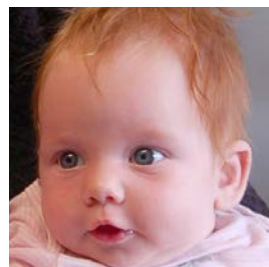
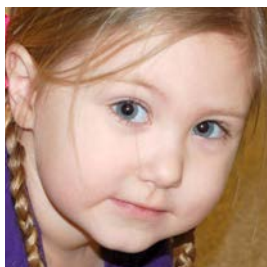
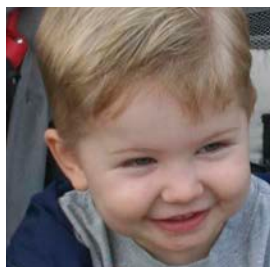


# Together for Life

Heartbeats Annual Report  
July 1, 2013 - June 30, 2014



## Mission Statement

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

## Vision Statement

We envision a world where every human heart is protected both in the womb and in strong families.

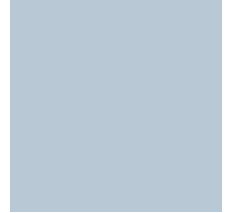
## Heartbeats Board 2013-2014

Pastor Kevin Blade  
Dr. David Born  
Beth Atkinson  
Peg Earhart  
Tom Jones  
Doug Lynn

Wally McLaughlin  
Justina Nadolson  
Kathy Rohrer  
Julie Stedman  
Laurie Wells  
Tom Wheeler

# Executive Director

Rindy Brooks



*And the LORD commissioned Joshua the son of Nun and said, "Be strong and courageous, for you shall bring the people of Israel into the land that I swore to give them. I will be with you.*

*Deuteronomy 31:23*

I have joyfully served at Heartbeats for over 14 years as executive director and before that for 3+ years as a volunteer and abstinence educator. I prayed often that I would know when it was time for a new chapter. I desired to be a healthy leader passing on a vibrant and thriving ministry. I am amazed at what God has allowed me to steward as Heartbeats has developed into a fruitful local missions outreach with two locations supported by over 150 churches and hundreds of individuals. It is a good and healthy thing when we walk in obedience and see God's faithfulness. I can gladly move forward because I have learned to trust God and know that Heartbeats is not me - it is all of you working together for life. The story of Moses and Joshua gave me great confidence God would provide the next leader as the board prayed and discerned their responsibility. Liz McCullough was a "Joshua" that served under me and Merridy Hoover before me as a warrior for the young women and men in our public schools to find purpose and purity in their relationships. She has battle experience and has learned to be strong and courageous. Her heart is steadfast to seek Jesus first and pray for wisdom as she leads. She is a servant leader that is humble and wants to obey Him as she stands firm for the sanctity of life in our community. There were many confirmations and answered prayers that were made evident to me, the board and to Liz that she was the one chosen by the Lord to take the post and become the next watchman over Heartbeats of Licking and Muskingum Valley.

The standout for me this past year was through the efforts of many churches and individuals both in Licking and Muskingum Valley, our new center in Zanesville opened September 30, 2013. It is a story of renewal and restoration as we worked with the Heartbeat Family Center to begin a new work together for life that would reach women and men in new ways to help

babies to be born into healthier futures and families. It was remarkable and I feel truly blessed to be a part of seeing it come to reality. I look forward to much growth happening there in the coming weeks and years.

I have been privileged to shepherd an amazing group of staff and volunteers through the years. God's family has great variety and I learned so much from each one and count them as precious sisters and brothers in Christ. We surely learned how to love each other well and weathered many hardships and heartaches together.

Each board member served with humble grace and offered their expertise for the benefit of our ministry organization. Heartbeats is strong through the years because of their commitment to Jesus Christ and to stand united as believers for the mission, not to waver and walk in faith when they knew it was time.

When I think about the pastors that have spoken into my life and the great joy it was to serve the churches that partnered with us, it brings me to tears. I had the rare experience to know pastors from many denominations and hear their stories of redemption and be mentored by them. It is one of the great privileges of being the executive director that I will forever cherish and will miss the sense of unity of the brethren that we shared at Heartbeats.

Our donors gave sacrificially after giving to their churches and that is still an amazing work of the Holy Spirit to me. Stewardship is God's people with God's resources giving to God's kingdom work and we certainly were the gracious recipients of many, many dozens of joyful givers! We are not an organization built on a few but we have givers as broad and deep as God's love. Provision came as people were led to give. I will be amazed my whole life how good God is and how much He loves us to give and how He pours out blessings on those that give! Thank you each one that participated in saving lives of babies and gave love to mothers in need and wanted youth to receive truth about marriage and relationships.

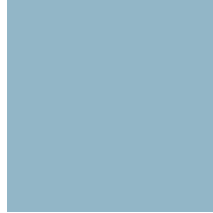
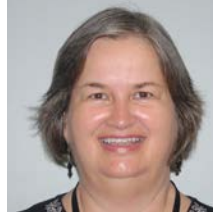
Heartbeats will continue to be a lighthouse in troubled times and provide safety to those seeking peace and truth if we continue to love God, obey and trust Him. Moses gave the nation of Israel in Deuteronomy 30:19-20a, this conditional promise and I leave it as my charge to those now called to lead and serve.

*I call heaven and earth to witness against you today, that I have set before you life and death, blessing and curse. Therefore choose life, that you and your offspring may live, loving the LORD your God, obeying His voice and holding fast to Him, for He is your life and length of days.*

Blessings for life,  
Rindy Brooks  
Executive Director,  
2000-2014

# Program Services

Rebecca Gassman - Newark  
Tess Davis - Zanesville



## Bridges/Earn While you Learn Parenting Program

An incentive based program that makes a difference in the lives of our clients and their babies. Clients are able to use the points they earn to purchase needed items in the boutique.



### Client quotes:

*I think doing things to earn points for yourself is more rewarding.*

*Earning points makes you feel like you are "buying" not taking.*

## EWYL Breaks the Cycle!

Giving things away for free only enables our clients and fosters the entitlement mentality. With EWYL, clients learn how to be good parents. They are able to walk out of our center with much needed items for their babies and a pride in their sense of accomplishment. The lessons they learn are crucial to the emotional and physical well-being of their babies and breaking cycles of poor parenting, neglect and abuse.

## EWYL is EFFECTIVE!

EWYL is written in an easy to use, easy to understand format. The lessons are presented using DVDs, worksheets, reading and verbal information with supporting graphics. Our clients see, hear and read the information, then take homework lessons with them that reinforce what they learned. The lessons cover pregnancy, infant care, toddler care, fatherhood & life skills.

*Client quote: I love all the different topics that are available. The DVD's are fun to watch and I enjoy doing the worksheets & homework.*

## EWYL is COMPLETE!

The lessons are presented by our Client Consultants. They are able to put together a personalized lesson plan that focuses on the specific needs of each client. The client consultants are able to establish a long term relationships that allow them to make a difference in their client's lives with God's love and wisdom! The results are dramatic and life changing.

*Client quote: I look forward to my time with my consultant. She really listens to what I have to say and we always end the appointment with prayer.*

*Consultant quote: I love using the EWYL curriculum! We have something that will meet almost any client's needs.*



## EWYL is Twice the Fun!

Our main goal this year was to duplicate the curriculum for our new Zanesville center. Over 300 lessons and 100 DVDs were reproduced. Our dedicated staff and volunteers achieved this goal by working after center hours and on days off. Heartbeats of Muskingum Valley was able to offer the EWYL Program to their clients when they opened their doors September of 2013. Their Boutique was renovated earlier this year to offer their clients the very best!



Our Practical Fatherhood module helps fathers focus on: Role Models, Respect for Mothers, Being a Leader, Discipline & Being Consistent.

Amanda benefited from Lorraine's Learning Fund, set up in honor of retired super-volunteer Lorraine Allori. Amanda attended the Bridges Program regularly and completed the lessons on Job Training. She received a gift of \$100 which was used for work attire.





## Goals for 2014-15

We have purchased the 2013 upgrades for EWL and 2 new modules on Adoption. We plan to have these lessons available to our clients by fall 2014.

We would like to purchase the Positive Partnerships modules. The cost is \$400.00 and has one module for women and one for men. The lessons cover Healthy Relationships, Cohabitation Dangers, Making the Marriage Choice, Staying Married and Single Parenting.

We are collaborating with Licking Memorial Hospital Smoking Cessation Program. Our goal is for LMH to soon start the intake process at our Newark center.

East Side Grace Brethren held a shower to help supply our boutiques with needed baby items.



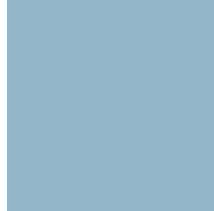
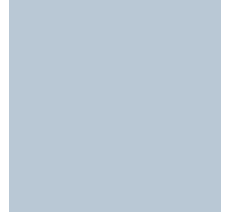
Youth from Pataskala Grace Brethren church worked on the landscaping in Newark.





# Surrendering the Secret

Facilitators  
Jannie Wick  
Angela Cook



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

- Three women completed the 8 week study
- Age at time of study: 39-64
- Age at time of abortion: 17-33

There were a total of 5 abortions among the participants.

The following statements and numbers are from a pre-group questionnaire:

Who chose to have the abortion?

- 3- "Mom"
- 2- "mutual decision"

Reason for the abortion

- "I was only 17."
- "Just started a new relationship."
- "Got pregnant because I was lonely just trying to give my virginity away. Young, dumb and selfish."
- "In college, selfishness on my part did not want a child then."
- "Financial-husband lost job."

## How did you find out about Surrendering the Secret?

- “Was presented to me through Heartbeats”
- “Through my sister who is a team leader in [another state] and then went on the website.”
- “Rebecca at Heartbeats.”

## The following statements are from a post-group evaluation:

What were the major problems you most wanted help with when you “signed up” for the group?

- “Was not aware I was still carrying shame and grief.”
- “The question of why & what was the purpose for the group when I felt healed.”
- “I didn’t think I had a problem when I signed up. But I discovered I had not forgiven myself.”

## What aspect of the program was most helpful to you?

- “Going before the Lord asking gender and name of children.”
- “Having to go back and think-even when all felt resolved.”
- “The naming, individualized my child for the 1st time.”

Each of the flowers represents a child lost to abortion whose mother chose to honor them at a special memorial service.



## What are your overall feelings about the program?

"I feel STS is a very good program. The videos were very enlightening and brought a wealth of different knowledge and perspectives to our group. The testimonies from the video as well as the personal testimonies from the group were wonderful. Knowing I was not alone in my feelings, fears, guilt and finally release was refreshing."

"I thank you for this study. I thank you for the women who are part of this study. Before this study I felt shame and guilt. I no longer feel that shame, God's grace covers all things. I can accept God's love for me and no longer feel guilty."

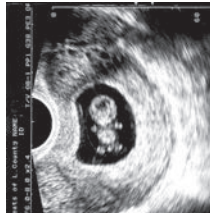
"I was totally surprised at my ignorance of the beginning and progression of life. These facts smacked me in the face. I had to deal with the truth of my selfish action. I loved the way this program slowly walked me through to the actualization of my "child". Christ's forgiveness and promise that I will see and know her in heaven. Thank you so much for this healing, cleansing journey!"



The cake pictured lists the names of the children who were memorialized in Surrendering the Secret. It represents the birthdays our children never got to celebrate and the baby showers we never had.

# Medical Services

Jannie Wick, R.N.



99.4% of patients said the medical personnel seemed very interested in their needs.  
99.3% of patients said the medical personnel was very sensitive and respectful of my beliefs.  
99.4% of patients said the information provided was very helpful.  
99.5% of patients would strongly recommend Heartbeats to a friend who was facing a problem pregnancy.

## Visit Information - Newark

Pregnancy Tests	2013-14	2012-13
Total of pregnancy tests administered	1043	1008
Negative Results	318	365
Positive Results	725	636
Inconclusive	0	4

**629 bottles of vitamins were given.**

# Ultrasound

	2013-14	2012-13
Ultrasound Scans	400	330
Abortion or undecided intention prior to ultrasound	7*	9
Undecided between parenting & adoption prior to ultrasound	0	4
For those abortion or undecided, significant change (for life) in pregnancy intention immediately following ultrasound	(14%) 1	(11%) 1
For those abortion or undecided, significant change (for life) in pregnancy intention sometime (days, weeks) following ultrasound	1	2

\*Of those who were undecided or abortion-minded at ultrasound, 1 known miscarried.

\*Of those who were undecided or abortion-minded at ultrasound, 2 known aborted.

\*Of those who were undecided or abortion-minded at ultrasound, 1 baby has been born.

\*Of those who were undecided or abortion-minded at ultrasound, 3 have not responded to our attempts to contact them.

Two clients were considered “abortion-minded” at their pregnancy test appointment. When they returned for the ultrasound they had made life-affirming changes in their intentions and were changed to “abortion-vulnerable.” Both of these clients reported miscarriages for these pregnancies.



## **What information did you gain from the ultrasound?**

- My estimated due date, baby's heartbeat.
- My baby has a face.
- My little baby is almost an inch.
- How much the baby can move at such a small size.
- At 5 weeks gestation, my baby's heart is the size of a poppy seed.
- Educational information about the baby.

## **What did you like best about the medical services you received?**

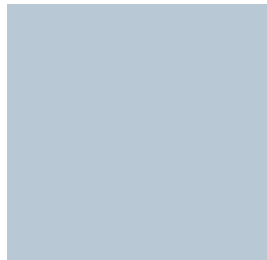
- What I liked best was the interest of the nurse, she really seemed to care.
- The ultrasound, it was amazing to see the detail.
- Angela was so nice and respectful and answered all my questions and was very patient.
- Compassionate, supportive and informative.
- I love how everyone is just nice and welcoming no matter the circumstances.
- I loved that Ruth spent time with me, listened to my concerns.

# Did the ultrasound provided influence your decision regarding this pregnancy?

- ▶ Yes, made it more real
- ▶ Yes, it made me see that parenting is the best decision.
- ▶ Yes. Was not sure if I was ready but seeing the baby encouraged me.
- ▶ The ultrasound made me see the realization of my pregnancy and how important to me my baby is.
- ▶ Yes, it made up my decision to keep the baby
- ▶ Yes, I'm more determined to parent.
- ▶ Yes. Makes me happy I chose to birth and parent :)

A couple came in for a pregnancy test and marked that they were undecided about their pregnancy intention. They stated their reason for considering abortion was "strictly financial". They didn't want their current children to suffer from additional financial strain. The nurse shared with them about community resources that could help pay for prenatal care and delivery. The couple returned a week later for an ultrasound with a changed intent to parent!

From someone who indicated she was undecided at time of pregnancy test: "Yes, Was not sure I was ready but seeing the baby move reassured me I was!"







Tiffany McFee RN BSN, Jenna Linton RN and Bethany Spray RN took a trip to Atlanta in the fall for a *fundamentals in limited ultrasound* course. They then returned to Heartbeats for a grueling two-week hands on obstetrical ultrasound training with a sonographer. They all passed the course and are using their skills to scan patients and save lives, Tiffany in Zanesville, Jenna and Bethany in Newark.

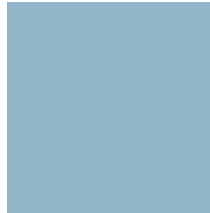
## Ultrasound Training in Atlanta

"The NIFLA Ultrasound training in Georgia was a wonderful whirlwind of tons of great information and training! Not having any experience in Ultrasound (other than having one when pregnant) it was such a foreign skill set for me. The week of hands on training by our wonderful instructor Patsy that followed helped put all the pieces together for me. Doing scan after scan after scan for so many days in a row really helped solidify the didactic information we acquired in Georgia into real life stuff! Giving women their first look at their baby, talking to them about the size and development of baby, discussing names they have picked out for either gender and seeing the excitement they display when we see the heartbeat is by far the most rewarding thing I've ever experienced as a nurse!" Jenna Linton, R.N.

"Having the opportunity to go to Atlanta and participate in the ultrasound training was definitely an eye opener for what I would be doing at Heartbeats. I learned that even though I was doing God's work, people still have free will and that cannot deter our work. The boot camp was very intense as we saw many different situations that week. I thank God that I have the privilege of being a tool for his work."  
Tiffany McFee, R.N.

# Client Services

Kimberly Cooper  
Muskingum Valley



## Demographics

Total # of individual clients	166
Total # of client appointments	348
Total # of clients w/out appointment (Boutique shopping)	100

## Pregnancy Test Client Exit Questionnaire Results

(from 43 questionnaires)

	Excellent	Very Good	Good
Were you greeted within a few minutes of entering our facility?	Yes=100%		
How would you rate the cleanliness and comfort of our waiting area?	86%	14%	0
Please rate the friendliness of the people you spoke to today.	92%	7%	1%
Please rate the quality of information you were given today.	86%	13.5%	.5%
Please rate the way in which you feel our staff respected you and your privacy today.	81%	12%	7%
How likely that you would recommend us to a friend? (10 is highest)	10=91%		

# Visit Information - Muskingum Valley

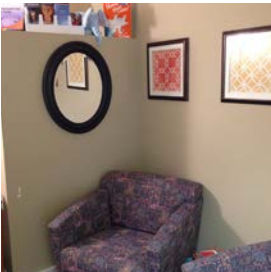
Total # of pregnancy tests administered	48
Negative results	15
Positive results	33

## Ultrasound

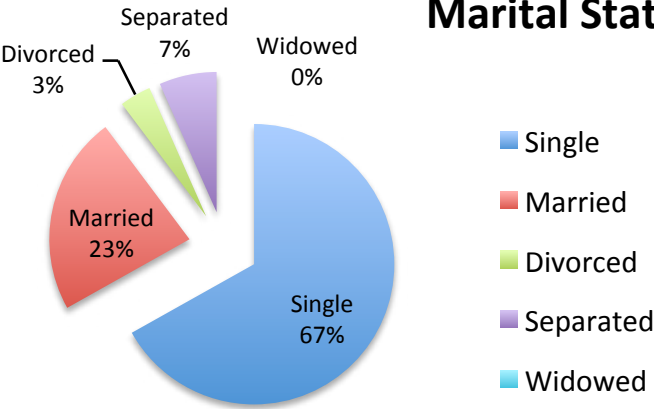
Ultrasound scans	14
Abortion or undecided intention prior to ultrasound	*1
Undecided between parenting & adoption prior to ultrasound	1

For the undecided between parenting and adoption, baby is unknown outcome at this point. We’ve had no return contact from the client.

*\*Of those who were undecided or abortion-minded at ultrasound, 1 known miscarried.*



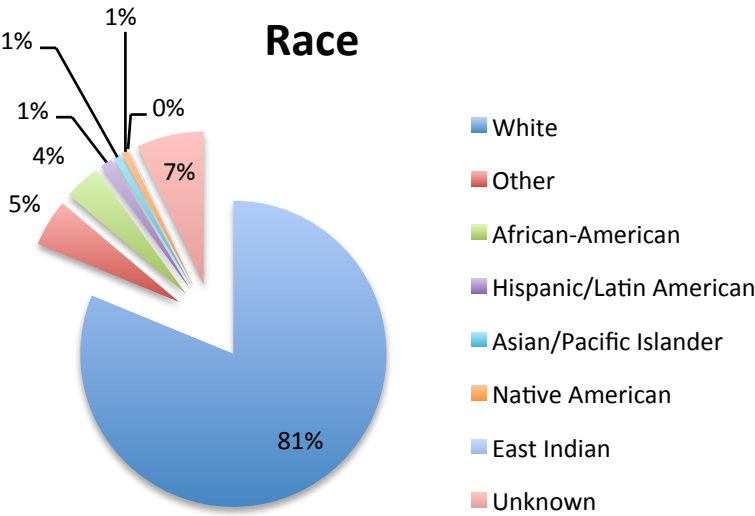
## Marital Status



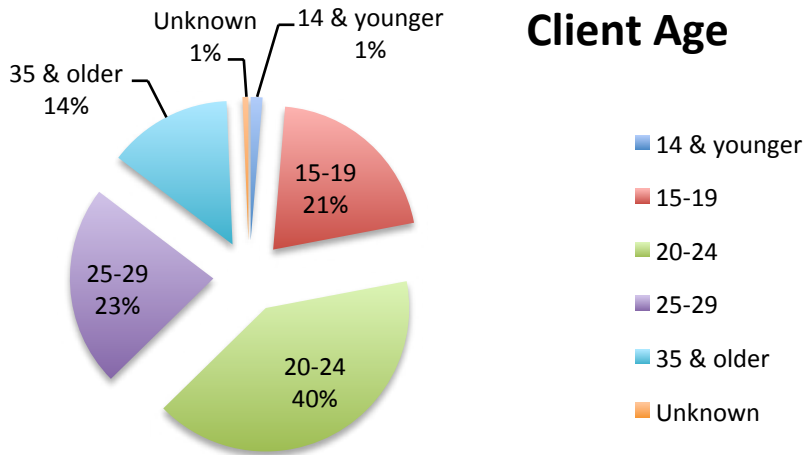
Number of female clients 149

Number of male clients 17

## Race

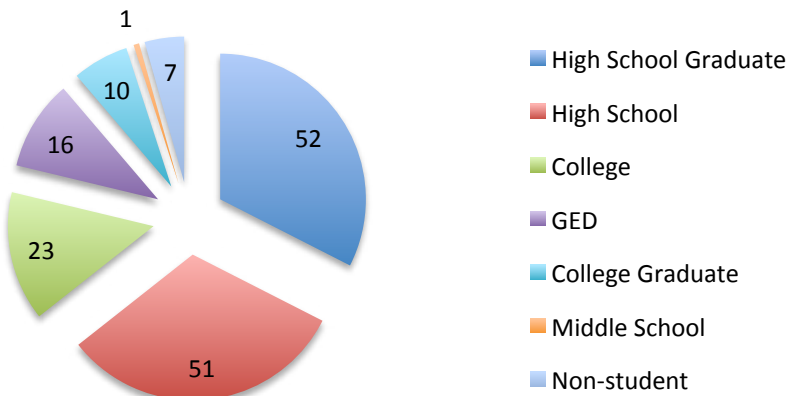


## Client Age

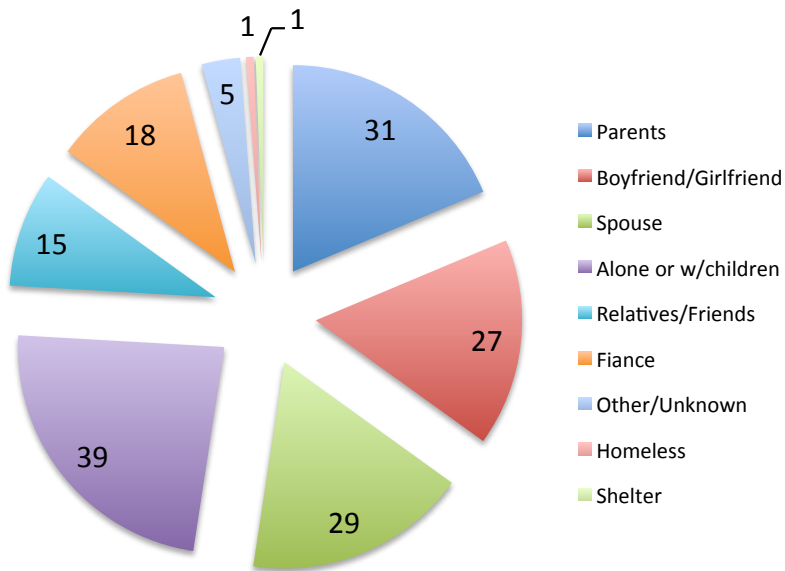


*Staff was great! Listened and were very informative.*

## Highest Level of Education Completed



## Client Lives With



## Spiritual Element:

Number of times a client was given a Bible, consultant prayed with her/him, a spiritual discussion occurred or the Gospel was shared: 150



# How did the client learn about Heartbeats?

Friend/relative	73
Other	22
Building Sign	7
Other Agency	19
School	4
Doctor, Hospital, Clinic	9
Church/Pastor	2
Internet	14
Unknown	2
Helpline/Option Line	9
TV	4
United Way	1



## Primary reason for visiting Heartbeats

*(the reason for walking in the door)*

Bridges/EWYL/Men's Ministry (Parenting Class)	235
Pregnancy Test	48
Ultrasound	15
Shopping	100
Emergency Help/Maternity Clothes	48



## Client Stories

Client “J” had a positive pregnancy test with us at the beginning of the year (2014). She was married, but felt that with her circumstances she couldn’t choose to carry this child. She had had a previous abortion that she regretted, but still felt that her only option was abortion. She even drove to the abortion clinic, but didn’t go through with the appointment. Still very confused on what to do, “J” went to her first prenatal visit. Several days later she wasn’t feeling quite right and went back to the doctor. She had a miscarriage later that same day. She tried to pretend she hadn’t lost anything, but she knew she had. “J” wrote to us to thank us for our prayers and support. She says they helped her tremendously.

Client “S” came to us in October after she had taken a home pregnancy test. “S” had had a previous abortion and was also contemplating one for this pregnancy. “S” was not married and her relationship with the baby’s dad was not healthy. We gave her a tour of the boutique and all that we offered through our parenting program. We were able to give “S” a vision of life and we gave her the hope and encouragement she needed to give life to her baby. We are thrilled to announce that she gave birth to a healthy baby boy that we have met in person. “S” continues to come in for support and says, “I can’t believe how much you care. I don’t know where I’d be without you.” She also tells us that she shares with others what Heartbeats has done for her and encourages others to come into our parenting program.

“A” came to us after taking several home pregnancy tests. She is in college and has relationship issues with the baby’s father. She also does not have a good relationship with her mother. After a positive test with us she responded by saying, “I know my life isn’t over; it’s just going to change.” “A” was thinking about choosing parents for her baby. She later came in for an ultrasound and was still undecided whether she wanted to parent or choose parents. “A’s” boyfriend was present at all visits and very supportive. “A” is due late this fall.

# Client Services

Erin Ness  
Newark

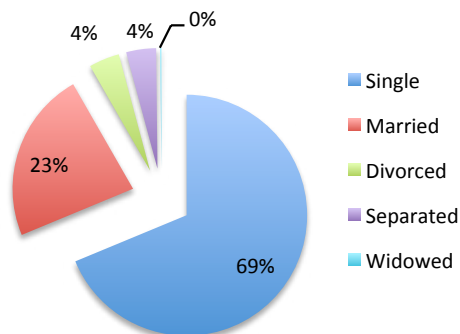


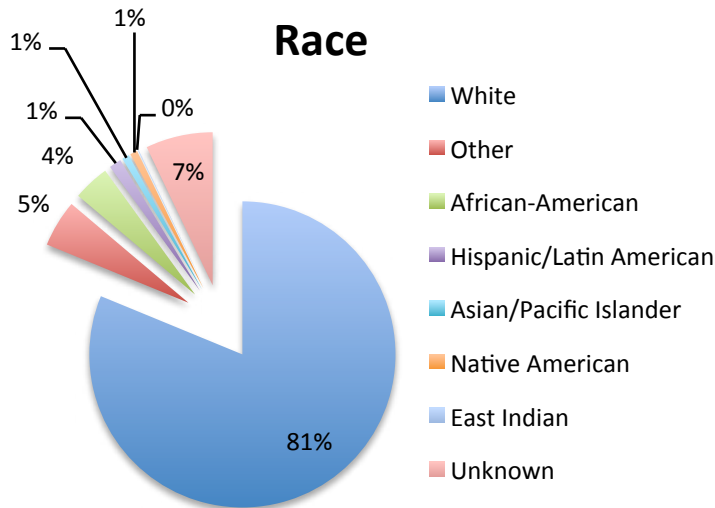
Demographics	2013-14	2012-13
Total number of individual clients	1171	1126
Total number of client appointments	2943	2640
Total number of clients w/out appointment (Boutique Shopping)	1318	1236

**Number of female clients 1082**

**Number of male clients 89**

## Marital Status





- *I really like the person (Beci) I talked to and the program she recommended for me.*
- *The people that helped me were the greatest.*

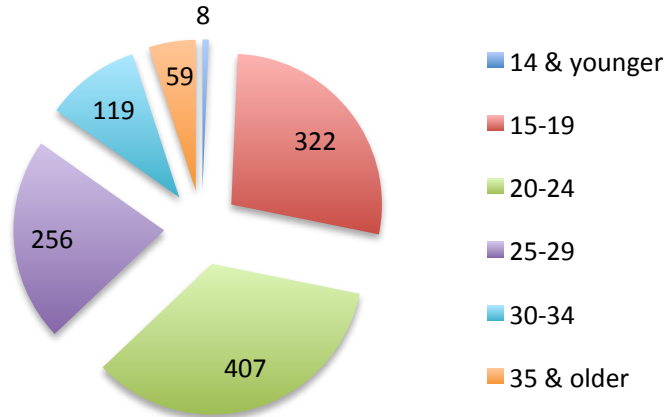
## How did the client learn about Heartbeats?

Friend/relative	712
Other	125
Building Sign	82
Other Agency	42
Phone Book	17
School	19
Doctor, Hospital, Clinic	84
Church/Pastor	16
Internet	59
Unknown	11
Helpline/Option Line	3
TV	1

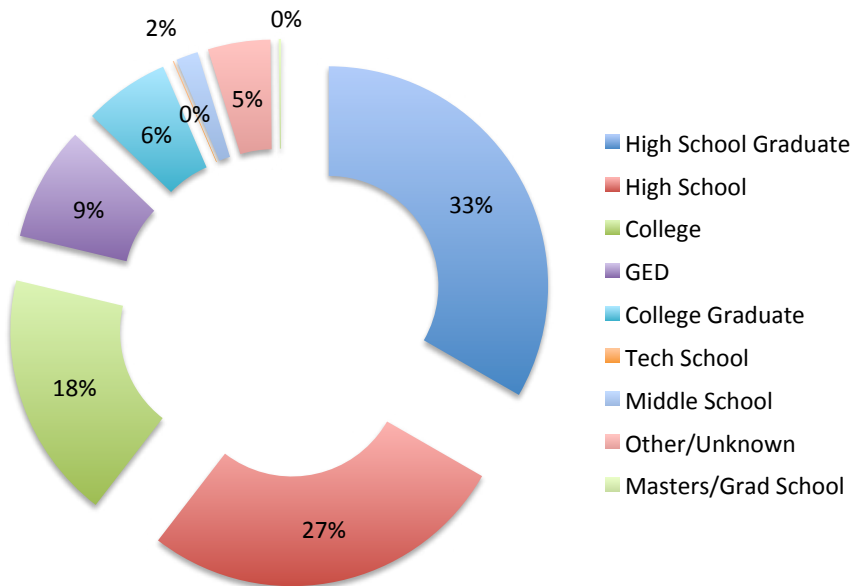
61%

61% of clients learn about us from a friend or relative.

## Age

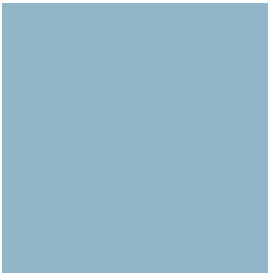


## Highest Level of Education Completed



# Client Lives With:

Parents	275
Boyfriend/Girlfriend	249
Spouse	252
Alone or w/children	134
Relatives/Friends	107
Fiance	120
Other/Unknown	13
Homeless	12
Shelter	9



## Spiritual Element

- Number of times a client was given a Bible, consultant prayed with her/him, a spiritual discussion occurred or the Gospel was shared:  
1120 (1143 last year)
- Number of clients trusting Christ as their Savior: 3

"You girls are amazing."

"You guys are a shining light."

"I felt comfortable as soon as I arrived."

## Primary reason for visiting Heartbeats:

*(the reason for walking in the door)*

	2013-14	2012-13
Bridges/EWYL/Men's Ministry (Parenting Class)	1453	1236
Pregnancy Test	1038	1005
Ultrasound	402	
Shopping	1318	
Verification pick-up	1	
Dreamkeepers	12	
Pregnancy Options, General or Medical Consult	11	
Emergency Help/Maternity Clothes	23	
Other	2	

# Pregnancy Test Client Exit Questionnaire Results

(from 842 questionnaires)

	Excellent	Very Good	Good	Fair	Poor
How would you rate the cleanliness and comfort of our waiting area?	84%	14%	2%	0	0
Please rate the friendliness of the people you spoke to today:	92%	7%	1%	0	0
Please rate the quality of information you were given today:	88%	11%	1%	insignificant	0
Please rate the way in which you feel our staff respected you and your privacy today:	92%	7%	1%0	0	0

**99% of clients said they were greeted within a few minutes of entering our facility.**

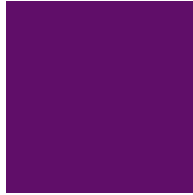
**How likely that you would recommend us to a friend? (10 is highest)**  
**10 = 94%**

## Wedding Bells

J & C – A couple who have participated for several years in the parenting program at Heartbeats made the decision to marry this year! We rejoice with them in their decisions to trust Christ as Saviour and honor God by committing their lives to each other in marriage. Several volunteers from Heartbeats and their church provided everything necessary for a lovely and special wedding day.



## Client Stories



"K" is a 27 year old single mom of two who came to the center stating, "I'm 99% sure I will have an abortion." "K" had a previous abortion 7 years ago. She shared that the father of the baby was encouraging her to abort. "K" claimed to have a relationship with God and said she was concerned about God forgiving her. The consultant encouraged "K" to take the week to "pray and listen" for an answer and not make a rushed decision. "K" did not show for two scheduled ultrasound appointments and stopped responding to our attempts to contact her. Taking note of the "babies born" in the paper, we saw that she delivered twins several months later! A follow-up call to "K" verified that she had delivered the babies, their father is actively involved and "everything has turned out good!"

"H" is an 18 year old who came to Heartbeats for a pregnancy test. She stated that she is undecided because of pressure from her mom to abort. "H"'s mom told her that she would have to move out if pregnant. The father of the baby was with her and supportive and excited. The Consultant shared pregnancy options information with the couple and prayed with them. "H" and her boyfriend returned for the ultrasound and said they now planned to parent. When asked what had made their decision, she replied, "abortion is too horrible, I couldn't live with that." "H" even shared that her mom wanted them to stop by and show her a picture of the ultrasound! "H" gave birth to her baby in Summer 2014.

"C" is a 23 year old woman who came to Heartbeats for a pregnancy test. She came in undecided because she was already parenting an 11 month old and wasn't sure she was ready for another baby. "C" said that several of her friends have had abortions and told her it would be "no big deal." "C" watched the FYI Pregnancy video with her Consultant and was surprised to learn that the baby develops earlier than she thought. A follow-up call to "C" a week later revealed that she no longer considered abortion as an option! She delivered her baby in Fall 2013.

# Heartbeats' Babies Born!

# of known babies born: 288 – 7 sets of twins!

Of the 288, 2 of these babies were stillborn.

Of the 288 babies, 25 were saved after an initial intention of indecision or abortion.

Of the 25 babies saved, 17 had an ultrasound at Heartbeats.

**Of the babies born listed in the Newark Advocate, the following percentage were Heartbeats' babies.**

July 2013	39%
August 2013	41%
September 2013	54%
October 2013	36%
November 2013	34%
December 2013	32%
January 2014	38%
February 2014	46%
March 2014	42%
April 2014	39%
May 2014	39%
June 2014	39%



## Training



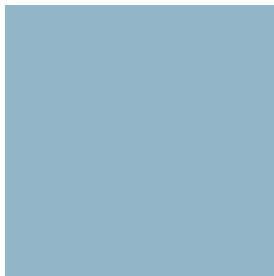
Thirty-three volunteer Client Consultants were trained this year in the LOVE Approach curriculum. Eight of these were trained during a special August session in Zanesville to launch the September opening of the Zanesville location.

## Interns

We had the privilege of having four interns this past year. They were from COTC, OSU/N and Zane State.

All four had the opportunity to complete the Client Consultant training and work directly with clients.

One of the Newark Interns organized a "Flower Pot Decorating and Flower Planting" event geared toward young kids.



# Advancement

Linda Brucker  
Elaine Long



Historymakers: called to follow in His steps...

For to this you have been called, because Christ also suffered for you, leaving you an example, so that you might follow in His steps.

1 Peter 2:21 ESV

In the 45 years since our pregnancy center was founded, many have answered God's call to be the "cross-bearers for the child-bearers". (John Ensor) Some stayed to become Historymakers and to live out Jesus' commandment to love our neighbors as ourselves. God has shown favor to Heartbeats since our center's inception in 1969 because we endeavor to honor and sanctify His creation of human life. We have been blessed with the provision of God's church and the many individuals and families who give to our mission faithfully, and often sacrificially. They provide the resources needed to help, and give hope, to families that come to us in crisis. We are grateful for our friends that steward their money to Heartbeats.

Bottles for Life is the simplest way for individuals and churches to invest in the ministry of Heartbeats. There are families filling bottles with coins, currency and checks nearly every month of the year. 81 total churches, 13 in Muskingum Valley, participated in the 2012-13 BFL campaigns, bringing in \$85,000.

A number of churches, both in Newark and in Muskingum Valley, additionally donated \$57,000 by giving monthly, quarterly, or annually, or by special offerings for Heartbeats.

581 individuals sponsored their friends in last fall's 2-mile Walk for Youth. \$23,000 was given in support of our Relationships Under Construction school programming.

Heartbeats 100 Hole Golf Challenge was held in Zanesville in May bringing in \$14,500.

Honoring a loved one's life and their passing with a financial gift to Heartbeats creates a legacy of life in their memory. In the past fiscal year we received 22 memorial gifts totaling \$13,400.

Friends of Heartbeats requests are sent to many in our database that are unable to attend one of our fall banquets. Friends of Heartbeats giving amounted to \$79,000, and much of that giving is monthly automatic withdrawal.

We celebrated the 1-year anniversary of Heartbeats Muskingum Valley on September 30. That was possible, due in part, to four special days last November. We had a banquet and luncheon on November 5-6 in Zanesville, followed by two banquets on November 7-8 in Newark. Almost 800 guests attended four events. Cash and pledges amounted to \$172,000, the largest proceeds from any banquet season. Most of the pledges are automatically withdrawn monthly.

As we prepare for three banquets this fall, this year’s theme, Together For Life, is a natural follow-up to the previous year’s theme, Historymakers: called to follow in His steps...To quote Peter H. Davids in his commentary of 1 Peter, “It is God who takes the initiative through His action in Christ and enables the human response of commitment.” In summation, we are called to follow in His steps and then we are all together for life.

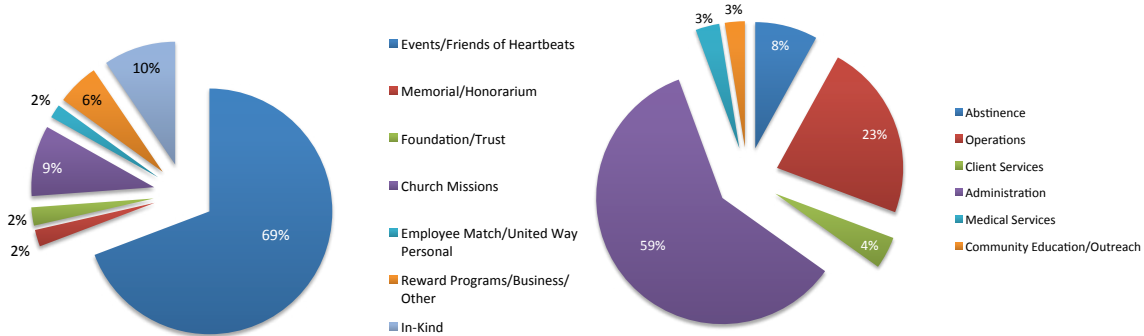
It has been a privilege and honor to serve as the Advancement/Development Director for Heartbeats for almost eleven years. Elaine Long has ably stepped up and is now Advancement Manager. I am now serving in the new position of Donor and Church Relations Coordinator. Thank you all for your trust and love for me and for Heartbeats.

I love life!  
Linda Brucker

# Financial Stewardship

Revenue

Expenses

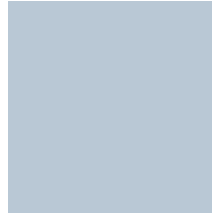
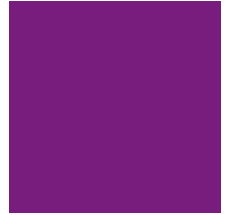


Total Income: \$610,041.89

Total Expense: \$561,498.45

# Prevention Services

## Relationships Under Construction



***Relationships Under Construction (RUC)*** satisfies all eight requirements of Ohio's mandate for abstinence education for middle and high school students. Through the use of medically-accurate information and compelling presentations, students are encouraged, inspired, and equipped to make healthy choices for life. The week-long curriculum provides information and practice in protecting personal dignity, maintaining sexual integrity, and building healthy relationship skills. Even though abstinence education is mandated in Ohio, schools do not receive funding for it. Heartbeats offers this vital programming, including the educators and materials, free of charge to public and private schools, and youth groups. \$2500 funds RUC in a typical school for one grade level. This past year, RUC reached 3867 students in the following settings:

Fairfield Union LSD  
Rushville MS

Lancaster City SD  
General Sherman MS  
Thomas Ewing MS

River View SD  
River View HS

Granville Christian

Salvation Army After School

Foxfire Center for Student  
Success SD

Licking Heights LSD  
Licking Heights HS

Southwest Licking LSD  
Watkins Memorial HS  
Watkins MS

Foxfire Center for Student  
Success Health Fair

Newark City SD  
Newark HS  
Wilson MS

Walnut Township LSD  
Millersport HS  
Millersport MS

Heath City SD  
Heath High School

Newark High At Risk

Johnstown-Monroe LSD  
Johnstown HS

North Fork LSD  
Utica HS

Zanesville City SD  
Zanesville HS

Lakewood LSD  
Lakewood HS  
Lakewood MS

Northern LSD  
Sheridan HS



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