



2014 IMPACT REPORT



greenheart™



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A background image of a lush green forest. In the lower-left foreground, the backs of two people are visible as they walk along a dirt path. The person in front is wearing a white shirt and a brown backpack, while the person behind is wearing a grey shirt. The forest is dense with various types of trees and foliage, creating a bokeh effect in the background.

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Dear Friends of Greenheart,

Greenheart International would like to extend a heartfelt thank you for being a part of our journey. 2014 was an especially dynamic year, and we are grateful to celebrate our triumphs with you. Greenheart fully embraced its new name and identity by reshaping our messaging to create new opportunities for our team to grow together and strengthen our collective mission among our branches.

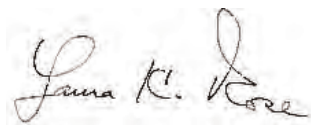
Perhaps our proudest and most interconnected initiative was the launch of Greenheart International's first youth outreach program, Camp Greenheart. With our expertise in cultural exchange and personal development guiding the way, 27 children from Chicago participated in the inaugural summer camp. To further integrate our branches, CCI Greenheart exchange students served as our camp leaders and Greenheart Transforms developed the programming on mindfulness and personal development. We are thrilled to be able to expand Camp Greenheart in the upcoming year as a result of your generosity.

Additionally, 2014 marked Greenheart International's significant accomplishment of providing cultural exchange experiences to over 100,000 participants since 1985. If each of our participants interacted with 10 people during the course of their program, then as a collective, Greenheart has touched the lives of over one million people.

Looking toward the future, 2015 will be another historic year for Greenheart as it marks our 30th anniversary. Some of our upcoming initiatives include launching an alumni network, improving program facilitation, increasing volunteerism worldwide, and building fair trade awareness. Our goal is to create a more sustainable and peaceful future together.

We thank you for your commitment to helping us empower the entire Greenheart community to serve as global leaders.

Sincerely,



Laura Rose
CEO



Emanuel Kuntzelman
President





MISSION & STORY

GREENHEART INTERNATIONAL connects people and planet to create global leaders through personal development, volunteer service, environmentalism, fair trade, and cultural exchange. This is achieved through the branches Greenheart Travel, Greenheart Shop, Greenheart Transforms, and CCI Greenheart.



Center for Cultural Interchange (CCI Greenheart) is founded



1991

We dramatically expand our international outreach



1996

Our outbound travel program, **Discovery Abroad**, is established



2001

The Greenheart symbol is conceived in Spain



2004

We adopt Greenheart as our environmental and social initiative

Founded in 1985 in Chicago, Greenheart International is designated by the U.S. Department of State as an Exchange Visitor Program visa sponsor for Secondary School, Intern, Trainee, and Summer Work Travel programs. Specific branches are currently granted full listing by the Council of Standards for International Educational Travel (CSIET), and are members of organizations including the World Youth Student and Educational Travel Confederation (WYSTC), The Alliance for International Educational and Cultural Exchange, and the Fair Trade Federation. Greenheart is endorsed by the city of Chicago for the promotion of international education, environmental awareness, and citizen diplomacy.



2008

Discovery Abroad is
officially renamed
Greenheart Travel



2009

Greenheart Transforms
is established

2007



Greenheart Club
is established



Greenheart Shop
is founded



greenheart™

2013

Greenheart International
becomes our official
umbrella organization



2014

Camp Greenheart
is founded



YEAR IN REVIEW & RESULTS

Alumni

100,000+

INTERNATIONAL ALUMNI (1985-2014)



9,452

CULTURAL EXCHANGE PARTICIPANTS



675

SCHOOL PARTNERS



250 IN **97**
PARTNERS COUNTRIES



892

GREENHEART CLUB VOLUNTEERS

15,226

HOURS SPENT VOLUNTEERING BY
GREENHEART CLUB MEMBERS

51,594

HOURS SPENT VOLUNTEERING BY CLUB
MEMBERS SINCE TRACKING BEGAN IN 2009

12

COUNTRIES HAVE HOSTED GREENHEART
CLUB SERVICE PROJECTS

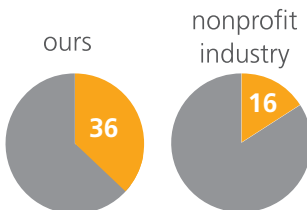


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DISTINCTIVE, CONTENT-DRIVEN EMAILS
EACH MONTH TO

44,452

PEOPLE ACROSS THE WORLD



AVERAGE % OPEN RATE



405,178

UNIQUE VISITORS TO OUR WEBSITES
EACH MONTH



27

SOCIAL MEDIA PLATFORMS

including Facebook, YouTube, Pinterest, Twitter,
WordPress, LinkedIn, Flickr, Instagram, and MeetUp



59

HOSTED EVENTS AND MEETINGS
AROUND THE WORLD

CAMP GREENHEART



In 2014, 27 low-income youth from various neighborhoods in Chicago were offered full scholarships to attend this summer camp in Wisconsin. It was an opportunity for them to grow as environmental stewards and global leaders. Camp Greenheart trained four CCI Greenheart high school exchange students to serve as Camp Leaders and assist in the daily functions of camp.

85% OF CAMPERS
REPORTED IMPROVED
TEAMWORK SKILLS

Reflecting upon his Camp Greenheart experience, Cecilio, a 13-year-old camper said:

“I’ve learned I should appreciate nature more—not just throw everything on the ground. I just really care for animals and insects and trees. I also learned how relationships can be made so quickly and that the bond could be so tight.”

Camp Greenheart’s success would not have been possible without the generous support from our sponsors, especially KIND Causes. The votes from our KIND campaign earned Camp Greenheart first place and \$10,000 to fund scholarships for campers.

Other sponsors included Taxback.com, Camp Out for Kids, and Oak Bank.

98%

**OF CAMPERS DEVELOPED
A STRONG INTEREST IN
EXPLORING NATURE**



GREENHEART CLUB

2014 was filled with inspiring stories as the Greenheart Club continued its commitment to volunteer service through its global network of volunteers. In 2014 the Greenheart Club reached over 2,000 members who collectively logged over 15,000 hours of volunteer service around the world.



Participation in the Greenheart Club **increased** from cultural exchange program participants:



133%

GREENHEART TRAVEL



24%

HIGH SCHOOL PROGRAMS



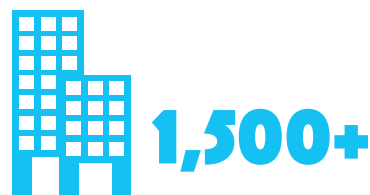
14%

WORK PROGRAMS

This past year, the Greenheart Club awarded \$3000 of Greenheart Service Grants to outstanding members of the Greenheart Club. Volunteers completed an extensive application process and demonstrated commitment to service. The 2014 grants helped fund a community garden in the Philippines, a recycling program in China, and a youth development program in Jamaica, among others. In addition to funding these endeavors of past CCI Greenheart and Greenheart Travel participants, the Greenheart Club is making an investment in the global leaders of tomorrow by empowering current participants to create a positive change in their host and home communities.

Nini, a J-1 high school student and grant winner who established an ESL summer camp with her funds, said:

“[The] kids not only improved their leadership skills, but our project also gave them the opportunity to make a lot of new friends...I had a feeling that we inspired them to fight for their dreams. After seeing the look in their eyes I knew that our project had reached its goal.”



U.S. BUSINESSES



U.S. VOLUNTEER HOST FAMILIES



U.S. STATES WITH
LOCAL COORDINATORS

CCI GREENHEART

HIGH SCHOOL PROGRAMS

CCI Greenheart's High School Programs is proud to be a critical piece of grassroots public diplomacy in the U.S. The programs' local coordinators and host families throughout the country help connect people and planet by bringing individuals together from around the world, one student and family at a time.



J-1 High School Program

The J-1 High School Program continues to grow in capacity and was able to provide a high school academic cultural exchange experience to more students than in 2013. To provide more of these opportunities, the J-1 High School Program formed new relationships with partners from the [Netherlands](#), [Serbia](#), [China](#), and [Vietnam](#), adding them to over 50 other long-term partnerships forged over the past 30 years.

“Deciding to be a host family is a leap of faith, but it can be so wonderful. You get to know this adventurous person and learn about his family and home country, and at the same time you get to see new facets of every member of your own family as they respond to this new stimulus.”

—Saralyn Tett, CCI Greenheart Host Parent



30%

INCREASE IN STUDENTS

F-1 High School Academic Program

In 2014, the F-1 High School Academic Program, which works directly with private schools and SEVP certified public schools, was pleased to assist more international students in reaching their dreams of studying in the U.S. than ever before. They welcomed over 20 new partners from countries all over the globe, including [Turkey](#), the [Czech Republic](#), [Hungary](#), [Italy](#), [Brazil](#), [Mexico](#) and [Vietnam](#), and expanded their list of partner schools from 50 to 80 nationwide. The first F-1 student to enroll in the Greenheart Club logged over 55 hours of service. All of the F-1 high school graduates seeking admission to a U.S. university were accepted this year, many to prestigious institutions, such as College of William and Mary, University of Massachusetts-Amherst, University of Michigan, and Syracuse University.

“It was very clear that we impacted those students when they were here in the U.S. I think that since I have been involved in student exchange since high school, I understand and know what an impact student exchange has had in my life.”

—Julie Zehner, CCI Greenheart Local Coordinator

Short-term Programs

Short-term Programs forged new partnerships with organizations based in [Japan](#), [China](#), [Vietnam](#), [France](#) and [Ecuador](#). For a third year they welcomed scholarship groups sponsored by Coca-Cola as part of the Tomodachi Initiative, which seeks to foster a new generation of American and Japanese leaders committed to a more cooperative, prosperous, and secure world.



34%

INDEPENDENT HOMESTAY PROGRAM

INCREASE IN PARTICIPATION

More students chose the **volunteer** option than ever before



50%

SCHOOL TO SCHOOL PROGRAM

INCREASE IN STUDENTS

Schools from **France** and **Chile** joined our large cohort of schools from **Spain**.



“I was amazed to see how quickly 29 students from 7 different countries forgot about being shy and became a real community—a community of teenagers who looked out for each other, expanded their comfort zones, and learned to think about helping the environment.”

—Tami Devine, Teacher at Summer English Academy, New York

WORK PROGRAMS

"What is a global leader?" This was one of many questions asked of participants who attended the inaugural Global Leader Conference in Washington, D.C. this past summer. Representing nine countries, the attendees had an opportunity to volunteer and participate in an important dialogue about global leadership and building an alumni community. The highlight of the conference was when these global leaders formally presented their plans on becoming greater global leaders to the Department of State's Deputy Assistant Secretary, Robin Lerner.

Here is what one participant of the Global Leader Conference had to say:

“What I gained from volunteering is the desire to continue the work that I did in the U.S. in my home country. This inspiration comes from the experiences that I have had with friends and coworkers who I saw give back to their communities selflessly.”

Ambassador Scholars Program **increased** by:

100%

16 AWARDED
PARTICIPANTS

Together, these incredible participants **created**:



54

BLOGS



65

VIDEOS



175

VOLUNTEER HOURS IN THE U.S.

They continue to make an impact on the world by bringing their experience back to their home county through their own planned and executed service projects.

Summer Work Travel Program (WT)

6,000

INTERNATIONAL UNIVERSITY STUDENTS came to the U.S. to work at seasonal employers for the spring, summer, or winter seasons. The participants not only worked hard, they also had the opportunity to learn about the culture of the U.S. by traveling and volunteering.



CCI GREENHEART

Students on the Summer Work Travel program frequently volunteer with Greenheart Club.

In 2014, there were:



500

PARTICIPANTS



2,300

VOLUNTEER HOURS IN THE U.S.



2014 kicked off the first ever **J-Day Celebration**—a combined effort of three different sponsors and The Alliance for International Educational and Cultural Exchange, to plan events that included an element of fun, food, and volunteerism. CCI Greenheart partnered with one employer, Premier Aquatics, to organize a version of the Olympic Games for 270 participants. An impressive 883lbs of food was donated to the Capital Area Food Bank.

Career Advancement Program (CAP)

The Career Advancement Program promotes mutual cultural understanding and encourages personal and professional development by creating and supporting opportunities for international candidates to intern or train with U.S. businesses.

This year, CAP sponsored Interns and Trainees from **65 countries** such as [Uganda](#), [Zimbabwe](#), [Bangladesh](#), [Ethiopia](#), and [Kazakhstan](#), as well as countries that are crucial to U.S. diplomacy goals, including [Pakistan](#), [Russia](#), [Mexico](#), [India](#), [China](#), [Egypt](#), and [Lebanon](#). In addition to taking home valuable professional expertise, these Interns and Trainees gained invaluable skills in intercultural cooperation, accountability, and English which will enable them to become global leaders within their home countries.



30%

PARTICIPATION GROWTH



GREENHEART SHOP



- FAIR TRADE ARTISAN GROUPS
- GLOBAL COMMUNITIES BENEFITING FROM A FAIR TRADE RELATIONSHIP WITH THE GREENHEART SHOP

GREENHEART SHOP

In both retail and wholesale, the Greenheart Shop is an emerging leader in growing the reach and awareness of fair trade, a key component of Greenheart's mission. With the goal of educating the public on the importance of fair trade, the Shop succeeded in spreading awareness to a larger audience this past year. The retail store was voted "Best Home Furnishings Retailer" by the *Chicago Reader* in July 2014, and was featured on NBC's "24/7 Chicago" in November.

Historically, fair trade products have been marketed to a niche retail base, so in 2014 the Greenheart Shop's wholesale housewares line, Sobremesa, strategized to strengthen the awareness of fair trade products among national and international retailers. Its objective is to expand that base by offering more design-driven products that are crafted by international artisans who are paid a fair wage.

Sobremesa created a new tagline to drive this idea: "Fair Trade Redefined," which encourages retailers to reconsider what fair trade is and what it means to them. Their efforts came to fruition with the expansion of the line into 135 new retail outlets and the honor of winning "Best Visual Merchandising Display" at the Atlanta Gift Show in January 2014.

GREENHEART SHOP IS A MEMBER OF THE FAIR TRADE FEDERATION

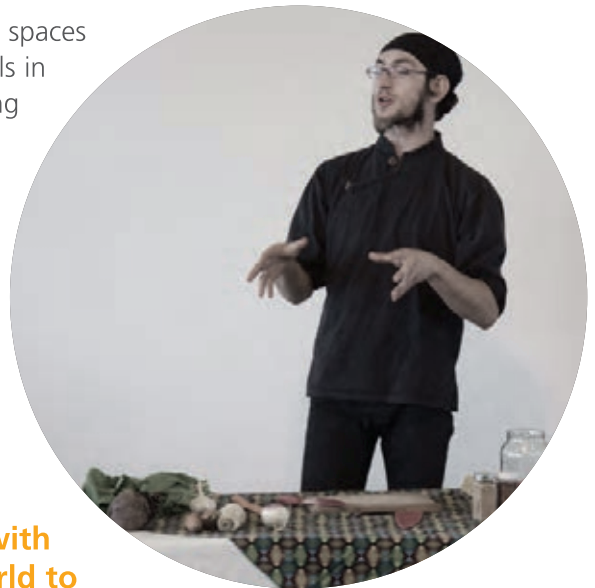
AND ADHERES TO THE
ESTABLISHED PRINCIPLES:

1. creates opportunities for economically and socially marginalized producers
2. develops transparent and accountable relationships
3. promotes fair trade
4. supports safe and empowering working conditions
5. ensures the rights of children
6. cultivates environmental stewardship



GREENHEART TRANSFORMS

From Chicago to Ibiza, Spain, Greenheart Transforms created spaces to bring different communities together and assist individuals in stepping into their full potential to solve the challenges facing our world. In April, Greenheart Transforms teamed up with ITP International for Leadership Transformed, a retreat to explore leadership at personal, local, and global levels in order to discover how we can all be positive forces for change in the world. Through improvisation games, presentations from community leaders, communication and reflection exercises, and meditation and movement, participants learned to implement new leadership skills into their daily lives.



“My weekend at Leadership Transformed began with a question: Do you believe it is time for the world to change and are you responsible for helping make it happen? Yes, I thought to myself and in that moment I knew I was in the right place.”

—Lauren Wulker, Cincinnati, OH



Greenheart Transforms teamed up with Chicago Oxfam Action Corps, the Cooperation Operation, and the Yellow Tractor Project to launch the first Urban Plant Pop-Up, a summer workshop teaching sustainable practices where apartment-dwellers created their own seed bombs and starter plants. In October, Greenheart Transforms hosted the third annual Envisioning a World Transformed. This event brought together over 20 environmental organizations to create a one-stop shop to learn about the many ways Chicago is becoming an ecological city.

Finally, Greenheart Transforms spearheaded the formation of a collective of leaders from the human potential movement—the first of its kind in the industry. This strategic collective supports the mission of our individual organizations by sharing resources and knowledge in order to propel the movement of transformation forward.

GREENHEART TRAVEL

It is important to Greenheart Travel that the personal change gained through meaningful travel is fostered beyond the completion of a program. As such, in 2014 Greenheart Travel took the first strides toward developing an alumni community. The first year of our Ambassador Program welcomed seven alumni who represented Greenheart Travel on their respective college campuses, connecting their peers to opportunities to travel and volunteer abroad. The benefits of connecting former study abroad participants with students preparing to do so in 2015 have emerged through this initiative and the new high school alumni mentorship program. Greenheart Travel connected alumni with potential travelers through increased presence at educator and industry conferences and hosted the first alumni event for teen global leaders.



2014 was an inspiring year of **growth** and **development**:



11%

HIGH SCHOOL ABROAD

INCREASE IN AMERICAN AND CANADIAN HIGH SCHOOL STUDENTS STUDYING ABROAD

2 study abroad destinations were also added ([Costa Rica](#) and the [U.K.](#)), growing program opportunities to 20 countries.



55%

ADULT TEACH AND WORK ABROAD

INCREASE IN PARTICIPANTS

New program launches: 2 new government supported Teach in [Colombia](#) programs, a Teach in [Indonesia](#) program, and a new [Thailand](#) Internship opportunity for college students.



17%

TEACH ENGLISH IN A HOMESTAY

INCREASE IN PARTICIPANTS

Allows teachers to experience life abroad as an English tutor for **1–3 months**.

“I’ve learned things I didn’t know about myself 2½ months ago. Things like how much I appreciate my family, how I can’t imagine going to college in my hometown because of how good it feels to live somewhere new, how much I love my best friends, how much I want to travel the world, and that I’m lot stronger than I thought I was.”

—Taylor Woolridge, High School in France alum

“As a high school teacher, I was able to use this experience to help me grow professionally as well as personally. I am already looking into what other Greenheart Travel programs I can do next year. I absolutely recommend this organization for ALL opportunities abroad.”

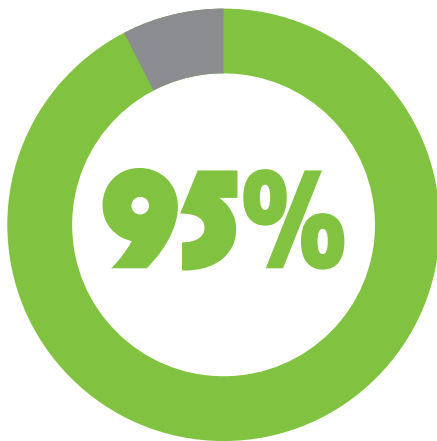
—Amy Brooks, *Teach in Italy* alum

While many programs grew in 2014, Greenheart Travel also took this year to review volunteer projects and restructure programs to align with the environmental component of Greenheart International.

Greenheart Travel was invited to join like-minded organizations as a partner for the Institute of International Education's (IIE) Generation Study Abroad initiative, created to double the number of American students that study abroad to 600,000 by the end of the decade. Greenheart Travel has committed to help reach the initiative's goal and is working to create new study abroad opportunities for students and educators in addition to service learning and leadership development programs. With industry support from Washington D.C., Greenheart Travel has made concentrated efforts to broaden students' global perspective through studying abroad.



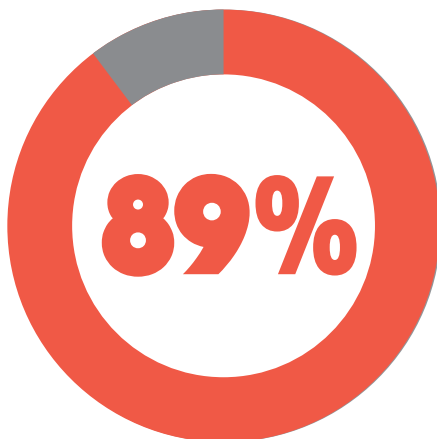
AS A RESULT OF THEIR GREENHEART CULTURAL EXCHANGE PROGRAM, PARTICIPANTS:



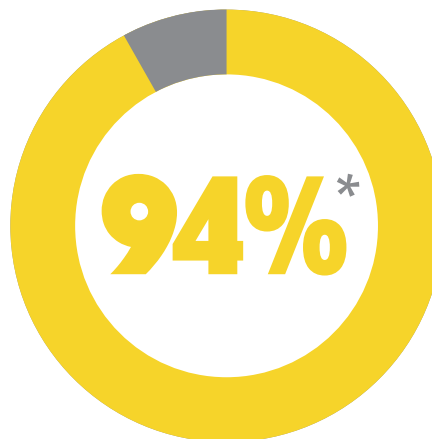
FEEL EMPOWERED to adapt to life's challenges



INCREASED THEIR UNDERSTANDING of themselves and how they relate to the world around them



ARE INSPIRED to continue learning about cultures and countries other than their own



IMPROVED THEIR UNDERSTANDING of the American people and culture

**participants on a cultural exchange program in the U.S. (CCI Greenheart)*



**BOARD OF
DIRECTORS &
ADVISORY
COMMITTEE**



Emanuel Kuntzelman

Current position: President & Founder of Greenheart International, Chicago, IL
On the board since: 1985



Laura Rose

Current position: CEO of Greenheart International, Chicago, IL
On the board since: 1990



Rose Anthony

Current position: President of Management Design, San Francisco, CA
On the board since: 2011



Roy Curran

Current position: President & CEO of Oak Bank, Chicago, IL
On the board since: 2006



Declan Millar

Current position: Managing Director of High Schools International, Dublin, Ireland
On the board since: 2006



**Leslie Ward Jones, Ph.D.
(Secretary)**

Current position: Senior Administrator at the National Resources Defense Council, San Francisco, CA
On the board since: 2003



Richard Zacaroli, MBA (Treasurer)

Current position: Business Development Manager for Corning, Inc., Specialty/Advanced Optics, Sacramento, CA
On the board since: 2005

ADVISORY COMMITTEE

- **Bessie Alcantara:** Director of Operations & Quality Improvement, BUILD
- **Kristen Amato:** Owner and Designer, K. Amato Designs
- **Justin Booz:** Co-Founder, Cooperation Operation and Artist
- **Kevin Lampe:** Executive Vice President, Kurth Lampe
- **Monika Lotter:** Co-Founder, Flight Deck Chicago
- **Michael Perry:** Senior OEM Outside Sales Representative, Wesco Distribution, Inc.
- **Mary Teeter:** Manager of Development, US Soccer

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Quartino
Sobremesa
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The Naked Grape
Travel Associates
Windy City Wine Tours
Wines for Humanity
Wirtz Beverage Group
International TEFL Academy
Zullo's
Irv & Shelly's Fresh Picks
Nana Organic Café
Sandwich Mein
Ambassador Organics
The Amazing Kale Burger
Free Style Food and Drink
Treasure Island
I heart keenwah

GREENHEART CONNECTS PEOPLE AND PLANET TO CREATE GLOBAL LEADERS.

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