



Annual Report 2015

Advancing Pregnancy Help Worldwide

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“ For all that we do on Capitol Hill to affirm and protect life, it pales in comparison to the face-to-face work that pregnancy help organizations do across this country every day.

This nation is truly blessed to have so many heroes that are helping birth mothers and fathers make the courageous and selfless choice to welcome a new life into this world, regardless of their personal circumstances. You’re an inspiration to myself, my staff, my family, my fellow senators, and the families and communities you serve. Together, I know we can do far, far more to save many thousands more lives and create thousands more happy, healthy, nurturing families.”

Senator Mike Lee - Utah

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Our President’s Message



With so much pressure being applied to the abortion industry thanks to the undercover work by the Center for Medical Progress, a heightened awareness for the need of viable alternatives to abortion is emerging.

Those who care about the dignity of every human life are asking, “Where will women go for help in an unexpected pregnancy?”

For almost 45 years, this burning question has propelled the pioneering work of the pregnancy help community, made up of 3,000 locally supported nonprofits (including maternity homes and adoption agencies) across the United States and well over 5,000 throughout the world.

At the core of pregnancy help is our shared understanding that **the very best alternative to abortion is another person.** It is another person, offering help, hope, compassion and information, who makes the difference.

Heartbeat International has found in our over 40 years of supporting pregnancy help, **the strength of our network lies precisely in the diverse, localized, pro-active and responsive approach of our organizations**—and more importantly, of the pioneering, creative, and

entrepreneurial spirit of those who lead them.

Supported by partners like you—both locally and globally—the pregnancy help community is effective not in spite of our variances, but *because of them.* That’s why Heartbeat International has always encouraged and celebrated a diversity of grassroots approaches to delivering life-affirming help to women who desperately need it.

What stays the same, however, is the need for a person; **someone like you.** One person who is willing to make a difference. One person who is willing to speak life and light into a deadly, dark place.

One person who is willing to be the alternative to abortion.

As you partner in the life-saving work of Heartbeat International, YOU are that alternative to abortion every woman—every family and community—so desperately needs.

Peggy Hartshorn, Ph.D.
President, Heartbeat International

OUR LIFESAVING VISION

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

Our International Outreach

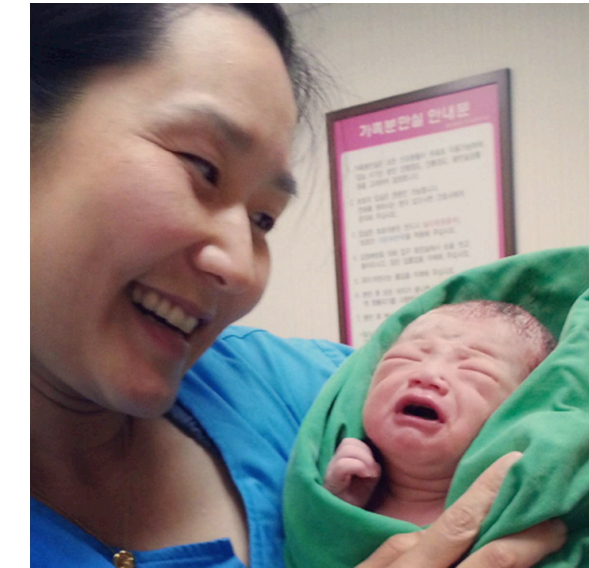
Did you know that for every child aborted in the United States, 50 women are robbed of motherhood and 50 babies lose their lives outside our borders?

With its tentacles in 161 countries, the International Planned Parenthood Federation (as well as Marie Stopes and other abortion businesses) perpetuates a global epidemic of abortion in which more than 50 million non-U.S. babies are aborted every year, in addition to the 1.2 million American children killed through abortion.

Women all over the world are being pressured to believe—by oppressive laws, regimes, and cultural norms—that they have no choice other than abortion.

This tragedy is nothing new, and it's something our founders recognized as far back as 1971, when Heartbeat International was established as a specifically international organization. This focus is why we travel an average of over 175,000 miles per year to advance life-affirming pregnancy help worldwide.

During the 2015 fiscal year, we traveled



to five of the six inhabited continents—we hope to visit our affiliate friends Down Under very soon—training and strengthening key leaders who serve as the foot soldiers in the ongoing battle for life.

Your support allows our team to travel to places like Macedonia and Israel to bolster pregnancy help efforts in those nations. Lives are rescued every day thanks to our affiliate partnerships with Centro de Ayuda para Mujer (CAM—Latin America), Africa Cares for Life, Association for Life of Africa, Pregnancy Help Australia, Pregnancy Support Services of Asia, Canadian Association of Pregnancy Support Services (CAPSS), and our newest partner, Movimento per la Vita in Italy.

Thanks to YOU, these relationships are continuing to grow. And as a result, we are reaching, rescuing, and renewing more communities for life than ever before.

Jor-El Godsey
Vice President, Heartbeat International

Advancing Life in 2015



76 HOMES

Heartbeat International is delighted to have a record number of housing affiliates this year—76 locations! Partnering with the National Maternity Housing Coalition, our reach to the maternity home community has continued to grow with 13 new housing affiliates in 2015.

In order to support our growing number of housing affiliates, we've continued to facilitate 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 2015 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 thrilled 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.



127,000 VIEWS

Heartbeat International started a new initiative in 2015 to tell the story of the Pregnancy Help Movement in the world, PregnancyHelpNews.com.

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 the first eight months alone, Pregnancy Help News gained 127,012 unique pageviews, introducing life-minded men and women to the vision and work of Heartbeat International and our frontline life-savers.

Heartbeat International has one of the largest social media footprints in the pregnancy help community, with over 90,000 Facebook fans and 3,000 Twitter followers. We are truly using every opportunity to spread the joy of life!



2,892 STUDENTS

Launched in 2011, the Heartbeat International Academy currently serves over 2,892 active students with 140 available online courses, including 83 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 34 new LAS designations and 157 credit hours over the 2015 fiscal year.

In 2015, Heartbeat Academy students logged a cumulative 5,264 hours throughout the fiscal year, while life-affirming medical personnel earned 64 nursing continuing education contact hour credits through the Academy.

In just four years, Academy students have eclipsed the 17,000-hour mark, accessing on-going training to become better equipped to serve clients in their pregnancy help organizations.



2015 Highlights

In its 44th 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 2015 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.

Psalm 144:7

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

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.

Psalm 140:1

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

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.

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

Including one month where contacts exceeded the 23,000 mark, Heartbeat's Option Line answered the call—including text, email, and live chat—236,535 times in the 2015 fiscal year.

The two peak months were June and July, with totals of 22,964 and 23,527, respectively. Over the year, Option Line averaged nearly 20,000 monthly total contacts.

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 74 percent of the total contact volume. That is why we added 1-click calling to our mobile website.

Targeted advertising for Option Line online and through smartphone apps has 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 nearly 2,000 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 63 percent of appointments made through Plus Link were kept in 2015, 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 10 years. In that time, she has logged over 20,000 hours and more than 195,000 contacts.

That's over 195,000 lives touched by just one consultant!

Knowing that a single consultant can impact so many lives, Heartbeat International added four part-time consultants in 2015—two of whom speak 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 2,000 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.

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.

Reach in Action

Adoption Story: *Megan*

“Megan” wanted an abortion. She went online to find out more about abortion, and her search led her to the live-chat function on Option Line’s website.

When our Option Line consultant asked Megan if she’d had an ultrasound, she said no. An ultrasound is a critical first step in any pregnancy—it’s often the only way to tell whether or not both the baby and the mother are healthy. Our Option Line consultant explained that to Megan, and then asked her why she was having an abortion.

Megan felt she wasn’t in the right financial or emotional situation to become a mom. She felt as though she had no options. **Abortion felt like her only choice.**

Our Option Line consultant helped Megan to see that, legally, she actually has three options: parenting, making an adoption plan, or choosing abortion. As they chatted, our consultant told Megan that practical help and emotional support was available at a pregnancy center near her—all to empower Megan to make a fully informed choice.

It also became clear, throughout the conversation, that Megan’s eyes were being opened to the choice of making an adoption plan for her precious child. In a very short amount of time, Megan had gone from feeling abortion was her only choice to knowing she could make a life-giving choice instead. As they closed out their live-chat session, our Option Line consultant referred to her local pregnancy help center, where Megan could explore her options in person.



Abortion-Minded Story: *Daniela*

A sidewalk counselor met a young woman, “Daniela,” who was on her way to get an abortion. When the sidewalk counselor realized Daniela only spoke Spanish, she called Option Line to see if we had someone who could speak with her. Thankfully, we have Spanish-speaking consultants answering the call nearly 24/7.

Our Spanish consultant spoke with Daniela about abortion. She answered Daniela’s initial questions about abortion and helped her understand the procedure. **Our consultant also let Daniela know that help was available to her at a nearby pregnancy resource center.** Even though Daniela seemed determined to have an abortion, she listened as our consultant gave her the information about the center in her area.

Later that day, the sidewalk counselor called Option Line with wonderful news. Daniela had left the abortion clinic and was on her way to the pregnancy center. She had decided to keep her baby!

“Daniela had left the abortion clinic and was on her way to the pregnancy center. She had decided to keep her baby!”

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 Consultant Continuing Education, Renewal, and Training, Heartbeat offers a catalog of 38 resources developed in-house, as well as the Heartbeat Academy, which has an active online enrollment of 2,892.



St. Louis

Missouri

Attended by 1,000 leaders from all over the globe, the 2015 Heartbeat International Annual Conference in St. Louis, Missouri offered these frontline lifesavers face-to-face training, support, encouragement, and prayer.

The Conference featured 78 workshops—in addition to 12 In-Depth Day opportunities—and eight keynote speakers, highlighted by Students for Life's Kristan Hawkins, Medical Institute for Sexual Health's Freda Bush, M.D., FACOG and our own Jor-El Godsey.

The Conference reflected Heartbeat's global focus, with attendees from 12 countries outside the United States on site.

The best-attended event in Heartbeat's 44-year history, the theme of the conference was "Difference Makers."

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 making a world of difference in the lives of women and families every day.

Columbus

Ohio

Giving easy access to our resources for training is a key part of what we do. In 2015, we were able to achieve a dream long in the making—an online shopping cart.

HeartCart, our new online store, is an easier and more streamlined way for our affiliates to order materials that they need for training.

Adding online ordering allows our office staff to spend more time serving our affiliates and developing crucial training materials.

Our ministry services staff connects over 500 times every day with key leaders on the ground, so the addition of an online store is a crucial building block to make sure our time is invested as wisely and efficiently as possible.



Rome

Italy

Heartbeat International increased our partnership with Movimento per la Vita (MPV), a joint-affiliation partner in Italy that represents well over 300 life-saving outposts.

The fiscal year began with Jor-El Godsey and Bri Laycock—Director of Option Line—traveling to Rome to train 60 pregnancy helpline volunteers for MPV's SOS Vita, a 24/7 helpline serving Italian women and families in unexpected pregnancies. Jor-El and Bri brought Heartbeat International's expertise to our valued Italian partners, strengthening their efforts to reach more women and families with crucial in-the-moment help.

In July, Peggy Hartshorn keynoted a national event hosted by MPV, where she shared the wisdom she has gained from her 43 years engaged in the battle for life.

Peggy also took advantage of her own vacation in March to train with our partners at Pregnancy Support Service of Asia in the Philippines, teaching Heartbeat International's signature volunteer training, "The L.O.V.E. Approach" to 300 eager participants.

The past year also saw Peggy keynote a 25th anniversary conference in Costa Rica for Centro de Ayuda para la Mujer, our partners in Latin America.

Rescue in Action

“Mom, isn’t it more beautiful to have three of us, than just two?”

The nations that once made up Yugoslavia have become fertile soil for pregnancy help in recent years. Heartbeat International’s leadership has made several trips to train frontline lifesavers in this area, while our financial partners have made it possible for these key men and women to attend our Annual Conferences.

In Serbia, our affiliates with Choose Life Center told us the story of Mihajlo, who was rescued through the work of this great outpost.

Mihajlo turns a year old at the end of January, 2016. While he’s a few years away from grasping the reason, he’ll have his sister to thank any time he celebrates his birthday.

If it weren’t for his sister and his mom’s encounter with a life-affirming pregnancy center in Novi Sad, Serbia, it’s likely Mihajlo wouldn’t have drawn his first breath.

Living in a 290 square-foot apartment with her husband and two small children—a 4-year-old daughter and 7-month-old son—“Rada,” Mihajlo’s mother “couldn’t even imagine giving birth to another child.”

Rada had confirmed her pregnancy at Choose Life Center in Novi Sad, ground zero for a burgeoning pregnancy help movement in the nations that once comprised Yugoslavia, but with a national abortion rate in Serbia twice that of live births. She was having a difficult time seeing beyond her own desperation.

“I couldn’t stop thinking about making an appointment for abortion,” Rada said in a video produced by Choose Life Center.

“When I arrived home, I was shivering with excitement and panic. For several days, I was completely trapped by thoughts that abortion is the only option for me.”

In her visit to the center, Rada had spoken with Vesna Nikolic, who had asked a question that lingered in Rada’s mind as she wrestled with the news of her pregnancy: **“Why wouldn’t I give this child a chance to live?”**

While that question worked its way through Rada’s mind, it was another question—asked by her 4-year-old daughter—that served as the tipping point and saved Mihajlo’s life.

“Mom,” the little girl asked, “Isn’t it more beautiful to have three of us, than just two?”

Mihajlo’s birth marks one of several lives saved by Choose Life Center, as well as pregnancy help efforts in Belgrade (Serbia), Slovenia, Bosnia, Macedonia and Croatia.

The cooperation is especially striking in ex-Yugoslav countries, where political upheaval and deadly clashes have been the norm since the fall of the Soviet Union in 1991.

For Nicolic, the impetus driving their alliance has everything to do with the moments that save children like Mahajlo from abortion.

“To hold those babies who were so close to death, that is almost a holy moment,” she said.



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.

Protecting Truth

In March 2015, NARAL Pro-Choice America put out a “new report” entitled “Crisis Pregnancy Centers Lie: The Insidious Threat to Reproductive Freedom.” Little more than a recap of the last 10 years’ worth of baseless attacks on pregnancy help organizations, the report confirmed yet again the effectiveness of pregnancy centers and the threat they pose to Big Abortion.

Unfortunately, the report—and an accompanying state-level attack—provided fodder for pro-abortion politicians in the California State Legislature to push through the so-called “Reproductive FACT Act,” which forces state-licensed pro-life medical clinics to post signage referring for abortion.

Heartbeat International followed the bill from its inception to its signing into law in early October 2015, covering its progress at PregnancyHelpNews.com, which was then reposted at pro-life news outlets such as LifeSiteNews.com, LifeNews.com and LifeActionNews.com.

Heartbeat’s role as an indispensable advocate in pregnancy help was also reflected in quotations, interviews and statements from Heartbeat International leadership printed at such diverse outlets as *The Huffington Post*, National Public Radio and World Magazine—plus an op-ed in *The San Jose Mercury News* commending the good work of pregnancy help organizations.

Defending

Life-Savers

In May of 2015, many Heartbeat International affiliates were “glitter bombed”—mailed glitter-filled envelopes with harassing message from opponents of life-affirming pregnancy help. In July, a loosely coordinated effort of abortion devotees smeared affiliated centers online by posting false negative reviews on Facebook and Google Local pages, attempting to stop women from accessing the free, life-affirming help offered by pregnancy centers.

Heartbeat quickly responded by defending and commending the good work of our affiliates, guiding them how they could constructively respond to these low-level attacks.

Within 24 hours of each of these mild attacks, Heartbeat responded by preparing a suggested plan of action for our affiliates.

For glitter in the mail, it was as simple as helping leaders see the possibilities of turning that hate mail into a fundraiser. “Help us clean up our offices/replace our letter openers!”. For cyber bullying, we made use of our social media expertise to teach affiliates how to block the bullies and mobilize their online fanbase.

5 Moms

5 Babies

Celebrating the life-saving work of God through Heartbeat’s network of pregnancy help while spreading the message to lawmakers that Pregnancy Help Centers are Good for America, Heartbeat International introduced five moms and five babies rescued from the threat of abortion to Washington, D.C. for Babies Go to Congress® in January, 2015.

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, 114 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*, which made abortion on-demand the law of the land in 1973.

Renew in Action

“It wasn’t going to be the end of my life; it was going to be the start of it.”

by Andrea Trudden 28 January 2015 PregnancyHelpNews.com

WASHINGTON, D.C. -- On paper, Laura’s visit to her congressman, Sen. Rob Portman (R-Ohio) was just another stop in a busy day on Capitol Hill as part of Heartbeat International’s Babies Go to Congress.

In reality, a visit like this could change the world.

Accompanied by her 1-year-old son, Mason, and representatives from Columbus-based Pregnancy Decision Health Centers and Heartbeat International, Laura told Sen. Portman and his staff how she had found herself pregnant, scared and confused at 19-years-old.

Laura recalled how, at her moment of decision, confusion and fear, Pregnancy Decision Health Centers was there for her, offering real help and hope that not only saved her son, but also set her on a course of deliverance from a pattern of self-destructive behavior.

In the Senator’s office, Laura recounted the first time she went to Pregnancy Health Decision Centers and had an ultrasound performed. She could hear her baby’s heartbeat. At this moment, Laura says, she knew “it wasn’t going to be the end of my life; it was going to be the start of it.”

As he heard the story and watched little Mason in his office, Sen. Portman realized right away that the Child Custody Protection Act he was about to introduce just hours later had the potential to directly impact mothers and children just like those standing before him.

Sen. Portman, who sports a National Right to Life Rating of 100 percent, mentioned the visit in his speech introducing the bill, and had his staff follow up and ask permission to use Mason’s name in his upcoming talks and speeches centering around pro-life issues.

“I went to Washington, D.C. last week because it is important to communicate to our lawmakers the impact that pregnancy help centers are having in the districts of their constituents,” Sara Nass, Caring Services Coordinator for Pregnancy Decision Health Centers said. “Not only is it beneficial to meet with those who do not share the same pro-life values, but it is also important to show support to those who take up the cause of life in an often hostile environment and let them know that they are making a difference, and we are grateful for their stand.”



Sen. Portman’s Child Custody Protection Act would make it a federal offense to transport a minor across a state line for an abortion if it would circumvent a state law requiring parental involvement in that minor’s abortion.

The Child Custody Protection Act provides criminal and civil penalties in the form of fines or imprisonment up to one year, or both, for knowingly transporting a minor across a state line to skirt parental consent or notification law for abortion that is in effect in the minor’s state of residence.

Sen. Portman, whose current committee assignments include the Senate Finance Committee and Senate Committee On Homeland Security And Government Affairs, was elected to his current U.S. Senate seat in 2010 after serving from 1993-2005 as a U.S. Representative for Ohio.

“I am proud of my 100 percent pro-life record in the Senate and am fully committed to protecting the sanctity of life,” Portman said in his press release announcing the Child Custody Protection Act. “This legislation simply says that parents have a right to be involved in their kids’ most important decisions, a view supported by an overwhelming majority of Americans.”

Our Board of Directors



Ken Clark

Board Chairman

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.



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.



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.



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.

2015 Leadership



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.



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).



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.



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. 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.

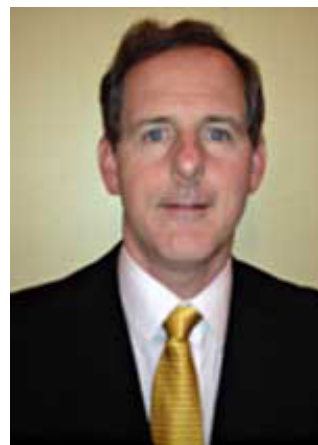
Our Board of Directors



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.



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 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
 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

2015 Leadership



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 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.

2015 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.

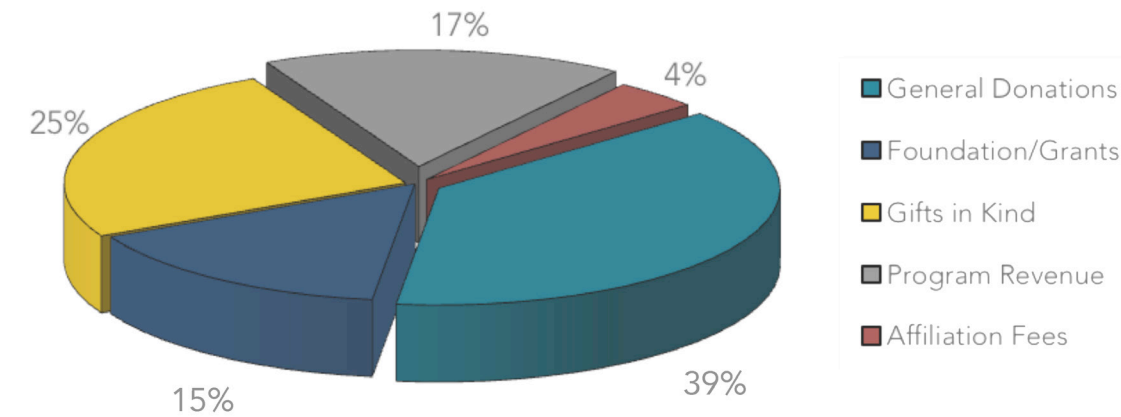
Peggy's book, *Footsoldiers Armed with Love* (Available from Heartbeat International), is a personal history of the first 40 years of the pregnancy help movement.

Peggy was a college English professor for twenty years at Franklin University in Columbus, Ohio. She has been married to Michael Hartshorn for 46 years. They have two adopted children, now married, and five grandchildren.

Our Financials

Sources of Income 2014/2015 *

October 1, 2014 to September 30, 2015



Sources of Income

| | |
|-------------------|------------------|
| General Donations | 1,450,986 |
| Foundation/Grants | 562,397 |
| Gifts in Kind | 914,258 |
| Program Revenue | 623,380 |
| Affiliation Fees | 148,916 |
| Total | 3,699,937 |

Distribution of Expenses

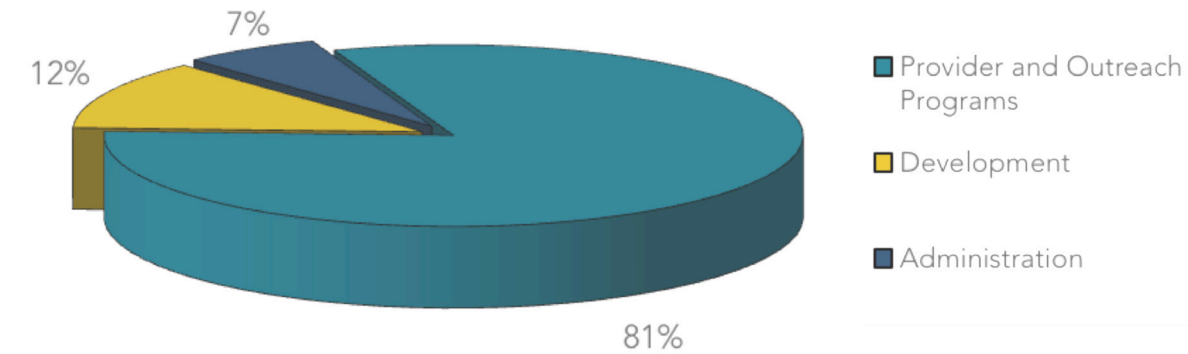
| | |
|--------------------------------|------------------|
| Provider and Outreach Programs | 2,904,876 |
| Development | 442,031 |
| Administration | 228,329 |
| Total | 3,575,236 |

End of Year Net Assets

| | |
|------------------------|---------|
| Unrestricted | 577,907 |
| Temporarily Restricted | 348,625 |

Distribution of Expenses 2014/2015 *

October 1, 2014 to September 30, 2015



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

HEARTBEAT INTERNATIONAL

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