

HERITAGE COMMUNITY SERVICES, HERITAGE OF MAINE & HERITAGE OF RHODE ISLAND

“Females need to be careful with what they wear, because males are looking! The girl might be thinking fashion, while the boy is thinking sex. For this reason girls have an added responsibility to wear modest clothing that doesn’t invite lustful thoughts.”

- *Heritage Keepers*¹

Heritage Community Services, a South Carolina-based abstinence-only educator, produces the Heritage Keepers curriculum and its volunteers provide abstinence-only education courses in numerous public schools nationwide. Despite the fact that it receives millions of abstinence-only dollars annually from federal and state governments, Heritage has been widely criticized for everything from its curriculum’s gender bias to the organization’s financial mismanagement and extremist anti-abortion grounding. Yet with significant federal and state government support, Heritage has expanded into the northeast, recently opening state affiliates in Maine and Rhode Island.

HERITAGE COMMUNITY SERVICES

What You Should Know – Overview

Founded: 1995

Budget: \$3,330,713²

Government Contributions or Grants:
\$3,201,876³

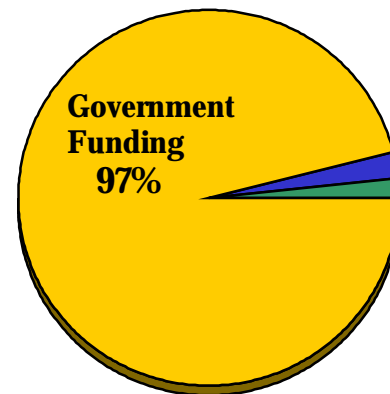
Website: <http://www.heritageservices.org>

Religious Affiliation: None avowed, though its curriculum was removed from Rhode Island public schools partially because of its Christian references.

Key Programs: Heritage Keepers abstinence-only education program; Heritage Keepers Train the Trainer Workshops (curriculum training and implementation); Healthy Marriage Initiative (marriage training/counseling; “crisis pregnancy” support)

Key Publication: Heritage Keepers abstinence-only curriculum

**Heritage Community Services
2004 Budget**



■ Government Support
■ Direct Public Support
■ Program Revenue
■ Miscellaneous

History

Heritage Community Services was founded by current Executive Director and CEO Anne Badgley. In addition to the Heritage Keepers Club, an after-school abstinence-only program, and various Heritage-run abstinence-only workshops and trainings for parents, teachers and teens, Heritage's main product is its Heritage Keepers abstinence-only curriculum. Heritage Keepers has created widespread controversy for its use of destructive gender stereotypes and scare tactics, including graphic pictures of the advanced stages of sexually transmitted diseases.⁴ Heritage claims that its curriculum is used in schools across South Carolina, Kentucky, California, Ohio, Delaware, New York, Pennsylvania, and Georgia as well as throughout the Caribbean.⁵

Heritage's origins lie in the anti-abortion movement and the organization maintains strong links with so-called crisis pregnancy centers, which are deceptively run organizations whose purpose is to frighten women away from abortion. Founder and CEO Anne Badgley began the Heritage abstinence-only program as part of the Lowcountry Crisis Pregnancy Center, which she also founded and continues to run. While the two organizations have since become separate non-profits, they remain closely linked and share the same address.

There are also financial and ethical concerns about Heritage – made even more serious by the inordinate amount of federal and state money that the organization receives. The Heritage Keepers curriculum is produced and sold by Badgley Enterprises, LLC, a for-profit company also run by Badgley and her husband. Heritage Community Services purchases its Heritage Keepers textbooks from Badgley Enterprises. Public records show that Badgley Enterprises earned \$174,201 from the sale of its textbooks to Heritage in 2004,⁶ and that Badgley herself earned \$51,000 as a writer for Badgley Enterprises.⁷ Additionally, Badgley's husband, daughter and son-in-law are all paid Heritage employees. Accusations have also been made that Badgley Enterprises was used as a personal account for various members of the Badgley family.⁸

There are further concerns about Heritage's tax reporting and lobbying. In 2006, Diane Chancey, a former Heritage employee, revealed that the organization had paid \$11,000 in 2002 to send two South Carolina state employees to an abstinence conference in California. Anne Badgley defended the decision by calling the trip "inexpensive" and claiming "it's very hard to get public officials to go to these things."⁹ Notably, the 2002 conference was organized by the Medical Institute for Sexual Health (MISH), a controversial pro-abstinence-only organization. MISH's advisory board includes Dr. W. David Hager, a gynecologist whose nomination by Bush to head a FDA women's health advisory committee was defeated by outcry over his ultra-conservative and religious beliefs, including his opposition to RU-486 and his suggestion that prayer could cure PMS.¹⁰

In recent years, Heritage has expanded, with affiliated organizations launched in Maine (Heritage of Maine) and Rhode Island (Heritage of Rhode Island). Both organizations are the sole recipients in each state of federal Community-Based Abstinence Education abstinence-only grants. Like South Carolina Heritage, both Heritage of Maine and Heritage of Rhode Island are linked to the anti-abortion movement. Carol Knight, CEO of Heritage of Rhode Island, was previously employed by CareNet Rhode Island, a crisis pregnancy center,¹¹ while Dick Trayner, Director of Development for Heritage of Maine, was previously the Executive Director of Maine Right to Life.¹²

Heritage's presence in the northeast has been met with resistance. After Heritage of Maine received federal abstinence funds in 2004, the Maine Department of Education issued a statement reminding public school superintendents that the Heritage Keepers curriculum did not meet state standards.¹³ Another credibility blow came in the spring of 2006, when Rhode Island public schools dropped Heritage's federally funded programs after the ACLU of Rhode Island expressed concerns about the sexist and religious content of the curricula, as well as over the privacy rights of students.¹⁴

Key Staff

Anne Badgley, Founder and CEO

Badgley is a former special education teacher, with a Master's degree in Clinical Counseling from the Citadel and graduate work in education completed at the University of Alabama.¹⁵ She has worked for various state social services agencies, including the South Carolina Maternal, Infant and Child Health Council and the Berkeley County Department of Social Services.¹⁶ In 2000, she briefly served as the sexual education coordinator for the Charleston County School District until she was replaced after complaints that she had failed to provide curriculum guidance and training.¹⁷ She continues to serve on the Department of Health and Human Services Administration for Children and Families Expert Panel, which is charged with developing federal abstinence-only education guidelines.¹⁸

Badgley is politically active in her home state, helping to manage the re-election campaign for former South Carolina governor David Beasley, who subsequently awarded all of South Carolina's Title V abstinence-only funding to Heritage.¹⁹ She and her husband also helped manage the Charleston county election campaign for current Rep. Bob Inglis's (R-SC) failed US Senate bid. She is co-owner (along with her husband) of Badgley Enterprises, LLC, which produces and sells the Heritage Keepers curriculum.

Badgley also has extensive links to the anti-abortion movement. She founded the Lowcountry Crisis Pregnancy Center in 1986 and remains the organization's Director. She also serves on the National Care Net Centers of Tomorrow Advisory Board, run by Care Net, a network of explicitly Christian crisis pregnancy centers.²⁰

Gordon Badgley, Operations Director

Husband of Heritage founder Anne Badgley and co-owner of Badgley Enterprises, LLC, which produces and sells the Heritage Keepers curriculum. Along with his wife, he helped manage part of the failed US Senate election campaign for Rep. Bob Inglis and the successful local re-election campaign for former South Carolina governor David Beasley.²¹

Sally Raymond, Website Designer; Director of Training and Fidelity for Heritage Keepers Plan Management

Daughter of Heritage founder Anne Badgley.

Gerald Raymond, Regional Director

Husband of Sally Raymond, daughter of Heritage founder Anne Badgley.

In Their Own Words

Comprehensive Sexual Education

“To say that these children are not capable of a higher standard of behavior can be dooming them to failure. It's the worst kind of prejudice and genocide to not give them this information.”

- Anne Badgley, founder of Heritage Community Services, criticizing sexual education approaches that provide information about contraceptives²²

“It's been very difficult to stand up to the status quo in my generation. For me, it's like the first people that tried to fight racism and slavery.”

- Anne Badgley, founder of Heritage Community Services, comparing her role in abstinence-only education to activists in the civil rights and abolitionist movements²³

Sex Outside of Marriage

“Why is it likely that weak people would choose risky behaviors, like drugs, alcohol, sex outside of marriage, or violence?”

- *Heritage Keepers*²⁴

Sexually Transmitted Diseases

“How do you think you would feel watching someone you love get AIDS and die?”

- *Heritage Keepers*²⁵

HERITAGE OF MAINE (formerly known as Character Counts in Maine)

What You Should Know – Overview

Founded: 2003

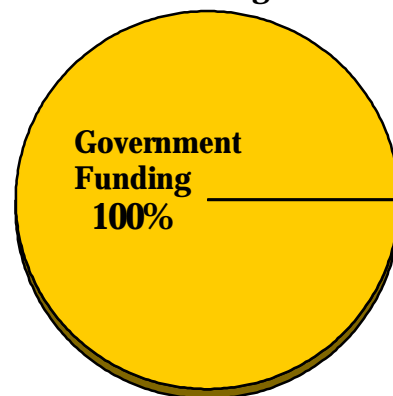
Budget: \$224,009²⁶

Government Contributions or Grants: \$224,009²⁷

Website: <http://www.heritageofmaine.org>

Religious Affiliation: None avowed, the Heritage Keepers abstinence-only curriculum was removed from Rhode Island public schools partially because of its alleged Christian references.

**Heritage of Maine
2004 Budget**



■ Government Support

History

Heritage of Maine is the new name of Character Counts in Maine, an abstinence-only organization established in 2003. Only a year later, Heritage secured nearly half a million dollars in annual federal abstinence-only funding. Heritage of Maine would likely not exist without this grant, as it is their *sole source* of financial support.²⁸

However, Maine favors comprehensive sexuality education and has even refused hundreds of thousands of dollars in Title V federal abstinence-only funding since 2005. Immediately after Heritage of Maine received its federal grant in 2004, the Maine Department of Education issued a statement reiterating that Maine requires comprehensive sexuality education to be taught in public schools and that the Heritage Keepers curriculum did not meet state standards.²⁹ This had a chilling effect on Heritage's plans. Reportedly, the organization is now only teaching the curriculum in two public schools (where they presumably also teach comprehensive sexuality education in compliance with state regulations).³⁰

Key Staff

Dick Trayner, Director of Development

Former Executive Director of Maine Right to Life.³¹

HERITAGE OF RHODE ISLAND

What You Should Know – Overview

Founded: 2003

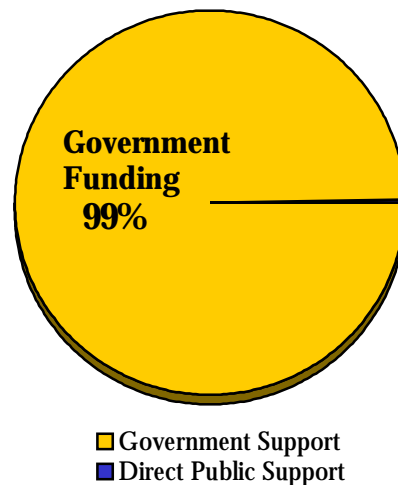
Budget: \$399,128³²

Government Contributions or Grants:
\$398,123³³

Website: <http://www.heritageri.org>

Religious Affiliation: None avowed, but the ACLU of Rhode Island alleges that a Heritage Keepers video shown in Rhode Island public schools featured a young man discussing the role Jesus played in helping him remain abstinent from sexual activity.³⁴

**Heritage of Rhode Island
2004 Budget**



History

Like Heritage of Maine, Heritage of Rhode Island secured a major federal abstinence-only grant in 2004, only a year after the organization was established. This federal grant provides 99% of Heritage of Rhode Island's budget.³⁵

Not everyone in Rhode Island wants Heritage teaching abstinence-only in public schools. In March 2006, Heritage's curriculum was removed from local public schools after the ACLU of Rhode Island objected to the curriculum's gender stereotypes and religious references. Specifically, the ACLU pointed to portions of the curriculum that taught that girls "have a responsibility to wear modest clothing that doesn't invite lustful thoughts," and stereotyped all women as "caring" while men were depicted as "strong" and "courageous."³⁶ The Heritage Keepers curriculum also allegedly featured a video showing a young man talking about the role of Jesus in helping him stay abstinent.³⁷

Additionally, the ACLU is concerned that Heritage Keepers violates the privacy rights of students in asking them to take a questionnaire that requires them to answer questions about their sexual history. The questionnaire also requires students to provide their first initial and date of birth, information that would likely reveal their identity.³⁸ Christopher Plante, executive director of Heritage Rhode Island claimed they have stopped using the questionnaire and the videotape referencing Jesus was not used in public schools.³⁹ However, Plante conceded that the curriculum, "out of the box from South Carolina...didn't translate here."⁴⁰ The Rhode Island Department of Education is currently reviewing the materials.⁴¹

Key Staff

Carol Knight, Founder and President

Formerly employed by Care Net Rhode Island, a crisis pregnancy center.⁴²

**APPENDIX A: MAINE SUPERINIDENT LETTER OF
CLARIFICATION RE: "CHARACTER COUNTS IN MAINE"**

SOURCE: *Informational Letter No. 17 from Susan A. Gendron, Commissioner, to All Superintendents, Clarification re "Character Counts in Maine,"* Aug. 9, 2004, available at <http://www.state.me.us/education/edletrs/2005/ilet/05ilet017.htm>.



INFORMATIONAL LETTER NO.: 17

POLICY CODE: IHAM

TO: Superintendents of Schools

FROM: Susan A. Gendron, Commissioner

DATE: August 9, 2004

RE: Clarification re: "Character Counts in Maine"

***** *Please forward to School Principals* *****

"Character Counts in Maine", an organization that promotes "abstinence only" education, has just received funds to support and provide assistance to Maine public schools. This assistance is in the area of "abstinence only" education and does not meet Maine's comprehensive health education requirements or the requirements of Maine's *Learning Results* in the area of health, family life, and the prevention and control of diseases.

Additionally, acceptance of "abstinence only" funds will limit local decision-making with regard to curriculum choices, as "Character Counts in Maine" funds will require you to exclude any instruction that does not have abstinence from sexual activity as its exclusive purpose.

We are contacting you to remind you, as you might consider the support of "Character Counts in Maine", that although abstinence education is one part of comprehensive health education in Maine, that by itself it will not meet the comprehensive health education requirements.

Finally, we are pleased to share with you the very positive outcomes you have all achieved using a comprehensive approach to family life education within Maine's school health education.

- √ Maine has increased its abstinence rate by nine points to 57% (2003 YRBS*)
- √ Maine has reduced its adolescent pregnancy rate by 45% to 4th lowest in the country
- √ One hundred percent of Maine high school health teachers teach about abstinence as the most effective prevention of pregnancy and disease (2004 SHEP*)
- √ The Centers of Disease Control state that 87% of Maine high school students are making responsible decisions about sexual behaviors (2003 YBRS)
- √ Maine has been cited as one of the three top states in providing sexuality education (SIECUS** 2004) nationwide

If you have questions regarding "Character Counts in Maine" and its relationship to Maine's

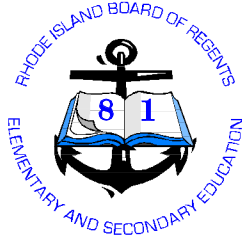
comprehensive health education requirement, please contact Joni Foster at 624-6686 / joni.foster@maine.gov or Kathy Wilbur at 624-6696 / kathy.wilbur@maine.gov

* Maine Youth Risk Behavior 2003, School Health Education Profile 2004

** Sexuality Information and Education Council of the United States

**APPENDIX B: RHODE ISLAND COMMISSIONER OF
EDUCATION LETTER RE: HERITAGE OF RHODE ISLAND
AND “HERITAGE KEEPERS” CURRICULUM**

SOURCE: *Letter from Peter McWalters, Commissioner, to All Superintendents, Regarding Rhode Island Department of Education Oversight of School Health Programs Pursuant to Statute & Regulation, Mar. 15, 2006, available at <http://www.riacu.org/documents/DOEHeritageadvisory.pdf>.*



State of Rhode Island and Providence Plantations
DEPARTMENT OF EDUCATION
Shepard Building
255 Westminster Street
Providence, Rhode Island 02903-3400

Peter McWalters
Commissioner

To: All Superintendents

From: Peter McWalters, Commissioner 

Date: March 15, 2006

**Re: Rhode Island Department of Education
Oversight of School Health Programs Pursuant to Statute and Regulation**

In recent months several issues have been brought to my attention relating to the implementation of HIV/AIDS curricula as mandated by R.I.G.L. 16-22-17 and 16-22-18 and the regulations implementing these statutes.

Because of these concerns, at this time I am initiating a review of specific school health programs under the Rules and Regulations for School Health Programs. (R16-21-SCHO) These regulations require that each district submit a report to RIDE “pertaining to the district’s school health program (Section 2.5),” which is currently part of the eRIDE system. Under this authority, I am asking each school district to submit information about your required HIV/AIDS Education Program as part of your overall school health program. This report must include a description of your program at all grade levels. As an appendix to the report, please attach a copy of your HIV/AIDS Curriculum. In future years, this information will be incorporated as part of the Annual School Health Report as referenced above.

Please also attach copies of any surveys that may be administered to students as part of the HIV/AIDS Education Program in your district. As you are aware, no surveys are permitted to be administered to Rhode Island public-school students unless they are approved by the R.I. Department of Elementary and Secondary Education (RIDE). (R.I.G.L. 16-38-5) I will put together a panel of RIDE staff and practitioners from the field to review these reports. The review panel will ensure that all districts are in compliance with state laws and regulations regarding Health Education and HIV/AIDS Education Programs, including compliance with Title IX laws regarding discrimination based on gender, provisions of the federal and state laws regarding persons with disabilities, and federal and state laws and Board of Regents policies prohibiting discrimination on the basis of gender and sexual orientation.

In addition to the regulatory oversight role of RIDE described above, it is the responsibility of this Department to provide technical assistance with program development, parent engagement, and professional development for health education in order to raise the knowledge and comfort level for those providing education in these health areas. RIDE is also responsible for overseeing policy development and implementation regarding health education.

Telephone (401)222-4600 **Fax** (401)222-6178 **TTY** 800-745-5555 **Voice** 800-745-6575

Website: www.ridoe.net

The Board of Regents does not discriminate on the basis of age, color, sex, sexual orientation, race, religion, national origin, or disability

Pursuant to the regulations cited above, abstinence and HIV prevention/sexuality-education programs need to meet Rhode Island Health Education Standards, comply with Rhode Island Comprehensive Health Instructional Outcomes, contain medically accurate information, and comply with all relevant laws and regulations. As part of our review of the statutes and regulations in this area, it has been brought to my attention that an organization called Heritage of Rhode Island has sought to teach its “Heritage Keepers Abstinence Education” curriculum (also known as “Heritage Keepers” or “Right Time, Right Place”) in health-education programs in Rhode Island. RIDE is not working with Heritage of Rhode Island, nor does RIDE endorse its curriculum as meeting state standards. Heritage of Rhode Island has been marketing at least one sex-education curriculum to public-school districts in Rhode Island despite the fact that this program is not approved by the HIV/AIDS Materials Review Panel at the RIDE. The Heritage of Rhode Island curriculum has been reviewed by RIDE and has been determined to be NOT consistent with the Rhode Island Health Education Standards. This program therefore should not be offered as part of the public school health curriculum in RI schools.

I have also been informed that the Heritage of Rhode Island curriculum may include a student survey that, if administered, would violate the state law on “questionnaires invading privacy.” (R.I.G.L. 16-38-5) Thus you should discontinue the use of any such survey immediately if it is in fact part of your district’s current curriculum in this area.

If you have any questions about this topic or about what is required of you in this report, you may call Midge Sabatini, the RIDE HIV/Sexuality Specialist, at Midge.Sabatini@ride.ri.gov or 222-8952.

SOURCES

¹ Letter from Steven Brown, Executive Director of the Rhode Island ACLU, to Commissioner Peter McWalters, Rhode Island Department of Education (Sept. 21, 2005), *available at* http://www.riaclu.org/documents/sex_ed_letter.pdf.

² *IRS 990 Form, FY 2004: Heritage Community Services*, *available at* <http://www.guidestar.org/FinDocuments/2004/571/037/2004-571037309-01ccd128-9.pdf>.

³ *Id.*

⁴ Michael Gartland, *Sex Ed and Money*, Post and Courier, May 21, 2006; *Rhode Island Department of Education Takes Stand Against Abstinence-Only Program*, SIECUS Policy Update, Apr. 2006, *available at* <http://www.siecus.org/policy/Pupdates/pdate0171.html#headline>; See also Appendix B.

⁵ *Tell Me More*, Heritage of Maine Website, *available at* http://www.heritageofmaine.org/tell_me_more.aspx.

⁶ *Supra* note 2.

⁷ Michael Gartland, *Sex Ed and Money*, Post and Courier, May 21, 2006.

⁸ *Id.*

⁹ *Group Spent Thousands on Trips for State Officials*, Associated Press, Aug. 27, 2006.

¹⁰ Ayelish McGarvey, *Dr. Hager's Family Values*, Nation, May 30, 2005.

¹¹ Kelly Smith, *Heritage RI Aims to Teach Abstinence to Teens*, Warwick Beacon, Nov. 30, 2004.

¹² *South Carolina-Based Heritage Community Services Expanding their Abstinence-Only-Until-Marriage Program Domestically and Internationally*, SIECUS Policy Update, Apr. 2005, *available at* <http://www.siecus.org/policy/Pupdates/pdate0171.html#headline>.

¹³ *Informational Letter No. 17 from Susan A. Gendron, Commissioner, to All Superintendents, Clarification re "Character Counts in Maine"*, Aug. 9, 2004, *available at* <http://www.state.me.us/education/edletrs/2005/ilet/05ilet017.htm>; see also Appendix A.

¹⁴ Ray Henry, *Rhode Island Bans Private Group's Abstinence Program*, Boston Globe, Mar. 22, 2006.

¹⁵ Susan Hill Smith, *Anne Badgley: Her Message for Today's Youth: Save Sex for Marriage*, Post and Courier, Sept. 5, 1998.

¹⁶ *Id.*

¹⁷ Adam Ferrell, *Young Adults Lead Courses on Abstinence*, Post and Courier, Mar. 2, 2004; Marsha B. Guerard, *Altman's Bill Requires Abstinence-Only Teaching...*, Post and Courier, May 26, 2000.

¹⁸ *Teaching Life Skills for Living and Loving Well: Train the Trainer Regional Conference*, Heritage Community Services Website, *available at* <http://www.heritageservices.org/AikenTrainTheTrainer.pdf>.

¹⁹ *Bidding Bypassed*, South Carolina Herald, July 2, 2003.

²⁰ *Supra* note 12.

²¹ *Id.*

²² Marsha B. Guerard, *Battlelines Drawn on Sex Education*, Post and Courier, Mar. 12, 2000.

²³ *Supra* note 7.

²⁴ Anne Badgley, MED and Carrie Musselman, *Heritage Keepers*, (1999), cited via *Rhode Island Department of Education Takes Stand Against Abstinence-Only Program*, SIECUS Policy Update, Apr. 2006, *available at* <http://www.siecus.org/policy/Pupdates/pdate0240.html>.

²⁵ *Id.*

²⁶ *IRS 990 Form, FY 2004: Character Counts in Maine*, *available at* <http://www.guidestar.org/FinDocuments/2004/562/289/2004-562289502-01d81595-9.pdf>.

²⁷ *Id.*

²⁸ *Id.*

²⁹ *Supra* note 13.

³⁰ *Maine Shuns Abstinence-Only Sex Ed Course*, Associated Press, Sept. 6, 2005; See also Appendix A.

³¹ *Supra* note 12.

³² *IRS 990 Form, FY 2005: Heritage of Rhode Island*, *available at* <http://www.guidestar.org/FinDocuments/2005/030/498/2005-030498210-01fbac9c-9.pdf>.

³³ *Id.*

³⁴ *ACLU Hails Rhode Island Department of Education Efforts to Stop the Use of Harmful "Abstinence-Only-Until-Marriage" Curriculum in Public Schools*, ACLU Website, Mar. 22, 2006, *available at* <http://www.aclu.org/reproductiverights/sexed/24721prs20060322.html>.

³⁵ *IRS 990 Form, FY 2004: Heritage of Rhode Island*, available at

<http://www.guidestar.org/FinDocuments/2004/562/289/2004-562289502-01d81595-9.pdf>.

³⁶ *Supra* note 34.

³⁷ *Id.*

³⁸ *Supra* note 14.

³⁹ *Id.*; For Heritage of Rhode Island's response to ACLU's accusations of religious content, see *Heritage of Rhode Island Calls on ACLU to Produce Video*, Heritage of Rhode Island Website, Apr. 25, 2006, available at <http://www.heritagei.org/media/Heritage%20Demands%20Proof%203.29.06.pdf>.

⁴⁰ *Supra* note 14.

⁴¹ *Rhode Island Department of Education Takes Stand Against Abstinence-Only Program*, SIECUS Policy Update, Apr. 2006, available at <http://www.siecus.org/policy/Pupdates/pdate0171.html#headline>; see also Appendix B.

⁴² *Supra* note 11; Galen McGovern, *Abstinence: Is It the New Sexual Revolution?* Narragansett Times, Dec. 8, 2005.