



Annual Report 2019

The Heartbeat Difference in Life-Affirming Pregnancy Help Worldwide



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“ That heartbeat of life that God gave me and trusted me to take care of, love, and eventually raise. I saw true love for the first time on that ultrasound screen. ”

- *Brittany*,
Former pregnancy help center client



“ Without the pregnancy center's classes and items, I wouldn't have known what to do.

I have learned so many things that I didn't know before, and they have given me the best support. ”

- *Chelsea*,
Former pregnancy help center client



Called for Such a Time as This



We didn't ask for this fight. We really just want to help women make the healthiest choice for all involved – the choice for life.

That's what "pregnancy help" is all about anyway. That's what started this movement more than 50 years ago. The desire to make sure there were alternatives to abortion for those in the "valley of decision."

But others, especially those from—or in league with—the abortion industry have decided to fight alternatives to abortion. This has manifested itself in zoning laws and Supreme Court decisions. Our opposition has demonstrated an increasing willingness to use political power and negative digital reviews.

They are relentless and we have seen the manipulative tactics they use to attack our network of pregnancy help.

We have witnessed states honor abortion by not only passing laws allowing abortion through birth, but then lighting up the sky in pink to celebrate. We've pushed back against their blatant lies attacking any

organization professing the Christian faith in their mission. And yet, they persist with their unethical tactics to stifle the good work of pregnancy help in order to ensure abortion is the only choice a woman considers when facing an unexpected pregnancy.

The reality is that if we *are not there* to meet a woman in one of the most critical and confusing moments in her life, all other roads lead to abortion.

This is why it is so important that we work ceaselessly toward achieving our life-saving vision, to make abortion unwanted today and unthinkable for future generations.

Together, with God's present help, we can take heart in "fighting the good fight of faith" (1 Timothy 6:12).

A handwritten signature in blue ink, reading "Jor-El Godsey". The signature is stylized with a large, looping "J" and "G".

Jor-El Godsey
President of Heartbeat International



OUR LIFE-SAVING VISION

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

Taken from Sadness, to Joy



Did you know that each year in the United States, more than 800,000 lives are lost to abortion?

That's 800,000 smiles denied life due to fear. And 800,000 women who feel so alone or, worse, coerced that they think their only choice is abortion.

Some days, this number seems so daunting. And then, I see a picture of one of the precious little lives that the pregnancy help movement helped save and **my heart is filled with joy!**

These little cheeks and the love his mother has for him are here because the work we do brings women the truth and hope they so desperately need to make positive choices for their lives! **And through this great work, the reality is that these abortion numbers are the lowest they have been in years!**

Through our more than 2,500 pregnancy help affiliates worldwide, we RESCUE thousands of women from their fears,

and by loving on them and empowering them to see a new vision for their lives, we help them rescue their little ones as well, saving them from being just another abortion statistic.

And now with our mighty Abortion Pill Rescue Network, we give women a second chance to choose life after having chosen abortion first. **We're stealing those abortion numbers back, making one less number in that abortion tally... and one more smile in our world!**

Our life-saving vision is to make abortion unwanted today and unthinkable for future generations. Through God's provision and many prayers from faithful advocates like you, each day we come closer to seeing this vision become real.

Cindi Boston-Bilotta
Vice President of Heartbeat International



OUR LIFE-SAVING 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.

The map above shows where the Pregnancy Center Life Launch Program planted or opened pregnancy centers in 2019.

A God-Sized Mission



At Heartbeat International, we have a mighty task. As a friend, you are probably very familiar with our life-saving mission.

It is a bold mission – one we take very seriously and work toward every day.

Our Life Launch program drives us toward achieving our mission in a very direct way by helping us RENEW communities with the care and resources needed to serve families and provide hope.

Our Pregnancy Center Life Launch Grant is dedicated to **inspiring a new season of pregnancy help center start-ups by supporting individuals in underserved communities.** In this program, we get to grant recipients \$30,000 in resources and funds after they first work within their community to raise \$30,000 to help open their pregnancy center doors.

We know that pregnancy centers thrive best when being born out of community members. These are the people who understand the needs of their communities. From them, they can build a center that provides the care and support truly needed to help the people in their own back yard.

The goal of our Life Launch program is to catalyze pregnancy help by providing local leaders with the tools and training they require to be effective within their community.

Heartbeat International is on track to help launch 50 new pregnancy help organizations throughout the United States. We have seen God work through the Life Launch program to provide women with true care and compassion and empower them to choose life for their little ones. We know the best alternative to abortion is another person.

You allow Heartbeat's pregnancy help network to save lives and change hearts through our centers each and every day. And though the problem of abortion still exists, with your support of our Life Launch program, we're moving toward our mission and saving more lives in areas that need it most.

A handwritten signature in blue ink that reads "Betty McDowell". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Betty McDowell, LSW, LAS
Vice President of Heartbeat International



The Best Alternative

Option Line, our 24/7 emergency call center and website, assists nearly 30,000 women and men each month with their pregnancy-related questions.

That number continues to grow every month and we continue to adapt to ensure that no call goes unanswered.

Unanswered calls at Option Line mean women won't receive the help they need when faced with an unexpected pregnancy. This means that they will look elsewhere for answers; places that care more about their profit margin than the woman.

Following trends and adapting with technology as needed, we are able to connect with women as they prefer. Our Option Line team members are always available to answer the phone, but while there, we are also able to answer their questions via chat, text and email. Having multiple channels available for women to reach us means that women can contact us however they are most comfortable, and we'll be there to answer the call.

More connections = more lives saved.

Every 75 seconds is an opportunity to help a woman choose life through Option Line.

to Abortion is Another Person.

Each situation is unique, and each requires skill and knowledge to assist these women in crisis.

In addition to the normal high call volume, Option Line answers calls for our Abortion Pill Rescue Network and the National Safe Haven Alliance. **These women have one final chance to save their babies and each call is crucial.**

Heartbeat's Option Line consultants are professionally trained and equipped to serve women facing very different circumstances.

Thanks to your ongoing support, Heartbeat is able to take these calls 24/7/365.

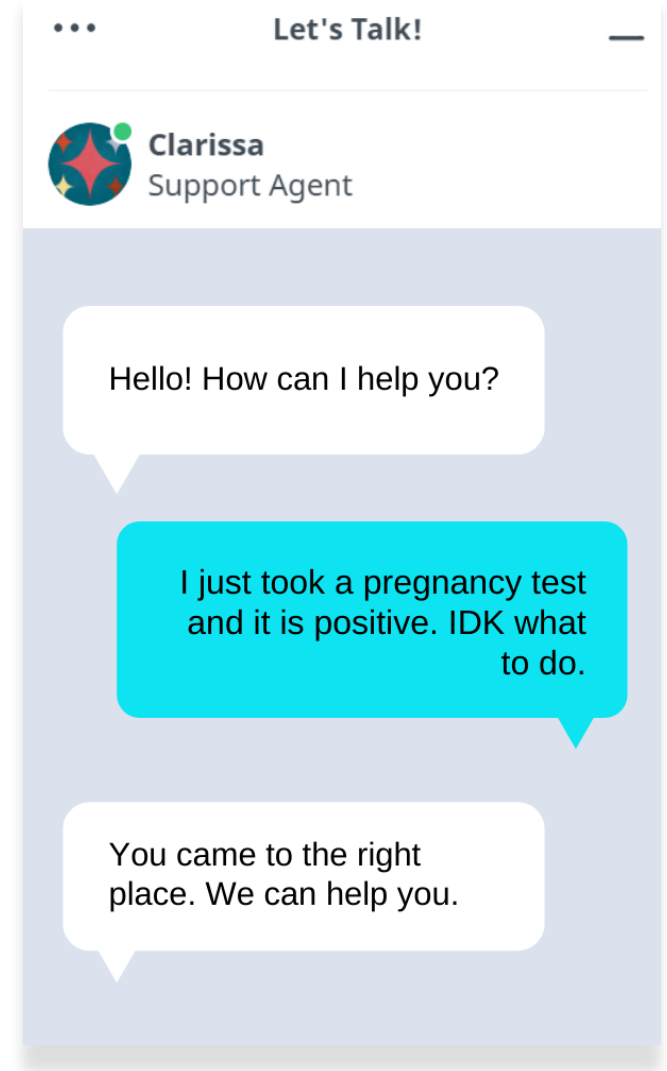
Your gifts directly assist abortion-minded women who connect with us every single minute of the day. Every 75 seconds, a new contact comes into Option Line. That's about 50 calls every hour and well over 1,000 each day.

The cost of every single life and death conversation we have is approximately \$4. Think about it.

Just \$4 to help one young woman choose life—saving the life of her unborn baby! That is \$4 very well spent—so well spent we call it “treasure stored up in heaven.”

And consider this: Heartbeat's Option Line is answering over 30,000 calls, emails, texts and chats every month, and helping save (with our Pregnancy Help Center network) more than 3,000 babies every week in the U.S. alone!

These conversations are only possible because of YOU! So thank you again for your past support, and please pray for the consultant who is about to answer the next cry for help.



Women can use the chat feature at OptionLine.org to confidentially connect with consultants 24/7.



Meeting with Senator James Lankford (R-OK)

Autumn and Nevaeh had the opportunity to share with their Senator how they were served by their local pregnancy center and maternity home at Heartbeat's Babies Go to Congress.

From Homeless and Abused, to Thriving

Autumn was right on the brink of a positive life change when the abuse she was suffering from her baby's father came to a boiling point, and Autumn was suddenly having surgery for a broken arm.

That's when an administrator at her job stepped up and connected her to one of Heartbeat's affiliated pregnancy help centers and maternity homes. **That connection would prove life-saving in a multitude of ways, the first being the safe-haven it provided for Autumn and her infant son.**

The center encouraged Autumn in her growing relationship with God and helped Autumn prepare for nursing school.

As her life moved forward, Autumn eventually found someone new and began another relationship. Nine months in, she found herself unexpectedly pregnant and full of mixed emotions.

When she first told her boyfriend about the pregnancy, he was excited. But then, something dramatically changed. Autumn noticed a new pattern of substance abuse that she hadn't seen from him before. With that, his mindset darkened and he insisted she abort their baby.

Full of a flurry of emotions, Autumn returned to the security of the pregnancy center where she knew she would receive compassionate care.

"[The pregnancy center] helped me understand that **God gives His toughest battles to His strongest soldiers,**" Autumn said.

With that in mind, **Autumn chose life for her daughter, Nevaeh.** She left her boyfriend, who eventually ended up in prison.

As difficult as the circumstances were, Autumn forged ahead with her new life, becoming more involved with her church.

"I thought every day that there was absolutely no way I could do this alone," Autumn said. "But I'm not alone. I have God in my circle even when I don't feel like I have anyone."

With God in her circle, as well as her community at the pregnancy center, Autumn continues to thrive. In January, she, Nevaeh, and Sarah Johnson—co-director of the pregnancy center—traveled cross-country for Heartbeat International's Babies Go to Congress, an annual event in which women helped by pro-life pregnancy centers share their incredible stories with lawmakers on Capitol Hill.

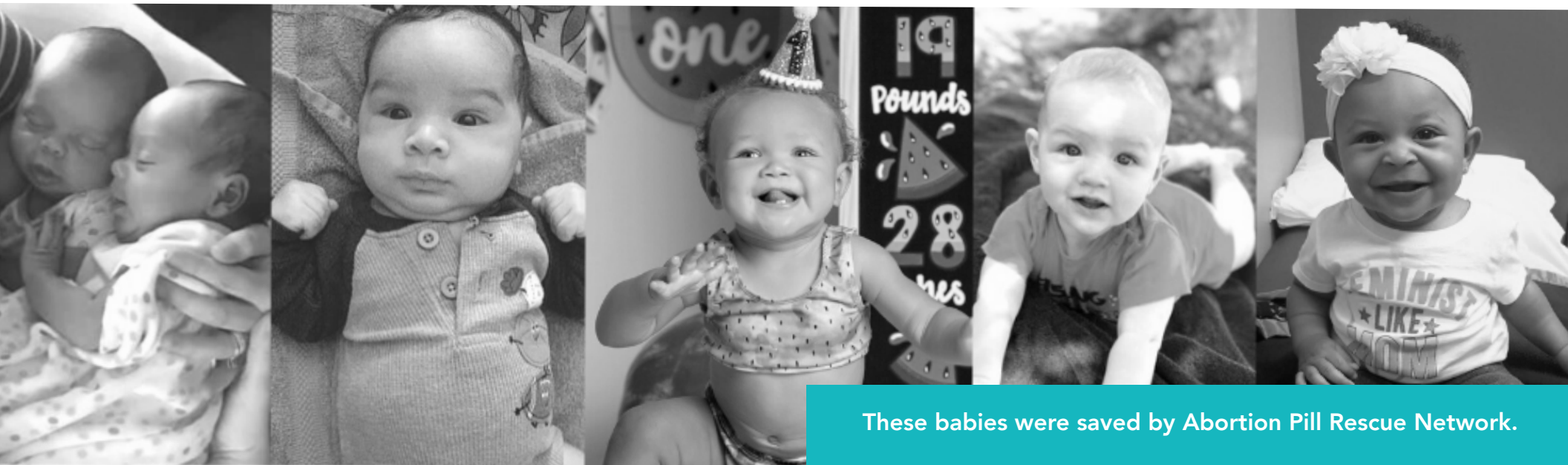
While there, Autumn, Nevaeh, and Johnson met with the offices of U.S. lawmakers from their home state, Oklahoma. Pro-life Senator James Lankford, who appeared on stage with President Trump during his March for Life speech, met with the trio in his office and shared their photos in his online newsletter.

The experience was transformative for Autumn.

Today, Autumn's daughter Nevaeh is a year old, and Autumn has advanced in her role at work, now serving in an administrative nursing position.



Heartbeat met with Congressional Offices about women's health at a Congressional Briefing to learn about Abortion Pill Rescue and the more than 750 lives saved from it.



These babies were saved by Abortion Pill Rescue Network.

Abortion Pill Reversal Praised on Capitol Hill

In conjunction with the Babies Go to Congress event in January 2020, Heartbeat invited members of Congress with an interest in women's health and strong families to a briefing on Capitol Hill, which featured an overview of the abortion pill reversal process, an update on the growth of Heartbeat's Abortion Pill Rescue Network (APRN), and a mother's testimony of how abortion pill reversal gave her another chance to choose life and saved her son's life.

The abortion industry and its supporters have denigrated APRN continually in the media, fought legislation that would ensure women seeking abortion are fully informed about the possibility of abortion pill reversal should they change their mind, and pro-abortion researchers have attempted to debunk the protocol via incomplete and inconclusive study results.

This was an opportunity to share another perspective.

Chemical abortions account for more than 40% of all abortions in the U.S.,

and by 2023, it is predicted that they will account for more than half of all abortions in the U.S.

Women often regret their abortions and often that regret sets in right after taking the first pill of the abortion pill regimen.

Our APRN is ready to assist those women who have started the chemical abortion process to reverse the effects of the deadly chemicals involved with the abortion pill.

Reversal of chemical abortion is a safe and effective choice for women who have taken the first abortion medication and wish to continue their pregnancies.

The Congressional Briefing gave us the opportunity to introduce Rebekah Hagan and her son, six-year-old Zechariah. Rebekah called the APRN hotline back in 2013.

Threatened with the possibility of having to quit school and leave her parents' home, Hagan thought there was no other possible choice than to end her

pregnancy, so she took the abortion pill.

"When you're operating out of fear of crisis, sometimes you don't make the best choices," said Rebekah. "And I realized that this was not the best choice for me, and I so desperately wanted to take it back."

Rebekah shared with those at the Briefing her experience with the Abortion Pill Rescue Network. The reversal worked, and her son was born in October 2013.

Her son, six-year-old Zechariah, joined her at the podium for a moment to greet the lawmakers' staff in the room, the little boy saying, "Hi."

"And truly, Zechariah's life was not just saved by abortion pill reversal" she said. "But I really think that mine was too."

Rebekah was one of six moms to take part in Heartbeat International's Babies Go to Congress campaign and share their stories with lawmakers.



Worldwide Impact of Pregnancy Help

The sad reality of the abortion rate in the United States is an absolute horror, but the truth is that the U.S. accounts for only a small percentage of the abortions worldwide each year. **With an estimated 56 million abortions occurring each year, Christian pro-life leaders around the world crave education to help move their communities toward a culture of life!**

This is evident by the increasing numbers of pregnancy help leaders from around the world who traveled thousands of miles to Heartbeat's 48th Annual Conference in Dallas, Texas in April – **more than 1,300 pregnancy help leaders participated in our largest conference ever!**

We were so excited to welcome ministry leaders from across the globe. **These key leaders from 24 countries needed education and support along with encouragement and spiritual refreshment.** They heard valuable messages about courageous management, effective program implementation, innovative outreach ideas, and how to inspire staff with visionary leadership. **God provided many educational opportunities through the gracious generosity of pro-life supporters like you!**

We were excited to provide crucial leadership strategies to the pro-life leaders from other countries and we were so blessed to hear firsthand how the Holy Spirit is moving from the Philippines to Israel, Spain to Uganda, and Costa Rica to Canada — a life-saving passion has been ignited and the global pregnancy help movement is not only growing, but thriving!

As a partner of Heartbeat International, you impact leaders from affiliated networks on all six inhabited continents. **Leaders from our joint affiliation partners serve numerous cities, and in some cases countries, within their region, to maximize life-saving work in their part of the world.**

Our co-laborers on different continents recognize the value of life and, through your support, they are equipped to have greater impact in the mission field created by big abortion in their own communities. Through Heartbeat's training opportunities, these dedicated leaders learn effective ways to connect with clients, use new life-saving techniques such as abortion pill reversal, and receive inspiration through prayer.

Every pregnancy help leader that comes to Heartbeat's Annual Conference returns home armed with a renewed sense of hope and a stronger passion for life. **They are refreshed and better equipped to REACH and RESCUE more babies and moms in their own countries. You help them RENEW their communities for Life!**

The Heartbeat International network of Pregnancy Help includes nearly 1,000 international locations in 64 nations on all 6 inhabited continents.



20,199

lifesavers received
in-depth, on-site training



4,324

pregnancy help leaders
enrolled in the Heartbeat
Academy online learning



234,444

miles traveled to train
lifesavers around the world



750

Abortion Pill Rescue®
Network providers



1,500,000

clients served by our
network of pregnancy help*



388,000+

contacts served by
Heartbeat's Option Line



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



300,000

moms chose life*

Heartbeat's Pregnancy Help Impact in 2019

Our Board of Directors

Peggy Hartshorn, Ph.D.

Board Chairman

Doug Grane

Entrepreneur

Zeke Swift

Marketing & Organizational Leadership

Keith Armato

President, Union Street Tin Co.

Chris Humphrey, Ph.D.

Executive Director, Vision for Life

Gary Thome

Strategic Marketing

Shiney Daniel

CEO, Entrepreneur

Derek A. McCoy

*Executive Vice President, C.U.R.E.
(Center for Urban Renewal and Education)*

John Wootton

Pastor, Author

Christine Dattilo

Technology Strategist

John Murphy

Entrepreneur

Sherry Wright

Co-Founder, Open Door Pregnancy Center

Our 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

2019 Executive Leadership



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 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 in Ft. Lauderdale, Florida, later serving as 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 make their home in Columbus, Ohio, with their three children.

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 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.

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 as well as provides resources, consultation services, support, and encouragement for the 2,500-plus Heartbeat affiliates. Betty began her work in the pregnancy help movement in 1984 and has filled a variety of roles from client-counselor to Board member to national trainer. A Licensed Social Worker and published author, she speaks nationally on leadership development, mentoring, lay counseling, Sanctity of Human Life, and current cultural trends.

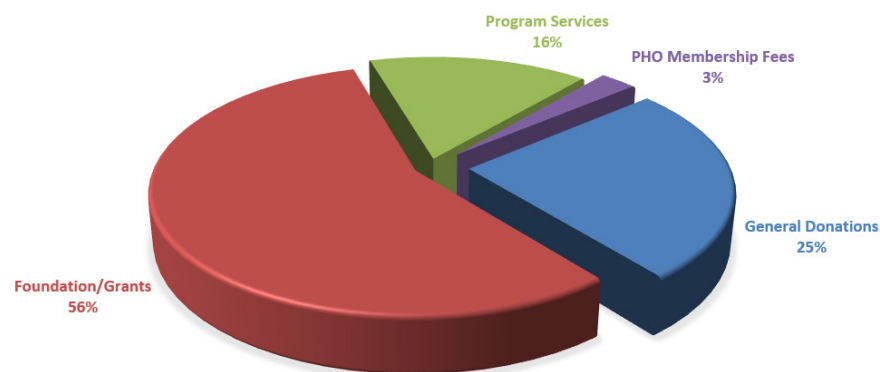
Betty is married to Craig and they have two grown sons, Kyle (married to Katie) and Tyler and an adorable granddaughter.

Our Financials

A significant portion of Overhead was paid with Program Services Revenue allowing 90% of each donation to be deployed toward mission impact.

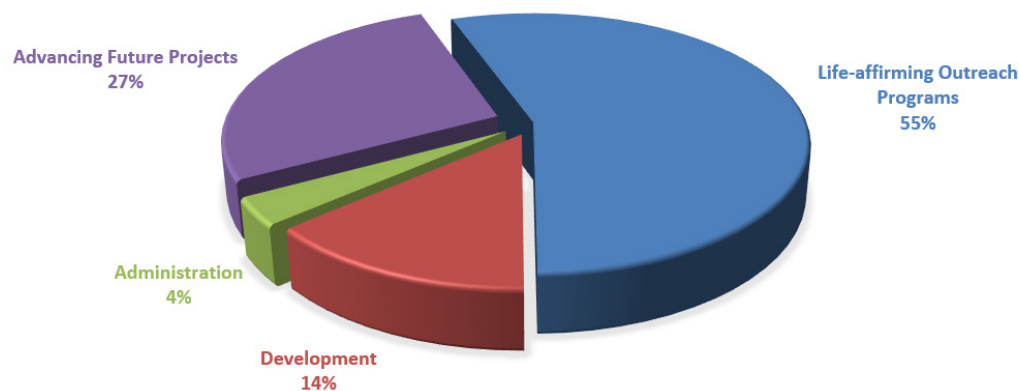
Sources of Income 2019*

October 1, 2018 to September 30, 2019



Distribution of Expenses 2019*

October 1, 2018 to September 30, 2019



Sources of Income

General Donations	\$1,812,458
Foundation/Grants	\$4,012,500
Program Revenue	\$1,125,233
PHO Membership Fees	\$189,343
Other	\$14,559
Total	\$7,154,093

Distribution of Expenses

Life-affirming Outreach Programs	\$3,959,824
Advancing Future Projects	\$1,956,234
Development	\$991,540
Administration	\$246,495
Total	\$7,154,093

End of Year Net Assets

Unrestricted	\$432,267
Temporarily Restricted	\$3,020,888
Total	\$3,453,155

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

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