



Greenheart International 2023 Impact Report



A letter from Greenheart President, Daniel Ebert

2023 marked an incredible year for Greenheart with our programs nearing levels facilitated prior to the pandemic. This year, we were thrilled to offer more students and professionals the opportunity to experience life-changing cultural exchange programs in the USA and abroad. It's good to be back!

The last few years allowed Greenheart time to reflect and to revisit how we did things. In addition to embracing a fully remote work culture, we undertook deep analyses of processes and procedures. In 2023, we continued focus on reigniting and improving all that Greenheart began building back in 1985. We tweaked our staffing structure and invested in new technology to be more effective and efficient. We gained new perspectives from increased industry collaboration and from adding new, highly-engaged board members. We bid farewell to our beloved fair trade brand, Greenheart Shop/Sobremesa in order to focus on our core mission. And most significantly, Greenheart transitioned leadership. After serving Greenheart for over 30 years, Laura Rose moved from her role as CEO to Chief Advisor at the end of 2023, while I remain in my capacity as President.

Greenheart refreshed its commitment to engagement in volunteerism and personal development with the return of programming that has always set us apart. From our Global Leadership Conferences, Alumni Council, and Global Impact Grants, to leadership development trips on our high school program, Greenheart practices what we preach!

2023 also marked the year that we were awarded the prestigious Ambassador Scholarship Grant from the U.S. Department of State. This program has the goal of serving more than 120 students from underfunded countries by offering them an opportunity to learn about and experience the United States. Greenheart facilitated our first cohort in 2023 and we are set to welcome another group shortly.

Looking ahead, Greenheart is poised to soar even higher. Stay tuned for more about the expansion of our partnerships with American schools, our advocacy and impact measurement initiatives, and communications strategies.

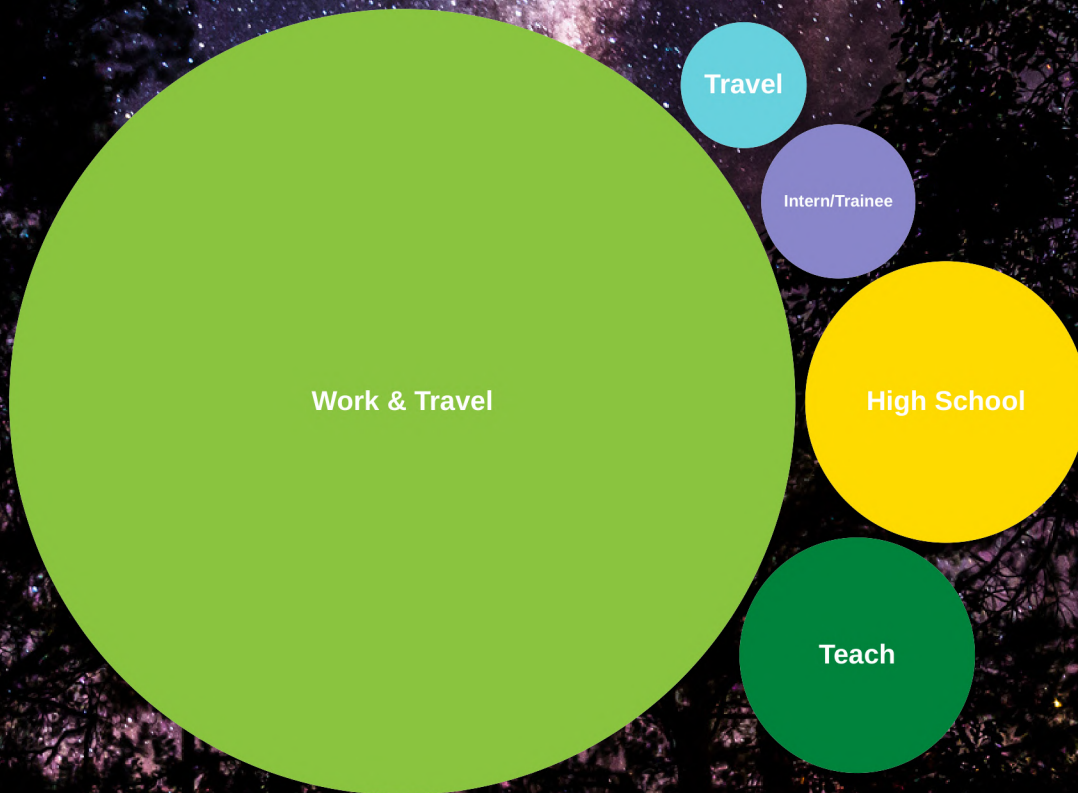
Our varied program portfolio allows us to touch the lives of a diverse demographic of individuals--in age, nationality, socioeconomic background, and ultimately, career paths. We hope you'll take some time to read the stories featured here--stories of learning, of joy, of growth, and of the impact of cultural exchange programs in furthering mutual understanding and diplomacy. These stories epitomize why we do what we do.

We would not be able to accomplish all we have without our dedicated Greenheart community. We believe that together, the sky is the limit. Thank you to our traveling participants who take life-changing journeys. Thank you to our hosts, our overseas partners, our staff, and to every one who is open to learning more about the world outside their border and to changing the world--one friendship at a time.

With gratitude,
Daniel Ebert

Greenheart in 2023

Greenheart International facilitated 7,000+ cultural exchange programs for students and adults through our branches: Greenheart Exchange (inbound) and Greenheart Travel (outbound).



OVERALL IMPACT



Community Impact

Global Alumni	169,181
Host Families	730
Host Organizations	724
U.S. Schools	1,129
Field Staff	442
Partner Countries	95

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

We could not do it without the dedication and support of our global community.

IMPACT: CONNECTIONS



94%
of our inbound
participants say that
our programs left
them with a positive
impression of the
USA.

96%
of participants plan to
stay in touch with
their hosts.

We envision a world where
communities come together to
create a more peaceful and
sustainable future for all.

Bringing individuals together
from around the world fosters
understanding and diplomacy.

90%
of our travelers,
hosts, and field staff
have a more positive
impression of other
countries as a result
of their cultural
exchange program.

IMPACT: UNDERSTANDING



Greenheart received the prestigious Ambassador Scholarship Fund, a grant from the Department of State's Educational and Cultural Exchange Bureau. The grant offers Work Travel opportunities in the USA to 123 students from underfunded countries.

Brilliant students from around the world earn the opportunity to have their program and travel fees covered so they can learn about and experience the American way of life.

In 2023, we awarded our first six grantees representing Fiji, Argentina, and Costa Rica. Thank you to the Host Organizations in Wisconsin, Idaho, and New Mexico who welcomed these university students.

IMPACT: OPPORTUNITY

GREENHEART EXCHANGE

WORK & TRAVEL:

"I'm so grateful this program exists because I'm being exposed to so many different, new, exciting and interesting things and people. I really do love and enjoy every moment and I'll definitely be sad when it's time to leave. Idaho is so beautiful and brings me peace every time I stare at nature. The people are wonderful and I feel oddly at home in a whole different country." *Roshaun, Jamaica*

Greenheart offers many ways for Host Organizations to interview candidates and fill seasonal positions. We host International Job Fairs and this year, we launched our new virtual hiring event, powered by simple and efficient technology. Feedback has been great! "This process went very smooth for me. The setup was user friendly, and I kept on track with everything!" *Heather, Host Organization*

www.HirewithGreenheart.org

AMBASSADOR SCHOLARS:

"We were very honored to be chosen as one of the hosts to have three ambassadors join our staff. The best part of having exchange students work for us is that they come from all over the world. We learn many things about them personally and culturally. The diversity they bring to our company shows our guests we're inclusive. We're here to teach and also learn from them." *Rachael, Host Organization*

www.AmbassadorScholarshipFund.org



GREENHEART EXCHANGE

INTERN/TRAINEE:

"As a front desk trainee, I have enhanced my communication and interpersonal skills, mastered multitasking, and developed strong attention to detail. I attained goals like providing excellent customer service, efficiently handling reservations, and gained expertise in hotel management systems. It is a great program which I will recommend to my friends, because I have learned a lot for my career." *Hiroua, Chad*

www.HostGreenheartProfessionals.org

TEACH USA:

"As an Inclusion Teacher, I work alongside general education teachers to deliver culturally responsive lessons that create a significant impact on our students by promoting a better understanding of cultural differences and awareness to stimulate our students' curiosity and prepare them to be globally-aware citizens of the world."

Martha, Philippines

HOST SCHOOL:

"North Platte Public School District has hired seven Greenheart teachers from the Philippines! This is our 1st opportunity to recruit internationally, and we have hired seven **exceptional** staff members! The photo shows their commitment to Greenheart and North Platte Public School District!" *Kevin, Host School*

www.HostGreenheartTeachers.org



GREENHEART EXCHANGE

HIGH SCHOOL PROGRAMS:

"My exchange year was fun. If you want to become an exchange student, you should appreciate little things like watching your favorite TV show together, laughing together because someone burned food, or taking pictures of silly things. A program like this helps you realize how important friendships and family are and how to be on your own."

Giulia, Germany

www.HostwithGreenheart.org

"Areeya won a coveted grant spot to come to the USA and was the very last girl placed. I've loved her since the first time I met her. She has a humility that is just so beautiful. I don't believe that I ever saw Areeya give less than 110%, even if it was something she didn't think she could do. We encouraged her to apply for a trip to Hawaii and she won!"

Faith, Greenheart LC on Areeya, Thailand

www.PlacewithGreenheart.org

GREENHEART SCHOOLS:

"We welcome the opportunity to have Greenheart Exchange students join us at Bishop Grimes. They are engaged, enthusiastic, and ready to be involved in academics and extracurricular activities. Our students look forward to sharing time with the exchange students, learning about their culture, introducing them to school activities, and often making travel plans to visit each other in the future."

*Sue, Host School
Director of Admissions*

www.GreenheartSchools.org





TEEN STUDY ABROAD:

"I thoroughly enjoyed my time in Japan. I got to experience an entirely different culture and learn a new language. Japan is a beautiful country and I would definitely go back."

Christopher, Teen Language Camp Japan

www.GreenheartTravel.org

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



TEACH ABROAD / WORK ABROAD:

"I wanted to push myself out of my comfort zone and try something that was challenging for me. I feel like this experience changed me for the better. It has challenged me with time management and being able to ask for help. Thai schools are run differently than schools in the U.S and it keeps me on my toes." *Mana, Teach Abroad Thailand*

www.GreenheartTravel.org

**Teach Abroad in 12 countries
+ Work Abroad in 3 countries**



FIRST TIME TRAVELER SCHOLARSHIPS:

Greenheart Travel awarded \$13k in grants to First Time Travelers in 2023. Advice from one winner: "Be open to new experiences. Talk to your host family about the things you want to do. I had many adventures with the family, general outings, doing what they do, and being part of their life. They made me very welcome and I stay in touch with them."

Stirling, Teach in a Homestay, South Korea

www.GreenheartTravel.org/resources/scholarships

GLOBAL IMPACT GRANTS:

Joe is a visually-impaired YES scholarship grant alumnus. He was awarded a Greenheart grant in 2023 for his project, *Mobility Training in Liberia*. “While in the USA, I learned how an inclusive society works. Many blind people in Liberia cannot independently move, while others are kept in one place all day.” Joe plans to positively change the quality of life for those with vision loss with this training. *Joe Kpaklah, Liberia, 2016-17 High School Program*

Greenheart awarded 10 Global Impact Grants in 2023, benefitting communities in Ghana, Philippines, Brazil, India, Armenia, Pakistan, Jamaica, Colombia, and Liberia.

JUNIOR GREENHEART GLOBAL LEADERS CONFERENCE:

This event brought a select group of six high school scholars from five different countries to Chicago for a 4-day leadership conference that included workshops, volunteer opportunities, cultural activities, and presentations. “I gained valuable insights on effective leadership strategies, innovative approaches to problem-solving, and the importance of community engagement” *Deepti, India*

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





VISION

In 2024, Greenheart will further its mission to facilitate meaningful programs that connect people and planet through:

- Expansion of partnerships with American schools
- Impact measurement initiatives
- Deepening key partnerships
- Advocating for bi-partisan support of cultural exchange programs
- Increasing engagement with staff and key stakeholders

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