

OptionLine



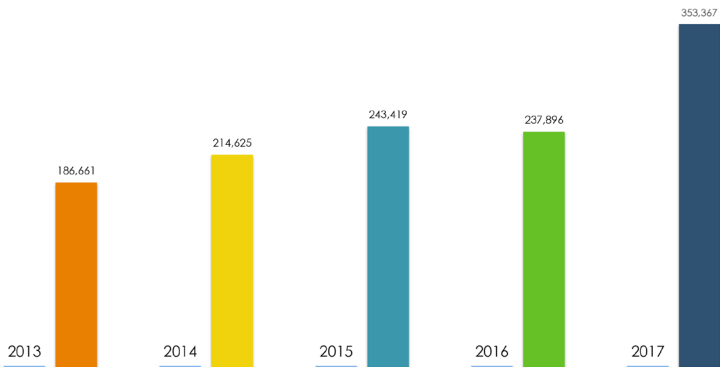


RESCUING LIVES

from abortion 24-7

Established in 2003, Option Line is the only **fully staffed**, around the clock, bilingual emergency life-affirming contact center in the U.S. Since we first answered the call, we've spoken with over **3 million women** who are desperate for answers in an unexpected pregnancy.

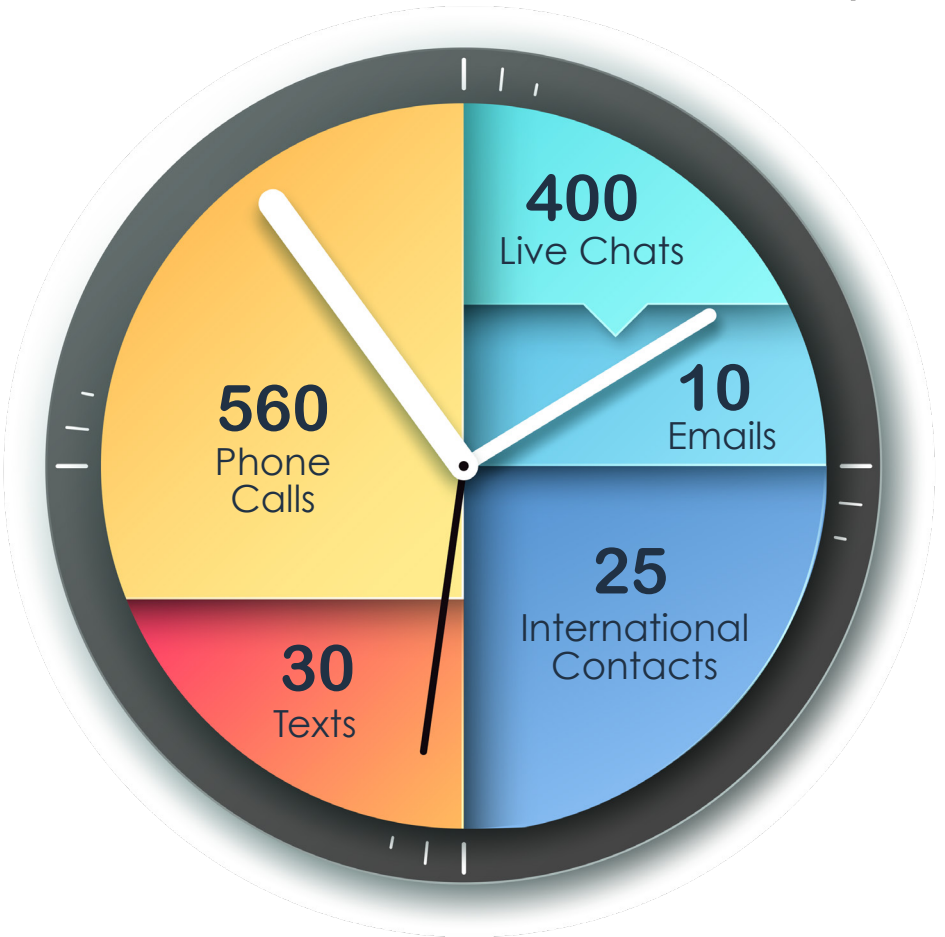
Every day, **more than 1,000 women reach out to Option Line** via phone call, live chat, texting and email for help. The number of women Option Line reaches continues to grow. As a result, **more lives are rescued from abortion**. *That's the Heartbeat difference.*



OPTION
LINE
Yearly
Contacts

24 HOURS at Option Line

1,000 contacts each day





OPTION LINE at-a-glance

- **24 hours a day/ 7 days a week/ 365 days a year**
- Over **3 Million** women reached, since 2003 launch
- Only **fully staffed, bilingual** pro-life contact center in the U.S.
- Consistently performing above industry standard answered call rate
- **Interactive intervention** for life-affirming pregnancy choices
- Connecting women with local pregnancy help
- Real-time appointment scheduling
- Serving a network of **2,100+ pregnancy help locations**
- Answering calls for leading life-affirming organizations

REAL LIVES, Real Help

Each day, our professionally trained consultants answer over 1,000 desperate cries for help. Below are real women who reached Option Line in search of help. Each woman was connected to her pregnancy help center for on-going care. **Can you imagine what their lives would be like if Option Line had not answered their calls?**

She was prepared to take the RU486 pill and had an appointment scheduled with the abortion clinic the next day.

Her abusive boyfriend threatened her.

She was afraid of losing her scholarship if she kept her baby.

She was kicked out of her home because she was pregnant.

She had gone to the abortion clinic but decided she wanted another day to think about it.

She already had kids and couldn't handle more.

She had breast cancer.

She couldn't face her parents, family, and church with the truth.

The Pregnancy



A Phone Call or Web Search

A first impression can change the world. Since 2003, Heartbeat's Option Line has made 3 million first impressions, reaching women facing unexpected pregnancies.

A Visit to a Pregnancy Help Center

The most powerful way to save a baby—and a mother—from abortion is another person. At a life-affirming pregnancy help center, women find the help they need to choose life.



A Mom Saves Her Baby

Every 4 minutes, a mother saves her baby from the threat of abortion, in the U.S. alone, because she was empowered through Option Line's network of 2,100 life-affirming locations in the U.S.

A Mom and Her Family are Saved

Pregnancy help organizations make an exponential difference, directly serving 1.5 million lives every year in the U.S. alone. Not only is a baby saved, her entire family experiences the miracle of life.



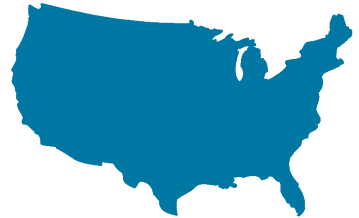


A Community is Changed

The vital role of a pregnancy help organization lives far beyond its walls, as communities are renewed through the families we touch and friends we create in building together through intervention, medical services, housing solutions, and parenting classes.

A Nation is Changed

Speaking with someone whose life was once endangered by abortion, the very idea becomes...unthinkable. Heartbeat tells the story of the lives and families our network rescues through our Babies Go to Congress®.



The World is Changed!



Can you imagine a world where abortion is unwanted and unthinkable? We believe that dream is becoming a reality. And it's all happening one life at a time through Heartbeat International's network of over 2,500 life-affirming organizations worldwide.

OptionLine

Each pregnant woman is on a journey, with all its ups and downs. Let's make sure she never has to walk alone.



www.HeartbeatInternational.org

5000 Arlington Centre Blvd., Ste. 2277 Columbus, Ohio 43220

Option Line is proud to answer calls for many organizations, including:

