



Annual Report



2022

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

I am God's idea, and so is each and every person. That's part of what makes our work to support mothers and save their children so important.

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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, and have three children.

A LETTER FROM JOR-EL

Now More Than Ever

Friday, June 24, 2022, was the day of generational "sea change" when *Roe v. Wade*, in its fiftieth year, was finally overturned. The *Dobbs v. Jackson Whole Women's Health* ruling written by Justice Samuel Alito masterfully disassembled *Roe's* deeply flawed legal footing and corrected the wrong that had established a supposed "right to abortion."

The Supreme Court of the United States released each state to protect the lives of women and their babies from the predatory practices of abortion providers. Unfortunately, the ruling also allowed states to reaffirm, or even advance, abortion practices and provision.

This leads to a new tapestry of abortion in the U.S. that sees both Life States and Abortion States. This is eerily reminiscent of the division of Slave and Free States we experienced in U.S. history in the 19th century.

In the wake of this change are women finding themselves unexpectedly pregnant in both Life States and Abortion States.

Some women in Life States we've spoken with via Option Line have said, "Well, if it's against the law to abort, then I guess I'm going to have a baby!" Others continue in the false belief that abortion is their answer.

Pregnancy help is more important than ever.

Differing strategies are arising in this post-Roe reality of a nation divided. Our international affiliates are buoyed by the change in the U.S. but under even more intense pressure from Big Abortion proponents bribing or bullying pro-life countries into accepting abortion.

Heartbeat continues championing new places for outreach, welcoming new people as missionaries into the mission field created by abortion, and innovating new pathways for effective life-affirming care. You'll see in the pages of this report how Heartbeat has seen more record numbers of outreach, connection, and missional impact. But until life is protected in law and cherished in our culture, we are providentially compelled to continue the life-saving work we do.

It is a new generation in the U.S. that encourages and inspires life-loving champions across the country and around the globe. We celebrate the amazing achievements of 2022 and are excited about the opportunities unfolding before us. We are grateful for everyone who is part of helping reach and rescue women, babies and families, as well as renew communities for life.

2,836,300

TOTAL IN-PERSON CLIENT VISITS

at pregnancy help centers in 2022,
an increase of 36% over 2021

35,012

ACTIVE VOLUNTEERS

at affiliate locations

1,132

LIVES RESCUED

through the Abortion Pill Rescue® Network

72

PREGNANCY HELP ORGANIZATIONS ATTACKED

in 28 states

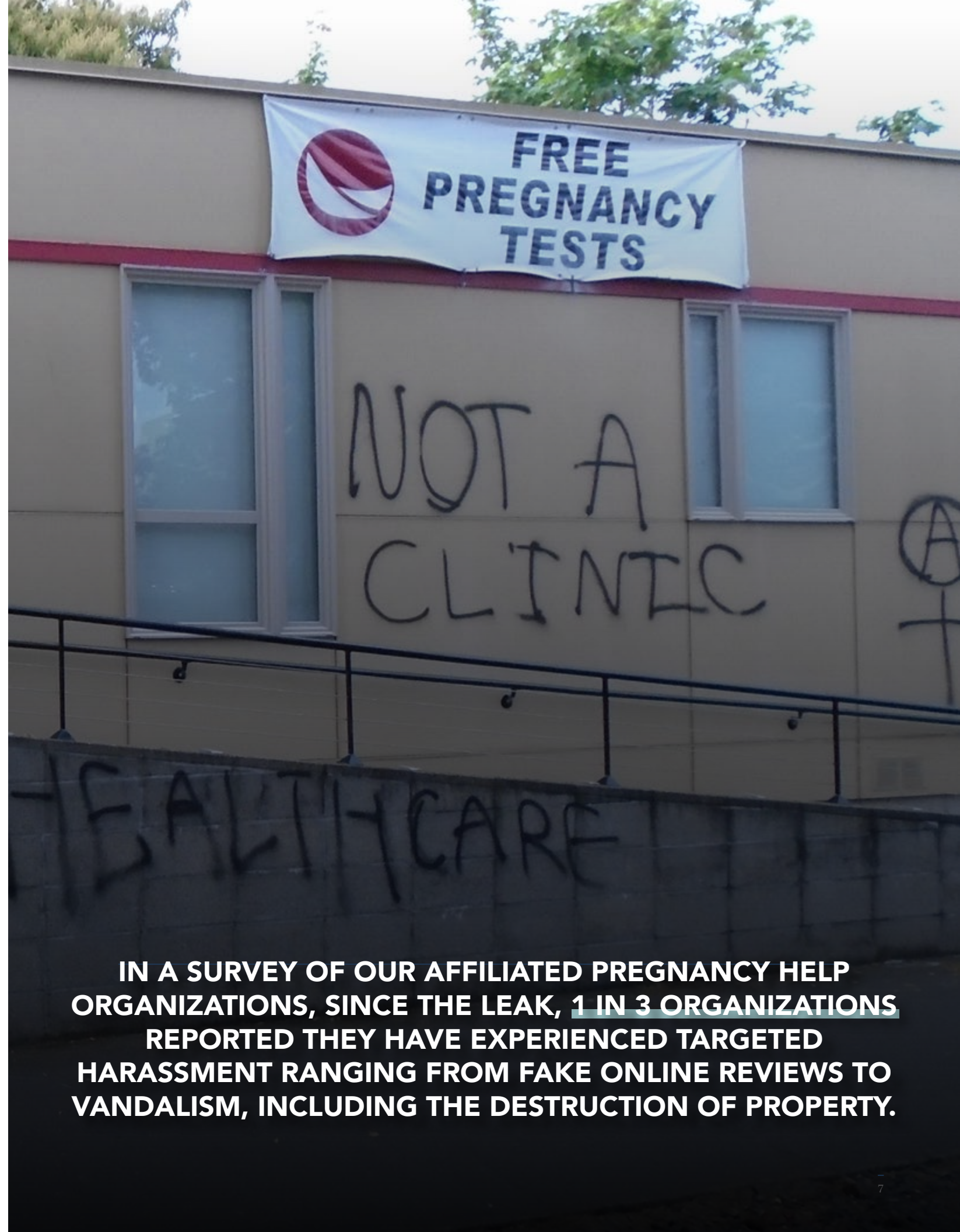


Our Life-Saving Vision...

...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.



PHO ATTACKS

Attacks Against Pregnancy Help Organizations

Heartbeat International—the nation’s largest association of pregnancy help organizations—equips and resources a vast network of pregnancy resource centers, medical clinics, maternity homes, and non-profit adoption agencies. We’ve helped millions of women, from the first flutter in their belly to after that tiny new human learns to say “mama.”

U.S. pregnancy centers hosted close to 3 million client visits last year alone, providing free services and material assistance to those in need. On average, [99 percent](#) of clients reported having had a positive experience at their local center.

Despite this marked benefit to women, there has been an alarming increase in attacks against life-affirming pregnancy help organizations since the Supreme Court leak occurred on May 2, 2022 that indicated a potential overturn of the *Roe v. Wade* decision.

This anger is completely misguided as these pro-abortion vigilantes claim to be standing up for women while simultaneously obstructing women from receiving the pregnancy care they seek.

From harassing calls to death threats, nationwide we at Heartbeat International have heard numerous accounts from [more than 70](#) organizations in nearly 30 states. Some of these [attacks](#) were reported on, some were not out of fear of retribution.

In a survey of our affiliated pregnancy help organizations,

since the leak, 1 in 3 organizations reported they have experienced targeted harassment ranging from fake online reviews to vandalism, including the destruction of property.

These organizations are only targeted because they do not refer for nor provide abortions, a fact they state upfront on their websites.

If something isn’t done now, we fear the violence and rage will only intensify during this time of turmoil, frustration and anger on both sides of the issue. Yet the ones being hurt most are the ones needing the most help—pregnant mothers.

Every woman deserves compassionate care and support when facing an unexpected pregnancy. Channeling anger toward pregnancy help takes essential care away from these women.

All in the name of abortion, radical activists dismiss the needs of women. The woman who thinks she is pregnant and needs a free pregnancy test to confirm now must wait another day. The woman who had scheduled an ultrasound to confirm how far along she is in her pregnancy has to reschedule for another day. The woman who was coming to pick up the diapers she earned by attending parenting classes to help her be a better mother has to come back another day.

Don’t these women matter?

IN A SURVEY OF OUR AFFILIATED PREGNANCY HELP ORGANIZATIONS, SINCE THE LEAK, 1 IN 3 ORGANIZATIONS REPORTED THEY HAVE EXPERIENCED TARGETED HARASSMENT RANGING FROM FAKE ONLINE REVIEWS TO VANDALISM, INCLUDING THE DESTRUCTION OF PROPERTY.

BABIES GO TO CONGRESS

Taking It To Congress

To truly create a culture of life, we need to serve those in our communities and educate those in public office. Our Babies Go to Congress event allows us to share the stories of mothers whose lives were directly impacted through pregnancy help organizations.

In May, we took three moms to visit with their lawmakers and simply tell how they were served.

BABIES GO TO CONGRESS - MAY 2022

Thanks to your generous support, we have been able to take more than 180 moms and babies to D.C. to nearly 400 Congressional office visits since our first trip in 2009! Every one of these moms and their babies is living proof that pregnancy centers are great for America.



Zayda & Delia Jo
Saved by Heartbeat's Pregnancy Help Network



Victor
Saved by Heartbeat's Pregnancy Help Network



Oliver
Saved by the Abortion Pill Rescue Network

HEARTBEAT STAFF IN FRONT OF THE SUPREME COURT MAY 2022 SHORTLY AFTER THE DOBBS LEAK, PRAYING FOR THE SAFETY OF THE JUSTICES AND PREGNANCY HELP ORGANIZATIONS.



AFFILIATE GROWTH

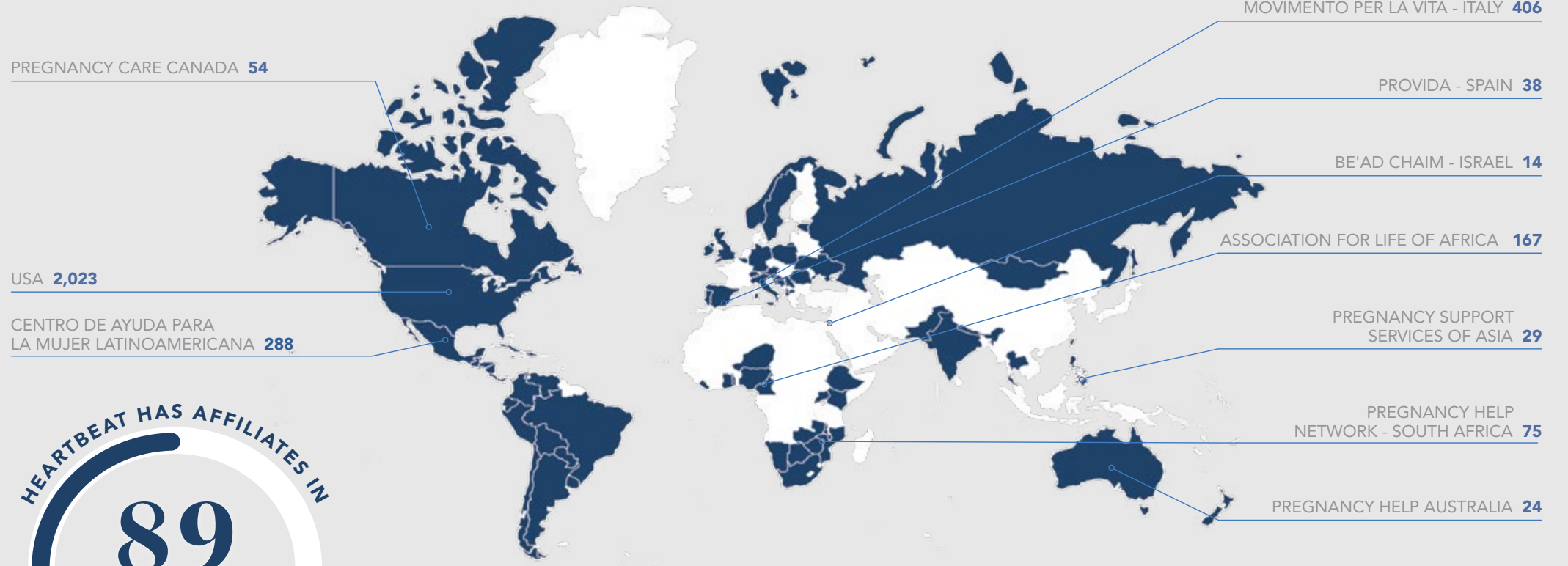
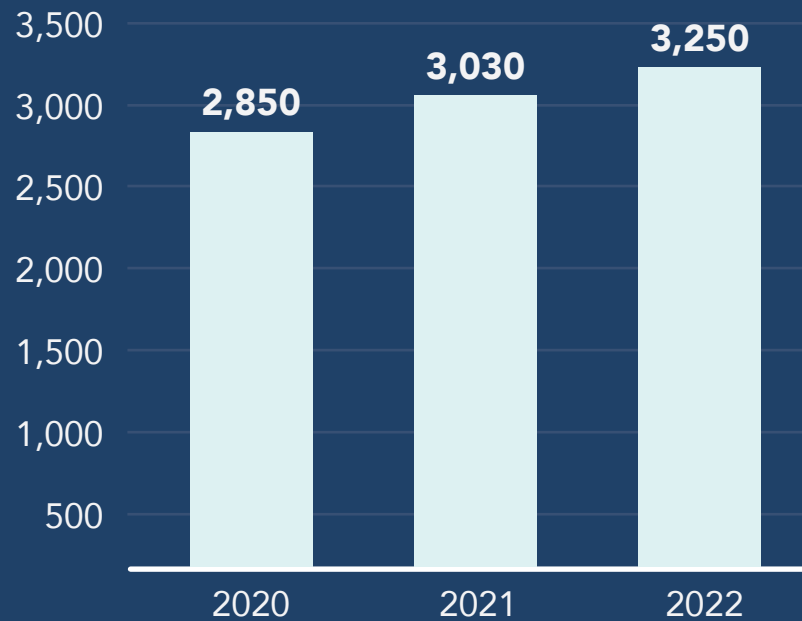
Heartbeat's International Affiliates Continue to Grow

Heartbeat's network of pregnancy help organizations continues to thrive throughout the world and this year was a breakthrough year as we continued to expand our network.

3,250

HEARTBEAT AFFILIATES IN THE WORLD IN 2022

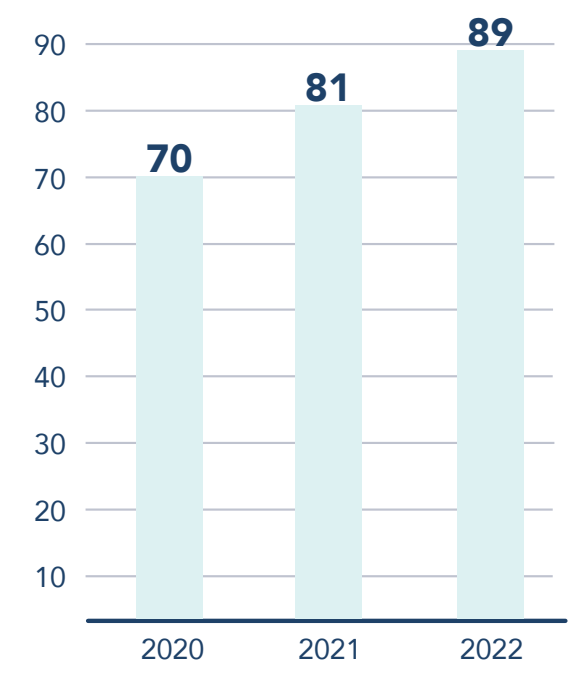
OF THE 7,000 LOCATIONS TOTAL PROVIDING PREGNANCY HELP WORLDWIDE



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



AFFILIATED COUNTRIES + TERRITORIES



9,200+

ACTIVE PARTICIPANTS
IN THE ACADEMY

400+

ONLINE WEBINARS AND
COURSES AVAILABLE FOR
CONTINUOUS LEARNING

47,222

TRAINING HOURS
DELIVERED FOR 2022

TRAININGS

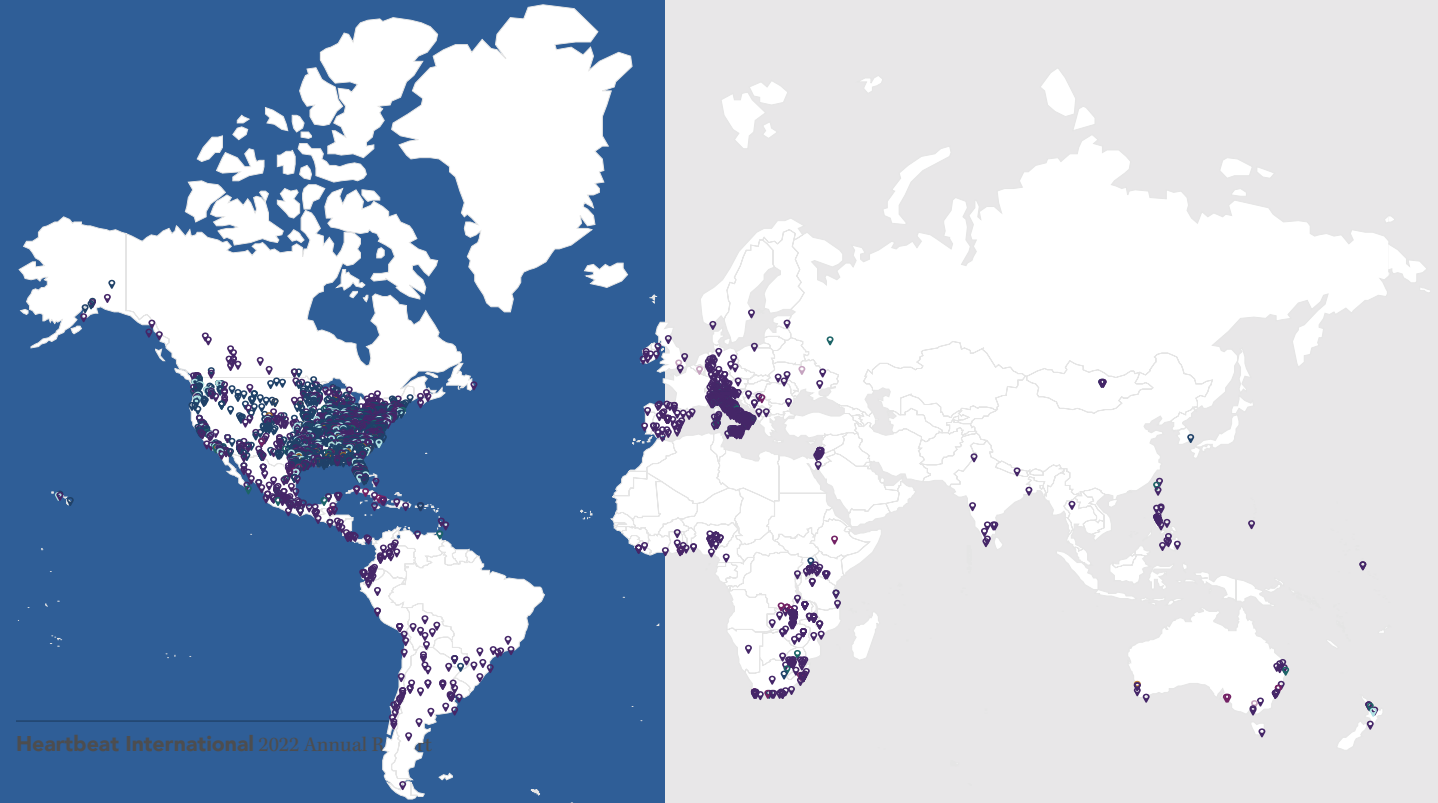
Training Leaders Worldwide

As the leading provider of pregnancy help services, we equip life-affirming leaders, staff, volunteers and supporters with access to online webinars and courses on a wide range of topics. Through our Heartbeat Academy, we offer industry-leading training and resources specifically designed for those working in the pregnancy help community.

Heartbeat International provides ongoing training through the Heartbeat Academy. With online and in-person training, we are able to provide thousands of hours of training each month to those on the frontlines of pregnancy help.

60,094

MILES TRAVELED TO TRAIN
LIFESAVERS AROUND THE WORLD



PREGNANCY HELP INSTITUTE

The Pregnancy Help Institute has provided thousands of pregnancy help leaders with professional training over the years. Over time, this training has added key elements vital to the pregnancy help movement as services expand.

Organized under three intensive tracks (New Director, Development, and Leadership), the Pregnancy Help Institute integrates executive-level instruction in a small-group environment, where those working in pregnancy help organizations have the unparalleled opportunity to process information and strategies with experts and fellow front-line pregnancy help leaders.





LOVE APPROACH ULTRASOUND CLINICAL

Heartbeat International has championed a new form of ultrasound training that connects the technical needs and the spiritual needs for those working in pregnancy help. Held in two parts, students first complete an online ultrasound training through Heartbeat International's Academy and then come on-site to participate in an in-person scan lab experience with one-on-one instruction

from educators that are also sonographers credentialed in RDMS (OB/GYN) and RNs that have multiple years experience imaging in pregnancy help clinics. By combining the technical, practical, and spiritual elements into one pregnancy help medical training, nurses work towards becoming equipped, qualified, and ready to scan within their clinic.

115

HEALTHCARE PROFESSIONALS
TRAINED IN 2022

5

TRAINING EVENTS IN 2022



1,818

TOTAL IN-PERSON &
ONLINE ATTENDEES
IN 2022

ANNUAL CONFERENCE

The Heartbeat International Annual Conference offers the most dynamic training to equip ministers and empower ministries worldwide in the pregnancy help community through the largest international Pregnancy Help Conference, both in-person and online!

120

TOTAL WORKSHOPS ON
TOPICS SUCH AS CLIENT
MARKETING, HUMAN
TRAFFICKING, AND THE
ABORTION PILL IN 2022





Pregnancy Help leaders from 18 nations unite at the Heartbeat European Summit in Bucharest, Romania in Sept. 2022.

One of the most striking stories was that of a thirty-year-old mother. She was there with her toddler and her infant (born during the war in a bomb shelter), and she said to us, "Please don't think I'm a hero. I'm not a hero. And I'm not brave because I wanted to leave. I wanted to run for the sake of my children, but **I would rather die than to disobey what God has called me to, which is to stay.**"

What we do every day is really quite fantastic, and we can forget that. Our trip to Ukraine solidified the importance of what we do with changing culture. These people fight with the government and with the media just like we do. We are all building a Culture of Life around the world.

**"I WOULD RATHER DIE THAN TO DISOBEY
WHAT GOD HAS CALLED ME TO,
WHICH IS TO STAY."**



INTERNATIONAL FOCUS

Building a Culture of Life Around the World

In August, Heartbeat had the amazing opportunity to speak at the Save A Life International Conference – in Ukraine. A pregnancy help conference like any other in the world took place in Ukraine, six months into their war with Russia.

While some pregnancy centers there were forced to close their doors, like one of our affiliates in Kharkiv, center directors, staff and volunteers have continued to support mothers. One director took thirteen people into her own home for three months. In Lviv, a brand new pregnancy center opened in May, and Save A Life International, which currently has seven centers in Ukraine, hopes to open at least one, hopefully two, new centers in the coming year. Even in the midst of war, the movement is growing.

The conference had a beautiful theme: **I am God's Idea.**

And isn't that just wonderful to reflect on? I am God's idea, and so is each and every person. That's part of what makes our work to support mothers and save their children so important.

This was a reminder, distinctly in Ukraine, that when one part of the body suffers, the whole body suffers.

We can't fight with them on the ground, but we can fight with them in the heavenlies. We can continue to support our brothers and sisters in Ukraine with resources like our affiliates in Italy, Romania, and Hungary (who have all sent formula, diapers and more to Ukrainian centers), and we can pray. The Ukrainian people are not only strong, but tender-hearted, and they are deeply grateful for our prayers. God-willing, there's more pregnancy help work than we even know about going on in Ukraine.



195,984
CALLS



74,872
CHATS



22,044
TEXTS



7,481
EMAILS



112,863
DIGITAL
self-service locator

413,244

LIFE-AFFIRMING CONNECTIONS IN 2022

OPTION LINE

Option Line Expands Reach to More Than 3,000 Pregnancy Help Organizations

Option Line® is a 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. Our empathetic confidants provide guidance on their true options, as well as hope for a new shared future for woman and baby. Since answering the first call in 2003, we've reached more than 5 million women and men, many who are desperate for answers in an unexpected pregnancy.

I absolutely love how reassuring and calm [Option Line's consultant] was about my symptoms. Their guidance helped me more than the articles online & calmed me more than anything. I'm so appreciative.

It has been a whirlwind across the U.S., with each individual likely feeling a range of emotions as the Supreme Court upended the 50 years of federal law on abortion.

At Option Line, we saw that range of emotions in real time through our hotline calls which increased about 35% the weekend following the *Dobbs* decision. That increase in calls was fueled by an increased need for pregnancy help, those who wanted to share their opinions about U.S. politics, and those who wanted to express support for pregnancy help centers.

Option Line staff group chat was livened with comments like:

I have a caller who wants to protect the center and volunteer there!

I just got a call from someone who wants to help with cleanup at a PHC that was vandalized.

That call was from the pastor of a church, just to say they are praying for us.

We also became a target for one individual who repeatedly called in and harassed the hotline to prevent us from being available to help those in need.

Our work is not over - we will continue onward.

3,000+
life-affirming organizations

WORLDWIDE FOR OPTION LINE
TO CONNECT WOMEN TO

1.45M
digital contacts

INCLUDING OUR ONLINE PREGNANCY QUIZ
AND CENTER LOCATOR IN 2022





Abortion Pill Rescue Network Impacts Generations

ABORTION PILL RESCUE NETWORK

Aubrey Lynn: Saved by the Abortion Pill Rescue Network

Katelynn and her husband found out they were pregnant on Christmas day. At first they were really excited! What an amazing Christmas gift! Then, fear snuck in. They struggled with the thought of adding a new baby into the family because they had other kids to care for, Katelynn had lost her job, and her husband was struggling with his business.

They then talked to Planned Parenthood, falling into the lie that they could simply make the pregnancy disappear through abortion and all their problems would be solved. That was a big mistake.

Katelynn took the first part of the abortion pill regimen. All that night, she was awake, knowing in her heart that she had taken the life of her child. She sought out a way

4,000+

ESTIMATED LIVES SAVED
SINCE 2012, STATISTICS SHOW

to undo this egregious wrong. She Googled how to reverse an abortion and that is when Heartbeat International came up.

The Abortion Pill Rescue® Network helped provide the life-saving progesterone that would possibly save her baby.

Aubrey Lynn was born August 21 weighing 8 pounds and 1 ounce with 10 sweet fingers and 10 cute little toes! She has parents who love her and who know she is going to have a great future thanks to having the gift of life!

Rejoicing in her daughter's birth, Katelynn shared: "God sent her to us, and I think she is going to do amazing things!"



ARRINGTON
BORN JUNE 2018



MASON
BORN NOVEMBER 2019



THAILYNN
BORN AUGUST 2021



BOARD OF DIRECTORS

Peggy Hartshorn, Ph.D.
Board Chairman

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Vice Chairman, Union Street Tin Co.

Ron Blake
Chair, Foundation for Higher Education

Shiney Cherian Daniel
CEO, Agape Home Healthcare

Joe Dattilo
Financial Services

Chuck Donovan
President, Charlotte Lozier Institute

Tim Garrison
Senior Counsel, Center for Life

Doug Grane
Entrepreneur

Chris Humphrey, Ph.D.
Executive Director, Vision for Life

Ann Laird
Cornerstone Home Lending, Inc.

Ellawese Smith
Owner, Triangle Anesthesia Consultants

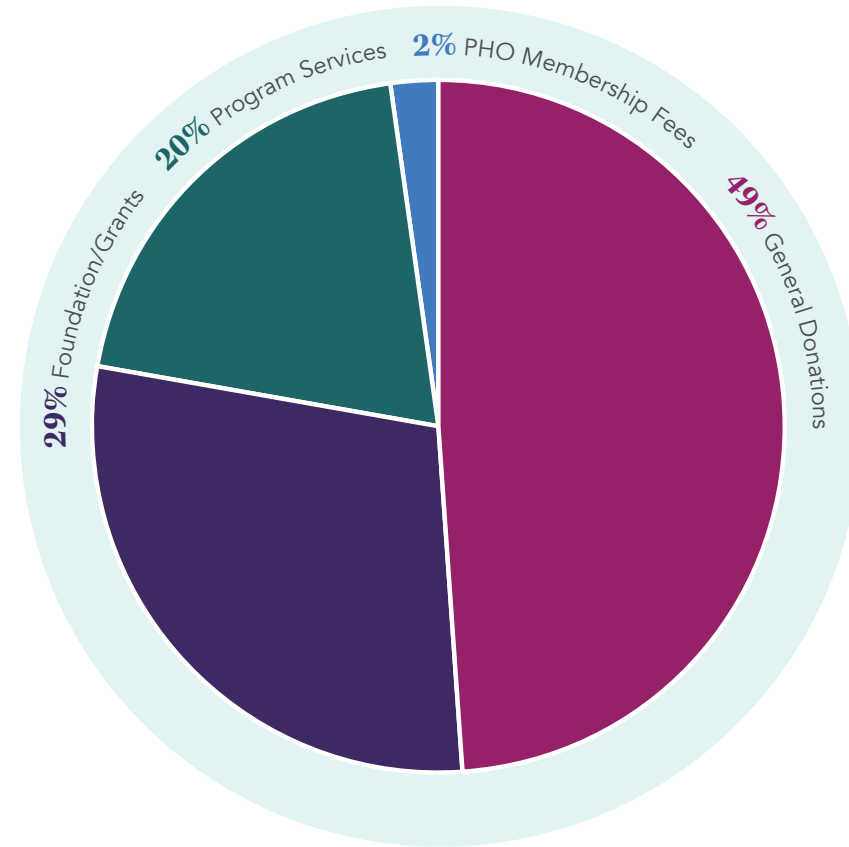
Zeke Swift
Marketing & Organizational Leadership

John Wootton
Pastor, Author

Sherry Wright
Co-Founder, Open Door Pregnancy Center

Sources of Income*

October 1, 2021 – September 30, 2022

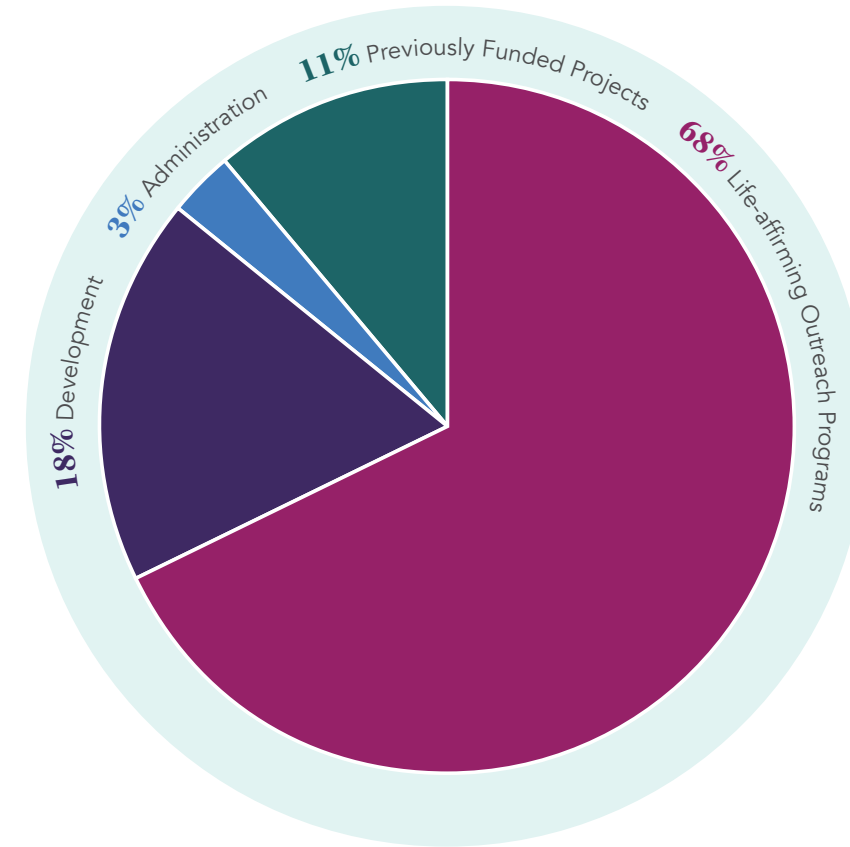


General Donations	\$4,439,310
Foundation/Grants	\$2,602,935
Program Services	\$1,802,290
PHO Membership Fees	\$225,974

Total \$9,070,509

Distribution of Expenses*

October 1, 2021 – September 30, 2022



Life-affirming Outreach Programs	\$7,836,580
Development	\$2,065,383
Previously Funded Projects**	\$1,190,615
Administration	\$371,122

Total \$11,463,700

End of Year Net Assets

Unrestricted	\$1,023,745
Temporarily Restricted	\$1,126,772

Total \$ 2,150,517

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

**Capital campaign and program funds raised in 2021 were used in 2022.

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Ohio

Tammy Stearns, RDMS
Missouri

Bryan Williams, RDMS
Missouri



THE HEARTBEAT DIFFERENCE

At the first sign of pregnancy, Heartbeat International's worldwide network of nearly 3,300 pro-life pregnancy help organizations 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](https://www.heartbeatinternational.org) to learn more.

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inspiring stories and updates.