



THE RUTH INSTITUTE

ANNUAL REPORT
2022

A YEAR
OF NEW
BEGINNINGS





Dear friends of the Ruth Institute,

This past year has been a year of new beginnings for America and for the Ruth Institute. The Supreme Court's decision in *Dobbs v Jackson Women's Health* gave new energy and direction to the pro-life, pro-family movement. And, after two years of dislocation, relocation, and turmoil, the Ruth Institute has found a wonderful solution to our office space problem in Lake Charles.

The *Dobbs v Jackson Women's Health* case is obviously the news of the year for everyone. *Dobbs* overturned *Roe v. Wade* and returned abortion policy-making to the states. Justice Clarence Thomas' concurrence left tantalizing hints about a possible path for overturning so-called "gay marriage" created by the *Obergefell* case. Political activists on all sides are reevaluating their strategies and redoubling their efforts.

For us at the Ruth Institute, the overturn of *Roe* was especially poignant. We heard the announcement the morning of our 5th Annual Awards Dinner and Summit for Survivors of the Sexual Revolution. The energy in the room was electric! Those who were there will remember that moment for the rest of our lives. One of our speakers, our dear friend Paul Darrow said, "There's no place I'd rather be to hear this announcement than the Ruth Institute Summit." I wish you could have been there!

Compared with this world-historic event, finding new office space may seem trivial. But it is a big deal for us! As you know, we've been through a lot: two hurricanes, a deep freeze, and a flash flood, all in the same year as an unprecedented global health panic. We obtained the use of a small house, which we are adapting to our needs. We are now hard at work, planning a state-of-the-art studio, to take our video and audio products to the next level of quality.

The Ruth Institute has the winning formula: support the survivors of the Sexual Revolution, showcase our experts and their significant research, and equip activists to build a better world. We just need to magnify it about one hundred times! And, with your help, that is exactly what we intend to do!

The vision of the Ruth Institute is more important than ever. The Sexual Revolution has harmed millions of people. Traditional Christian sexual ethics is the answer to these problems.

You may feel that the world is collapsing around you. Here at the Ruth Institute, we refuse to participate in the Fall of Western Civilization! Thank you for all your faithful support. Join us in our mission to defend the family and build a civilization of love!

We are so honored to be in the trenches with you! Please keep praying for us. Share our information. We are so grateful for your support.

Your friend,

Dr. Jennifer Roback Morse

On cover: Top, Ribbon Cutting at our new office. Bottom, Fr. Mark Hodges shows me the news and I make the announcement: "*Roe v. Wade* has been overturned."



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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.

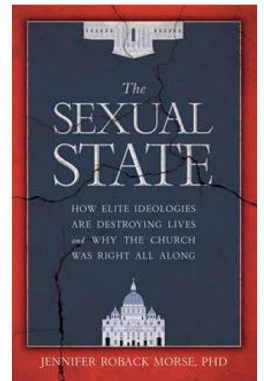
Our Dream: That all children be welcomed into life in a loving home with their own mother and father, married to each other.

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. Jennifer Roback Morse’s book, *The Sexual State: How Elite Ideologies are Destroying Lives and How the Church was Right All Along*.



ROSARY AROUND THE LAKE PRAY FOR THE FAMILY



Part of our mission is prayer. The 5th Annual Rosary Around the Lake on October 2nd broke new ground, with decades being recited in French and Spanish. The French language is, of course, a well-known part of Louisiana heritage. And although the Hispanic heritage goes back to before the Louisiana Purchase, many Spanish-speakers are recent immigrants.

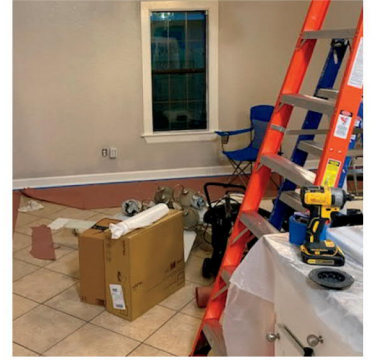
State Senator Jeremy Stine led a decade in French, while members of the Hispanic community led a decade in Spanish. Other decades were led in English by members of the Knights of Columbus and several youth and parish groups. As in past years, Bishop Glen John Provost led the Apostles' Creed.

The Ruth Institute started this event in 2018 to pray for the strengthening of families and the Church. We’re glad that so many in the local community contributed to making this year’s event special.

Bishop Provost, State Sen. Stine, and France-native Canon Jean-Marie Moreau, The Hispanic community with Bishop Provost and Dr. Morse, a priest of the Institute of Christ the King, Sovereign Priest, in Lake Charles.



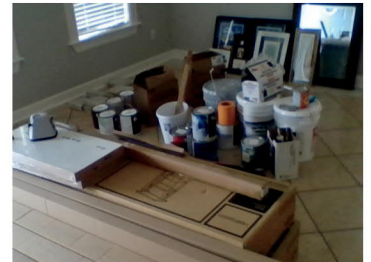
NEW BEGINNINGS/NEW OFFICE: BEFORE AND AFTER



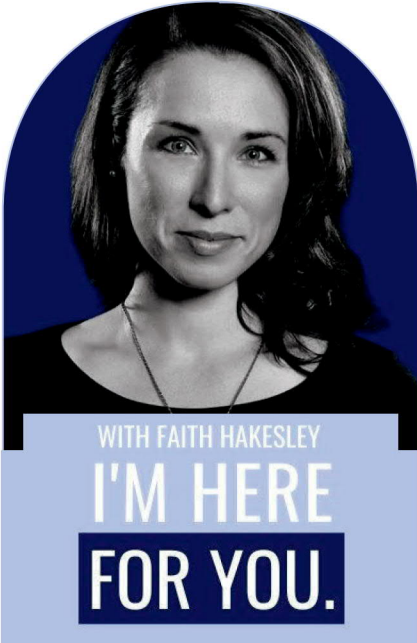
After a months-long "Rebuild Ruth" fundraising campaign, we were delighted to welcome the local community to our new home with a Ribbon Cutting ceremony (pictured on cover) attended by our bishop and a representative from the mayor's office.



The event was sponsored by the Chamber of Commerce, and food was provided by friends. After beginning in California, we're delighted to be in a place where the community shares and supports our values!



"ASK A SURVIVOR" WITH FAITH HAKESLEY



The Ruth Institute was pleased this year to begin a new feature on our website: the "Ask a Survivor" blog featuring Faith Hakesley. Faith is a wife, homeschooling mother, survivor of clergy sex abuse, and author of *Glimmers of Grace: Moments of Peace and Healing Following Sexual Abuse* (Our Sunday Visitor 2020). Having lived through her own traumatic experiences, Faith can easily empathize with others who are suffering. She has become a voice and advocate for survivors.

"Ask a Survivor" is a safe place where anyone can anonymously ask questions regarding victimization, the healing process, and other related topics. The primary goals of the "Ask a Survivor" blog are to bring hope, healing, and awareness to survivors and those who support them. Faith supports readers through empathy and her own lived experience.

Some of the issues Faith has addressed include the grooming process, supporting survivors, re-victimization, marriage after abuse, and reporting abuse to law enforcement. Faith also seeks to motivate readers to practice new coping skills and healthy self-care. She strives to encompass the fullness of the human person by addressing the mind, body, and spirit connection of every human being who has been created in the image and likeness of God.

"In a world where survivors seeking help are often further victimized by immoral and progressive agendas, I am honored to have joined the Ruth Institute Team, which strives to bring hope and healing to survivors while at the same time honoring the traditional Christian teachings about marriage, family, and human sexuality." -Faith Hakesley

DON FEDER, IN-HOUSE EXPERT ON DEMOGRAPHIC WINTER

Ruth Institute Coalitions Director Don Feder spoke on "Demographic Winter: The Fatal Fall of Fertility" March 9 at the VI Annual Ibero-American Congress for Life and Family in Guatemala City, Guatemala.

"Rapidly declining fertility, leading inevitably to population decline, will be the crisis of the century," Feder announced. "Worldwide fertility - the average number of births per woman - has dropped from 4.7 in 1950 to 2.4 in 2017. Sometime in the next ten years, we will probably be below the necessary replacement level of 2.1 children per woman."

"Then population decline will set in. Soon industrialized nations will find it increasingly difficult to find workers to man farms and factories, serve as first responders, teachers and medical personnel, and do the dozens of other jobs necessary to maintain an advanced industrialized civilization."

"Nations like Japan are already losing people. Between 2015 and 2020, Japan's population declined by 800,000. It's projected to fall another 25% by mid-century. So many Japanese are dying alone because they have no children or grandchildren to care for them, that the Japanese have a name for it: 'lonely death.' An industry has even sprung up to dispose of their remains."



CONGRESO
IBEROAMERICANO
POR LA VIDA
Y LA FAMILIA

More than 200 people participated in the Congress including representatives of some of the largest pro-life and pro-family groups in the United States. The conference was chaired by Guatemalan President Alejandro Giammattei.

FIFTH ANNUAL AWARDS DINNER AND SUMMIT FOR SURVIVORS OF THE SEXUAL REVOLUTION



DIOCESE OF LAKE CHARLES

P.O. Box 3223
Lake Charles, Louisiana 70602
(337) 439-7400

Office of the Bishop

June 24, 2022
Friday

Dear Ladies and Gentlemen,


Please accept my warm welcome to Lake Charles and my prayers for a successful Summit. Since the last occasion, our diocese has struggled in continuing to recover from the August and October hurricanes of 2020 and the most unusual ice storm of February 2021. I am sure many of you, who have experienced similar catastrophes, can identify with the obstacles we are experiencing. I am also confident that God will give us the strength to complete satisfactorily the task ahead.

This year you will be attending the Summit in the new West Cal Event Center. For the first time last November, the Diocese of Lake Charles utilized this fine facility to host a most successful Eucharistic Congress. I know that you will find the Event Center comfortable and well-equipped for your functions.

With the Church and the many involved in the Ruth Institute in bringing healing and recovery to the survivors of the sexual revolution, we join in hope and at prayer. May the Summit yield a rich harvest.

As I extend once again my personal *bienvenue*, I remain

Sincerely yours in our Lord,



✠Glen John Provost
Bishop of Lake Charles

A HISTORIC BEGINNING TO THE FIFTH ANNUAL SUMMIT FOR SURVIVORS OF THE SEXUAL REVOLUTION



The Annual Awards Dinner and Summit for Survivors of the Sexual Revolution, June 24-25 in Lake Charles, has become the Ruth Institute's biggest program of the year. This event began in 2018 with an awards dinner and has since expanded into a two-day conference.

By far, the greatest joy of this year's Summit was the news of the *Dobbs v. Jackson Women's Health* Supreme Court decision overturning *Roe v. Wade*. It was my great honor and privilege to share the news after the very first speech of the morning of our Summit. As you can imagine, the people in the room erupted from their seats, clapping, cheering, crying, praying, and singing hymns of praise to God for his great glory.

"ROE V. WADE HAS JUST BEEN OVERTURNED."



Prayers and hymns sung to celebrate the overturning of Roe v. Wade and the safety of the unborn.

THE EMERGING LEADERS PROGRAM



Thanks to a generous grant from a long-time supporter, the Emerging Leaders program provided scholarships for students and young adults to attend the Summit for free. We recruited and selected 28 participants based on their abilities, competence, and commitment to the pro-family cause. This number includes 15 women and 13 men, ranging in age from a 17-year-old high school student who was accompanied by her mother, to a 36-year-old Catholic priest from Uganda. Other attendees included:

- 8 Roman Catholic seminarians from San Francisco, CA; Kansas City, KS; Tyler, TX; and Lake Charles, LA
- 3 political activists: 1 from Puerto Rico, 2 from Texas
- A Catholic high school teacher from San Francisco
- 3 staff members from Pregnancy Care Centers: 1 in Nashville, TN; 1 in Napa, CA; and 1 in Fort Worth, TX
- 3 journalists/freelance writers
- 2 activists from Students for Life of America
- A volunteer at a center for autistic children, and
- An aspiring filmmaker

The Emerging Leaders learned from and interacted with our fabulous roster of speakers and awardees. At the same time, these young adults inspired the other participants, most of whom are veterans of pro-life or pro-family activism.

FIGHTING FOR FAMILY: ARMING YOU FOR SUCCESS

Because family values are under attack, this year's Summit theme was "Fighting for Family: Arming you for Success." We equipped participants with the tools they need to fight for: the protection of the parent-child bond, a realistic understanding of gender and the sex of the body, humane sexual values, and sane public policies.

Lessons from the Past

- Arnold Culbreath: Defending Life with Dr. Jack Willke
- Jim Garlow: Defending Marriage During Prop 8
- Eric Scheidler: Defending Against Lawless Litigation (recorded presentation)
- Scott Yenor: The Mistakes of Modern Political Philosophy and Why they Matter



Jim Garlow, Arnold Culbreath, and Dr. Scott Yenor

Healing the Family

- Dan & Bethany Meola: Healing Children of Divorce (recorded presentation)
- Lori Hoye: Healing the Post-Abortive Congregation
- Dr. Quentin Van Meter: Kids Need Their Parents



Dr. Morse, Lori Hoye, and Dr. Quentin Van Meter

Defining the Sexual Revolution

- Fr. Shenan Boquet: Contraceptive Ideology
- Dr. Steve Baskerville: Divorce Ideology (pre-recorded)
- Katrina Zeno: Gender Ideology



Dr. Morse, Fr. Shenan Boquet, and Katrina Zeno

Sexual Orientation: Is it Possible to Change?

- Fr. Paul Sullins: On the Data
- Charlene Cothran: Former Lesbian
- Paul Darrow: Formerly Gay



Dr. Morse, Fr. Sullins, Charlene Cothran, and Paul Darrow



2022 Summit Speakers along with Board Members, Mr. Rob Morse and Rev. Walter Hoye

WINNERS OF THE 2022 ANNUAL AWARDS

HONORING THE UNSUNG HEROES OF THE SEXUAL COUNTER-REVOLUTION

Scholar of the Year

Scott Yenor is a Professor of Political Science at Boise State University, where he teaches political philosophy. He earned his Ph.D. from Loyola University, Chicago (2000) and his B.A. from University of Wisconsin-Eau Claire (1993). He is the author of *Family Politics: The Idea of Marriage in Modern Political Thought* (2011), *David Hume's Humanity: The Philosophy of Common Life and its Limits* (2016), *The Recovery of Family Life: Exposing the Limits of Modern Ideologies* (2020), and multiple articles on David Hume and the Scottish Enlightenment, presidential power, literature and politics, and other topics. He lives in Meridian, Idaho, with his wife, Amy, and his five children.



Witness of the Year



Walt Heyer lived as a woman for eight years. Thanks to psychotherapy and faith in God, Walt was restored to his male gender. Now, through his website, sexchangeregret.com, he offers hope to others who want to leave the transgender life. He also uses his unique platform to advocate for protecting children from irreversible medical interventions.

Walt has spoken to legislators and at conferences around the world, and his story has been featured in countless articles and documentaries. He has participated in hundreds of radio and TV events, has written seven books and over 60 articles for major publications.

Walt's latest book, *Trans Life Survivors*, offers up-to-date research and 30 representative stories from the thousands of people who have contacted him for help. His autobiography, *A Transgender's Faith*, has been the subject of numerous documentaries.

Pro-Life Leadership Award

Kristan Hawkins is a Christian wife, mother, grassroots activist, author, speaker, podcast host, and human rights advocate. President of Students for Life of America and Students for Life Action, she was recruited in 2006 to launch Students for Life of America's full-time operation. Since then, she has built a small organization made up of a few dozen student groups scattered around the country into a coordinated national team that serves 1,200+ Students for Life chapters in all fifty states and has trained over 100,000 young people.

Kristan hosts a weekly podcast, "Explicitly Pro-Life," found on iTunes or YouTube. Under her leadership, Students for Life exists to abolish abortion by transforming our culture through recruiting, training, and mobilizing this pro-life generation, who are the direct targets of today's abortion industry.



WINNERS OF THE 2022 ANNUAL AWARDS

HONORING THE UNSUNG HEROES OF THE SEXUAL COUNTER-REVOLUTION

Activist of the Year

Maria Keffler is a co-founder of Advocates Protecting Children, Partners for Ethical Care and the Arlington Parent Coalition (Virginia). An author, speaker, and teacher with a background in educational psychology, Ms. Keffler has fought to support families and protect children from unethical activism and dangerous policies around sexuality and transgender ideology since 2018. She is the author of multiple books, including *Desist, Detrans & Detox: Getting Your Child Out of the Gender Cult*. Ms. Keffler lives in Arlington, Virginia, with her husband and three teenage children.

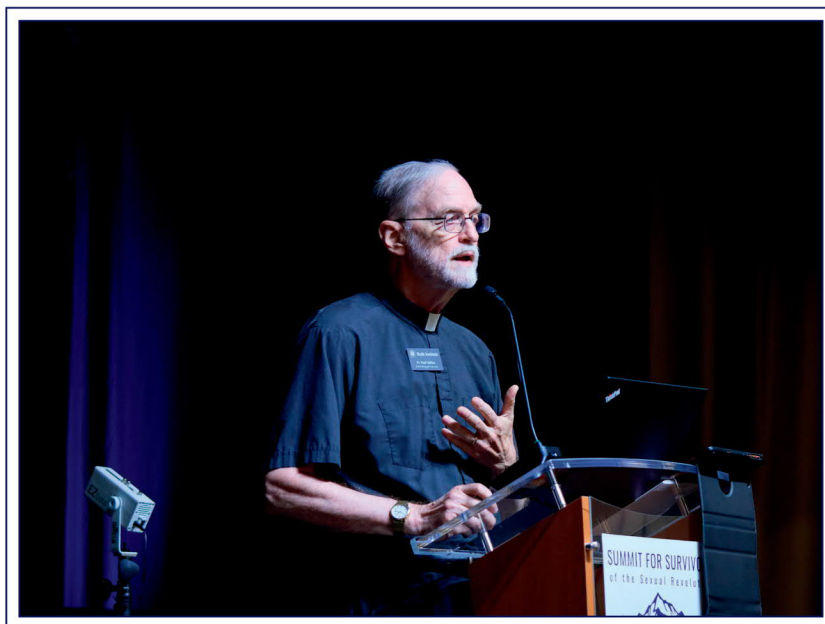


Activist of the Year

Erin Brewer, Ph.D., is co-founder of Advocates Protecting Children, which raises awareness of the unethical treatment of children under the duplicitous banner of gender affirmation. She also co-founded the Compassion Coalition, an international group working to ban medical interventions for gender-confused children. She is the author of *Transing Our Children* and *Always Erin*, a children's book about her childhood gender dysphoria. She and Maria Keffler have produced two video series: "Commonsense Care for Parents" and "Teacher Talks for Educators." Her YouTube channel, "Truth Is the New Hate Speech," raises awareness about the damage of the trans movement.



REV. DR. PAUL SULLINS, SENIOR RESEARCH ASSOCIATE: SHARING THE *ACTUAL* DATA



"It is a great joy to me to be working with the Ruth Institute. Thank you for your support, encouragement, and companionship in this important work!"

Our Fr. Sullins traveled the world this year, continuing to expose the junk science that supposedly backs up the Sexual Revolution.

The Revolutionaries and their allies in the media continue to try to ignore or discredit Sullins' research on Sexual Orientation Change Efforts (SOCE) and the potential psychological harms of abortion to women. Their pathetic tactics prove they cannot refute his research.

In London, Fr. Sullins participated in a conference entitled, "Where's the Science? How Do Therapy Bans Harm Children and Families?"

His two presentations, "SOCE, Minority Stress and Suicide" and "Child Harm with Same-sex Parents," contributed to a surprising shift in British policy-making. The government suddenly withdrew its proposed ban on "conversion therapy."

Knowledgeable observers credited opposing research, specifically by Fr. Sullins, as a factor in this surprising but welcome development.

In Budapest, Hungary, Fr. Sullins presented "SOCE and Psychological Risk" and workshops on same-sex parents and the natural family at the International Federation for Therapeutic and Counseling Choice.

Fr. Sullins also Zoomed in to another event in Budapest: "Same-sex Parenting and the Well-being of Children" at the "Next Thousand Years for Children" conference.

He also participated remotely at the Behavioral Healthcare Center Conference, Doha, Qatar.

All in all, Fr. Sullins continues to be one of the hidden gems of the Ruth Institute. His research is highly respected and is making a difference around the globe.

A complete list of his publications and presentations can be found at the Resource Center on our website, devoted exclusively to his research and its impact.

A handwritten signature in black ink, consisting of the letters 'D', 'P', and 'S' in a stylized, cursive font.

Rev. Dr. Paul Sullins

PRESS RELEASES AND SOCIAL MEDIA

The Ruth Institute issues one or two press releases per week, covering a broad range of issues, including schools indoctrinating children, the LGBTQ lobby, transgenderism, abortion, censorship, cancel culture, sex abuse, porn, and falling fertility/Demographic Winter.

Titles include:

- NY Gov. Asks Facebook to Censor Pro-Life Views
- The Breast Cancer Abortion Link is Real
- Gender Neutral Bathrooms Endanger School Kids
- Drag Queen Prayer Hour is Blasphemy
- Science Proves No One Is Born Gay
- Disney Hides from Parental Criticism
- Schools Force Kids to Affirm Trans Agenda
- The Post-Roe Censorship Begins
- Transgenderism Is Nonsense States Nobel Prize Winner



Our press releases gain radio and television interview requests and are included, with memes such as those featured below, in a weekly "Dispatches from the Front Lines of the Sexual Revolution", online at *The Stream*.



"Parents: Allow Your Children to Transition or Be Punished"



"Major League Baseball Funds Transgenderism with Ticket Sales"



"FBI Raid Shows the Sexual State at Work"

Ruth Institute Podcast

Date	Downloads
9/30/18	35,602.00
9/30/19	59,400.00
9/30/20	71,015.00
9/30/21	101,704.00
9/30/22	164,909.00

YouTube Stats 2022

	2021	2022	% Change
Views	86,977	108,521	25%
Subscribers	3,142	5,459	74%
Impressions	1,000,000	1,200,000	20%

We continue to expand our social media presence as illustrated by these charts. Our podcasts include radio interviews with Dr. Morse or other Ruth Institute staff, as well as audio-only versions of Dr. J Shows.

Our YouTube page includes Dr. J Shows, videos from Survivors' Summits, and other special videos. Impressions indicates the number of times the Dr. J Show image is shown to people on YouTube.

DR. J SHOW AND FACEBOOK

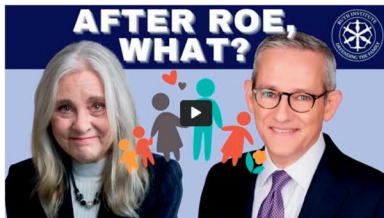
The Dr. J Show Moves to Locals

Though The Dr. J Show has a solid following on YouTube, this fall we began a new media presence on Locals, a censorship-free platform. Since YouTube banned four of our videos (three for providing evidence of the breast cancer/abortion link, one for mentioning the word "vaccines") and suspended our account for a week, we are actively building our Locals Community. This includes free Members as well as Subscribers who contribute \$10 per month to enjoy exclusive access to these banned videos as well as the footage from our 5th Annual Summit for Survivors of the Sexual Revolution.



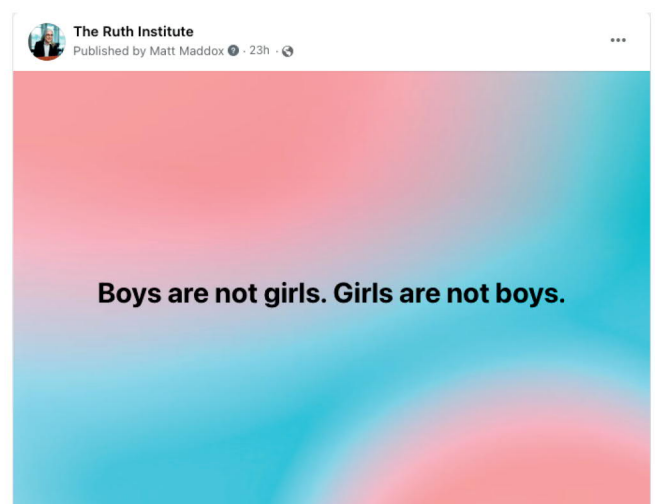
Some guests and topics (pictured in order below) include:

- David Bereit, "A Post-Roe Strategy For the Family"
- Dr. Joseph Nicolosi, "Reintegrative Therapy Heals Same-Sex Trauma"
- Jennifer Lahl, "Surrogacy: Right or Wrong for the Child? The Mother? The Family?"
- Rachel Mastrogiamo, "A Survivor of Occult Clergy Abuse Tells Her Story"
- Douglas Kasten, "A Criminal Investigator's Perspective on Sexual Child Abuse"
- Dr. George Delgado, "Abortion Pill Reversal: A Second Chance at Choice"



Facebook Reach

Our Facebook page grew this year to 131,000 followers and enjoyed nearly a million impressions. We post a monthly prayer intention meme, a "Laugh in the Afternoon" every Monday through Friday at noon Pacific time, and make statements or ask open-ended questions to spark discussion. The simple statement pictured on the right received 6.2K likes, 632 comments, and 1.5K shares within 23 hours of being posted. Our Facebook followers are active!



WHERE YOU MAY HAVE SEEN OR HEARD US THIS YEAR



Every Thursday afternoon, Dr. Morse is on "Driving Home the Faith" on Sacred Heart Radio in Cincinnati, Ohio. She and host Fr. Rob Jack discuss our latest press release on the most recent attack of Christian values by Sexual Revolutionaries. Sadly, they always have plenty to talk about.

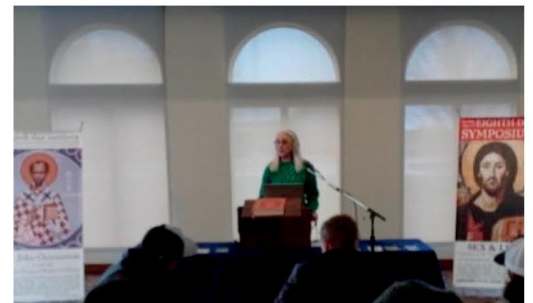
Last October, Dr. Morse and Fr. Sullins presented two dozen white roses and a commendation to the Most Reverend Michael Burbidge, Bishop of Arlington, Virginia, as a thank you for helping his people address the gender ideology. In his letter, "A Catechesis on the Human Person and Gender Ideology," Bishop Burbidge told parents not to "buy into that which is false." We thanked Bishop Burbidge for his moral fortitude.



Last November, Dr. Morse was on the Eternal Word Television Network's "Women of Grace." She and host Johnnette Benkovic Williams discussed "Interconnected: Abortion and Breast Cancer," based on the now-banned Dr. J Show interviews of a doctor and a breast cancer surgeon explaining this well-documented connection.



In January, Dr. Morse spoke at the Eighth Day Symposium, "Sex & Lies: Delusions of Self in the 21st Century," in Wichita, Kansas. She was honored to be part of this annual conference which draws Evangelicals, Roman Catholics, and Orthodox Catholics together to discuss significant issues.



In March, Dr. Morse Zoomed into an Acton Institute Symposium on "Law and the Social Crisis" in Rome at the Pontifical Athenaeum Regina Apostolorum. She presented her paper "Law, Gender and Defending the Family" to an audience of seminarians, other students, and clergy.



[Below] In August, Dr. Morse was on FOX News' "Lighthouse Faith." She spoke with host Lauren Green about YouTube banning our Dr. J Shows on the abortion, breast cancer link. She noted, "The Sexual State has become more aggressive about abortion after the Dobbs decision, and more committed to the false idea that if abortion is legal, it will always be safe."



[Left: Kaycee and Walt Heyer with Dr. Morse] In July, Dr. Morse spoke on "Defending Christian Sexual Ethics Without Fear or Apology" at the Well Versed Future Conference. The event was organized by Evangelical Pastor Jim Garlow. "Too often, proponents of traditional values are ill-equipped to defend those values. I wanted to give participants the tools and self-confidence needed to support life and the family in the public arena."

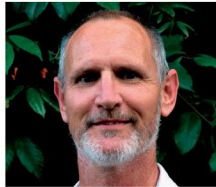


RUTH INSTITUTE BOARD MEMBERS AND OFFICERS

BOARD MEMBERS



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



Robert 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.

WELCOME TO OUR NEW MEMBER!

Miguel Aguilar, pictured below with his wife, Jackie, and Lori and Walter Hoye at the 2021 Survivors' Summit, is a professional engineer, investment advisor, speaker for Natural Womanhood, and father of five. He and Jackie are certified teachers of Natural Family Planning through the Couple to Couple League. Jackie spoke about contraception vs. natural family planning at last year's Survivors' Summit and on The Dr. J Show.

We are delighted to welcome Miguel to our Board of Directors!



THANK YOU FOR YOUR SERVICE!

Our thanks to now-retired board members, **Joe DeVet** and **Paul Jonna** for their past faithful service.

OFFICERS

President: Dr. Jennifer Roback Morse

Secretary: Betsy Kerekes (Ruth employee, non-voting member)

Treasurer: Rachel Golden (Ruth employee, non-voting member)

FINANCIALS

The Ruth Institute Income Statement October 2021 through September 2022

	Oct '21 - Sep 22
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	732,697.35
45000 · Investments/Stock Donations	44,880.15
47200 · Program Income	25,113.66
48000 · Mission Related/Non Donation	
48010 · Product Sales	5,347.97
48020 · Speaking Fees	7,927.00
Total 48000 · Mission Related/Non Donation	13,274.97
Total Income	815,966.13
Gross Profit	815,966.13
Expense	
60900 · Business Expenses	30.00
61000 · Advertising/Promotion	22,312.82
62100 · Contract Services	253,032.25
62800 · Facilities and Equipment	22,276.05
65000 · Operations	25,576.74
65100 · Miscellaneous Expenses	2,431.24
66000 · Payroll Expenses	443,769.32
68300 · Travel and Meetings	68,944.57
Total Expense	838,372.99
Net Ordinary Income	(22,406.86)
Net Income	(22,406.86)

The Ruth Institute Balance Sheet Prev Year Comparison As of September 30, 2022

	Sep 30, 22	Sep 30, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings	54,995.51	92,367.30	(37,371.79)	(40.5)%
Accounts Receivable	1,418.04	0.00	1,418.04	100.0%
Other Current Assets				
12000 · Deposits in Transit	8,804.45	340.95	8,463.50	2,482.3%
Total Other Current Assets	8,804.45	340.95	8,463.50	2,482.3%
Total Current Assets	65,218.00	92,708.25	(27,490.25)	(29.7)%
TOTAL ASSETS	65,218.00	92,708.25	(27,490.25)	(29.7)%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities	1,335.29	6,418.68	(5,083.39)	(79.2)%
Total Liabilities	1,335.29	6,418.68	(5,083.39)	(79.2)%
Equity				
32000 · Unrestricted Net Assets	158,648.14	173,330.03	(14,681.89)	(8.5)%
Net Income	(94,765.43)	(87,040.46)	(7,724.97)	(8.9)%
Total Equity	63,882.71	86,289.57	(22,406.86)	(26.0)%
TOTAL LIABILITIES & EQUITY	65,218.00	92,708.25	(27,490.25)	(29.7)%

WHERE YOU'VE SEEN US



QUICK FACTS ABOUT RUTH'S IMPACT



1,500,000 newsletters sent



90 press releases



131,000 Facebook followers



5,500 YouTube subscribers



165,000 podcast downloads



135,000 website views

WHERE DO I FIT IN?

Urgent Problem: Millions of children, men, and women are harmed by the Sexual Revolution and family breakdown.

Unbeatable Strategy: Activate the Survivors of the Sexual Revolution to challenge the public policies and personal choices that create family breakdown.

Unique Opportunity: Become a founding partner in the world's only campaign to end family breakdown.

YOUR DONATION

Leadership Gift Opportunities:

Civilization Builder	\$15,000
Legacy Builder	\$6,000
Family Champion	\$3,000
Family Steward	\$1,200
Family Defender	\$600

Or join Ruth's Family by giving monthly.
The Ruth Institute is exempt by the IRS as a 501 (c) (3) entity.