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INTRODUCTION
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A Message from President and CEO Jill Hardy Heath

We are determined to create a future of equitable learning spaces and resources for all students. In 2021, with your support, we transformed 77 spaces, giving learners and creators in communities across the country room to learn, discover, and thrive. We served 70,000+ students and engaged over 700 volunteers safely. And we infused $2 million dollars 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.

When we show 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. At Heart of America, seeing students in these new spaces is all the motivation we need to sustain our relentless focus on equitable education for all.

As we look to the future, we are deeply committed to educational equity. Every student – no matter their zip code, skin color, or their parent’s income – deserves an inspiring space, equipped with the right resources, to learn and thrive. And to truly thrive, learners need holistic support – at home, at school, and in their community. At Heart of America, we can 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, by transforming spaces, we’re transforming lives. Thank you for being a part of Heart of America and sharing our vision of a future where every student has an inspiring space equipped with the right resources to learn and thrive.

Best regards,
Jill Hardy Heath
2021 BY THE NUMBERS
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The numbers are continuing to grow, and Heart of America is ready to meet the challenge.

When COVID-19 temporarily closed school doors, we pivoted to deliver distance learning education resource packs to students in the greatest need. But we continued transforming spaces for students’ return to school.

- 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
OUR PROCESS

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To design effective learning spaces, we take a 6-step approach:

- Listening to our stakeholders to know their needs
- Inventorying current furniture and equipment to identify potential needs
- Observing how spaces are used to maximize functionality and usage
- Dreaming big to create a space ideal for all users
- Building with funding from local donors, sponsors and partners and creating alongside local trades, artists and designers
- Nourishing these communities through continual assessments and resource updates

DIVERSITY, EQUITY, AND INCLUSION

Diversity, Equity and Inclusion in education is critically important toward long-term success for students. Throughout 2021, we several general contractors who hold Minority Business Enterprise certificates, who were instrumental in helping transform education spaces across the country. We also worked with Barefoot Books and Mackin Maker to provide diverse and relevant education materials for communities to let students see themselves in their learning. Lastly, we were one of 27 organizations to form the Diverse Books for All Coalition 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
Transformations & Makeovers
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Libraries & Literacy

PNC Bank’s commitment to early childhood learning was a perfect fit for St. Paul Public Library’s Play and Learn initiatives and through their funding, we were able to transform their Children’s area of the library with age-appropriate furniture that included reading nooks for caregivers, interactive play stations to expand creativity, and a collection of culturally appropriate books.

Wellness
Sports, Recreation, Nutrition

Anthem, Inc. and iHeartMedia whose support allowed us to create food access spaces. Each customized space was built with a team of designers, school renovation experts and food access specialists, and are now permanent resources to help alleviate food insecurity in the local communities.

Walter Weaver ES’s (Brooklyn) Food Pantry project was a GAME CHANGER. The space previously had served as an adhoc storage and prep space for various school activities. The resulting outcome left Walter Weaver ES with a super station fully designed and inspired around food security and education.
Transformations & Makeovers

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The United Nations has published 17 Sustainable Development Goals to guide the role of public, non-profit, for-profit, and voluntary sectors in global development, and Heart of America is committed to fulfilling these goals in the work that we do throughout the U.S.

Digital Inclusion:

STEM & Tech Labs

Verizon, who provided us with the largest grant in our 24-year history. The multi-year, $10 million+ commitment by Verizon has already helped under-resourced communities bridge the digital divide. These state-of-the-art labs include Augmented Reality (AR), Virtual Reality (VR) and 3D printing.

Verizon continue to be our largest financial investment projects. We had a number of innovation labs that “wowed” in 2021, including labs at Gompers, Holmes, Woodrow Wilson, Franklin Whaley, Ardella Tibby, Compton Early College, Laurel Street. Samuel Gompers MS and Holmes MS and Humanities Charter, both LAUSD Schools, were completed by Swinerton. We’re looking to leverage more work with Swinerton and recently had a conversation with their foundation, so could be a strategic partnership to highlight, in addition to the labs.
Critical Need Response
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Resource Distributions across the United States

Since 2020, HOA has provided more than 370,000 different school supplies to students across the country, 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.

Over the last 25 years, HOA has provided more than 4.3 million books to students across the country. Last year, we provided more than 25,000 titles to help students grow their home collections. In selecting books to use, our team is mindful of the community they are serving and strive to give each student an opportunity to see themselves in the story by providing culturally-relevant, grade appropriate selections.

**Baltimore City Mayor’s Office Back to School Fair**
Assembled 4,000 backpacks filled with the district’s back-to-school list; quickly jumped at the opportunity to support the Back-to-School fair. Approximately 40 city employees volunteered to fill the backpacks.

**Weinberg Library Project**
Over 4000 library books and 500 e-books were provided to Falstaff Elementary in Baltimore. The Baltimore city library services team and HOA employees. Additionally, over 1500 student take home books and 500 resource packs were included with this project.

**Washington Football Team Back to School Fair**
At this annual event, which included haircuts, dental services, backpacks with schools supplies and a book distribution. Heart of America staffed the Book Nook at the event and were able to procure and distribute 1,000 grade-appropriate student take home books that the students chose for themselves.
Critical Need Response: Twin Cities

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Twin Cities

Since 2020, HOA has provided more than 370,000 different school supplies to students across the country, 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.

Migizi

Due to the civil unrest in 2020, Migizi’s offices were 100% destroyed. Through a grant from Best Buy, we secured a temporary space so they could continue operations and establish offices, needed technology, classroom furniture and fixtures, a food distribution station, and an outdoor garden/lounge space

Seward Pharmacy

Also due to the civil unrest in 2020, in partnership with UHG, we re-established and re-opened Seward Pharmacy better than before the destruction. We equipped them with all new shelving, technology, compounding stations, a wellness room for patient consultation, and a new merchandising plan with appropriate shelving for the retail space.

Gordon Parks High School

Heart of America and 3M planned to update Career and Technical Education (CTE) labs in St Paul Public Schools when Gordon Parks High School sustained moderate damage during the civil unrest. We partnered to make the necessary repairs to the school and provide them with a new CTE and Family and Consumer Studies (FACS) labs, complete with an outdoor garden to use produce in the FACSs education, and a media lab to honor the school’s renowned photographer namesake: Gordon Parks.
Native American Communities
Arizona, Colorado, New Mexico, and Utah areas

In 2020, when the COVID-19 pandemic shuttered classrooms across the United States, more than 46,000 Navajo children were displaced from the classroom to the home. While distance learning was hard on families across the country, for those in Indigenous communities, where access to resources like power and running water is not necessarily a given, the disparities were unimaginable.

Educational Resources
In 2021, Heart of America partnered with Native American communities and leaders to critical resources and supplies – including PPE and culturally-relevant books – to 176 unique sites in Arizona, Utah, and New Mexico. Through this work, the organization reached its goal of providing 10,000 education kits which included PPE, solar lights, school supplies, new books, and STEM activities.

Solar Power and Light
HOA ensured 75 families living without stable access to electricity had power through the installation of solar panels. These panels, provided in partnership with Goal Zero, were installed by HOA team members directly on the homes of students and provided enough power for two lights as well as the ability to charge small devices, such as a phone or Chromebook. Additional homes were also outfitted with a cooler from Dometic, allowing them to keep medicines and food in their homes. The panels were installed over the course of five trips to the Navajo Nation and are continuing into 2022 (and beyond).
How We Fund Our Mission

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Corporate Partners

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

Government Support

Although a small percentage 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 were able to 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

Tim Tormoen,  
Sr. Director, Partnerships,  
Marketing & Communications

Shelly Lucas  
VP, Programs

Pam Bryden  
VP, Human Resources

Kate Sorestad  
VP, Operations

Colleen Noland,  
VP, Design & Procurement

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
Acknowledgements

The following corporations, foundations, and business sponsors have supported and helped to make Heart of America’s work possible in 2021.

3 Oaks Resource Group*  EYA Foundation  PPG Foundation
3M Foundation  Firefly*  Regeneron
Aarco Products Inc.*  Firm Ground Architects*  Rupert Landscaping
AbbVie  Flagship Carpets*  Ryan Companies*
ABDO*  Fleetwood Furniture*  Sandusky Lee Corp*
Acorn Wire & Iron Works*  Formica Corporation*  Scholastic*
Allied Plastics Company Inc*  Fred Cathey DBA Wesco  Simon and Schuster
Amazing Magnets*  Electrical*  Solvenergy
Anthem  Fred Foundation  Sonus Interiors Inc.*
APS Contracting*  Fund for Educational Excellence  Star Bright Books*
Baltimore City Public Schools  GCON, Inc.*  Steel Cabinets USA*
Baltimore Ravens  Global Industrial*  Stevens Industries*
Best Buy  Goal Zero*  SurfaceWorks*
Bintiva*  Good Coin Foundation  Swinerton*
Blue Cross Blue Shield  Hachette*  Target Corporation
Boys and Girls Club of Baltimore  Horizon Therapeutics  Tenjam LLC*
Metropolitan Baltimore  Idea-Com*  Tennsco, LLC*
Branded Entertainment Network  Ironwood Manufacturing, Inc.*  Tesco Learning Environments*
(BEN)  Juxtaposition Arts  The Donaldson Company*
C70 Builders*  KMS Construction*  The Harry and Jeanette
Candlewick*  KNOCK*  Weinberg Foundation
Capital One  List Industries*  Total Plastics International*
Carpets for Kids Etc, Inc.*  Madsen Electric*  Trinity Basin Preparatory
Centerpoint Energy  Mahaffey Household*  Trojan Classroom Furniture*
Children’s Factory, LLC*  Major League Soccer  Turner Construction - Miami*
City of Baltimore  Manta Ray, Inc*  Turner Construction Cleveland*
Citywide Remodeling*  Marco Group, Inc*  UltraSite*
Copernicus Educational  Maryland State Department of  University of Maryland
Products*  Education  Verizon
Citywide Remodeling*  MooreCo*  Versare Solutions, LLC*
Copernicus Educational  Mount Olivet Rolling Acres  Washington Football Charitable
Products*  Moving Minds*  Foundation
Correll Inc.*  MyTCoat Community Outdoor  WB Manufacturing*
Denk Associates*  Furniture*  Wetzel & Lanzi, Inc.
Dependable Painting*  National Public Seating*  White Turner Baltimore*
Ditty+Rehkamp*  Nautilus SA/Ergos Furniture*  Whiting Turner NJ*
Dometic*  Noor Companies*  Wood Designs, Inc*
ECR4Kids*  PAINTech Baltimore/PGC*  Xcel Energy
Edspaces*  Philip Graham Fund  Young Living Foundation*
Engelsma*  PNC Bank

*Donated services or product.

We thank you for your continued support in our efforts to address inequity in education.

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