

# *Victory in Jesus*



**Heartbeats of Licking County**

**Annual Report**

**July 1, 2011 - June 30, 2012**

But thank God! He gives us victory over sin and death through our Lord Jesus Christ.  
1 Cor. 15:57 (NLT)

## Executive Director

## Rindy Brooks

This fiscal year has been a strengthening and deepening year. The spiritual temperature of our staff is high and we truly feel grateful that we get to work together with each one offering spiritual gifts and aptitudes that mesh for great synergy. Each staff person in their service area has worked hard to quantify their tasks with creating Standard Operating Procedures for each area of responsibility. Managers have also been working to find ways to improve participation of clients with new approaches for classes. Childbirth classes are utilizing customized software purchased with a special gift from Tri-Village Church.



Our leadership gatherings in the spring focused on Adoption Resources and Education. Erin developed an excellent training for volunteers and with the adoption of her daughter, Maggie has also developed a renewed passion for God's heart for adoption. We had good participation at each session and also utilized board members, Scott Hayes and Laurie Wells, attorneys that shared information in their expertise area.

The Capital Campaign pledges have continued to be paid with most of them finishing this year. We will likely have \$40,000 – 50,000 yet to pay and will have to refinance that remainder amount in March 2013 if it is not paid in full. We will see what God has planned for us as we continue to seek, knock and ask for provision.

The spiritual temperature of our staff is high and we truly feel grateful that we get to work together with each one offering spiritual gifts and aptitudes that mesh for great synergy. We were deepened and strengthened this year as we walked in the valley with our dear friend and mentor Merridy and learned from her how we are to live to the end with joy and faith in Jesus. Merridy passed from this life on July 7, 2012. What a hole she leaves in our hearts but peace fills the space as we wait on this side of the veil. We are thankful to the City of Newark for approving the name change to the street section to our west. It is now Merridy Way. We wanted a lasting tribute to a woman that revived this pregnancy center and laid a foundation of faith for us to build from in the last decade.

The RUC program saw over 3500 students, teachers and parents in 18 school districts and 8 – 10 churches and that is remarkable. The Walk 4 Youth was very successful and funded the majority of this program along with churches and Kroger Community Rewards. We are so thankful for the difference this team makes with the youth generation week by week, school by school.

With the amazing work of the Knights of Columbus chapters led by St. Leonard's council (Nello Allori) we have a new ultrasound machine. What an effort by 6 councils in the county with fundraisers and bottle drives, donations from businesses, civic organizations and individuals that they sought. They raised more than the 50% match needed and then their national council granted the other 50%. This has deepened our respect for their work and our bond with them was forged even stronger. We have "Birtha" and this machine has great screen images and we can send them electronically to our doctors to assess.

We have stories each day and so many individuals and churches that make this local mission vibrant and effective in our community. As you peruse this annual report, remember we all can make a difference for life and it happens one life at a time.



### ***Bridges/EWYL Parenting Program***

An incentive based program for women and men offering pregnancy, parenting and life skills education. The lessons are presented using DVDs, worksheets, reading and verbal information with supportive graphics. Homework lessons help reinforces what they have learned. Clients also work on setting and achieving goals. They focus on emotional and physical health, relationships, education, material needs and spirituality. We also offer bible studies, book studies and a client library.

- This year we added several new DVDs to our parenting program and 44 new lessons. The topics include breastfeeding, boundaries with kids, essentials of discipline and baby basics.
- "FYI: God & Pregnancy" DVD is a must see for all abortion vulnerable or minded clients. It covers facts about pregnancy and tackles the tough questions, medical and moral, including abortion, in a way that can help bring calm and clarity.
- "This week at Heartbeat" was implemented for our client consultants. It advertises new resources, class schedule, updates and events.
- We held 8 Nutrition classes this year. They were conducted by Ohio State University Extension, Family Nutrition Program. They included food safety during pregnancy, making your own baby food, preparing fall fruits & vegetables, fun snacks for kids, how much calcium do you need, preparing food for toddlers & hidden sugars.
- MOMS: Moments of Mothering Support is for our new moms. Nurses offer breastfeeding and postpartum support and answer any questions or concerns these new moms may have. They also work on crafts with each class.
- A new power point presentation on "Understanding Birth" was purchased for our Childbirth classes. We offer this class 6 times a year for 1st time moms' teens through 24 years of age. We have 4 amazing instructors and had 38 couples attend this year.
- We received many donations for our boutique through churches and organizations having baby showers! We were able to have a Mother's Day & Father's Day drawing for a baby swing and a backpack. Every time a client attended church they were able to enter the drawing.
- See our new brochure for donors regarding our Heartbeats Boutique and our updated brochure on churches for clients.



## ***Dreamkeepers/Sexual Integrity Program***

The goal of our Sexual Integrity Program is to help clients learn how to express the gift of sexuality throughout their lives in a true, excellent, honest and pure way.

We offer five video series:

Sex as God's Gift by Mary Ronan is for ages 10-14. Mary helps kids to think through in advance decisions related to sex. This series challenges young people to understand sex as a valuable gift, something which is special and meaningful, and not a recreational sport.

Sex, Love, Relationships by Pam Stenzel is for ages 15-18. Pam shows this age group how the pervasive sexual permissiveness of our culture is a deceptive trap. She also discusses the spiritual consequences of sexual activity and how to set healthy boundaries.

Steps to Sexual Health by Dr. Doug Weiss is for women ages 19 and older. This series is a comprehensive approach for dealing with sexual trauma, sexual abuse and sexual misuse. Dr. Weiss openly talks about his belief in God, but he is careful to not make it the main issue. Giving women a chance to begin healing, even before they respond to God, is a picture of how Jesus loves.

The Blueprint for Sexual Integrity by Carrie Abbott is for all ages. Carrie gives the "truthful" picture of God's original plan for sexuality. This series shows that choosing to live with sexual integrity is possible for anyone, regardless of past choices or painful experiences.

The Fertility Awareness video series teaches women the truth of their fertility empowering them to revere and respect their bodies. Women equipped with this truth are more likely to make positive healthy choices about their bodies, their relationships, and their sexuality.

We also offer book studies and bible studies.

This year we added the following brochures:

- Birth control – 7 brochures
- Why marriage? for women and men
- Living together: the truth about cohabitation
- Healthy Boundaries
- Being a man: protector & leader
- Is this true love?
- Turning Around: finding freedom from a sexual past



Dreamkeepers is offered to our negative test clients. Unfortunately, we only had 9 appointments this past year. We encourage Client consultants to offer the video series and other Sexual Integrity resources to their Bridges clients that are in need of the program. The clients earn Bridges points and hopefully sexual healing.

## Client Services

Erin Ness



### Training

Eleven volunteer Client Consultants were trained this year in the “Serving with Care and Integrity or LOVE Approach” curriculum. One of these was from Heartbeat Family Center in Zanesville.

A new training was developed – “How to Engage Clients with Adoption” – that is now offered as part of the ongoing training for volunteers.

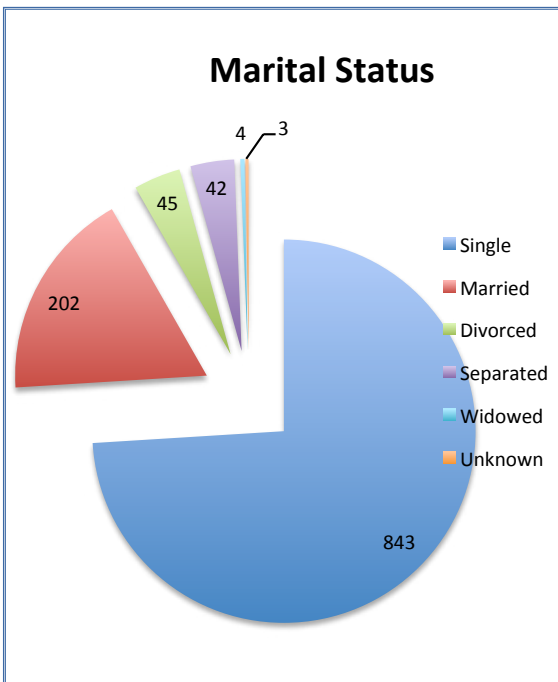
### Interns

We had the privilege of having 3 interns this past year. They were from Zane State, COTC and OSU/N. Each had the opportunity to complete the Client Consultant training & work directly with clients.

Number of female clients: 1031

Number of male clients: 108

	2011-12	2010-11
Total # of Individual Clients	1139	1111
Total # of Client Appointments	2772	2859
Total # of clients w/out appointment (Boutique Shopping)	445	311

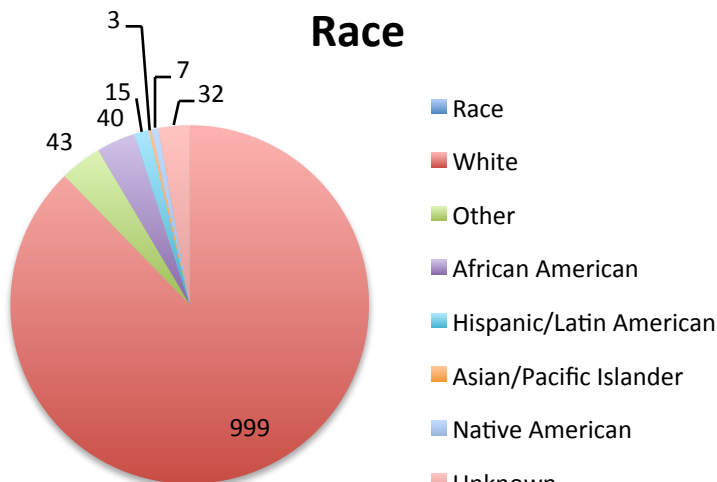


Known number of babies born: 310

Of the 310 babies, 24 were saved after an initial intention of indecision or abortion.

Of the 24 babies saved, 18 had an ultrasound at Heartbeats.

ClientAge	
14 & younger	8
15-19	328
20-24	424
25-29	237
30-34	97
35 & older	45



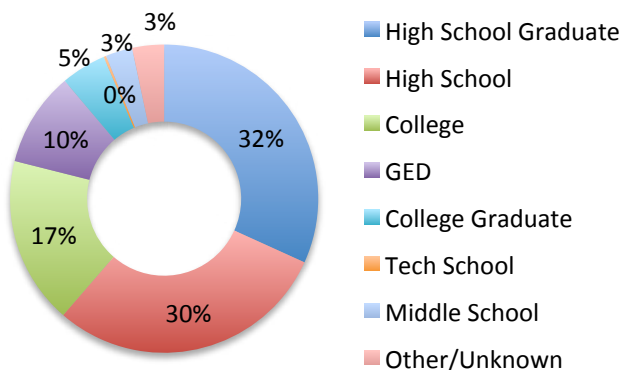
#### Client Comments:

- Terri was very nice. I really appreciated her for listening to my story. Thank you.
- Lorraine was very nice and personable as soon as we met.
- Everything was very upfront and professional.
- I had a great experience. Never felt more accepted (no judgement).
- Everyone was very supportive and understanding of my situation.
- I really like the prayer at the end! Thanks.

#### How did the Client learn about Heartbeats?

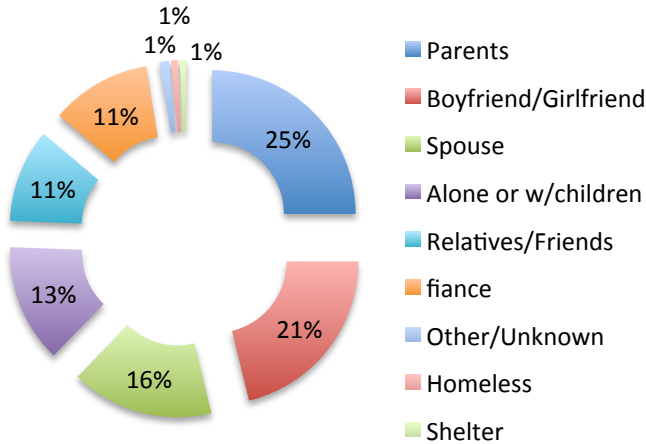
Friend/Relative	741
Other	165
Building Sign	92
Other Agency	3
Phone Book	23
School	21
Doctor, Hospital, Clinic	40
Church/Pastor	12
Internet	35
Unknown	6
Helpline/Option Line	1

#### Highest Level of Education Completed





## Client Lives With



A.M. – Came with her boyfriend for a pregnancy test. They had researched abortion prices because they felt they could not afford another child – they already had an 18mo. old. Information given and ultrasound scheduled for a week later. When they returned for their ultrasound, they stated they had chosen to parent because “it’s the right thing to do.” A precious baby girl was born 7 months later – “A” says she is so happy to have her little girl!

*From someone who indicated that she changed intention from “undecided” to “parent”: “Because I feel more confident that we will do a good job.”*

### Number of Pregnancy Tests:

	2011-12	2010-11
Total number of pregnancy tests	999	941
Negative results	358	334
Positive results	637	603
Inconclusive	4	



	2011-12	2010-11
Ultrasound Scans	340	356
Abortion or undecided intention prior to ultrasound <sup>1</sup>	11	20
Undecided between parenting and adoption prior to ultrasound <sup>2</sup>	5	

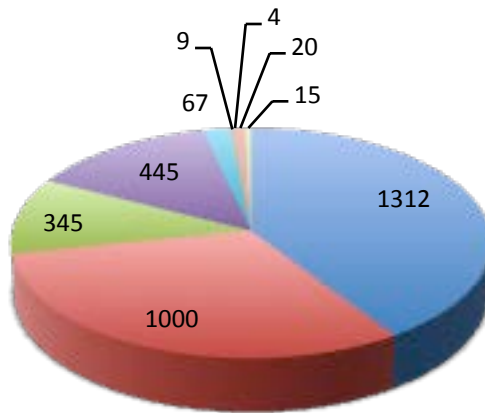
<sup>1</sup> For those abortion or undecided, significant change for life in pregnancy intention immediately following ultrasound were 3 (27%). Previous year: 5 (25%)

For those abortion or undecided, significant change (for life) in pregnancy intention sometime (days, weeks) following ultrasound: 6. Previous year: 5

<sup>2</sup>For those undecided between parenting & adoption, 3 babies born and being parented by birth-moms. Other 2 babies due in 2012-13 report time frame.

- Of those who were undecided or abortion-minded at ultrasound, 2 known miscarried.
- Of those who were undecided or abortion-minded at ultrasound, 1 known aborted.
- Of those who were undecided or abortion- minded at ultrasound, 4 babies due in 2012-13 report time frame.

## Primary Reason for Visiting Heartbeats



- Bridges/EWYL/Men's Ministry (Parenting Class)
- Pregnancy Test
- Ultrasound
- Shopping
- Verification pick-up
- Dreamkeepers
- Pregnancy Options, General or Medical Consult
- Emergency Help/Maternity Clothes
- Other

### Spiritual Element

Number of times a client was given a Bible, consultant prayed with her/him or a spiritual discussion occurred: 1297 (1115 last year).

Number of clients professing to be a Christian when walking in the door: 360 (305 last year)

*From someone who indicated that she changed intention from "undecided" to "give birth": "Because given all this information, I don't think I could even think about an abortion."*

A. came with her mom for a pregnancy test and to discuss options. "A" and her boyfriend had been to abortion clinics to explore that option. "A" felt very overwhelmed by her pregnancy – she wants to finish high school and did not feel ready for a baby at all. She spent a lot of time with the Client Consultant discussing her options. When she left, she said, "I feel better because I know a lot more now about my options." A week later at her ultrasound, she already seemed more positive about continuing her pregnancy. "A" and her boyfriend started attending Bridges where they received information about pregnancy, parenting and most importantly support. "A" and her boyfriend are now the parents of a baby boy – she reports that "all are doing well!"

*"I'm very glad I came in today, it was very helpful and made me more excited about the pregnancy."*



## Medical Services Report

Jannie Wick, R.N.



We completed our first year of nurse administered pregnancy testing quite successfully. This has allowed the client to have contact with medical personnel at her first visit, giving her a chance to discuss questions and concerns. The client leaves with her verification and vitamins the same day instead of having to return for them.

Two new nurses were brought on to help with this extra load. One is a paid position, the other volunteer.

Birtha, our new ultrasound machine arrived in January with the generous help and support of area Knights of Columbus! We are in the process of transmitting images electronically for the radiologists to read.

### Patient Exit Questionnaire

- 99% of patients said the medical personnel seemed very interested in me and my needs.
- 99% of patients said the medical personnel was very sensitive and respectful of my beliefs.
- 99% of the patients said the information that the medical personnel provided was very helpful.
- 100% of patients said they would strongly recommend the center to a friend who was facing a problem pregnancy.

	2011-12	2010-11
Total # of pregnancy tests administered	999	941
Positive results:	637	603
Negative results:	358	334
Inconclusive	4	

Did the ultrasound provided influence your decision regarding this pregnancy?

"Yes, me and the father are definitely going to parent."

"I saw my baby." (undecided)

"Yes, made me lean more toward parenting." (undecided)



What did you like best or least about the medical services you received?

"Your care and concern for accuracy."

"The care! You can tell the staff here genuinely care."

"How understanding and unjudgmental they are." (abortion minded)

"Loved that we have free services like this available."

**30 day supply of vitamins dispensed: 524 (Previous year 463)**

**Jannie Wick, R.N.**

- Two separate groups with a combined total of seven women completing all 8 sessions.
- Age: 25-57 Average age 43
- Age at abortion: 14-27, average age 19. One participant does not remember the year of her abortion or her age at that time.
- Two participants suffered from self-induced abortions.
- There were a total of 8 abortions between the participants.

Who chose to have the abortion?	2- parents made the decision.	1 - mutual decision
	2 - the man in the relationship	3 - "me"

- “Partner was still married at the time and I was financially unstable.”
- “I was a single/divorced woman raising 3 [kids] on my own. He wanted me to have it because he was addicted to drugs.”
- “Our parents didn’t give us a choice.”
- “My mother set it up; I was a Junior in high school.”
- “He suggested it, I went along with it.”
- “What else was I going to do?”

	No	Yes	Don't Remember
At the abortion clinic were you adequately informed of fetal development?	2	1	2
Were you adequately informed about the abortion type and process?	1	2	2
Would you have this (these) abortions again?	100%		

- "I think God works in this group to bring about healing. I really didn't think at the time that I needed this program, but God knows what is best and I really did."
- "Being open and honest provided healing-walking back through that time of my life-was painful, but worth it! I feel as if I have true sisters now, one's I can talk to about my baby unashamedly."
- "This was a rollercoaster ride of emotional highs and lows. I was strapped in tight by the bondage of guilt, shame and unforgiveness, forced to spiral back through my past and plunged deep into that dark, hidden place. Breaking through the barriers of anger, pain and hate. Flying high into the sky to see GOD'S love and grace. My life has been changed and my secret is out."

Two women have gone on to promote and lead groups through their churches. One woman is in the process of doing the same.

## Advancement

## Linda Brucker



Last year, Rindy prayerfully decided that as a team it was our duty, our desire, and our obligation to shine our light, the light of Christ, as believers. Were we as a team successful? The Profit & Loss Report for the past fiscal year shows you the financial figures, but this report does not reveal lots of other important numbers. I look at all kinds of numbers- 3300 Bottles for Life distributed to churches throughout the year, 600 guests attended our fall banquets, 137 walkers participated in our Walk4Youth, our auto withdrawals grew by 12.5%, and so on. You need to know about these and a few more numbers.

83 or so businesses gave to our golf outing as tourney and tee sponsors and donated items for our raffle. 10 area golf courses donated twosomes and foursomes as prizes and for a silent auction. Several new businesses came on board to help underwrite our walk4youth. Restaurants donated meals as prizes for our golfers. Ruby Tuesday and City Barbeque gave Heartbeats a percentage of dollars our supporters spent for meals. Aldridge-Mead Chiropractic gave us all their new patient fees for the past year, amounting to about \$1200. They actually ask their new patients write their checks directly to Heartbeats. That says a lot about Angela Mead's support for life.

Last year \$1909 was given in memory of loved family members, friends, neighbors, co-workers. BTW: 76 memorial gifts totaling \$8,874.35 have been given as of October 31st in memory of Merridy Hoover. Gifts are still coming in case anyone here still intends to give in Merridy's name.

Our churches remain so faithful giving us \$45,000 this past year. Churches give monthly, twice a year, quarterly, or once a year. The above amount given does not include Bottles for Life campaigns, and the Walk for Youth.

Thousands of families put checks, currency, and mostly change in baby bottles and we took in over \$59K this past fiscal year. From January thru June of this year we took in almost \$50K alone. The average church amount is around \$550, and some of those are very small churches—Mt. Pleasant, Brushy Fork UMC, Utica Church of Christ, Alexandria Baptist to name a few. Over 2/3 of our BFL proceeds come from supporting churches out in the far reaches of Licking County—churches on the Knox County and Coshocton borders, churches west to Granville, Alexandria, Johnstown, Pataskala, Reynoldsburg, and even one in Blacklick, a couple of churches near Fazeysburg, and then south to Buckeye Lake, Hebron and Thornville. In January thru March of this year, Vineyard Grace Fellowship collected \$8,783 in their campaign.



The Knights of Columbus from 6 local parishes joined together to raise \$29,953.65 to purchase BIRTHA, our new ultrasound machine. The venture was spearheaded by the Knights at St. Leonard and drew support from the state Knights and a matching gift from their national office.

The end of the 2010 and beginning of the 2011 Friends of Heartbeats campaigns combined to bring in over \$72K. I have provided further statistics concerning both FOH and the Banquets below.

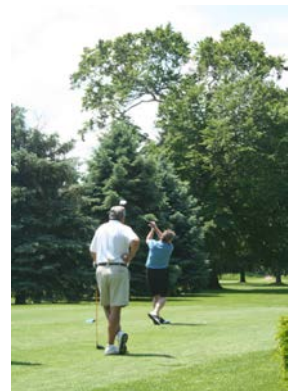
We had 76 tables with 600 guests, and about 60 volunteers that helped in the kitchen, helped us set up and take down the room, prepare meals and serve dinners for two consecutive nights. Our guest speaker cast a glaring light on the terror of abortion in a brief video and all I could hear was silence. Our guests responded by contributing and pledging \$127,787 in two nights. I earlier mentioned the growth of our monthly auto withdrawals. At present, we have 120 monthly auto withdrawals, 1 for client services, 3 for the building fund, 52 for FOH and 64 for BQT for a consistent total of \$5,819 per month. In addition, we have 22 additional FOH pledges and 38 additional BQT pledges for a total of 60 pledges paid monthly by check.

This next number is my personal favorite. We only had one donor this past year that was unable to begin their pledge, and that was due to the loss of a job. In this economy, that could be a small miracle. We also had 4 other donors who needed to stop their pledges mid-year due to job losses, illness, and sadly, a marriage separation. I'm happy to report that in the last fiscal year, we had 162 families that gave in excess of \$400. Those names will soon be on our Cord of Three Strands wall in our west wing. Also, we currently have 12 staff members that gave nearly \$19K in total back to Heartbeats in the past year, and that doesn't count participation in Momentum, in kind gifts, memorial gifts, and collecting walk sponsors.

Last year's walk had 137 walkers, 873 walk sponsors and brought in \$30,783. Nicole Strayer, one of our client consultants, and Janice Adams, one of our RUC instructors, volunteer their time to head up the Walk4Youth. Lisa Strausz sends out all the invoices, processes all the money, and generally keeps track of the walk data. As of 10/31, we have made our goal of \$30,000, and we are grateful.

I look at the numbers. That's a big part of my job. All kinds of numbers show we had a successful year.

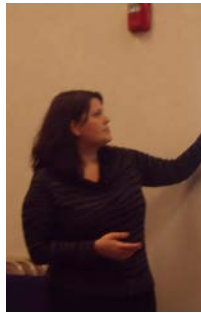
Linda Brucker  
Director of Advancement



## Prevention Services

Heartbeats presented the 3-5 day Relationships Under Construction program to approximately 2800 students in 15 schools in Licking, Knox, Coshocton, Muskingum and Perry Counties. The students are very receptive to the risk avoidance program that we offer and express thanks for giving them the truth so they can make informed choices.

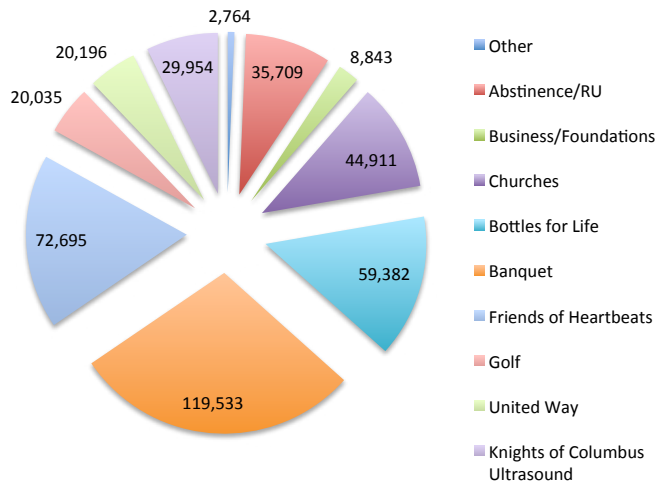
There were presentations for after school programs at the Salvation Army. We were able to make short presentations at the Licking Valley Church of Christ VBS and the upward Bound Basketball program. We presented parent and student trainings to over 150 parents and 40 students at several churches. RUC presenters had information booths at Newark High School and Our Savior Lutheran Church for their back to school events.





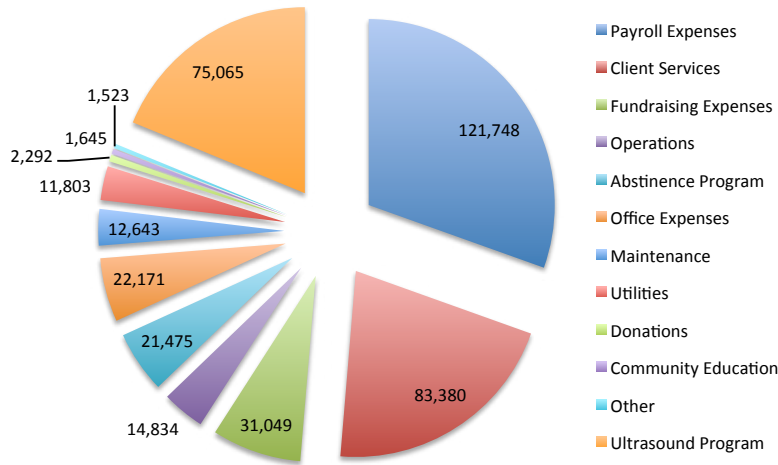
Financial Overview

Operations Income



Total: \$414,022

Operations Expenses



Total: \$399,628





*B. came to Heartbeats for a pregnancy test with an undecided mindset about whether to continue the pregnancy or abort. The friend who came with her was encouraging abortion. Both women were educated about pregnancy options and the risks of abortion. "B" left saying there was no way she could abort. She returned two weeks later for an ultrasound and smiled as she saw her baby's 8 week image! Seven months later, "B" gave birth to a girl and says she is doing "really well!"*





A very scared teenager came to Heartbeats intent on having an abortion. She refused most of the information we offered her and was unwilling to schedule an ultrasound. We estimated her to be about 5 weeks pregnant based on the information she shared with us. We continued to call and encourage her to schedule an ultrasound – she was willing to do so 3 weeks after she had her pregnancy test. “A” was shocked to see a 30+ week baby on the monitor! She was tearful and very confused – she still wanted to know about late-term abortion procedures. We continued to make follow-up calls to her and finally got through about 2 weeks after her ultrasound – she had delivered a healthy baby boy only four days after her ultrasound! She is very happy with her sweet boy!





### More Client Comments:

"Krista did an awesome job. I enjoyed my time with her."

"I felt like I was at home."

"Terri is a very nice person."

"I think that if I need help again I will come here."

"Lynn was the most personal person I have met here."

"I feel blessed to have a place like this to come to!"

"I really appreciate the info packet."