



Greenheart International Annual Impact Report

2013



Connecting People & Planet

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High School Academic Year students on a trip to Mount Rushmore.

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Connecting People & Planet

Alexandra on Greenheart Travel's Teach English in Thailand program.

Dear Friends,

As we reflect upon 2013, we consider how incredibly important this year has been in the evolution of the organization. 2013 was the year we officially created the umbrella organization, Greenheart International, to unite our four branches: CCI Greenheart, Greenheart Travel, Greenheart Shop, and Greenheart Transforms. We have always tried to simplify our message, but in 2013, we came to the conclusion that our programs and impact cannot be measured in one statistic, one mission statement or one website. Rather, we have united under the worldview that what Greenheart does within the programs of our four branches is unique, diverse, and worthy of celebration, not over simplification.

As we enter into the new phase of Greenheart International, we aim to elevate the impact of all of the programs our branches, while increasing the awareness of the Greenheart symbol. With CCI Greenheart we are challenging ourselves to create more facilitated exchange experiences. In the world of Greenheart Travel, we want to provide more scholarships and opportunities for English speakers to see the world. Conscious consumerism is on the rise, and the Greenheart Shop is striving to be a leader in this field by offering even more reasons to shop fair trade, while Greenheart Transforms is making a name for itself in the world of personal development for social action. The Greenheart Club is taking major leaps by expanding its outreach not just to exchange students, but now to the entire global community. This puts the Greenheart Club in a unique position to unite volunteers around the world, and to honor them for their dedicated service. And lastly, we have a goal to share the Greenheart symbol with the world.

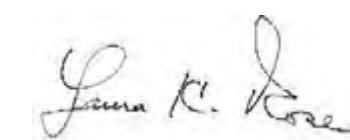
We know that not everyone can host an exchange student, travel abroad, attend an event, or even shop fair trade, but everyone can relate to a symbol that is simple, pure, and speaks to people in a very personal and positive way.

Perhaps all these ambitions, and the stories you will read in this report, may never fit into a 30 second elevator pitch, but we can always be defined by one word and one symbol: Greenheart.

Thank you for taking the time to get to know us better and all the best for 2014!



Emanuel Kuntzman
President and Founder



Laura K. Rose
Chief Executive Officer



II. About Greenheart International



CCI Greenheart high school exchange students on a Greenheart Trip exploring volunteer service and the environment in Hawaii 2013.



MISSION

Greenheart International is a nonprofit that connects people and planet to create a more peaceful and sustainable global community. We achieve this through a unique and diverse collection of programs fostering cultural exchange, fair trade, volunteerism, personal development and environmentalism.

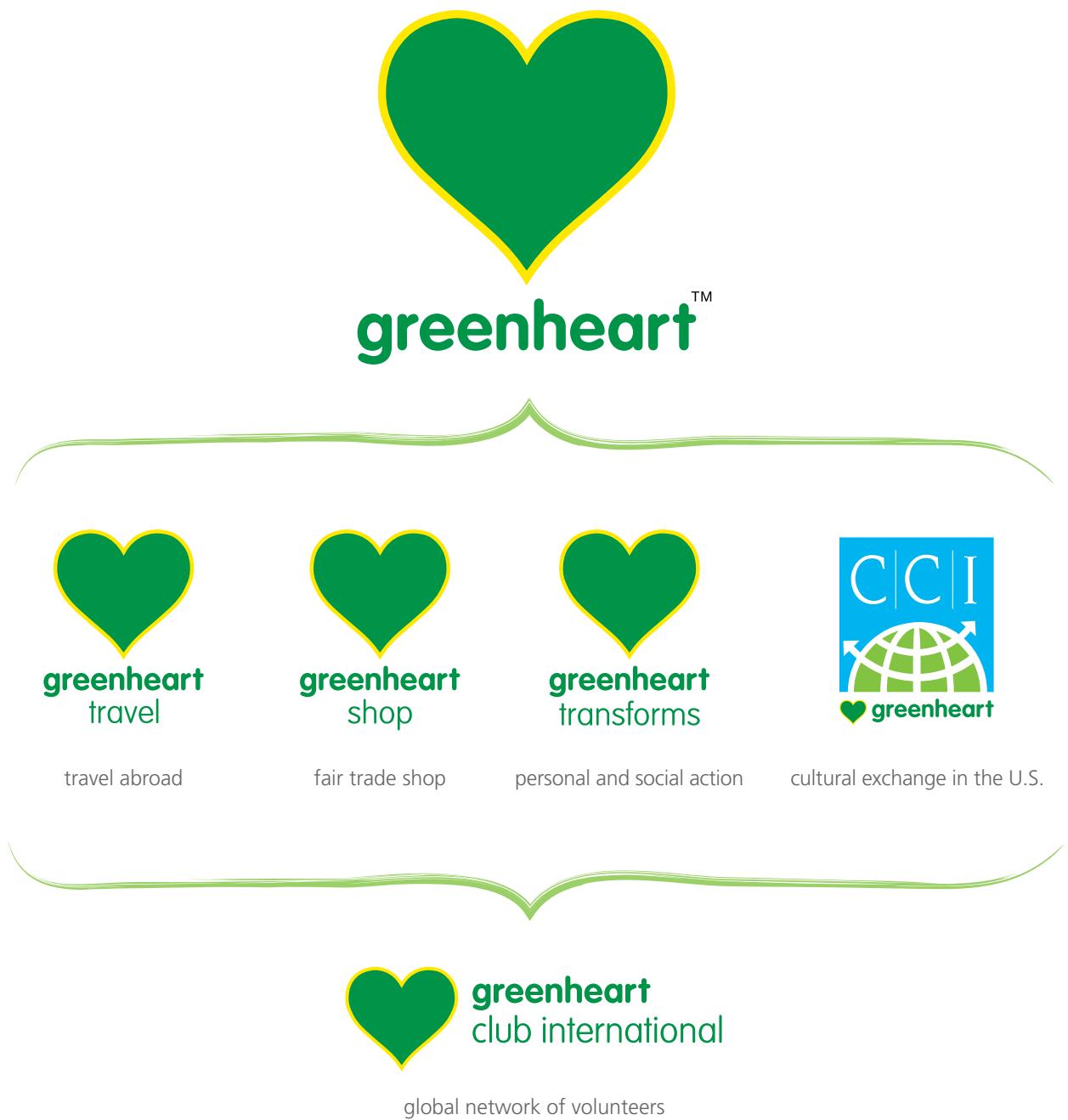
SOCIAL RESPONSIBILITY

Greenheart programming contributes to the greater good, and the office practices need to match this mission. Greenheart acknowledges that the travel industry and general office waste has a negative impact on our environment. To balance this, Greenheart conducts a Carbon Offset Program to donate a percentage of staff air mileage travel to grassroots environmental projects. A Green Office Committee is in place to monitor and improve upon environmental practices within the office, in addition to the established Non-Negotiable Sustainable Practices.

TIMELINE

- **1985** Center for Cultural Interchange (CCI) is founded as a cultural exchange nonprofit organization. Seven students travel and live in the U.S. in this first year.
- **2001** The Greenheart symbol is conceived on the island of Ibiza, Spain at the Casita Verde, a partner of CCI.
- **2004** CCI adopts Greenheart as its environmental and social initiative in the U.S.
- **2007** CCI establishes the Greenheart Club, offering volunteer opportunities for exchange participants making it the first exchange organization in the U.S. to encourage participants to volunteer.
Greenheart Shop is founded in Chicago as a retail store offering eco-friendly and fair trade goods.
- **2008** CCI's travel abroad department is renamed Greenheart Travel, and officially becomes a separate branch offering cultural immersion programs for English speakers to go abroad.
- **2009** Greenheart Transforms is founded to provide retreats, workshops and events on personal development for social action.
- **2012** CCI officially incorporates Greenheart into its name becoming CCI Greenheart and adopts new logo.
- **2013** Greenheart International is officially conceived as the umbrella organization connecting the four branches: CCI Greenheart, Greenheart Travel, Greenheart Shop and Greenheart Transforms.
Greenheart Club expands to reach more than exchange students by launching an online social community for volunteers.

BRANCHES & PARTNERS



III. Outreach and Media Imprint



PROGRAM OUTREACH

cultural exchange programs:

8,500



cultural exchange participants

1,700



volunteer host families



Local Coordinators in all **50** states

greenheart club:

370



Greenheart Club volunteers

15,000



hours spent volunteering by Club members

94,000+



International Alumni
(1985–2013)

partnerships:

1500+



U.S. Businesses

650



school partners

250 partners in **97** countries



shop/wholesale:

108



artisan groups

67



500 shops in the U.S.
carrying Sobremesa

MEDIA IMPRINT

website and social media:

116,178



unique guests visit our website each month

27



social media platforms

blogs:

1,628



published blogs

32,000



blog views

(91 views a day, and nearly 225 readers per blog)

events:

34



hosted Chicago events and meetings

11



international event participation,
including job fairs and conferences

email:

19



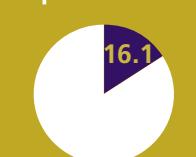
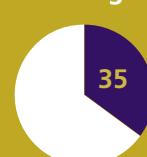
44,000

unique, content-driven emails a month
to people across the world

47%



average % open rate



ours

nonprofit industry
standard

IV. The Greenheart Impact: Stories from the Field



The 2013 top Greenheart Club volunteers at the CCI Greenheart Winners' Weekend in Chicago, IL.

GREENHEART INTERNATIONAL

Connecting People and Planet

greenheart.info

2013 ushered in two major changes: the formation of Greenheart International, and the beginning of fundraising. In May of 2013, Greenheart combined these two endeavors into one celebration: Greenheart International's Launch Party and Fundraiser.

Finding a Home in Greenheart International

"Though we've been operating since 1985, the launch party was the first large scale event and fundraiser we've ever held. In part this was due to expanding our mission into the field of fundraising in order to offer more scholarships to deserving recipients, and also because we had reason to celebrate. Greenheart International finally gave us a way to describe all that we do. It gave us a home!"

—Andrea Dennis, Greenheart Outreach Director



Posing for the camera at Greenheart's launch party

Chicago Teens Immerse Themselves in Pura Vida

For the fourth consecutive year, Greenheart offered the Environmental Service Learning Scholarship. The program sent Chicago-area youth to Costa Rica for a service immersion experience at Greenheart Travel's Animal Rescue and Eco-Reserve Volunteer Project. The program was two weeks long in July.



Environmental Service Learning Scholarship
2013 Group

"When I first arrived in Costa Rica I was a bit worried about the work we would be doing. However, after the first day of working I was looking forward to the days ahead. Knowing that I was doing work that directly helped animals made me very happy. For example, one day we built an animal cage, and we also put the wire on it. Although it may seem like it was hard work, it really wasn't. We had a group system where we divided up the work and still we had time to enjoy ourselves." —Hector, a volunteer participant

CCI GREENHEART

The Greenheart of Cultural Exchange

ccigreenheart.org



CCI Greenheart offers cultural exchange programs in the U.S. that connect Americans with international students and promotes cultural understanding, academic development, environmental consciousness and world peace.

"Something So Small Can Make a Difference"

High School in the U.S.

Nodari is from the Republic of Georgia and spent his high school exchange year in Texas. During Christmas, he and his host family collected donations for local nursing homes, collected food for a local food bank, and donated to a local charity to help buy gifts for a needy family.

97%

of exchange students from Muslim-majority countries said their year in the U.S. gave them deep, nuanced, and more favorable views of American people and culture.

From 2009 State Department evaluation of Kennedy-Lugar Youth Exchange and Study (YES) Program



Nodari volunteering in Texas.

"In my opinion, one of the most important things the United States has taught me is how a very small and subtle thing can make a huge difference in somebody's life. Sometimes we take all we have for granted, never realizing that there are people who would do anything to have what we have. I think it is our job to help those who deserve it." —Nodari

"Similar and Yet Different, Cultures"

ESL & American Culture Programs

In July 2013, the ESL & American Culture Programs department was designated as sub-grantee by World Learning for a youth leadership/empowerment program, *Jóvenes en Acción*. On this educational exchange program Mexican high school students visit the U.S. to learn: how to incorporate service-learning activities in their home communities, ideas and ways to develop individual service projects, and to prepare to become youth leaders and contributing members of their communities.



Jóvenes en Acción group in North Carolina.

The Department of State exchanges budget annually supports more than

65,000

exchange participants including emerging leaders worldwide interacting with both U.S. counterparts and 80,000 American citizen diplomats (alumni include 360 current and former heads of state)

From FY 2012 Annual Report, Inter-agency Working Group on U.S. Government-Sponsored International Exchanges and Training

Career & Work Programs in the U.S.

Celebrate Every Victory

Intern & Trainee / Career Advancement Program

As a J-1 Trainee and Greenheart Club member, Renato volunteered over 75 hours during his program at a hotel in Boca Raton, Florida. By volunteering at various cultural activities and environmental organizations, Renato enhanced his experience and contributed to a better quality of life for himself and the community.



Renato, right, volunteering at Gumbo Limbo Nature Center in Boca Raton, Florida.

"Overcome all obstacles that may come to you, enjoy every moment as if it were the only. Respect cultural differences among people and demonstrate a positive attitude towards them. Do not complain, but be thankful for the moment that you are living. Celebrate every victory. Be a team player, preserve the environment, and care for your community. Finally, reach for your dreams, because if they are in the clouds, do not worry, they are in the right place, now build the foundation to reach them."

—Renato, offering advice to future interns and trainees



Orville volunteering during his exchange program.

"It has been an honor for me to be a part of the first set of students chosen as Ambassador Scholars. This has helped to change my life in a number of ways. All the lessons learned, memories and friendships created will be with me for a long time. I will surely be involved in volunteerism wherever life takes me from here on." —Orville

GREENHEART TRAVEL

Travel for a Change

greenhearttravel.org

Greenheart Travel provides cultural immersion programs for English speakers that change lives, advance careers and create leaders.



"Family Takes on a New Meaning"

Chase embarked on a life-changing Greenheart Travel program as one of the first English teachers in Myanmar.

"A key to integration is playing. Simply playing with kids is all you have to do to become a trusted part of a community, a welcomed new member of a family. In a place like Yangon, family takes on a whole new meaning. 'We love you like a brother,' one of the little boys said while we were huddled in a circle the other night."



Chase on the train in Myanmar.



"Uncover the Immense Diversity and Beauty of the World"

Lisa's volunteer work in India is still making an impact even after her return to the States. While volunteering at Greenheart Travel's India Education Project, Lisa was able spearhead a mural painting project and participate in women's empowerment classes.

Lisa in India during her Greenheart Travel program.

"Travel has always been important to me, but my passion for other cultures and languages really increased during my gap year between high school and college. Being in India helped me uncover not only the immense diversity and beauty of world I never could have known otherwise, but also a passion within myself to do something meaningful, creative, and adventurous every day for the rest of my life."



"Taking a Chance and Paving the Way"

Sarah's courageous leap to study abroad in Austria not only helped her get into the University of Chicago in 2013, it shaped her leadership skills and ability to adapt to new surroundings.

"My experiences abroad helped me to adapt to any situation and because studying abroad was, for me, harder; it's rewarding in completely different and awesome ways. In a way, studying abroad felt more like "real life" learning, but after I left, it often felt like a dream. Returning after being in school brought a level of reality to everything I learned abroad and how I had applied it to my life in the U.S."

Visit the Greenheart Travel blog to learn more about these adventurers and other Greenheart travelers. greenhearttravel.org/blog

GREENHEART SHOP

Uncommon Style for the Common Good

greenheartshop.org

Greenheart Shop is a nonprofit eco-friendly, fair trade store in Chicago that supports local, social enterprises and global fair trade partnerships. Sobremesa is Greenheart's proprietary fair trade wholesale line that works with 60 artisans around the world.



In 2013, Greenheart Shop hosted a series of Greenheart games to engage attendees of World Fair Trade Day at Daley Plaza in downtown Chicago. Activities included everything from DIY crafts to environmental Jeopardy. President and Founder Emanuel Kuntzelman emceed the lunch time program alongside Chief Sustainability Officer for the City of Chicago, Karen Weigert, and Nancy Jones, Executive Director of Chicago Fair Trade.



World Fair Trade Day 2013. Left to Right: Nancy Jones; Pushpika Freitas, Founder and Director of Marketplace: Handwork of India; Emanuel Kuntzelman; Karen Weigert; Angie Powell, Chicago Fair Trade Board Member

After five years in Chicago's Wicker Park neighborhood, Greenheart Shop moved in August 2013 to a new home in the Old Town neighborhood. Soon after the opening, local TV station WGN featured the Shop as Chicago's premier destination for fair trade and eco-friendly goods.

The fair trade system currently works with **1.3 million farmers and workers** across more than **70 developing countries**, and is a thriving and growing campaign movement. —Fairtrade Foundation



Sobremesa by Greenheart

Bring a Story to the Table
sobremesasales.org

Sobremesa won the 2013 Eco Choice award for Most Sensitive Use of Materials for its coffee wood utensils at New York International Gift Fair (NYIGF). The Eco Choice Awards recognizes the most innovative and environmentally responsible gift, home, and lifestyle products. According to the NYIGF director, Christian Falkenberg, "Their products appealed to voters for their blend of 'green' function and style." The NYIGF is the nation's premier gift, home, and lifestyle marketplace with over 35,000 attendees from all over the United States and more than 80 countries around the world.



GREENHEART TRANSFORMS

Personal Development for Social Action

greenhearttransforms.org

Greenheart Transforms assists people in reaching their highest potential through events, workshops, and retreats aimed at personal development for social transformation.



"Empowered to Achieve the Impossible"

Greenheart Transforms and ITP International teamed up to create a one-of-a-kind retreat at Asilomar in Pacific Grove, CA to explore the idea of soul-based leadership for renewing oneself and the world. This is the feeling Dominic Scott experienced during Leadership Transformed 2013:

"Being surrounded by so many positive people who feel they have a talent or simply the courage to make this world a better place was empowering for me. Understanding that even the best and brightest of us have doubts and worries, but persevere nonetheless enlightened me, and I enjoyed the remarkable speakers who built upon my previous foundation of knowledge."



Research suggests that mindfulness confers significant benefits for health and well-being and quality of life in general.

Report by the Mental Health Foundation

GREENHEART CLUB INTERNATIONAL

Your Global Volunteer Community

greenheartclub.org

In 2013, Greenheart Club expanded beyond exchange participants and opened its doors to volunteers from around the world. These Greenheart Club Hall of Fame members volunteered a significant amount of service hours and were chosen to receive Greenheart Service Grants.



David Godwin, U.S.—Greenheart Club International

David volunteered over 300 hours at a literacy center. David used the funding to acquire educational materials for the volunteers of Literacy Initiative For Today. The funds also provided 20 scholarships each semester of 2014 to recent immigrants from Iraq and Cuba.

Nika Chugoshvili, Georgia—J-1 High School Exchange Student

Nika became the leading volunteer for the 2012-2013 high school year. "I started volunteering in community theater, doing backstage crew work. It was one of the best times and best volunteering opportunities in my life so far," he said. Nika also volunteered at a local YMCA and for an animal shelter. With the Greenheart Service Grant, he helped an ESL program in his home country of Georgia.

Maria Arias Hernandez, Dominican Republic—J-1 Summer Work & Travel

Based in California for her Work & Travel program, Maria was able to volunteer 50 hours at a family camp that encouraged families to enjoy the great outdoors together. Maria was so inspired by this family camp that with her Greenheart Grant, she created a similar project in her home country.

Jieru Yang, China—J-1 Summer Work & Travel

Jieru spent her summer working in Williston, North Dakota. When Jieru wasn't working you could find her volunteering at the local church and library. "After I volunteered more, I arranged my schedule so that I could volunteer even more! The more people I help, the happier I have become," she said. Using the Greenheart Service Grant, Jieru organized a fundraiser in China and donated money to help a friend who was financially struggling to attend university.

Eleanor Brow, U.S.—Greenheart Travel High School Abroad Student

As a foreign exchange student in Spain, Eleanor volunteered as an English tutor to Spanish students. As a result of her efforts, she was awarded a Greenheart Service Grant to do a project when she returned home to the U.S. Eleanor used the grant to help fund a scholarship for students to attend her favorite summer camp.

Tony Pfalzgraf, U.S.—Greenheart Travel Teacher in South Korea

Tony knew he wanted to get involved with his South Korean community outside of the classroom. He volunteered at a local animal shelter and was able to use a Greenheart Service Grant to purchase necessary materials for the shelter.

V. Board of Directors



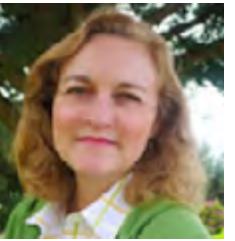
Emanuel Kuntzman, President and Founder
Current position: President & Founder of Greenheart International
On the board since: 1985



Laura Rose, Chief Executive Officer
Current position: Chief Executive Officer of Greenheart International
On the board since: 1990



Rose Anthony
Current position: President of Management Design, San Francisco, CA
On the board since: 2011
Areas of expertise: CEO and senior leader succession, ownership transition, strategic planning, and incentive compensation



Leslie Ward Jones (Secretary), Ph.D.
Current position: Western Director of the Natural Resources Defense Council, San Francisco, CA
On the board since: 2003
Areas of expertise: Human resources



Richard Zacaroli (Treasurer), MBA
Current position: Consultant, self-employed
On the board since: 2005
Areas of expertise: Business development



Peter Lueck, Ed. D
Current position: Advisor to the Board; Retired Superintendent of Schools, Lisle, IL
On the board since: 1992
Areas of expertise: Educational administration, educator training



Roy Curran
Current position: President, CEO of Oak Bank, Chicago, IL
On the board since: 2006
Areas of expertise: Financial planning



Declan Miller
Current position: Managing Director, High Schools International
On the board since: 2006
Areas of expertise: International exchange programming and marketing

Meditating at Lake Michigan, Chicago, IL.



VI. Sponsors

Thai students on CCI Greenheart's Private School Placement Program

Thank you to our 2013 Sponsors and In-Kind Donors!



We're Just Around the Corner!





greenheartTM

Connecting People & Planet

Contact

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