

MISSION AND VISION

Greenheart connects people and planet to create global leaders through personal development, volunteer service, environmentalism, fair trade, and cultural exchange. We envision a world in which communities come together as agents of change to create a more peaceful and sustainable future for all.

FOUNDERS' STATEMENT

In 2015, we celebrated 30 years of international service. Driven by this milestone, we expanded our program offerings by implementing an alumni network through the Greenheart Club; defining three key learning objectives for our programs: personal and professional development, environmental awareness, and culture understanding; launching a volunteer service requirement; and increasing scholarships by 162%. We feel more compelled than ever to carry out our mission, and we thank you for doing your part.

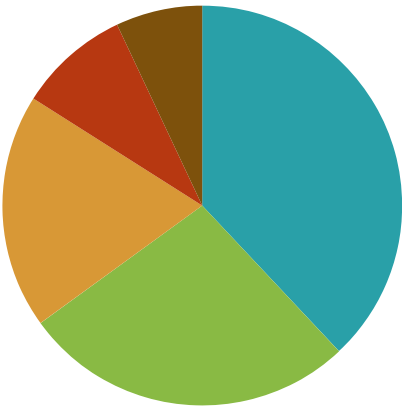
—Laura Rose, CEO & Emanuel Kuntzelman, President



1985

2015

Greenheart Scholarships



- Camp Greenheart: 38%
- Global Leaders: 27%
- High School Abroad: 19%
- Service Grants: 9%
- Greenheart Transforms: 7%

- **Increase of 162%** in scholarship and service grant funding
- **Over \$80,000** awarded to beneficiaries

Greenheart Supporters

BOARD OF DIRECTORS

- |   |   |
|---|---|
| <b>Roy Curran</b><br><i>President, Oak Bank</i>                         | <b>Emanuel Kuntzelman</b><br><i>Founder and President, Greenheart International</i> |
| <b>Dustin DiPerna</b><br><i>Author, Mentor, &amp; Teacher</i>           | <b>Laura Rose</b><br><i>Co-founder and CEO, Greenheart International</i>            |
| <b>Richard Zacaroli</b><br><i>Business Development Manager, Corning</i> |   |

SPONSORS

- |                   |             |                   |              |
|-------------------|-------------|-------------------|--------------|
| Associated Bank   | KIND Snacks | Camp Out for Kids | H.R.I.C      |
| MB Financial Bank | Whole Foods | Taxback.com       | Hershey Park |

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travel



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shop



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transforms



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club



Camp Greenheart



# Greenheart's Impact



## CAMP GREENHEART

Camp Greenheart provides Chicago youth with the opportunity to explore nature, experience adventure, and expand worldviews through fully funded scholarships.

- 📈 **44% increase** in campers
- 🍃 **92%** of campers reported an increase in their appreciation of nature



## GREENHEART CLUB

Greenheart Club empowers members of our cultural exchange community to be global leaders and take action.

- 📅 **7** alumni service projects funded
- ★ **85 projects** occurring in **over 20 countries**
- 🕒 **42,000+** volunteer hours logged
- 👤 **53% of participants** plan to be an active volunteer in their country due to their experience with Greenheart



## GREENHEART TRANSFORMS

Greenheart Transforms empowers people of all ages to affect positive change through leadership and collaboration.

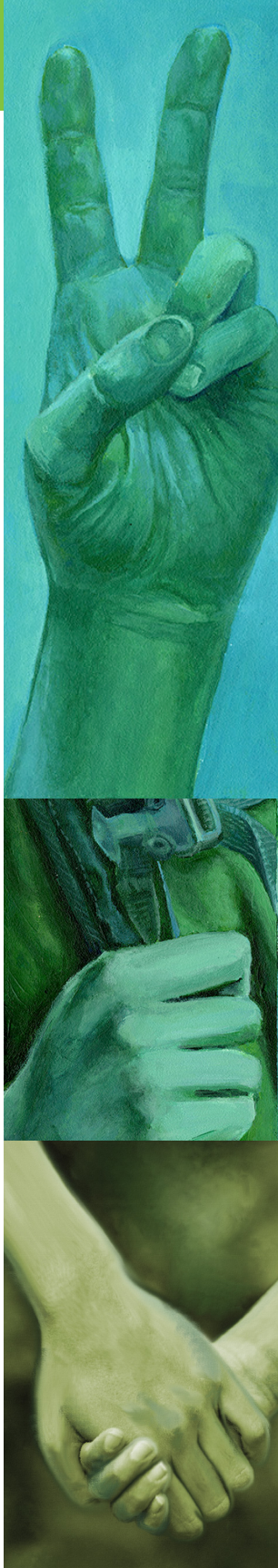
- 👥 **408** event attendees
- ❤️ **30+** community partners



## GREENHEART SHOP

Greenheart Shop is an eco-friendly and fair trade shop carrying a wide selection of fair trade and social enterprise products that are locally made or handcrafted internationally.

- 📍 Products from **55 countries**
- 📈 **16% growth** in sales



## CCI GREENHEART

CCI Greenheart provides cultural exchange programs in the U.S. that connect Americans with international students and promote cultural understanding.

- 📈 **97% of participants** improved their understanding of the American people and culture

### GLOBAL LEADERS CONFERENCE

- 👤 **23** Work Programs participants from **11 countries**
- ⊕ **89% of participants** felt they benefited from the leadership workshops facilitated by Greenheart
- 👍 **100% of participants** agreed that the conference was “great” and would recommend it to others

### HIGH SCHOOL PROGRAMS

- 📈 **16% increase** in participants
- 👥 **250% increase** the number of participants in the Greenheart Club

## GREENHEART TRAVEL

Greenheart Travel provides cultural immersion programs for English speakers that change lives, advance careers, and create leaders.

- 📈 **85% increase** in participants
- 📈 **116% increase** in the number of participants in the Greenheart Club

## CCI GREENHEART & GREENHEART TRAVEL PARTICIPANT SURVEY RESULTS

- 🏆 **87% of participants** developed academic and professional goals
- 👍 **93% of participants** felt empowered to adapt to life’s challenges
- 🌍 **92% of participants** increased their understanding of how they relate to the world

# Greenheart on the Map :2015

## Marketing Metrics

### NEWSLETTERS

- ✉️ **83,770** email recipients
- 📧 **25** average content-driven e-Newsletters per month
- 📊 **36%** average open rate
- 📊 **23.88%** industry rate

### WEBSITES

- 💻 **6** websites
- 👤 **1,488,117** visitors each month
- 👁️ **3,104,297** page views per month

### SOCIAL MEDIA

- 📺 **152,102** YouTube video views
- 📘 **6** unique Facebook pages
- 💬 **38,782** followers on all social media outlets

## Our Community

### CHICAGO

- 👤 **40** Chicago youth campers
- ❤️ **500+** community supporters
- 💼 **130** staff

### NATIONAL

- 💼 **1,657** host organizations
- 👥 **2,107** host families
- 🎓 **793** partner schools
- 👤 **290** field network individuals
- 🏢 **150** wholesale businesses

### GLOBAL

- 💼 **10,307** cultural exchange participants
- 🌍 International partners in **97** countries
- 🍃 Carbon Offset Program supported **2 orphanages** and an **eco-center** in Spain