

Greenheart International 2020 Impact Report



A letter from Greenheart CEO, Laura Rose

Though the year was enormously challenging for the cultural exchange industry overall, there is still much for us to be grateful. In 2020, Greenheart celebrated its 35th year in operation, having facilitated the cultural exchange experiences of more than 160,000 international participants since its inception in 1985. This milestone serves to remind us of the resilience and fortitude of an industry that has been beset with many obstacles over the course of time and continues to endure.

Prior to the pandemic, our plan had been to organize 10,000+ exchange programs in 2020. The closing of borders and the implementation of the Presidential Proclamation prohibiting international exchange visitors on work-based programs from coming to the U.S., came close to decimating our operations entirely and sadly resulted in the cancellation of many programs and the furlough of a significant number of staff. Nevertheless, thanks to the remarkable spirit and determination of our community members and remaining staff, Greenheart succeeded in providing programming for more than 1,400 participants over the course of the year.

Many of these extraordinary young people have shared their stories of joy, learning, and the formation of friendships that took place despite enormous obstacles.

Other milestones of note were the promotion of COO Daniel Ebert, a highly capable staff member with Greenheart for more than 20 years, to the role of President last spring. In addition, a long-time dedicated Greenheart board member, Richard Zacaroli entered the role of Board Chair, following our visionary founder, Emanuel Kuntzelman's move to Chief Advisor. Each is an invaluable member of our team.

While the road remains rocky during these extraordinary times, Greenheart becomes increasingly adept at navigating its tumultuous path and looks forward with eager anticipation as a new year unfolds. As witnessed in the uplifting stories and reports herein, the indomitable spirit of cultural exchange is only further buoyed in moments of adversity. We remain resolutely committed to connecting people and planet, and to creating global leaders through our many programs and initiatives. We invite you to savor these uplifting stories, and we thank you deeply for your ongoing support and belief in Greenheart and its mission.

With appreciation,
Laura Rose, CEO



RESILIENCE

FORTITUDE



2020

Greenheart celebrated
35 years &
countless stories of
CONNECTING
PEOPLE + PLANET

GREENHEART EXCHANGE

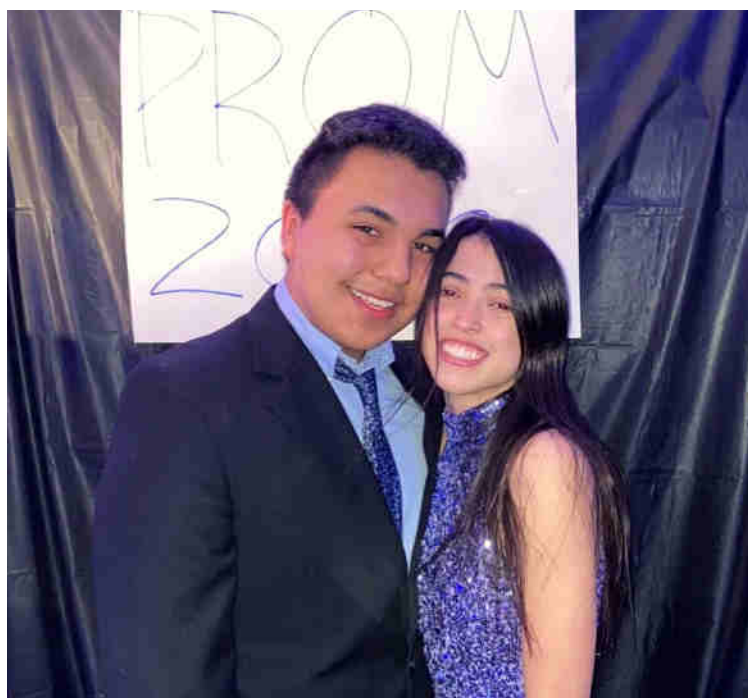
HIGH SCHOOL PROGRAMS:

When Lukas from the Czech Republic arrived for his high school program in New Prague, MN, he discovered a Czech bakery, plus the Rotary Club and Czech Heritage Society invited him to speak. His host family takes him snow shoeing, ice fishing, and cross country skiing. And he goes snow tubing with a group of exchange students. He's thriving thanks to his perfectly matched placement.

www.placewithgreenheart.org

Elisa's dream was to have an American prom. She was devastated to miss prom since the pandemic meant going home early to Brazil. But her host family came to the rescue with an overnight surprise--pulling off an impromptu prom--complete with a DJ, balloons, lights, snacks, and a photo booth. While Elisa was modeling her prom dress, her date rang the doorbell with a corsage.

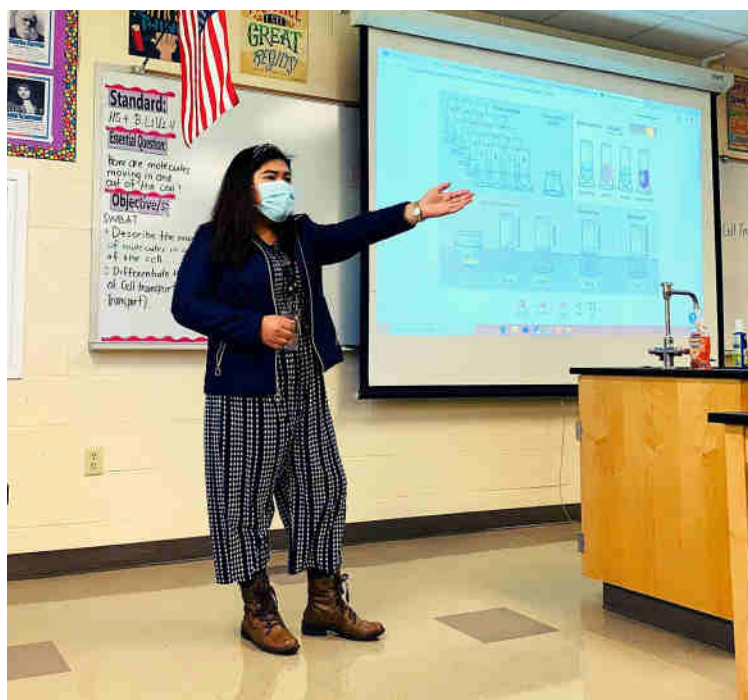
www.hostwithgreenheart.org

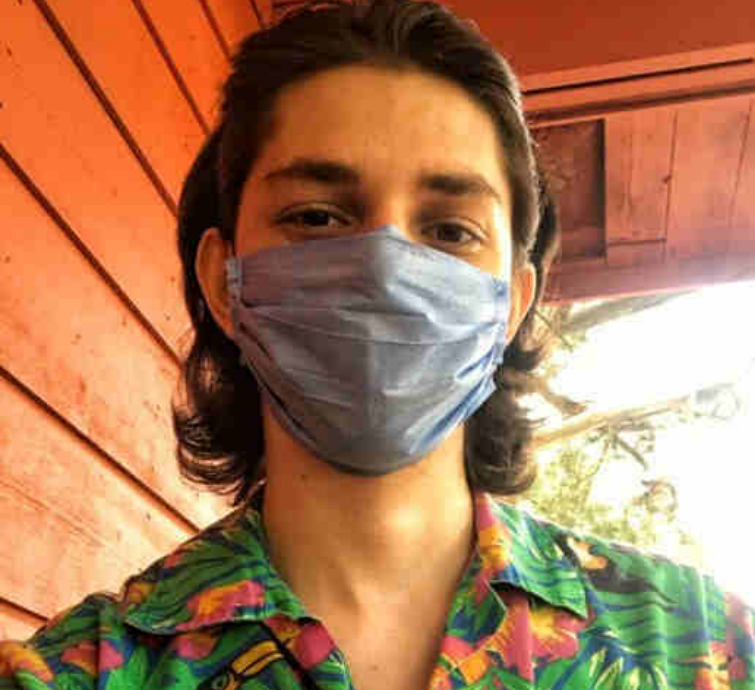


TEACH USA:

What a year for our international exchange teachers, who had to adapt to hybrid in-person/virtual classrooms, all while acclimating to the USA. Thanks to all our teachers who brought their creativity and perseverance to make the most of a hard situation. Greenheart's Teacher program continues to grow and we were proud to welcome the arrival of 60 teachers in December for schools across the country.

www.hostgreenheartteachers.org





GREENHEART EXCHANGE

WORK & TRAVEL:

"It was one of my biggest dreams to go to the USA and I finally achieved it with the Summer Work Travel program. Even during a global pandemic, I've had the best summer of my life. I gained experience and lived the American lifestyle. I developed my English and communication skills, participated in lots of cultural activities, and made friends from all over the world. Now I have new perspectives on the world thanks to Greenheart. It will be my fuel to build a better life and a career." - *Baris*



"It was like no other year. I wish I could've come before the pandemic, but this was a different experience. I felt safe in general cause all of the employer staff were very good and kind. I'd recommend the Summer Work Travel program even in the pandemic times." - *Oguz*

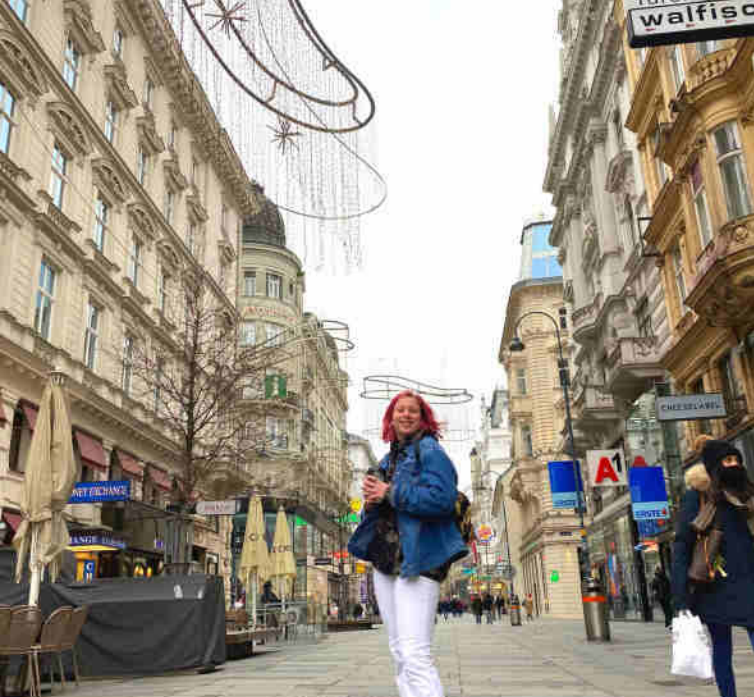
www.hirewithgreenheart.org



INTERN / TRAINEE:

"I've learned how to create and edit images to appeal to consumers and drive sales, and I practice e-commerce skills like email and social media. Every week I learn and use new marketing skills. It has been a good year overall even though we are in the midst of the pandemic. I learned and grew a lot." - *Ji*

www.hostgreenheartprofessionals.org



GREENHEART TRAVEL

YES, there is a pandemic, AND still, Greenheart Travel had students traveling for high school abroad. Mollie practices the "Yes, and..." improv tool as an exchange student in Vienna: "You've no idea what you're doing, until you do it. People don't go study abroad with everything figured out. YES you learn as you go, AND what amazing experiences!"

www.greenhearttravel.org

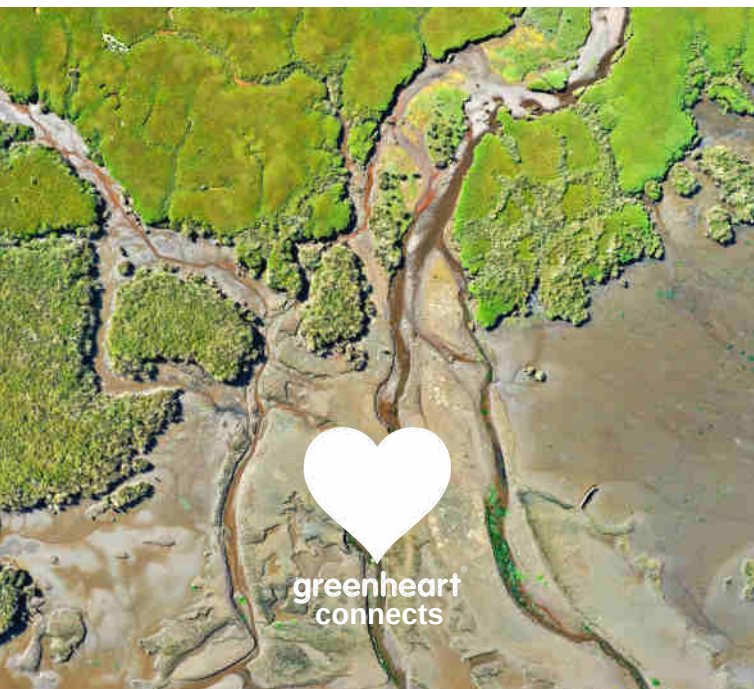
GREENHEART SHOP



Greenheart Shop exceeded expectations as customers ordered holiday gifts online and bought more tabletop items for enjoying meals at home. Greenheart is #1 of 30 vendors at the Chicago Fair Trade Pop-Up Shop. Sobremesa, our wholesale division, also finished the year with strong sales. Sobremesa is Fair Trade, environmentally sustainable, and every item comes with an artisan story.

www.sobremesasales.org

GREENHEART CONNECTS



Our virtual exchange, Greenheart Connects, launched in September 2020 on a mission to inspire viewers to care for the earth and for each other. Monthly, the online series digs into original stories about our environment, volunteering, fair trade, and personal growth.

Each episode includes a global live Q&A with the presenters.

www.greenheartconnects.org



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