



Annual Report

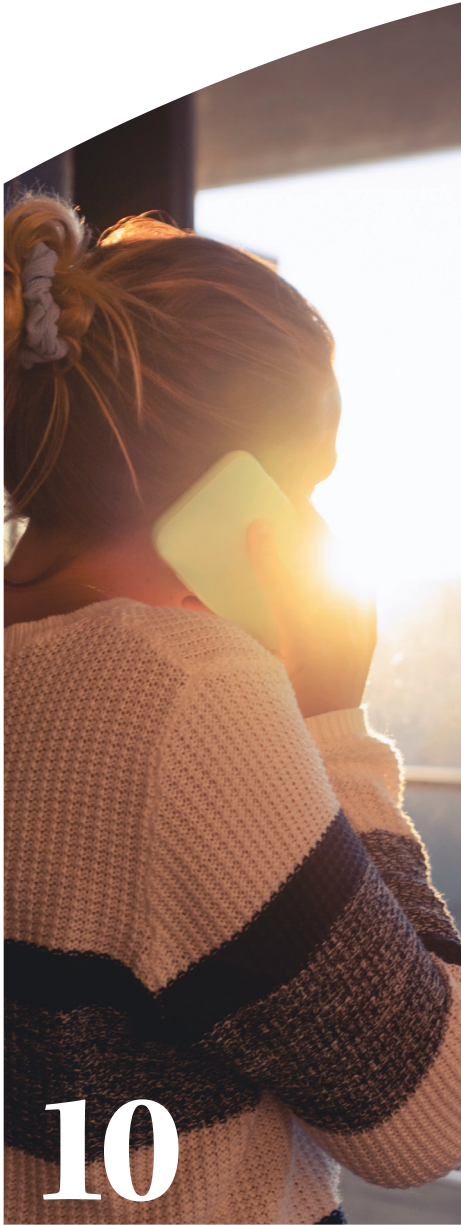


2020

THE HEARTBEAT DIFFERENCE IN
LIFE-AFFIRMING PREGNANCY HELP

Every woman deserves to know the whole truth about abortion, including the facts about her unborn child and the choices she can make every step of the way.

Page 8



CONTENTS

3 A Letter from Jor-El

4 2020 Impact

5 A Letter from Cindi

7 A Letter from Betty

8 Abortion Pill Rescue Network

10 Option Line

12 International Growth

14 Life Launch

16 Academy

18 Board & Advisory Team

18 Financials



Jor-El Godsey
President of 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 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, with their three children.

A LETTER FROM JOR-EL

New Ways to Reach and Rescue

Heartbeat International’s 49th year began with big plans for greater impact and key strategic accomplishments. But—as was true for all of us—2020 was unlike any other year. Even so, we saw a record number of 1,000+ women reached through Abortion Pill Rescue® Network, and we had over 350,000 connections for help through our Option Line Emergency Call Center. As COVID-19 spread, our Option Line calls skyrocketed in the first weeks by more than 50%.

Our local affiliates also quickly adapted their protocols to support those who made life-affirming decisions about their pregnancy as well as to receive those who soon would. From online parenting classes to home deliveries of material aid, there was never a hint we would not fulfill our mission to reach and rescue lives. The new question became, how?

- We pivoted our in-person annual conference from Seattle to a virtual event. Yet, it was our largest number of participants from the widest variety of countries ever!
- We added online courses, webinars, and podcasts, to inform, equip, and encourage the pregnancy help community.
- Abortion Pill Rescue Network reached more than 40 countries.
- Our Life Launch program helped brand new pregnancy help centers open—a heroic accomplishment any time, but even more so during a pandemic.

Yet, despicably, Big Abortion opportunistically seized on COVID—relaxed rules to expand their chemical abortion profits through telemedicine. We look back on 2020 knowing that in the year ahead Heartbeat’s call to reach, rescue, and renew is more critical than ever.

Jor-El Godsey

5,669,657

TOTAL CLIENT VISITS

at affiliate pregnancy help organizations,
virtual + in-person

33,317

ACTIVE VOLUNTEERS

763

LIVES RESCUED

through **abortion pill reversal**

12

NEW CENTERS

accepted into the **Life Launch** program



Cindi Boston-Bilotta

Vice President of Mission Advancement

A long-time leader in the pregnancy help community at the local, state, and national levels, Cindi was named Heartbeat International's Vice President in January 2016. Cindi previously served on Heartbeat International's Board of Directors from 2013-15. She also 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.

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

A LETTER FROM CINDI

Much to Celebrate

It's official: we're celebrating birthdays in 2021—the millions of birthdays of babies rescued over the past 50 years! It is a joyous time remembering how God has used Heartbeat for lifesaving and life-changing work over half a century.

Throughout scripture, they intentionally celebrate significant milestones through festivals and thanksgiving (Nehemiah 12, 1 Corinthians 5, and Luke 15). At Heartbeat, our milestones look a little different. We see them in moms who chose life for their babies, in the eyes of children able to live a God-designed plan, and in family trees with full branches making their communities a better place to live.

We honor God as we remember the miracles of service to affiliates and women across the world:

- Pregnancy help organizations that span the globe
- Strong leaders committed to valuing life through pregnancy help organizations
- Highly trained consultants who answer hundreds of cries for help every day
- Compassionate doctors and nurses who help women rescue their babies through Abortion Pill Reversal

Those are a few of the things I'm celebrating in 2021—and I hope you'll join me. It's a year to glance at the past, remember the miracles, and then look toward a bright future that delivers hope and reaches even more pregnant women and their babies.

With gratitude,

Cindi Boston-Bilotta

Cindi Boston-Bilotta



Betty McDowell, LSW, LAS
Vice President of Ministry Services

Betty serves in the development, planning, and orchestration of the Ministry Services Department of Heartbeat International. She also provides resources, consultation services, and support for the 2,500+ Heartbeat affiliates. Betty began work in the pregnancy help movement in 1984 and has filled a variety of roles from client-counselor to board member. Betty is a licensed social worker, a published author, and national speaker.

She is married to Craig and has two grown sons—Kyle, married to Katie, and Tyler. She also has an adorable granddaughter.

A LETTER FROM BETTY

A Year of Possibilities

2020 was a year of possibilities for Heartbeat International.

Like most people and organizations, we made our plans for 2020—big plans. We were going to bring the first international pregnancy help conference to the pacific northwest, but God had bigger plans. With the help of a very creative Heartbeat team, faithful donors, and eager attendees, we re-imagined our in-person event to become our first-ever virtual conference. Despite the challenges, we had the honor of hosting 1,500 virtual attendees from 32 nations—the best attended conference in Heartbeat history.

While missing our cherished in-person connections, we continued to make the most of every opportunity. We stayed connected to our affiliates through webinars, podcasts, and a variety of online forums. Many of our staff attended virtual events in other parts of the world during odd hours and were overjoyed to attend and participate!

August was dedicated to our Pregnancy Help Institute. During this four-week event, we connected with new leaders, experienced leaders, and taught nurses as well as development directors. Attendees sent us comments like, “Even though I would have loved to be there in person, I loved the virtual experience. You learned our names and faces quickly. You made us feel loved from the computer.”

2020 confirmed again how essential the work of the pregnancy help community is to reach, rescue, and renew communities for life. Whether serving the pregnancy help community through Option Line, the Abortion Pill Rescue® Network, or the Heartbeat Academy, 2020 will be remembered as the year of possibilities.

A handwritten signature in blue ink that reads "Betty McDowell". The script is fluid and cursive.

Betty McDowell

Vision

To make abortion unwanted today and unthinkable for future generations.

Mission

Reach and rescue as many lives as possible through an effective network of life-affirming, global pregnancy help to renew communities for LIFE.

Women Have a Right to the Truth About Their Choices

Women deserve to have the opportunity to choose life every step of the way. Often, women regret their abortion—sometimes right away—and, with nearly half of the nation’s abortions occurring through the abortion pill, that regret becomes a desire to reverse it.

Heartbeat International has a helpline for these women to seek immediate help, and our Abortion Pill Rescue Network (APRN) is prepared to help women try to reverse their chemical abortion.

Ashley was one of those women.

After taking the first abortion pill, she felt an onslaught of guilt. What if she made a mistake? She immediately went home and found the Abortion Pill Rescue Network through an online search. The consultant listened intently and gave her hope that it might not be too late.

Within an hour, they located a doctor so Ashley could start the reversal process. Ashley continued being monitored throughout the pregnancy and all tests came out strong. Her baby was saved!

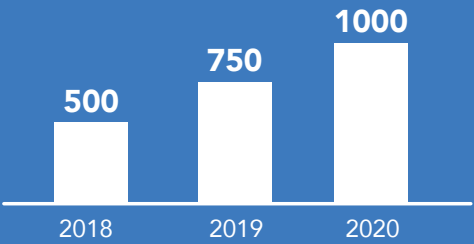
She gave birth to a healthy boy, Julian, who will celebrate his second birthday on June 15.



Julian’s story is one of over 2,000 stories of babies that have been saved through abortion pill reversal.

Our network has grown to include more than 1,000 providers and pregnancy help organizations available to serve women. Last year, women in every US state and in 46 countries contacted APRN seeking abortion pill reversal. With a 64-68% reversal success rate, it’s no wonder more and more healthcare professionals are joining this mighty movement.

Every woman deserves to know the whole truth about abortion, including the facts about her unborn child and the choices she can make every step of the way. Every innocent human life—born or unborn—is valuable, precious, and worthy of full protection.



1,000+
medical
professionals

ARE A PART OF APRN



IN 2020, WOMEN
CONTACTED APRN FROM

46
countries
AND ALL
50
states

Lifesaving Nurses of APRN



DR. BRENT BOLES

APRN Doctor

“ It saves lives.
It saves babies’ lives.
It saves women
from a lifetime of
regret. It really is
crucial, vital work.



OPTION LINE

Connecting Women with
Pregnancy Help in Any
Circumstance

As cities and states began to enforce social-distancing measures and workers in the pregnancy help community came down with coronavirus, many pregnancy centers were forced to temporarily close their doors.

This meant over 50 Heartbeat affiliates notified Option Line in March to say they would be forwarding all phone calls from possible clients until they were able to open again. While many affiliates forward their phones to Option Line overnight, this was something different. **Option Line saw a 50% increase in contacts that same week.**

But this is exactly what Option Line is there for: to connect women in crisis to pregnancy help—especially in difficult circumstances. Those who called, texted, emailed, or live-chatted Option Line in 2020 had a supportive and compassionate consultant to talk to, pray with, and encourage them.



290%

GROWTH IN SELF-SERVICE
INTERACTIONS IN 2020

Yet, talking to a person about something so personal and scary as an unexpected pregnancy can be intimidating. Seeing a trend toward self-services, Option Line continued to prioritize providing pregnancy help through cutting-edge technology.

As of 2020, optionline.org now hosts an interactive, free quiz for women who are unsure whether they're pregnant. With continued optimization of the website and the introduction of this quiz, self-service interactions grew 290%.

Through these numerous points of contact, Option Line now makes a connection to pregnancy help an incredible one time every 88 seconds.



OPTION LINE CONNECTS SOMEONE TO LIFE-SAVING HELP

every 88 seconds

INTERNATIONAL GROWTH

Heartbeat’s
International
Affiliates
Continue
to Grow

Heartbeat’s International’s life-affirming affiliates are spread from the Mongolian steppe to the coast of South Africa, from the mountains of South Korea to the prairies of Canada. Most are connected with us through our 9 joint-affiliate partners:

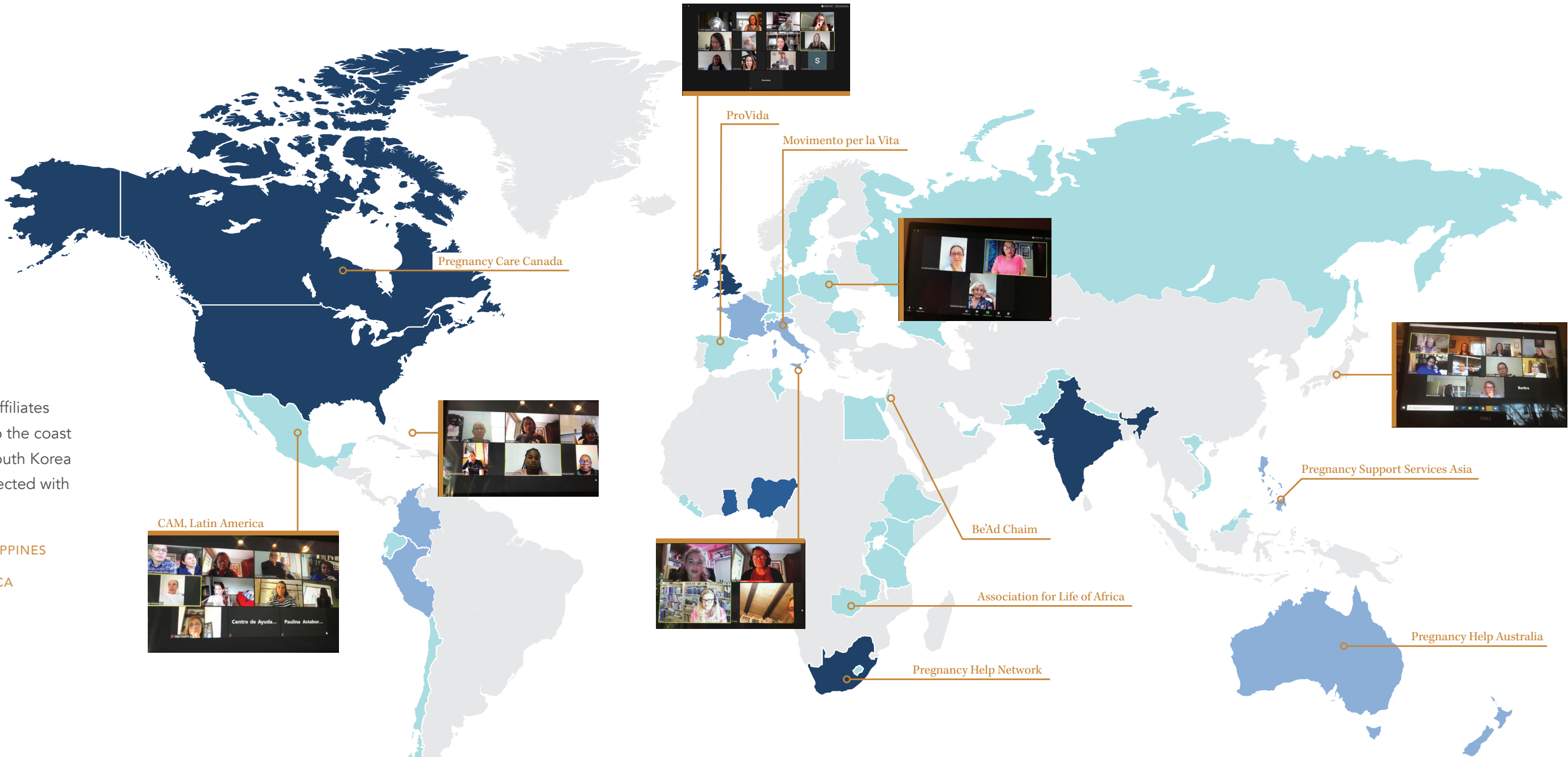
- Pregnancy Support Services Asia PHILIPPINES
- Pregnancy Help Network SOUTH AFRICA
- Pregnancy Care Canada CANADA
- ProVida SPAIN
- Be’Ad Chaim ISRAEL
- Association for Life of Africa ZAMBIA
- Pregnancy Help Australia AUSTRALIA
- Movimento per la Vita ITALY
- Centros de Ayuda para la Mujer Latinoamericana, A.C. (CAM, Latin America) MEXICO

In the first two months of 2020, Heartbeat visited Mexico, Cuba, the UK, and Ireland presenting on marketing to clients, SEO optimization, and APR. After the pandemic prevented travel, Heartbeat presented virtually at conferences in India, Italy, Germany, Europe, and South Africa, and engaged international leaders with regular video calls to our joint-affiliation partners, as well as Romanian, Irish, German, and Balkan leaders.

This year Heartbeat also partnered with CAM to provide ten websites in Spanish for Latin American countries, and we are also working to provide online training resources in Spanish.

Finally, as more women around the world have found their way to the Abortion Pill Rescue® Network, we are being stretched to match women across the globe with health care providers close to their homes. This sometimes

requires using our contacts around the world to find trusted healthcare professionals globally who are willing to help women nearby receive the care they deserve in this very urgent time. Right now, connections often happen on an as-needed basis, but Heartbeat is taking the opportunity to spread the good news of the Abortion Pill Rescue Network through international conferences, video calls, and virtual meetings.



APRN MISSION CRITICAL
CONTACTS CAME FROM

46
countries

CALLS PER COUNTRY

- More than 20
- 11-20
- 5-10
- Less than 5

LIFE LAUNCH

Launching and Equipping 12 New Pregnancy Centers

The determination, perseverance, and faithfulness of our Life Launch centers is a joy to witness. Here are a few noteworthy moments from 2020.

Open Doors

We began our 2020 Fiscal Year with six Life Launch Grant recipients, and we met our 2020 Fiscal Year goal by accepting 12 Life Launch centers into the grant program, bringing us to 18 total recipients by the end of the Fiscal Year. 11 of the 12 accepted centers have begun serving clients with one center completing construction and set to open its doors on Mother’s Day 2021. We began our Fiscal Year with centers representing Alaska, Illinois, Louisiana, Texas, and Vermont and expanded our state reach to include California, Hawaii, Iowa, Kansas, Missouri, New York, North Carolina, South Dakota, and Tennessee.

Adaptability

Three of our 12 centers opened their doors early in the calendar year and remained open throughout the pandemic. Another eight centers opened their doors for the first time during the pandemic, and five centers reached their \$30,000 fundraising goal in the midst of the pandemic.

Our start-ups pushed to meet the needs of women and families in their communities by establishing diaper drives, material assistance programs, and virtual parenting classes. Many of our Life Launch centers saw the opportunity to expand volunteer trainings during the pandemic and held limited onsite and virtual LOVE Approach volunteer trainings.

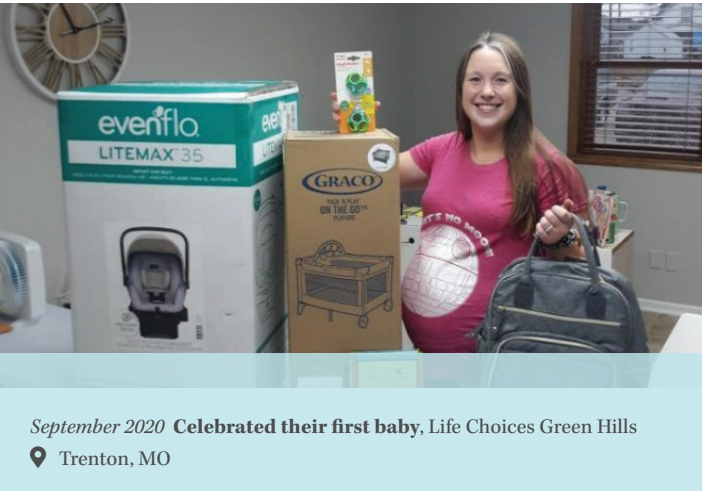


July 2020 **Ribbon Cutting**, Alpha Life Pregnancy Center
Raeford, NC

Four Life Launch centers participated in our fall session of ConCERT with another two centers enrolled in our current session.

With stay-at-home orders, we looked for ways to reach our affiliates virtually and expanded training opportunities by establishing online trainings for our Built by Design and Governing Essentials materials. Six Life Launch centers completed their Board consultations virtually and were able to benefit from ongoing training through private courses developed in Heartbeat’s Academy.

All 12 new directors participated in our virtual Pregnancy Help Institute—a testament to the value that our Life Launchers see in the resources and training they receive from Heartbeat.



September 2020 **Celebrated their first baby**, Life Choices Green Hills
Trenton, MO



August 2020 **Weathered 3 hurricanes and a pandemic in their first months of operations**, Opelousas Pregnancy Center
Opelousas, LA



September 2020 **Building purchase and build out**, Life Choices Resource Center
Rockwood, TN



“To the terrific folks at Heartbeat, thank you so much for all your support, encouragement, resources, financial help, and patience as we took first steps to becoming a Pregnancy Resource Center! Your strong direction is heartening through the maze of details and your strength is reassuring while a God-sized vision unfolds. We are so blessed to have you and for matching our fundraising. With your continued support, I pray Crawford county Iowa grows in its appreciation for life and in its strength to truly support it. Blessings of peace and hope to all of you!”

Janette Clausen, Crossroads of Crawford County
Denison, IA

ACADEMY

How Heartbeat Academy Became an Essential Resource

The Heartbeat Academy became further established as the go-to place for webinars and connected resources that helped pregnancy help organizations navigate the ever-changing fallout of the lockdowns and COVID-19.

Heartbeat Academy educated 7,023 active students in 2020. More than 350 courses were made available to students along with 37 live webinars. Nurses gained continuing education credits, students engaged in webinars and interactive courses, and many affiliates used private courses for the primary training of their staff and volunteers.

The training catalog now includes core Heartbeat foundational materials, topics covering everything from the history of abortion in the US to fundraising basics. It also includes prenatal diagnostic tests, help for pregnancy centers in establishing STI testing, and identifying and assisting victims of human trafficking.

We also launched two new Live Course offerings: a leadership training with WiLD Leaders and an apologetics training with curriculum author and center director, Sarah M. Bowen. These programs, like our advanced distance-learning course, ConCERT, continue to provide opportunities for students to interact and learn together, regardless of location.

Heartbeat Academy also began offering virtual board consultations to ensure pregnancy help centers continue to operate with excellence.

While already a leader in the pregnancy help community, during the pandemic the Heartbeat Academy became increasingly more recognized as the excellent tool it is for addressing the particular concerns of pregnancy help organizations.



REVIEWS OF HEARTBEAT INTERNATIONAL

Found on GreatNonprofits.org



August 17, 2020

Our pregnancy center has been affiliated with Heartbeat International for more than 25 years. I have been the president of the organization since 1998, when they provided desperately needed training and direction for our board and for me. Their webinars, publications, training, and manuals are excellent. I have especially appreciated all the love and support the staff have given as we determine how to do ministry during this pandemic.

Role: Professional with expertise in this field



June 20, 2019

Heartbeat International is on the cutting edge of pro-life work. As an employee of one of their affiliates, I can tell you how invaluable their conferences, webinars, and emails have been to me personally and to our center.

Role: Professional with expertise in this field



August 12, 2020

When COVID-19 hit, the 2020 Heartbeat conference was shifted from an in-person setup to being virtual, where we were able to see so many different sessions and even interact with the presenters. We were thankful for how Heartbeat immediately jumped into action and made sure the information was still accessible to us, even though we could not safely meet together.

Role: Professional with expertise in this field



August 26, 2020

I serve as a volunteer Board member for a small Pregnancy Resource Center in Florida. Heartbeat International, is ALWAYS there for us with resources for us to learn better



May 30, 2018



August 17, 2020

The resources and training from Heartbeat International

MORE THAN
7,000
ACTIVE STUDENTS

350+
AVAILABLE
COURSES

37
LIVE WEBINARS

2
NEW LIVE
COURSE OFFERINGS
LAUNCHED

BOARD OF DIRECTORS

Peggy Hartshorn, Ph.D.
Board Chairman

Keith Armato
Vice Chairman

Alejandro Bermúdez
Director of the Catholic News

Ron Blake
Chair, Foundation for Higher Education

Shiney Cherian Daniel
CEO, Agape Home Healthcare

Joe Dattilo
Financial Services

Chuck Donovan
President, Charlotte Lozier Institute

Doug Grane
Entrepreneur

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

Ann Laird
Cornerstone Home Lending, Inc.

Zeke Swift
Marketing & Organizational Leadership

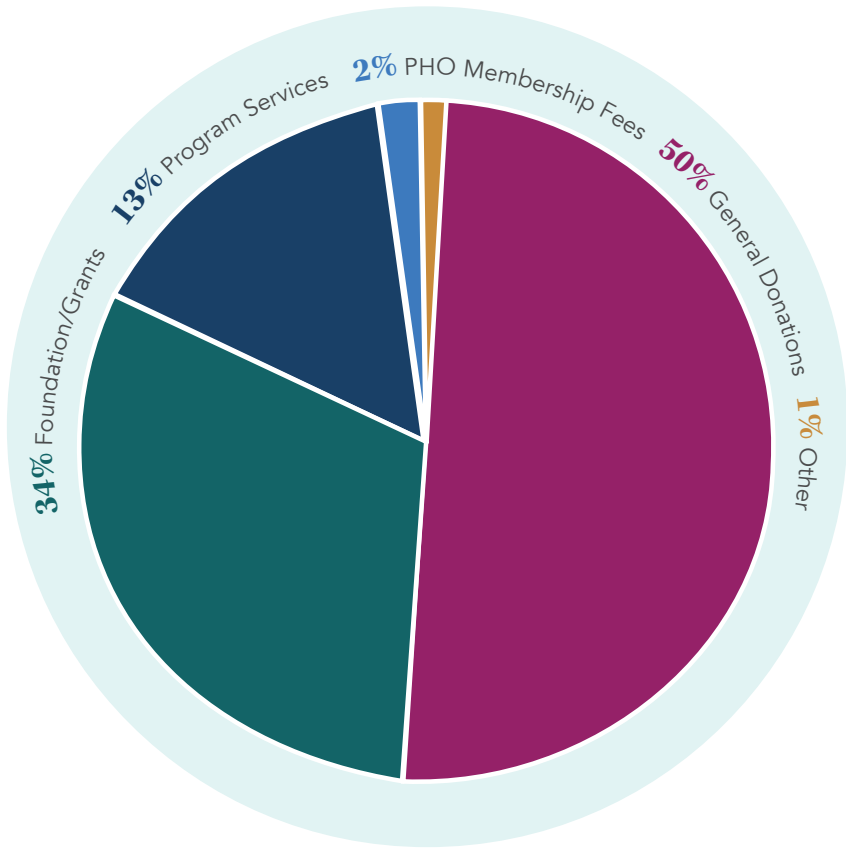
Gary Thome
Strategic Marketing

John Wootton
Pastor, Author

Sherry Wright
Co-Founder, Open Door Pregnancy Center

Sources of Income*

October 1, 2019 – September 30, 2020

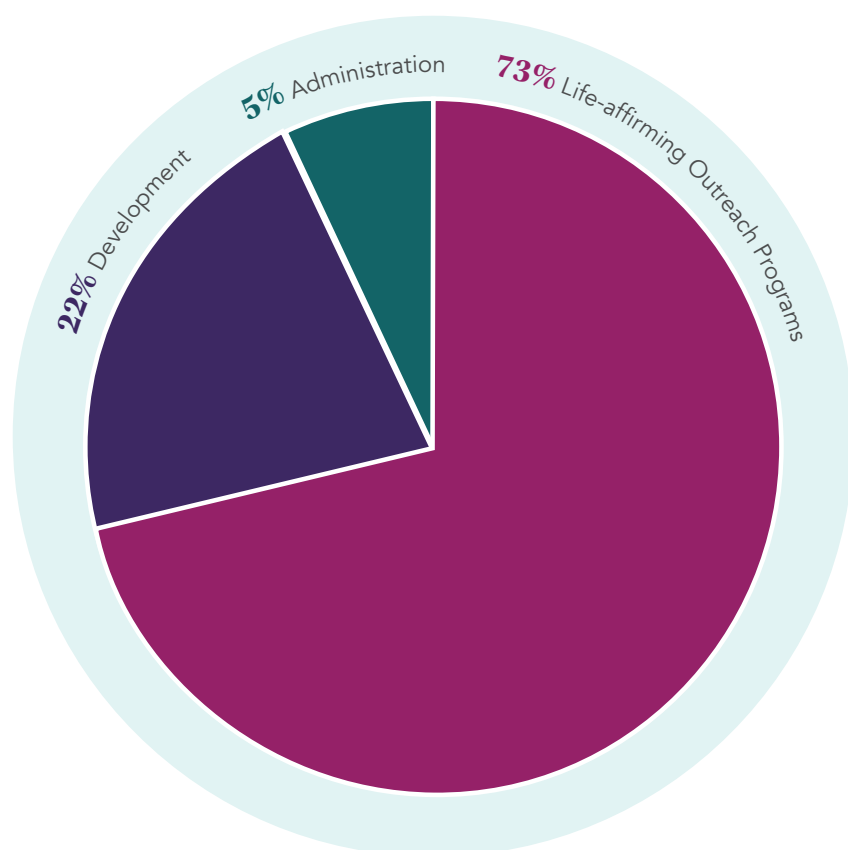


| | |
|---------------------|-------------|
| General Donations | \$3,136,661 |
| Foundation/Grants | \$2,115,906 |
| Program Services | \$800,426 |
| PHO Membership Fees | \$107,616 |
| Other | \$19,811 |
| Total | \$6,409,254 |

*These financial statements have not yet been audited. These statements will be audited by Wilging, Roush & Parsons CPAs.

Distribution of Expenses*

October 1, 2019 – September 30, 2020



| | |
|----------------------------------|-------------|
| Life-affirming Outreach Programs | \$4,709,343 |
| Development | \$1,401,540 |
| Administration | \$298,371 |

| | |
|--------------|--------------------|
| Total | \$6,409,254 |
|--------------|--------------------|

End of Year Net Assets

| | |
|------------------------|-------------|
| Unrestricted | \$251,887 |
| Temporarily Restricted | \$3,681,541 |

| | |
|--------------|--------------------|
| Total | \$3,933,428 |
|--------------|--------------------|

MEDICAL ADVISORY TEAM

Joel Brind, Ph.D.
New York

Freda Bush, M.D.
Mississippi

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

Paul Dorinsky, M.D.
North Carolina

Paula Grimsley, R.N.P.
Virginia

Delbert Hahn, M.D.
Alabama

Thomas Hilgers, M.D.
Nebraska

Amy Imm, M.D.
Ohio

Anthony P. Levatino, M.D., J.D.
New Mexico

William Lile Jr., D.O.
Florida

Julie Lynch McDonald, PharmD.
Alaska

Alan Murnane, M.D.
Ohio

Michael Parker, M.D.
Ohio

Tammy Stearns RDMS
Missouri

Bryan Williams RDMS
Missouri



THE HEARTBEAT DIFFERENCE

At the first sign of pregnancy, Heartbeat International's worldwide network of nearly 3,000 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** to learn more.