



**Heartbeat**  
INTERNATIONAL

*Annual Report*  
2014



# HEARTBEAT'S LIFE-SAVING VISION

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

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“The work of Heartbeat International is the heart and soul of the pro-life movement. While many of us work in public policy arenas to restrict and limit abortions, Heartbeat is on the frontlines touching women's lives and saving babies. I thank God for Heartbeat and highly commend their ministry to others as they seek to minister to the least of these—our tiny brothers and sisters.”  
John Stemberger, President & General Counsel, Florida Family Policy Council

# OUR PRESIDENT'S MESSAGE



*Peggy Hartshorn, Ph.D.,  
has served as President of  
Heartbeat International since 1993.*

The year 2014 has been a year of blessings. As Heartbeat International advances pregnancy help worldwide, we are REACHING those vulnerable to abortion, RESCUING them and their babies, and RENEWING communities for LIFE in amazing ways—always by the grace and favor of God.

One of the highlights of the year was the milestone we reached on July 16, 2014 when one of Heartbeat's trained Option Line consultants answered the phone, just after midnight, when everything seems so dark for someone in need.

The woman on the line began to ask questions about abortion. After calming the young woman, Option Line was able to connect her to her local pregnancy center. (We found out later that she was continuing in the good hands of that

loving center.)

All of that was not unusual. Option Line answers calls, emails, texts, and online chats from women and girls who think they might be pregnant (or have just found out that they are) 24 hours per day, seven days per week. Our goal is to connect every precious person with the life-saving help of her local pregnancy center.

What was amazing about that call was that it was the **2 millionth** contact since Option Line answered its first call in the Heartbeat headquarters in 2003! When I think of the hundreds of thousands of babies who are alive today because of Option Line and our pregnancy help centers, I am in awe of how the Lord works—through the voices, faces, hearts, hands, and feet of His humble servants!

When Heartbeat International was founded 43 years ago, one of the original five goals was a "Watts line"—the name, in those days, for a toll free phone number. We have achieved that goal in a beautiful way with Option Line!

Moreover, Option Line's cutting-edge, web-based technology is now being used to upgrade the technology of SOS Vita, the helpline of Heartbeat's affiliate network in Italy. This could be our new frontier of connecting pregnancy helplines worldwide—something even our visionary founders did not foresee!

I thank God for all those who have been part of His mighty work, especially in 2014, through Heartbeat International.

Blessings,

*Margaret A. Hartshorn*



# OUR INTERNATIONAL REACH

*Life matters. We all agree.*



*Jor-El Godsey is Vice President of Heartbeat International, where he has been on staff since 2006.*

In standing for life we are agreeing with the Creator of Life. Life matters in your family and your community. Life matters here and everywhere. That's why Heartbeat is advancing pregnancy help all around the world!

Heartbeat International's network of pregnancy help organizations is accomplishing great things all over the world.

**China:** The very first organized pregnancy help outreach took root this year in the most populous country in the world. With limited local resources and adverse governmental policy, the Heartbeat International network responded by raising more than half of this ministry's year-one budget. These funds were presented to the courageous director of that outreach at the 2014 Heartbeat International Annual Conference in Charleston, South Carolina.

**Latin America:** Our partners, Centro de Ayuda para Mujer (CAM), continued their exponential growth of life-affirming centers serving Spanish-speaking countries. They battle the myth that abortions do not happen in countries where it is illegal or highly restricted.

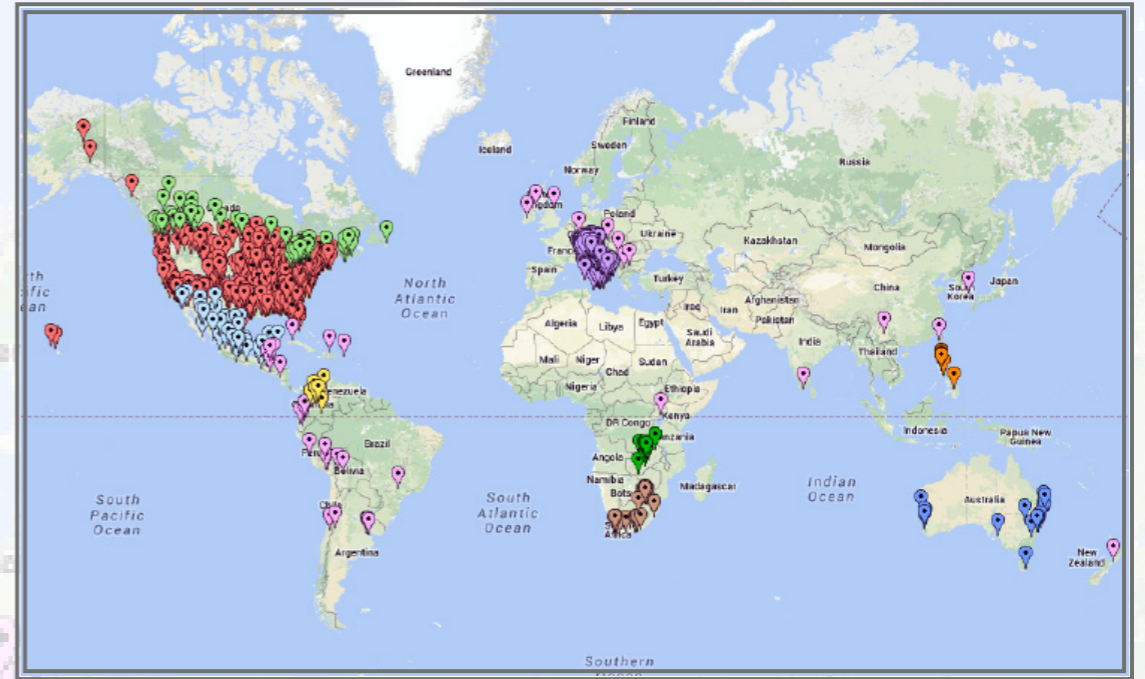
**Europe:** Thirty pregnancy help leaders from Western and Eastern Europe assembled in Bratislava, Slovakia in September 2014, representing 13 countries. This marked the first time since 2005 that so many pregnancy help leaders from across Europe convened to build relationships, learn from one another and strategize for stronger impact.

Life matters everywhere and every day. As we look back, we also look forward in anticipation for the good things that are unfolding on every continent. Powerful gains are being made in Africa, ground-breaking projects are unfolding in Italy, and new leaders are hearing the call to the positive, life-affirming pregnancy help outreach in every corner of the globe.

A handwritten signature in blue ink that reads "Jor-El Godsey". The signature is fluid and cursive, written in a professional style.

# OUR YEAR IN OVERCOMING HIGHLIGHTS OF 2014

In its 43rd year of offering life-saving care and practical support to women all over the world through an effective network of life-affirming ministries, Heartbeat International has plenty to celebrate about God's work in the 2014 fiscal year. Celebrate with us and witness God's work of rescuing women, pre-born children, and their families from the violence of abortion.



## 60+ HOMES

Heartbeat International is delighted to have a record number of housing affiliates this year—63 locations! Partnering with the National Maternity Housing Coalition, our reach to the maternity home community has continued to grow with 11 new housing affiliates in 2014.

In order to support our growing number of housing affiliates, we've launched Power Conversations—interactive online forums—as a method for housing leaders to connect and learn from one another about challenges specific to running a home. The 2014 Heartbeat International Conference also featured a full day of in-depth training for housing leaders, 6 housing-specific workshops, and a special Housing Reception.

Housing is a critical part of our outreach to pregnant women who, in order to choose life, sometimes only need to know that they have support after their child is born. We are delighted to welcome more maternity homes than ever this year.

## 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 center counseling, to in-person peer counseling. From pregnancy testing to short- and intermediate-term housing for pregnant women and their precious children. From supplying diapers to helping women navigate Medicaid, and even assisting women to make adoption plans in the midst of an unexpected pregnancy.

## 80,000 FANS

Heartbeat International's social media presence grew exponentially in the 2014 fiscal year, with Facebook fans seeing nearly a 500 percent increase to a total of 79,676 by year's end.

Fast becoming an irreplaceable vehicle to message Heartbeat's life-saving vision and mission to the public, Heartbeat's Facebook posts were commented, clicked, or shared by over 80,000 unique users every day throughout the entire month of August.

Heartbeat International's social media reach is the highest in the pregnancy help movement, allowing more life-minded men and women to get acquainted with the organization's vision and work.

Heartbeat International also has a presence on Twitter, with 3,134 followers, and Heartbeat International President Peggy Hartshorn joined the twittersphere to further our efforts to connect with life-affirming friends the world over.

## 2,002 STUDENTS

Launched in 2011, the Heartbeat International Academy currently serves over 2,000 active students with over 125 available online courses, including 78 recorded webinars and 21 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 21 new LAS designations and 166 credit hours over the 2014 fiscal year.

In 2014, Heartbeat Academy students logged a cumulative 6,133 hours throughout the fiscal year, while life-affirming medical personnel earned 49 nursing continuing education contact hour credits through the Academy.

In less than four years, Academy students have eclipsed the 15,000-hour mark, accessing on-going training to become better equipped to serve clients in their pregnancy help organizations.

# OUR BOARD OF DIRECTORS

## 2014 LEADERSHIP



### **Ken Clark**

Board Chairman • President, Farmer Boys Restaurants

Ken has been involved in the pro-life movement since helping start a pregnancy center in Placentia, California in 2000. He is committed to helping those women in need and making sure that everyone knows his commitment to the life of the unborn. That is why Ken gives his time, talent, and treasure to support Heartbeat International.



### **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.



### **Cindi Boston**

CEO, Pregnancy Care Center

Cindi Boston, LAS, has worked in the business, education, and non-profit sectors in Kansas, Ohio, and Missouri since 1985. She has been a part of the pregnancy resource movement for more than 17 years. Cindi was elected to the first Board of Directors for the initial setup of Pregnancy Care Center (PCC) in the winter of 1998. Since then, the center has provided services to more than 225,000 local women and men ages 12–45.



### **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 talk shows, 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.



### **Cathy Clark**

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.



### **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).

# OUR BOARD OF DIRECTORS

## 2014 LEADERSHIP



### Derek A. McCoy

President, The Maryland Family Alliance

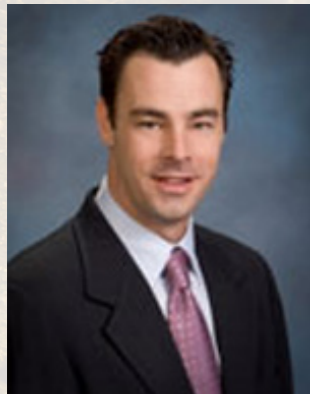
For several years, Derek McCoy has lead bi-partisan initiatives that have promoted the advancement of justice and righteousness in our culture. He served as Senior Vice President of The High Impact Leadership Coalition and serves as Associate Pastor of Hope Christian Church. Derek served as the Ethnic Outreach Director of the Proposition 8 initiative in California which defined Marriage between a man and a woman. He has been instrumental in conducting Educational Summits with pastors, community leaders, and citizens on issues affecting culture.



### Robbie Randolph

Real Estate Development

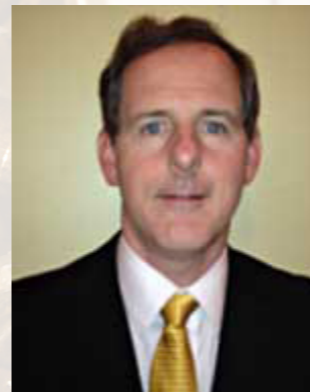
Since joining the pro-life movement in 2008, Robbie Randolph has been volunteering and working at his local pregnancy center, and consulting with several national pro-life organizations. His passion for ending abortion is evidenced through his service as a board member of the Davis Foundation and the life-affirming organizations they support. Robbie and his family live in Greenville, South Carolina, where Robbie manages a commercial real estate company.



### Brandon McCrary

Insurance One

Brandon McCrary has been in the insurance market in Texas for the past 17 years. He is an agent with Insurance One, with expertise in church and non-profit agencies, including religious organizations, churches, schools, and daycares. Brandon has also spent time learning the construction industry. Brandon and his wife, Debbie, are the proud parents of three wonderful children, Jace, Kaylee, and Jackson. They enjoy spending time outdoors, especially on the water.



### 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. Gary and Pam, his wife of nearly 20 years, are the parents of five beautiful children. Each is a testament to the power of life.



### Oscar Mendoza

Pastor, Trinity Church

As Pastor of Family Life Ministries at Trinity Church, Oscar Mendoza oversees the Couples and Family Ministries for the English and Spanish congregations; serves as a member of the pastoral planning team; provides counseling services to couples and families in the congregation and the City of San Fernando community; and he is a regular speaker at Sunday English and Spanish services. Oscar Mendoza is a graduate of Fuller Theological Seminary where he earned a Master in Divinity (M.Div.) with a concentration in Family Life Education.

## MEDICAL ADVISORY COUNCIL

Joel Brind, Ph.D. • New York  
Freda Bush, M.D. • Mississippi  
Sarah Cleveland, RDMS • Ohio  
Paul Dorinsky, M.D. • North Carolina  
Paula Grimsley, R.N.P. • Virginia  
Delbert Hahn, M.D. • Alabama

Thomas Hilgers, M.D. • Nebraska  
Anthony P. Levatino, M.D., J.D. • New Mexico  
Alan Murnane, M.D., FACOG • Ohio  
Julie Lynch McDonald, Pharm.D. • Alaska  
Michael Parker, M.D. • Ohio

# OUR LEADERSHIP

## Peggy Hartshorn, President



Margaret H. (Peggy) Hartshorn, Ph.D., has served as President of Heartbeat International since 1993. Under Peggy's leadership, Heartbeat has grown from 250 members to become the largest and most expansive network of Christ-centered, life-affirming, pregnancy help ministries in the world.

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's book, *Footsoldiers Armed with Love* (Available from Heartbeat International), is a personal history of the first 40 years of the pregnancy help movement.

Peggy was a college English professor for twenty years at Franklin University in Columbus, Ohio. She has been married to Michael Hartshorn for 45 years. They have two adopted children, now married, and five grandchildren.

## Jor-El Godsey, Vice President



Jor-El Godsey serves as Vice 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 non-profit adoption services, in the U.S. and on every inhabited continent.

He oversees Heartbeat's core mission as the leadership supply line for pregnancy help 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 came to Heartbeat after serving in the pregnancy help community since 1988. He first served as a volunteer at Hope Pregnancy Centers, a pregnancy help organization in Ft. Lauderdale, Florida. He then joined their board and served as Chair before he was tabbed 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 community.

Jor-El met his wife, Karen, at a volunteer training meeting for the Hope Pregnancy Centers in Ft. Lauderdale. They currently make their home in Columbus, Ohio, with their three children.



# OUR PASSION

## HEARTBEAT'S LIFE-SAVING VISION

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

## HEARTBEAT'S LIFE-SAVING MISSION

*...is to Reach and Rescue as many lives as possible, around the world, through an effective network of pregnancy help ministries that Renew their communities for LIFE.*



## TO ACHIEVE OUR MISSION, WE DO THE FOLLOWING:

### **REACH...**

We REACH those who are abortion-vulnerable through Option Line's® 24-hour contact center and cutting-edge website, [www.OptionLine.org](http://www.OptionLine.org)

*"Reach down your hand from on high; deliver me..."*  
Psalm 144:7

### **RESCUE...**

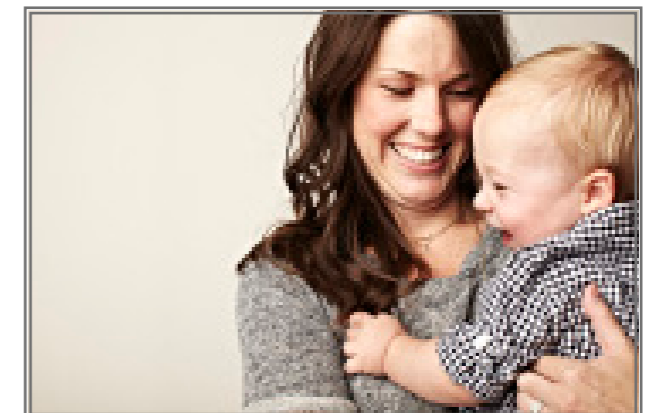
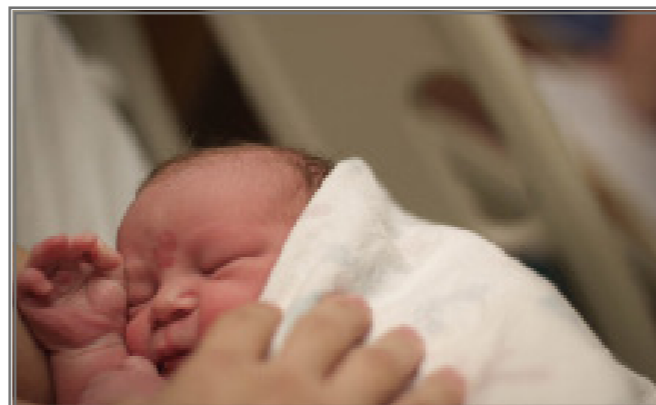
We RESCUE those who are reached through our life-support network of pregnancy centers providing true reproductive health care, ministry, education, and social services where lives are saved and changed.

*"Rescue me, O Lord, from evil men;  
protect me from men of violence."*  
Psalm 140:1

### **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.

*"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."*  
Isaiah 61:1-4



# REACH... OPTION LINE

We REACH those who are abortion-vulnerable through Option Line's® 24-hour contact center and cutting-edge website, [www.OptionLine.org](http://www.OptionLine.org). Option Line answered its 2 millionth call July 16, 2014, reaching the milestone after more than 11 years answering the call.

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.



## 208K CONTACTS

Including one month where contacts exceeded the 20,000 mark, Heartbeat's Option Line answered the call—including text, email, and live chat—208,621 times in the 2014 Fiscal Year alone.

The two peak months were January and July, with totals of 20,021 and 18,514, respectively, for an average monthly total of about 17,500 contacts.

Even in the age of the digital, the phone call remains by far the most common means Option Line reaches women and families facing an unexpected pregnancy, comprising about 160,000 total (77% of the total contact volume).

Targeted advertising for Option Line on phone apps and with online partners have significantly increased the number of visitors who clicked to the online live chat feature, connecting even more women to real-time help and support.

## 72 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 her local pregnancy help organization.

After she answers the call, an Option Line consultant has access to a database of nearly 2,000 pregnancy help organization locations in the U.S. and Canada alone, giving her the ability 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 participating local pregnancy center for a caller.

The result? A total of 72 percent of appointments made through Plus Link were kept in 2014, compared to an average of 55 percent when a woman schedules an appointment directly with a center.

## 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 nine years. In that time, she has logged over 18,000 hours and more than 180,000 contacts.

*That's over 180,000 lives touched by just one consultant!*

Knowing that a single consultant can impact so many lives, Heartbeat International added four part-time bi-lingual consultants in 2014.

These consultants are helping us reach more women than ever in the Latino population. Now the life-saving help we provide is available in Spanish as well as English 79 percent of the time.

In 2015, we hope to make it 100 percent!

## 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 all of North America, 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 nearly 2,000 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

## AN AMAZING MILESTONE!



On July 16, 2014, at 12:08 a.m., an Option Line consultant named Deborah said, “Hello.” The young woman on the other end of the line was looking for abortion information.

She needed someone to talk with, especially when she felt most alone. Option Line—Heartbeat’s 24/7 pregnancy helpline—was there, and the young woman was referred to help in her community, a Heartbeat International affiliate in Northeast Ohio.

But what was so special about this midnight call? After all, Option Line had been reaching women with life-affirming help and hope for nearly 100,000 consecutive hours, carefully connecting women in need with local pregnancy help centers.

This call is especially worthy to celebrate because, as a result of your on-going partnership, it marked the 2 millionth time Option Line has answered the call since we first said, “Hello,” in 2003.

Option Line has realized one of the original goals that Heartbeat founders prayed for back in 1971—a national toll-free line to connect women with help in their area.

That’s why we invite YOU to celebrate with us. This is truly “our” celebration together!

Without your prayerful and financial partnership, Deborah and other Option Line consultants couldn’t reach the 17,000 monthly contacts—phone, live chat, email, and text—they reach every month.

Thank you for faithfully partnering with us everyday to answer the call of women in need through Heartbeat’s Option Line. We have reached this goal together and look forward to our next 2 million contacts, one at a time!

## ONE IN TWO MILLION, BUT NEVER FORGOTTEN

“Morgan” stood in the airport, watching the crowds of humanity bustle by.

Businessmen checking their phones for emails, travelers standing in line in the food court. Everybody seemed so occupied.

Nobody could know her inner turmoil.

Carrying a pregnancy she hadn’t expected, Morgan’s family was deeply divided between life and death. She was only 18 years old.

As she boarded the plane for her mother’s town, Morgan felt lost and insignificant. Forgotten in a crowd.

*Did anybody care?*

At her mother’s house in Washington state, Morgan knew she had come to the right place.

She’d become pregnant while living with her father. Morgan’s father wanted her to abort her baby. The appointment was scheduled.

But Morgan never went to the clinic. Instead, her mother paid for a flight to her town.

In the meantime, her mother called Option Line. She wanted to know if there was a pregnancy help center nearby.

There was. And, as it turned out, it was the very center where Morgan and her mother had volunteered when Morgan was a young girl.

Now, Morgan is in good hands, thanks in part to the help of Option Line, Heartbeat International’s 24/7, 365-day a year pregnancy helpline.

Morgan is one of 2 million lives touched by Option Line since we first answered in 2003. Each day, Option Line answers 500+ calls, texts, emails, and live chats from women who, just like Morgan, are caught between a rock and a hard place—between life and death—and find life-affirming help, right when they need it most.

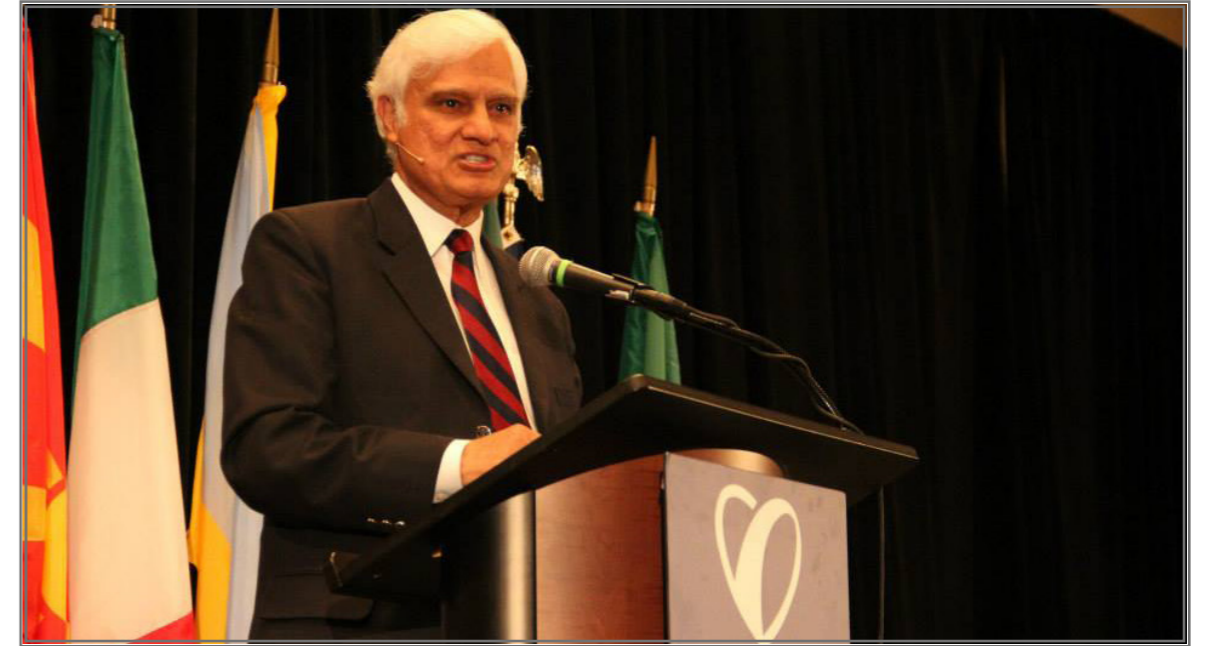
Even though she’s one in 2 million, Morgan, her mother, and her child won’t be forgotten in our crowd.

# 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 175,000 miles per year training and investing in pregnancy help leaders in locations all over the world. In addition to the Annual Conference and Institute for Center Effectiveness, Heartbeat offers a catalog of 38 resources developed in-house, as well as the Heartbeat Academy, which has an active online enrollment of 2,002.



*Ravi Zacharias giving his keynote address at the 2014 Heartbeat International Annual Conference in Charleston, South Carolina*

## CHARLESTON, SC

Attended by over 900 leaders from all over the globe, the 2014 Heartbeat International Annual Conference in Charleston, South Carolina offered these frontline lifesavers face-to-face training, support, encouragement, and prayer.

The Conference featured 78 workshops—in addition to 10 in-depth day opportunities—and eight keynote speakers, highlighted by internationally recognized Christian apologist Dr. Ravi Zacharias (pictured above).

The Conference reflected Heartbeat's intentionally International focus, with attendees from 17 countries (with firsts from China and Macedonia) outside the United States participating, many of whom were sponsored by a generous grant in order to attend the training.

The best attended event in Heartbeat's 43-year history, the theme of the conference was "Love is Our Language."

More than anything, a gift from Heartbeat's community of pregnancy centers to a brand new affiliate in China helped show that love (see the full story on the next page).

## COLUMBUS, OHIO

Geared to train leaders of all levels in pregnancy help ministry, the 2014 Institute for Center Effectiveness in Columbus, Ohio, gave the 60 attendees an invaluable, refreshing step toward excellence.

The training event had three different tracks: New Director, Development, and Leadership.

Among the group of 60 attendees, 44 leaders with fewer than three years of experience followed the New Directors track. Thanks to a generous gift, we were able to offer 35 scholarships to these leaders.

The event included an opportunity for attendees to visit the Heartbeat International and Option Line offices on a guided tour, as well as spiritual refreshment, personality profile implementation, and lectures from several Heartbeat experts.

One attendee said, following the event:

"We were asked at the end to give one word that would describe our whole time here. For me it was HOPE. From the minute I got here, I heard God literally speak to me. It was wonderful."

## BRATISLAVA, SLOVAKIA

In September 2014, Heartbeat International hosted the Europe Pregnancy Help Leaders' Conference in Bratislava, Slovakia, where Heartbeat International President Peggy Hartshorn gave a keynote address on "The Dignity of Women" to 30 leaders from 13 countries.

The Europe Pregnancy Help Leaders' Conference was one of seven conferences outside the U.S. in which Heartbeat International staff participated throughout the fiscal year, encouraging and equipping leaders all over the globe.

The fiscal year started with Heartbeat International's Vice President Jor-El Godsey traveling to Buenos Aires, Argentina—where 10 countries were represented—for a conference that included 200 pregnancy help leaders.

Our partnership with Movimento per la Vita was strengthened as Director of Option Line Bri Laycock, trained 50 attendees in Italy to bolster the work of SOS Vita, a 24/7 helpline similar to Heartbeat's Option Line.

Rounding out the globe-trotting for conferences, Heartbeat International staff led workshops on marketing for about 80 attendees representing 12 countries at the Association For Life of Africa conference in Zambia.

# RESCUE... IN ACTION

## A NEW LIGHT SHINES IN CHINA

*“Look at how a single candle can both defy and define the darkness.”*

- Anne Frank

A new “candle” shining in southern China is lighting the way for pregnancy help.

Supported by the Heartbeat International family, a small team of Chinese nationals has opened the doors of a brand new pregnancy help center, becoming the very first Heartbeat affiliate in mainland China!

These courageous women, four in all, are finding unique ways to fulfill their desire to help save lives. They can't advertise openly. Their own safety and security is at stake each day as they step out in faith.

The primary leader of this fledgling work, “Ani,” attended the 2014 Heartbeat International Annual Conference in Charleston, South Carolina, where she was warmly received with a standing ovation!

Her reception didn't conclude with applause, however, as “Ani” was given a check for \$10,000, all thanks to a special one-time gift from Heartbeat's community of pregnancy help centers, which will help cover expenses for over half the coming year.

Heartbeat spent more than two years quietly laboring in China, through the work of sanctity of life messaging, with only the faintest hope that there could ever be a pregnancy help effort on the ground.

One of the fruits of these efforts is Ani's fledgling work in southern China and her precious team that stands alongside her.

The number one need they have is prayer. Certainly other resources are necessary for their work, but the greatest advocate we can involve is the Lord Himself. Be sure to pray for “Ani” and her colleagues, for favor, grace, safety, and opportunity.



*Photo redacted for safety purposes*

# 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.

Strategically focused upon bringing the hope of life to places most affected by the global tragedy of abortion, Heartbeat International consistently champions the truth that pregnancy help centers are good for every woman, child, family, community and nation in the world.



## 7 MOMS, 7 BABIES

Celebrating the life-saving work of God through Heartbeat's network of pregnancy centers while spreading the message to lawmakers that Pregnancy Help Centers are Good for America, Heartbeat International brought along seven moms and seven babies, our largest team yet, rescued from the threat of abortion to Washington, D.C. for Babies Go to Congress® in January, 2014.

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, 109 moms have been given the opportunity to meet with 222 congressional offices from 23 states 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 observing the 41st year since *Roe v. Wade* made abortion on-demand the law of the land in 1973.

## DEFENDING LIFE-SAVERS

When NARAL Pro-Choice Maryland colluded with Montgomery County, Md. officials to launch an attack against pregnancy help centers in their county, Heartbeat International stood by affiliate Centro Tepeyac Silver Spring Women's Center, while the center fought an unconstitutional law.

Heartbeat International was there to both officially refute the unfounded claims, and to pass along needed information to affiliates and non-affiliates operating in the affected area.

On May 1st, 2014, after three court decisions against the unconstitutional law, Montgomery County—advised by NARAL—gave up the fight.

Pregnancy help resource centers are continuing to operate without unjust signage requirements in Montgomery County, Md., and all pregnancy help organizations have been reaffirmed that the care they offer is a positive and legal contribution to their communities.

This case is a clear victory for pregnancy help centers, not only in Maryland, but across the nation. The Court attacked the very heart of the evidence, its legitimacy and its sources, striking down the unjust law.

## PROTECTING TRUTH

In April 2014, NARAL Pro-Choice America put out a story claiming that Google had removed ads from “crisis pregnancy centers.”

This would have been a serious blow indeed to marketing for pro-life pregnancy centers who work hard to reach women through internet advertising. A woman who makes a Google search such as “pregnant and scared” finds a local Heartbeat International affiliate or Option Line in her search.

Fortunately, as Heartbeat International found out quickly, these advertisements were not removed by Google, and NARAL was doing nothing more than manufacturing a new way to bully pregnancy help organizations.

Heartbeat International's response was quick and effective. Within 48 hours of NARAL's claim, Heartbeat provided a live-streamed webinar titled “The Big 5 of Google Ads,” where Director of Option Line Bri Laycock presented on the in's and out's of Google AdWords.

This webinar has been very popular, reaching over 240 views, and has dispelled lies spread by NARAL while providing information to pregnancy help organizations to allow them to advertise more effectively online.

# RENEW... IN ACTION

## THE POWER OF TWO



*Diana Maldonado and Jaycee Valle*

Afraid to tell her family and desperate to find a way out, abortion was a real option for Diana's mind as she typed in the words, "pregnant and scared" into her Google search engine. What she found was a nearby Heartbeat affiliate pregnancy center whose after-hours phone number routed automatically to Option Line®, Heartbeat's 24/7 pregnancy helpline (800-712-HELP).

Patently listening to Diana's story, the caring voice on the other end of the line helped schedule an appointment for the following week at the pregnancy help center.

In Diana's words:

"I went into (the center) knowing there were other options like an abortion and thinking that was my only way out. My thoughts of having a baby were overshadowed with unanswered questions and I felt like I had hit a dead end."

That day now four years behind her, Diana was all smiles as she shared her story with her Rhode Island congressional offices in Washington.

Of course, she didn't come alone, as she was joined by her 3-year-old son, Jaycee, whose life was both spared and nurtured because Diana found the emotional support and practical resources she desperately needed through Option Line and Heartbeat's network of life-saving local partners.

Like Diana, every woman facing an unexpected or difficult pregnancy desperately needs the emotional support and practical resources you help provide when you partner with Heartbeat International. Over 100 moms and babies thank you... Two at a time.

In the teeth of a bitterly cold week in Washington, D.C., Heartbeat International brought along seven moms and seven babies to deliver a single message to their elected representatives.

Their message? Pregnancy help centers are good for America!

Thanks to the generosity of life-loving partners like you, this year's entourage was the largest contingent Heartbeat has ever brought to the nation's capitol, bringing the total number of moms and babies to over 100 throughout our 12 trips since we initiated Babies Go to Congress® in 2009.

While a look at big numbers like these (plus the more than 200 congressional offices we've visited!) certainly provides a breath-taking view of God's goodness, no number quite drives the point home like... Two.

That's because, every day in the pregnancy help centers, medical clinics, maternity homes, and non-profit adoption agencies you help support through Heartbeat International, the lives of women and their unborn children are being rescued, protected, and preserved... Two lives at a time.

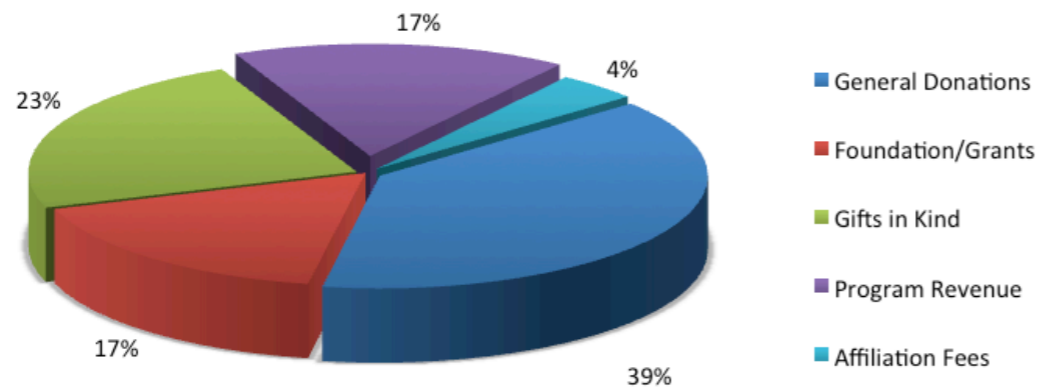
Take Diana and Jaycee, for example. Single and 19, Diana felt as if her "whole world stopped" as the pregnancy test read Positive.



### Sources of Income 2013 / 2014\*

October 1, 2013 to September 30, 2014

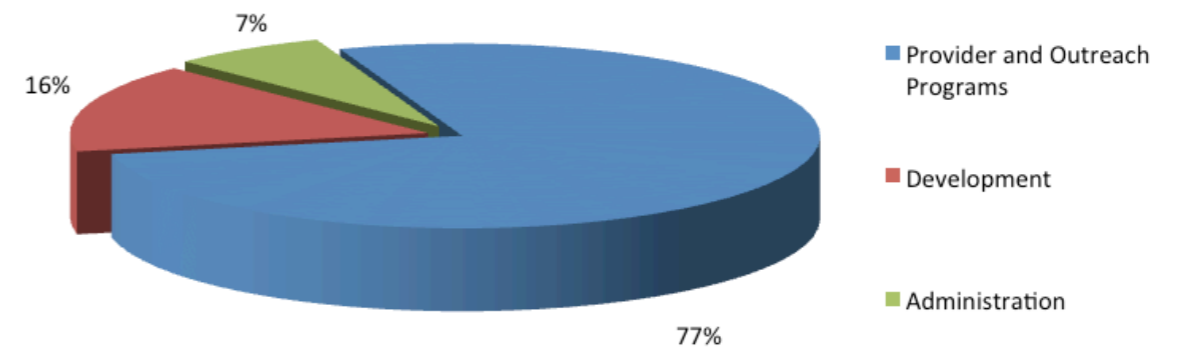
**\$3,679,159**



### Distribution of Expenses 2013 / 2014\*

October 1, 2013 to September 30, 2014

**\$3,220,143**



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

**End of Year Net Assets: \$867,491**  
**Unrestricted: \$459,419**  
**Temporarily Restricted: \$408,072**