

Heartbeats of Licking County

Annual Report

July 1, 2010 - June 30, 2011

*For we are God's masterpiece. He has created us anew in
Christ Jesus, so we can do the good things he planned for
us long ago.*

Ephesians 2:10 (NLT)



Executive Director

Rindy Brooks

Building a Legacy of Life



This fiscal year we watched a dream become reality. When it is a dream that our Father agrees with, it happens. The new addition was a culmination of years of planning and waiting for the right time. The capital campaign “Building a Legacy of Life” has raised over 90% of the funds. Construction began in June 2010. The Covenant Group worked diligently and with our donations of time and materials from many vendors and volunteers we also did necessary renovations to the original building for no additional overall costs. It was a joyful experience and because of the amazing people God provided, it was not a stressful time, but a stretching time. We are grateful as we see more lives saved and changed with the help of so many.

This year we experienced how much we really need each other and how Father God loves and provides through His people. We prayed and people responded, “What can I do to help?” It was remarkable and so amazing to see that the donors and churches consider Heartbeats as an extension of the body of Christ in Licking County serving the lost and needy. That is as it should be. Jesus is all we need, and all we need to give.



*The God of heaven Himself will prosper us; therefore, we His servants will arise and build.
Nehemiah 2:20*





Building a Legacy of Life Capital Campaign January 2010-December 2012

This addition happened because of the generosity of many businesses, individuals, foundations, churches and in-kind gifts of materials and labor.



Building Costs (from architectural plans to finished building) 4100 Sq. Ft. two-story building addition	Capital Campaign To Date: (given or committed to give)	Balance to raise by December 2012
\$364,480	\$320,480	\$44,000 <u>+11,000 (set aside)</u> \$55,000

We also experienced the increase of blessing with our first two grandchildren (yes, I hope for more). My love for the innocent child that we stand for each day here at Heartbeats has come into focus more for me this year because of those sweet babies that have brought our family such joy and laughter.



Power of Prayer and the Family of God - Personal note from Rindy

I am personally thankful for the prayers of so many and felt “held up” by our Heartbeats family during a time of trusting God in the midst of the storm. Our youngest son, Avery had successful removal of a benign brain tumor in March. It was a spiritual battle afterwards as the enemy tried to come and steal the victory of the surgery. But God used it for His glory and taught us many things through that time. Avery is fully recovered and living and loving fully in the grace of Jesus. Thank you for your prayers.



Financial - Operations (Independent Financial Review in progress)

Support - Individuals, churches, events, workplace designations, miscellaneous sources:	\$359,560
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Operations Expense - Facilities, client services, events, ultrasound, abstinence program, personnel:	\$341,371
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Program Services

Rebecca Gassman



Dreamkeepers

- Abstinence Education
- STD/STI Information
- Birth Control Information
- Fertility Awareness
- Self Esteem
- Boundaries
- Building Healthy Relationships
- Sexual Healing & Recovery
- Book Studies

Resources

- The Medical Institute
- Heartbeat International Sexual Integrity Program

Comments

- I never knew the physical side effects of birth control. Instead of putting my daughter on the pill, I am encouraging her to be abstinent. - *client mom*
- After going over the Dreamkeeper folder with my consultant, I realized that the choices I am making affect my future children. I need to make better choices. - *client*

Bridges/EWYL - Earn While You Learn

Topics Include:

- Pregnancy
- Miscarriage
- Adoption
- Labor
- Postpartum Care
- Breastfeeding
- Newborn Care
- Toddler Care
- Siblings
- Discipline
- Parenting Skills
- Fatherhood
- Life Skills

Resources

- Heritage House
- Loving and Caring



We think of meeting these clients as “divine appointments.” What a privilege! Last week I was thinking how different “we” are from any other place I’ve ever worked. We’d gathered at 10 AM as consultants to pray for several undecided/abortion clients and later that day prayed with two co-workers experiencing personal crises. What a blessing. - *Consultant*

Being at Heartbeats has helped me to be less judgmental of people. I realize that we are all just one decision away from drastically altering the course of our lives. I have learned to meet people where they are and to extend God’s grace instead of judgment.



Additional Services

- Bible Studies
- Parenting Workbooks
- Client Library
- Meal Referrals
- Community/Professional Referrals
- Moms of Honor Classes -support group
- Man-to-Man Mentoring
- Nutrition Classes-offered monthly by OSU
- Childbirth Classes-offered 6 times a year
- Client Fun Day - February 2011
- Adoption Awareness
- **New Boutique!!!**



Client Comments:

- I was really scared when I found out I was pregnant. The Bridges program has made me feel better prepared to be a parent and I love shopping in the boutique! - *client*
- My consultant has made me realize how important my role as a father is. I need to respect the mother of my child and work on our relationship. - *male client*

Client Services

Erin Ness

Heartbeats Babies Born!



Number of known babies born: 307 (Previous year: 330)

- Of the 307 babies, 16 were saved after an initial intention of indecision or abortion. (Previous year: 25 saved out of the 330)
- Of the 16 babies saved, 13 had an ultrasound at Heartbeats.
- Of the 307 babies born, 2 were placed into an adoptive home. (previous year: 0 baby placed for adoption)

Of the babies born listed in the Newark Advocate the following percentages were Heartbeats' babies.



July 2010	42%	January 2011	43%
August 2010	43%	February 2011	?
September 2010	37%	March 2011	40%
October 2010	38%	April 2011	25%
November 2010	43%	May 2011	47%
December 2010	42%	June 2011	24%

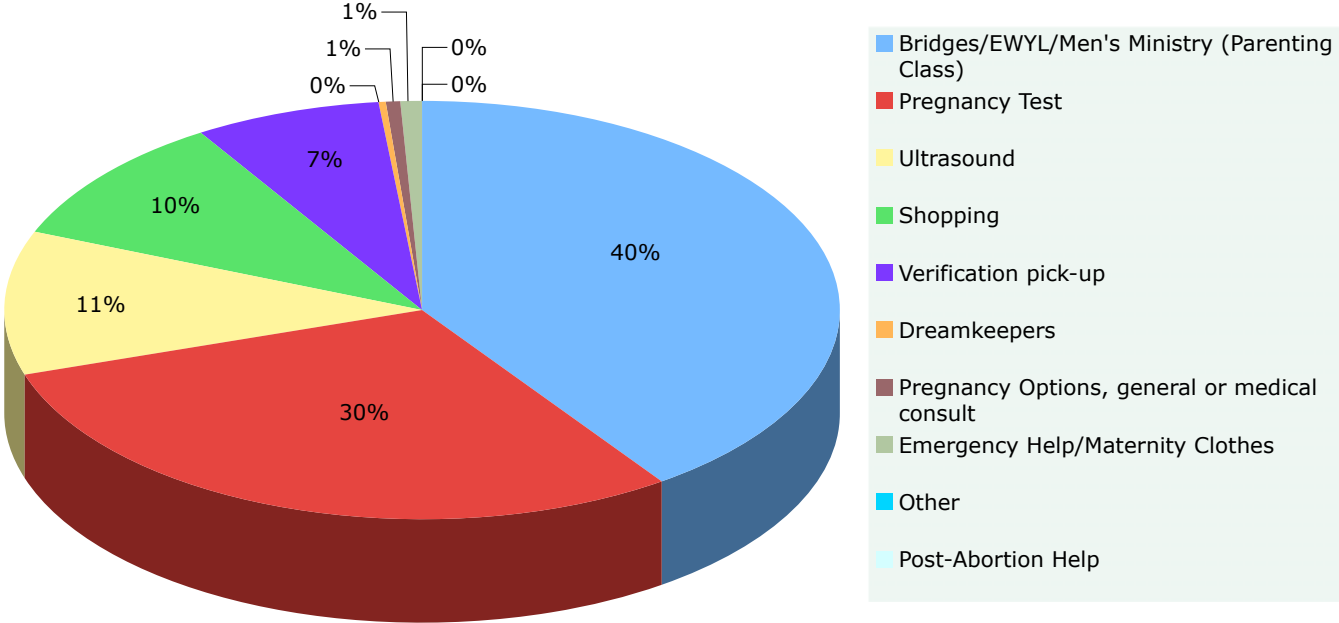


Demographics

	2010-11	2009-10
Total number of individual clients	1111	1241
Total number of client appointments	2859	3392
Total number of clients without appointment (boutique shopping)	311	365



Primary Reason for Visiting Heartbeats (the reason for walking in the door)



38% of clients were between the ages of 20-24.
32% were between the ages of 15-19.
18% were between the ages of 25-29.

76% of clients were single.

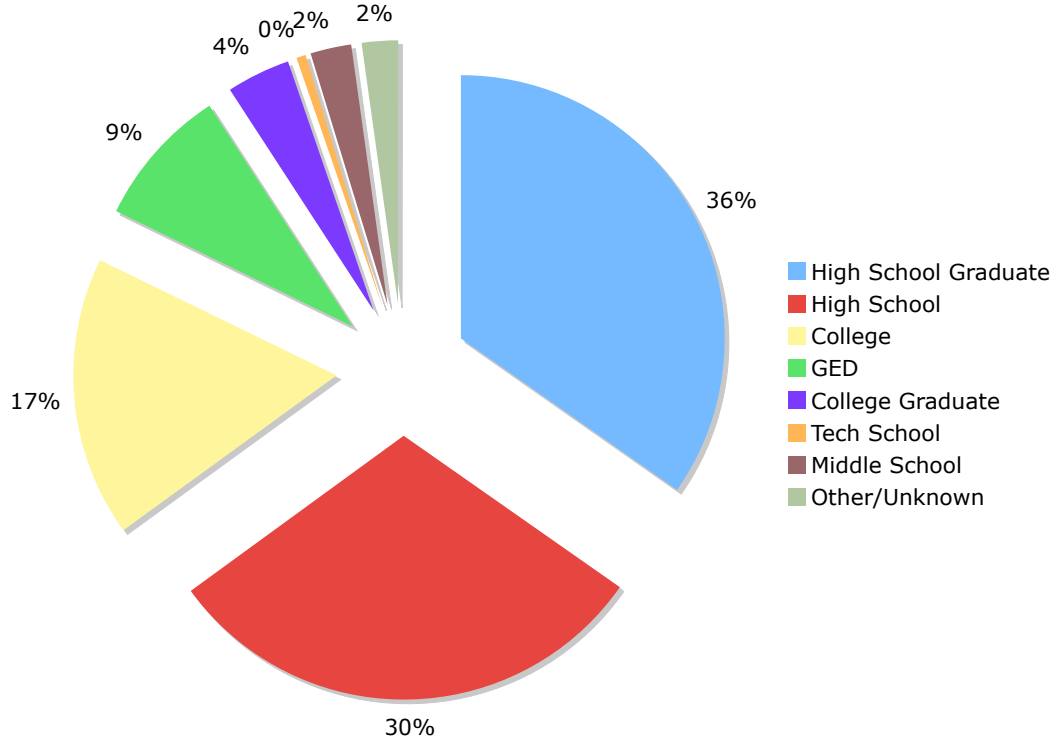
86% of clients stated their race as being white.

66% of clients learned about Heartbeats from a friend or relative.

29% of clients live with their parents.
23% live with their boyfriend/girlfriend.
15% live with their spouse.
12% live alone or with children.
11% live with their fiancé.
13 clients are either homeless or live in a shelter

Number of female clients: 1003
Number of male clients: 108

Level of Education Completed



Visit Information

	2010-2011	2009-2010
Total number of pregnancy tests administered	941	1078
Negative Results	334	427
Positive Results	603	647
Inconclusive	4	

73% of clients live within the 43055 and 43056 zip code areas.

Spiritual Element

- Number of times a client was given a Bible, consultant prayed with her/him or a spiritual discussion occurred: 1115 (1147 last year)
- Number of clients professing to be a Christian when walking in the door: 305 (318 last year)
- Number of clients making a decision for Christ (salvation): 2 (1 last year)

Pregnancy Test Client Exit Questionnaire

	Excellent	Very Good	Good
How would you rate the cleanliness and comfort of our waiting area?	78%	17%	4%
Please rate the friendliness of the people you spoke to today:	90%	9%	1%
Please rate the quality of information you were given today:	86%	12%	1%
Please rate the way in which you feel our staff respected you and our privacy today:	90%	8%	1%

Were you greeted within a few minutes of entering our facility?	Yes: 99%
How likely that you would recommend us to a friend? (10 is highest)	10: 93%

Medical Services

Jannie Wick, R.N.



	2010-2011	2009-2010
Ultrasound Scans	356	380
Abortion or undecided intention prior to ultrasound	20	32
Significant change (for life) in pregnancy intention immediately following ultrasound	5 (25%)	4 (13%)
Significant change (for life) in pregnancy intention sometime (days, weeks) following ultrasound	5	7

Pregnancy Test Verifications	603
30 Day supply of vitamins	463

Client Comments

What information did you gain from the ultrasound and/or exam?

- How babies are growing miracles.
- How small the baby is and how fast they grow.
- You can see the heartbeat before you can see the baby.
- I was surprised to see how developed my baby was at 10 weeks.

Did the ultrasound provided influence your decision regarding this pregnancy?

- Yes, it let me know there is something beautiful inside me.
- Yes, when you see your baby for the first time you have a positive outlook.
- I already wanted the baby but now I really want the baby.
- Yes, I'm really going to keep it now.
- Yes, because I know my baby is actually alive.
- Made me think about my options.

Is there anything we can do to improve our services?

- I wouldn't change anything.
- No, your services are already excellent.
- No, I think this place is very helpful and I would recommend many people here.

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

- I liked that they gave me a lot of info that will help me throughout the whole process.
- Easy, quiet, personal, respectful.
- Everyone is very friendly and welcoming. (abortion minded patient)
- Very understanding and quick and easy to get in.
- I liked how technology showed something so small in your stomach.
- The medical personnel was friendly and non-judgmental.
- The nurse made me feel like she liked me and cared about me. (undecided patient)
- How warm and safe I felt from all the staff. I feel very thankful for Heartbeats.
 - That the people are kind and patient, always carrying a smile.
 - It was very private and confidential.

- 99% of clients said the medical personnel seemed very interested in me and my needs.
- 99% said the medical personnel was very sensitive and respectful of my beliefs.
- 98% of clients said they would strongly recommend the center to a friend who was facing a problem pregnancy.
- 98% of clients said the information that the medical personnel provided was very helpful.

Surrendering the Secret

Abortion Recovery Program

An interactive Bible study and video series that leads those hurting from abortion to a path of healing.



- Two leadership gatherings presented the opportunity to educate pastors and other community leaders about abortion related trauma and healing that is available.
- The abortion recovery team spoke to the OSU-N Human Sexuality class on the aftereffects of abortion.
- Seven women completed the 8 week interactive Bible study and video series.

Our last group took place in the new Prayer Room here at Heartbeats. The setting was the perfect blend of privacy and comfort.

Following are some participants' comments regarding the study:

- I needed love for my broken soul and I received it!
- The most helpful piece of the group was reading, seeing and discussing scripture that led me to FEEL God's love, and the spiritual love from my unborn child.
- This program is freeing, it lets you know you are not alone. I received the freedom to talk about my experience.

Advancement

Linda Brucker



In Paul's epistle to the church of Ephesus, scholars commonly divide the purpose of the letter into four sections: New Life, New Community, New Lifestyle, New Relationships. Although all of these can apply to Heartbeats ministry, I will focus on one. Eph. 2:10 is the ending and anchor verse for Paul's teaching on a New Life in Christ. And, it is significant that this scripture was the foundation for our theme this past fiscal year.

"For we are God's Masterpiece. He has created us anew in Christ Jesus, so we can do the good things He planned for us long ago."

It would be simple as Development Director to reflect on the past year in accounting terms for each fundraiser – numbers, income, expenses, percentages. But, I view Bottles for Life, Fall Banquets, Walk 4 Youth and other fundraisers as pieces of the masterpiece, the colorful tapestry, God has woven into His ministry at Heartbeats. Event-wise, we had a most successful year financially, even while a capital campaign added a beautiful seasonal block to the scheme of our tapestry and competed with the perennial events. More importantly for me, did our fundraising activity promote New Life and visibly add to the design of our tapestry? Permit me two stories.



During the Bottles for Life campaign at her church, Lisa Strausz was approached by a friend with a story concerning her niece. The niece had become pregnant and had chosen to abort her child because her pregnancy was not “convenient”. But, she chose to come into Heartbeats for a pregnancy test and ultrasound to see how far along she was. After viewing her baby’s ultrasound image the niece chose life, and she recently gave birth to a healthy child. Her aunt wanted us to know that this story had a happy ending – New Life.

Bottles for Life sews more families and friends into the fabric of Heartbeats than any other annual event. As the fiscal year ended, we had taken in \$54,418 in BFL. Our late spring campaign is not complete, however. As of August 1, Bottles for Life is close to \$60,000 and will certainly go higher when 13 churches complete their campaigns. Particularly significant is that during the first six months of 2011, BFL brought in over \$50,000 alone. Bottles for Life is the binding for the piece of our tapestry that is the ultrasound program.





Story Two began during our successful banquet season. A new banquet guest stopped by Heartbeats early in the year with a question concerning his new monthly pledge, and I proceeded to give him a tour of the “east wing”, our new building addition. I showed him the Prayer Room that had become a catch-all for old furniture and other items not being used. I was attempting to help our guest visualize the good purpose we intended for the room when he turned to me. With understanding of the importance of the Prayer Room, he said he would pay to help furnish it. With his generous donation and other gift items from banquet attendees, the Prayer Room was soon completed. Almost a third of our annual operating budget is provided through gifts and monthly commitments generated by guests who catch the vision of New Life at our banquets each year. Friends like these add texture and warm colors to the Tapestry of Life.



Complacency when things are going well can fall on a ministry, and just when the pieces of our tapestry were fitting so well, we lost the thread of funding for our abstinence education program. With few funds available for the school program, God revealed another extraordinary piece – a Walk 4 Youth. The first walk held last October provided nearly \$17,000, new friends and donors, and a new awareness of the value of the abstinence program for teens in our public schools.



God is continuing to weave a Tapestry of New Life through our work at Heartbeats. My goal is to “Let Go and Let God” as the old saying goes, and to enjoy the ride. Thanks and praise to our Lord for another great year.

Linda Brucker
Development Director

Prevention Services

Educators:

Alice Morgan
Janice Adams
Nicole Strayer
Jeff Hawkins
Cody Mason
Jenna Fowls
Angela Besse



Relationships Under Construction

17 school districts in 5 counties - We estimate we saw over 3300 students in over 15,000 encounters. These are middle school and high school presentations, from 3 to 5 days in length.

Funding Sources

- 1st Annual Walk for Youth on October 2, 2010, brought in over \$17,000 with 78 walkers. We had 22 churches participating and our goal is to double the church and walk income for 2011.
- Churches and individuals gave over \$6200 to help students in their district.
- Kroger Community Rewards 5% give back program raised almost \$1100.



Student Comments

- The choices you make will affect your future.
- Without a healthy friendship for a foundation a marriage could collapse.
- My experience confirms what Alice was telling us. As soon as I lost my virginity, guys pressured me for it. I remember the tape, how the bond grows weaker.
- Renewing abstinence, I'm considering this as an option for me.

RUC Biblical World View

- Conducted parent and student classes at 5 different churches or Christian organizations and reached 150 students and 67 adults.

Bottles for Life Churches

July 1, 2010 - June 30, 2011

Alexandria Baptist
Bethel Apostolic
Bible Baptist
Blessed Sacrament
Brushy Fork United Methodist
Central Christian Church
Christ United Methodist
Christian Apostolic Church
Church of Christ at Alexandria
Church of God of Licking County
Church of the Ascension
Community Wesleyan
Crossway Community Church
Croton Church of Christ
Croton United Methodist
East Side Grace Brethren, Blacklick
Eastland Heights Baptist
Eden Church of Christ
Etna United Methodist
Faith Fellowship Evangelical
Family of Faith
First Baptist Church of Heath
First Community Church
First Presbyterian of Newark
First Presbyterian of Pataskala

First United Methodist
Greater Works Church, Columbus
Heath Christian Union
Heath Church of Christ Women
Heath United Methodist
Hebron Christian
Johnstown Baptist
Johnstown Independent Baptist
Kirksville United Methodist
Licking Valley Church of Christ
Marne United Methodist
MeadowView Church of Christ
Miller Memorial United Methodist
Mt. Carmel Christian Union
Mt. Pleasant Christian
Narrow Road Community
New Covenant Community
New Life Baptist
New Song
Newark Church of Christ
Northside Baptist
Northside Church of Christ
Old Stone Church of Christ
Our Lady of Mt. Carmel
Our Savior Lutheran

Outville Presbyterian
Pataskala Church of Christ
Pataskala Church of the Nazarene
Pataskala Grace Brethren
Perryton Church of Christ
Rocky Fork Church of Christ
Rose Hill Church of Christ
Second Baptist
Southgate Church of Christ
Spring Hills Baptist Church
St. Edward the Confessor
St. Francis The Loop
St. John's Lutheran
St. Leonard
Tri-Village Christian Church
Utica Church of Christ
Utica United Methodist
Vineyard at Johnstown
Vineyard Christian Church
Vineyard Grace Fellowship
Vineyard of Licking County
Wagram United Methodist
Wright Memorial UMC

Golf Business Sponsors



Event Underwriter

Huntington Investment Company

Tournament Sponsors

Big "O" Refuse
Brucker-Kishler Funeral Home
Jay Company
Brookside Materials/Kurtz Brothers

Cart Sponsor

The Energy Cooperative

Tee Sponsors

Big "O" Refuse
Brookside Materials
Brucker-Kishler Funeral Home
Criss-Schoedinger Funeral Home
D. Mark Stewart, D.D.S.
Data Image Holdings
Duane Flowers Construction
Energy Cooperative
Hayes Law Offices
Heath First Baptist Church

Huntington Investment
Jake's Property Services
Jay Company
Kurtz Brothers
LaPaloma
Lazy River Campground
Licking Memorial Hospital
Moundbuilders Country Club
Park National Bank
Rehab & Associates

Sally's Hearth and Home
Schmidty's Sunoco
Slabaugh Construction
Sopapilla Express
South Shore Ministries
The River 89.3
Waibel Electric
William Mills Agency

Walk Sponsors

Walk Underwriter

Henderson - Van Atta - Stickle Funeral
and Cremation Services



Walk Sponsors

Licking Memorial Health Systems
Sentinel USA

Moundbuilders General Dentistry
McDonald Pediatrics

Service Donations

The Comedy Magic of David McCreary
Encore Entertainment

Chris Gargus Videos

Door Prize Donations

CoCo Key Water Resorts
Curves

Mantonya Chiropractic & Wellness Centers
Aspen Fitness Centers

Participating Walk Churches

First Community Church
Family of Faith Community
Vineyard Christian Church
Newark Nazarene
Licking County Church of God
Vineyard Grace Fellowship
Tri-Village Christian
Pataskala Grace Brethren
Johnstown Baptist
Kirkersville United Methodist
Perry Chapel
Blessed Sacrament
First Presbyterian Church, Newark
Our Savior Lutheran Church
St. John's Lutheran Church
Vineyard of Licking County
St. Edward the Confessor
Miller Memorial United Methodist
Spring Hills Baptist Church

Croton Church of Christ
Heath First Baptist Church
Heath United Methodist
Faith Fellowship - Granville
More Life
Community Wesleyan Church
Mount Pleasant Christian Church
Licking Valley Church of Christ
Johnstown Independent Baptist
Alexandria Baptist
Northside Church of Christ
Faith Life Church, New Albany
Family of Faith Community Church
Centenary United Methodist
St. John's United Church of Christ

Heartbeats of Licking County is a life-affirming pregnancy center committed to impacting the lives we serve with the love of Christ.

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