

Greenheart International 2021 Impact Report



A letter from Greenheart CEO, Laura Rose

As we bade farewell to 2021, Greenheart breathed a collective sigh of relief in having proven what many had thought impossible, cultural exchange could not only survive, but thrive, despite extraordinary challenges. Rising from the ashes of the pandemic's debacle of 2020, Greenheart closed 2021 having facilitated the life-changing cultural exchange experiences of nearly 3,000 participants, while the Greenheart Shop had its highest producing year since inception.

Through prudent and careful planning, and the tenacity of our team, Greenheart was able to work around the obstacles of closed borders, insufficient visa processing, scarcity of flights, the vacillation of schools willing to accept exchange students, and ongoing outbreaks of new strains of the virus, to ensure that our participants traveling from 88 countries around the globe were able to fulfill their dreams of living out a vibrant and enriching cultural exchange experience.

Equally commendable, was the extraordinary performance of the Greenheart Shop which successfully delivered environmentally sustainable, exquisitely handcrafted table items to mindful customers in spite of the roadblocks created by shipping delays, production halts, and reduced inventory.

Moving into a new year in which volatility mounts globally, we are reminded ever more poignantly of the essential nature of our work in helping to meet the goals of the Fulbright Hayes Act of 1961 in promoting better mutual understanding among the peoples of the world through educational and cultural exchanges. In light of the vital necessity for Greenheart's fundamentally important work, we anticipate more than doubling the number of participants benefitting from the positive impact of cultural exchange, as we deepen our focus on advocating for the availability of visas, open borders and open minds. We shall also strive to ensure the availability of even more fair trade products for conscientious consumers supporting artisans applying sustainable practices around the globe.

"As Greenheart continues to surmount great challenges, the instability of the world's geopolitical stage has proven that our work is always important, but it is particularly important now, when building the trust and understanding that is so needed to counter violence and hatred."

Greenheart Board Member (Ret.) Ambassador Ian Kelly

We remain eternally grateful to our exceptional staff, hosts, partners, and community members for their ongoing support of Greenheart's mission to create global leaders by connecting people and planet.

With appreciation,
Laura Rose, CEO



RESILIENCE

THRIVE

In 2022, Greenheart plans to:
Ramp-up programs with
flexibility, focus on deepening
key partnerships, improve
efficiency of operations, and
advocate to ensure cultural
exchange programs are
protected and continue to have
bipartisan support.



GREENHEART EXCHANGE

HIGH SCHOOL PROGRAMS:

Nadia is not a runner in Indonesia, but here, she joined the cross-country team. "I make a lot of friends from cross country—a super-duper supportive team and coaches, and we travel around Washington for the meets with other schools every week. I learn to appreciate others—and that my limit is not what I thought." She's thriving thanks to her perfectly matched host family and school.

www.placewithgreenheart.org

Laiba is an exchange student from Pakistan. "I am placed in Missouri with my host mom, dad, and two host sisters. I love them so much because from the moment I stepped into their house, they made me feel like their own. My exchange year is the best thing I've ever done. I am really proud of myself for making the decision to do it and then actually doing it."

www.hostwithgreenheart.org



TEACH USA:

Greenheart Exchange sponsored teachers from 20 countries in 2021. Our international teachers bring experience in subjects like Special Education and World Languages to their classrooms, and a world of culture to their schools, students, and communities. We hear many heartwarming stories from teachers sharing their country's traditions. The result? Greater mutual understanding and tolerance for cultural differences, and more appreciation for our many similarities.

www.hostgreenheartteachers.org





GREENHEART EXCHANGE

WORK & TRAVEL:

"Last night was the Independence Day of the USA and there was a fireworks show where we could see a beauty of lights. We went outside with the other friends from home, Filipinos, Romanians, Mongolians, all together, enjoying this beautiful experience in moonlight and fireworks." - *Emilia*



"The Americans at my housing welcomed me with cookies, and we talked about Jamaica, and the tourist attractions, and places in the USA. I introduced them to Ackee & Saltfish, which is my home country's national dish." - *Rogeish*

Greenheart set a new standard by adding virtual hiring events. It's an easy, efficient, and effective option for conducting a high volume of interviews at each event. "If you sign up for virtual hiring through Greenheart, the hardest thing you have to do is show up." - *Joe*

www.hirewithgreenheart.org



INTERN / TRAINEE:

"I've had a great experience. The opportunity to learn the hospitality business culture and aspects of America has been amazing. I am truly thankful and grateful every single day since this brings me closer to fulfilling my career goals in the long run. Thank you Greenheart Exchange." - *Bianca*

www.hostgreenheartprofessionals.org



GREENHEART TRAVEL

Despite all the travel regulations and unknowns, Vinicius took a leap of faith to teach abroad in Colombia, "Even if things seem overwhelming at first, and we can't tell what the path ahead of us looks like, we can gather the knowledge and skills to deal with each obstacle. Before we know it, we'll have gone so far and seen so much!" - *Vinicius*

www.greenhearttravel.org



GREENHEART SHOP

Greenheart Shop had its best year ever in 2021. Revenue increased more than 10% and expenses were reduced significantly.

The team was able to overcome supply issues and keep the orders rolling out, even as the Shop moved into a new warehouse. Keys to success were more concentration on wholesale Sobremesa, some social media attention from a prominent influencer, and an increased focus on online orders and sales.

www.greenheartshop.org



GLOBAL IMPACT GRANTS

Greenheart awarded three Global Impact Grants in 2021--funding for community projects to help connect people and planet.

We're thrilled to see these Greenheart alumni get started on their projects: Kamila Almaz from Kyrgyzstan, Ayaulym Akhilova from Kazakhstan, and Kirin Taylor from the USA. Congratulations! To contribute to future grants and scholarships, visit:

www.greenheart.org



BOARD OF DIRECTORS

BOARD CHAIR Rich Zacaroli

CEO & CO-FOUNDER Laura Rose

SECRETARY Jack Blanks

TREASURER Roy Curran

BOARD MEMBERS Katia Petersen
Ian Kelly
Amikaeyla Gaston
Shamini Jain

FOUNDER & ADVISOR Emanuel Kuntzelman

HONORARY Ervin László

DONORS

**Enormous
thanks to all of
our generous
donors**



greenheart

