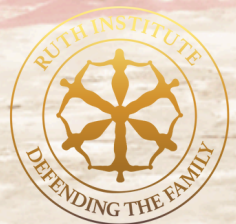


THE RUTH INSTITUTE



IN THIS HOUSE WE BELIEVE:
KIDS NEED THEIR MOM & DAD
THE SEXUAL REVOLUTION DESTROYS LIVES
THE SEX OF THE BODY CAN'T CHANGE
CHILDREN ARE A BLESSING
THE HUMAN PERSON IS MEANT FOR LOVE
AND YOU KNOW IT'S TRUE



ANNUAL REPORT

2024



Hi, everyone.

Thank you for your support of the Ruth Institute—an international interfaith coalition to defend the family and build a civilization of love. Our mission is to equip you to understand, appreciate and defend traditional Christian sexual ethics by providing scientifically sound evidence, carefully reasoned arguments, and compelling personal testimonies.

Many of the topics we address are dark and unpleasant, so it may surprise you that we caused a bit of mischief this year.

Each June, we do something to counter “Pride Month.” This year, we were particularly annoyed by the Biden Administration declaring “Transgender Day of Visibility” on Easter Sunday. So, we decided to celebrate those brave men and women who have left Pride behind by declaring the first Sunday in June: “Ex-Gay Visibility Day.”

I ordinarily don’t like the terms “ex-gay” or “gay,” but I couldn’t resist poking fun at the White House. Plus, with this phrase, everyone knew what we were talking about.

This declaration caused quite a stir. We received more than the usual amount of interview requests, and our press release on the matter was shared widely. We’re already planning a similar declaration for June 1, 2025!

Our June Dr. J Show interviews with people who shed their homosexual identity were very successful. We got more views, comments (not all good, of course), and new subscribers than average for our Dr. J Shows.

Best of all, our activities that month positioned us as a source of hope for people journeying away from an LGBT identity, as well as for their parents. We even created a YouTube “Advice for Parents of LGBT” playlist of our guests sharing how their parents helped them return to their true selves.

In the following pages, you’ll see some of these inspiring Dr. J Show guests. You’ll learn of our increased presence on radio, TV, and on-line news media. And you’ll see our growth on YouTube, Facebook, and X (Twitter). You’ll also get a sneak preview of our upcoming projects!

I’m so grateful for your support. Your prayers and financial gifts keep our little ship afloat.

Most importantly, you are our connectors! You share our message to those who need it in a personal way that meets their particular needs. There’s no way we could reach those people without you!

You follow the Ruth Institute because we give voice to your values. We help you explain why you believe what you believe. Let’s face it: information to defend traditional Christian sexual ethics is hard to find. We make it easy.

Whether you’re a longtime faithful supporter or encountering the Ruth Institute for the first time, we’re glad you’re here. Welcome to our band of happy warriors for the family!

We’re honored to serve in the trenches with you!

Sincerely your friend,

Jennifer Roback Morse

Jennifer Roback Morse, Ph.D.
Founder and President, The Ruth Institute



THE RUTH INSTITUTE MISSION

The Ruth Institute is an international interfaith coalition to defend the family and build a civilization of love.



Our Mission: Equip people to understand, appreciate, and defend traditional Christian sexual ethics by providing scientifically sound evidence, carefully reasoned arguments, and compelling personal testimonies.

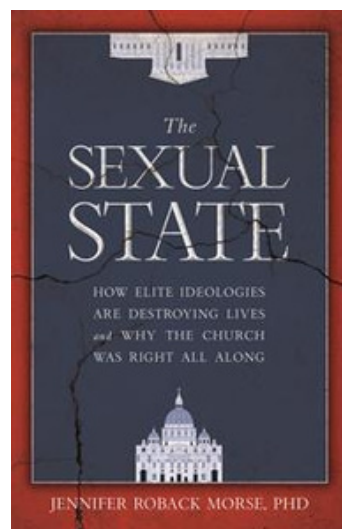
Our Dream: That all children be welcomed into life in a loving home with their own mother and father, married to each other.

Our Vision: All people have the right to know their cultural heritage and genetic identity. Every child has a right to a relationship with his or her natural mother and father except for an unavoidable tragedy.

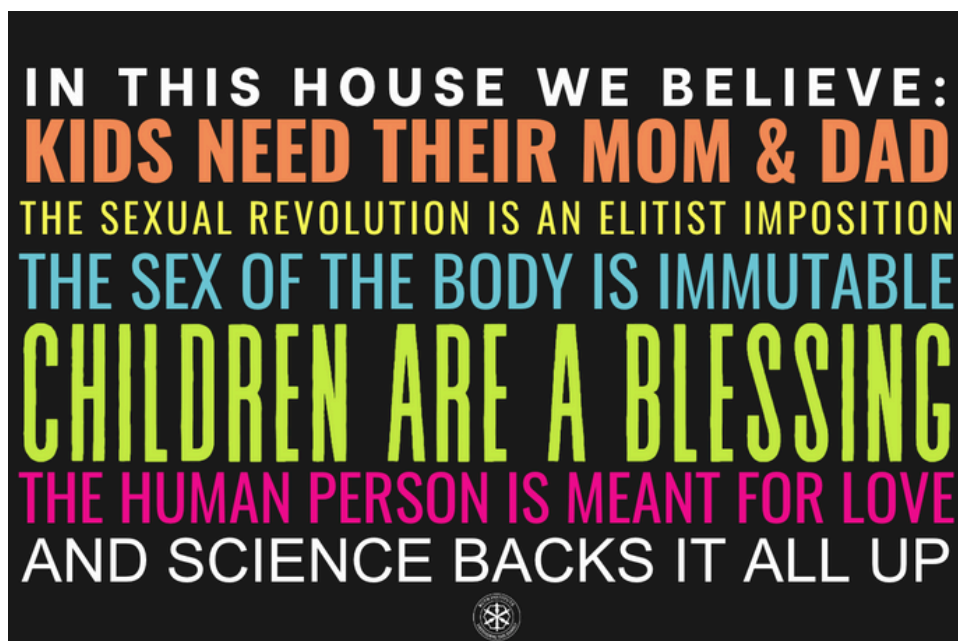
The Sexual Revolution is incompatible with this vision and attempts to separate sex from babies, separate both from marriage, and wipe out all differences between men and women. These goals are impossible without massive amounts of State power and propaganda.

The Sexual Revolution has harmed millions of people. Up until now, these victims have been socially invisible. We call them “Survivors of the Sexual Revolution.” Our strategy is to enlist, educate, and encourage them to become advocates for positive change.

This vision is based on Dr. Morse’s book, *The Sexual State: How Elite Ideologies are Destroying Lives and How the Church was Right All Along*.



OUR CORE BELIEFS



The “yard sign” (left) demonstrates that we are continuing to simplify our message, consciously stating one of these principles at every possible opportunity.

These five positive statements are memorable, easy to say, and come right to the point.

We created this image as a mischievous parody of very different virtue-signaling signs! If you’d like this image on a mug, T-shirt, or other items, check out our [merchandise page](#).

FINDING YOUR PLACE IN THE RUTH INST. COMMUNITY

Ready to join us in confidently defending your values? Here are some ways you can help:

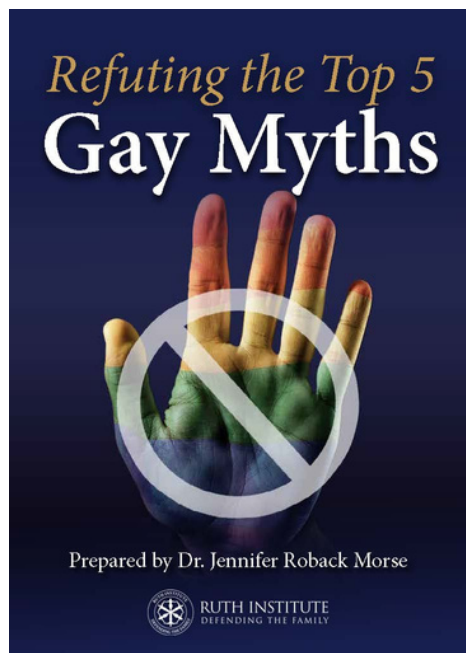
Prayer

The Ruth Institute survives on prayer. You can join our worldwide prayer community in these ways:

- Pray for our monthly intentions, listed on our Facebook page and in our weekly newsletter.
- Submit your prayer intentions to be added to our newsletter.
- Encourage others to pray for our intentions. Sacred Scripture tells us that God especially loves the prayers of children, the poor, the sick, and the weak. Since redemptive suffering is powerful, they may be comforted knowing their struggles have meaning and are helping others.

Share

Share these Ruth Institute tools to defend your values and lead others to the Truth.



• “Refuting the Top 5 Gay Myths”

Society tells us:

1. Sexual Orientation is straightforward and easy to define.
2. Some people are “born gay.”
3. No one can change his or her sexual orientation.
4. Even the attempt to do so is harmful.
5. LGBT people experience mental health issues because society discriminates against them.

Our free downloadable report contains research and testimonials from those who have left the LGBT Subculture.

Spread the word by sharing copies with those who will benefit most from this information: pastors, teachers, principals, school board members, librarians, and anyone struggling with their sexual attractions and identity. Find this free report on our [homepage](#).

• YouTube Playlists

Check out our new YouTube playlists with helpful videos you can easily share with friends and family. Remember, you know people we don't know and cannot find without your help.

Advice for Parents of LGBT: Former LGBT describe what their parents did that was helpful or not so helpful, as they struggled with, then journeyed away from, their LGBT identity.

Counseling Freedom for All: Experts defend therapeutic choice for unwanted same sex attraction. They explain the science behind counseling efforts and how client-directed therapy for unwanted same-sex attraction often decreases suicidality.

Gay No More: Powerful testimonies from people who have left Pride behind.



What to watch for:
more interviews on all
these topics!



FINDING YOUR PLACE, CONTINUED

Financial Support

No matter your financial circumstances, you can be part of something big, at whatever level is right for you: as a monthly donor or by joining The Ruth Institute 500 Club.

The Ruth Institute 500 Club consists of individuals or couples who contribute \$1,000 a year or \$100 per month. Our goal is to enlist 500 members of this club. This elite core group provides the backbone of our financial support system. To show our appreciation for joining the 500 Club, we:

- Invite you “Behind the Scenes” when we record the Dr. J Show. We have had amazing guests and broken exciting stories. You can be a “fly on the wall” when we interview incredible experts, activists and witnesses!
- Send you a bundle of books, pamphlets, and other resources selected just for you.
- Reach out to you for input on new materials and projects.



For more information about becoming a Charter Member of the Ruth Institute 500 Club, or to become a Major Donor, contact our Founder and President, Dr. Jennifer Roback Morse, at drnmorse@ruthinstitute.org.

EX-GAY VISIBILITY DAY



About Videos & Podcasts Crusade Fast Fatima Icon Resources Donate

Ex-Gay Visibility Day: First Sunday in June

T. S. Flanders June 1, 2024



Listen to this article now

From the Ruth Institute:

“The gay lobby makes sure everyone knows June is ‘Pride Month,’ but they certainly won’t acknowledge the many people who have left the LGBT identity behind. That’s why the Ruth Institute is declaring the first Sunday of June to be Ex-Gay Visibility Day,” said Ruth Institute president Dr. Jennifer Roback Morse, Ph.D.

“It’s not politically correct to talk about ex-LGBT people. To the gay lobby, they don’t exist, or they’re just lying to themselves or were never really gay in the first place,” Morse said.

“But I have met many people who have journeyed away from an LGBT identity and are living happy, fulfilled lives with opposite sex partners. There are

To counter June’s “Pride Month,” and in response to the Biden Administration declaring “Transgender Day of Visibility” on Easter Sunday, we claimed the first Sunday in June: “Ex-Gay Visibility Day” to celebrate the millions of people who have left Pride behind. This declaration generated lots of media attention.

Our Dr. J Shows in June opened with a panel discussion with Wayne Blakely and Elizabeth Woning, both “ex-gay,” and therapist Andrew Rodriguez, who assists people on their journey away from a homosexual identity.

The rest of June featured in-depth interviews with others like Wayne and Elizabeth. We continue to discover people willing share their fascinating odysseys of healing and self-discovery. We’ve gathered these interviews into “Gay No More” and “Counseling Freedom for All” playlists, as well as clips for “Advice to Parents with LGBT Children.”

We’re grateful to our guests and supporters, and proud to be sponsoring such important conversations.

What to watch for: Ex-Gay Visibility Day on the first Sunday of June, June 1, 2025!



FR. PAUL SULLINS: ASKING THE RIGHT QUESTIONS AND FACING CENSORSHIP



Christian social scientists often ask questions that don't occur to others. Our Senior Research Associate, Fr. Paul Sullins, is a master at asking the right questions. But while his inspiring work is reaching a wider audience, he faces increasing censorship.

Asking the Right Question: Can Sexual Orientation Change?

Fr. Sullins' study, "What Sexual Orientation Change Efforts (SOCE) Change: Evidence from a United States Sample of 72 Exposed Men," was indexed on PubMed, the premier place for scholarly medical articles. This means his evidence against banning SOCE will get widely read.

His co-authored paper, "Sexual Identity-Behavior Discordant Heterosexuals in Britain," showed there are more "ex-gays" than "gays." In "How Many Homosexual Desistors Are There in the United States?" he calculated 6.7 million ex-gays and 1.6 million current gays age 38+. He estimates more than 113,000 have changed sexual orientation in part due to SOCE.

(Right: Fr Sullins' presentation at the IFTCC in Poland last year.)



Asking the Right Question: Do some women experience distress after abortion?

In "Persistent Emotional Distress after Abortion in the United States," Fr. Sullins found that a significant minority of women remain highly distressed even 20 years after an abortion. About 24% of post-abortive women suffer from serious distress. Given the 31 million post-abortion women in the US, that's about 7.5 million still suffering.

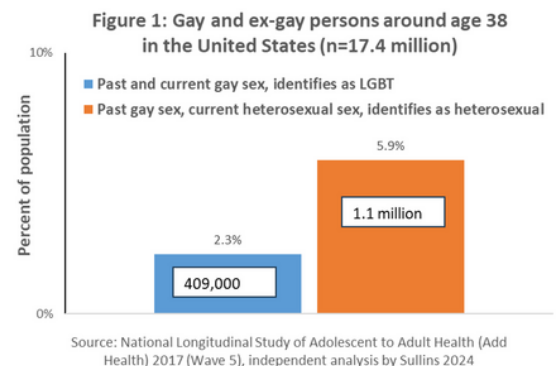
Fr. Sullins states in his article: "The health care of this population of women is understudied and underserved. Research is needed to better understand the risk factors for long-term emotional distress following an abortion and to develop effective therapeutic interventions. Women considering an abortion should be informed of the possibility that they may experience persistent emotional distress." This might seem obvious, but:

The Sexual Revolution Censors Science

Fr. Sullins faces increasing censorship. This year, he produced four studies showing women's psychological distress and poorer life outcomes following abortion. These articles are still unpublished. Journals that would have published them a few years ago, now, post-Dobbs, will not consider them. The advocates of abortion, like other aspects of the Sexual Revolution, balk at the public having information that contradicts their claims.

Similarly, in June, the editors of the journal F1000 informed Fr. Sullins and his co-authors that they were retracting a 2021 SOCE study. This study made no extravagant claims. Rather, it reported that about two-thirds of men who underwent SOCE increased heterosexual attraction, including 13% who attained complete heterosexuality. This, evidently, is more contradiction than the "born gay" narrative can handle.

What to watch for: more research on Leaving Pride Behind and the Sexual Revolution censoring science.



FR. SULLINS AND DR. MORSE AROUND THE WORLD

Fr. Sullins:

- represented the Ruth Institute at the Heritage Foundation's Summit on Gender Identity in Washington, DC.
- briefed members of Parliament in London on why they shouldn't ban "conversion therapy."
- presented at a Gender Ideology Conference by the Ethics and Public Policy Center in DC.
- wrote legal submissions, survey reports, and argument briefs to oppose gay marriage and trans surgeries in Bolivia, Bulgaria, and Belize.
- gave a keynote lecture at the Alliance for Therapeutic Choice conference in Minnesota.
- gave a keynote lecture at the International Foundation for Therapeutic and Counseling Choice in Poland in October 2023.

At the time of this writing, Fr. Sullins and Dr. Morse have just returned from the International Foundation for Therapeutic and Counseling Choice conference again in Poland. They came back with ideas for future research projects. You'll hear more about these plans in the coming months!



What to watch for: a full write-up of the IFTCC conference from October 2024!

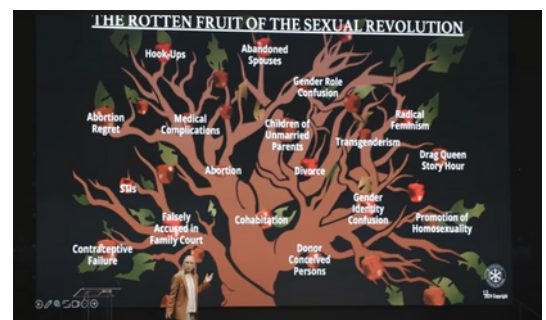
Dr. Morse:

- presented virtually to a conference sponsored by the Trinidad & Tobago Council of Evangelical Churches.
- traveled to Ohio to give full-day training sessions to Pregnancy Care Centers in Dayton and Cincinnati.
- spoke at Ruah Woods, a Theology of the Body training organization in Ohio.
- is a weekly feature at The Stream for her Dr. J Show interviews and occasional articles.
- did repeat radio interviews with Chris Ayotte in Detroit, Bill Kassell of Good Shepherd Catholic Radio, and Faith Works Live with Rebekah Haynie.

The Ruth Institute further increased its media profile this past year. Dr. Morse was a guest on the long-running Eternal Word Television Network (EWTN) TV program, "Women of Grace." The 4-part in-depth conversation with hostess Johnette Benkovic Williams discussed Dr. Morse's book, *The Sexual State*. The episodes aired on the EWTN global Catholic media network.



Live Action, the very youthful pro-life organization founded by Lila Rose, released an in-depth interview with Dr. Morse this year. Live Action has over 6 million social media followers.



Dr. Morse was also a keynote speaker at the first Live Action Young Leaders Summit in Irvine, CA. The nearly 1,000 attendees cheered when Dr. Morse said, "I will never accept divorce as normal."

In addition, Dr. Morse appeared on numerous radio shows and podcasts with old friends like Fr. Rob Jack at Sacred Heart Radio in Cincinnati, Fr. Robert McTeigue, SJ with Station of the Cross, and Timmerie Geagea and Drew Mariani, both on Relevant Radio. She also introduced the Ruth Institute to followers of numerous new media outlets this year, including The Stand Radio, a project of the American Family Radio; a Catholic Take with Joe McClane; the Thinking Fellows podcast of 1517, a Lutheran program; and the Nick Frietas Show, hosted by Virginia State Delegate Nick Frietas.

This media spreads the message that kids need their parents and the Sexual Revolution destroys lives.

LOCALS, X (TWITTER), PODCASTS, PRESS RELEASES, AND FACEBOOK



Our Locals community has had continued growth, now with 1,569 members and 88 active subscribers. Subscribers get access to the full Dr. J Show, including bits too controversial for YouTube to handle, as well as having early access to the show in its entirety. Our paid members can also access our YouTube-banned interviews with doctors explaining the abortion/breast cancer connection, as well as other science YouTube was afraid to broadcast.



We have continued to grow our presence on X. In the past year, we have had over 4 million impressions, driven 16,500 people from X to our website, gained 25% more subscribers, and replied to some 2,300 comments. In the upcoming year, we will be publishing more of our video content to further expand our growth. Our most popular post, a baby screaming into a computer telling people to stop saying he was born gay, reached over 40 million people.



Our podcast continues to delight audiences on various platforms, from EWTN, to YouTube's podcast, to Facebook and X. People can hear the weekly Dr. J Show, regular appearances with Fr. Rob Jack on Cincinnati's "Driving Home the Faith" on Sacred Heart Radio, as well as recordings of Dr. Morse and Fr. Sullins speaking around the world.

The Ruth Institute issues press releases to 375 members of the media, covering topics related to the Sexual Revolution's latest attacks on the family and Christian moral virtues.

Titles include:

- "Lived Experience" Book Offers Serious Resistance to the Synod on Synodality
- P. Diddy Combs: Another Powerful Man Abusing the Weak
- Vatican Slaps Clergy Abuse Survivors in the Face, Again
- Who's Responsible for the Olympic Women's Boxing Disaster?
- Why Non-Christians Should Care About the Olympics Drag Show
- Vatican Spokesman Needs to Go
- Leaving Pride Behind: Answering the *Fiducia Supplicans* Confusion
- Reclaiming Pride Month: June 2 is 'Ex-Gay Visibility Day'
- WPATH files and the Cass Report Expose Transgenderism



Facebook Reach

Our reach on Facebook continues to be large, having grown to over 137,000 followers. This allowed us to share more of our content with a broader audience. We engaged them with provocative questions, profound posts from us and allied organizations, links to the Dr. J Show, "Laugh in the Afternoon" memes like the one the right, and newsworthy stories that impact our society. This year, more than 26,000,000 people viewed our content.



YOUTUBE GROWTH



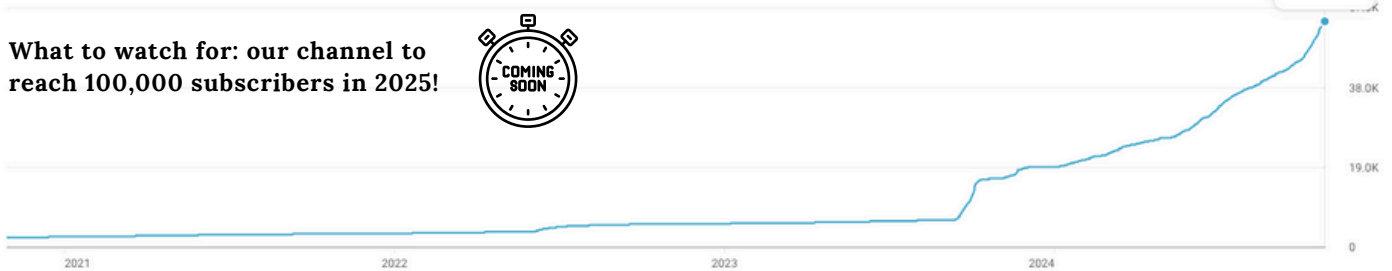
Our YouTube channel grew from 11,417 to more than 53K subscribers. That's more than a 250% increase. And almost 4,000,000 people came across our videos, an increase of over 160% from 2023. We expanded our format and published more Shorts and clips of Dr. J Shows. Our content was seen by more people for longer time periods. We had a 221% increase in overall views, which was accompanied by a 114% increase in time watched.

Channel growth
Total subscribers

Oct 29, 2020 – Oct 27, 2024
Custom

Oct 26, 2024
53,872

What to watch for: our channel to reach 100,000 subscribers in 2025!



Our audience also diversified. Our interview with Catherine Pakaluk, highlighting her book, *Hannah's Children*, on why some women have 5+ children, brought more moms to our audience. Our video with clergy sex abuse survivor Rachel Mastrogiacono brought more faithful Catholics. And our ex-gay visibility panel brought in more people interested in the idea of not being bound by the grand gay narrative.



REDEMPTION FROM



Some of the most repressed minorities are those who left Pride behind. We elevated their voices by featuring their stories. Nancy Charles faced childhood sexual trauma, a complete rejection of her femininity, and near suicide before a life-saving experience with Mary, the Mother of God.

LEAVING A DOUBLE



Christie May Jesse was born into an abusive family and believed she was a lesbian. Her life changed when she jokingly asked her college rowing coach if she knew of a good Bible study group.

Marco Casanova lived a gay double life while in the seminary but was helped by priests to be chaste. He then discerned marriage to a woman and is a happy husband. The gay lobby would have told him that was impossible. These examples illustrate that no one is “born that way.”

NEW! PARENT RESOURCE CENTER

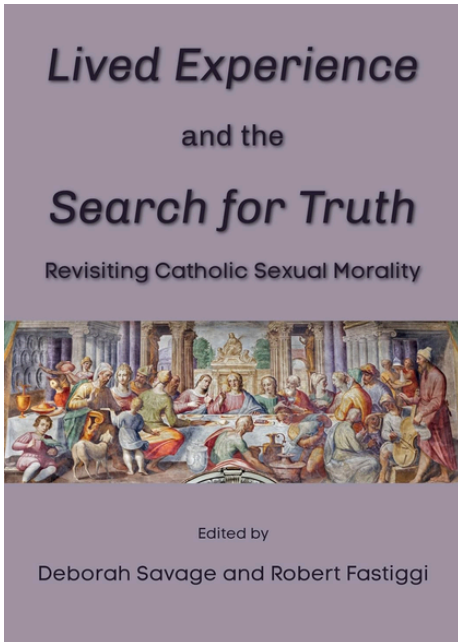
Our society has become hypersexualized in nearly every facet. Children take the brunt of this at school, in libraries, and everywhere Pride flags are waved. The indoctrination seems endless and inescapable.

After receiving many requests for help from concerned parents, we created this resource center to inform and empower them to protect their children. This page contains books to counter the trans agenda at all ages, and links to safe therapists, law firms, public policy and advocacy groups, parent support groups, and more.

PARENT RESOURCE



“LIVED EXPERIENCE:” SCHOLARS RESPOND TO THE SYNOD



Our Catholic followers may be aware of the controversies within the Church over the traditional teachings on marriage, family and human sexuality, most recently at October's Synod on Synodality in Rome.

Theologians Deborah Savage and Robert Fastiggi commissioned a collection of essays to present an intellectual and compassionate counter-weight to the Synod, calling it, *Lived Experience and the Search for Truth: Revisiting Catholic Sexual Morality*.

Dr. Morse contributed the chapter, “The Sexual Revolution and Its Victims: The Church Was Right All Along.” She drew on her decades of research showing that traditional Christian sexual ethics, as taught most fully by the Catholic Church, is both reasonable and humane. Regardless of the Synod's discussion, the Church does not need to “update” its teaching.

What to watch for: Dr. J Show Interviews with other contributors to the *Lived Experience* volume.



ADVICE FROM A SURVIVOR



The “[Advice from a Survivor](#)” blog by Faith Hakesley, author of *Glimmers of Grace: Moments of Peace and Healing Following Sexual Abuse*, continues to shed light on critical issues within the Church, especially surrounding clerical abuse. Faith also created a Frequently Asked Questions about Clergy Sex Abuse to add to the Ruth Institute Resource Center page.

Faith also wrote and spoke about:

- why Dr. Paolo Ruffini, the Vatican's Prefect of the Dicastery for Communication, should resign.
- the Vatican continuing to highlight art by accused rapist Fr. Marko Rupnik.
- Cardinal Victor Manuel Fernandez's inappropriate and scandalous writings

These topics have sparked necessary conversations about accountability, transparency, justice, and the need for reform in Church leadership.

Faith discussed these issues on:

- “Driving Home the Faith” with Fr. Rob Jack on Sacred Heart Radio,
- “Forward Boldly” with Christine Niles, and
- “Catholic Connection” with Teresa Tomeo.

In an effort to continue supporting abuse survivors, Faith introduced a new weekly series, “Fridays with Faith,” in which she offers encouragement and support to followers. She also writes “Midweek Motivation” posts to encourage perseverance and resilience. Through these initiatives, Faith shares truth, compassion, support, healing, and hope.



RUTH INSTITUTE BOARD MEMBERS AND OFFICERS

BOARD MEMBERS



Miguel Aguilar is an engineer, investment advisor, speaker for Natural Womanhood, and certified Natural Family Planning teacher.



Steve Hicks is an independent business consultant specializing in the creation and analysis of business metrics.



Rob Morse is a retired mechanical, nuclear, and optical engineer. He is the husband of Dr. Morse and the first, and still finest, Friend of Ruth.



Rev. Walter Hoye is Founder and President of the Issues4Life Fdn., the CA Civil Rights Fdn, the Frederick Douglass Fdn. of CA, and is a core member of the National Black Pro-Life Coalition.

OFFICERS



Dr. Jennifer Roback Morse
President



Betsy Kerekes
Secretary,
Ruth employee



Rachel Golden
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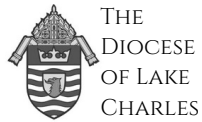
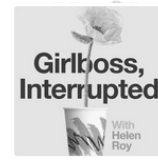
FINANCIALS

The Ruth Institute Income Statement October 2023 through September 2024

The Ruth Institute Balance Sheet Prev Year Comparison As of September 30, 2024

	Oct '23 - Sep 24		Sep 30, 24	Sep 30, 23	\$ Change	% Change
Ordinary Income/Expense		ASSETS				
Income		Current Assets				
43400 · Direct Public Support	469,745.99	Checking/Savings	29,894.24	38,011.57	(8,117.33)	(21.4)%
45000 · Investments/Stock Donations	(4.00)	Accounts Receivable				
48000 · Mission Related/Non Donation		11000 · Accounts Receivable	818.04	859.34	(41.30)	(4.8)%
48010 · Product Sales	3,247.62	Total Accounts Receivable	818.04	859.34	(41.30)	(4.8)%
48020 · Speaking Fees	5,500.00	Other Current Assets				
Total 48000 · Mission Related/Non Donation	8,747.62	12000 · Deposits in Transit	3,125.00	400.00	2,725.00	681.3%
Total Income	478,489.61	Total Other Current Assets	3,125.00	400.00	2,725.00	681.3%
Gross Profit	478,489.61	Total Current Assets	33,837.28	39,270.91	(5,433.63)	(13.8)%
Expense		TOTAL ASSETS	33,837.28	39,270.91	(5,433.63)	(13.8)%
60900 · Business Expenses	30.00	LIABILITIES & EQUITY				
61000 · Advertising/Promotion	17,800.31	Liabilities				
62100 · Contract Services	36,232.76	Current Liabilities	689.87	1,164.73	(474.86)	(40.8)%
62800 · Facilities and Equipment	19,304.45	Total Liabilities	689.87	1,164.73	(474.86)	(40.8)%
65000 · Operations	26,834.75	Equity				
65100 · Miscellaneous Expenses	185.40	32000 · Unrestricted Net Assets	61,712.00	124,645.38	(62,933.38)	(50.5)%
66000 · Payroll Expenses	370,184.17	Net Income	(28,564.59)	(86,539.20)	57,974.61	67.0%
68300 · Travel and Meetings	12,876.54	Total Equity	33,147.41	38,106.18	(4,958.77)	(13.0)%
Total Expense	483,448.38	TOTAL LIABILITIES & EQUITY	33,837.28	39,270.91	(5,433.63)	(13.8)%
Net Ordinary Income	(4,958.77)					
Net Income	(4,958.77)					

WHERE YOU'VE SEEN OR HEARD US



QUICK FACTS ABOUT RUTH'S IMPACT



2,659,447
newsletters sent



4,000,000 views on X
(Formerly Twitter)



137,000
Facebook followers



53,000+ YouTube
subscribers



74 unique podcast
episodes



137,000 website
visitors