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?
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.

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.
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.

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.

Heartbeat has affiliates in 89 countries and territories.

Heartbeat Affiliates in the World in 2022
- 2,850 in 2020
- 3,030 in 2021
- 3,250 in 2022

We are honored to work alongside our joint-affiliate networks around the globe to bring pregnancy help to communities worldwide.

Heartbeat’s International Affiliates Continue to Grow

Heartbeat’s international affiliates continue to grow.

3,250 Heartbeat Affiliates in the World in 2022
- Of the 7,000 locations total
- Providing pregnancy help worldwide

Heartbeat International 2022 Annual Report
9,200+
ACTIVE PARTICIPANTS
IN THE ACADEMY

400+
ONLINE WEBINARS AND COURSES AVAILABLE FOR CONTINUOUS LEARNING

47,222
TRAINING HOURS DELIVERED FOR 2022

60,094
MILES TRAVELED TO TRAIN LIFESAVERS AROUND THE WORLD

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.

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.
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!

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.

1,818
TOTAL IN-PERSON & ONLINE ATTENDEES IN 2022

120
TOTAL WORKSHOPS ON TOPICS SUCH AS CLIENT MARKETING, HUMAN TRAFFICKING, AND THE ABORTION PILL IN 2022

115
HEALTHCARE PROFESSIONALS TRAINED IN 2022

5
TRAINING EVENTS IN 2022
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.

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.
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.

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.
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 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!”

Heartbeat International 2022 Annual Report

Abortion Pill Rescue Network
Impacts
Generations

ARRINGTON
BORN JUNE 2018

MASON
BORN NOVEMBER 2019

THAILYNN
BORN AUGUST 2021

ABORTION PILL RESCUE NETWORK

4,000+
ESTIMATED LIVES SAVED
SINCE 2012, STATISTICS SHOW

Heartbeat International 2022 Annual Report
**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.

**Previously Funded Projects**

Capital campaign and program funds raised in 2021 were used in 2022.
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 to learn more.