IMPACT REPORT 2022
FROM OUR PRESIDENT & CEO

Heart of America shows students that they matter – with refreshed spaces, new materials, and enhanced technology – we enable them to reshape the stories they tell themselves about who they are and what’s possible in their lives. Well-designed spaces cultivate self-confidence, foster creativity, and motivate achievement. Seeing students in these new spaces is all the motivation we need to sustain our relentless focus on equitable education for all.

We are determined to create a future of equitable learning spaces and resources for all students. Over the last 26 years, with your support, we transformed over 1000 spaces, giving learners and creators in communities across the country room to learn, discover, and thrive. We have served over 2.4 million students (more than the population of Houston, the fourth largest city in the US), engaged over 50,000 volunteers, and infused over $10 million in new technologies into under-resourced communities.

While these metrics matter, they don’t convey the full impact of our work to transform learning spaces, strengthen communities, and bridge the resource gap.

We are deeply committed to educational equity. Every student – no matter their zip code, ethnicity, or their parent’s income – deserves an inspiring space equipped with the right resources to learn and thrive. To truly thrive, learners need holistic support – at home, at school, and in their community. At Heart of America, we help provide that broad spectrum of support because we have built a wide network of partners.

Our work is done with, not for, communities because our greatest successes have always come through the power of partnership. And it is that combined power that fuels the HOA model, bringing together the time, talents, and treasure of this diverse and caring community to give strength to communities everywhere.

Together, we are transforming lives. Thank you for being a part of Heart of America’s successes and sharing our vision of a future where every student has an inspiring space equipped with the right resources to learn and thrive.

PRESIDENT & CEO
HEART OF AMERICA

02

HEART OF AMERICA | IMPACT REPORT 2022
OUR PROCESS

To design effective learning spaces, we take a 6-step approach:
1. Listening to our stakeholders to know their needs
2. Inventorying current furniture and equipment to identify potential needs
3. Observing how spaces are used to maximize functionality and usage
4. Dreaming big to create a space ideal for all users
5. Building with funding from local donors, sponsors and partners and creating alongside local trades, artists and designers
6. Nourishing these communities through continual assessments and resource updates

DIVERSITY, EQUITY & INCLUSION

Diversity, Equity, and Inclusion in education are critically important for long-term success for students. Throughout 2022, we worked with several general contractors who hold Minority Business Enterprise certificates and were instrumental in helping transform education spaces across the country. Lastly, we continued to be a champion of the Diverse Books for All Coalition as a founding member, working to provide high-quality and affordable children’s books by and about diverse races and cultures.

GREENING

Our Programs Delivery team actively works every year to stay green in our partnerships and transformation projects. The goal in every project is to be as eco-friendly as possible, including:
- Only getting and use the paint we need
- Partnering with contractors who help dispose of old materials correctly
- Recycling materials
2022 BY THE NUMBERS

The numbers are continuing to grow, and Heart of America is ready to meet the challenge.

As we look back on our 25th anniversary year, we acknowledge the incredible work done to impact the lives of so many students and families.

Students and Families Served 73,692
Total Number of Projects 242
Education Resource Packs 14,392
Number of Books Provided 25,186
Number of School Supplies 269,140
Volunteers 728
TRANSFORMATION PROJECTS

LIBRARIES & LITERACY

We know the power diverse books and educational materials have on student learning. In addition to being a founding member of the Diverse Books for All Coalition, we provided thousands of diverse books to students and renovated over a dozen libraries in 2022 to create engaging reading spaces.

WELLNESS, SPORTS, RECREATION & NUTRITION

In addition to providing motivating spaces designed to help students learn, we also know how important it is for students to be healthy – both physically and mentally. In 2022, we helped design, build, and transform multiple gyms, wellness rooms, and meditation spaces to nurture physical, mental, and emotional well-being.
DIGITAL INCLUSION

STEAM & Tech Labs

Verizon provided us with the largest grant in our organization’s history. The multi-year, $10 million+ commitment by Verizon helps under-resourced communities bridge the digital divide. These state-of-the-art labs include Augmented Reality (AR), Virtual Reality (VR), and 3D printing.

Verizon continues to be our largest financial investment project. We had several innovation labs designed and built by us in 2022, including labs at Sunset Vista, Hubbard Media Arts, Fall Rivers Public Schools, SLAM! Miami, Mater Academy, and more.
RESOURCES DISTRIBUTION
Since 2020, HOA has provided more than 370,000 school supplies to students nationwide, with 269,140 coming last year alone. Having access to high-quality school supplies allows students to be safe in school because they do not have to share supplies, and also ensures they can continue learning even from home.

01 TRINITY BASIN
As a follow-up to the school design and remodel at the Bolt Campus, we procured and processed almost 5,000 books and traveled to the site for installation in the new library.

02 WASHINGTON COMMANDERS
At this annual event, which included haircuts, dental services, backpacks with school supplies, and book distribution, Heart of America staffed the Book Nook and distributed 1,000 grade-appropriate student-take-home books that the students chose for themselves.

03 SOLAR INSTALLATIONS IN NAVAJO NATION
In 2020, the COVID-19 pandemic disrupted education, leaving over 46,000 Navajo children in Arizona, Colorado, New Mexico, and Utah facing unprecedented challenges due to limited resources like electricity and water. Heart of America responded by collaborating with Native American communities and delivering 10,000 education kits with PPE, solar lighting, school supplies, culturally relevant books, and STEM activities. HOA also installed solar panels, bringing power to 75 families, and provided coolers for medicine and food storage, demonstrating a sustained commitment to uplifting these communities.
An annual report typically includes a balance sheet, an independent auditor’s report, a statement of income and a report on company operations. Companies can expand this basic information by including reports from senior executives, such as the chief executive officer and chief financial officer.

How we fund the mission

Corporate Partners
Corporate partners are the backbone of our work, accounting for 74% of our yearly revenues in 2021.

Individual Donors
In 2021, Heart of America diversified our giving options. Donors now have multiple ways to give, and we are thankful for the creativity and support of our mission.

Government Support
Although a small percentage of our overall revenue portfolio, we continue to make in-roads with government entities to showcase our work and present a compelling story to consider for future funding.

Cause Marketing
Heart of America partnered with Target Circle for a Summer/Fall Target Circle promotion, where Target guests in the following zip codes could cast votes on who should be awarded funding in their area.
Our organization

Heart of America team has continued to grow with over 40 employees covering five departments. Get to know some of our key leaders who helped deliver 2021 programming below.

HOA Leadership Team

Jill Hardy Heath  
President & CEO

Hetal Patel  
VP, Finance

Shelly Lucas  
VP, Programs

Pam Bryden  
VP, Human Resources

Kate Soarestad  
VP, Operations

Tim Tormoen,  
Sr Director, Marketing & Communications

Board of Directors

Marcia L. Bullard  
Chairwoman  
Retired CEO, USA Weekend Magazine

Karen Duncan  
Education and Athletics Professional

Scott Nelson  
Vice Chair  
Founder and Principal, SAN Prop Advisors

Kelly J. Bozarth  
CEO, Center for Social Dynamics

Jill Heath  
President & CEO

Eric Daniel Schweikert  
Treasurer  
Partner, McKinsey & Co.

Howard Byck  
Senior Vice President, Corporate and Sports Alliances, American Cancer Society

Steven M. Kaufman  
Partner, Hogan Lovells US LLP

Kevin C. Clayton  
HOA Counsel  
Hogan Lovells US LLP

Mary Christ-Erwin  
President, MCE Food & Agriculture Consulting

Terry McDonough  
SVP and Managing Director, SEI Ventures