



Annual Report 2017

The Heartbeat Difference in Life-Affirming Pregnancy Help Worldwide

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"I can say, hands down, I'm so much better off because I chose life. It's hard being a single mom, it really is. But you learn not to care what people think of you, to stand up for what you believe in and not be ashamed. I have this beautiful, amazing kid now who is a product of choosing life."

- *Ashleigh,*
Former pregnancy help center client



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Two Doors: Life and Death

Both hold forth the promise of women's healthcare. Both offer help during an unexpected pregnancy. Both draw from the same, inviting color palate.

But it's what's inside that makes all the difference.

Through one door, Rebecca will find only despair, hopelessness, lifelong grief and exposure to physical injury. In a word: abortion.

Just one glass door over, however, Rebecca will encounter life-changing help, hope, unexpected joy and—sometimes for the first time in her whole life—a listening ear. In a word: life.

Through this Annual Report, you'll see how urgently we pray and how effectively we work for Rebecca to walk through the glass door of a Heartbeat International pregnancy center.

There's no time to waste. We need to reach her not just *today*, but *right this very minute*.

Inside this Annual Report, you'll meet young women who—like Rebecca—were looking for a place to turn during an unexpected pregnancy. Like Rebecca, each of these women was on a journey, and Heartbeat International was there to help.

Thank you for standing alongside Heartbeat International as we strive to serve thousands of "Reberras" every day with life-affirming help.

Jor-El Godsey
President of Heartbeat International

At a strip mall just down the street from your house—wedged just between an ice cream shop and a fast-casual burger joint—stand two glass doors.

Your niece, Rebecca, is looking at both options.

At first glance, the two doors have plenty in common.

OUR LIFE-SAVING VISION

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

When Do We Intervene?

Worse, even those who recognize something's wrong often can't do much to help. The closer a person is to committing suicide, the harder it becomes to stop them from jumping.

Like abortion, suicide is a permanent solution to a temporary problem. And like abortion, *the sooner we can intervene, the more we can hope to save a life.*

From time to time, a new group pitches a plan to only serve women who are "determined" to have an abortion. Only by helping those who've already made up their minds, the thinking goes, are we truly *rescuing* a life from abortion.

But consider that poor soul on the Coronado Bridge. **When is the most effective time to intervene?** Is it when she arrives at the bridge, or only when she puts one foot over the rail? Wouldn't you agree there's no such time as "too early" to help turn her away from suicide?

Same goes for abortion. When should we start the conversation? **There's no such time as "too early."** Tragically, there is such a time as "too late," and there's no way of telling when she's on the bridge, ready to jump.

That's the Heartbeat difference: **We know that every woman at risk for abortion needs our help, no matter where she is in her journey.**

"Too early" just doesn't exist, so we fight to keep her from ever getting on that bridge of "too late."



Cindi Boston
Vice President of Heartbeat International



On a recent trip to San Diego, I drove out to visit friends on the picturesque island of Coronado.

I was shocked by what I saw on the way. I'm sure you would be too, if you saw what I did—sign after sign, call box after call box, all geared at suicide prevention.

One of the tragedies of suicide is that so few people can see it coming.

How Heartbeat Brought 3 Moms to the White House

Every year since 2009, Heartbeat International has taken moms and the babies they saved from abortion to Washington, D.C. with one unmistakable message: *Pregnancy centers are great for America!*

It's a highlight of our year at Heartbeat International to see these amazing mothers introduce their rambunctious kids to well-heeled lawmakers on Capitol Hill.

Every one of our trips so far has been unforgettable—but it will be hard to top what God brought about in early 2018.

As we were prepping three moms and babies—and of course, the front-line pregnancy help leaders who helped these moms choose life—for their meetings on Capitol Hill, we received word that President Donald J. Trump was addressing the March for Life later that week, becoming the first-ever U.S. President to do so live in real time.



Soon, a friend from the White House reached out to Heartbeat International and invited our moms and babies to join President Trump in the White House Rose Garden for his live-televised speech.

One of those moms, Nadya, was actually sitting in the waiting room of a Planned Parenthood abortion business, feeling she had no hope but to end her child's life through abortion, when the light of hope suddenly dawned on her.

Nadya had already been to a **Heartbeat International pregnancy center** for a free ultrasound, but it took time for the conversation she'd had in the center to kick in. The staff and volunteers at the center had assured Nadya that she wasn't alone, and she had the strength to welcome her child into the world.

Waiting for the abortion that would've ended her baby boy's life, Nadya stood bolt upright and fled to the exit.

Her very next stop was back to the life-affirming pregnancy center, which helped her every step of the way toward motherhood.

Standing in the Rose Garden with President Trump with her stunning baby boy, Charlie (that's him on the right!), you've never seen a happier, prouder mom.

Just think what we'd be missing if not for that Heartbeat International pregnancy center!





2 Theaters in the Fight Against Abortion

Much like the devastating reach of World War II, there's no corner of the globe free from abortion's combat against vulnerable women and helpless children.

Hope in a

Each year, abortionists kill an estimated 56 million babies worldwide—a number about the size of Tokyo, Shanghai, London and New York City put together.

In fact, fewer soldiers died fighting throughout all of World War II—an estimated 50 to 55 million—than the number of babies whose lives are taken through abortion *every single year*.

Since a Holocaust survivor named Lore Maier helped start Heartbeat International in 1971, we've aimed for a global impact, praying and working toward a world where abortion is unwanted today and unthinkable for future generations.

With **1,124 affiliates outside the U.S.** at the end of 2017, Heartbeat International equips, empowers and mobilizes life-saving pregnancy help in 59 countries.

"Abortion is something they feel that their ancestors left for them."

Having gone through two abortions herself, Barbra Mwansa (left) began reaching out to post-abortive women

World Besieged by Abortion

and those at risk for abortion in her home country of Zambia in 1998, establishing a ministry called Silent Voices—which has since saved the lives of over 8,000 babies.

In 2001, Barbra began to take her work to neighboring countries with the help of Heartbeat International, introducing life-saving services to African nations that have used herbal remedies for abortion as birth control for generations.

"Abortion is something they feel that their ancestors left for them," Barbra says. "You can just take an herb and you wash it away. That has been huge in all African countries. This is why we have been traveling from one country to another."

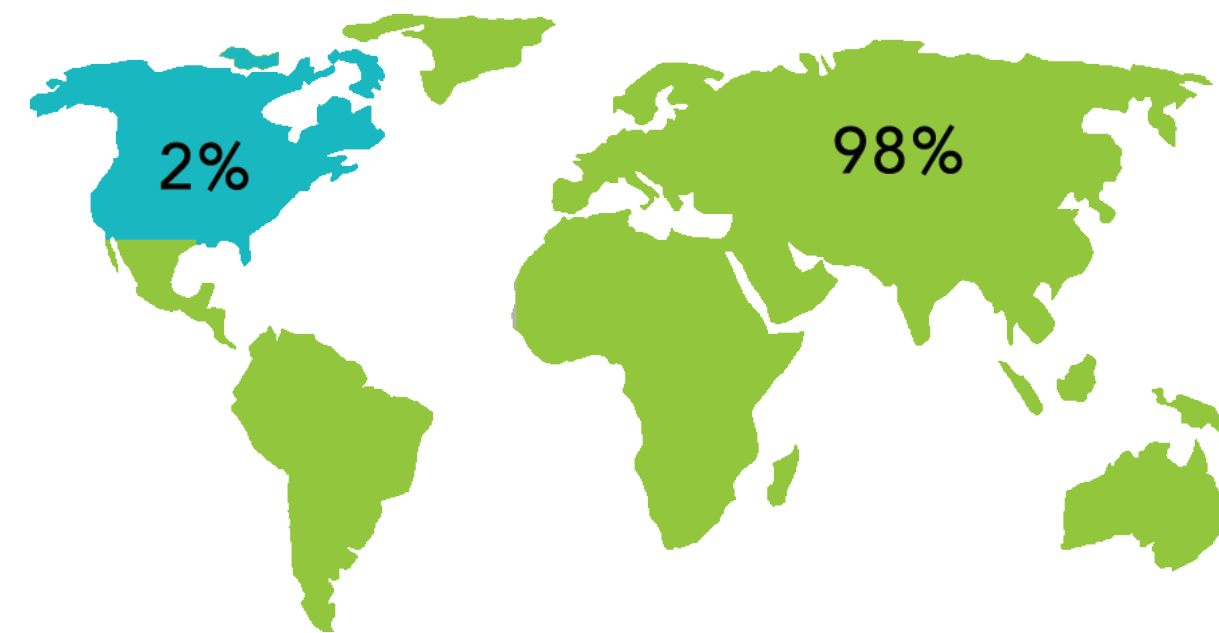
Along with coming alongside Barbra in her incredible work through training and mentorship over the past two decades, Heartbeat International works with a total of nine regional networks like Barbra's all over the world.

Heartbeat International's focus on empowering local leaders like Barbra

extends to Italy, Spain, Israel, Central and South America, the Philippines and Australia, where we host regional training conferences aimed at equipping leaders for long-term life-saving work. ***That's the Heartbeat difference.***

With a presence in 13 African nations so far, Barbra feels her work has only just begun.

"Pro-life in Africa is a new concept to a lot of people," Barbra says. "The church leaders—even the bishops—don't really understand what it means. When a pastor hears this biblical teaching, it's like it becomes new to them, and then we bring in the issue of how human beings are being devalued on the continent of Africa especially."



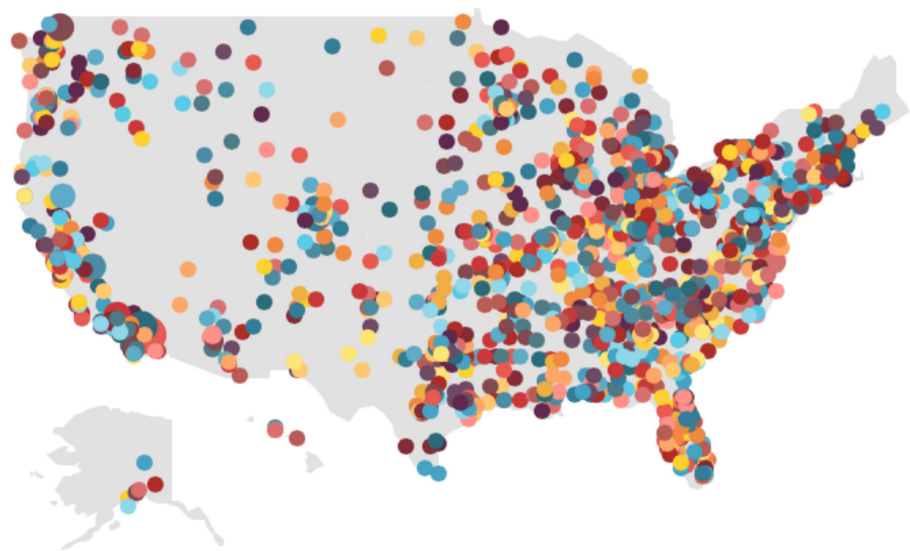
98% of the 56 million abortions take place outside of North America each year.

Saving American Lives Every 4 Minutes

At just under 1 million babies aborted each year in the U.S.—plus another 100,000 in Canada—abortion continues as the leading cause of death in both nations.

The good news is, fewer women every year are resorting to abortion because they're able to find a better way forward through the life-saving help Heartbeat International has to offer.

In 2017, Heartbeat International's 24-7 pregnancy helpline, Option Line, answered a record 353,367 people via calls, chats, texts and emails—30,000 more than Planned Parenthood's latest annual abortion totals.



Heartbeat's U.S. network rescues a baby from abortion every 4 minutes.

(Our success at reaching women through Option Line hasn't gone unnoticed by abortion industry leaders like Planned Parenthood and NARAL—which, in early 2018, **named Option Line the pro-life community's "most potent tool" for reaching women facing unexpected pregnancies.**)

Along with our incredible team at Option Line, Heartbeat International pours into over **1,400 affiliates scattered throughout the U.S.** with foundational and ongoing training, up to the minute news and field-tested leadership support in all 50 states, plus seven Canadian provinces.

Rescued from the Brink: Giselle's Amazing Journey to Life

By the time Giselle (right) entered the world in December of 2017, she arrived fully equipped with her own protective detail of three older brothers. They're old enough to know their sister is a precious addition to their family, but they're years away from understanding just how priceless she is.

What Giselle's brothers will learn in time was that their mother, Samantha, was left high and dry by Giselle's father and turned to a chemical abortion pill as what she felt was her only way forward.

Then, almost as soon as Samantha had taken the first of two chemical abortion pills—which ends a baby's life in utero ahead of the second and final pill, inducing labor—she changed her mind and reached out to the Abortion Pill Reversal hotline for help.

Giselle's birth is a high point of the year for Abundant Hope—a Heartbeat International affiliate in Attleboro, Massachusetts—which had told Samantha about the life-saving option before she went in for her abortion appointment.

Samantha had tried three separate times to abort her baby, including the third time via chemical abortion. During one of the attempts, **Samantha was in the waiting room at an abortion business when another woman's name was called.**

The woman's name was Giselle.

"It was at that point, I felt like that was a sign of some sort, and I ended up just freaking out and leaving the appointment," Samantha says.

For Samantha, now a mother of four, the life-saving help she found at Abundant Hope has changed her world.

"They gave me strength to not go through with that abortion—that horrifying thing that would have affected the rest of my life," Samantha says. "It was just an ongoing struggle with what to do in my heart and my head. Abundant Hope has changed my life by being a good support system.

"When I don't have anyone else to turn to, I give them a call—even if I just need to talk to them."



“They gave me strength to not go through with that abortion—that horrifying thing that would have affected the rest of my life.”

- Samantha who rescued her baby girl, Giselle (above), in 2017.



Who's in the Crosshairs of Abortion?

Do you know the profile of the average woman targeted by the abortion industry? It may surprise you to meet 3 women you'd least expect to be in the crosshairs of abortion.

A Heartbeat and a Car Seat

With Planned Parenthood estimating that 3 out of 4 women resorting to abortion because of stressors brought on by financial or life circumstances, *it's hard to overstate the significance a simple change in perspective can make.*

For April, a mother of four in Las Cruces, New Mexico, the size of her car was the one factor she couldn't seem to get past when she found out she was pregnant with number five.

All it takes is a quick phone call to solve that transportation conundrum, but things certainly didn't seem nearly that simple for April.

"I've been pregnant before, so I wasn't really shocked," April says. **"The only thing different for this pregnancy is that I don't have a vehicle big enough for me and five children,** so I already had in my mind that I was going to have an abortion."

After years of enduring a difficult relationship with the father of her first four children—the two had been together since they were preteens—April had turned over a new leaf, including getting involved with her local church as a volunteer with the youth group.

But, her on-again, off-again relationship with the children's father came into play after a traumatic experience with one of their kids. April's first pregnancy test—taken at night—turned up a negative result, but she tested positive the next morning, setting her into a tailspin as she wrestled through her situation.



"I remember every day with all four of them, I was like, 'Man, if I had an abortion, nobody would know. My life would just be easier,'" April says. "There was just a lot of fear."

April booked an appointment for an abortion, but before she went, God brought her to a Heartbeat International affiliate. As she went to the appointment, April made a quick resolution.

"I remember telling myself, **'I'm not killing my baby if there is a heartbeat,'**" April says. "'But if there's a heartbeat, then that's going to be the decision-maker.'"

"Sure enough, right after I thought that, the nurse caught the heartbeat on the ultrasound. It was in that moment I knew I would be killing a person. I would be killing my child. It was just in that moment that I completely—my mind switched and I just couldn't do it."

Wherever she is on her journey, Heartbeat is there to help.

**That's the
Heartbeat
Difference!**



A Problem in Our Pews

Two women walk out of an abortion clinic—each without her child.

Do you know at least one of these women was sitting next to you last Sunday? She may have even served in the nursery the week before.

Well over half of women who turn to abortion are regulars at our churches, according to post-abortive studies by Planned Parenthood. So many of these women know the truth about when life begins.

Most would tell you they're pro-life, and some could even cite you chapter and verse for what Scripture has to say about abortion and the sanctity of life.

That was Nadya's story. In fact, it was the story of all three women who brought their children to Washington, D.C. with our annual Babies Go to Congress event in early 2018.

All three women were raised in the church, and all three were on the brink of abortion before they visited a Heartbeat International pregnancy center.

Raised in a Southern Baptist church, Nadya had watched her parents live out their faith in genuine, often selfless ways. They had adopted Nadya from Russia when she was just a toddler, and her dad stepped in to lead churches in various seasons of life.

Nadya's parents and her family loved her, no matter what. And she knew it.

And yet, when Nadya found herself looking at a positive pregnancy test as a young adult, she booked an abortion at Planned Parenthood.

It'd kill her parents to find out what she'd been up to. Why put that burden on them? Why let them down?

It's easy to understand why Nadya felt so alone.

At Heartbeat International, **we know that no woman is ever fully "safe" from the pressure to abort her child.** Nothing—church affiliation, life situation, job status, family or marital status—stops an abortion dealer from making a buck on a woman who feels she has no other choice.

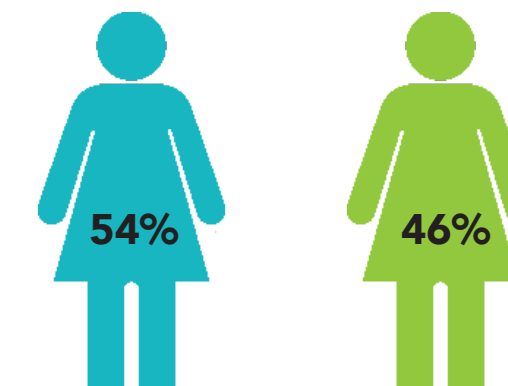


That's why the pregnancy help centers and 24-7, 365 helpline—Option Line—you support through Heartbeat International are so vital.

That's the Heartbeat difference.

Together, we stand in the gap for a young woman like Nadya, who feels her life is ruined by a pregnancy. Of course it isn't. It's just the beginning of her journey—we pray—toward motherhood.

"It's not the end of the world," Nadya says. "If anything, I'm so much better off today."



Over half of women who turn to abortion regularly attend church.

A Career Decision

Prior to a key 2016 Supreme Court case on abortion, 113 female attorneys signed an amicus brief declaring that, “I am an attorney because I had an abortion.”

Abortion’s lie, that it alone can deliver women into the Promised Land of career and financial success, **can feel irresistible to a woman desperate for answers and help** in the midst of an unexpected pregnancy.

When Lauren began her journey of an unexpected pregnancy, the threat a child posed to her career prospects was palpable. Lauren was only a semester away from graduating and heading off to medical school, and here she was, looking at a positive pregnancy test.

It won’t shock you to know that 3 out of every 4 women who turn to abortion say they were choosing between a career and the life of their child.

Read inspiring stories like Lauren and Mateo’s at [Heartbeat International’s PregnancyHelpNews.com](https://www.heartbeatinternational.org/PregnancyHelpNews.com).



But Lauren and her beautiful daughter, Adrianna Grace are living proof that **no mother needs to choose between her career and the life of her child**.

Today, Lauren spends her lunch breaks volunteering at a Heartbeat International pregnancy center next door to her own office—where she works as a physician assistant. Lauren says that with every ultrasound she performs, “I am reminded of God’s unconditional love, grace and faithfulness in my own life.

“I feel honored to have the blessing of doing these ultrasounds, because I get to be the first person—second to the Creator—to see His tiny miracles in the womb. I have yet to find many experiences as rewarding as seeing the familiar look in a young girl’s eyes when she realizes the life she is carrying is worth living.”



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.

Answering the Call Any Time, Day or Night

Imagine you've just found out you're pregnant. After a long shift at a nearby restaurant, you stopped by a drug store to pick up a pregnancy test, brought it home and have now confirmed the unthinkable.

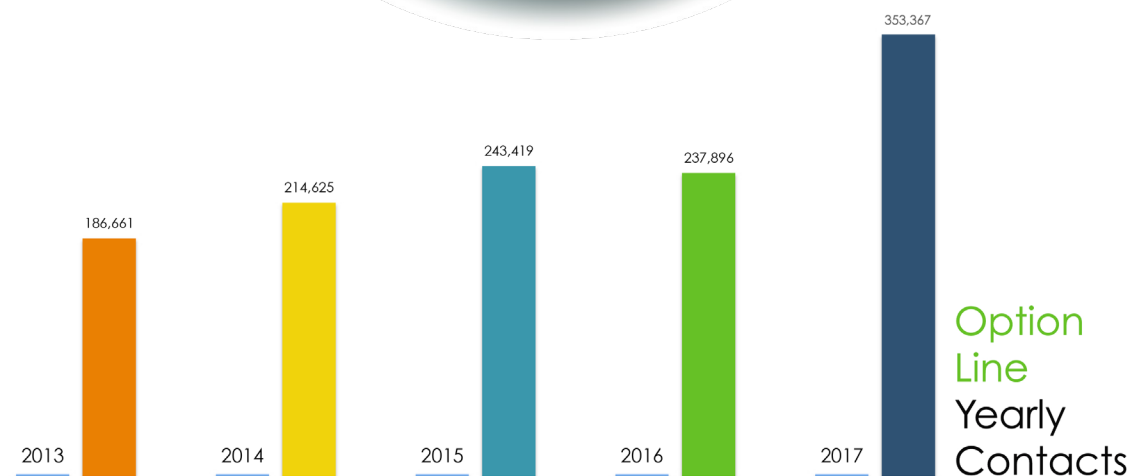
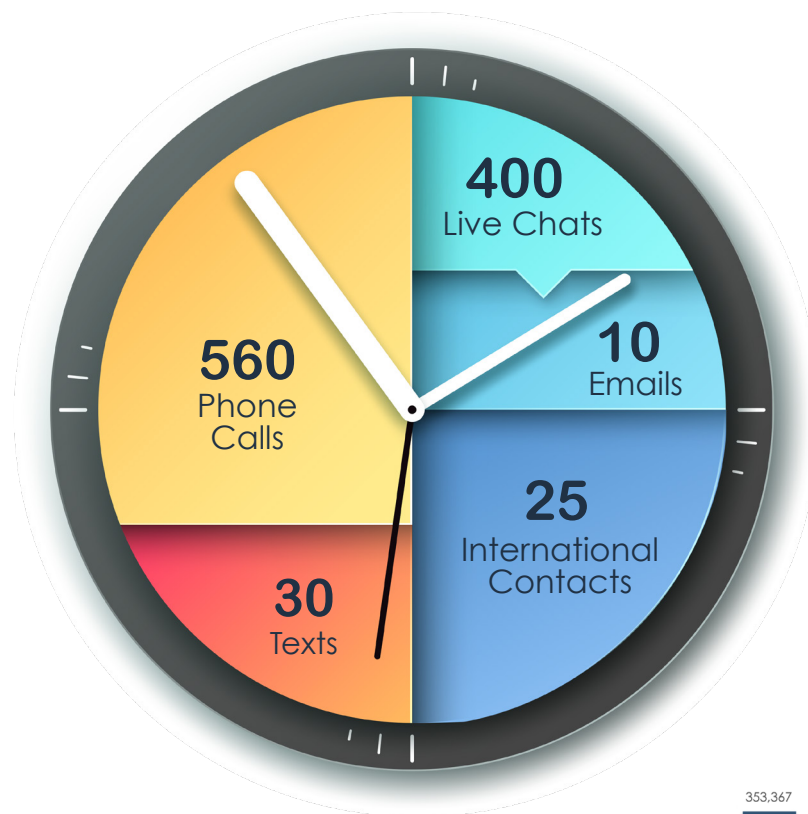
It's now 1:30 in the morning and the reality is now sinking in. Your life—one way or another—is never going to be the same.

Who are you going to call at this hour?

For over 350,000 women last year, the answer was Option Line—the only fully staffed 24-7, 365 pregnancy helpline in the U.S.

Along with answering your initial questions (whether by phone, text, live chat or email), the Option Line consultant books an appointment for you the next day at a pro-life pregnancy center just down the street.

Every woman facing an unexpected pregnancy is on a journey, with all its ups and downs. Let's make sure she never has to walk that journey alone.



Taking Pregnancy Help to the Next Level



Nearing 50 years into the battle for LIFE, Heartbeat International launched a new technology in 2017 we believe will revolutionize pregnancy help all around the world.

Pulling together the power of Big Data from hundreds of local Heartbeat International pregnancy centers, our brand new **"Next Level CMS" is a game-changer for the front-line heroes in our work.**

For the first time, we'll gain a real-time, in-depth snapshot of what's working—and frankly, what's not—in the worldwide pregnancy help movement through Next Level.

Planned Parenthood has been using strategies like this for decades, but Next Level—well—levels the playing field, wielding powerful information in the service of life.

Right now, we know our network is saving 3,000 babies (as well as their mothers, fathers, grandparents and families) from the violence of abortion every week in the U.S. alone.

Imagine how much more effective we can be with the power of Big Data at our disposal!

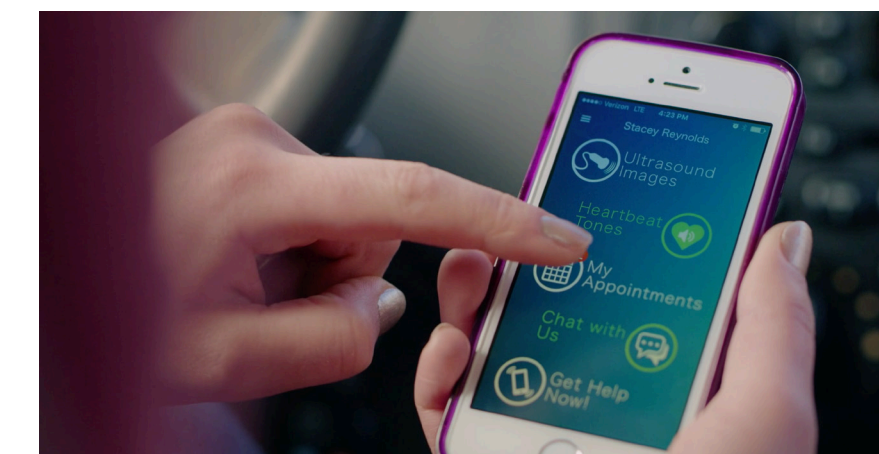
Bottom line: **This "actionable intel" is going to save lives by bringing out the best in all of us.**

More than that, our client-facing mobile app puts the power of ultrasound into the hands of every woman walking out the door of a pro-life pregnancy center.

Now, she's in the driver's seat. She'll be able to check out an ultrasound photo, video or audio clip of her precious little one—plus, she's a click away from sharing her good news with friends and family.

Look out, Big Abortion, we're taking our work to the Next Level.

That's the Heartbeat difference.



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.



Cathy Clark

Co-Founder, Birth Choice Health Clinic

In 1999, Cathy and her husband Ken co-founded the Birth Choice Health Clinic in Placentia. She currently serves on the Diocese of Orange (CA) Respect Life Task Force and is chairperson of her parish Respect Life Committee. Cathy worked as a legal secretary for many years before retiring so she could devote more time to pro-life work. She is active in many parish activities and a member of the Orange Coast Legatus chapter. In 2007 she was nominated as Catholic Woman of the Year in the Diocese of Orange.



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.



Pia de Solenni, S. Th.D.

Chancellor of the Diocese of Orange

Ethicist and moral theologian, Dr. Pia de Solenni is an expert in issues relating to women's health, life issues, the new feminism, Catholicism, and culture. She participates in many radio and television talkshows, including MSNBC, "Hardball with Chris Matthews," "The O'Reilly Factor," CNN, and ABCNews, among others. Dr. de Solenni has been quoted in newspapers nationwide, including *The New York Times*, *The Washington Times*, and *The Associated Press*.



Charles A. Donovan

President, Charlotte Lozier Institute,

Susan B. Anthony List

Chuck Donovan brings over 30 years of experience to Heartbeat as a voice for life. From 1981 to 1989, he was a writer for President Ronald Reagan, served as the Executive Vice President of the Family Research Council, and currently serves as the head of a trust funds/education institute for the Susan B. Anthony List. Chuck is coauthor, with Robert G. Marshall, of *Blessed Are the Barren: A Social History of Planned Parenthood* (Ignatius Press, 1991).



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.

Our Board of Directors



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.

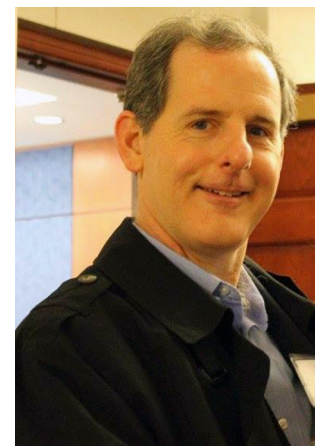


Derek A. McCoy

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

(Center for Urban Renewal and Education)

For several years, Derek McCoy has lead bi-partisan 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.



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, Brigitte have four children.



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.

Our Medical Advisory Board

Joel Brind, Ph.D. • New York
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 Bryan Williams RDMS • Missouri

2017 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 specifiic services covered under Temporary Assistance for Needy Families (TANF).

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



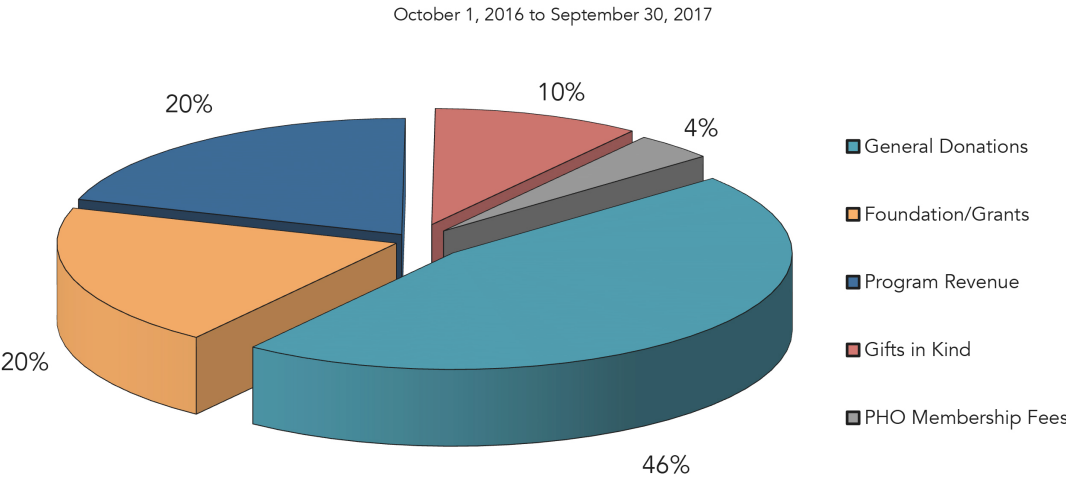
Jor-El Godsey, *President of Heartbeat International*

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 for the Hope Center in Ft. Lauderdale. They currently make their home in Columbus, Ohio, with their three children.

Our Financials

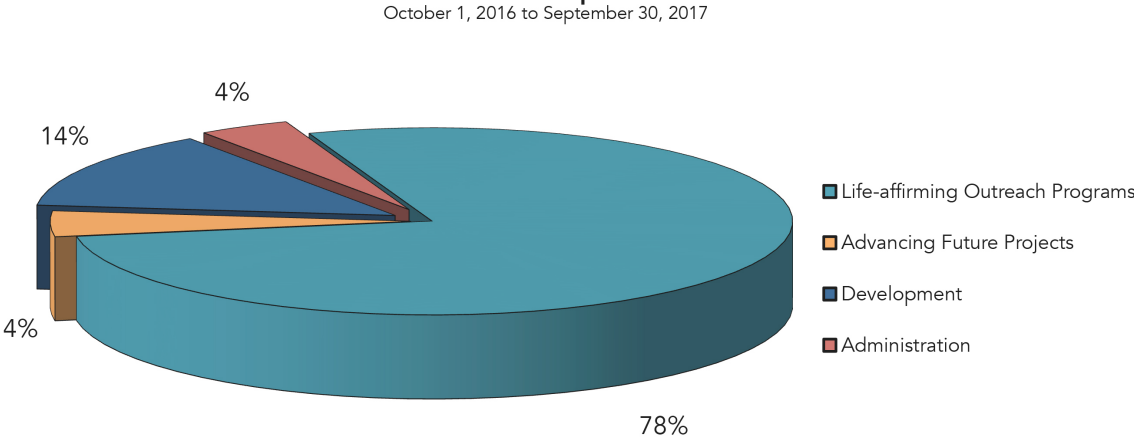
Sources of Income 2017 *



Sources of Income

General Donations	1,898,068
Foundation/Grants	818,200
Program Revenue	833,811
Gifts in Kind	407,431
PHO Membership Fees	157,034
Other	163
Total	4,114,707

Distribution of Expenses 2017 *



Distribution of Expenses

Life-affirming Outreach Programs	3,206,257
Advancing Future Projects	181,336
Development	558,492
Administration	168,622
Total	4,114,707

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

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