



**SHE REACHED OUT.
WE WERE READY.**

Read Sierra's story of hope and see how what began as one woman reaching out became a chain of readiness.

See page 16

2025

Annual Report

Reaching Her. Everywhere.

“In a world where abortion pills can arrive in hours, the mission of pregnancy help is simple: reach her first.”



CONTENTS

3	A Letter from Jor-El	10	4,000 Places of Hope	16	Sierra's Story
4	Heartbeat Impact	12	Abortion Pill Reversal Impact	18	A Worldwide Network of Care
7	Integrated Response System	14	A Safe Home	21	Standing for Truth
8	Option Line	15	Training the Movement	22	Financials



JOR-EL GODSEY

President

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, have three children, and one grandchild.

A LETTER FROM THE PRESIDENT

In today's post-Roe landscape, the speed of abortion has accelerated dramatically. Chemical abortion now dominates the conversation, with pills ordered online and delivered within hours. Decisions are made quickly. Isolation is marketed as privacy. And women are told they are on their own.

In this environment, tomorrow is not soon enough for today's client.

Pregnancy help must move faster. Respond sooner. Be positioned everywhere she might turn.

This year, we mark two historic milestones that demonstrate exactly that.

Two million connections through Option Line.

Four thousand affiliates serving women and families across 102 countries.

Behind those numbers is something far more powerful than scale. It is readiness.

Readiness when she searches at midnight. Readiness when she calls in fear. Readiness when regret sets in after the first abortion pill. Readiness when she simply needs someone to answer.

Today, more than 1,500 medical professionals stand in the Abortion Pill Rescue Network, prepared to respond in real time. Across our global network, trained staff and volunteers meet women with compassion, clinical excellence, housing support, parenting education, and practical care.

We are not reacting to cultural shifts. **We are building infrastructure that ensures pregnancy help reaches her first.**

Every connection represents a woman who did not navigate her fear alone. Every affiliate represents a place of hope in her community. Every medical professional represents a second chance offered in time.

Because of this integrated system, pregnancy help is no longer isolated or local alone. It is increasingly connected. It is more immediate. It is global.

And it is growing.

As we look ahead, our commitment remains clear: **strengthen real-time response capacity, expand global access, and equip the people she will meet.**

Because she is reaching out today. And tomorrow is not soon enough.

We remain committed to reaching her first.

TWO MILLION TIMES WE CO FOUR THOUSAND AFFILIATE THOUSANDS OF ABORTION

2,095,795

OPTION LINE CONNECTIONS

Calls. Texts. Chats. Emails. Center Locator Tool.

Every 15 seconds, someone reaches out for help.

4,026

PREGNANCY HELP AFFILIATES IN 102 COUNTRIES


Pregnancy help centers, medical clinics, maternity homes, and support programs standing ready in local communities.

Our life-saving vision...

is a world where every new life is welcomed and children are nurtured within strong families, according to God's Plan, so that abortion is unthinkable.

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.



CONNECTED HER TO HELP. SHE WAS READY. PILL REVERSAL STARTS.

2,347,663

CLIENT VISITS

to affiliated pregnancy help organizations

Affiliates offer a wide variety of programs and services throughout the pregnancy and beyond.

2,408

REVERSAL STARTS

through the Abortion Pill Rescue[®] Network

Women given hope through rapid medical response.

Behind every number is a woman who did not face her decision alone.

A trained professional who answered. A place prepared to receive her.
A network positioned to respond in time.

She Reaches Out

A search at midnight. A text sent in fear. A call made in uncertainty.



Pregnancy help is no longer isolated or reactive. It is mission-aligned, real-time, and globally connected. From first contact to long-term stability, every step is positioned to meet her with clarity, compassion, and care.

1. Option Line

Immediate, confidential connection.

2. Local Affiliate

A real place. A real person.

3. Ultrasound

Clarity in the moment of decision.

4. APRN or Parenting Support

Emergency response or long-term care.

5. Housing

Stability when home is not safe.

6. Trained Staff

Equipped to serve with compassion and excellence.

7. Advocacy Protection

Ensuring access remains open.

Because of this integrated system, she is not alone.

IMMEDIATE. PERSONAL. EVERYWHERE.

WHEN ABORTION IS MARKETED AS INSTANT AND PRIVATE, PREGNANCY HELP MUST BE IMMEDIATE AND PERSONAL.

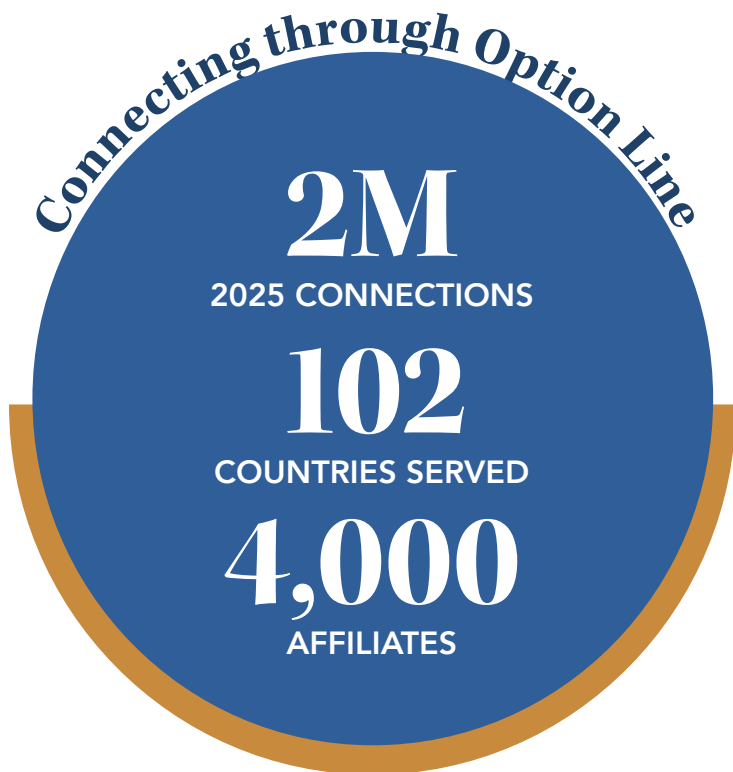
Two million times, someone searched for help and found a real person on the other end.

Option Line is often the first point of contact for a woman facing an unexpected pregnancy. She may be alone. She may be afraid. She may have already ordered abortion pills.

In a culture that promises quick solutions delivered discreetly, pregnancy help must be faster than fear.

Every 15 seconds, someone reaches out through call, text, chat, email or website.

It is here, they are connected with their local pregnancy help organization.



Real-time Connection



EXPANDING ACCESS IN REAL TIME

OPTION LINE IS MORE THAN A HOTLINE. IT IS A DIGITAL GATEWAY INTO A GLOBAL NETWORK OF CARE.

Through Option Line, women can connect directly to nurses faster than ever before whether seeking Abortion Pill Reversal or answers to pregnancy-related concerns.

PrenatalDiagnosis.org provides specialized support to families facing complex medical diagnoses.

And new telecare models, including the developing High-Risk Response Network, are strengthening our ability to connect her to meaningful ministry not in a day or two, but in under an hour.

Because when she reaches out, speed matters.



Referral



**Appointment
Confirmed**

From first contact to local care, Option Line ensures she never navigates her decision alone.

4,000 PLACES OF HOPE

From major cities to rural communities, Heartbeat affiliates serve women where they live.

A global network of pregnancy help centers, medical clinics, maternity homes, and support programs positioned in 102 countries.

Today, more than 4,000 affiliated pregnancy help organizations operate in 102 countries across every inhabited continent.

Each affiliate is locally led, culturally aware, and positioned to respond with compassion and clinical excellence.

Together, they form the largest pregnancy help association in the world.

Following the Dobbs decision, network growth accelerated as communities sought to strengthen life-affirming infrastructure at the local level. New centers launched. Existing ministries expanded services. Medical capabilities increased. The result is not fragmentation, but coordination.

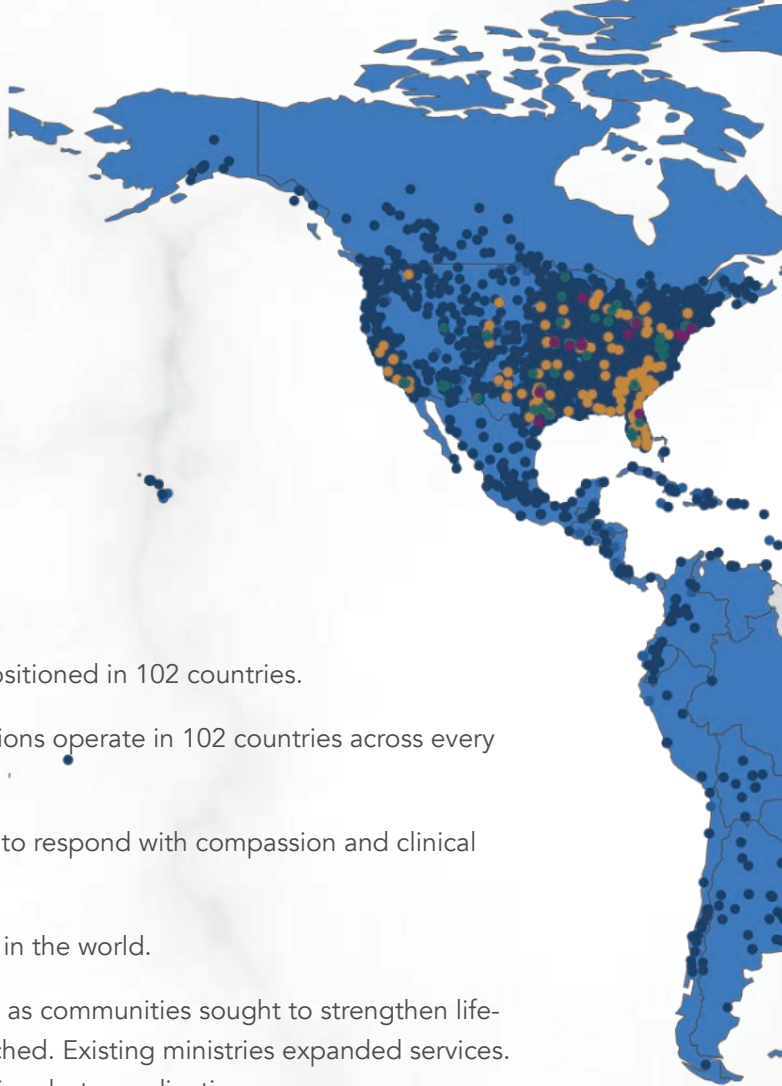
POSITIONED IN HER COMMUNITY

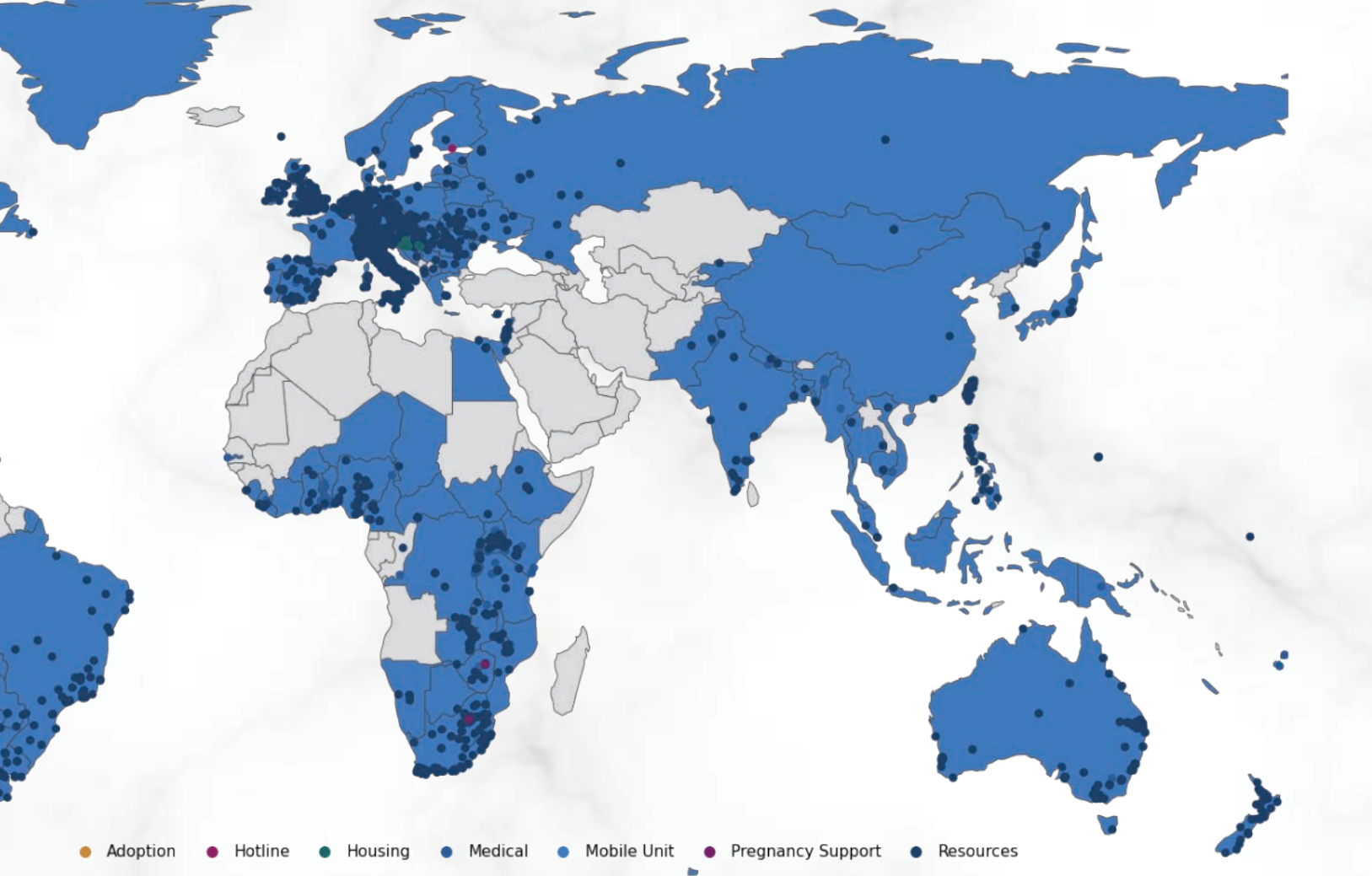
Behind every affiliate is a trained team prepared to meet women face to face, and often men as well.

Pregnancy help centers provide free pregnancy testing, ultrasounds, education, and material support. Maternity homes offer stability when housing is uncertain. Adoption agencies and recovery programs extend care beyond the initial decision.

Each organization operates independently, yet remains connected to a global network of training, medical standards, and shared learning that powers positive impact.

When Option Line connects her locally, she is not sent into the unknown. She is connected to a prepared place ready to serve her.





WHAT 4,000 AFFILIATES MEANS

**An
appointment
scheduled**

**An
ultrasound
performed**

**A relationship
developed**

**A community
surrounding her**



A SECOND CHANCE. IN REAL TIME.

When chemical abortion accelerates the decision, medical professionals across the globe stand ready to respond.

Chemical abortion now accounts for the majority of abortions in the United States, with pills often obtained online and taken at home.

The window to intervene is short.

The Abortion Pill Rescue Network (APRN) exists to meet that moment.

By the end of 2025, statistics showed more than 7,500 lives had been saved through Abortion Pill Reversal, supported by a growing network of more than 1,500 medical professionals.

When a woman regrets taking the first abortion pill, time matters. APRN connects her immediately to a licensed professional who can begin care without delay. **This is not theoretical. It is real-time medicine.**



PREPARED TO RESPOND

Behind every reversal are people who care.

These medical professionals operate in hospitals, clinics, and private practices across the country and internationally. They review cases, initiate progesterone treatment, and walk with patients through follow-up care.

On average, the network supports approximately 200 reversal attempts each month, reflecting both the growth of chemical abortion and the increasing awareness that a second chance exists.

When regret enters the story, readiness must already be in place.

REAL-TIME MEDICAL RESPONSE

- Immediate connection to licensed medical professional
- Evidence-based progesterone protocol
- Follow-up care coordination
- Integrated into broader pregnancy help network

The *Reversal* Process

A woman who regrets her decision after taking the first pill can save her pregnancy, but time is of the essence!



Progesterone is administered to reverse the effects of the abortion pill.



An ultrasound confirms viability of the baby.



Progesterone treatments continue for a minimum of two weeks.

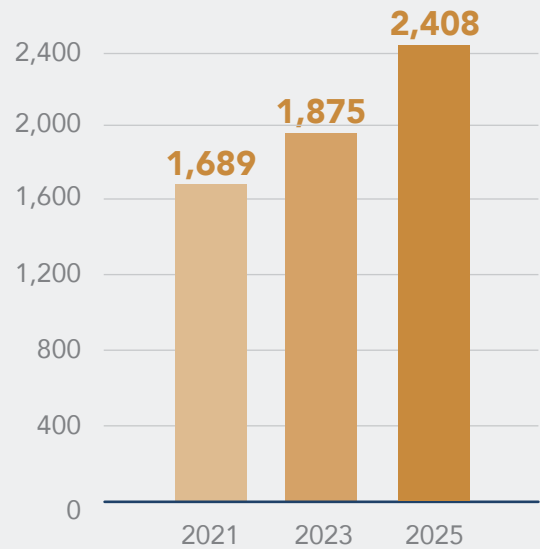


Ongoing support continues through a referred local pregnancy center.



25%

Increase in Reversal Starts



Sarah was able to save Isaiah's life through Abortion Pill Reversal

181

NUMBER OF MATERNITY HOUSING ORGANIZATIONS TRAINED

717

MATERNITY HOME MINISTRIES WORLDWIDE

Maternity Housing Ministries Provide:

- Safe, stable living environment
- Parenting education
- Employment and education support
- Case management and mentorship
- Community and accountability

WHEN SHE HAS NOWHERE TO GO

Stability creates space for courage.

For some women, the crisis is not only medical or emotional for her to choose life; it is practical.

Who will help her prepare for motherhood?

How will she finish school?

Where will she sleep?

Through a growing coalition of affiliated maternity homes, Heartbeat supports organizations that provide safe housing, structured programming, mentorship, and life-skills training.

These homes offer more than a roof. They offer stability, accountability, and community.

As chemical abortion increases and economic pressures rise, the need for long-term support has expanded. More affiliates are strengthening residential programs and extending lengths of stay to ensure mothers are equipped not just for birth, but for life beyond it.

Because sometimes the most life-changing response is not immediate intervention. It is sustained presence.

11,646

WOMEN SERVED BY HEARTBEAT-AFFILIATED MATERNITY HOMES IN 2025





Heartbeat Academy

Online and hybrid learning modules serving leaders and frontline staff.

Pregnancy Help Institute

Advanced leadership development for executive directors and emerging leaders.

Annual Conference

Movement-wide gathering to sharpen skills, share innovation, and strengthen unity.

WE EQUIP THE PEOPLE SHE MEETS.

Preparation turns compassion into excellence.

When she walks through the door, the response she receives depends on preparation long before she arrived.

Heartbeat International equips pregnancy help leaders, staff, nurses, and volunteers with the tools they need to serve with clarity, compassion, and excellence.

Training is not an accessory to ministry. It is infrastructure.

Through in-person events, digital courses, leadership intensives, and constant consultations, **we strengthen the movement at every level.**

Because speed without preparation is fragile. Preparedness builds confidence.



Equipping the movement means stronger leadership, medical and legal awareness, digital communication readiness, unified messaging, and sustainable growth.



SIERRA'S STORY

She Reached Out. We Were Ready.

When Sierra took the first abortion pill, it was out of fear. The decision had felt urgent. Isolating. Overwhelming.

And almost immediately, regret followed.

Instead of navigating that fear alone, Sierra found the Abortion Pill Rescue Network. A real person answered. A medical professional responded. Treatment began quickly.

The window was small. The response was immediate.

Sierra was connected to local support where she received encouragement, practical assistance, and the steady reassurance that she was not alone.

An ultrasound image of her unborn daughter became more than a picture. It became proof of a second chance.

Later, when Sierra shared her story publicly on social media, the ripple effect began. Hundreds of thousands saw her post. Messages poured in. Other women learned that reversal was possible. That regret did not have to be the final chapter.



What began as one woman reaching out became a chain of readiness:

- »»» A hotline answered.
- »»» A medical professional prepared.
- »»» A center equipped.
- »»» A network positioned.
- »»» A mother inspired.

Today, Sierra's daughter, Sawyer, is thriving.
And because a system was already in place, one moment of regret became a story of life.



*“I thought it was too late...
But someone answered.”*

- Sierra



A WORLDWIDE NETWORK OF CARE

Her Search Crossed Oceans. The Network Was Already There.

When Priya discovered she was pregnant again, she felt unprepared.

Like many women in India, she chose a chemical abortion. After taking the first pill, regret came quickly.

Her husband hesitated. "I don't think we're doing the right thing," he told her.

Priya went back to her doctor asking if she could undo the abortion. The answer was immediate and final.

No.

Everywhere she turned, she heard the same message. Once started, the process could not be reversed.

But Priya kept searching.

Late that night, she turned to Google. Her search led her beyond India's borders to the Abortion Pill Rescue Network. That call crossed oceans.

Through a partnership between Option Line in the United States and Pregnancy Helpline India, she was connected to a physician in her own country who could begin treatment immediately.



Priya gave birth to a living, thriving baby girl — India's first documented successful Abortion Pill Reversal.

OPTION LINE > INTERNATIONAL PARTNERSHIP >





Lives saved in 2025

Progesterone was started. Care was connected. The window was small. The response was ready.

Not everyone supported her decision. Her original OB/GYN warned her the baby would not be healthy. Some refused continued care. But at her 20-week ultrasound, the screen told a different story.

A healthy baby. No abnormalities. A growing life.

Priya gave birth to a living, thriving baby girl — India's first documented successful Abortion Pill Reversal.

A conversation years earlier between leaders in Israel had led to the launch of Pregnancy Helpline India. Option Line had recognized growing calls from India and helped build infrastructure. Medical professionals were trained. A referral pathway was established.

Because that system was in place, a late-night search became a saved life.

Today, Priya's daughter is nearing her second birthday.

And there was one more unexpected outcome.

When Priya returned to her skeptical physician with her healthy newborn in her arms, the doctor paused, curious. "Tell me more," she said.

Infrastructure saved a child. But testimony began to change a mind.

Across 102 countries, the network stands ready.

APRN > MEDICAL PROFESSIONAL > CULTURAL RIPPLE



400

LAWMAKER OFFICES VISITED
SINCE 2009

16

BABIES GO TO CONGRESS
MEETINGS WITH LEGISLATORS

4

MOMS AND BABIES
REPRESENTING PREGNANCY CENTERS
AND MATERNITY HOMES IN 2025

1

WHITE HOUSE VISIT
FOR A PRO-LIFE BRIEFING



STANDING FOR TRUTH

Protecting the Ability to Serve

Access to care must remain open.

As pregnancy help expands its reach, it must also safeguard its ability to serve.

In an increasingly complex legal and digital landscape, Heartbeat International works to protect access to life-affirming care by engaging in critical conversations with decision makers.

This includes legal defense, public engagement, and strategic conversations with media and technology platforms to ensure pregnancy help organizations are not silenced or restricted.

Protecting the movement is not about preserving an institution. It is about preserving her access to real care and support.

When a woman searches for help, she must be able to find it.

Legal Defense

Defending the right of pregnancy help organizations to operate with integrity and clarity in both California and New York.

Media Engagement

Providing confident, informed responses that accurately represent pregnancy help in public conversation in outlets like FoxNews, Real Clear Politics and Daily Wire.

Digital Access Advocacy

Engaging technology platforms to ensure pregnancy help resources remain searchable, accessible, and visible.

LOOKING AHEAD

Preparing for Real-Time Response

As cultural and technological shifts continue, our focus remains on strengthening real-time response capacity. We aim to bring meaningful ministry to women not in a day or two, but **in under an hour**. Because in moments of crisis, delay can shape decisions.

And with Heartbeat's global network and systems already in place — we are ready to respond when she reaches out.

HBI MEDICAL COUNCIL

Brent Boles, M.D.
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Joel Brind, Ph.D.
Pennsylvania

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

Paul Dorinsky, M.D.
North Carolina

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William Lile Jr., D.O.
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Ohio

Michael Parker, M.D.
Ohio

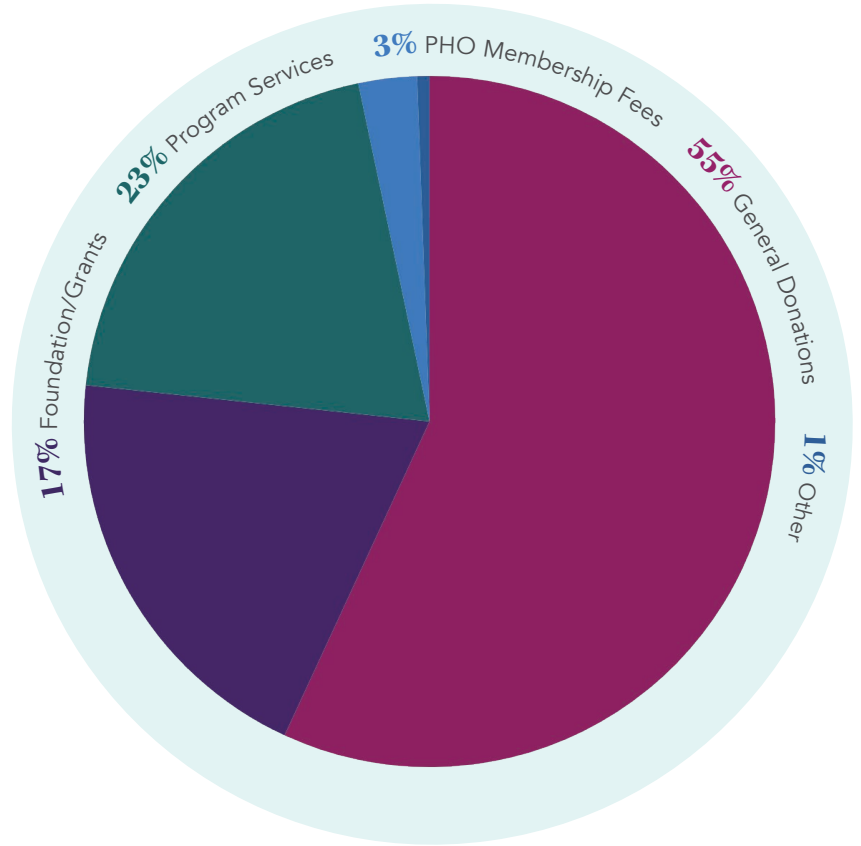
Catherine Stark, M.D.
Michigan

Tammy Stearns, RDMS
Missouri

Bryan Williams, RDMS
Missouri

Sources of Income*

October 1, 2024 – September 30, 2025



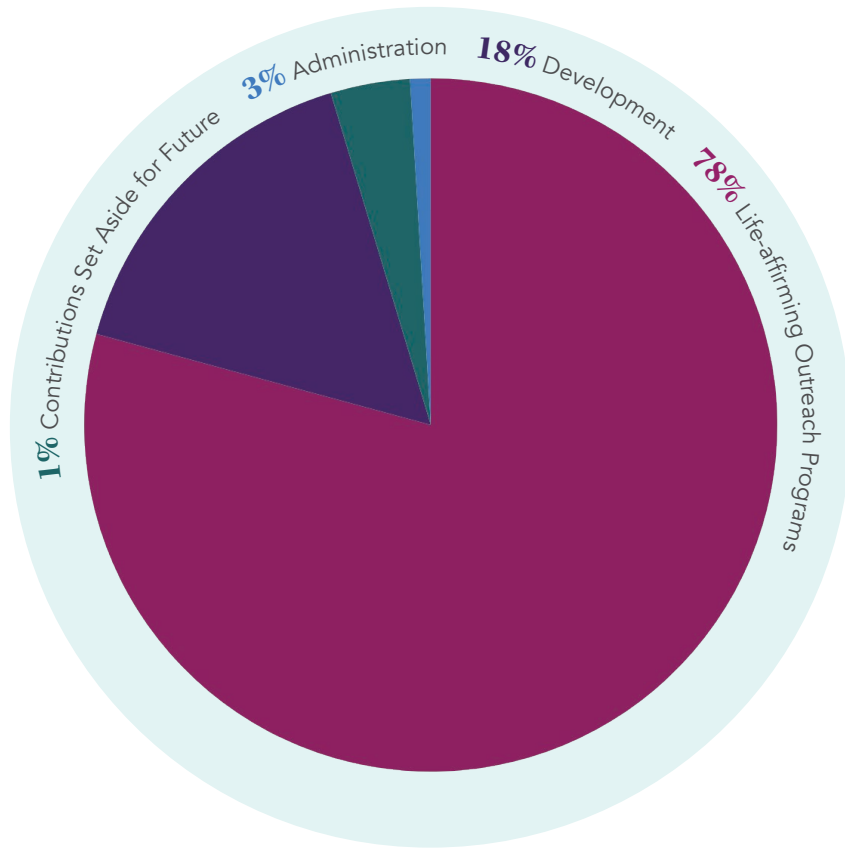
● General Donations	\$5,475,337
● Foundation/Grants	\$1,754,403
● Program Services	\$2,357,129
● PHO Membership Fees	\$341,200
● Other	\$110,450

Total	\$10,038,519
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*Our financial statements have been audited by Blue & Company, LLC.

Distribution of Expenses*

October 1, 2024 – September 30, 2025



● Life-affirming Outreach Programs	\$7,749,169
● Development	\$1,748,430
● Administration	\$336,910
● Contributions Stored for Future Expenses	\$204,010

Total	\$10,038,519
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End of Year Net Assets

Unrestricted	\$2,185,138
Temporarily Restricted	\$182,948

Total	\$2,368,086
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EXECUTIVE STAFF

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Cindi Boston
Vice President

Andrea Trudden
Vice President

Danielle M. White, Esq.
General Counsel

Tony Gruber
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APRN Medical Advisor

Zeke Swift
Marketing & Organizational Leadership

Stephen Wallace, J.D.
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Peggy Hartshorn, Ph.D.
President Emeritus

REACHING HER EVERYWHERE.



When a woman faces an unexpected pregnancy, the journey often begins with a search for help. She reaches out. Option Line answers. She is connected to a local pregnancy help organization. An ultrasound offers clarity. If she regrets taking the first abortion pill, medical professionals stand ready to respond. If she needs stability, housing and practical support surround her. Along the way, trained staff walk with her forward. **This is not a collection of programs. It is an integrated system of care already in place.**

And wherever she reaches out, our pregnancy help network is ready to answer.

Visit HeartbeatInternational.org to learn more and join us on this mighty mission to advance and unite life-affirming pregnancy help.

Thank you for ensuring this network stands ready for her.



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inspiring stories and updates.