



Annual Report

2024

**THE HEARTBEAT DIFFERENCE
IN LIFE-AFFIRMING PREGNANCY HELP**





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

Standing Strong: Defending Hope from Coast to Coast

This year began with an unexpected legal battle when the Attorney General of California sued Heartbeat International and an affiliate for promoting Abortion Pill Reversal (APR). The first word came not from the state but from a reporter alerting us to the lawsuit—proof that abortion-friendly media were informed before we were. Yet, even as AG Bonta attempted to silence our work, his public statements brought three times as many women to our Abortion Pill Rescue Network (APRN), seeking to reverse their chemical abortions.

The attacks didn’t stop there. Soon, New York’s Attorney General followed suit, targeting Heartbeat and eleven pregnancy help organizations for offering women a second chance at choice. In the span of months, we found ourselves defending APR from coast to coast.

Whether it’s in the courtroom or the counseling room, we will stand for life. That means standing for her against powerful political forces arrayed against her, by attacking us.

It is the pregnancy help movement that has stood the strongest against abortion even as the United States was plunged into the darkness of the *Roe v. Wade* decision. **Pregnancy help outreach was successful when the laws weren’t**, rescuing hundreds of thousands of lives each year. Now in the post-Roe era, the abortion industry is sparing no expense to align its politicians against us.

Fortunately, we have the truth on our side. The truth is that progesterone can offer the chance to reverse the effects of the abortion pill. The truth is that women don’t really want an abortion and will change their trajectory when lovingly offered alternatives.

Even in a year of major attack, **Heartbeat International reached a record high number of affiliated locations.**

Pregnancy help remains a vital outreach for those facing unintended pregnancies. Whether living in or near an abortion state, or able to access the abortion pill online while in a life state, women desperately need an alternative to abortion. That’s what pregnancy help is all about. Our need is to bring hope and help to her quicker, ever-increasing our speed to care. In doing so, we’ll increase our speed to success, successfully helping her choose life.

ABORTION CLINICS ARE CLOSING—BUT ABORTIONS ARE RISING. AN IMPORTANT CALL FOR PRO-LIFE TELECARE

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Heartbeat International Continues to Grow

Heartbeat International is the first network of pro-life pregnancy resource centers founded in the U.S. (1971), and it is now the most expansive network in the world. Heartbeat has over 3,600 affiliated pregnancy help locations including pregnancy help medical clinics (with ultrasound), resource centers, maternity homes, and adoption agencies in nearly 100 countries worldwide to provide alternatives to abortion.

3,647

PREGNANCY HELP AFFILIATES
in the world

2,164,043

TOTAL IN-PERSON CLIENT VISITS
at affiliated pregnancy help centers

800+

ONLINE LEARNING OPPORTUNITIES

45,593

VOLUNTEERS
at affiliate locations

1,924

REVERSAL STARTS
through the Abortion Pill Rescue® Network

198

MATERNITY HOMES
affiliate locations in 48 states

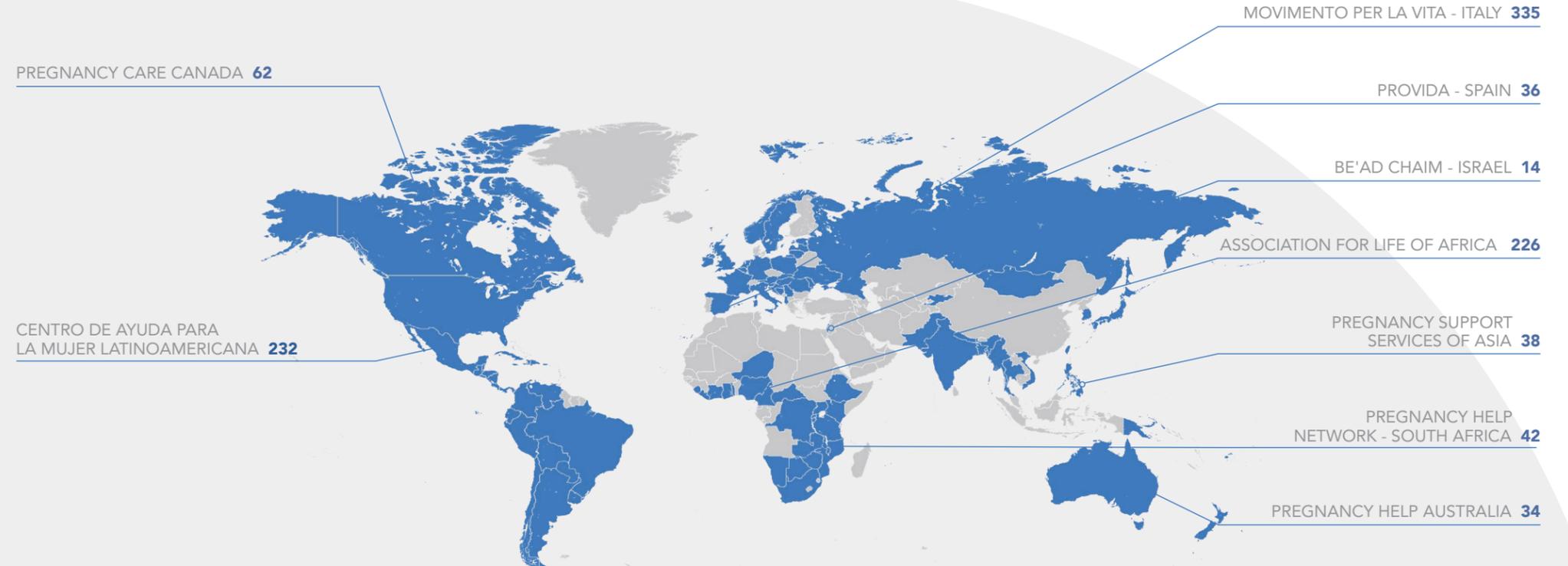
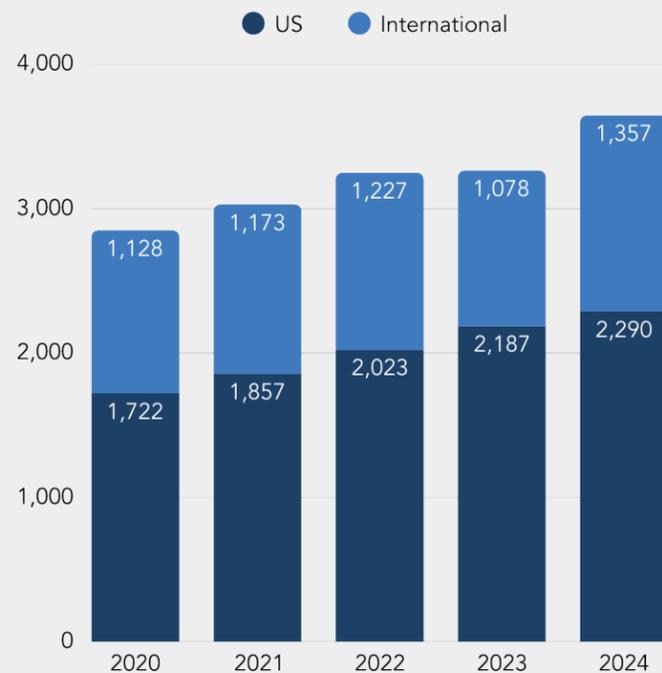
119,005

MILES TRAVELED
to train lifesavers around the world

11,402

ACTIVE PARTICIPANTS
in the Academy

WE ARE HONORED TO WORK ALONGSIDE OUR JOINT-AFFILIATE NETWORKS AROUND THE GLOBE TO BRING PREGNANCY HELP TO COMMUNITIES WORLDWIDE.



HEARTBEAT IMPACT

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.



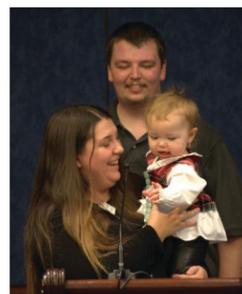
STANDING FOR TRUTH

Championing Pregnancy Help in Every Arena

As the leader of the pregnancy help movement, Heartbeat International is committed to ensuring that life-affirming care is both effective and accessible. This mission extends beyond the walls of pregnancy help organizations (PHOs) to the broader public square—where we defend their work, engage policymakers, and challenge misinformation.

HIGHLIGHTING THE IMPACT OF PREGNANCY HELP

Heartbeat actively contributes to studies and data collection that demonstrate the effectiveness of Pregnancy Help Organizations. Through our Life Trends report, we provide compelling insights that affirm the life-saving, family-strengthening impact of pregnancy help. We also equip organizations and lawmakers with credible data to strengthen their ability to serve their communities. In tandem, our platform **PregnancyHelpNews.com** keeps the public up-to-date with original reporting, personal stories, and timely commentary that highlight the value of pregnancy help and counter misinformation. Together, these efforts ensure that both decision-makers and the general public understand the powerful role of pregnancy help in building a culture of life.



RESPONDING TO MEDIA NARRATIVES AND OPPOSITION

In a time when pro-life efforts face increasing scrutiny, Heartbeat stands as a trusted voice for truth. Our team works diligently to counter false narratives with facts and firsthand testimonies of women who have found hope and support through pregnancy help. Through strategic media engagement and direct response to opposition efforts, we ensure that the reality of compassionate, professional pregnancy help is clearly represented.

ENGAGING IN LEGISLATIVE ADVOCACY

Heartbeat’s advocacy extends to legislative engagement, ensuring that pregnancy help remains accessible and protected. Through efforts like Babies Go to Congress, we bring the voices of women directly to lawmakers, sharing stories that reveal the real, lasting impact of pregnancy centers. We also remain vigilant in tracking policies that affect PHOs, advocating for their right to serve women without unnecessary restrictions.

DEFENDING THE RIGHT TO SPEAK TRUTH

Heartbeat International is currently engaged in legal battles against unjust attempts to silence the truth about Abortion Pill Reversal™. Both New York and California have launched aggressive efforts to suppress life-saving information, targeting pregnancy help organizations that offer women a second chance at choice. We are fighting these unconstitutional restrictions to protect not only our affiliates but also the thousands of women who deserve to know that progesterone treatment may help sustain their pregnancies. These battles are about more than free speech—they are about defending a woman’s right to real options.

Heartbeat will continue standing firm, actively engaging in research, public discourse, legal challenges, and legislative efforts to defend and advance the pregnancy help movement.

PREGNANCY HELP NEWS

211,775

TOTAL ARTICLE PAGEVIEWS IN 2024 AT PREGNANCYHELPNEWS.COM

Scan to Read the Latest News



Heartbeat In the News

In 2024, Heartbeat International received a total potential editorial reach of 3.2 billion people. Throughout the year, we secured key features in major media outlets such as CBN, Fox News, NBC, Newsmax, The Dallas Morning News, and The Washington Times.

432

TOTAL MENTIONS ON WEB, TV, AND RADIO

3.2B

TOTAL REACH

\$29.6M

TOTAL ADVERTISING VALUE EQUIVALENCY THROUGH USE OF EARNED MEDIA

The metrics reflected here are an educated estimation using data from a third party tool. We believe these metrics are a very conservative estimation of the value of coverage.



RESCUED THROUGH THE ABORTION PILL RESCUE NETWORK

Elizabeth & Ben's Story

In the face of an unexpected pregnancy, Elizabeth found herself alone and uncertain. A brief reunion with her ex-partner, Ben, had resulted in a positive pregnancy test, but with Ben already moved out and doubts from family and friends clouding her excitement, she struggled to see a way forward.

Desperate for guidance, Elizabeth turned to Planned Parenthood, where she felt pressured into taking the first abortion pill. Almost immediately, regret set in—especially after receiving a text from Ben expressing his desire to keep their baby. **Searching frantically for hope, she discovered Abortion Pill Reversal (APR) and reached out for help.**

Thanks to the support of the Abortion Pill Rescue® Network and a caring pregnancy help community, Elizabeth began the journey of reversing the abortion. With each passing week, as she saw her baby growing through sonograms at her local pregnancy center, her confidence and hope were restored.

On January 18, 2024, Elizabeth gave birth to Evelyn, a beautiful testament to life, love, and second chances. Parenthood brought Elizabeth and Ben back together—strengthening their bond and reaffirming the importance of APR for women in crisis. Now engaged, they are planning a future as a family, with a wedding in the works.

Elizabeth and Ben's journey didn't stop there. They took Evelyn to Washington, D.C. on the anniversary of Elizabeth taking the abortion pill to share their story with lawmakers, advocating for a woman's right to information about APR. As residents of California—a state actively trying to silence pregnancy centers and Heartbeat International—their voices carried a powerful message: Women deserve real choices and real support.

Elizabeth's story is just one example of how Heartbeat International and the pregnancy help movement empower women with hope and life-affirming options. **Through APR, pregnancy centers, and unwavering compassion, lives are being saved, and families are being strengthened every day.**

"It's crazy to think I almost chose not to have her because I didn't think the world wanted her. It's still surprising to me how loved she is. Thank you guys!" - Elizabeth



By the Numbers

1,100+

people contact Option Line every day, on average

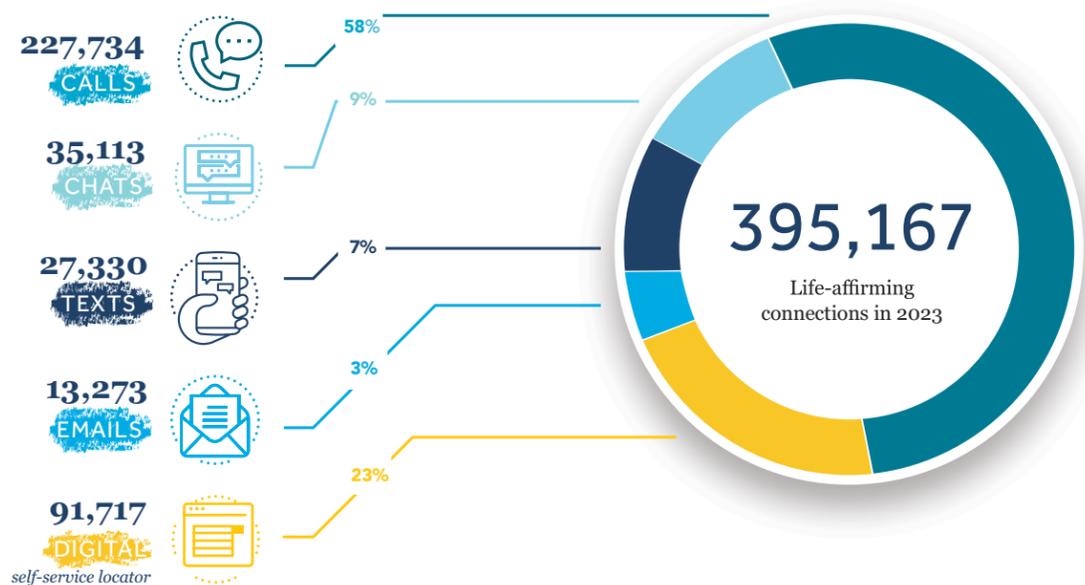
7 MORE THAN million

have contacted Option Line since opening in 2003.

93%

connects made are considered mission-critical, or specifically at risk for abortion

Connection Breakdown



Making a connection to pregnancy help

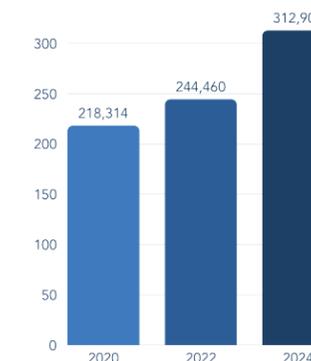
every **84** seconds

REACH WOMEN, SAVE GENERATIONS

Women Seek Personal Connection for Pregnancy Help

Option Line® is our pregnancy help contact center, available 24/7 for anyone reaching out for help. Conveniently accessible, Option Line offers compassionate, personalized guidance for all who reach out. Since answering the first call in 2003, we've reached more than 7 million women and men, many who are desperate for answers in an unexpected pregnancy.

This year, Option Line experienced a record-breaking surge in outreach, receiving more than 312,000 phone calls—a 5.5% increase over last year. Through calls alone, Option Line connected almost a quarter million people to pregnancy help. These calls, in addition to countless connections made via chat, text, and email, reflect a **growing need for immediate and personal guidance**. Whether in the middle of the night or during a crisis moment, our trained consultants offer hope, support, and a link to local pregnancy help organizations equipped to walk alongside women in their journeys.



CALLS INTO OPTION LINE

LACY'S BATTLE FOR TRUTH

Lacy, just 16, reached out to Option Line after a teacher discouraged her from visiting a local pregnancy help center, claiming it was "not even a real medical center." **The teacher even scheduled Lacy an appointment at an abortion clinic**, pressuring her by saying she is "too smart" to have a baby at this time of her life.

Feeling pressured and uncertain, Lacy turned to Option Line. Our consultant listened, reassured her, and helped her process her options without coercion. Most importantly, we encouraged her to trust her instincts. Before making any final decisions, Lacy agreed to visit a local pregnancy help center—one that Option Line offered to schedule for her.

Lacy's story is just one of hundreds of thousands that underscore Option Line's vital, life-changing work.

Offering Hope & Help When Parents Need It Most

PrenatalDiagnosis.org: The first of its kind, this groundbreaking website provides families facing a difficult prenatal diagnosis with access to specialized, trauma-informed Parent Care Coordinators through Option Line, a program of Heartbeat International. As the first point of contact, Option Line is dedicated to answering these calls and connecting parents to life-affirming help. These Parent Care Coordinators offer free, compassionate guidance, ensuring parents receive the information and support they need to navigate their journey with confidence and care.

While parents who want children may be thrown into the abortion discussion if their child receives a negative prenatal diagnosis—often by medical professionals—having life-affirming supporters and resources available during this delicate time is essential. **PrenatalDiagnosis.org ensures that no parent has to face this journey alone, offering hope, clarity, and unwavering support.**

What is Option Line Plus?

For the average pregnancy help center, 24/7 availability is impractical, and in many cases impossible. During critical hours when most pregnancy help centers are not open, Option Line consultants can now schedule clients for a one-time educational call with a nurse. These calls are typically scheduled within 2 hours of the client's initial contact, and scheduled calls have an astounding show rate of more than 90%.

During their interaction with an Option Line Plus consultant, a client will receive valuable education, better understand the value of visiting a pregnancy help organization, and finally, will be referred to or scheduled for an appointment at their local center. When nurses are not on calls, they also answer chats, emails, and text messages.



Learn more about how Option Line serves



By the *Numbers*

6,000+

LIVES SAVED through Abortion Pill Reversal, statistics show.

>1,000

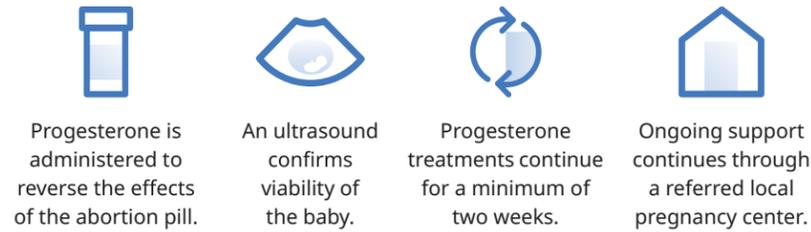
PROVIDERS, CLINICS & PHARMACIES are a part of the Abortion Pill Rescue Network worldwide.

>90%

OF MISSION CRITICAL CALLERS start the APR protocol after speaking with one of nursing team.

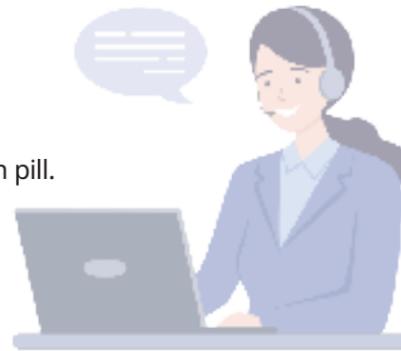
The *Reversal* Process

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



Why She Calls the *Helpline*

- 1 Scared, but just took the pill and she wants to save her pregnancy.
- 2 Boyfriend made her take the abortion pill.
- 3 Abortion facility said it's too late, she has to take the second pill.



A Lifeline of Hope

In 2024, the Abortion Pill Rescue Network (APRN) continued its life-saving mission, offering second chances to women who regret taking the first dose of a chemical abortion. With over 1,000 healthcare prescribers—alongside clinics, hospitals, and pharmacies—**APRN's reach has nearly doubled since Heartbeat International acquired it in 2018, with a record number of reversal starts occurring in the month of December.** The network has assisted women in all 50 U.S. states and 96 countries, ensuring that no woman is left without hope.

This year alone, we shared the message of Abortion Pill Reversal (APR) in more than 20 live events and numerous virtual sessions. Most importantly, 92% of women who spoke with our nurses in the last year began the reversal protocol, choosing life for their babies. Each of these lives saved is a testament to the power of compassion, timely care, and the unwavering belief that it's never too late to choose life—and by equipping others through trainings and virtual events, we're helping even more women discover that same hope.

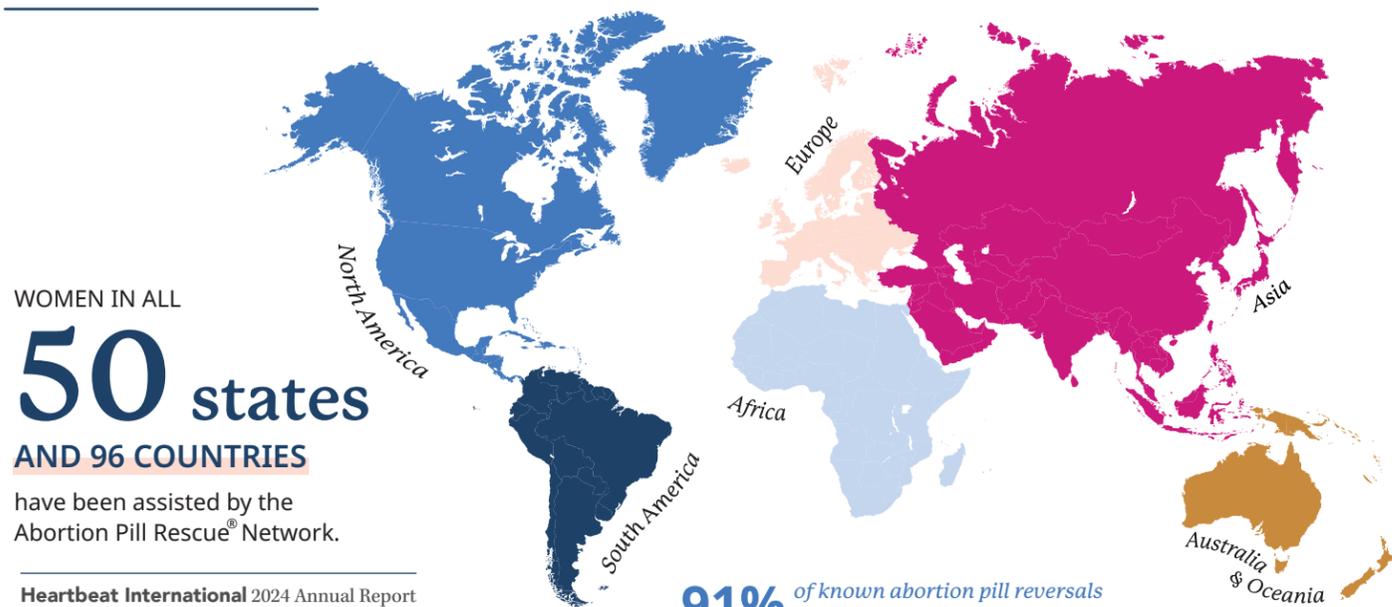
Lives saved in 2024



View APR Stories:



Global Reach





ANAHI & ELIAS

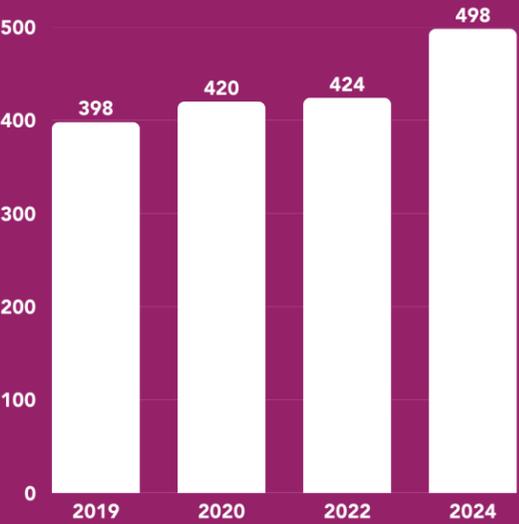
At just 19 years old, Anahi found herself facing an unplanned pregnancy while juggling two jobs and college coursework. Having escaped an abusive home at 17, she had been couch-hopping with no real sense of stability. When she learned she was pregnant, she was sharing a bed with a friend and her dog—far from the secure home she longed to provide for her baby.

Desperate for stability, Anahi turned to her son’s father despite their toxic relationship. As the abuse escalated, she felt increasingly trapped. By the time she gave birth, hospital security had to remove him for her safety. Returning to the same cycle of abuse, she feared her son would grow up in the same painful reality she had endured.

Hope arrived when a friend told her about our housing affiliate, Thrive. She applied immediately and found not just shelter but a path to healing and independence. At the maternity home, Anahi gained the support and resources to continue her education, build a stable life, and break free from the cycle of abuse.

Anahi shared her story with lawmakers in June 2024 at our Babies Go to Congress event because no mother should have to choose between a safe home or her child’s life. Today, she is thriving—empowered to create a future filled with hope for herself and Elias.

U.S. MATERNITY HOMES HAVE BEEN OPENING AND EXPANDING SINCE DOBBS



+14%

**MATERNITY HOUSING COALITION
U.S. AFFILIATE GROWTH**

71

**INTERNATIONAL MATERNITY
HOME AFFILIATES**

A SAFE HOME

Strengthening the Maternity Housing Movement

In 2024, the Maternity Housing Coalition witnessed a year of inspiring growth, reflecting a rising tide of support for expectant and new mothers across the United States and beyond. Nationally, maternity homes neared 500—an uptick driven partly by the post-*Dobbs* landscape, with a 17% increase since 2022 and new startups doubling from the prior year. The Coalition’s affiliates—the heart of this movement—reached 198, growing by nearly 14%, with a striking 38.5% rise since *Dobbs*. The Coalition now spans 48 states and serves over 1,200 women each year by conservative estimates. These homes, often linked with pregnancy help centers, weave a vital safety net, adapting to meet a growing need with compassion and resolve.

Globally, the story expands further, with over 150 maternity homes operating now in 30 countries. International affiliates, exceeding 70, helped boost the Coalition’s global market share by 17%, outpacing the U.S.’s more modest 4% rise to 42%. This surge hints at a universal call to action, resonating from small communities to sprawling urban centers. Through networking, training, and advocacy, the Maternity Housing Coalition continues to do more than just equip homes—it builds hope.

In a shifting world, 2024 marks a step closer to ensuring no mother stands alone.

Elias, born October 2022





TRAINING THE MOVEMENT

Equipping Ministers, Empowering Ministries

Heartbeat International stands at the forefront of the global pro-life movement by equipping leaders, ministries, and volunteers with the tools they need to offer life-affirming care. Through our comprehensive training programs—ranging from our in-person events like the Annual Conference and the LOVE Approach Ultrasound Clinical training to online options like the Heartbeat Academy and Pregnancy Help Podcast—we empower individuals to serve women with compassion, excellence, and hope. Our commitment extends beyond borders, providing critical updates on abortion trends worldwide and equipping pregnancy help organizations across the globe to offer effective, life-saving support. By strengthening those on the frontlines, Heartbeat International helps shape a culture where every woman is supported, and every life is valued.

800+
ACADEMY
TRAINING OPTIONS

49,422
COMPLETED
TRAINING HOURS

225+
PODCAST EPISODES
AVAILABLE



LOVE APPROACH ULTRASOUND CLINIC

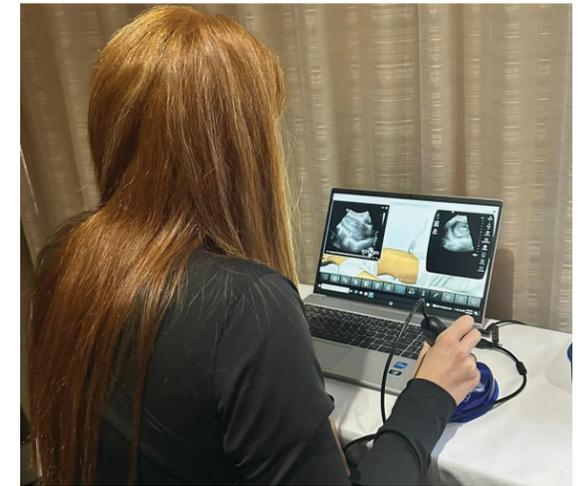
Heartbeat International's LOVE Approach Ultrasound Clinical training is equipping nurses and sonographers to save lives in pregnancy help medical clinics nationwide. Since launching in 2021, **more than 350 healthcare professionals have completed LOVE Approach Ultrasound Clinical (LAUC) events**, while more than 1,000 healthcare professionals have been trained in Heartbeat's Online Ultrasound Training since 2018. Through this comprehensive program, we have trained nurses, sonographers, physicians, midwives, nurse practitioners, and physician assistants to perform limited obstetric diagnostic ultrasounds in pregnancy help medical clinics. Each year, healthcare professionals receive more than 3,200 hours of continuing education through this key training.

“This fits exactly how I want to practice medicine. It’s evidence-based and rigorous. It has integrity and incorporates God... Medicine is fast just like this week. This is how medicine should be practiced.”

- LAUC Attendee, July 2024

INNOVATIVE WAYS TO SAVE LIVES

By combining state-of-the-art simulation technology with expert instruction, we now train more than 100 professionals each year to provide life-affirming imaging that empowers women to choose life. This program ensures trainees receive both excellent technical training and instruction on how to provide compassionate care. Online coursework that meets AWHONN guidelines and requires 25 prerequisite OB scans are followed by hands-on instruction from highly credentialed sonographers and experienced RNs. By integrating technical, practical, and spiritual aspects in our ultrasound training, Heartbeat strives to ensure that every trainee is fully equipped, qualified, and ready to scan within their center, **directly impacting lives and helping women choose life for their babies.**





~2,000
CONFERENCE ATTENDEES
BOTH IN-PERSON & VIRTUAL

130+
TRAINING WORKSHOPS

16
COUNTRIES
REPRESENTED BY 45 INTERNATIONAL
AFFILIATES AT CONFERENCE

12
IN-DEPTH TRAININGS

UNITED FOR LIFE

Heartbeat International's 53rd Annual Conference, held in Salt Lake City under the theme United for Life, brought together more than 2,000 leaders from across the globe—on-site and online—for our largest gathering ever. With over 130 in-depth and practical sessions, keynote inspiration, and powerful moments of prayer and worship, the conference equipped pregnancy help leaders to stand strong in a rapidly changing landscape. From life-affirming medical professionals to client service directors and housing leaders, participants were trained, refreshed, and united in mission. As opposition mounts, this week reminded us that the global pregnancy help movement is growing, innovating, and deeply committed to offering women hope—and a future full of life.

BETTER TOGETHER: LINKING PREGNANCY CENTERS & CHURCHES

Heartbeat International is proud to partner with Embrace Grace to strengthen the connection between pregnancy help organizations and local churches. This collaboration equips churches to provide spiritual, emotional, and practical support to single and pregnant women through biblically grounded support groups. **Together, we're helping women experience holistic care that extends beyond the pregnancy decision—fostering lasting relationships and faith-filled community through the church.**



"This was our 24th year! Our work is everchanging so it is imperative to learn as much as we can so we can keep up. With the huge variety of course subjects available, the Heartbeat conference fits the bill."

- 2024 Conference Attendee





MOVING THE MOVEMENT

More Access, More Abortions— Even as Clinics Close

Since 2020, there has been a slow and steady decline in brick-and-mortar abortion facilities. It may appear that abortion access is shrinking, but the full picture reveals a different—and urgent—reality: **abortion access is expanding, and the number of abortions is rising.**

According to Advancing New Standards in Reproductive Health (ANSIRH) at the University of California¹, there were 758 brick-and-mortar abortion facilities in the U.S. in 2020, and that decreased to 741 in 2023. However, by 2023, **226 new virtual abortion clinics had opened.**

That makes 967 total places women could access abortion in 2023—more than any point in the past decade.



Meanwhile:

- Abortions rose from 930,160 in 2020 to over 1 million in 2023
- **Reported telehealth abortions accounted for 20% of all U.S. abortions by mid-2024**
- Planned Parenthood continues to hold a 40% market share
- Mail-order pill websites like Plan C and Aid Access make it increasingly difficult to track abortion numbers accurately as they are not required to report

WHAT'S DRIVING THIS INCREASE?

- Rapid expansion of telehealth and mail-order abortions
- New clinics in permissive states
- Interstate travel assistance from pro-abortion groups

WHY THIS MATTERS FOR PREGNANCY HELP

While the abortion industry adapts and expands into digital spaces, pregnancy help organizations are rising to meet the challenge.

It's more important than ever for centers to implement telecare, either by partnering with Option Line or offering it through their own teams.

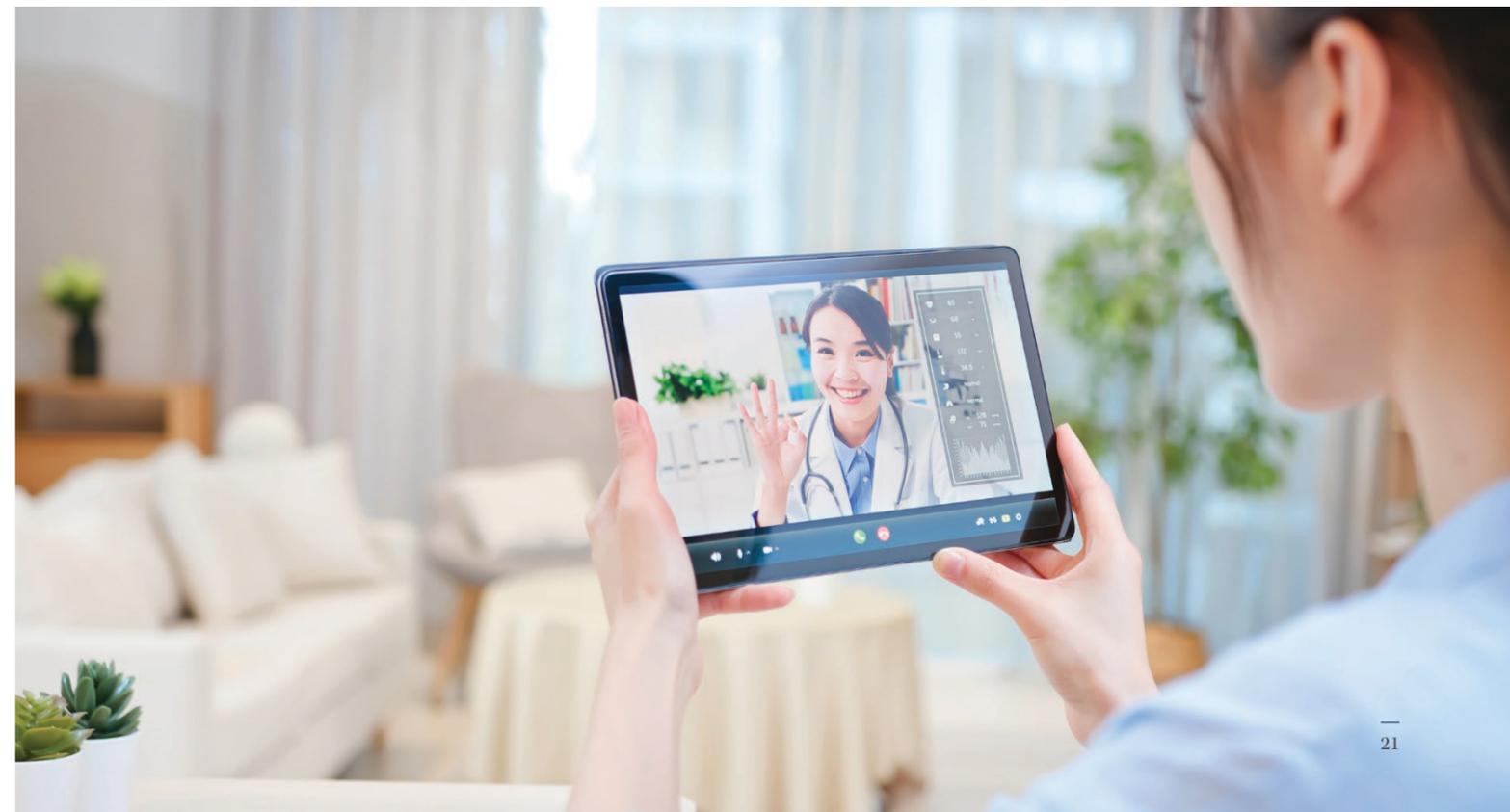
Heartbeat International has been leading the way, equipping and empowering pregnancy help organizations to embrace this new era and meet today's woman right where she is—online, on her phone, and in need of real help.

And affiliates are responding!

Since last year, there has been a 172% increase in pregnancy help organizations offering telehealth—growing from 46 to 125 in just one year.

Abortion clinics may be decreasing, but abortions are not.

The battleground has shifted—and so must we. Through innovation, connection, and compassionate care, the pregnancy help movement is not only keeping pace, but moving forward.



HBI MEDICAL COUNCIL

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Pennsylvania

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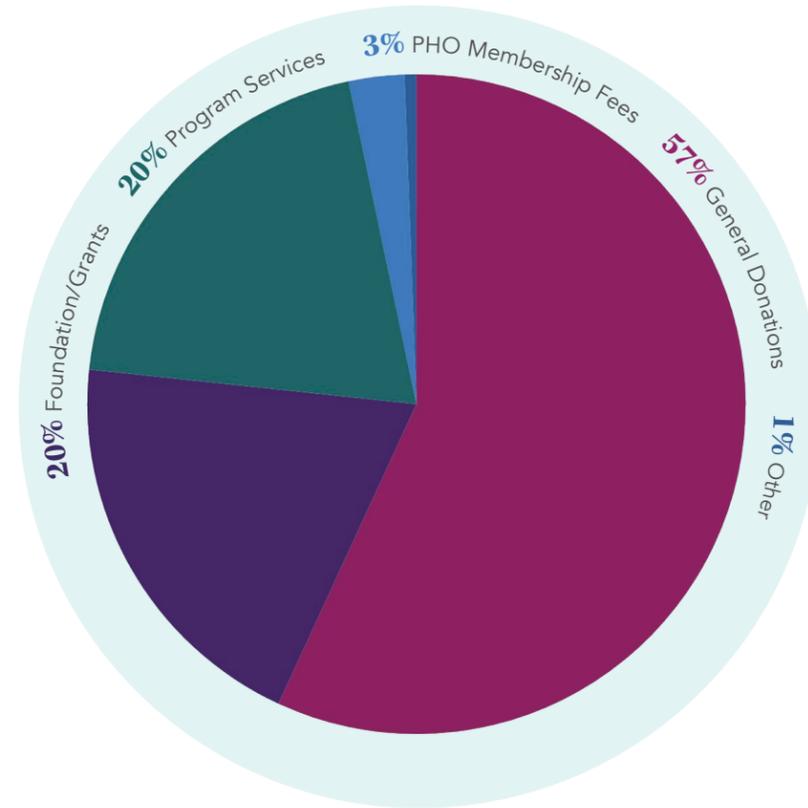
Catherine Stark, M.D.
Michigan

Tammy Stearns, RDMS
Missouri

Bryan Williams, RDMS
Missouri

Sources of Income*

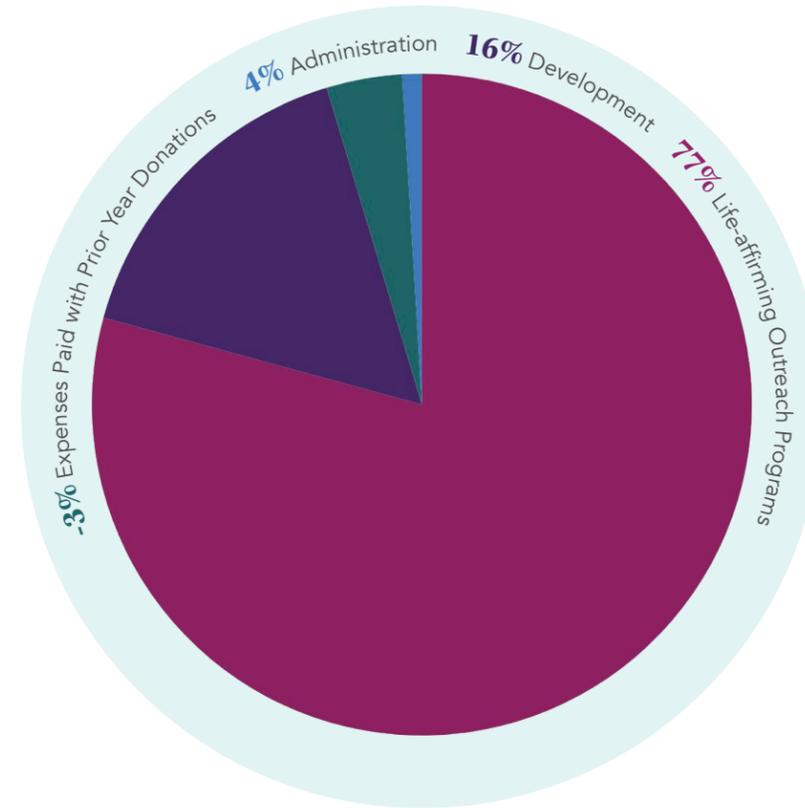
October 1, 2023 – September 30, 2024



General Donations	\$5,853,238
Foundation/Grants	\$2,036,534
Program Services	\$2,059,367
PHO Membership Fees	\$281,482
Other	\$59,053
Total	\$10,289,674

Distribution of Expenses*

October 1, 2023 – September 30, 2024



Life-affirming Outreach Programs	\$8,147,687
Development	\$1,683,851
Administration	\$394,264
Contributions Stored for Future Expenses	\$63,872

Total **\$10,289,674**

End of Year Net Assets

Unrestricted	\$1,762,722
Temporarily Restricted	\$163,484

Total **\$1,926,206**

*Our financial statements have been audited by Blue & Company, LLC.

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Cindi Boston
Vice President

Tracie Shellhouse
Vice President

Andrea Trudden
Vice President

Danielle M. White, Esq.
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Zeke Swift
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Gary Thome
Strategic Marketing

THE HEARTBEAT DIFFERENCE



At the first sign of pregnancy, Heartbeat International's worldwide network of more than 3,600 pro-life pregnancy help service providers 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 to learn more and join us on this mighty mission to advance and unite life-affirming pregnancy help.



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inspiring stories and updates.