-El Godsey serves as President of Heartbeat International. He leads a staff dedicated to equipping, empowering, and encouraging the thousands of leaders and developing leaders of Heartbeat's affiliated pregnancy help centers, maternity homes, and adoption services, in the U.S. and on every inhabited continent. He oversees Heartbeat's core mission to be the leadership supply line for the growing pregnancy help movement worldwide by providing accurate information, training resources, leadership development conferences, programs, and daily support to help affiliates start, grow, and expand their services to women and couples at risk for abortion.

Jor-El comes to Heartbeat having served in the pregnancy help movement since 1988. He first served as a volunteer at Hope, the pregnancy help centers in Ft. Lauderdale, Florida. Then he joined their board, served as Chair, then as Executive Administrator. In 1999, Jor-El became Executive Director of Life Choices in Longmont, Colorado. Six years later, in 2006, Jor-El accepted the call to help Heartbeat International meet the diverse and expanding leadership needs of the pregnancy help movement as Vice President. Jor-El met his wife, Karen, at a volunteer training meeting at a local pregnancy center. They currently make their home in Columbus, Ohio, with their three children.

Our Financials

Sources of Income 2018 *

October 1, 2017 to September 30, 2018

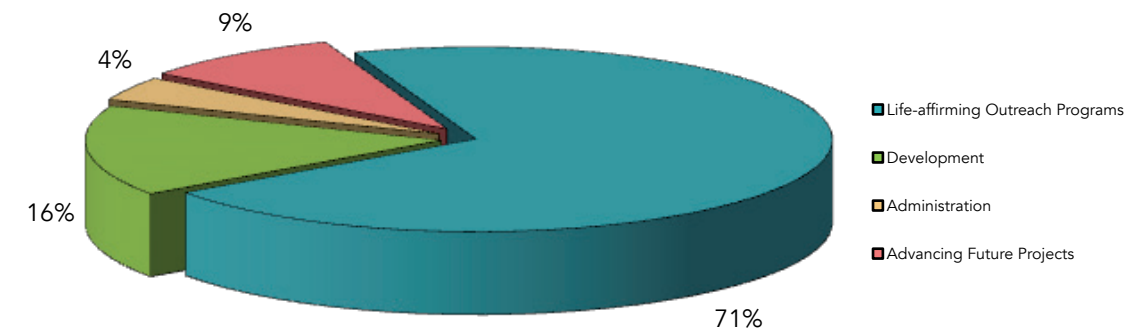


Sources of Income

General Donations	1,743,214
Foundation/Grants	1,995,545
Program Revenue	782,830
PHO Membership Fees	179,615
Other	7,190
Total	4,708,394

Distribution of Expenses 2018 *

October 1, 2017 to September 30, 2018



Distribution of Expenses

Life-affirming Outreach Programs	3,330,379
Advancing Future Projects	433,737
Development	747,690
Administration	196,588
Total	4,708,394

*All financial information based on Audited Financial Statements prepared by Wilging, Roush & Parsons CPAs

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