



Annual Report 2016

Advancing Life-Affirming Pregnancy Help Worldwide

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“ I hope to live to see the day where we restore the sanctity of life back to the center of American law. I’m pro-life, I don’t apologize for it. And I truly do believe that *Roe v. Wade* was wrongly decided and again, overturned over a century of pro-life laws that had been enacted through the democratic process in all 50 states.

“But, we’re making great progress. More young people today embrace the sanctity of life than ever before. **The great work of crisis pregnancy centers across my state and across this nation is changing hearts and changing minds every day.** ”

- Mike Pence

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In so many ways, 2016 will be remembered for an historic transition from one President to another. I’m speaking, of course, about the leadership change we have undertaken at Heartbeat International.

After serving Heartbeat International for 22 years as our first full-time president, Peggy Hartshorn decided, along with our Board of Directors, to step away from her role as President and resume a role she had held previously, as our new Board Chairman.

Our President’s Message

There is so much to celebrate about Peggy, a woman who has answered the call of God to be a winsome, energetic champion for life who I am blessed to call my friend. She started her pro-life work shortly after *Roe v. Wade* was decided in 1973, and began—along with her husband, Mike—housing young mothers with no other place to go in the mid 1970s.

In 1981, Peggy and Mike started a local pregnancy help center and a 24-7 hotline, and **they looked to Heartbeat International for the tools and training they needed** to establish what has now become a flagship local organization in Central Ohio.

When Peggy became our first full-time President in 1993, we had 100 affiliated locations. By the time she passed to me the “Shepherd’s Staff” of leadership at Heartbeat International at our 2016 Annual Conference, that number had grown to 2,100 on every inhabited continent.

Also during that time, Peggy took one of the original visions of our founders dating back to 1971—a wild-eyed dream of a national 24-7 hotline—and made it a reality we call Option Line.

Peggy’s journey from inspired individual to local pregnancy center pioneer to national pro-life leader is Heartbeat International personified. Individuals, churches, doctors and early pregnancy help visionaries called us into existence because they believed they could do a better job of rescuing lives from abortion together.

Today, that vision continues.

Among the staff at our Ohio office and throughout the U.S., **Heartbeat International’s team has spent a total of 222 years serving in local pregnancy centers.** Our heart is for the mission and our hands have held the precious children and embraced the indomitable mothers our movement exists to serve.

History and hands-on experience are on our side, and we thank God you are too.

Jor-El Godsey
President, Heartbeat International



OUR LIFESAVING VISION

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



Our International Outreach

We're all familiar with the biblical significance of the number seven, but did you know **Heartbeat International travels around the world seven times every year training pregnancy help leaders** in every corner of the globe?

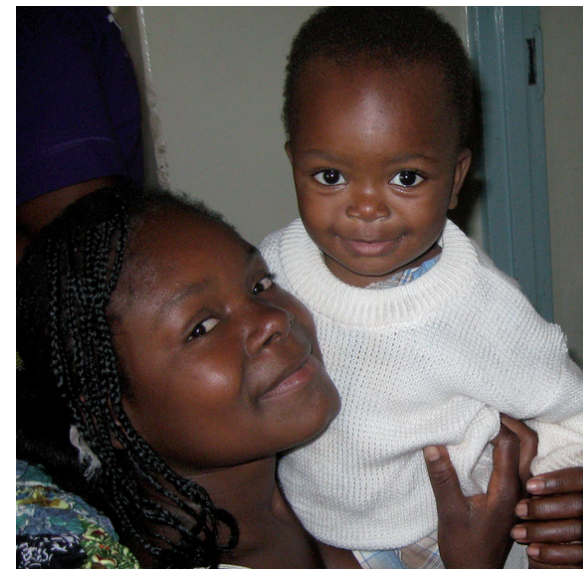
In August 2016, I had the honor of traveling to South Africa for a conference hosted by Africa Cares for Life, one of Heartbeat International's long-standing key partners. While we were there, I had the chance to speak to a group of single mothers. Although the color of their skin varied, their words contained a single thread that became more and more evident as we listened to them.

Each woman's story centered on heartbreaking abuse, people abandoning them in a time of need, homelessness, desperate poverty and more. **Each of these women wanted to embrace their maternal instinct.** But, each woman's situation had been so dire and hopeless, she'd been tempted to give up and resort to abortion as her only choice.

However, each woman's eyes would light up as she described the depth of life-



Pictured: Pregnancy help at work in Macedonia (above) and South Africa (below).



saving care she received at a local South African pregnancy clinic. Never before had the light of such unconditional love and care dawned so brightly in the lives of these precious women.

Through Heartbeat International's work in places like South Africa, Israel, Italy, Macedonia, and St. Lucia—all locations we've visited to train leaders this year—you and I come alongside that mother to not just preserve a family tree—**we see to it that each tree, each branch, blossoms and flourishes as it should.**

That's why we circle the globe seven times a year: because every woman deserves the unconditional love and care she needs to choose life for her baby and build a thriving family.

Cindi Boston
Vice President, Heartbeat International

Advancing Life in 2016



41 MOBILE UNITS

Pregnancy help comes in all shapes and sizes, from brick-and-mortar pregnancy centers and ultrasound-equipped medical clinics to mobile ultrasound units. To date, Heartbeat International affiliates include 41 mobile units, delivering life-saving “windows into the womb” right where and when women need it.

Coming alongside and equipping the innovative minds behind mobile units is an inspiring part of our work at Heartbeat International, and it’s a great representation of what our grassroots movement has always been about—**using any and every possible tool to help every mother make the healthiest choice for herself and her precious child.**

While brick-and-mortar locations are still the primary way our affiliates serve women in the United States and worldwide, the ability to park a mobile unit near a college campus or outside an abortion clinic has brought free life-affirming ultrasounds to thousands more abortion-vulnerable women.



4 MINUTES

Every 4 minutes, a child—as well as a mother and a family—was protected from the threat of abortion by Heartbeat International’s network of pregnancy help organizations in the U.S. alone.

Serving pregnancy resource centers, pregnancy medical clinics, non-profit adoption agencies and maternity homes, Heartbeat International is a Christ-centered, inter-denominational organization dedicated to making abortion unwanted today and unthinkable for future generations.

On the ground, **our network is the safe place to land**, providing everything from pregnancy helpline call centers and peer-to-peer in-person consulting to pregnancy testing, to short and intermediate-term housing for pregnant women and their precious children.

From supplying diapers to helping women navigate Medicaid or helping a birth mother craft an adoption plan, Heartbeat’s U.S. network is saving 3,000 lives every single week.



162,000 VIEWS

While there are several pro-life news services around on the Internet, Pregnancy Help News tells a more specific story. With this new platform, Heartbeat has shared with pro-life readers the life-saving work pregnancy help organizations are doing every day, as well as the attacks they face, and the legislation that affects their work.

In this second year of Pregnancy Help News, our stories gained 162,537 unique pageviews, introducing life-minded men and women to the vision and work of Heartbeat International and our frontline life-savers.

But that’s just the tip of the iceberg. Stories from Pregnancy Help News were constantly picked up and run by news sites like LifeSiteNews, LifeNews, LiveActionNews, The Federalist, and The Christian Post.

Heartbeat International has the largest social media footprint in the pregnancy help community, with over 125,000 Facebook fans and 4,000 Twitter followers. We are truly using every opportunity to spread the joy of life!



3,470 LEARNING LEADERS

Launched in 2011, the Heartbeat International Academy currently serves over 3,400 active students with 166 available online courses, including 105 recorded webinars and 22 learning modules.

In July, 2013, Heartbeat became sole proprietor of the Life-Affirming Specialist (LAS) professional designation. LAS was developed specifically for those involved in the pregnancy help movement, and Heartbeat awarded 23 new LAS designations (bringing the total number of active LAS designations to 122) and 132 credit hours over the 2016 fiscal year.

In 2016, **Heartbeat Academy students logged a cumulative 4,552 hours** throughout the fiscal year, while life-affirming medical personnel earned 83 nursing continuing education contact hour credits through the Academy.

In just five years, Academy students have eclipsed the 26,000-hour mark, accessing on-going training to become better equipped to serve clients in their pregnancy help organizations.



2016 Highlights

In its 45th year of offering life-affirming hope and practical support to women all over the world through our network of local help, Heartbeat International has plenty to celebrate about God’s work in the 2016 fiscal year. Celebrate with us and witness God’s work of rescuing women, pre-born children, and their families from the violence of abortion.



Reach | Rescue | Renew

Our Passion

REACH

We Reach...

...those who are abortion-vulnerable through Option Line's® 24-hour contact center and cutting-edge website, OptionLine.org.

RESCUE

We Rescue...

...those who are reached through our life-support network of pregnancy centers providing true reproductive health care, ministry, education, and social services where lives are saved and changed.

RENEW

We Renew...

...broken cities around the world, by developing pregnancy centers where abortion clinics are the only alternative for women who are vulnerable to abortion.

Psalm 144:7

"Reach down your hand from on high; deliver me..."

Psalm 140:1

"Rescue me, O Lord, from evil men; protect me from men of violence."

Isaiah 61:1-4

"He sent me to bind up the brokenhearted...to proclaim the year of the Lord's favor...They will renew the ruined cities that have been devastated for generations."

Reach...Option Line

We REACH those who are abortion-vulnerable through Option Line's® 24-hour contact center and cutting-edge website, OptionLine.org. Option Line launched a newly updated and mobile-ready website on April 1, 2015 that immediately enhanced our online reach.

236,000

Contacts

Heartbeat's Option Line answered the call—including text, email, and live chat—236,768 times in the 2016 fiscal year.

That's an average of nearly 20,000 contacts every month. The continued success of Option Line can be seen as the newly redesigned OptionLine.org continues to engage over 45,000 monthly users for a total of 543,115 unique users during fiscal year 2016—a **total that's in addition in our direct contacts number above.**

Even in our digital age, the phone call remains by far the most common means Option Line uses to reach women and families facing an unexpected pregnancy, making up about 76 percent of the total contact volume. That is why we added one-click calling to our mobile website.

Targeted advertising for Option Line online and through smartphone apps has also significantly increased our reach through online live chat, connecting even more women to real-time help and support.

63

Percent

While Option Line consultants often stand in the gap between an abortion-vulnerable caller and a decision for life, the primary role of the 24/7 helpline is to connect the abortion-vulnerable caller to pregnancy help in her community.

After she answers the call, an Option Line consultant has access to a database of 2,100 pregnancy help locations in the U.S. and Canada, allowing her to connect her caller with the nearest location where she can find help and support.

Each Option Line consultant also has access to Option Line Plus Link, enabling her to schedule an appointment with a local pregnancy center right there on the line.

The result? A total of 70 percent of appointments made through Plus Link were kept in 2016, compared to an average of 55 percent when a woman schedules an appointment directly with a center.

Option Line is the realization of one of the original dreams of Heartbeat International's founders—a 24/7 helpline to care for women as they make decisions of life or death. With today's technology, we've gone even farther, reaching these women where they are and connecting them to our network of local organizations.

1

Consultant

An Option Line consultant can literally save lives every time she answers the phone, and one consultant in particular has built an enduring legacy.

Nafisa has been working as an Option Line consultant for 11 years. In that time, she has logged over 22,000 hours and personally answered over 230,000 cries for help.

Once you count the preborn child and his or her father, Nafisa has directly touched nearly 700,000 lives through Option Line.

Knowing that a single consultant can impact so many lives, Heartbeat International added two part-time consultants in 2016—one of whom speaks both English and Spanish.

Now, the life-saving help we provide is available in Spanish as well as English almost 100 percent of the time.

24/7

365

Just as it has from its inception in 2003, Option Line is available to answer the call with live, real-time help 24 hours per day, 7 days a week, 365 days per year.

As **the only national round-the-clock pregnancy helpline serving the United States and Canada,** Option Line serves as a vital connection point between a woman facing an unexpected or difficult pregnancy and her nearest pregnancy help organization location.

The 2,100 locations in the U.S. and Canada who currently utilize Option Line have the ability to route after-hours (or vacation) calls and contacts directly to the helpline.

Even during winter storms, national holidays—including Christmas and Thanksgiving—as well as nights and weekends, Option Line consultants are always answering the call.

Reach in Action

“To Help Another Person”

“Melissa,” had previously undergone an abortion at a Planned Parenthood and had regretted it ever since. When she discovered she was pregnant a second time this September, she turned to Option Line.

What Melissa wanted more than anything was a place where she could find help and support without a financial incentive for her to choose abortion. **In short, what Melissa needed was the compassionate help of another person.**

That’s exactly what she found at Option Line. Telling our consultant her back-story and her desire to make the healthiest choice for everyone involved in her unexpected pregnancy, Melissa was relieved to find help near her that was not connected with Planned Parenthood or any other abortion business.

Option Line consultants handle a quarter million calls and contacts from women just like Melissa every year, connecting them with life-affirming help and hope in their own neighborhood.

With over 2,100 pregnancy help locations in Option Line’s network of U.S. and Canadian centers, women like Melissa always have a life-saving alternative to abortion near them.

“Melissa was relieved to find help near her that was not connected with Planned Parenthood or any other abortion business.”



“There is help and hope.”

Flooded with memories of the pain and struggle while she fought cervical cancer in her first pregnancy, “Brooke” was losing sight of the triumph she’d experienced and was beginning to think of abortion as her only way out when she found out she was pregnant a second time.

When she called Option Line, Brooke asked about the abortion pill.

As our Option Line consultant spoke with Brooke, she suggested that, before Brooke turned to abortion as her answer, she could visit a pregnancy center for a free ultrasound that would help her understand her situation more clearly.

But more than just information and help, **the consultant was offering the one thing Brooke might need to continue her pregnancy: hope.**

“It could be another miracle pregnancy,” our Option Line consultant reminded Brooke.

“I am so grateful she called. She was too. She will go to our centers and get support and another ultrasound and know she is not alone. There is help and hope.”

OptionLine
Call anytime 800•712•HELP

Rescue...Empowering Everyday Life-Savers

We RESCUE those who are reached through our life-support network of pregnancy centers providing true reproductive health care, ministry, education, and social services where lives are saved and changed.

Heartbeat International staff logs **upwards of 180,000 miles per year** training and investing in pregnancy help leaders in locations all over the world. In addition to the Annual Conference and Consultant Continuing Education, Renewal, and Training, Heartbeat offers a catalog of 38 resources—all developed in-house—as well as the Heartbeat Academy, which has an active online enrollment of 3,470.



Atlanta

Georgia

Attended by 1,100 leaders from all over the globe, the 2016 Heartbeat International Annual Conference in Atlanta, Georgia offered these frontline lifesavers face-to-face training, support, encouragement, and prayer.

The Conference featured 75 workshops—in addition to 15 In-Depth Day opportunities—and seven keynote speakers, highlighted by 40 Days for Life's Shawn Carney and Hollywood producer Leo Severino, who has brought us *Bella*, *Crescendo*, and *Little Boy*.

The Conference reflected Heartbeat's global focus, with attendees from 15 countries outside the United States on site. The best-attended event in Heartbeat's 45-year history, the theme of the conference was "Celebrating Heroes."

Faced with the worldwide epidemic of abortion that takes well over 50 million lives each year, the frontline life-savers Heartbeat International exists to support and equip are the true heroes in the lives of women and families every day.

Columbus

Ohio

Heartbeat International's in-depth training, Pregnancy Help Institute, was held twice during the fiscal year 2016, hosting a total of 91 leaders right in our own offices in Columbus, Ohio.

The weeklong intensive training is a blessing—and a challenge—for pregnancy help leaders of any level. Our "New Director" track focuses on equipping new leaders, while our "Leadership" and "Development" tracks are **geared to deepen seasoned leaders' expertise to better reach and rescue lives in their locations.**

Thanks to generous supporters of Heartbeat International, we were able to offer 26 New Director scholarships for this incredible opportunity.

After offering this training for the past decade, in August 2016, we expanded the opportunity to include a hands-on course in ultrasonography, equipping 13 nurses to utilize the life-saving tools that offer more clients a crucial "window into the womb."



Rome

Italy

Our international partners at Movimento per la Vita (MpV) invited us to participate in a youth exchange so that we could learn from one another. Jennifer Minor, a member of our communications team, visited four cities in Italy where she had a first-hand look at our Italian partners in this crucial work.

While she was there, Jennifer had the honor of hearing directly from Pope Francis, who attended MpV's 40th anniversary event and expressed his personal gratitude for what he called the **"Good Samaritans" at work in the pregnancy help community.**

Our international travels also included Israel, Macedonia, South Africa, and St. Lucia.

Heartbeat's Senior Director of Ministry Services, Betty McDowell, spoke at an international pro-life gathering in Israel where 11 countries were represented by 100 attendees.

Meanwhile, Bri Laycock, Heartbeat's Option Line Director, along with our international coordinator, Carrie Beliles, traveled to St. Lucia to equip a burgeoning pro-life effort with Heartbeat trainings.

Rescue in Action

Jonathen: The “Crisis” Who Turned a Family Right-Side Up

It’s a weekday afternoon at the Pantovich home in the greater St. Louis area. Naptime for the youngest of Tiffany and Filip’s five boys, and time for the four oldest to tackle the last of their homeschool coursework for the day.

It’s a setting Tiffany says would have felt every bit as foreign to her five years ago as her home address at the time. Back then, living in Germany, Tiffany and Filip experienced a crisis that seemed sure to end their already-fragile marriage and send the family into a tailspin.

Today, that “crisis,” is a rambunctious 4-year-old named Jonathen.

Nowhere to Hide

Stationed at Ramstein Air Force Base, the headquarters of the U.S. Air Force presence in Europe, Filip was deployed to Qatar, leaving Tiffany to care for the couple’s three small sons—including a newborn.

At a going-away party on base, Tiffany was taken advantage of by a trusted friend late in the night. When she awoke, she couldn’t remember what—if anything—had happened the night before, but a positive pregnancy test a month later left no doubt. Tiffany was pregnant, and in addition to the fact that Filip wasn’t due back for another two months, the father of the child was of a different ethnicity. There could be no hiding what had happened.

“Honestly, **I never really believed in abortion before that,**” Tiffany said. “I always figured, ‘to each their own,’ and it wasn’t for me. **That was the first time that I ever found myself in a position to consider it as an option,** and it was more out of fear for my marriage then it was for anything.”

An Unanticipated Lifeline

Because legal abortions in Germany are generally performed at 12 weeks or earlier and only after a required counseling session at least three days prior to the execution of the procedure, one of Tiffany’s first calls was to Heartbeat Crisis Pregnancy Center, an on-base organization affiliated with Heartbeat International.

Newly appointed as the center’s executive director, Carrie Beliles had just returned from her first Heartbeat International Annual Conference. One of the workshops, “Answering the Hard Questions,” had been facilitated by Bri Laycock, director of Option Line.

It turned out, another workshop attendee had posed almost the exact same scenario as Tiffany’s. The advice from Laycock and other pregnancy center directors in the room had been threefold: Stay on the line. Keep the connection open. Take it a day at a time.

Now, it was Beliles’ turn.

“As I got to know Tiffany and listened to her story, God began to teach me to take one step at a time, one day at a time,” Beliles, who now serves as Heartbeat International’s International Program Specialist, said. “I wasn’t going to ‘fix’ Tiffany’s situation. There was no formula. There were very few words of wisdom I could offer.

“**I only had the love of Christ,** which I have seen and experienced in my own life, and which I could draw upon to share with someone who was hurting, alone and scared. Extending love was all Tiffany needed at that moment.”

Choosing Life, Turning a Corner

As Beliles listened to Tiffany in the initial stages of their conversation, she picked up on Tiffany’s veiled reservations about abortion. She had called to get an abortion, after all, but it was clear she wasn’t on board with it on moral grounds as a professing Christian.

When they looked together at relevant scriptures, Tiffany said that, for the first time, she was struck on a personal level with the biblical theme of God’s concern for the protection of the innocent.

That proved a crucial turning point for Tiffany. But, it felt like the final deathblow to she and Filip’s threadbare marriage when he made it clear that, even though he’d try, he wasn’t convinced they would stay married much longer.

Neither was Tiffany, but as her pregnancy went along, she and Filip’s marriage turned a corner neither of them saw coming.

“I was walking on eggshells every day, waiting for him to say, ‘Okay, time for you to go,” Tiffany said. “I don’t even know how, or when, or what exactly happened, but shortly before Jonathen was born, we were probably at the best we’ve ever been in our marriage. I think the whole situation forced us into friendship and to actually talking to each other rather than just trying to be married.”

Last March, Tiffany and Filip renewed the vows they originally made over a decade ago. It was a day Tiffany said she thought would never come. But that was before Jonathen came and turned their world right-side up.



Renew...Life In the Public Square

We RENEW broken cities around the world, by developing pregnancy centers where abortion clinics are the only alternative for women who are vulnerable to abortion.

Protecting Truth

The effective, life-saving work of pregnancy help centers, including ultrasound-equipped medical clinics, has caught the attention of the well-funded abortion industry.

As a result, pregnancy centers—including many within the Heartbeat International network—are in the crosshairs of unprecedented assault by an abortion industry intent on protecting its own deadly business.

Backed by abortion lobby groups like NARAL and Planned Parenthood, state legislatures in California and Illinois passed laws that would force pregnancy centers to refer or promote abortions in direct violation of deeply held religious convictions.

Not only does this violate the freedoms of speech and religious liberty enshrined in the First Amendment of the U.S. Constitution—an argument that may be decided at the Supreme Court—it **also violates a crucial tenet of Our Commitment of Care and Competence**, an ethical code of practice agreed to by Heartbeat International affiliates.

Our Pregnancy Help News has served as the main news source to the pro-life, conservative and Christian communities during these attacks, while op-eds from our board of directors and executive leadership have appeared in national news sources including *The Daily Signal* and *The San Jose Mercury News*.

Heartbeat International continues to be a key source of networking and leadership on these issues to our affiliate community, providing Center Defense tools and advising affiliates on how to navigate in this difficult landscape.

Celebrating

Life-Savers

In November of 2015, the U.S. Senate and House introduced resolutions to call for the week of November 8, 2015 to be officially designated “National Pregnancy Center Week.”

The resolutions, though they would eventually fail, celebrated the fact that community-supported pregnancy centers perform **an estimated 230,000 ultrasounds, mobilize 30,000 volunteers for 5.7 million hours of uncompensated time**, and called attention to the 2 million direct contacts Heartbeat International’s Option Line answered from 2003 to 2014.

Heartbeat International also took that week to celebrate the life-savers in every pregnancy resource center, medical clinic, adoption agency, and maternity homes by celebrating our second annual “Pregnancy Help Appreciation Week.”

During this week every November, Heartbeat International offers discounted trainings through the Heartbeat Academy, as well as video thank-you messages from national leaders addressed to the pregnancy help community.

6 Moms

6 Babies

Heartbeat International introduced six moms and six babies rescued from the threat of abortion to Washington, D.C. for Babies Go to Congress® in January, 2016.

The moms met with their district congressional offices to tell their story of rescue, and **each brought along their precious children as flesh-and-blood proof of the life-giving power of the pregnancy help movement.**

Since Heartbeat’s first Babies Go to Congress in 2009, 120 moms have been given the opportunity to meet with over 240 congressional offices in the most powerful pro-life event on Capitol Hill.

Coordinating the event with the annual March for Life also gave moms the chance to participate in the March, which was attended by hundreds of thousands of Americans marking the anniversary of *Roe v. Wade*.

Heartbeat International’s Board Chairman Peggy Hartshorn, Ph.D., appeared on EWTN with Teresa Tomeo along with one of the mothers who attended to share that same message with viewers all over the world.

Renew in Action

She Felt She'd Ruined Her Son's Life by Getting Pregnant, Now Hear What She Says

Not many people can say they celebrated their first birthday on the floor of the U.S. House of Representatives.

Then again, there's only one Milo.

Decked out in a hand-crafted birthday hat made by his mother, Jessica, Milo and his older brother, Oliver, were privy to a guided tour of the House floor Jan. 21, 2016, as an unexpected perk of Heartbeat International's Babies Go to Congress.

Though Milo and 2-year-old Oliver were much more impressed by a book of airplanes and space shuttles they found in one congressman's office than they were to sit where President Obama delivered his final State of the Union address just days before, the visit marked a significant milestone for their mom.

When she found out she was pregnant with Milo, Jessica felt she had betrayed her firstborn and deprived him of the life he deserved.

After a rocky beginning, life was good for Jessica and Oliver. They lived with her grandmother on a hill where most of her family also owned homes. Oliver's dad, who was verbally abusive to Jessica during her pregnancy, had finally come around and now seemed committed to co-parenting his little boy.

Now, Jessica found herself pregnant again. This time, Oliver and Milo's father made it clear he wasn't going to stay around.

"I just felt like I had ruined Oliver's life," Jessica said. "He just had this incredible life, and I just felt like my choices were just going to rip everything away from him. So, with Milo, I was considering abortion. I just felt like it wasn't fair to Oliver for me to have another child."

Though the idea of abortion turned out to be more of a passing thought in Jessica's mind, she still needed a friend to help her through her pregnancy. That's when she turned, a second time, to Fallbrook Pregnancy Resource Center, where she saw Milo and heard his heartbeat for the first time over ultrasound.

Jessica had originally gone to the center for help when she was first pregnant with Oliver. Although she and Oliver's father made several visits together, as he became verbally abusive, she began to make many trips herself.



Pictured above: Jessica tells her story on Capitol Hill with her two sons, Milo and Oliver, at Heartbeat's Babies Go to Congress.

It was during those 1-on-1 visits Jessica told her peer counselor, Claire, what was going on between her and her boyfriend.

"When you feel so low about yourself, having someone love you even though you feel like you're a terrible person—it was really just incredible," Jessica said through tears.

Claire and the rest of the staff helped Jessica through both pregnancies, and helped her establish herself in the process. Jessica became a state-certified notary and now nannies full-time in what she calls a dream position, where she and her boys are together all day while she works.

As she watches her sons grow together, Jessica can't imagine her life without Milo.

"He's just so incredible," Jessica says of Milo. **"And what I thought was just going to be the biggest punishment to my son ended up being the best gift I could give him."** He's an incredible big brother, and Milo is just so sweet and full of life.

"It's been a really incredible journey. With Claire's encouragement, I was able to do things I wouldn't have done before."

Jessica was one of six moms who went to Capitol Hill to tell their story of how pregnancy help has rescued their families and empowered them to make healthy decisions Jan. 21 as part of Heartbeat International's Babies Go to Congress.

Jessica told her story to the offices of U.S. Senators Barbara Boxer (D-CA), Dianne Feinstein (D-CA), along with U.S. Representatives Darrell Issa (R-CA) and Duncan Hunter (R-CA).

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 46 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 the Boston area, where they are actively involved in their local church and New England area pregnancy help ministries.



Pia de Solenni, S. Th.D.

Associate Dean, Augustine Institute

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

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.

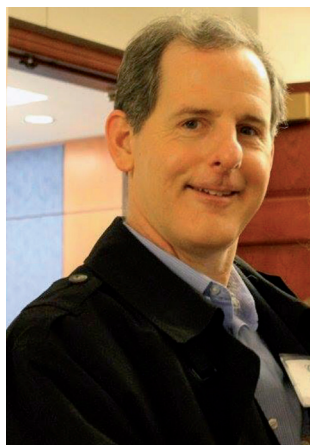
Our Board of Directors



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 has partnered with national pro-life groups including Virtue Media, Online for Life and Heroic Media in efforts to connect women in unexpected pregnancies with local help.



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.



Derek A. McCoy

President, The Maryland Family Alliance

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.



Sherry Wright

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. Sherry serves on the prayer teams of Mountain Top Church and The American Renewal Project. She has had leadership positions in many local community organizations and and served on the board of another national pro-life organization.

Our Medical Advisory Council

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



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

Cindi has worked in the business, education and non-profit sectors in Kansas, Ohio, and Missouri since 1985. She was elected to the first Board of Directors for the initial setup of Pregnancy Care Center (PCC) in the winter of 1998. She oversaw the center's growth from startup through the first 15 years of service, where the ministry reached 285,150 local women and men.

Cindi is a graduate of Evangel University. She is a certified Life-Affirming Specialist (LAS) and was selected as one of the top 12 non-profit directors of underserved populations in Missouri. Cindi is the proud mother of two sons, Josh and Caleb.

2016 Executive Leadership



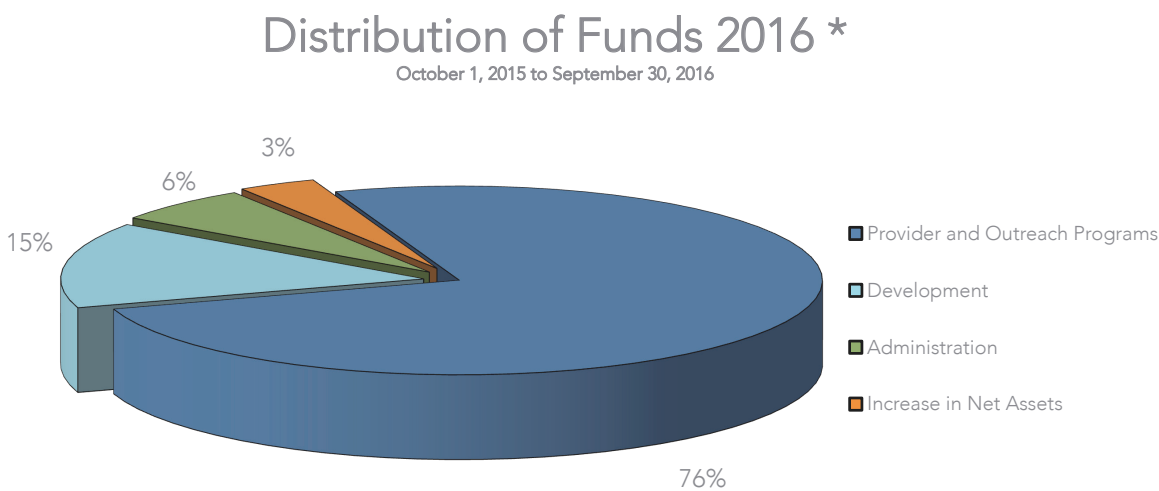
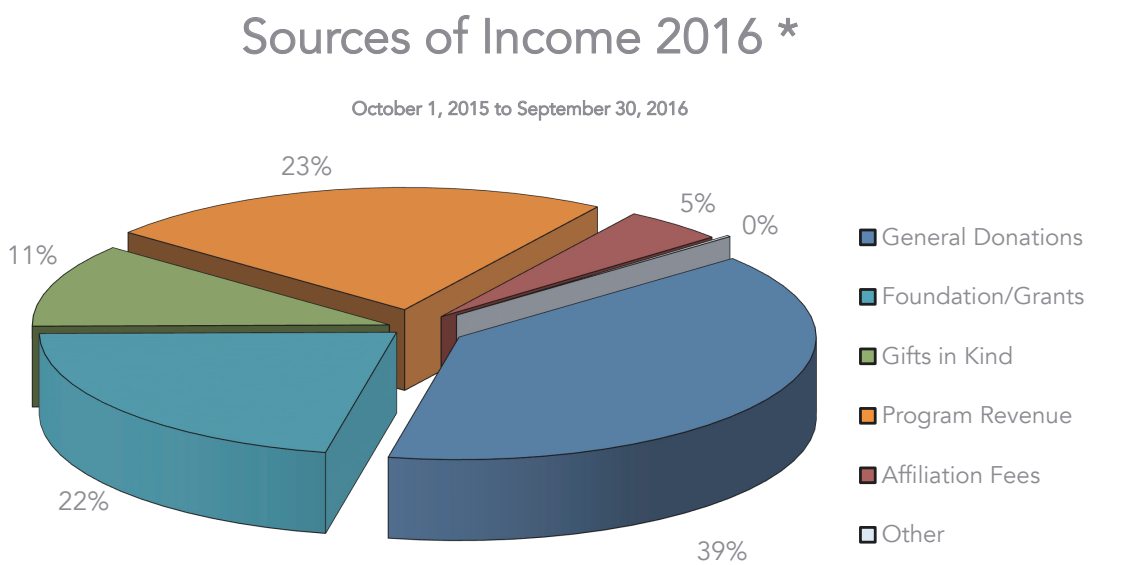
Jor-El Godsey, *President of Heartbeat International*

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. Now serving as the second President in Heartbeat International’s history, preceded only by Peggy Hartshorn, he continues to remind us all that we are better together.

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	
General Donations	1,356,343
Foundation/Grants	747,727
Gifts in Kind	381,616
Program Revenue	800,690
Affiliation Fees	159,850
Other	5,953
Total	3,452,179
Distribution of Expenses	
Provider and Outreach	2,610,195
Programs	
Development	507,582
Administration	213,891
Increase in Net Assets	120,511
Total	3,452,179
End of Year Net Assets	
Unrestricted	730,426
Temporarily Restricted	316,615

* All financial information based on Audited Financial Statements prepared by McClintock & Associates

HEARTBEAT INTERNATIONAL

5000 Arlington Centre Blvd., Ste. 2277 / Columbus, Ohio 43220

Website: www.HeartbeatInternational.org / Email: Support@HeartbeatInternational.org

