



Greenheart International 2025 Impact Report



Greenheart is 40!

For Greenheart's 40th anniversary in 2025, the organization invited its entire staff to Spain, where they joined board members to celebrate the milestone and to honor retiring founders Emanuel Kuntzelman and Laura Rose.



CHANGES IN 2026:

Greenheart International announced that Daniel Ebert stepped down from his role as President effective February 27, 2026, concluding nearly 27 years of leadership with the organization. Concurrently, the Board of Directors appointed Matt Smith as Chief Executive Officer, effective March 1, 2026.

Ebert served Greenheart for nearly three decades in executive leadership, helping guide the organization through significant growth, global expansion, and industry evolution. During his tenure, Greenheart strengthened its exchange and travel programs, expanded its leadership development and volunteer initiatives, deepened strategic partnerships, and reinforced its role as a respected voice in international cultural exchange.

As Greenheart begins its next chapter, the Board enthusiastically welcomes Matt Smith as CEO. Smith brings 30 years of BridgeUSA industry experience, along with a deep understanding of the organization's mission, programs, and people. His 3.5 years of service on the Board and close collaboration with staff and leadership position him to step seamlessly into the role and build on the organization's strong foundation from day one.

This transition reflects Greenheart's continued growth and maturity as an organization. It strengthens the leadership structure and enables investment in people, programs, and partners.

We are excited about what lies ahead and confident that Matt's leadership as CEO, combined with our strong leadership team and dedicated staff, will help Greenheart continue to thrive.

A letter from Greenheart CEO, Matt Smith

I stepped into the role of CEO of Greenheart with both gratitude and conviction. Over the past three years serving on the Board—most recently as Board Chair—I have had the opportunity to see this organization from many perspectives. What has remained constant is the clarity of its mission and the dedication of the people who bring it to life every day. I am honored by the Board's confidence and excited to lead such a talented and purpose-driven organization.

In 2025, I also had the privilege of experiencing Greenheart's work firsthand in ways that reinforced the profound impact of cultural exchange. I joined colleagues from around the world at our global staff gathering in Spain, met program leaders, host families, and partners at the High School Conference in San Antonio, visited with host organizations and participants in Chicago, and spent time with remarkable young changemakers at the Greenheart Global Leaders Conference in Washington, D.C. These moments brought our mission into sharp focus: the connections Greenheart fosters are not abstract ideas—they shape lives, strengthen communities, and build understanding across cultures.

Over the past several years, our industry has navigated a dynamic and often unpredictable environment. Through it all, Greenheart has remained resilient and steadfast in its commitment to connecting people and planet through meaningful exchange. That commitment continues to guide our work.

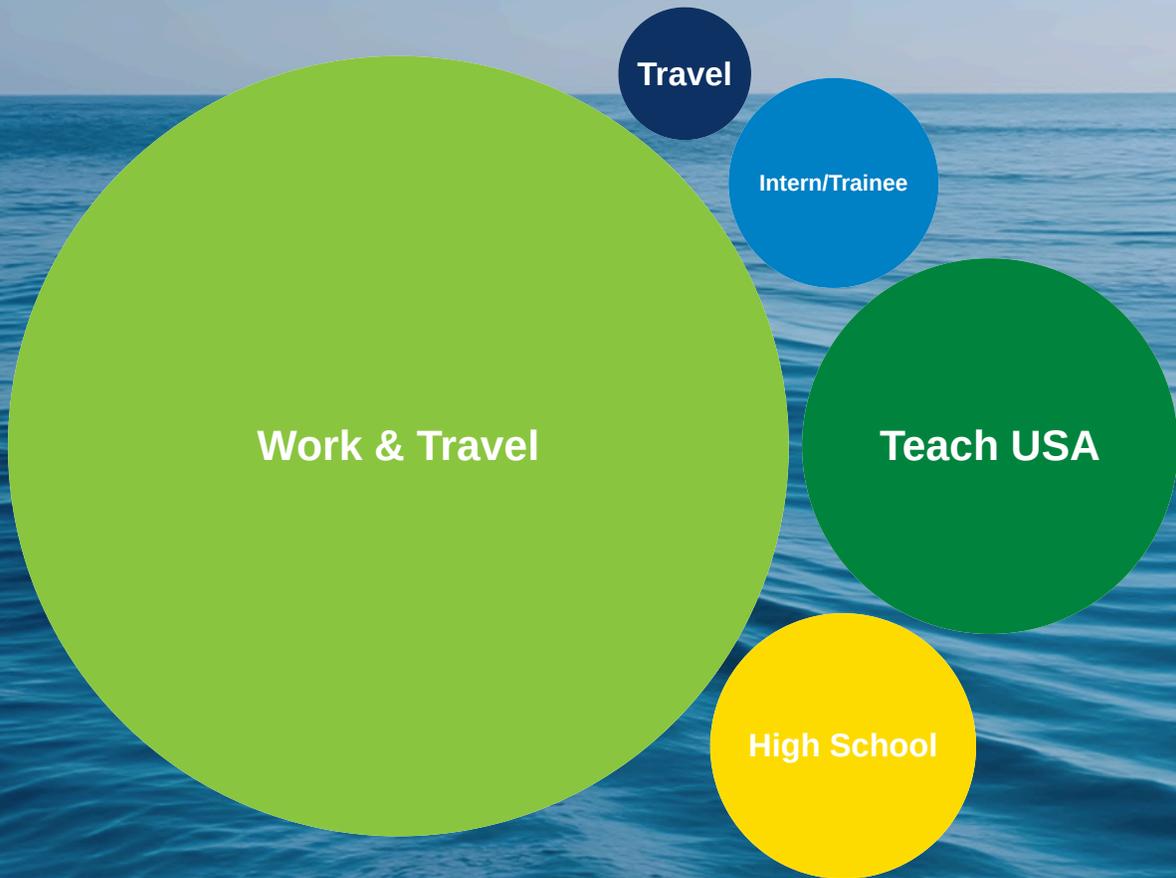
None of this work would be possible without the dedication of Greenheart's leadership team and staff, the trust of our partners and hosts, and the curiosity and openness of our program participants. I am deeply grateful for their continued commitment.

Now, as we continue through 2026, I am optimistic about what lies ahead. After seeing firsthand the impact of Greenheart's programs and the passion of the people who make them possible, I am more convinced than ever that this work matters. Together, we will continue expanding opportunities for cultural exchange and strengthening the global connections that make our communities—and our world—stronger.

Thank you,
Matt Smith
Chief Executive Officer
Greenheart International

Greenheart in 2025

Greenheart International facilitated 10,300+ cultural exchange programs for students and adults through our branches:
Greenheart Exchange (inbound) and
Greenheart Travel (outbound).



OVERALL IMPACT



2025 Community Impact

Global Alumni	185,238
Host Families	786
Host Organizations	949
U.S. Schools	1,616
Field Network	442
U.S. students impacted every day by Greenheart international teachers	34,300
Partner Countries	95

Greenheart connects people and planet to create global leaders through personal development, volunteer service, environmentalism, and cultural exchange.

Thank you to our global community for your unwavering support.

IMPACT: CONNECTIONS

97%

of our inbound participants say that the exchange experience improved their attitude towards the USA.

95%

of participants plan to stay in touch with people they met on program.

97%

of our hosts say that the exchange experience improved their attitude towards other cultures.

100%

of our host organizations say their work culture benefitted from this cultural exchange.



We envision a world where communities are connected, peaceful, and sustainable.

Bringing individuals together from around the world for cultural exchange programs builds mutual understanding, fosters diplomacy, and creates a better future for us all.

IMPACT: UNDERSTANDING

PURPOSE: IMPACT



In 2025, Greenheart continued to administer the prestigious Ambassador Scholarship Fund grant from the U.S. Department of State's Educational and Cultural Exchange Bureau, as well as two additional grants from the U.S. Embassies in Greece and Cyprus.

The grants offered Work and Travel scholarships in the U.S.A. to exemplary students from around the world. Recipients earn the opportunity to have their program and travel fees covered so they can learn about and experience the American way of life.

In 2025, Greenheart awarded grants to participants from 24 countries. Thank you to the many Host Organizations across the U.S.A. who welcomed these exchange visitors.

LEADERSHIP: IMPACT

Invitations to take leadership roles within the exchange community reflect Greenheart's expertise and commitment.



MARCELLE BENEDICTA:
Greenheart's Vice President of Marketing and External Relations, joined the board of the Council on Standards for International Educational Travel. CSIET helps ensure safety and value for international exchange students, secondary schools, and natural parents.



JASON NUSSER:
Greenheart's Vice President of International Business Development and Operations, joined the World Youth Student & Educational Travel Confederation management board as Chair of the Study Abroad Sector Panel. WYSE Travel Confederation creates opportunities for youth and student travel experiences.

GREENHEART EXCHANGE

WORK AND TRAVEL:

"This isn't just a Work and Travel program, but rather a once-in-a-lifetime adventure. It's about growth, discovery. It's about saying "yes" — to the unknown, to new people, new food, new ways of thinking. We're writing a story we'll tell for the rest of our lives." *Ana, Spain*

"It's been a great experience with Greenheart! We bring in international students every summer. Greenheart is a fantastic partner to work with - professional staff who do site visits and follow-up. Greenheart is exceptionally communicative. We get answers quickly compared to other partners we've worked with. Greenheart keeps us informed of trends in the industry and it's been very helpful." *Jon, Arnolds Amusement Park, Host Organization*

www.HirewithGreenheart.org

AMBASSADOR SCHOLARS:

"This summer is one I will never forget. I experienced the American way of life through volunteering, working, going to church, attending football games, and participating in the Greenheart Leadership Conference. These are experiences I could never have imagined having back home. I am deeply grateful to the entire Greenheart team for making this dream a reality."

Treasure, Ambassador Scholar, Cameroon

www.AmbassadorScholarshipFund.org



GREENHEART EXCHANGE

INTERN/TRAINEE:

"Working in the banquet kitchen has helped me grow in teamwork, communication, and consistency. I have also gained more confidence in handling different stations and preparing high-quality food." *Andiswa, South Africa*

www.HostGreenheartProfessionals.org

TEACH USA:

"The Teach USA Program has created a long-term impact on my professional and personal life. It strengthened my confidence, expanded my teaching strategies, and opened doors for me to experience education through a broader lens. It also pushed me to step out of my comfort zone and embrace a new culture while proudly sharing my own." *Febby Anne, Philippines*

HOST SCHOOL:

"Our Greenheart teachers have had amazing success improving our students' reading skills and test scores. And I love that I can bring cultural exchange to our students. The students learn about a different culture that they aren't typically getting, and this opens their eyes to the world. This is a great way to expose them to new languages, foods, and history." *Dr. Henderson, Host School*

www.HostGreenheartTeachers.org



GREENHEART EXCHANGE

HIGH SCHOOL PROGRAMS:

"You gave me more than just a place to stay. You gave me a second home on the other side of the world. Thank you for your kindness and willingness to include me in your everyday lives. Thank you for teaching me about American culture and for making this year unforgettable!" *Maja, Poland*
www.HostwithGreenheart.org

"What I love most about being a local coordinator is watching exchange students grow, adapt, and thrive in a new culture. Every smile, every breakthrough, and every bond formed reminds me of how meaningful this work truly is." *Mollie, Local Coordinator, Texas*

"Watching my students grow and seeing their appreciation for the experience they got because of Greenheart Exchange and with my guidance, makes me happy!" *Cecelia, Local Coordinator, North Carolina*
www.PlacewithGreenheart.org

GREENHEART SCHOOLS:

Schools in the Greenheart family that host exchange students, send American students abroad, and hire international teachers through Greenheart are eligible for \$4,000 in grants. "What an amazing partnership, we are so thankful for this opportunity." *Phil Herfendal, Host School, Colorado*
www.GreenheartSchools.org



GREENHEART TRAVEL

TEEN STUDY ABROAD:

"If you've ever thought about doing an exchange, take that leap! It's not always easy. There will be moments of doubt, but those moments are what make the experience so meaningful. The friendships, the discoveries, and the personal growth are worth every step."

Brooklyn, High School Abroad, Costa Rica

www.GreenheartTravel.org

High School Programs in 17 countries
+ 9 Teen Summer Language Camps

TEACH ABROAD / WORK ABROAD:

"It's neat that students learn English and also get exposure to American history and culture. And in just over a month, my Italian has improved so much!"

Bianca, Teach Abroad, Italy

www.GreenheartTravel.org

Teach Abroad in 10 countries
+ Work Abroad in 3 countries

FIRST TIME TRAVELER SCHOLARSHIPS:

"Leaving your home country can be quite worrisome, but don't worry, the best is yet to come. Greenheart is very flexible and will help you every step of the way. Be the reason someone changes their mind about foreigners! Be very open to the culture and people around you."

Kristopher, Teen Language Camp, Japan

www.GreenheartTravel.org/scholarships

\$40k awarded for first time travel in 2025



GLOBAL IMPACT GRANTS:

Greenheart awarded 6 Global Impact Grants in 2025, benefitting communities in Armenia, Jamaica, Kenya, Mali, Ukraine, and Vietnam. *Naomi Chepkemoi, 2025 Work and Travel, received a grant for her project: The Olmekenyu Drops of Dignity – Restoring Life Through Water in Kenya.*

GREENHEART GLOBAL LEADERS CONFERENCE:

A select group of 40 changemakers from 20 countries came together in Washington D.C. for workshops on how to advocate for cultural exchange and community development. "It was such a powerful moment, we weren't just tourists taking pictures--we were a group with a shared message for the world and humanity!" *Ahlem Attar, Algeria*

JUNIOR GREENHEART GLOBAL LEADERS CONFERENCE:

The Junior Greenheart Global Leadership Conference brought 6 international high school exchange students to Chicago. Students competed to earn a spot and engaged in one-on-one discussions with business leaders and practiced public speaking skills during the weeklong event. "My exchange year opened my eyes!" *Altynay, Kazakhstan*

100% of attendees said they feel more empowered and more comfortable speaking and advocating for cultural exchange programs in their communities.

www.GreenheartClub.org/grants





VISION 2026

Looking ahead, Greenheart's strategy will focus on three priorities.

First, we will sharpen our focus on growth by serving our travelers, hosts, and partners better than anyone else and by building on the strengths that distinguish Greenheart. We will measure our success not simply by activity, but by the impact we create.

Second, we will strengthen our operations through deeper collaboration and improved systems. We will invest where we see long-term opportunity while maintaining the fiscal discipline that ensures our sustainability.

Third, we will continue to invest in our people and ensure that Greenheart's values guide our decisions. High-performing organizations are built on engaged, empowered teams, and our staff and partners remain our greatest assets.

BOARD OF DIRECTORS

Board Chair: Matt Smith

Secretary: Teri Silvestri

Treasurer: Rich E. Zacaroli

Board Members: Tom Ericsson

Mats Läckgren

Melissa Anne Fredette

SPONSORS

Thanks to our sponsors
and donors who support
our various initiatives.



ENVISAGE
GLOBAL INSURANCE



greenheart[®]

greenheart.org

