

# IMPACT REPORT 2022

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Heart of America®

GIVING COMMUNITIES  
SPACE TO GROW



# FROM OUR PRESIDENT & CEO

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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



# 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:

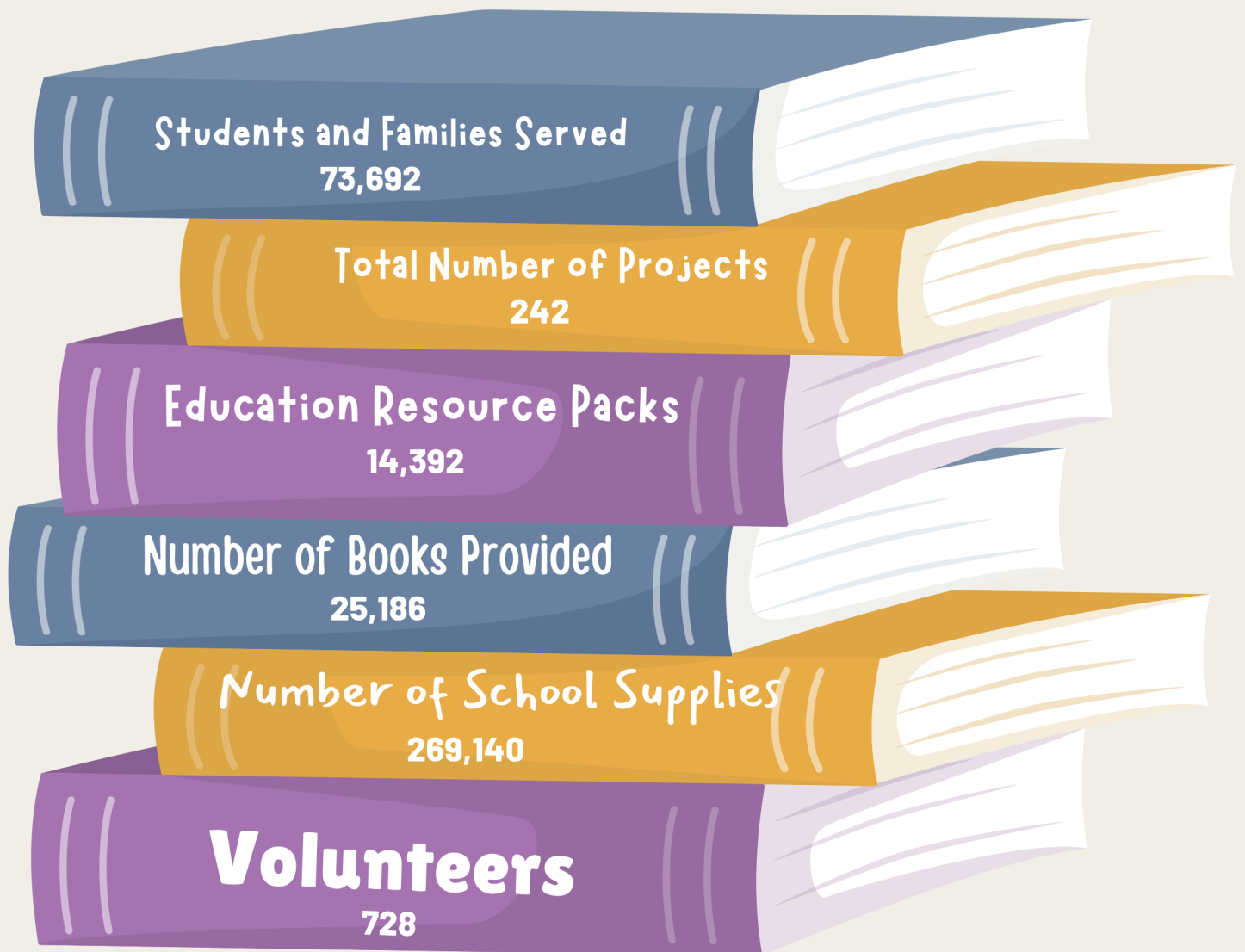
- Only getting and use the paint we need
- Partnering with contractors who help dispose of old materials correctly
- Recycling materials



# 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.





# 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.



# RESOURCE 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.

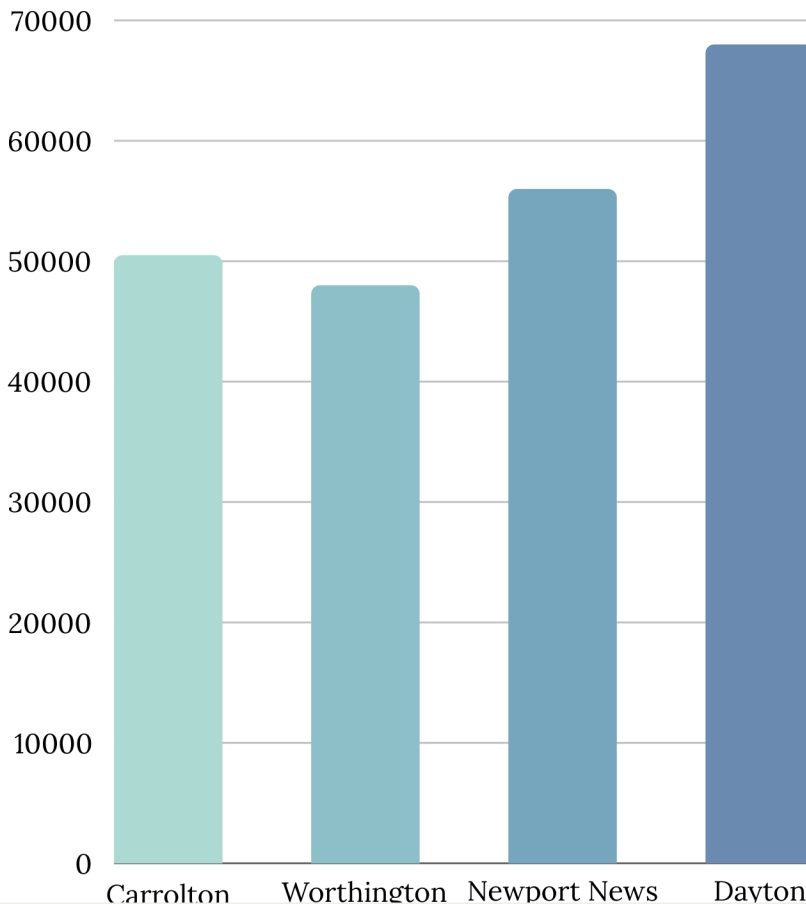
## 03

### 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.



# Financials



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.

### 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.

### 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.

### 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 Sorestad**  
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