

THE RUTH INSTITUTE

2023

HELPING
YOU
DEFEND
YOUR
VALUES!



ANNUAL REPORT



Hi everyone.

Thank you for your support for the Ruth Institute. We are an international interfaith coalition to defend the family and build a civilization of love. We are in business for you and because of you! You are our mission: we equip people like you to understand, appreciate and defend traditional Christian sexual ethics by providing scientifically sound evidence, carefully reasoned arguments, and compelling personal testimonies.

You are our lifeline: you help us find the people who need our message. You deliver our ideas to them in a personal way that meets their particular needs. There is absolutely no way in the world we could reach those people without your help!

This year we “leaned in” to this aspect of our mission. We’ve created new programs and retooled our existing programs with this goal in mind: helping you defend your values!

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: there aren’t many places in today’s world where you can get reliable information to help you defend traditional Christian sexual ethics.

You don’t come to the Ruth Institute to “buy” a “product” like you would at Amazon or Best Buy. You come to the Ruth Institute to get the best arguments and evidence to help you defend your values. And the biggest ingredient in that product is time. We assemble the most sophisticated experts, the most compelling witnesses and the most effective activists. You have the benefit of their years of experience at your fingertips when you need to defend your values.

In these pages, you’ll see the top quality guests on our premier video podcast, the Dr. J Show. You’ll see our impressive media presence on radio, TV, on-line, and around the world. You’ll see the astonishing growth in our social media presence, Locals, YouTube, Facebook and Twitter.

You’ll also see our newest programs for engaging and equipping you, our faithful followers and supporters. You’ll see the initiation of the 500 Club, our new program for our top supporters. You’ll see our latest projects that break down technical research into bite-sized bits that you can use. These include my report, “Refuting the Top 5 Gay Myths,” and Fr. Paul Sullins’ pathbreaking research on Sexual Orientation Change Efforts.

Whether you are encountering the Ruth Institute for the first time, or whether you are one of our longtime faithful supporters, we are glad you are here.

Welcome to our band of happy warriors for the family! Together, we are fighting to preserve what is best in Western civilization. We are honored to serve in the trenches with you.

Thank you for your support of all kinds, spiritual, emotional and financial!

Sincerely your friend,

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

On cover: Dr. Morse signing books at the Ignited by Truth Conference in Raleigh, North Carolina, in April.



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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.

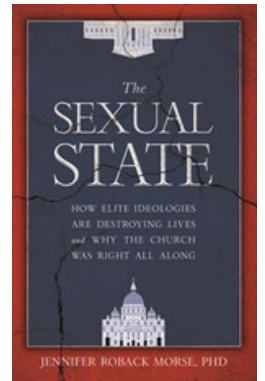
Our Dream: That all children be welcomed into life in a loving home with their own mother and father, married to each other.

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

On Sunday, October 1, 2023, 550 people from across the Diocese of Lake Charles gathered to pray for the family at the 6th Annual Rosary Around the Lake. The Ruth Institute has brought together parishes and other Catholic community groups in a massive prayer event at the Lake Charles Civic Center on the lakefront every year since 2018 as part of our mission to build relationships in our communities.

Bishop Glen John Provost participated again and lead the opening prayers. The Rosary was prayed in four different languages: English, French, Latin and Spanish. State Senator Jeremy Stine [pictured on right with Dr. Morse on Channel 7 News] lead the French decade.

The Hispanic community of St. Henry’s built a beautiful shrine to Our Lady of Guadalupe [pictured bottom right] as well as leading the Spanish decade.

KPLC News, the local TV station, helped promote the event by featuring several interviews with community participants on the Friday morning news. KPLC also sent a reporter and camera crew to cover the event Sunday afternoon. This is a great benefit of relocating from California to Louisiana. Could you imagine media support for an event like this if we were still in San Diego? God has certainly been guiding and leading the Ruth Institute well over the years.



“I’m honored to participate and want to thank Dr. Morse for the invitation. This is a great opportunity to foster a sense of unity and shared spirituality. It’s also a great way to give thanks to God and to deepen our relationship with God and lead a more Christ-centered life,” said Stine. “One of my favorite quotes is from Fr. Richard John Neuhaus who said, ‘Culture is the root of politics and religion is the root of culture.’”



REV. DR. PAUL SULLINS, SENIOR RESEARCH ASSOCIATE



No one is born gay. Trying to change from “gay” to “straight” is not harmful. Many people who identify as LGBT eventually abandon that identity. Many post-abortive women regret their abortions and suffer psychological distress.

Mainstream media won’t share these facts, but Ruth Inst. Senior Research Associate Fr. Paul Sullins, Ph.D., is at the forefront of the research on these topics. Currently, he’s at the center of a worldwide controversy over therapeutic efforts to change sexual orientation.

In September 2022, he published a study rebutting a widely-reported claim that “sexual orientation change efforts” (SOCE) increased suicide risk. Two commentaries called for a retraction. Two others purported to show Sullins’ research flawed and invalid. One argued that publishing Sullins’ study was unethical, even if its results were true. Sullins has happily and handily responded to all of them.

He has also been exploring surprising aspects of sexual identity. Some who identify as heterosexual also report past or current same-sex behavior. His research on British individuals shows that more have left homosexual behavior than currently identify as homosexual. Plus, a majority of those who have ever engaged in homosexual sex do not support LGBT political goals, nor do they currently identify as homosexual. These facts are important for debunking the “born gay” myth, and for defending therapy for same-sex attracted persons.

Sullins continued his work on post-abortion trauma, with a study of the risk of depression, anxiety disorder, PTSD, suicidality, and substance abuse behaviors among post-abortive women. He discovered that most women have better mental health as they age, but those women with fewer children and more abortions improve over their lifetime less than women with fewer abortions and more children.

Not surprisingly, as with the SOCE studies, Sullins’ abortion research has been rejected by those who refuse to objectively follow the science. Undaunted, Sullins developed a statistical procedure that should make his research more difficult to ignore. Once published, scholars will be able to use his study to examine long-term outcomes for post-abortive women.



For the past two years Sullins has held a Research Roundtable during the International Federation for Therapeutic Counseling Choice Conference. This collaboration yielded several working groups of young scholars publishing studies that challenge the prevailing Sexual Revolutionary narrative on gay parenting, SOCE, abortion, divorce, and marriage.

In addition, Sullins corresponds with physicians, therapists, bishops, and researchers around the globe who seek his expertise. Your funding makes all this work possible.

Conversion therapy *reduces* gay suicide
Correcting a false research narrative

Family Science Alliance Conference
Budapest, Hungary
November 2022

The Rev. D. Paul Sullins, Ph.D.

 The Ruth Institute
 The Catholic University of America

For a copy of this presentation and all cited sources, send an email request to sullins@cua.edu or psullins@ruthinstitute.org.

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FR. SULLINS' WORK, CONTINUED

PROFESSIONAL PUBLICATIONS:

- Paul Sullins, D. "Reply to Strizzi and Di Nucci on ethical and human rights concerns of sexual orientation change efforts." [Archives of Sexual Behavior, September 2023.](#)
- "Critiques strengthen and improve the original findings: A rejoinder to comments on Sullins (2022)." [Archives of Sexual Behavior, March 2023.](#)
- "Sexual orientation change efforts do not increase suicide: Correcting a false research narrative." [Archives of Sexual Behavior 51, no. 7, October 2022.](#)



Now translated into Hungarian!

SPEECHES:

- September 19, 2022 – Ex-gay DC Speak Out day at Family Research Council, Washington, DC (in person), **"Correcting falsehoods: Conversion therapy actually can work, and often reduces gay suicide."**
- October 14, 2022 – International Federation for Counseling and Therapeutic Choice, Budapest, Hungary (in person), **"Correcting falsehoods: Conversion therapy actually can work, and often reduces gay suicide"** and **"Transience of homosexual identification."**
- October 19, 2022 – Alliance for Therapeutic Choice, Orlando, Florida (remote), **"Most same-sex oriented people eventually change."**
- November 21, 2022 – Coalition for Counseling Choice (remote), **"Conversion therapy reduces suicide."**
- November 25, 2022 – Family Science Alliance, Hungary (remote), **"Conversion therapy reduces suicide"** and **"Counting the casualties of the sexual revolution."**
- December 8, 2022 – A Response to the Pontifical Academy for Life's Publication "Etica teologica della Vita," International Catholic Jurists Forum, Rome, Italy (remote), **"The children are not all right: social science evidence for how same-sex marriage, contraception and abortion harm children (just as the Church teaches)."**
- May 20, 2023 – Standing for the Natural Rights conference, Lithuania Family Association, Vilnius, Lithuania (in person), **"Same-sex Parenting and the Well-being of Children."**
- June 5, 2023 – Defend and Promote the Faith conference, Green Bay, Wisconsin (in person), **"Abortion's effect on women: depression and substance abuse disorders following abortion, abortions of wanted children, and the benefit of childbirth vs. abortion."**

ADVICE FROM A SURVIVOR & WELCOMING BABY 8 BILLION!



Clergy abuse survivor, Faith Hakesley, uses her knowledge and experience to help others suffering similar trauma in her weekly ["Advice from a Survivor"](#) blog at the Ruth Institute. She was also a guest on Fr. Rob Jack's program, "Driving Home the Faith," on Sacred Heart Radio, and a featured speaker for the Boston chapter of the Young Catholic Professionals Executive Speaker Series. Her talk was, "Rooted in Hope: My Pathway to Peace, Healing, and Victory Over Hardship."

On November 15, 2022, the world's population was said to reach 8 billion. Unlike much of the world, the Ruth Institute celebrated the occasion, noting the importance of population

growth in the face of worldwide falling fertility, or Demographic Winter. Around the world, countries are realizing that below-replacement fertility will wreak havoc on their economies. The Ruth Institute noted that each new generation adds innovation to the world and every life was created by God and is to be celebrated.



FINDING YOUR PLACE IN THE RUTH INST. COMMUNITY

You may be thinking: “The Ruth Institute is speaking boldly and confidently, defending my values. How do I fit into this picture? Here are some options:

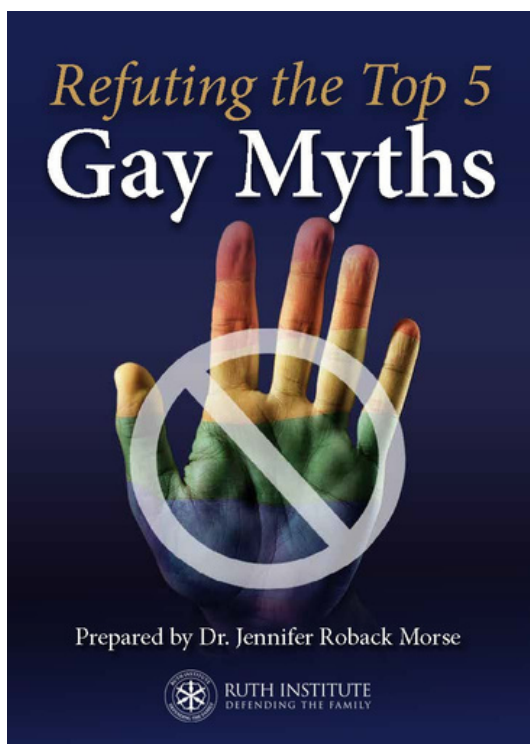
Prayer

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.

Participation

Share these new Ruth Institute tools to defend your values.



- **“Refuting the Top 5 Gay Myths”**

This report reveals the truth the media refuses to acknowledge by countering these common myths:

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.

The report contains research from the most recent studies, as well as testimonials from those who have left the LGBT Subculture. Dr. Morse explains all this in plain language you can easily use.

More than 4,300 people have downloaded this free report so far. You can help 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.

You can find this free report [here](#).

- **“Boldly Defending the Family!”**

Don’t you wish you could present your beliefs about the family with confidence? Dr. Morse developed the “Boldly Defending the Family!” talk to do exactly that. This speech takes 15-20 minutes to deliver and comes with everything you need to make a successful presentation:

- Slides, script and a video of Dr. Morse giving the speech
- Tips on how to use the talk
- Periodic updates with fresh research as it becomes available

We provide you with all these materials on a flash drive at our [Ruth Store](#) on our website.

Stay in the know by following us online and through our newsletter. These resources are meant to be used and shared widely!

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.](#)

- **The Ruth Institute 500 Club**

This year, we began a campaign to enlist 500 individuals or couples to contribute \$1,000 a year or \$100 per month. We call this the Ruth Institute 500 Club. This core group of people provides the backbone of our financial support system. To show our appreciation for joining the 500 Club, we will:

- 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.



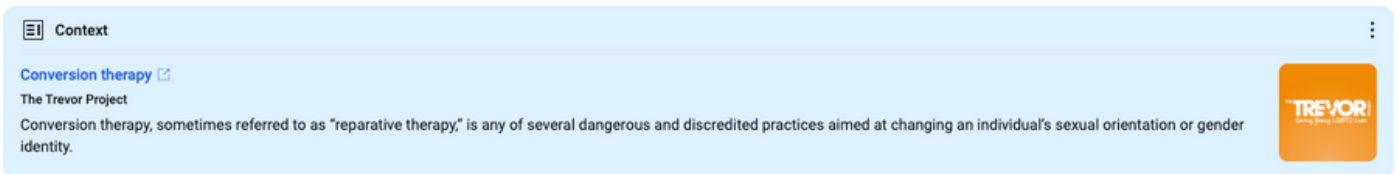
You have connections with people we couldn't possibly find on our own. You can be part of spreading the Ruth Institute message within your circle of influence, your friends, family, community, and professional associations.

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 drmorse@ruthinstitute.org.

- **Monthly supporters of all levels can help build our free speech platform on Locals!**



Big Tech doesn't appreciate us defending your values. Censorship has been a significant challenge and a constant threat hanging over our heads. That's why we're building a presence on censorship-free Locals. We've never had a post taken down from Locals. They've never slapped an obnoxious “context” box on our posts, like the one below on our video (pictured left) on Sexual Orientation Change Efforts.



Sexual Orientation Can Change: Correcting the Data | Father Paul Sullins | Ruth Institute Summit

Membership in our [Locals community](#) gives you free access to the majority of our content. However, some features can only be unlocked with a paid membership. For as little as \$10 per month, you can:

- Comment on posts.
- Watch the complete program of speeches and panels from our 2022 Survivors' Summit.
- Access all upcoming premium content, including extended versions of Dr. J Shows.
- Feel good about helping us build up a Free Speech community that defends the family!

For more information about becoming a [Monthly Donor](#) by supporting our Locals Community, contact Social Media Manager, Matt Maddox, at mmaddox@ruthinstitute.org.

Remember, the Sexual Revolution's destruction will not collapse on its own. It will only grow, unless good people like us take a stand.

DR. J SHOW GROWTH

The Dr. J Show growing on Locals

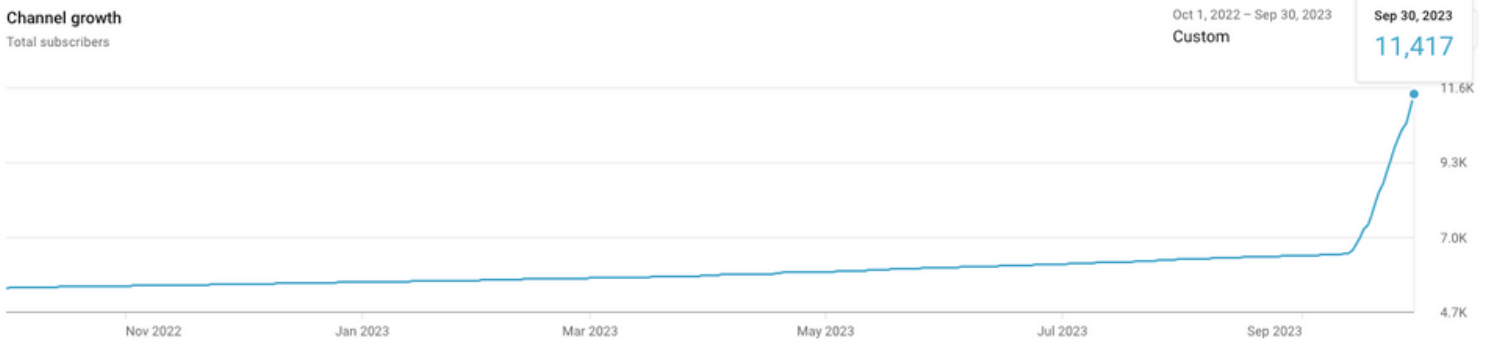
Our [Locals community](#) has grown tremendously. Some 910 people have joined, an increase of over 300%. We are in the process of filling out our Locals offerings, which will include: the FULL Dr. J Show, including the parts too spicy for YouTube, all our forthcoming information on LGBT refugees, the truth about Sexual Orientation Change Efforts, timely topics from the archive, as well as more exclusive content that would bring down the wrath of the YouTube censors! You won't want to miss it!



YouTube Growth



Even though YouTube censored us six times, [our channel](#) has had tremendous success this year. Thanks to generous donations from our supporters, we were able to grow our YouTube subscribers from 5,459 to over 11,417, a staggering increase of 109%! We have also diversified our YouTube videos to include shorts (1 minute or less), clips (2 – 10 minutes), weekly Ruth Reacts videos, as well as the regular production of Dr. J Shows. Our YouTube view time increased by 72% to over 187,000 views. And roughly 1,500,000 people have come across our videos, which is a nearly 25% increase from 2022.



Some of our Ruth Reacts and Dr. J Show highlights from the year are:

- [Ruth Reacts, "Synod on Synodality?!?"](#)
- [Ruth Reacts, "Sound of Freedom"](#)
- [Rachel Mastrogiamaco, "A Survivor of Occult Clergy Abuse Tells Her Story"](#)
- [Chloe Cole, "Transgender Medicine and Therapy Failed Me"](#)
- [Attorney Mary Rice Hasson, "How to Help The Gender Dysphoric"](#)
- [Australian Bishop Peter Elliot, "Sexual Revolution From the Bishop's Perspective"](#)

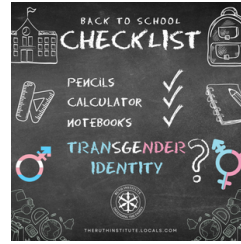


PRESS RELEASES, PODCASTS AND FACEBOOK

The Ruth Institute issues one or two [press releases](#) per week to 340 members of the media, covering topics related to the Sexual Revolution's latest attack on the family and Christian moral virtues.

Titles include:

- Retired Navy Seal: Transitioning Destroyed My Life
- Boy Makes Girls' Team Surrender Changing Room
- DC Schools Push Transgenderism with Surveys
- In Our Sexual State, Pro-Aborts are Above the Law
- Married with Children Equals Happiness
- Gay Marriage Gave Us Transgender Ideology
- CDC Gives Men "Chest-Feeding" Advice
- International Jurists Seek to Legitimize Pedophilia
- The Sisters of Perpetual Indulgence Were Not 'Born This Way'
- Anthropologist Don't Know the Difference Between Men and Women



These press releases are also featured at The Stream in our weekly, "[Dispatches from the Front Lines of the Sexual Revolution.](#)" With a monthly audience of 600,000, our Dispatches received over 37,000 views this year.

Our podcast continues to reach people in an audio-only format. This year we had more than 115,000 unique downloads, which includes audio-only episodes of the Dr. J Show, weekly interviews with Fr. Rob Jack on "Driving Home the Faith" from Sacred Heart Radio in Cincinnati, Ohio, as well as recordings of Dr. Morse speaking around the world virtually and in person.

Our podcasts were recently added to Eternal Word Television Network's (EWTN) platform, Podcast Central. Now our work will reach millions more thanks to EWTN's extensive reach. We were thrilled to be invited to join their network.

Press releases, podcasts, Dr. J Shows, Advice from a Survivor posts and more go to 38,000 subscribers of our weekly e-newsletter.

This year we were able to reactivate our [Twitter \(now X\) account](#). Our following has grown steadily to 2,348. Our most popular tweet reached nearly 4,000 viewers and was engaged with 156 times: "Children have a right to exist, a right to the people that created them, and the people that created the child have a responsibility to get married, be better people, and raise the child to adulthood and beyond. #endabortion #familyprotects"



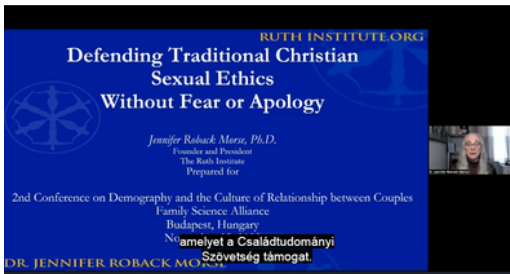
Facebook Reach

Our [Facebook page](#) grew this year to 137,000 followers and enjoyed more than 8 million impressions every month, almost a million more per month than in 2022. We post a monthly prayer intention, a "Laugh in the Afternoon" humorous meme every Monday through Friday, and make statements or ask open-ended questions to spark discussion. The simple statement, pictured on the right, received more than 43,000 impressions, 6.8K engagements, 462 comments, and 1.2K shares. Our Facebook followers are active!



DR. MORSE AROUND THE WORLD

November 2022: “Demography and the Culture of Relationships” conference (remote) hosted by Family Science Alliance in Budapest, Hungary, on “Defending Christian Sexual Ethics Without Fear or Apology,” with Hungarian subtitles, pictured below.

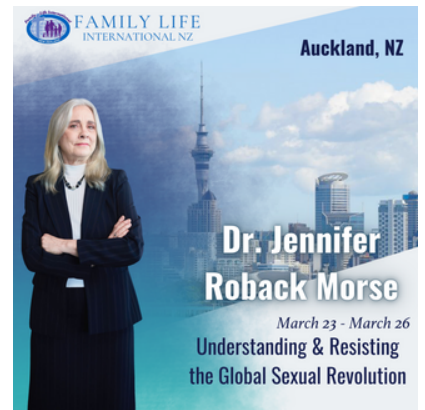


December 2022: “Family in Time of Change” conference in Krakow, Poland, on “Understanding and Combating the Global Sexual Revolution.”



March 2023: Cleveland Right to Life’s “Bringing America Back to Life” conference on “Understanding and Combating the Global Sexual Revolution.”

March 2023: Human Life International’s “Go Forward in Hope” conference in Auckland, New Zealand, on “Understanding and Resisting the Global Sexual Revolution” and “Understanding and Resisting the Sexualization of Children.” She also led a workshop on “Practical Ways You Can Combat the Global Sexual Revolution.”



April 2023: “Ignited by Truth” Conference in Raleigh, North Carolina, on “Replacing the Sexual State with a Civilization of Love.”

June 2023: “Baked in from the beginning: paedophilia and the sexual revolution” for the Family and Life Academy in England (remote).

August 2023: St. Dominic’s Media YouTube channel on “The Anti-Sacred Constitution of the Sexual State” as part of an on-line course, “Return to the Sacred.”



October 2023: Trinidad and Tobago’s Council of Evangelical Churches’ “Our Children, Our Responsibility” conference on “Boldly Defending Christian Sexual Ethics” (remote).

In addition to these speeches and her usual articles published in various news outlets, Dr. Morse was published in these scholarly journals this year:

The Linacre Quarterly, Vol. 89 (Journal of the Catholic Medical Association) “On the Donation of Eggs, Sperm, and Selves.”

The Family in Transition (Polish title Rodzina w Czasie Przemian.), Auxilium Foundation, “Defending Traditional Christian Sexual Ethics Without Fear or Apology.”



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
Treasurer,
Ruth employee

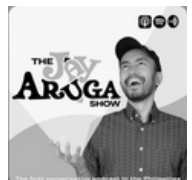
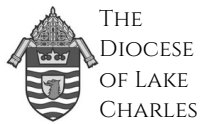
FINANCIALS

**The Ruth Institute
Income Statement**
October 2022 through September 2023

**The Ruth Institute
Balance Sheet Prev Year Comparison**
As of September 30, 2023

	Oct '22 - Sep 23		Sep 30, 23	Sep 30, 22	\$ Change	% Change
Ordinary Income/Expense		ASSETS				
Income		Current Assets				
43400 · Direct Public Support	626,302.60	Checking/Savings	38,011.49	49,412.60	(11,401.11)	(23.1)%
45000 · Investments/Stock Donations	0.03	Accounts Receivable				
47200 · Program Income	35.00	11000 · Accounts Receivable	1,490.10	818.04	672.06	82.2%
48000 · Mission Related/Non Donation		Total Accounts Receivable	1,490.10	818.04	672.06	82.2%
48010 · Product Sales	6,352.56	Other Current Assets				
48020 · Speaking Fees	10,331.71	12000 · Deposits in Transit	380.00	852.00	(472.00)	(55.4)%
Total 48000 · Mission Related/Non Donation	16,684.27	Total Other Current Assets	380.00	852.00	(472.00)	(55.4)%
Total Income	643,021.90	Total Current Assets	39,881.59	51,082.64	(11,201.05)	(21.9)%
Gross Profit	643,021.90	TOTAL ASSETS	39,881.59	51,082.64	(11,201.05)	(21.9)%
Expense		LIABILITIES & EQUITY				
60900 · Business Expenses	30.00	Liabilities				
61000 · Advertising/Promotion	8,327.70	Current Liabilities	1,164.73	1,335.29	(170.56)	(12.8)%
62100 · Contract Services	184,040.00	Total Liabilities	1,164.73	1,335.29	(170.56)	(12.8)%
62800 · Facilities and Equipment	26,697.93	Equity				
65000 · Operations	24,584.90	32000 · Unrestricted Net Assets	124,645.38	158,648.14	(34,002.76)	(21.4)%
65100 · Miscellaneous Expenses	999.85	Net Income	(85,928.52)	(108,900.79)	22,972.27	21.1%
66000 · Payroll Expenses	405,269.52	Total Equity	38,716.86	49,747.35	(11,030.49)	(22.2)%
68300 · Travel and Meetings	4,102.49	TOTAL LIABILITIES & EQUITY	39,881.59	51,082.64	(11,201.05)	(21.9)%
Total Expense	654,052.39					
Net Ordinary Income	(11,030.49)					
Net Income	(11,030.49)					

WHERE YOU'VE SEEN OR HEARD US



QUICK FACTS ABOUT RUTH'S IMPACT



1,880,000 newsletters sent



90 press releases



137,000 Facebook followers



11,000+ YouTube subscribers



115,000 podcast downloads



103,000 website views