

Heart of America®

GIVING COMMUNITIES
SPACE TO GROW

2023 Impact Report





Dear friends,

Your support for Heart of America made it possible for us to be exactly where we belong: Addressing education inequities that are impossible for communities to solve alone. Here are a few of our brightest moments of collective impact:

- Growing our impact nationwide with 187 space transformations and positively impacting over 53,000 lives!
- Continuing to expand our solar power initiatives in Navajo Nation with the support of community leaders and partners.
- Uniting more volunteers than ever, with 2,763 folks supporting more than 49,739 students in partnership with our corporate and educational partners.
- Celebrating our most consequential year of community impact ever, with the coalitions, communities and supporters who work alongside us.

To truly belong means being able to turn to your community when you're struggling, and knowing you make a difference when you give back. Thank you for being a part of the Heart of America family – as a partner, participant, donor, volunteer, or staff. You've been here for us, and we'll be here for you long into the future.

A handwritten signature in black ink that reads "Jill Hudes-Kohn".

President & CEO,
Heart of America

2023 By The Numbers

187

Total space transformations completed

61,645

Total books distributed

49,739

Students & families served

9,217

Education resource packs distributed

3,795

Teachers & Administration served

3,136

Total volunteers engaged

4,365

Total school supplies distributed

37

Solar panel kits installed

\$2,202,716

Value of technology added to schools

Transforming Educational Spaces



STEM LABS

MAKER SPACES | STEAM LABS | SCIENCE LABS

We partner with schools, faculty, and corporate partners to create STEM and STEAM spaces that provide technology such as computers, robotics, 3D printing, tablets, and interactive whiteboards to help students in under-resourced communities excel in a digital world.



HEALTH & WELLNESS

GYMS | OUTDOOR SPACES | CAFETERIAS | WELLNESS STUDIOS

Today's young people experience unprecedented levels of stress and anxiety. Intentional spaces that support physical, mental, and emotional well-being by providing opportunities for relaxation, self-regulation, and social connection are designed with calming colors and wall graphics, materials about emotional regulation, all intended to help kids de-stress.

Transforming Educational Spaces



LIBRARIES & LITERACY

LIBRARY MAKEOVERS | READING NOOKS | CLASSROOMS

We're passionate about fostering a love for reading. Through partnerships with organizations like the Diverse Books for All Coalition, we provide students with age-appropriate and diverse books that represent them, making sure every student can learn in a space that inspires creativity and growth.



COLLEGE & CAREER

CAREER READINESS SUITES | VO TECH LABS

Each student has their own journey awaiting them. Some involve college, others may not. We design spaces where kids learn about the possibilities after graduation, ensuring they are well-equipped for the rigor of what's next, be it college or career.

Supplying Essential Resources



REMOVING BARRIERS TO LEARNING

Unequal access to school supplies adds stress for families struggling to keep up. The cost of items such as books, pens, crayons, etc., continues to rise, and schools simply can't provide all the resources needed for students. This creates social and emotional challenges that put kids at a learning disadvantage.

This is why resource distributions are such a big part of our work. We ensure that no child has a barrier to learning because when kids can access the right tools, they are much more prepared to succeed!

HEART OF AMERICA

DISTRIBUTED

9,217

EDUCATION KITS IN 2023

Powering Learning After Dark



SOLAR INSTALLS

Learning doesn't stop when students leave the classroom. In partnership with community leaders, school districts, and corporate partners, we've installed solar panels in the homes of Navajo Nation students who aren't connected to the power grid. This creative solution is durable, sustainable, and reliable.

This important work gives students the chance to complete their homework, study, and read in their home even after the sun goes down.

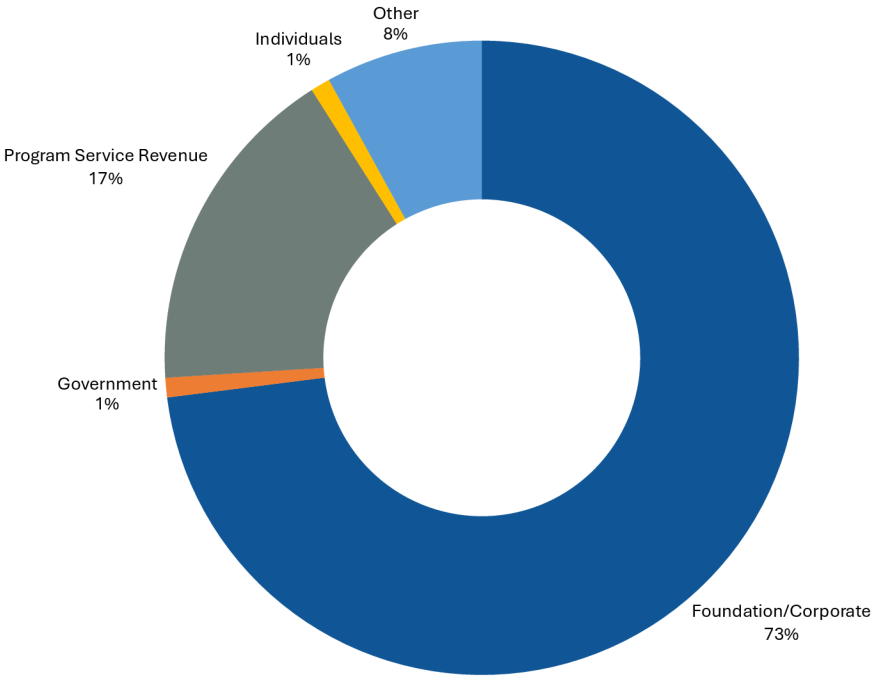
HEART OF AMERICA

INSTALLED

37

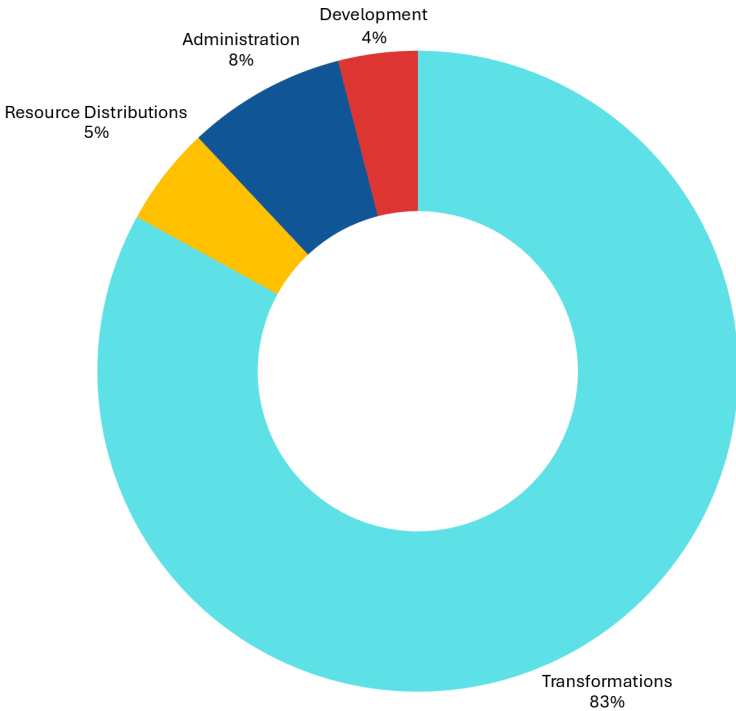
SOLAR KITS IN 2023

2023 Financials



- Foundation/Corporate
- Government
- Program Service Revenue
- Individuals
- Other

Revenue:
\$15,798,696



- Transformations
- Resource Distribution
- Administration
- Development

Expenses:
\$14,432,762

Heart of America Leadership

HOA Leadership Team



Pam Bryden
VP HR & Admin



Belinda Harris
VP of Development



Jill Heath
President & CEO



Tom Helwig
Sr. VP Operations



Shelly Lucas
Program Delivery



Colleen Noland
VP Strategic Initiatives



Hetal Petal
VP Finance



Kate Sorestad
VP Government &
Indigenous Affairs



Tim Tormoen
VP Marketing &
Communications

Board of Directors



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President & CEO



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Community Volunteer



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Partner McKinsey & Co.



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CEO, Center for
Social Dynamics



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Superintendent,
Prince William County
Public Schools



Terry McDonough
President,
4MATIV Technologies



Scott Nelson
Founder and Principal
SAN Prop Advisors



Yoli Stancil
Senior Vice President, Verizon
Wireline Network Field Operations