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

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
Roy Curran
President, Oak Bank
Dustin DiPerna
Author, Mentor, & Teacher
Richard Zacaroli
Business Development Manager, Corning
Emanuel Kuntzelman
Founder and President, Greenheart International
Laura Rose
Co-founder and CEO, Greenheart International

SPONSORS
Associated Bank
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H.R.I.C
MB Financial Bank
Whole Foods
Taxback.com
Hershey Park

1985 2015

greenheart 30 years
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

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
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 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

CCI GREENHEART & GREENHEART TRAVEL PARTICIPANT SURVEY RESULTS

Marketing Metrics
- NEWSLETTERS
  - 83,770 email recipients
  - 25 average content-driven e-Newsletters per month
  - 36% average open rate
  - 23.88% industry rate

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

Greenheart on the Map: 2015
- 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

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