

Greenheart International

2019 Impact Report



In 1985, Greenheart launched its first international exchange program inspired by the idea that empowering youth to be global changemakers transforms our world. Thousands of partners, volunteers, and passionate young people answered the call to create social transformation through international education, fair trade, environmental awareness, and citizen diplomacy.

Since then, Greenheart International has grown to serve over 150,000 young leaders from 107 countries, equipping them on their journey towards personal and global transformation.



A Letter from CEO, Laura Rose

As I reflect upon 2019, and the significant accomplishments made by Greenheart's global community, I am reminded of how much there is to be truly grateful for. During the course of the year, we facilitated the cultural exchange experiences of over 10,000 participants who were engaged in projects focused on community development, environmental sustainability, cultural understanding, women's empowerment, and the expansion of their leadership skills.

Countless aspirations were fulfilled through our Greenheart Global Impact Grants, volunteer projects, and leadership workshops. Our grant recipients worked with local youth in some of the most underserved regions of the world to create playgrounds for children in Jamaica, to provide running water in schools in Colombia, to establish literacy projects in India that motivate children to stay in school, and to provide basic sanitary conditions and school supplies in countries worldwide—essentials that all too many are unable to afford.

Since its inception 35 years ago, Greenheart International has welcomed more than 150,000 participants to our programs and witnessed the making of countless passionate global leaders. Hailing from more than 85 countries, each of these young people has remarkable stories to tell about the impact the cultural exchange experience had on their lives and the lasting impressions they left on the people and the communities in which they lived and learned. Their poignant stories are vivid reminders of the importance of Greenheart's mission, and of the need to carry on our work, even in the face of adversity.

In this limited space, we celebrate just a few of our global leaders' remarkable accomplishments:

- **Jovany Sculable**, survived the devastation of multiple category 4 hurricanes and a 7.0 magnitude earthquake while growing up in Haiti. Being all too familiar with the destructive forces of natural disasters, he was eager to help others facing similar plights. When he learned about the decimation wreaked by Hurricane Maria, he applied for and received a Greenheart Travel scholarship, enabling him to live and work in Puerto Rico at a forest restoration project. There, he cleared roads, pruned trees, removed invasive species, and helped prepare meals for other volunteers, all while being nurtured and cared for by his Puerto Rican hosts. This meaningful work left him with a deep sense of accomplishment and a conviction to return to volunteer at Casa de las Selvas again one day.
- After traveling in El Salvador and seeing the positive influence that soccer programs had on local youth, **Haley Sauls** of Phoenix, AZ applied for a Greenheart Impact Grant. The grant provided soccer uniforms and equipment to at-risk kids in underserved Ecuadorian communities, which helps to prevent them from joining gangs. The experience of belonging to a sports team provides the opportunity for these youngsters to experience a sense of discipline, community, and fun, while fulfilling Haley's dream of making an impact.
- Half-way around the globe in Ghana, our thoughts go to **Timotina Boakye**, a remarkable young woman who advanced the rungs of the Greenheart Odyssey program to achieve recognition as a member of the Greenheart Alumni Council. To fulfill the council's objectives of transforming lives and the environment through community focus, Timotina's Greenheart project provides training to Ghanaian village women and youth to convert waste products to reusable, eco-friendly products such as baskets, decorative objects, grocery sacks, and soaps. The project generates income for these village women and youth, improving their lives while enhancing their community as a whole.

In a world faced with environmental degradation and social injustice, these Greenheart global ambassadors serve as a reminder that each of us has the power to positively alter the course of our future. We must take purposeful, measured steps to alleviate community challenges. Timotina, Haley and Jovany's stories help us to understand that no step is too small or insignificant. As a result, we grow to understand that it is the accumulation of many actions that weaves a rich tapestry of hope and resilience. This focused purpose enables us to see the global impact being made by Greenheart and so many like-minded individuals and groups working in tandem around the globe.

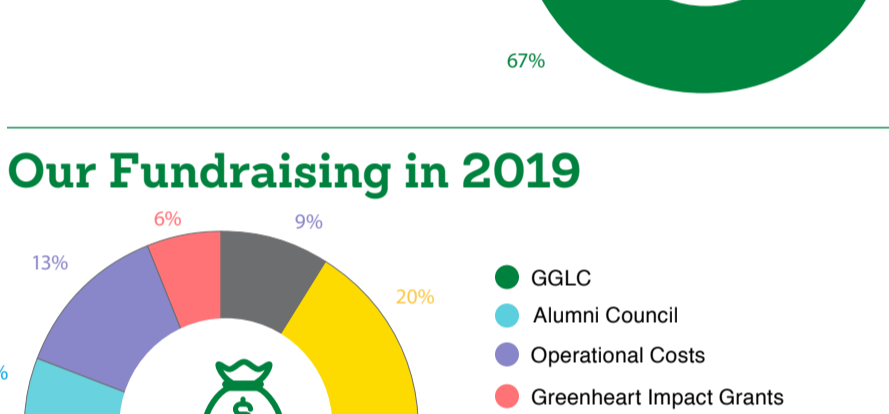
Since the beginning, Greenheart's dedicated team of staff, coordinators, sending partners, schools, host organizations, and families has been focused on assisting our participants to recognize that we are better able to understand ourselves when we understand the challenges and perspectives of others. It is this expanded knowledge that enables us to extend our worldviews, to apply a new understanding that is broader, sharper and more focused on improving the world around us, thus becoming a more compassionate "we".

As we enter a new decade—a time of enormous global challenges ranging from climate change, to pandemics, to nationalistic fervor, and increasing divisiveness between the leaders of our world—we celebrate the victories and accomplishments that each of us as individuals is able to achieve. Large wins or small, there is collective power in hope, empathy, and action that helps to ensure a brighter future for us all.

Warmly,

Laura Rose
CEO

Greenheart's Global Impact Grants



Greenheart's Global Village: Partners in Cultural Exchange

- 150,291 Alumni
- 10,238 2018-2019 Participants
- 1,705 U.S. Host Families
- 1,030 U.S. Host Organizations
- 695 U.S. Host Schools
- 622 Field Network Team
- 107 Countries in Partnership
- 700+ Shops in the U.S. carrying Sobremesa
- 40 Artisan Groups working with Greenheart Shop

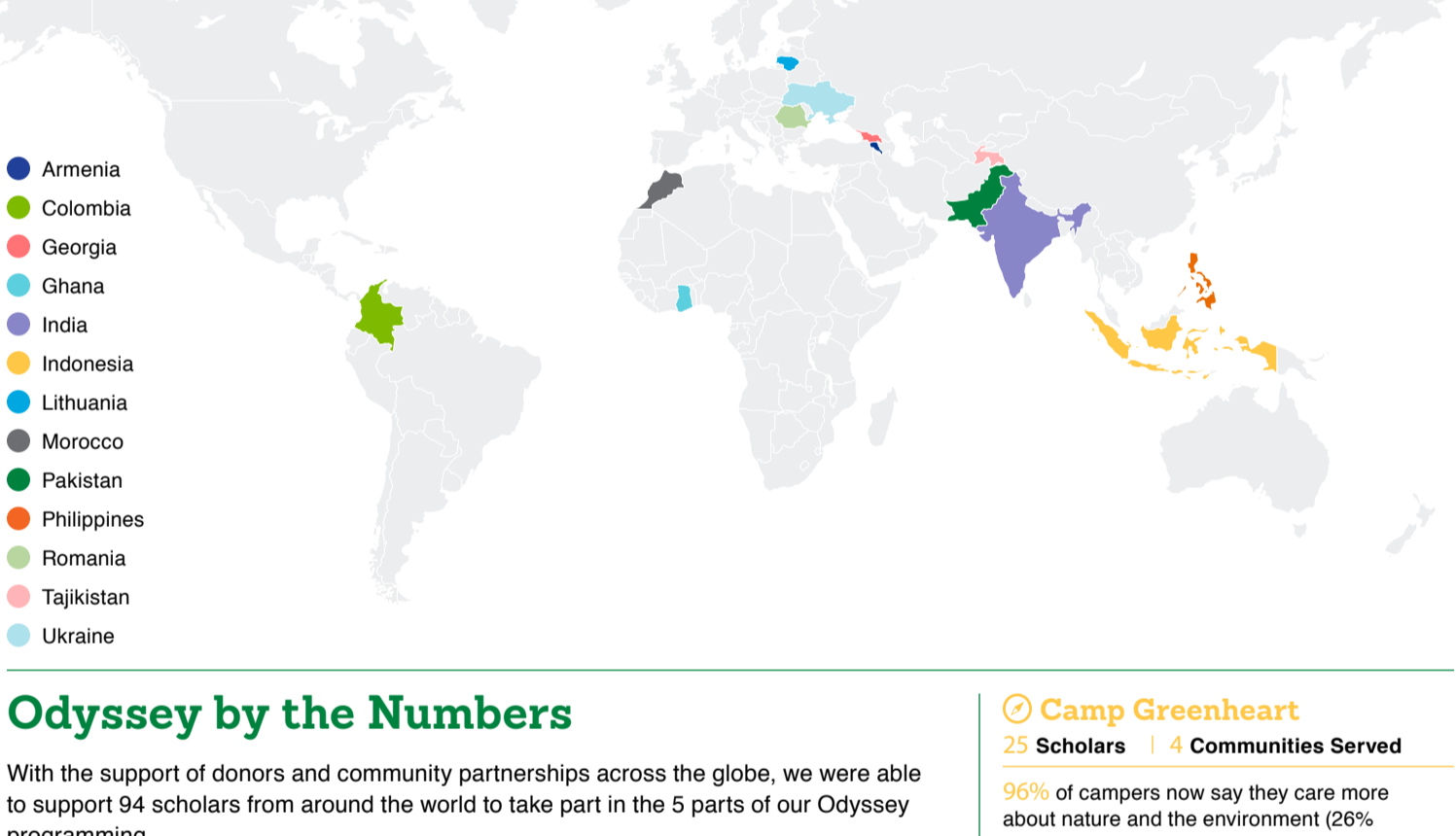
Our Fundraising in 2019



Greenheart's Service in Action

31,908 Volunteer Hours Logged into Greenheart Club

Countries Benefited

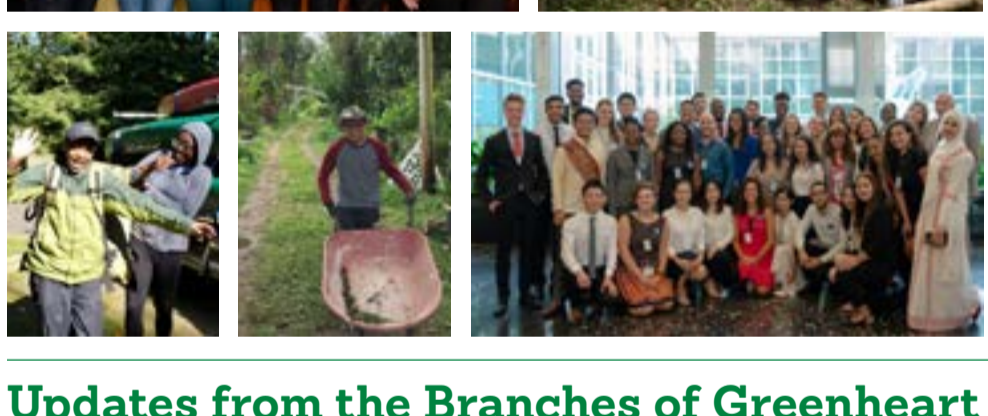


Odyssey by the Numbers

With the support of donors and community partnerships across the globe, we were able to support 94 scholars from around the world to take part in the 5 parts of our Odyssey programming.

One of our participants, Ely, shared his appreciation to our donors:

"Dear Donor, I really appreciate the opportunity to go camping. Something I learned was that lots of people live worse than me. I'm glad to say Greenheart helped me gain knowledge to be grateful. I loved to see the stars in the night it was my first time to... I really loved the experience."



Camp Greenheart

25 Scholars | 4 Communities Served

96% of campers now say they care more about nature and the environment (26% increase after attending camp)

Greenheart Quest

16 Scholars | 4 Communities Served

98% believe that they have the power to make a difference in the world (12% increase after attending Quest)

Junior Greenheart Global Leaders Conference

9 Scholars | 8 Communities Served

100% feel comfortable speaking and advocating for cultural exchange programming (12% increase after Jr. GGLC)

Greenheart Global Leaders Conference

39 Scholars | 23 Communities Served

98% now say that they have a network of supportive people from around the world (20% increase after attending GGLC)

Alumni Council

5 Scholars | 5 Communities Served

100% had attended a GGLC in the past—first time in Greenheart's history.

Updates from the Branches of Greenheart



Greenheart Exchange

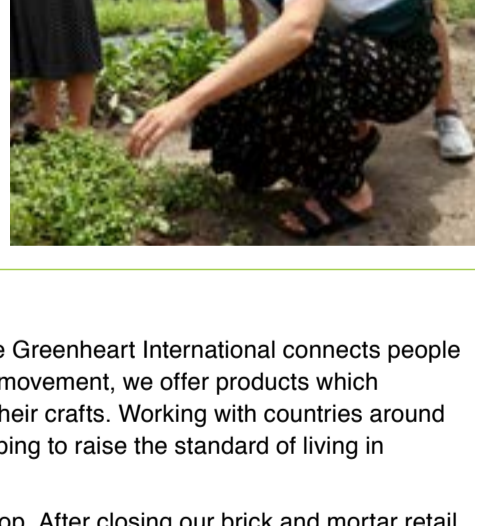
Marius Ignat, a high school participant from Romania, came to the U.S. through the Future Leaders Exchange (FLEX) Program funded by the U.S. Department of State. He began his program with Greenheart in 2018 where he lived with a volunteer host family in St. Louis, Missouri for his academic year. Both in school and in his community, Marius was actively involved in clubs and volunteer service, logging over 150 hours into the Greenheart Club. He was selected to attend the Civic Education Workshop held in Washington D.C. where he learned firsthand about U.S. government and culture. He attended a spring break trip to Hawaii with his fellow exchange students where he got to explore the country's most unique and tropical state as well as volunteer with environmental causes such as beach cleanups and land rehabilitation. He also won a full scholarship to the Jr. Greenheart Global Leaders Conference in Chicago where he and a select group of participants engaged in service, public speaking workshops, cultural exchange, and one-on-one engagement with innovative leaders.

Marius truly embodied the Greenheart theme of Standing with the Environment in 2019 and continues to be an advocate for the environment and cultural exchange. He is currently working on his Computer Science degree at the University of Westminster in London, where he still manages to stay involved in his community through volunteering at his local hospice and being a member of his university's environmental society.

Greenheart Travel

In 2019, Greenheart Travel provided scholarships to 12 individuals who identified as First Time Travelers. From sending teens to Spain for their very first experience for a year—to sending adults who had never left the USA to live and work in Vietnam for a year—the scholarships are a pinnacle of our mission to help facilitate cultural exchange. The scholarship is meant to help those who have never traveled before to participate in a cultural exchange program, in hopes that they will broaden their horizons and in the long run, contribute to more understanding and compassion in the world in general.

Our biggest growth in 2019 was the significant increase in participation to our growing teen language camp in Japan, where teenagers study Japanese language and live with a host family during their summer break. We sent another 100 teens to this program in 2019 and hope to send even more next year. We also launched a brand new "sister" program in Korea for 2020 based on the success of the Japan program. Our participants continue to impress us and push themselves out of their comfort zones.



Greenheart Shop

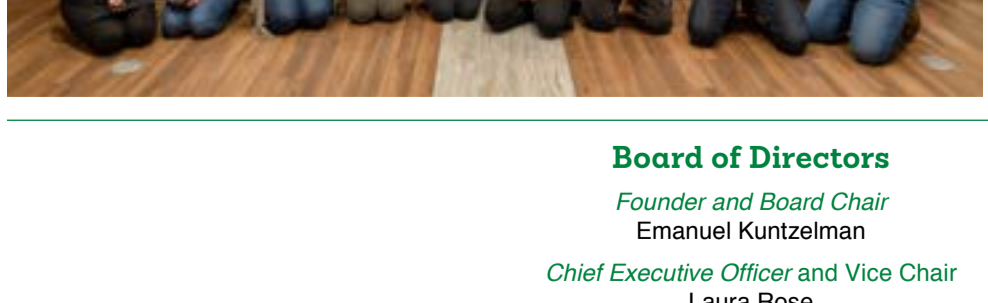
The Greenheart Shop is another avenue where Greenheart International connects people and planet. Embracing the growing Fair Trade movement, we offer products which benefit artisans by providing a living wage for their crafts. Working with countries around the globe, The Greenheart Shop is directly helping to raise the standard of living in many families and communities.

2019 was a strong year for The Greenheart Shop. After closing our brick and mortar retail store last year, we turned our focus to our wholesale Fair Trade line, Sobremesa. We experienced a large growth in both our customer base and product offering. One highlight was placing our handwoven Guatemalan tablecloth in Pottery Barn stores nationwide, further raising the profile of Fair Trade throughout the US.

The Greenheart Shop operated in a reduced format in the Galleria, an artist co-op in the Andersonville neighborhood of Chicago. We were able to re-create our beautiful product mix with a reduced footprint; allowing our retail presence to live on in our hometown. We also took the Greenheart Shop on the road for the 2019 holiday season, participating in the Chicago Fair Trade holiday pop up shop and 8 other Christmas fairs. We had our largest sales day in our history in Madison, Wisconsin at their Fair Trade Holiday market on early December; selling over 200 pairs of socks benefiting social and environmental causes and many other items.

Vision for 2020

We will be celebrating our 35th year in 2020 and are thrilled to embody this year's theme: **Giving Back and Growing Forward**. We are grateful for how far we have come as an organization with the support of our generous donors, community and program partners and our participants. As we continue into 2020, we will be reflecting on what has made Greenheart a leader in the industry and will fortify our programming and mission so we can grow forward into the future with increased dedication and commitment.



Thank you to our 2019 sponsors and donors



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