

Heart of America®

GIVING COMMUNITIES  
SPACE TO GROW

# 2024 Impact Report

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Dear friends,

This past year, we didn't just meet the moment — we moved it forward.

Thanks to the support of educators, students, funders, community members, contractors, trades, and vendors, and donors, Heart of America tackled some of the most urgent challenges facing our communities and took bold steps toward lasting change. Together, we made an impact that will last for generations to come. **Thank you for supporting our work.**

This report isn't solely a record of what we accomplished: It's a celebration of what we achieved together. Every story, every number, and every milestone reflects your belief in what's possible when people come together with purpose.

As you read through this year's highlights, know that your support is helping create a more equitable, empowered, and connected future for students everywhere.

With deep gratitude,

A handwritten signature in black ink that reads "Jill Handberg-Katzev".

President & CEO,  
Heart of America

# 2024 BY THE NUMBERS

**187**

Total space transformations completed

**20,399**

Total books distributed

**80,375**

Students served

**17,443**

Education resource packs distributed

**4,282**

Teachers & Administration served

**2,500**

Total volunteers engaged

**17,443**

Total education kits assembled

**60**

Student homes powered by solar systems

**\$2,564,234**

Value of technology added to schools

# TRANSFORMING EDUCATIONAL SPACES



## STEAM LABS

MAKER SPACES | STEAM LABS | SCIENCE LABS

We partner with schools, faculty, and corporate partners to create STEM and STEAM spaces that provide technology, including computers, robotics, 3D printing, tablets, and interactive whiteboards, to help students in under-resourced communities problem-solve 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 EDUCATION SPACES



## LIBRARIES & LITERACY

LIBRARY MAKEOVERS | READING NOOKS | BOOK MOBILES

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. We continue to transform library spaces, increasing access to much-needed resources.



## COLLEGE & CAREER

CAREER READINESS SUITES | CTE 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.

# RESOURCE DISTRIBUTIONS



## REMOVING BARRIERS TO LEARNING

Unequal access to supplies adds stress for families struggling to keep up. The cost of items such as books, technology, 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. When students have the tools they need, they're not just better prepared for school — they're empowered to succeed in every part of life.

# HEART OF AMERICA

ASSEMBLED

# 17,443

EDUCATION KITS IN 2024

# VOLUNTEERING WITH HEART OF AMERICA



## PASSION MEETS PURPOSE

Whether they're assembling furniture, reading with students, or planting trees in schoolyards, Heart of America volunteers show up with purpose. They roll up their sleeves to create brighter, more beautiful places to learn and grow.

When organizations engage their teams in service, they boost morale, develop leaders, strengthen job satisfaction, and help prevent burnout. And when students witness their community showing up for them, they feel seen, valued, and inspired. It's not just a good deed — it's a shared investment in the future.

# HEART OF AMERICA

ENGAGED

# 2,500

VOLUNTEERS IN 2024

# STUDENT SOLAR INITIATIVE



## POWERING LEARNING AFTER DARK

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, and changes the lives of both students and their families.

So when the sun goes down, their learning doesn't have to. With light comes possibility, and with possibility comes a brighter future.

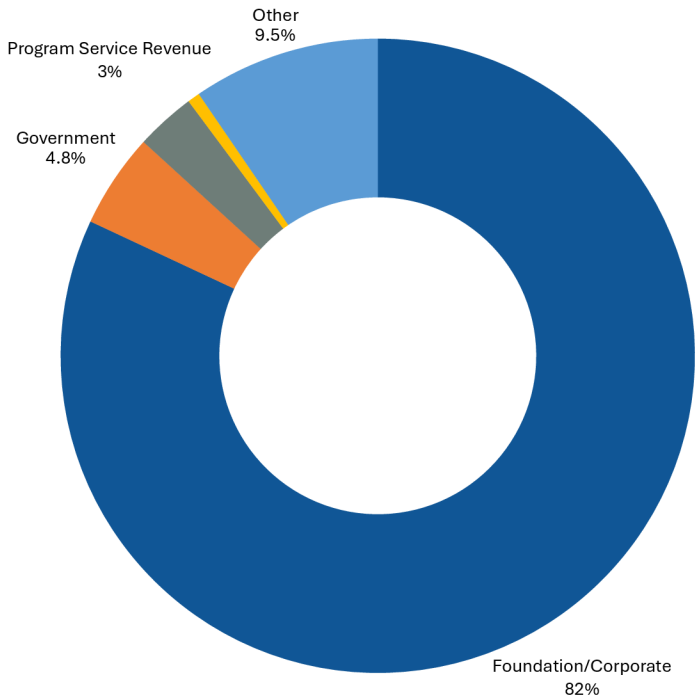
# HEART OF AMERICA

POWERED

# 60

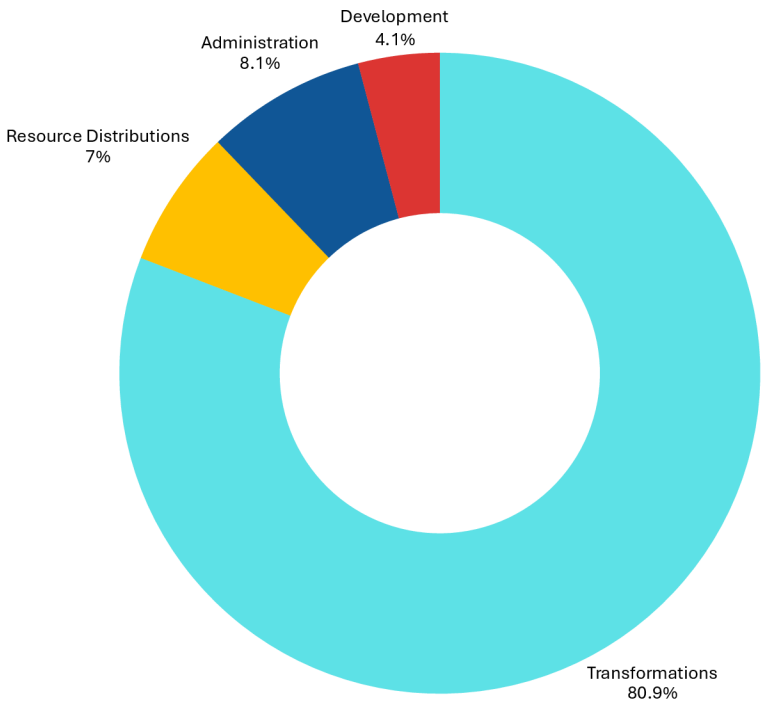
STUDENT FAMILY HOMES WITH  
SOLAR KITS IN 2024

# 2024 FINANCIALS



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

**Revenue:**  
**\$15,798,696**



- Transformation Projects
- Resource Distribution Projects
- Administration
- Development

**Expenses:**  
**\$14,432,762**

# HEART OF AMERICA LEADERSHIP

## HOA LEADERSHIP TEAM



**Jill Heath**  
President & CEO



**Pam Bryden**  
VP HR & Admin



**Belinda Harris**  
VP of Development



**Tom Helwig**  
Sr. VP Operations



**Shelly Lucas**  
Program Delivery



**Colleen Noland**  
VP Strategic Initiatives



**Hetal Petal**  
VP Finance



**Kate Soresstad**  
VP Government & Indigenous Affairs



**Tim Tormoen**  
VP Marketing & Communications

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