



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.

I Peter 2:21

Historymakers:



Heartbeats

Annual Report

July 1, 2012 - June 30, 2013

Executive Director

Rindy Brooks



Dear Friend of Heartbeats,

The pregnancy center ministry mission work is called by many Christian leaders "The Underground Railroad of the 21st Century". Heartbeats is a rescue effort of the innocent baby by offering love, help, hope, refuge and freedom to the women and men who find themselves in the midst of unplanned parenting. It is a work of the churches in a community to disarm the powers of death with the gospel of life. It is a work of Christians united together to be the 'cross-bearers for the child-bearers'. Together we live out Jesus' commandment to love your neighbor as yourself offering love in action and truth with grace. Your giving makes it happen.

One of our major goals has happened! It began at the 2012 banquets. And now, the new Zanesville center called Heartbeats Muskingum Valley has OPENED! We are located at the LifeBridge building across the 6th street bridge on 216 Hazlett Court . So many volunteers gave their time, talent and treasure and now we are seeing women and men needing pregnancy support and parenting resources. We invite you to stop in and see it.

Our Newark center saw 1769 individuals and 636 unborn lives began. The school program reached 3557 students in 18 school districts in our last fiscal year. We look forward to all the new lives we will get to reach in the Muskingum Valley! Pray for our new staff and volunteers working there.

These are troubled times and there are many in need. Therefore we see more connections happening among Christians in Licking, Muskingum, Perry and Morgan counties as we trust and obey Jesus and unite in the great works of rescue, redemption and restoration. Heartbeats' mission is to impact the lives we serve with the love of Christ, whether in the church, the community or the schools. Your gifts and monthly support provide and help so many lives.

We stand on the shoulders of so many normal everyday individuals that we count as "historymaking heroes for life". We applaud each one of you that helps, gives, and prays! We dedicate this year to some of our personal heroes – Merridy Hoover, Ernie Shepard, and David Schnaidt. Each one gave extraordinary time and effort to help advance Heartbeats' mission.

May we all be encouraged and be found as faithful to our Lord Jesus Christ and loving family and friends. They inspire me and give me hope that truth and love always wins!

Program Services

Rebecca Gassman



EWYL is an incentive based program that makes a difference in the lives of our clients and their babies. Moms and Dads learn important information about pregnancy and parenting skills. They work one on one with a client consultant who builds a lesson plan that is unique to them. They are able to use the points they earn to "purchase" needed items in our boutique.

The lessons are designed to teach, but they are also designed to grow the relationship with their Consultant and help the client through major decisions such as adoption, drug/alcohol use, parenting methods and much more.

This year we added a Toddler Care Program encouraging clients to come back after their baby is born. The curriculum teaches parenting skills including discipline and setting boundaries.



We also wanted to focus on our fathers. Our new *Practical Fatherhood* module helps them understand the importance of being involved in their children's lives and challenges them to grow as a dad.

Heartbeats Curriculum

Lessons:

Pregnancy/infant care	78
Toddler Care	87
Fatherhood	42
Life skills	20
Dreamkeepers	32
Total:	258



- We average 100 EWYL appointments each month.
- 30 couples attended childbirth classes.
- 25 clients attended nutrition classes.
- We average 125 shoppers per month.
- Clients purchase 117 bundles of diapers (1706 total diapers) and 65 packages of wipes per month.



Barb Burgess has had a baby boom among her clients! Barb has been volunteering as a Client Consultant since 2009. She does an excellent job of making connections with her clients by serving them and showing genuine interest in their lives. Barb's clients tend to faithfully continue meeting with her even after their babies are born. Heartbeats recently added a curriculum of lessons for Toddlers so these moms and dad have lots to learn yet! Pictured with Barb are Angela and daughter, Winter, Marly and son, Makya and Rebekah and Timothy with daughter, Ariel.

Client Comments:

Clients were asked what they liked most about our EWYL Program:

The program teaches me how to be the best mom I can be & I love earning things for my daughter.

The support you give. You're there every step of the way and help prepare us.

Friendly, informative atmosphere and the earning points for the boutique.

Earning points gives me a sense of accomplishment.

I like "buying" not taking.

Bridges Survey:

Would you recommend our parenting program to a friend? 100% yes

Do you enjoy working one on one with your client consultant or would you prefer a classroom setting? 100% one on one 20% both

Do you enjoy earning points or do you believe we should give boutique items away?
100% earn points

Client Consultant quotes:

I enjoy working one on one with clients. This allows me to build a relationship with them.

The curriculum is amazing! It is user friendly making it easy for me to find the lesson I need.





Client Services

Erin Ness



Visit Information

Number of female clients: 1052

Number of male clients: 84

Demographics

	2012-13	2011-12
Total # of individual clients	1136	1139
Total # of client appointments	2640	2772
Total # of clients w/o appointment (boutique shopping)	1236	445

Training

Twenty volunteer Client Consultants were trained this year in the LOVE Approach Curriculum.



Interns

We had the privilege of having 5 interns this past year. They were from COTC and OSU/N. Three had the opportunity to complete the Client Consultant training and work directly with clients.

Two of the interns organized a "Client Make-over Day" complete with a hair stylist and Mary Kay Consultant. The interns made smoothies for the clients as they were pampered. One of the interns compiled the Heartbeats Healthy Cooking for Healthy Families cookbook that was passed out in a goodie bag.



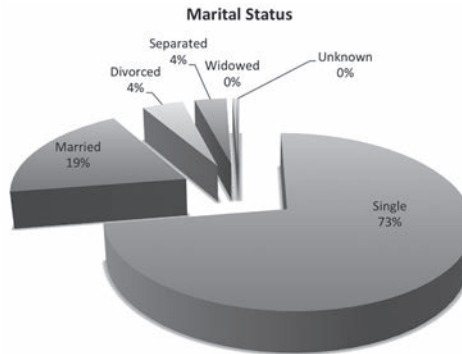
Client Make-Over Day



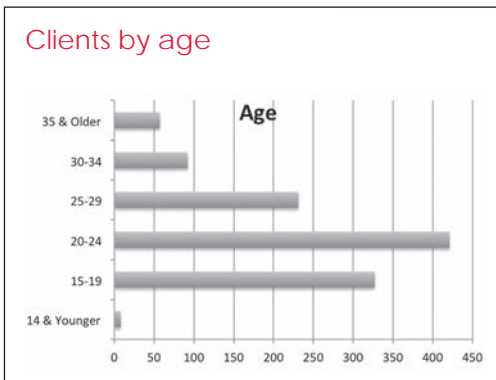
Meals for Moms

Pauline Slayman began the Meals for Moms ministry in 2004. She is no longer able to serve as the Coordinator. Currently the Client Services Manager is coordinating these meals. Thank you to Pauline for her years of service coordinating this ministry! From January 2012 until June 2013 70 meals were delivered to 22 moms.

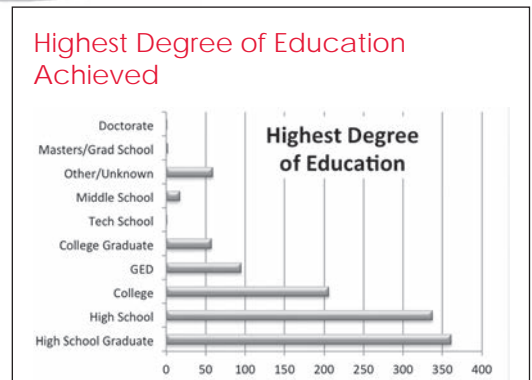
Marital Status of Clients



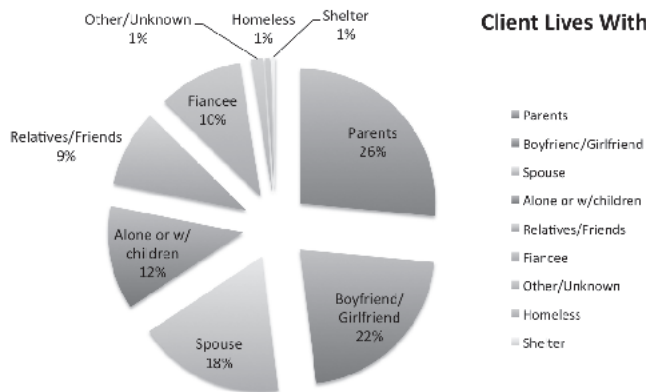
Clients by age



Highest Degree of Education Achieved



Client Living Arrangements



How did the client learn about Heartbeats?

Friend/Relative	717
Other	152
Building Sign	94
Other Agency	4
Phone Book	11 (down from 23)
School	24
Doctor, Hospital, Clinic	62
Church/Pastor	8
Internet	51 (up from 5)
Unknown	10
Helpline/Option Line	3



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: **1143**

Number of clients professing to be a Christian when walking in the door: **347**



Of the babies born from July 2012 to June 2013 listed in the Newark Advocate
nearly 36% were Heartbeats' babies.

Pregnancy Test Client Exit Questionnaire

How would you rate the cleanliness and comfort of our waiting area?

Excellent: 84% Very Good: 13% Good: 2%

Please rate the friendliness of the people you spoke to today.

Excellent: 90% Very Good: 9% Good: 1%

Please rate the quality of information you were given today.

Excellent: 86% Very Good: 11% Good: 3%

Please rate the way in which you feel our staff respected you and your privacy today: Excellent: 90% Very Good: 8% Good: 2%

91% of clients said that they would recommend us to a friend (10 out of 10)



General Comments from Exit Questionnaire

- Kimberly was perfect, nice and respectable.
- This organization is amazing. I love how friendly everyone is and I LOVED the prayer! (thanks Callie)
- I loved all of who I spoke with – they treated me like a normal person with no judgment.
- You do great, just as you did 5 years ago – that's why I came back.

From someone who indicated that she changed intention from “undecided” to “I feel more relaxed”: Because after talking about my choices I feel more comfortable about going through with my pregnancy.

From someone who indicated that she changed intention from “undecided” to “no abortion”: Because the grief you have afterwards

From someone who indicated that she changed intention from “undecided” to “stay informed about options”: Because it’s the smart thing to do.

“A” is a 16 year old who came to the center with her parents. “A” expressed concern her parents were pressuring her toward abortion.

“K” is a 17 year old high school senior who repeatedly mentioned that she is “very undecided” as what to choose.

“AH” returned our phone call and simply said, “well, I’m still pregnant...”



Medical Services

Jannie Wick



A young woman came to Heartbeats with her mother seeking options counseling. She left the appointment undecided about what to do about her pregnancy. After three weeks of losing contact with her, she emailed her consultant with these words, "You helped me gain the courage and strength to fight for what I wanted and what I knew in my heart of hearts is right. We both learned to feel this was a blessing and are happy for this new stage of life."

Pregnancy Tests	2012-13	2011-12
Total # of pregnancy tests administered	1002	999
Negative Results	365	358
Positive Results	636	637
Inconclusive	4	4
Bottles of Vitamins	511	524
Ultrasounds	330	340

99% of patients said the medical personnel seemed very interested in their needs.

99.5% of patients said the medical personnel was very sensitive and respectful of my beliefs.

99.8% of patients said they would strongly recommend the center to a friend who was facing a problem pregnancy.

What information did you gain from the ultrasound?

- size/due date of baby and what to expect in coming months
- due date and how developed baby is
- reassurance

Seven R.N.'s

- three staff
- four volunteer



Ultrasound	2012-13	2011-12
Ultrasound scans	330	340
Abortion or undecided intention prior to ultrasound	9	11
Undecided between parenting & adoption prior to ultrasound	4	5
For those abortion or undecided, significant change (for life) in pregnancy intention immediately following ultrasound	1 (11%)	3 (27%)
For those abortion or undecided, significant change (for life) in pregnancy intention sometime (days, weeks) following ultrasound	2	6

Five clients were considered “abortion-minded” at the time of their pregnancy test. When they returned for the ultrasound they had made life-affirming changes in their intentions and were changed to “abortion-vulnerable.” Out of these five, 3 have babies due, but have not responded to our attempts to contact them; 1 gave birth to a baby; 1 aborted.

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

- Everyone was very nice and caring. I did not feel judged.
- I like how private and how clean the center is.
- I was treated respectfully and with kindness.

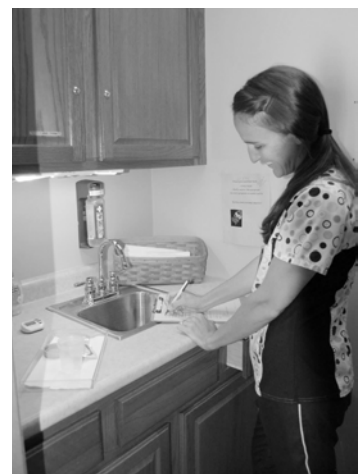
Did the ultrasound provided influence your decision regarding this pregnancy?

- Yes, after the ultrasound I was amazed and really wanted to keep it.
- Now seeing my baby I'm not sure about abortion.
- Seeing the heartbeat and its fingers made my decision even stronger to keep it.
- Yes, I fell in love.

Heartbeats' Babies Born!

Number of known babies born:
270 - 5 sets of twins! (one boy born at 21 weeks did not survive.)

- Of the 270 babies, 26 were saved after an initial intention of indecision or abortion.
- Of the 26 babies saved, 18 had an ultrasound at Heartbeats.



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.



Two separate groups were held with a combined total of six women completing all 8 sessions.

Age: 29-50

Average age 40

Age at time of abortion: 16-35

Average age 24

There were a total of 9 abortions among the participants.

Since 2009, 31 women have completed Surrendering The Secret.

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

Who chose to have the abortion?

3 - Mutual decision

1 - "my mom and me"

5 - "me"

Reason for the abortion:

"I had just moved (to another state), was in an abusive relationship and I didn't know anyone."

"I was 16, my mom said she was too young to be a grandparent."

"I was poor."

"Raped, ashamed."

"Not married."

"Not ready for a baby."

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



Did you experience any physical complications resulting from the procedure?

- "I developed an infection that led to infertility."
- "Breast Cancer"
- Two women hemorrhaged and had to have an emergency D & C.

Did the relationship with the man end?

All six women answered, "yes."

What are your overall feelings about the program:

"I really feel this group saved a part of me that I thought I had lost. The pain of remembering all the gory details turned around to be a great healing of my heart."

"Everything was executed with love and care. The leaders are sensitive and compassionate."

"I started this study with an open mind that quickly slammed shut when we started going deeper. I shared with the group that I did not need to be there. At about week 4, I had a breakthrough. I love that the leaders and participants did not pressure me to be, feel or act a certain way. I'm sure they prayed for me and God took care of it."

"Surrendering the Secret is a Godsend to any woman who needs healing over her decision to abort. I found the study to be pretty in-depth and we touched on so many areas in such a short time. I am thankful that God led me to this group."



Advancement Linda Brucker



Victory in Jesus.

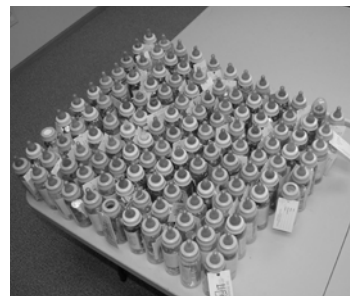
In 2012 our beloved Merridy Hoover and Ernie Shepard and several other Heartbeats' friends found their perfect Victory in Jesus. Their family and friends knew the love of God's creation of human life and gave to Heartbeats with Memoriam gifts in the amount of \$10,274.

Business owners are valuable to us. Numerous businesses donated to and helped underwrite our annual Tournament For Life and our Walk4Youth.



Area churches donated \$49,740, an increase of 10% over last fiscal year. The amount does not include money raised in churches for Bottles for Life campaigns and the Walk4Youth.

84 churches participated in Bottles for Life. 73 were from Licking County and 11 contributed in Muskingum Valley. Coin, currency and checks stuffed into bottles amounted to \$74,688. This is a 26% increase over last year. Vineyard Grace Fellowship brought in over \$10,000 in their January-March campaign.



The Walk4Youth had 117 walkers participating, with 712 sponsors. Donations were \$29,604, just slightly lower than the \$30K given last year.

Friends of Heartbeats donations last year were \$84,995, an increase of 18%. Friends of Heartbeats gifts are donations that are not connected to another event, such as banquet, walk, Bottles for Life, etc.



This year's Tournament Fore Life was down in team numbers, so the total was \$15,450, with the net total after expenses at \$9,000. Although we had a great, fun outing this year, the tenth year was flat in numbers. We are exploring moving the outing to another site to change things up, or possibly changing the format. Moundbuilders Country Club has been very good to us for ten years, but we need to look at the overall picture for next year.

We had a couple of "first-time" things happen with last year's Victory in Jesus Banquet. Although we had 40 tables both evenings, for the first time we had more guests attend our Thursday banquet than our Friday banquet. Thursday's attendance was 311, while Friday's was 291 for a total of 602 guests. The other "new" thing was the giving on Thursday was higher than Friday. Thursday's giving in cash and pledges was \$71,770. Friday's giving in cash and pledges was \$58,846 for a total of \$130,616. When you add in the underwriting, the total was \$142,146, an increase of 11% over the 2011 banquets.

The percentage of new guests for Thursday was 34% and Friday's was 42%. The average for new attendees for the two nights was 38%. Part of the reason this number is a little higher was the number of Muskingum Valley guests that graciously agreed to make the trip and attend one of our banquets. The end result is we will be holding the first Muskingum Valley Banquet on November 5th at Rolling Plains UMC in So. Zanesville.

We have 128 automatic withdrawals which give us a steady flow of monthly income. 2 are monthly Building gifts, 63 are Friends of Heartbeats and 63 are generated by the Banquets. Monthly automatic withdrawals amount to \$6,534.

We still receive a steady amount of United Way gifts even though we are not a United Way provider. We received \$24,662 in United Way allocations. Foundation gifts mostly generated by employee giving and employer matching gifts amounted to \$6,564.

Linda Brucker
Development Director



2012

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Heartbeats Relationships Under Construction 2012-2013 Schools

Schools Served 2012-2013

School District	1st Semester	2nd Semester
Northridge	75	70
Millersport	49	57
Lakewood	127	127
Utica	250	
Licking Heights	180	150
Riverview	100	100
Riverview JR	120	
Licking Valley Middle School	140	
General Sherman Middle School	140	140
Watkins Memorial	177	166
Zanesville City	90	90
Newark City	196	185
Heath City	93	93
Sheridan	125	125
Granville Christian Academy	17	
Johnstown		100
Lancaster Middle School	125	125
Excell Academy	25	
TOTAL	2029	1528

Total Students: 3557

4 Middle Schools 14 High Schools

Counties Served: Licking, Perry, Muskingum, Coshocton, and Fairfield

Churches Served	
Salvation Army	18 (duplicated)
Marne United Methodist	10

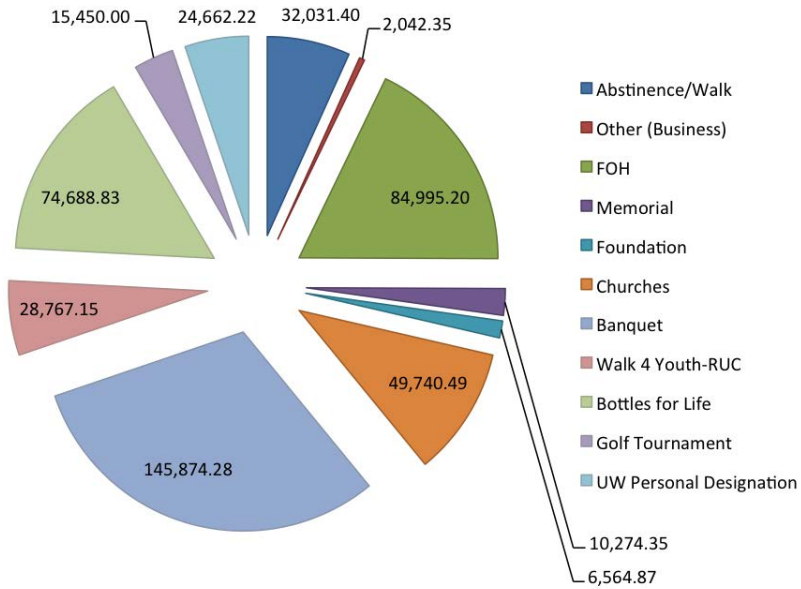
Please pray that the RUC program will be accepted into the following school districts and schools:

- Muskingum County
- Riverview
- Tri-Valley
- West Muskingum
- East Muskingum

- Maysville
 - Rolling Hills Local
- Morgan County Schools

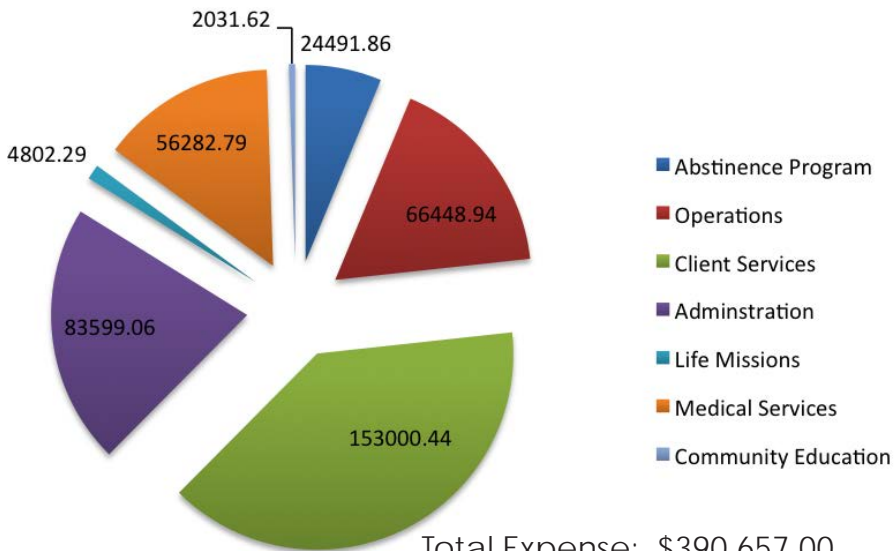
- Perry County
- Crooksville
- New Lexington
- Southern Local
- Franklin Local

Operations Income



Total Income: \$446,856.37

Organization Expenses



Total Expense: \$390,657.00

Heartbeats Board

Pastor Kevin Blade

Dr. David Born

Scott Hayes

Tom Jones

John Marron

Wally McLaughlin

Justine Nadolson

Kathy Rohrer

Dave Shelly

Julie Stedman

Laurie Wells

Tom Wheeler



Heartbeats

...it's a great place to be!

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