



# Annual Report

2019-2020



Heartbeat of Toledo is a life-affirming organization whose mission is to be the best source of information and support to women facing pregnancies and to help moms, dads, and babies in need.



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**Pictured left to right, back row:** Connie Cronin, Josh Green, Ragan Shaw, Kathryn Schneider, Cari Jennings, Joe Restivo, Chelsea Rennels  
**Front row:** Kelly Reed, Sam Byrne, Amy Barber, Kristina M. Devine, Dr. Harvey Popovich  
**Not pictured:** Andrew Rectenwald and Todd Sedlar

# Letter from the president

Dear Friends of Heartbeat,

It is hard to believe the changes that have occurred in our organization and in our nation, since Heartbeat's last Annual Report. Last fall, when the Board of Directors interviewed Renee Palacios, our current Executive Director, no one thought to ask: "If our community were to face a pandemic, what steps would you take to guide the Heartbeat organization and our clients through those unprecedented times?". However, Renee has demonstrated strategic leadership from day one, handling challenges with strength, patience and grace, tackling each obstacle head on with the help of a fantastic team of individuals. We are blessed to have her and the fantastic staff at Heartbeat of Toledo.

It was difficult to cancel our Annual Banquet this year, but I am grateful for all of you that continued to donate and support the organization so generously. It is because of your generosity that Heartbeat was able to continue our services and help over 2,944 women and families this year!

Heartbeat of Toledo has demonstrated to our community that we are steadfast in our mission to be the best source of information and support to women facing pregnancies and to help moms, dads, and babies in need. Pandemic or otherwise – Heartbeat of Toledo will be here for our community!

On behalf of the Board of Directors, I thank you all, for your continued support of this organization in these challenging times. Personally, I think this is when organizations like Heartbeat of Toledo, shine. We continue to find unique and creative ways to support our communities, when our services are needed the most.

May God continue to bless you and your families!



Kathryn Schneider  
President

Heartbeat of Toledo  
will be here for  
our community



# Renee Palacios

## Meet the New Executive Director

In late 2019, I began to pray that God would use my gifts in serving a broken and wounded world, in a way I would never have imagined. In January 2020, He led me to Heartbeat of Toledo. I had served as the Executive Director of Family House, family homeless shelter for nearly 8yrs. and personally adopted the values of dignity, grace and respect for all people.

Unconditional love, reflected in a radical way, in the face of fear, confusion and sin. I have seen what desperation, addiction, violence and isolation can do to a human soul and have forever committed myself to “show up” as a gracious light in some very dark spaces.

I’ve worked in non-profit organizations for nearly 20yrs. and what impressed me most about Heartbeat of Toledo is the dedication to employing the highest skilled staff possible. We employ licensed Sonographers (RDMS), Registered Nurses and a licensed Social Worker that lead the team, serving patients at, “Your First Look.” Utilizing a national model and best practices to “earn while you learn,” our Heart to Heart, Prenatal and Parenting classes are organized and overseen by staff with Bachelor and Master’s education backgrounds that can specifically speak into the challenges parents face, today. When the Coronavirus shut down our city, your Heartbeat of Toledo “showed up” in

that dark space. In the months of April and May, we provided emergency items in 130 visits. With urgency, we began reaching out to all patients and clients in our programs to check on their well being. We had the honor of standing in the gap, speaking life and hope into the darkness.

As we soldier through 2020 and on to 2021, with priorities of health and safety of our community and those we serve, we stand in the faith of provision for Heartbeat of Toledo. We stand in faith that He will provide the resources we need to serve those who come to us for help.

With a grateful heart, thank you for your past, current and future support of our Mission. We can’t do this work, without YOU. Thank you.



*Executive Director*



# Treasurer's Report

by Amy Barber

Revenues for fiscal year 2019 – 2020 totaled \$551,697 which included an increase in revenue from Organizations & Businesses. Fundraising, Individual Support and Grant Income experienced decreases this year. Our overall Fundraising income was down due in part to the cancellation of our Annual Banquet due to the Covid-19 pandemic.

Our expenses are allocated based on where they are used or their function. Our functions consist of Program Services, Fundraising & Development and Management Services. Our Program Services expenses, which are directly related to the services we provide in carrying out our mission, represent 74% of our total expenses. Fundraising & Development expenses, which allow us to bring in the support needed to do what we do, were 14% of our total expenses. Management Service expenses, which keep us organized and on task with our mission, were 12% of total expenses.

We thank each and every one of you for partnering with us to serve our community. Your continued support of Heartbeat of Toledo is sincerely appreciated!

## Sources of Income

Fundraising Income	\$188,840
Individual Support	\$157,405
Grants	\$74,503
Organizations & Businesses	\$120,366
Churches	\$8,017
Earned Revenue	\$2,566
<b>Total</b>	<b>\$551,697</b>

## Distribution of Funds

Program Services	\$492,304
Fundraising & Development	\$96,008
Management Services	\$79,931
<b>Total</b>	<b>\$668,243</b>

## Change in Net Assets (\$116,546)

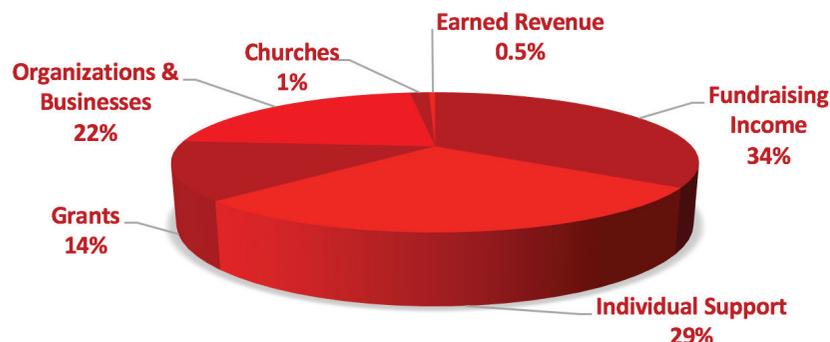
## Net Assets \$464,358

Unrestricted	\$368,971
Temporarily Restricted	\$95,387

Information based on Financial Statements audited by Rayner, Foos, Kruse & Irwin, CPAs

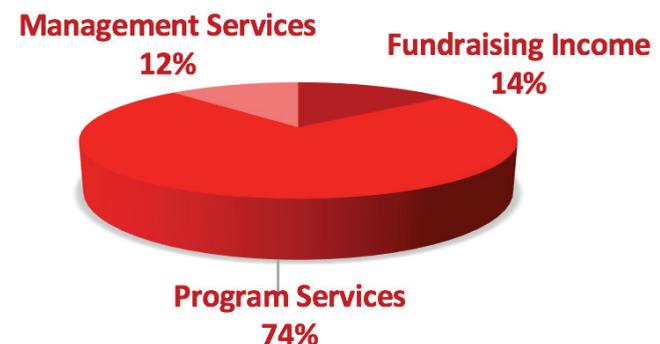
## Sources of Income 2020

June 1, 2019 - May 31, 2020



## Distribution of Funds 2020

June 1, 2019 - May 31, 2020



# 2,944

Total Client Visits



# 911

Ultrasounds Performed



# 27

Graduates from Heart to Heart Program



# 130

Emergency Visits Provided During Stay-At-Home Order



# 1,991

H2H Classes Provided



# 94%

Clients Chose an Option Other Than Abortion

# 733

Pregnancy Tests Provided

## Program Stats

# Kenberly's Story

“ I met my best friend Josiah, who was from North Carolina, and we talked literally everyday and never lost contact. We eventually started traveling to see each other, but like many of these relationships the distance caused me to distance myself from the relationship. Weeks had gone by and I cut all forms of communication with Josiah and decided to no longer be distracted by the relationship. After we stopped talking, I found out I was pregnant. Of course, I was scared but I finally had the opportunity to contact Josiah and

tell him not to tell a soul because I had no clue what I was going to do. I didn't tell anyone because it was such a scary situation to go through and all my friends and family were in Ohio or out of the country. About two weeks after finding out I was pregnant, I finally decided to confess to my mom. I thought she would be upset or disown me, but she was the most supportive and understanding parent she could be! Eventually, I decided to visit my mom in Toledo and sadly explore all the options I had. One sad option crossed my head a lot, so before traveling to Toledo, I decided to reach out to Heartbeat and make an appointment. I would have to say my second visit to Heartbeat, when I heard and saw my little peanut on the monitor, was the most impactful moment. I will never forget that experience because it truly gave me a

**glimpse of reality.**

I moved back to Toledo the end of June 2018, to be surrounded by the love from my Mom. Josiah followed closely behind, also moving to Toledo.



## Fast forward to 2020,

Joey and I are parents to “Bubbies” (Josiah Jr.) He was born in August, 2018 at a healthy 9lbs 14oz. He’s currently 2 years of age, understands two languages, has travelled internationally 2 times, loves cars, loves eating everything, and is the love of our lives. I currently am a fulltime student at Owens in accounting/entrepreneurship, I work part time, and a mommy full-time. Josiah has decided to become and he plans on furthering his cooking skills so he can follow his dreams of being a chef one day. We are still together and being the best parents we can be to our little peanut. Heartbeat impacted my situation because I was given options and resources if I decided to have my baby and move back to Toledo. Abbi honestly made me feel like there was help and support if I did become a single mom. My biggest fear was being a 23-year-old single parent because I always planned my life so differently. But, thankfully, I had the support from my mom and a pick me up from Heartbeat that allowed me to have different options while I traveled from New Jersey to Toledo.

I would like to say thank you for having this program. I was so lost when I came to Heartbeat because I thought I was a terrible human being for not being married or being

financially stable. Abbi helped me realize that I was not alone and there were resources for women who aren’t ready to be mothers, or are simply scared of being alone and trying to bring a child into this world. To this day, I get very emotional because I was very ignorant about abortion, before getting pregnant. I thought that it was such a selfish option for women until the day I was presented with the option.

**I can’t believe that I almost considered not bringing my best friend into this world.**

Without Heartbeat, I would have probably made the wrong decision and missed out on the happiest thing that ever happened to me. Literally, one ultrasound at Heartbeat made me the woman I am



today. Even though my situation wasn’t the worst, I felt alone and scared with no clue how I could be a parent when I barely had much understanding of the real world. Heartbeat can really help women who are like me and have no clue what to do. We really need to keep resources and support, like Heartbeat, in our community because it can truly make such a difference like it did for me. ”

Thanks again,

*Kenberly*  
Kenberly



# Heart to Heart classes

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## Edwina's Story

“ I chose to participate in Heartbeat's Heart 2 Heart program because I recently gained custody of my granddaughter. I had three hours to decide if I would continue my career, or remove her from a foster home where she was being neglected. I knew that I needed support to continue this journey.

The most valuable thing that I have learned from the parenting classes, is that we all need assistance at some point. There are no perfect parents/guardians. But, as long as we seek God for guidance and continue to learn from listening to other's experiences, participating in classes and trying new methods, you will be successful!!

Despite COVID-19, my graduation experience was GREAT!! I received a certificate for class participation, a gift card and beautiful flowers. I was able



to share my story and connect with two beautiful souls that I usually have limited interaction with.

To the donors who supported my last daughter, my three grandchildren and I during our participation at Heartbeat, the words "thank you" do not seem powerful enough to express my sincere appreciation.

**You all gave me  
HOPE as I fought to  
create and maintain  
stability!**

As the Heartbeat staff have witnessed, I often had to bring my crew of 3 to the classes. I was very overwhelmed and teary because of being the

divorced, single head of the household, and adjusting to my extended family. I literally went from having not enough to provide, to having exactly what my family and I needed. The Heartbeat group prayed for us, hugged me when the tears flowed, offered encouragement. I used my "points" to "shop" for the toys, diapers, wipes and clothes for my grandchildren. They were always excited when their Nana had a class at Heartbeat.

For those who are expecting a baby and are feeling anxious about being able to provide, I would highly recommend contacting Heartbeat for classes. You will receive the emotional support that you need and many of the items that your child needs. ”

*Edwina*

-Edwina

# Your First Look

## Women's Center

“ Your First Look was amazing! They'll help you through anything even if you feel alone! They'll help you out as much as possible. I loved the time I had at Heart to Heart it was so amazing going to classes in person and shopping at the boutique store. They have always been here to help me since day one as well. Everyone is trying to do the best they can during this pandemic.

When I needed something I could just let them know. It was like they were our parents caring for us as we carried our own. I couldn't be anymore thankful than I am for the help through my whole pregnancy.

”



Octavia (baby), Cassandra (Mom), and Joshua (Dad)

*Cassandra*

-Cassandra



**Octavia Kay-Lynn**

born at Promedica Bay Park August 2020

# Offering hope in a Pandemic

In 1 month (April) of serving families through the COVID-19 crisis, we've provided 75 families basic, essential, emergency support.

That's **1,442** diapers  
**58** packages of wipes  
**51** cans of formula

to feed and care for **75** babies  
in our community in **1** month.

## Kaufman Engineered Systems

used a unique opportunity to bless us with a semi of donated diapers

**Miller Diversified** assisted in providing **free storage** so we were able to accept this generous donation and share with others in our community, such as:  
Bethany House  
Aurora Project  
Family House  
Mom's House  
and others in our community serving vulnerable families disproportionately impacted by Covid-19

**Jacob, from Jacob's Supply,** provided us **10 gallons of hand sanitizer** to protect our health and the health of those we serve

**Toledo Community Foundation** approved a **\$5,000 grant** to purchase specific **baby formula** blends that were unavailable at the start of the Covid emergency

"Heartbeat has helped me by giving me diapers when I am not working and while I am waiting for unemployment checks to come in. I love Heartbeat and it's a good program to be in,"

-Jessica P. April 2, 2020



DELP FAMILY VOLUNTEERS

# Why we give

## **How were you first introduced to the work of Heartbeat of Toledo?**

My sister, Nadine Furey, was involved with Heartbeat of Toledo in 2013, and she got my wife Margo and me involved. At the time, Heartbeat was raising money for a new facility and Margo and I were happy to assist with a pledge. On one of our trips to see Nadine (we live in NJ, she lives in Holland, OH) she took us to the facility to meet the director at the time, Pat Todak. We really liked what we saw, and the dedication involved by the staff, and we have been donors ever since.

## **What about the work or Mission of Heartbeat of Toledo, inspires/interests you the most?**

Great question; While Margo and I are firm believers that life begins at conception, and every life is sacred, we also believe in a woman's right to choose. We know that if that right is abolished, there will be an underground, unsafe network performing them, or, the wealthy will always be able to "choose." No, we rather do all we can to inform/educate the pregnant woman that she DOES have choices, and aborting a child

is NOT the way to go. We feel that God abetted this situation by having so many childless parents who want to adopt, and there are far more babies that are WANTED for adoption than there are babies available, due, of course, to the law. That is what we love about Heartbeat of Toledo. The staff tries to get these women into their counseling, allowing the mother with child to hear the baby's heartbeat, and to let her know that adoption is a better alternative to aborting the baby assuming she does not want to raise a child. And, there are SO many potential loving parents who would care for that child. It's odd to hear someone say "I am pro-life AND pro-choice," but saying that, this is how it



**MARGO & PAUL HOOKER**

can be. We MUST educate that person into a living alternative. That, in a nutshell, is what we love most about Heartbeat of Toledo.

## **Why do you think it is important to support this work?**

For all of the reasons I have listed. Otherwise, the pro-choice people don't have an argument for those who believe as we do. Everyone feels that pro-choice people are "for abortion" and that is just a terrible statement. NO ONE is FOR abortion, or, Pro-Abortion. They are PRO-CHOICE, so, let's give them the BEST choice they can make, to carry that baby to term and give him/her a chance at life, the same as the mother had.

## **There are so many organizations doing amazing things in our community, why do you continue to support Heartbeat of Toledo?**

It's totally in keeping with our beliefs. The law says women have a choice, and it is the mission of Heartbeat of Toledo to ensure the women make the choice of life for the unborn child even though they can legally do otherwise.

# Why we give

How were you first introduced to the work of Heartbeat of Toledo?

We were invited to a fund-raising banquet by Mr. and Mrs. Kevin Kelly. May Kate be forever remembered by her beautiful heart.

What about the work or Mission of Heartbeat of Toledo, inspires/interests you the most?

I appreciate that your mission truly reaches out directly to those in need. I know we are directly supporting boots on the ground who are fighting the good fight and bringing what is needed to those most vulnerable.

Why do you think it is important to support this work?

My wife and I are both in strong defense of life from unborn thru elderly and feel that if people would truly cherish life many of our country's selfish and prideful endeavors would correct themselves. Abortion and all other forms of death that are not natural are our truest evil. We live in greater Toledo and feel God planted us here to be part of the community and make a difference.



There are so many organizations doing amazing things in our community, why do you continue to support Heartbeat of Toledo?

Again, nothing is more important than honoring and respecting and protecting ALL life regardless of sex, religion, beliefs, politics, born, unborn. If someone could convince me there was an organization that was doing this mission better I would support them locally.

**INTERSTATE  
GLASS & DOOR**

**WALT ERICKSON  
& FAMILY**

# Ways to give

## In Person, Phone, or Mail

**Give in person, by phone or by mail:  
We accept cash, checks, credit cards,  
Electronic Fund Transfers (EFT) and  
gifts from Donor Advised Funds.**

**Call us at 419-241-9131**

## Planned Giving

**Want to create a legacy for generations of  
neighbors, for years to come? Consider  
including Heartbeat of Toledo in your  
estate plans, gifts of stocks and bonds  
and retirement assets (IRA, 401(k), 403(b),  
pension or other tax-deferred plan)**

## Monthly

**Already give to Heartbeat? By  
increasing your gift by \$10 a month  
(the equivalent of two cups of coffee)  
you can give \$120 more dollars this  
year...that adds up! "**

## Online

**Give now online with a debit or credit  
card or through PayPal**

**For more information,  
forms, and to give  
online scan the QR  
code or visit**



**[heartbeattoledo.org/donate-now/](https://heartbeattoledo.org/donate-now/)**

