



Annual Report

2023

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



SWIFT ACCESS TO PROGESTERONE AND AN ENCOURAGING ULTRASOUND APPOINTMENT BROUGHT CLARITY AND RENEWED DETERMINATION.

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A LETTER FROM JOR-EL

Championing Life Amidst Adversity

JOR-EL GODSEY
President
Heartbeat International

Jor-El oversees Heartbeat's core mission to be the leadership supply line for the growing pregnancy help movement worldwide. Jor-El came to Heartbeat as Vice President in 2006 after serving in the pro-life movement since 1988. Starting his pregnancy help journey in 1991, he joined as a volunteer at Hope Women's Center in Ft. Lauderdale, Florida, later serving on their board as Chair, then as Executive Administrator. In 1999, Jor-El became Executive Director of Life Choices in Longmont, Colorado.

Jor-El met his wife, Karen, at a volunteer training meeting at a local pregnancy center. They currently live in Columbus, Ohio, and have three children.

2023 was our first full year after the sea change brought on by the overturning of *Roe v. Wade*. Along with the welcome protections by pro-life legislators came the angry outburst of abortion proponents to codify abortion practice and promotion. Some states even moved to take away previously popular common-sense funding to help women choose something other than abortion (Pennsylvania, Michigan, Minnesota).

Heartbeat International was directly targeted by the pro-abortion California Attorney General with a lawsuit aimed at Abortion Pill Reversal and our work helping women with their last chance to choose life. We remember well a previous California Attorney General insisting life-loving pregnancy help providers promote abortion in their own facilities and advertising. It took the Supreme Court of the United States to finally reject their efforts with *NIFLA v. Becerra*. It may take something similar as we stand for life and for those women who regret an abortion they've just begun and want to change their mind.

A quote attributed to Ghandi that I've taken to heart is, **"First they ignore you. Then they laugh at you. Then they fight you. Then you win."** Well, they ignored us for quite some time. Until we became too effective. Then they laughed, mocked really, our quaint (though biblical) notions of human dignity and the value of the unborn life and the intrinsic power of women. And now they are fighting us tooth and nail and using their elected positions and the taxpayer pockets to do so. We know what comes next.

We feel every bit of 2 Corinthians 8, "We are pressed on every side by troubles, but we are not crushed. We are perplexed, but not driven to despair." That's because **pregnancy help is as important now as ever!** And we are the ones that God has raised up for this very purpose. Abraham Lincoln said, "my greatest concern is to be on God's side, for God is always right."

As the Giver of Life we can't be in a stronger position championing the Gift of Life.

Heartbeat International Continues to Grow

Heartbeat International is the first network of pro-life pregnancy resource centers founded in the U.S. (1971), and it is now the most expansive network in the world. Heartbeat has over 3,500 affiliated pregnancy help locations including pregnancy help medical clinics (with ultrasound), resource centers, maternity homes, and adoption agencies in more than 90 countries worldwide to provide alternatives to abortion.

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.

3,265

HEARTBEAT AFFILIATES
IN THE WORLD

45,593

ACTIVE VOLUNTEERS
at affiliate locations

56,301

TRAINING HOURS
DELIVERED

440+

ONLINE LEARNING
OPPORTUNITIES

1,862,832

TOTAL IN-PERSON CLIENT VISITS
at affiliated pregnancy help centers

1,200

LIVES RESCUED
through the Abortion Pill Rescue® Network

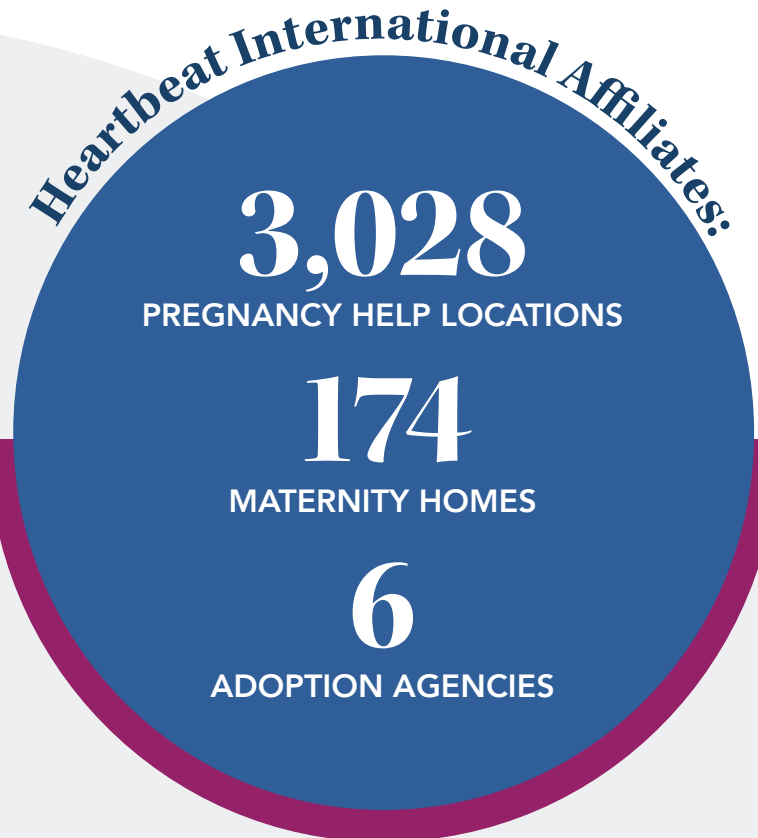
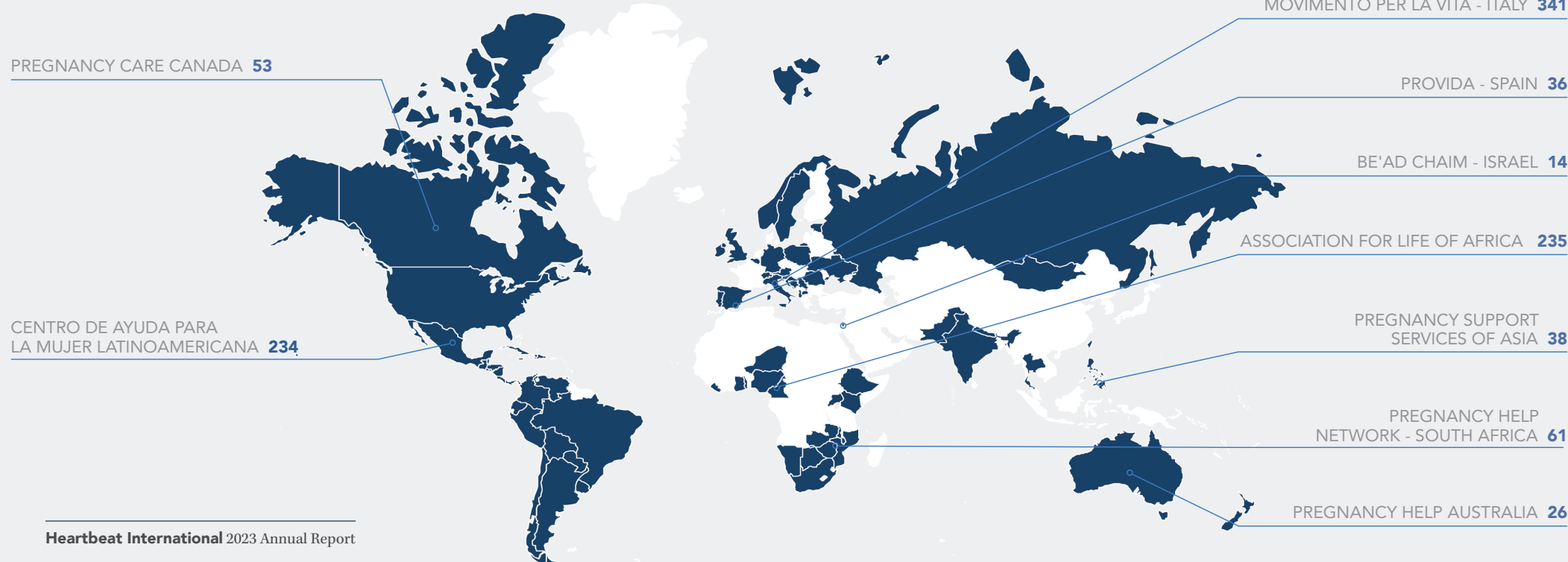
43,803

MILES TRAVELED TO TRAIN
LIFESAVERS AROUND THE WORLD

10,222

ACTIVE PARTICIPANTS
IN THE ACADEMY

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



ABORTION TRENDS

The Changing Face of Abortion Today: Key Findings Unveiled

In the wake of the *Dobbs* decision overturning *Roe v. Wade*, the landscape of abortion has undergone a profound transformation, as detailed in a recent White Paper by Heartbeat International. Here are the key takeaways:

AVAILABILITY

- » Chemical abortion is now easily accessible, with drugs delivered to doorsteps across America and beyond.
- » Telehealth services and numerous websites provide convenient access to abortion drugs, circumventing legal and medical barriers.
- » ***A tenfold increase has been observed in women obtaining abortion pills online** or from acquaintances in the last three years.

COERCION, VIOLENCE, AND POISONING

- » ***Shockingly, one in four abortions is unwanted or coerced**, with abusers exploiting the availability of abortion pills to control women's reproductive choices.
- » Instances of coercion include forced ingestion of abortion drugs, poisoning, and deceptive substitution of medication.

MENTAL AND PHYSICAL EFFECTS FOR WOMEN

- » Chemical abortion, marketed as a safe and private alternative to surgery, poses significant risks, including severe side effects and adverse psychological outcomes.
- » Reported complications include hemorrhage, retained tissue, and even death, underscoring the urgent need for comprehensive medical oversight.

ABORTION BEYOND FDA APPROVAL

- » ***Chemical abortion, accounting for over 80% of all abortions in the U.S.**, is increasingly prevalent despite FDA approval limited to the first ten weeks of pregnancy.
- » Overseas protocols, such as those in the UK, extend the use of abortion pills even into the second trimester, posing greater risks to women's health.

REDUCED ASSESSMENT PRIOR TO ABORTION

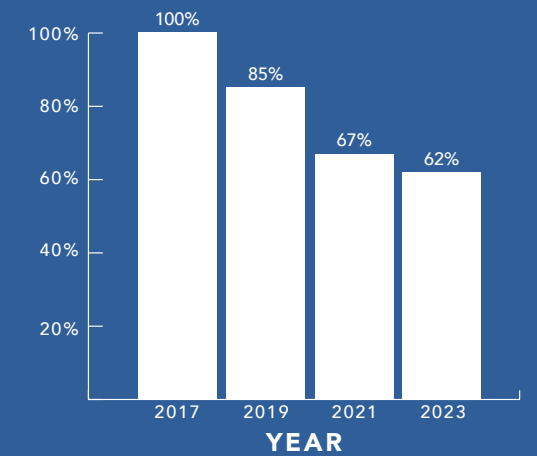
- » Pre-abortion examinations, crucial for assessing viability, dating, and pregnancy placement, have dwindled, exposing women to greater risks.
- » ***A concerning decline in ultrasound screenings before abortion** initiation has been observed, depriving women of vital information about their pregnancies. **Data shows a 38% drop since 2017.**

LIVES LOST DUE TO ABORTION

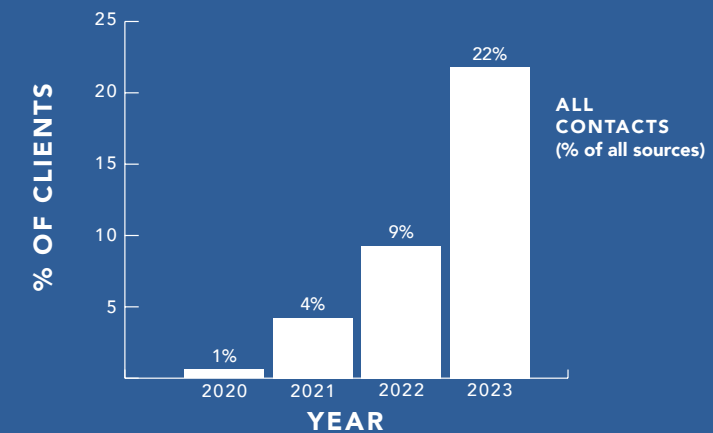
- » In states enforcing total abortion bans, birth rates have risen significantly, indicating a positive impact on the American birth rate.
- » Despite challenges in data reporting, estimates suggest over one million children will be lost to abortion in the U.S. this year alone, with millions more worldwide.

The shifting landscape of abortion, characterized by increased accessibility, reduced medical oversight, and alarming risks to women's health, underscores the urgent need for informed dialogue and comprehensive support for women facing unplanned pregnancies.

PERCENT OF WOMEN THAT RECEIVED AN ULTRASOUND BEFORE STARTING A CHEMICAL ABORTION



CHEMICAL ABORTION SOURCE (INTERNET OR FRIENDS AND FAMILY)



ABORTIONS ARE ADVERTISED TO WOMEN WITH PHRASES SUCH AS:

"PAIN-FREE" ABORTION

"100% WORKING"

"COMPLETELY SAFE, EFFECTIVE, PAIN-FREE AND INFECTION-FREE"

"HARMLESS AND SUCCESSFUL"

"EARLY-STAGE PREGNANCY EXECUTION"





LEGAL ATTACKS

The State of California vs. Heartbeat International

In the ongoing battle for women's reproductive rights, Heartbeat International stands as a beacon of hope and support for those facing difficult decisions. Despite facing legal challenges, our commitment to providing life-affirming options remains unwavering.

California's Attorney General, Rob Bonta, launched an attack against Heartbeat International, aiming to silence our message and disrupt the Abortion Pill Reversal (APR) protocol. This lawsuit, filed in September 2023, alleges false and misleading practices, threatening the vital support we offer to women seeking to reverse their chemical abortions.

Bonta's actions reflect a broader pattern of hostility toward organizations like ours, which provide compassionate alternatives to abortion. Despite claims of deception, the irony lies in the deceptive nature of the accusations leveled against us, as highlighted by the selective use of data and biased sources in the complaint.

The timing of this lawsuit is particularly concerning, given the increasing prevalence of chemical abortions in the United States. It underscores the urgency of ensuring that women have access to accurate information about their options, especially in moments of crisis.

In response to Bonta's legal challenge, we have seen a significant uptick in demand for APR services, reaffirming the importance of our work. APR involves the administration of progesterone, a hormone crucial for sustaining pregnancy, offering a second chance to women who regret their initial decision to undergo a chemical abortion.

Despite the obstacles we face, our resolve remains firm. We refuse to be intimidated or silenced in our mission to provide support and empower women to make informed choices about their pregnancies. **The lawsuit not only threatens APR but also jeopardizes the broader pregnancy help movement and the millions of women it serves.**

At its core, this legal battle represents an attempt to stifle dissenting voices and withhold critical information from women in need. We reject the notion that advocating for life-affirming options constitutes deceptive or misleading behavior and will vigorously defend our right to provide truthful information and support to those who seek it.

Our commitment to serving women like Cassidy, who deserve the opportunity to save their pregnancies, remains steadfast. APR has proven to be a safe and effective option, supported by both scientific evidence and the firsthand experiences of women who have successfully reversed their chemical abortions.

To put it plainly, the claims made in Bonta's lawsuit are flawed, and we are prepared to set the record straight. We stand ready to continue our work, offering hope, support, and a lifeline to those who seek it most desperately. Together, we will persevere in our mission to empower women and promote a culture of life and compassion.



Cassidy & Nexter



SAVED THROUGH THE APRN

Cassidy's Story

The Abortion Pill Rescue® Network is our international network of healthcare providers, hospitals, and pregnancy centers dedicated to providing information and medical support to women who have initiated a chemical abortion and immediately seeks to reverse the process. Through our services, we offer compassionate care and empower women with information to give them a last chance to choose life.

Cassidy's journey exemplifies the profound impact of Abortion Pill Reversal (APR) in offering second chances at motherhood. Initially considering abortion as her only option, Cassidy bravely sought help after experiencing regret. Through the Abortion Pill Rescue Network, she was connected with our affiliate, Coastline Women's Center, and received the APR protocol, a groundbreaking treatment that counteracts the effects of the abortion pill. Cassidy was able to save her son's life through APR.

Her son, Dexter, born on May 15, 2023, represents hope and joy amid adversity. Cassidy's gratitude knows no bounds as she reflects on the miracle of Dexter's life and the newfound purpose motherhood has brought her. Sharing her story on social media and at events, Cassidy aims to raise awareness and support for other women facing similar situations.

Supported by organizations like Heartbeat International, which oversees the APRN, Cassidy celebrates each day with Dexter, cherishing the bond they share. Their journey signifies resilience and the transformative power of love and faith. Cassidy acknowledges that Dexter is the greatest gift she could ever receive—a reminder of the blessings that come from embracing second chances and the profound impact of APR in saving lives and restoring hope.

"I thank God for being able to say "yes" to something I had no idea how I would be able to accomplish but knew when I saw that heartbeat on that screen that I would do anything and gain the courage to take the steps to figure it out," said Cassidy.

"Dexter was born May 15, 2023; love at first sight is an understatement," she said. "Being a mother is an absolute joy and I have found my purpose."





AN UNEXPECTED OPPORTUNITY AT THE UNITED NATIONS

Heartbeat's invitation to speak at the United Nations represents a significant milestone in advocating for pro-life values on a global stage. We seized the opportunity to shed light on the vital work of pregnancy support and resources, particularly in Latin America. This opportunity exemplifies Heartbeat's commitment to challenging hostile environments and advocating for women's health care rooted in pro-life principles.



MOVING THE MOVEMENT

Heartbeat's Global Impact

HEARTBEAT'S ANNUAL CONFERENCE

The conference serves as a pivotal weeklong event for Heartbeat staff, encompassing everything from meticulous planning to the whirlwind of conference activities. The conference is a rewarding and revitalizing experience, fostering learning, understanding, and a sense of community among participants spanning the globe and joining us from 18 different nations. 2023 was a record-breaking year with more than 1,400 attendees partaking in the event.

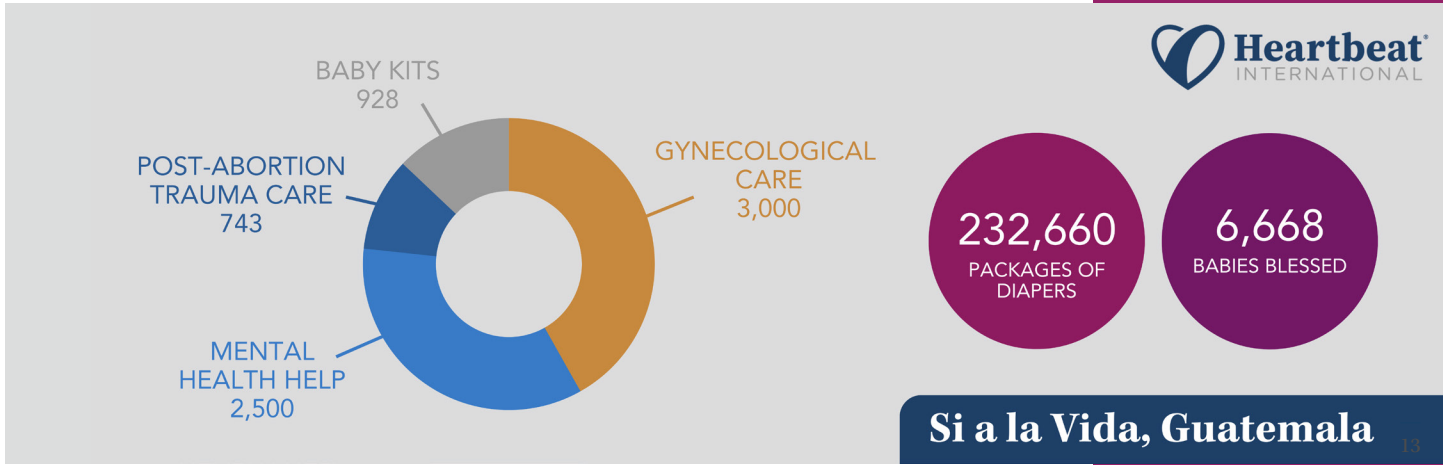
EVERY TRIBE. EVERY NATION.

The Parade of Nations, a highlight of the conference, symbolizes the global unity within the Heartbeat family. Participants from diverse nations come together to showcase their national pride, underscoring the overarching mission of the organization to serve women worldwide. The emotional resonance of this event underscores the shared commitment to a cause greater than individual or national boundaries.



'YES TO LIFE' SHOWCASED

Heartbeat's involvement at the UN allowed us to spotlight the impactful work of affiliates like Si a la Vida in Guatemala. Through their efforts, thousands of women received essential support, including gynecological care, mental health services, and post-abortion trauma care. The tangible impact of these initiatives, facilitated by dedicated volunteers, underscores the transformative power of compassionate care and community support.



CREATING COMMUNITY CHANGE

Heartbeat International's Empower Life Grant, an exclusive operational grant, aims to empower organizations and their communities for lasting change. Eligible candidates, primarily Heartbeat International Affiliates aligned with the Commitment of Care and Competence, including a commitment to sharing the Gospel, are considered for funding. The grant emphasizes representing the organization effectively and includes a comprehensive application checklist. Supported by an anonymous donor, nearly \$3.9 million has been allocated to pregnancy help centers nationwide.

EXPANDING INNOVATION WITHIN THE MOVEMENT

Heartbeat International has pioneered a groundbreaking approach to ultrasound training for nurses and sonographers within the pregnancy help movement, integrating technical, practical, and spiritual elements. This innovative training consists of an online component meeting AWHONN guidelines, followed by in-person sessions featuring one-on-one instruction from experienced educators. The training includes 50+ scanning drills, pregnant models of various gestations, and a unique LOVE Approach Method for imaging preborn babies. With a focus on spiritual guidance and practical application, this comprehensive training equips participants to confidently scan within their centers, reinforcing their calling to serve.

THESE TAKEAWAYS HIGHLIGHT HEARTBEAT'S
COMMITMENT TO GLOBAL OUTREACH, ADVOCACY, AND
COMPASSIONATE CARE, UNDERSCORING
THE ORGANIZATION'S ROLE
IN ADVANCING PRO-LIFE VALUES AND
*empowering women
worldwide.*



PARTNERING FOR POSITIVE IMPACT

Collaborative Efforts in Supporting Pregnancy Help Organizations

In a landmark collaboration, Heartbeat International has joined forces with Her PLAN, spearheaded by Mississippi Attorney General Lynn Fitch, and several state Attorneys General in a multi-state initiative to celebrate the first anniversary of the *Roe v. Wade* overturn. This monumental effort aims to provide crucial support to over 60 pregnancy centers across the United States.

The initiative, catalyzed by the *Dobbs v. Jackson Women's Health Organization* ruling, signifies a pivotal moment in the pro-life movement, heralding the end of 50 years of abortion on demand in the U.S. Under the leadership of Attorney General Fitch, **this endeavor exemplifies a commitment to empowering women and families through tangible action and support.**

This partnership allowed for a streamlined process to ensure that essential supplies reach those in need, empowering pregnancy centers to continue their invaluable work in communities across the nation. It also acted as a model for additional partnerships across the pro-life movement with Heartbeat joining both the March for Life and EveryLife in equipping pregnancy help organizations with the products their clients seek most, highlighting the ongoing relationships that exist between families and centers throughout the pregnancy help movement.

Families who have received a prenatal diagnosis experience a different sort of crisis pregnancy, in that they often are presented with abortion as the only option for a pregnancy that is wanted. Because abortion has become a justifiable treatment option for a prenatal diagnosis, most of these babies — 80% — are aborted. **When presented with a comprehensive program of support, more than 80% of parents with a prenatal diagnosis choose to carry to term.** Knowing this, in 2023 Heartbeat International, Be Not Afraid, Charlotte Lozier Institute, and Her PLAN launched the Prenatal Diagnosis Initiative (PrenatalDiagnosis.org) to leverage the power of pregnancy help and provide a comprehensive network of support to families facing an adverse prenatal diagnosis.

¹https://lozierinstitute.org/wp-content/uploads/2023/12/Pregnancy-Center-Update_2022.pdf

²<https://www.kofc.org/en/resources/communications/polls/majority-americans-still-support-abortion-limits.pdf>

Through these actions, Heartbeat reinforces its commitment to collaborative efforts that foster positive change and empower communities nationwide. With more than 3,500 affiliated pregnancy help locations around the globe, these organizations play a vital role in offering compassionate care and practical assistance to women and children, as evidenced by their service to almost two million individuals in 2022, with a total service value at more than \$350 million¹.

Heartbeat International continued our collaboration with the Charlotte Lozier Institute and other national affiliation organizations to produce, "Hope for a New Generation,"² a report on national survey data for pregnancy help.

Key findings from the "Hope for a New Generation" report highlight the impactful services provided by pregnancy centers, including **over 16 million clients sessions in 2022, with 97% reporting positive experiences.** Additionally, these centers served nearly 975,000 new clients, offering vital services such as pregnancy tests, ultrasounds, parenting education, and essential baby supplies.

Support for pregnancy centers remains strong, with 91% of Americans expressing their backing, as per a 2023 Knights of Columbus-Marist Poll.

Heartbeat International continues to champion partnerships that drive meaningful impact and support for those in need. We truly are better together and through these actions, we show that we are united for life!



Empowering Women Through Life-Affirming Choices

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.

In 2023, we tackled the formidable challenge of marketing pro-life pregnancy help amidst the pervasive promotion of abortion as a quick-fix solution in today's media landscape. Recognizing the urgency of providing women facing unexpected pregnancies with time and support, we launched a groundbreaking Option Line campaign aimed at countering the monopolistic influence of Big Abortion.

Our initiative specifically targeted Gen Y & Z audiences through tailored TV and Media campaigns, strategically designed to meet women where they are and guide them towards life-affirming choices. Through meticulously crafted commercials featuring diverse personas, we endeavored to empower women with the knowledge that they have options beyond abortion and to direct them to local pregnancy help organizations for compassionate support and resources.

In our pilot phase, commercials aired in select cities—Dallas, Chicago, and Atlanta—yielded millions of views resulting in increased connections to pregnancy help.. As we analyze data and adapt our strategies accordingly, we are committed to extending our campaign to new markets and mediums, with the ultimate aim of connecting more women to pregnancy centers nationwide. By expanding into new territories and combating the pervasive narrative of abortion propagated by Big Media, we can collectively make a profound difference in the lives of countless women and unborn children.

Watch *Help Reach Her* campaign commercials:



A Journey of Courage and Redemption

"In the year of 2020, my life took a dramatic turn, marked by profound challenges and unexpected blessings. Confronted with the news of an unplanned pregnancy amid a recent breakup, I found myself grappling with conflicting emotions and difficult decisions.

Struggling as a single mother to two children already, the prospect of adding another seemed overwhelming. Despite my inner turmoil, I made the difficult choice to pursue abortion, guided by what appeared to be practical considerations, yet conflicted with my own moral compass.

In the depths of despair, a ray of hope pierced through. Through the compassionate intervention of the hotline and dedicated nurses within the Abortion Pill Rescue Network, I found the support and resources I desperately needed. Swift access to progesterone and an encouraging ultrasound appointment brought clarity and renewed determination.

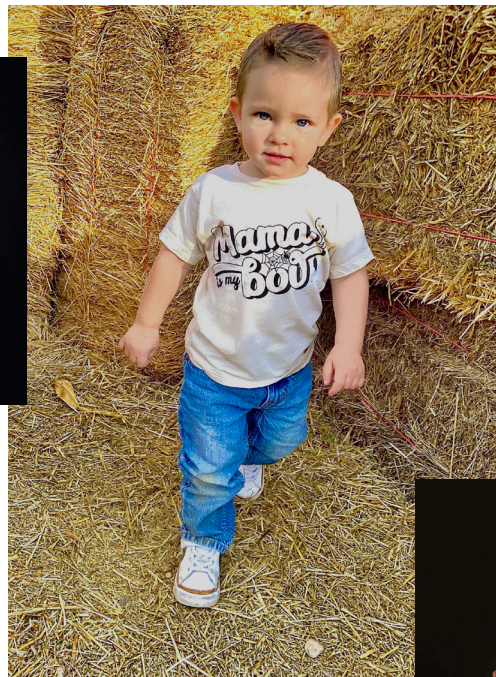
The journey from regret to redemption culminated in the joyous birth of my son, James, in June 2020, followed by the embrace of newfound love and commitment with his father. Reflecting on this transformative experience, I am deeply grateful for the unwavering support and guidance provided by the network."

As the Abortion Pill Rescue Network serves, let us continue to extend compassion and empowerment to those facing similar challenges as Sara, ensuring that every woman finds solace, hope, and the opportunity for a brighter future.

Together, we change lives. Together, we offer hope.



*Saved through the
Abortion Pill Rescue Network*



Watch Sara's story:



HBI MEDICAL COUNCIL

Brent Boles, M.D.
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Joel Brind, Ph.D.
New York

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

Paul Dorinsky, M.D.
North Carolina

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Julie Lynch McDonald, PharmD.
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Ohio

Michael Parker, M.D.
Ohio

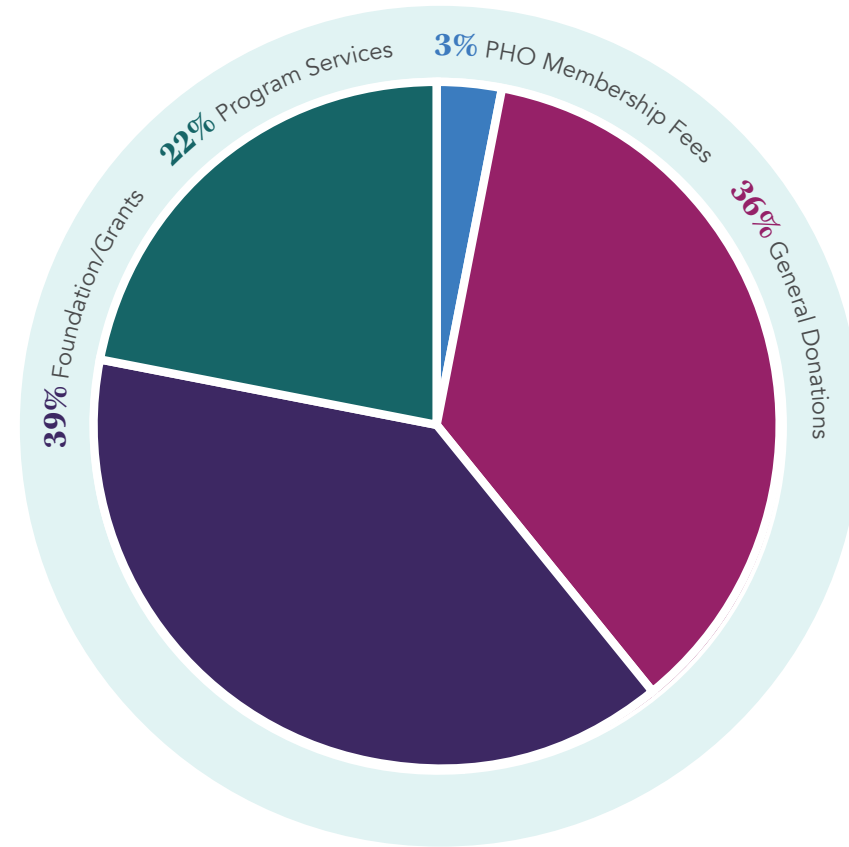
Catherine Stark, M.D.
Michigan

Tammy Stearns, RDMS
Missouri

Bryan Williams, RDMS
Missouri

Sources of Income*

October 1, 2022 – September 30, 2023

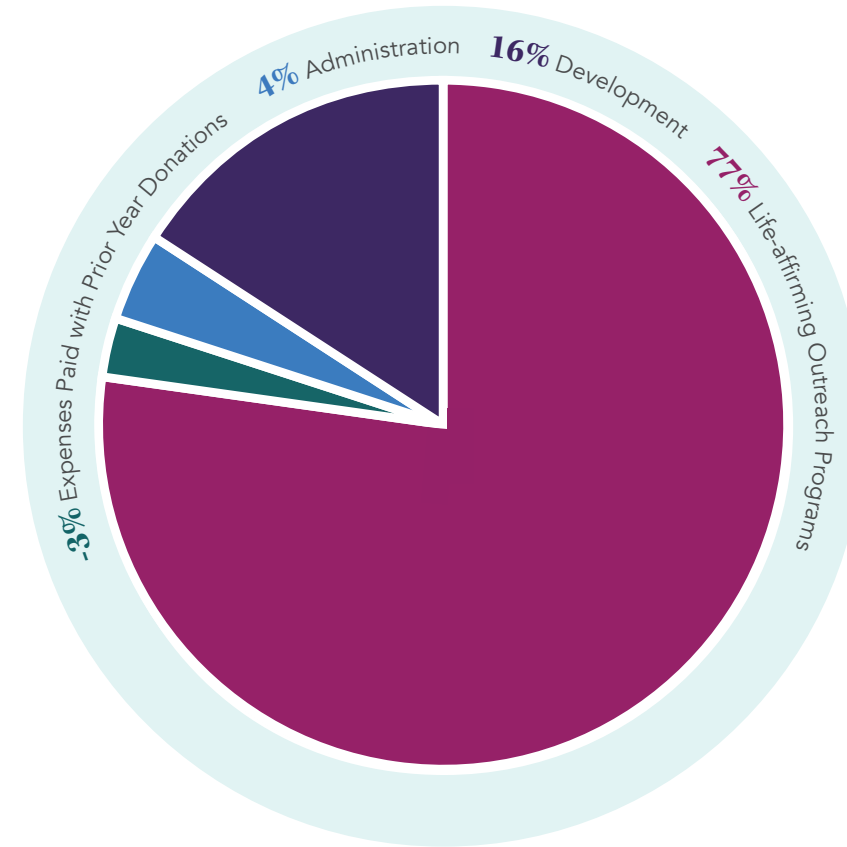


General Donations	\$3,517,079
Foundation/Grants	\$3,768,591
Program Services	\$2,166,353
PHO Membership Fees	\$265,749

Total **\$9,717,772**

Distribution of Expenses*

October 1, 2022 – September 30, 2023



Life-affirming Outreach Programs	\$7,989,100
Development	\$1,636,222
Expenses Paid with Prior Year Donations	-\$291,019
Administration	\$383,469

Total **\$9,717,772**

End of Year Net Assets

Unrestricted	\$1,374,668
Temporarily Restricted	\$484,916

Total **\$1,859,584**

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

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Gary Thome
Strategic Marketing

Rev. John Wootton
Pastor, Author

Sherry Wright
Co-Founder, Open Door Pregnancy Center

THE HEARTBEAT DIFFERENCE



At the first sign of pregnancy, Heartbeat International's worldwide network of nearly 3,500 pro-life pregnancy help service providers 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.



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inspiring stories and updates.