



THE RUTH INSTITUTE

2020

A N N U A L R E P O R T



ACHIEVING NATIONAL IMPACT IN A TIME OF UNCERTAINTY:

In a photo representative of our larger mission, Dr. Morse delivers timeless clarity and support to the Chairman of the State Department Commission on Unalienable Rights. Read more on page 6.



Dear friends,

I don't need to tell you the year 2020 was a uniquely challenging year for the entire world. Between the Wuhan virus, rioting in the streets, and political acrimony, our world today seems completely different from the world we inhabited just one year ago.

Here in Louisiana, we also had two hurricanes. Hurricane Laura swept through with 150 mph winds on August 27 and destroyed our office. Then on October 8, Hurricane Delta dropped 13 inches of rain for a "mopping up" operation.

Despite that, we're still in business, now operating out of my home, which was only minimally harmed. Thanks to the commitment and professionalism of our staff across the country, we didn't miss a beat or a deadline. Our weekly newsletter went out on schedule. We uploaded two videos per week to our YouTube channel, including our weekly interview program, the *Dr. J Show*. We issued one press release per week, and often more.

Most importantly, we held our annual Summit for Survivors of the Sexual Revolution in July as planned, in spite of the numerous problems caused by the Wuhan virus. I am so proud of what the Summit accomplished: The relationships we built. The people we inspired. The new projects that spun out from the Summit. These results were well worth the effort.

In the meantime, the Sexual Revolutionaries have not let the chaos of 2020 slow them down. Churches are closed, but abortion mills are open. Young people can't hug their grandmas, but they can use dating apps to have sex with strangers.

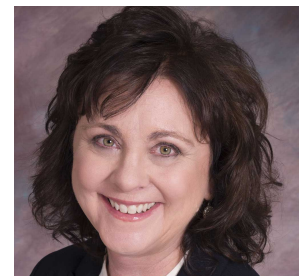
A pandemic and hurricanes won't stop us from speaking the truths no one else will touch: Women are women; men are men. Children need and deserve their mother and father. Sex actually does make babies, and it is folly to pretend otherwise.

This Annual Report details the growth of our social media platforms and media presence. Most of all, this report tells the stories of people we have celebrated, influenced, or inspired. The world needs moral truth more than ever before. We are still your voice of sanity and truth-telling. I invite you to continue to be part of this great mission to defend the family and build a civilization of love.

Your friend,

Dr. Jennifer Roback Morse

Dr. Jennifer Roback Morse



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RUTH'S MISSION AND STRATEGY: ENLISTING THE SURVIVORS OF THE SEXUAL REVOLUTION

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

The Sexual Revolution attempts to separate sex from babies, separate both from marriage, and eradicate all differences between men and women. Society's elite use power and propaganda to convince people that these impossible goals are moral.

We resolutely oppose the Sexual Revolution, which has victimized millions of people, by enlisting, educating, and encouraging these otherwise invisible Survivors to become advocates for positive change. Together, we are creating a new cultural narrative around marriage, family, and human sexuality.

SOCIAL MEDIA GROWTH

While survivors of the Sexual Revolution are being silenced, we're currently bucking the trend of censorship with exploding online visibility.



YouTube

In the last year, our weekly *Dr. J Show* on YouTube has reached 89,070 views and increased our total subscribers to 2,400. This response continues to grow. These videos, also available as audio-only, feature in-depth discussions with experts on family breakdown, gay parenting, gender ideology, abortion, clergy sexual abuse, pornography, cultural Marxism, the Demographic Winter, and more.

From October 2019 to September 2020, the Ruth Institute:

- enjoyed a 1,236% increase in YouTube subscribers.
- released 61 videos with a combined length of 50+ hours.
- averaged 250 views every day for a total of 18,700 hours.
- YouTube suggested our content to 990.6k people—nearly a million impressions!

In addition to our YouTube channel, the *Dr. J Show* is found on Anchor, Spotify, Breaker, Google Podcasts, Overcast, Pocket Casts, Radio Public, iTunes, and our website, RuthInstitute.org.



Facebook and website



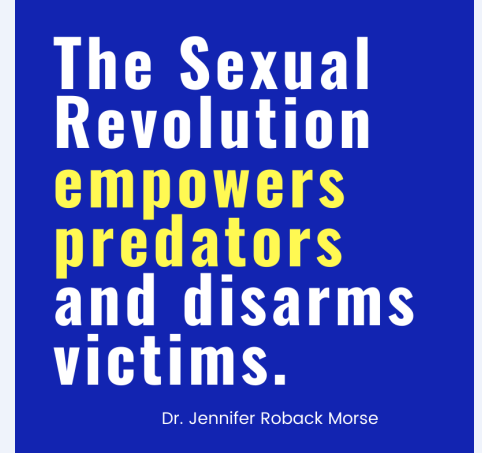
Big tech is working hard to silence dissenting voices. In such an environment, speaking up and creating conversations is the ultimate form of resistance. Our Facebook page grew from 6,000 to 102,400 followers, an astounding 17-fold increase. Here are just a few examples of the impact and conversations that growth created:



302 comments & 2,800 shares



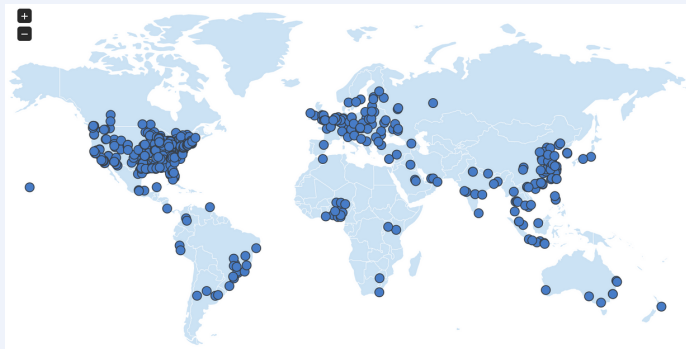
389 comments & 915 shares



219 comments & 686 shares

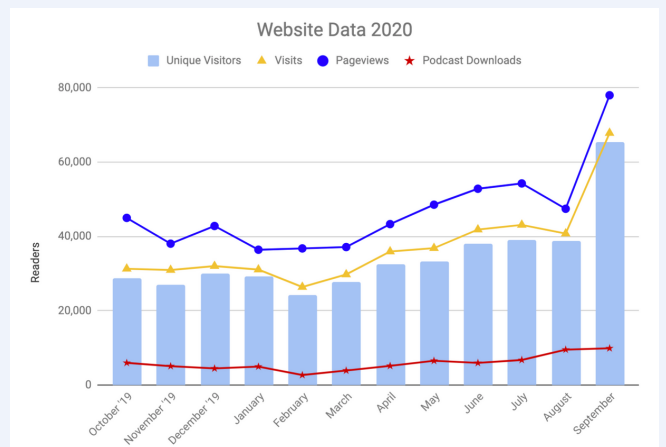
Featuring our press releases on the Facebook page stimulated conversations as well as increased traffic to the press releases by as much as 200%.

For example, 2,800 people shared our post telling Governor Abbott to intercede on behalf of James Younger. Additionally, Dr. Morse released a Facebook Live video on the subject that received more than 6,400 views.



Our visibility in video and social media also enabled us to have massive international participation in our Summit for Survivors of the Sexual Revolution. Visitors from 68 countries attended the virtual event.

In October we hired a Search Engine Optimization specialist to increase our online visibility. While we expected the impact to take six months minimum, the results were immediate. We registered a 67% month-over-month increase in unique visitors, and a 77% year-over-year increase in unique visitors.



THE WEST ONCE EVANGELIZED AFRICA. NOW, AFRICANS ARE EVANGELIZING US.



Sign outside of Ugandan school highlights the loyalty of faith in response to sexually transmitted diseases.

Dr. Morse was invited to speak at the Ugandan National Catholic Youth Conference last December on, “The New Colonialism and the Sexual Revolution: An Authentic Catholic Response.” Nearly 5,000 young adults from Uganda and neighboring countries attended. International organizations like the UN apply tremendous pressure on African countries to become more “advanced.” Dr. Morse assured the African youth that many in the U.S. share their traditional values and support them in resisting the UN.

When she apologized for the West’s attempts to impose their ideology on Africa, the audience applauded. Bishop Paul Ssemogerere said he especially appreciated the Ruth Institute’s support for traditional Christian sexual ethics. Dr. Morse was moved by these participants’ enthusiasm for their faith, their respect for religious leaders, and their reverence for the sacred liturgy.

The average income in Uganda is less than \$700 per person per year. The conference organizers could not pay Dr. Morse’s airfare, much less her usual honorarium, but generous supporters allowed her to make this important trip. The Ruth Institute hopes to return to Africa as soon as conditions permit.



STUDENTS FOR LIFE AMERICA SUMMIT



On January 25, 2020, the Ruth Institute exhibited at the annual Students for Life Summit in Washington, D.C. -- the largest event of its kind, with more than 3,000 attending.

In conjunction with this, we did a survey to determine the views of pro-life student leaders on a variety of issues. Among other findings:

- 83% said they were troubled by the decline of marriage,
- 59% rejected comprehensive sex education,
- 50% were concerned about surrogacy, and
- 47% saw danger in the worldwide decline of fertility.

Dr. Morse observed: “Pro-lifers aren’t single-issue activists. They care about a broad range of issues, which, like abortion, are related to the Sexual Revolution.”



MAKE THE FAMILY GREAT AGAIN PETITION

In response to the newly formed State Department Commission on Unalienable Rights in the fall of 2019, and in collaboration with Life Petitions, the Ruth Institute launched its “Make the Family Great Again” petition.

Chaired by pro-life Harvard Law Professor Mary Ann Glendon, the Commission was established to advise the Department in its human rights dealings with foreign governments and international bodies.

We urged the Department to make the following fundamental principles the basis for articulating the U.S. position on unalienable rights:

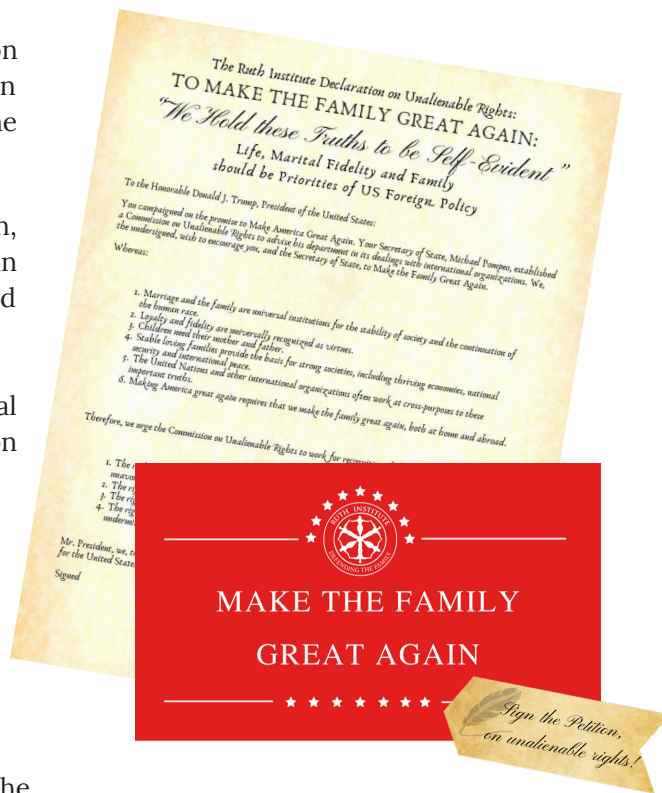
- Marriage and the family are universal institutions for the stability of society and the continuation of the human race.
- Children need their mother and father.
- Stable loving families provide the basis for strong societies.

In the context of international relations, the petition calls on the Commission to work for the recognition of:

- The right of every child to a relationship with his or her natural mother and father, except for an unavoidable tragedy.
- The right of every person to know the identity of his or her biological parents.
- The right to life from conception to natural death.
- The right of families to educate their children in their own faith tradition and values, without being undermined by the state.

We collected more than 8,000 signers, including from many distinguished pro-life and pro-family leaders, among them Gov. Mike Huckabee, Fr. Shenan Boquet of Human Life International, and Jor-El Godsey of Heartbeat International, as well as leaders in Africa, Europe, South America, and the Caribbean.

Dr. Morse presented the petition to Prof. Glendon and testified before the Commission on February 21, 2020, observing: “All too often our government has collaborated in the promotion of destructive policies of international agencies that undermine the rights of children and their parents,” which made the Commission’s work so important.



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

In this wholly unique event, we:

1. Honor the unsung heroes of the Sexual Counter-Revolution.
2. Give voice to the Survivors of the Sexual Revolution.
3. Educate the public on the damage of the Sexual Revolution.
4. Equip Activists.

Our Summit took place in July as planned, despite complications caused by COVID restrictions. We created a hybrid event, with in-person and on-line participation from 68 countries. Videos from the event are posted to our YouTube channel.



This dinner is not a fundraiser for our mission; it IS our mission. Thanks to generous donors, we were able to offer this event below cost for those who would otherwise be unable to attend.



Closing the conference, Dr. Morse congratulates LGBT Subculture Panelists: Luis Ruiz, Lynn Meagher, and Doug Mainwaring. Mother of victims of the transgender ideology, Lynn Meagher wears a t-shirt declaring "my pronouns are I/me/mine."

Christian Post journalist Brandon Showalter shares ground-breaking research exposing the Transgender Movement.

WINNERS OF THE 2020 ANNUAL AWARDS

1. Honor the unsung heroes of the Sexual Counter-Revolution.



Professional Integrity Award
Dr. Paul Church

Professional Integrity Award

Dr. Church was a practicing urologist for more than 35 years and an Assistant Professor of Surgery at Harvard Medical School.

He was fired and his medical license was nearly revoked when he challenged hospital superiors to be more truthful about the health consequences of high risk LGBTQIA+ sexual behavior.

He was expelled from the medical staff of three hospitals in December 2015. A fourth hospital revoked their staff position offer, fearing repercussions from the LGBT community. He retired from clinical practice in 2017. We honored Dr. Church for defending the integrity of the medical profession.



Activist of the Year
Cathy Cleaver Ruse

Activist of the Year

Attorney Cathy Ruse is devoted to promoting the dignity of the human person through her career in the fields of communication, public policy, and law. Cathy serves as Family Research Council's Senior Fellow for Legal Studies and Legal Supervisor for Ave Maria School of Law/Culture of Life Foundation Washington Externship Program.

Cathy previously served the U.S. House of Representatives as Chief Counsel of the Constitution Subcommittee, and the U.S. Conference of Catholic Bishops as pro-life spokesman. Cathy has testified as an expert in congressional hearings and has filed "Friend of the Court" briefs with the U.S. Supreme Court. We honored Mrs. Ruse for her work confronting the Fairfax County School Board for its sex education program.



Public Witness of the Year
Sue Ellen Browder

Public Witness of the Year

Award-winning journalist Sue Ellen Browder has addressed members of the United Nations' Commission on the Status of Women and has appeared on hundreds of radio and television shows, including the *Today Show*, *Oprah*, *EWTN News Nightly*, and *Fox News*.

She has published hundreds of articles in many national magazines and newspapers, including *Reader's Digest*, *Woman's Day*, the *National Catholic Register* and *Cosmopolitan*.

Her book, *Subverted: How I Helped the Sexual Revolution Hijack the Women's Movement*, reveals how she helped invent the "Cosmo Girl" during her decades of writing for *Cosmopolitan*. We honored Mrs. Browder for this courageous and important exposé.

SUMMIT WITNESSES, EXPERTS, AND ACTIVISTS



2. Give voice to Survivors of the Sexual Revolution.

Witnesses shared how the destructive ideologies of the Sexual Revolution harmed them and their loved ones.

Witness Panels included:

Survivors of Childhood Sexual Abuse:

- Faith Hakesly (survivor)
- Allen Hebert (survivor)
- Sue Ellen Browder (spouse of survivor)

Survivors of the LGBT Subculture:

- Doug Mainwaring (journalist, leaving the LGBT subculture)
- Luis Ruiz (Pulse nightclub shooting survivor, leaving the LGBT subculture)
- Lynn Meagher (mother of two adult gender-confused children)

3. Educate the public on the damage of the Sexual Revolution.

To back the testimonies of our witnesses, we brought in experts from a broad range of fields, including economics, sociology, counseling, social work, and journalism.

Experts included:

- Dr. Jennifer Roback Morse on The Global Crisis of Childhood Sexual Abuse
- Fr. Paul Sullins on Clergy Sexual Abuse
- Melea Stephens on Pornography as a Public Health Crisis
- Chris McKenna on Protecting Young Eyes from Pornography
- Brandon Showalter on Reporting on the Transgender Movement

4. Equip Activists.

To inspire our participants to take action, we invited activists who specialize in resisting the Gender Ideology, including Drag Queen Story Hours and sex education in schools.

Activists included:

- Tracy Shannon representing Mass Resistance of Texas
- Thomas Drake of Tradition, Family, Property
- Cathy Cleaver Ruse for exposing and resisting the Fairfax County School Board

THE AMBASSADORS PROGRAM



A full day of exclusive access to foremost thinkers, world-renowned researchers, marginalized voices, and media leaders.

The Ruth Ambassador Program is an exclusive opportunity for individuals wanting to enhance their knowledge and defend the family. During our Third Annual Summit for Survivors of the Sexual Revolution, the Ambassador Program empowered activists in the pro-family movement with research, tools, and language to stand up for families everywhere.

Through an application process, individuals were selected to attend the full-day training and the regular Summit sessions. These talented people are passionate about defending the ancient Christian teachings about marriage, family and human sexuality. They are already active in the pro-family cause and yearn to do more. We equipped them with our unique approach to social issues so they could return to their high-leverage, high-influence positions more knowledgeable, more confident, and with greater passion than ever.

IMMEDIATE IMPACT

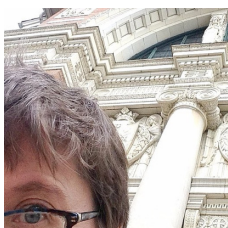
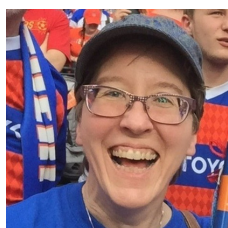


This endeavor has already born fruit. The Ambassadors are using the information and inspiration of the Program to engage the issues in new ways. Through the contacts of an Ambassador, Dr. Morse is now a regular radio program presenter. Another Ambassador has joined forces with the Ruth Institute and the American College of Pediatrics to create a side-walk counseling pamphlet for youths entering Planned Parenthood for cross-sex hormone medications. The Ambassador Program is an incredible opportunity to amplify pro-family voices across our nation.

AMBASSADORS SPOTLIGHT

To kick off the Summit weekend, this all-day application-only program provided members of the pro-family, pro-life movement with a thorough understanding of the Sexual Revolution. The cross-fertilization of ideas and relationships further bolstered the motivation and effectiveness of young, inspiring activists like these:

GAIL FINKE



Family issues are a big focus of “Driving Home the Faith,” the daily Catholic talk show I produce. I rely on the invaluable work of The Ruth Institute to help me identify and combat the practices and laws that break down the family.

Attending the Summit for Survivors of the Sexual Revolution was one of the best things I’ve done to help with my radio work and to reinforce my commitment to combating the destruction of the family. Every session was informative and hard-hitting. Meeting presenters and attendees gave me an in-depth understanding of their stories, and provided future guests for our program segments on pornography, gender theory, and “transgenderism.”

Another value of the conference was realizing we’re not alone in this fight. Being with others working to save and promote the family and help people heal was a profoundly positive experience. The Ruth Institute is an army for happy warriors, and gives them the strength and encouragement to keep fighting. I will definitely be at the next Survivors’ Summit.

JACKIE AGUILAR



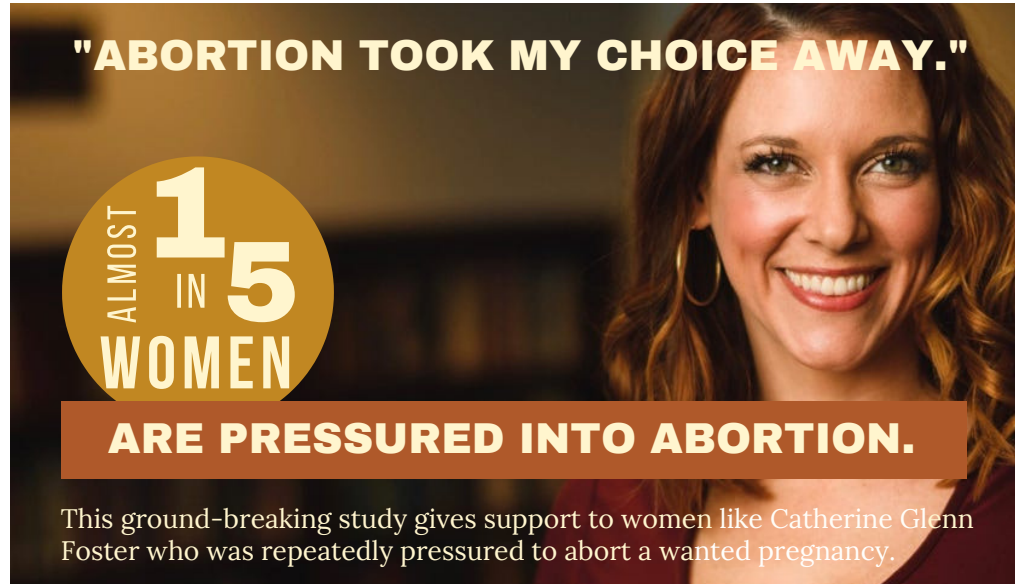
The Ruth Institute Survivors Summit helped me see the interconnection of all the issues threatening the family today. The moment I arrived, Dr. Morse greeted me with a hug and introduced me to incredible individuals I would never have imagined having the opportunity to meet.

During this time of COVID, The Ruth Institute persevered and brought speakers and panelists virtually to us. Every topic was covered comprehensively from statistics and research to personal stories from real individuals who have suffered and overcome. I am convicted that we are on the right side working for all that is true, beautiful, and good. I am now connected to a team of experts and countless resources.

My current work with Natural Womanhood has also benefited. Recently we were invited to share our message of holistic women’s health with a new audience on Sacred Heart Radio through Gail Finke, whom I met at the Summit. Knowing we are not alone in our efforts, brings hope that together, with God’s grace, we can make an impact.

FIRST EVER STUDY ON THE PSYCHOLOGICAL HARM OF UNWANTED ABORTIONS

Last November, Senior Research Associate Fr. Paul Sullins published the first ever study on the psychological harm for women who aborted wanted babies. He discovered that almost one in five women who have an abortion wanted the child but were pressured to abort. The difficulty for these women is ignored by psychological associations, which only consider mental health outcomes for women following abortion of an unwanted pregnancy.



"ABORTION TOOK MY CHOICE AWAY."

ALMOST **1** IN **5** **WOMEN**

ARE PRESSURED INTO ABORTION.

This ground-breaking study gives support to women like Catherine Glenn Foster who was repeatedly pressured to abort a wanted pregnancy.

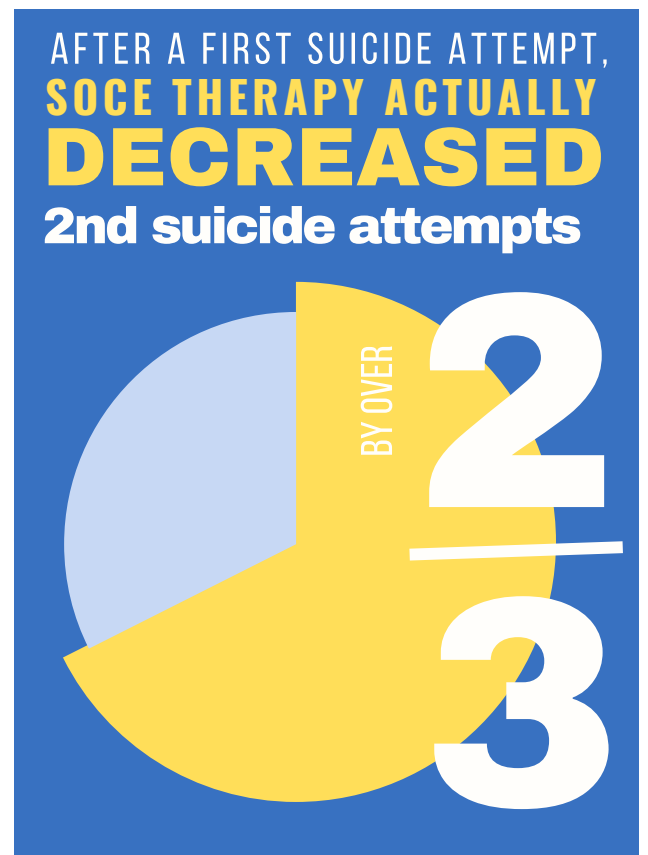
Fr. Sullins' study showed that wanted pregnancy abortions are more distressing for women, on average, and that by ignoring them, medical elites are understating the true level of psychological harm for women following abortion. The study, published in the Swiss medical journal *Medicina*, has been featured in publications worldwide, and cited in numerous legal arguments for restricting abortion, including briefs at the U.S. Supreme Court and bills under consideration in the Colorado Assembly and the Belgian Parliament.

DISPROVING TRANSGENDER MYTHS & MEDIA

In August 2020, Fr. Sullins, with Dr. Christopher Rosik, completed a study on individuals who underwent sexual orientation change efforts (SOCE), which showed that such therapy is both safe and effective. The study corrected false findings, based on the same data, that had been unexpectedly retracted. Fr. Sullins also submitted a study challenging previously-published findings that sexual minority persons who undergo SOCE are more likely to attempt suicide. In fact, people are less likely to attempt suicide after undergoing SOCE. Will mainstream journals accept this finding? Stay tuned!

Fr. Sullins is interviewed regularly and, in the past year, gave presentations on post-abortion psychological distress, the undeniable advantage to children of man-woman marriage, clergy sex abuse, and the "SOCE and suicide" and "born that way" fallacies.

Fr. Sullins regularly assists legislative or legal advocates, sex abuse victims, and parents or clergy of children/parishioners struggling with homosexuality. Further, he wrote an amicus brief summarizing the problems for children and partners following divorce to challenge Nebraska's no-fault divorce laws at the request of the Thomas More Society law firm. In short, Fr. Sullins is a dynamite member of our team.



PRESS RELEASES

Between October 1, 2019 and September 30, 2020, we published 74 press releases (roughly one every 5 days). A representative sampling includes:

- Ruth Bader Ginsburg was the Sexual State in a Black Robe
- Amazon Bans Book on Health Hazards of Homosexuality
- The Global Ruling Class Likes Pedophilia
- Removing Margaret Sanger's Name from Planned Parenthood Clinic Won't Save Black Babies
- Ruth Inst. Applauds President's Decision to Defund Pro-abortion World Health Organization
- United Nations Advances the Sexual Revolution
- Tragedy of Ukrainian Babies Raises Serious Surrogacy Questions
- Ruth Inst. Applauds Appeals Court Decision to Close Abortion Clinics During Pandemic
- Ruth Inst. Calls for Moratorium on Sex-change Operations During Pandemic
- Virtue-signaling without Virtue: Porn Industry Touts Voluntary Shutdown during COVID
- Ruth Inst. Questions Activists who Think Pro-family is Anti-gay
- Ruth Inst. Condemns NFL and FOX for Sexual Grooming During NFL Halftime Show
- Ruth Inst. Encourages Uganda to Resist Ideological Imperialism

**A LIE GETS HALFWAY
AROUND THE WORLD
BEFORE THE TRUTH
HAS A CHANCE TO
GET ITS BOOTS ON.**



The far-ranging impact of our press releases included requests for interviews and talk shows appearances. They also gave us an opportunity to inform leaders, the media, and policymakers of the pro-family position on timely developments.

PETITION FOR A PRO-FAMILY PRESIDENTIAL DEBATE

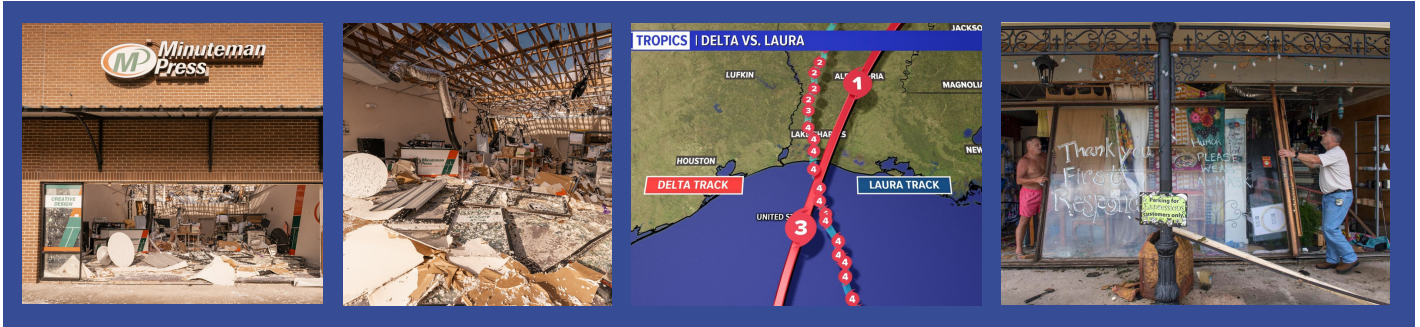
In September, the Ruth Institute partnered with Life Petitions to launch a petition to the U.S. Commission on Presidential Debates calling for an additional debate solely on family issues, which are so often neglected in the debates as they're presently structured.

Dr. Morse called a presidential debate on family issues a no-brainer. "Every human life begins with a family. Every significant challenge the United States faces can be improved by strengthening the family.

The breakdown of the family creates massive problems affecting the economy, the criminal justice system, public health, education, and even national defense. Rioting in our cities is, in part, the result of family breakdown."



HUMOR: "PLEASE WEAR A MASK" LEADERSHIP AMID DOUBLE HURRICANES



Left to right: Exterior and interior of our local printer. Map of our two hurricanes. After Louisiana Gov. Edwards denied FEMA's resources because they were not covid-ready, locals responded to devastation with humorous messages painted on their windows: "Please wear a mask."

On August 27, 2020, Hurricane Laura made landfall in Southwest Louisiana, devastating our world headquarters in Lake Charles. Pictures from the aftermath show downed power lines, uprooted trees, caved-in walls, and blue-tarped roofs. What you can't see in pictures is the overwhelming exhaustion of people hauling mountains of debris or the numbing uncertainty of families left without homes and jobs. Then Hurricane Delta hit on October 9, compounding the stress and difficulty. But the Ruth Institute has not stopped. With a dedicated staff spread across the country, our weekly newsletters continued to go out on time, and our *Dr. J Show* continued to air every Friday. This amazing team has and always will persevere in speaking out for Truth and the Family.

Rosary Around the Lake



Once again, the Ruth Institute sponsored Rosary Around the Lake in our home city of Lake Charles in conjunction with the Rosary Coast to Coast. This nationwide event was slated for October 11.

On October 8, when Hurricane Delta hit, many people were still out of town after evacuating from Hurricane Laura. In spite of all the obstacles, 65 people joined the Ruth Institute and the Bishop of Lake Charles, The Most Reverend Glen John Provost. We began at the Cathedral of the Immaculate Conception, which was miraculously NOT damaged by either hurricane! We had a lovely and dignified procession around the block.

This experience reminded us that, despite our difficulties, God is good, all the time.

RUTH INSTITUTE BOARD MEMBERS AND OFFICERS

BOARD MEMBERS



Joe DeVet retired from a 30-year engineering and business career at Exxon, and, more recently, from the Archdiocese of Galveston-Houston Family Life Office.



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



Reverend Walter Hoye II is Founder and President of the Issues4Life Foundation, the California Civil Rights Foundation, the Frederick Douglass Foundation of California, and is a core member of the National Black Pro-Life Coalition.



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.



Attorney Paul Jonna is a partner with LiMandri & Jonna LLP and Senior Trial Counsel with the Freedom of Conscience Defense Fund.

OFFICERS

President: Dr. Jennifer Roback Morse

Secretary: Norrie Vladuchick (Ruth Institute employee, not a voting member of the Board)

Treasurer: Rachel Golden (Ruth Institute employee, not a voting member of the Board)

FINANCIALS

**The Ruth Institute
Income Statement**
October 2019 through September 2020

**The Ruth Institute
Balance Sheet Prev Year Comparison**
As of September 30, 2020

	Oct '19 - Sep 20		Sep 30, 20	Sep 30, 19	\$ Change	% Change
Ordinary Income/Expense		ASSETS				
Income		Current Assets				
43400 · Direct Public Support	555,993.02	Checking/Savings	128,349.25	93,966.63	34,382.62	36.6%
45000 · Investments/Stock Donations	0.33	Accounts Receivable	0.00	170.00	(170.00)	(100.0)%
47200 · Program Income	8,140.00	Other Current Assets				
48000 · Mission Related/Non Donation		12000 · Deposits in Transit	330.00	7,163.90	(6,833.90)	(95.4)%
48010 · Product Sales	6,678.75	Total Other Current Assets	330.00	7,163.90	(6,833.90)	(95.4)%
48020 · Speaking Fees	1,250.00	Total Current Assets	128,679.25	101,300.53	27,378.72	27.0%
Total 48000 · Mission Related/Non Donation	7,928.75	TOTAL ASSETS	128,679.25	101,300.53	27,378.72	27.0%
Total Income	572,062.10	LIABILITIES & EQUITY				
Gross Profit	572,062.10	Liabilities				
Expense		Current Liabilities	43,325.07	5,658.56	37,666.51	665.7%
60900 · Business Expenses	37.36	Total Liabilities	43,325.07	5,658.56	37,666.51	665.7%
61000 · Advertising/Promotion	18,077.01	Equity				
62100 · Contract Services	275,765.06	32000 · Unrestricted Net Assets	159,883.19	176,318.82	(16,435.63)	(9.3)%
62800 · Facilities and Equipment	13,808.95	Net Income	(74,529.01)	(80,676.85)	6,147.84	7.6%
65000 · Operations	24,673.31	Total Equity	85,354.18	95,641.97	(10,287.79)	(10.8)%
65100 · Miscellaneous Expenses	1,864.86	TOTAL LIABILITIES & EQUITY	128,679.25	101,300.53	27,378.72	27.0%
66000 · Payroll Expenses	227,485.00					
67200 · Taxes & License	140.00					
68300 · Travel and Meetings	20,498.34					
Total Expense	582,349.89					
Net Ordinary Income	(10,287.79)					
Net Income	(10,287.79)					

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.

QUICK FACTS ABOUT RUTH'S IMPACT



42,000 newsletter subscribers



72 press releases



2,400 YouTube subscribers,
61 new episodes



71,105 podcast downloads



17-fold growth in Facebook audience



Over 400,000 visitors to the website

WHERE YOU SAW US LATELY



THE CHRISTIAN POST



THE DIOCESE OF LAKE CHARLES

