

Lion's Heart Annual Impact Report

2019



VOLUNTEERING TOGETHER

IMPACT REPORT

2019

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"It's about time for an organization that modernizes the volunteering experience and makes it teen friendly. After all, it's not about money, it's about time!"

-Terry Corwin, Lion's Heart Founder



Letter From Our Executive Director

This past year, I've been amazed by the stories I've heard from teens and parents who have been building leadership skills and connecting with important causes through volunteering. Our members continue to truly make a positive difference in their communities and shine as young adults looking forward to the future as leaders..

Lion's Heart teens across the country served cumulatively over 1,250,000 volunteer hours in Lion's Heart all while learning how to set personal goals and take on new challenges. Plus, 1,450 of our members earned the President's Volunteer Service Award, having volunteered over 100+ hours in honor of building stronger communities. That is quite an accomplishment! Lion's Heart members continue to learn leadership, empathy, compassion and what it means to step out of their comfort zone to help someone in need, which is invaluable.

It was a tremendous year, our amazing team has been busy working on new programs, awards, and opportunities to meet the needs and interests of Lion's Heart members. In April, we re-introduced the 25-hour-requirement which helps to support members' motivation and determination to give back while celebrating their achievements. In addition, we remain a certifying organization for both the President's Volunteer Service Awards and The Congressional Award. We reimagined The Torchbearer Award® as the highest earned award attainable through Lion's Heart for high school age members. Members will earn this award by completing 100 hours of service in at least four dedicated cause areas, which include human service, environmental, animals, arts and culture, education, international and health. Once 100 hours are completed, they will submit, organize, and complete an approved service project to earn the distinguished Torchbearer Award. It is our mission to continue bringing high-quality volunteering and leadership programs to our members so that they can grow into confident, service-minded individuals. In 2020, we are introducing two new awards, the T.O.B.Y. Award and the Pride of The Lion's Award to honor our members who demonstrate that they clearly went above and beyond during the Lion's Heart year.

I would like to thank our members for their dedication to giving back. I'd also like to thank the over five hundred adult volunteers, Lion's Heart staff, parents and Board of Directors who support our teen members in their lifelong journey of positive impact. Looking ahead, we are excited about our organization's continued success and growth. Together, we are helping change the world through teen leadership and volunteerism!

Becca Tankersley
Becca Tankersley
Executive Director

Lion's Heart Board of Directors



JIM BASTIAN
Chairman of the Board
Shulman Bastian, LLP



CLAY CORWIN
Member
StoneCreek Company



GLENN LLOPIS
Member
Glenn Llopis Group



JAN KIRCHNER
Member
College Blueprint



NEERAJ SHARMA
Member
Cognizant



TERRY CORWIN
Member
Lion's Heart Founder



MANDY YANG
Ex-Officio Member
Lion's Heart Member

Mission, Vision, and Values

VISION

CREATE A



of

**ENGAGED
TEENS**

who

VOLUNTEER

and grow into

**COMMUNITY
FOCUSED LEADERS**

now, and for a
lifetime

MISSION

INSPIRING

**TEEN
VOLUNTEERING
AND LEADERSHIP**



for a

**NEW
GENERATION**

dedicated to

**POSITIVE
SOCIAL IMPACT**

VALUES

LION'S HEART TEACHES

TEENS

TO DO **WELL**

by

DOING **GOOD**

1

EMPATHY

Serve and
support the
underserved.

2

LEADERSHIP

Lead their own
community service
projects and
group meetings.

3

COLLABORATION

Work as a team to
support causes
important to others.

4

INCLUSIVITY

All teens
welcomed and all
non-profits supported.

Teens Learn from Volunteering



EMPATHY

Lion's Heart teens learn **compassion** and develop **empathy** by volunteering in the community.



LEADERSHIP

Lion's Heart teens learn to lead and become **empowered** by stepping into key positions as they volunteer and **serve as positive role models**.



HUMANITY

Lion's Heart teens build **confidence** in their ability to **contribute thoughtfully to society and our future workforce**.



COURAGE

Lion's Heart teens learn **to step outside their comfort zone** and challenge themselves to take on new experiences.



PASSION

Lion's Heart teens learn **to find their passion** as they step into new experiences and roles as they volunteer.

Evolution of Lion's Heart

Founded in 2004, Lion's Heart is a national nonprofit that mobilizes teen members to volunteer in their communities, and develop leadership empathy and a strong work ethic.

2004

September 1, 2004
Lion's Heart is
founded with just 20
teenage boys!

2017

Mobile-friendly login
and new look for
Members including
visual goals for awards

Expanded enrollment
to **year-round**

Added **individual**
memberships

GuideStar **Platinum**
Certified

President's Volunteer
Service Awards –
became **one of 12 in**
the nation to become
a Leadership
Organization

2018

Members surpassed
milestone of
1,000,000 hours of
community service

Reinstated **meeting**
requirements

NEW TOBYTalk
podcast

Certifying
organization for **The**
Congressional Award

Lion's Heart grows
to **276 chapters in 32**
states

2019

Torchbearer Award
reimagined and
will be earned on
completion of
service project

Lion's Heart
celebrated
15 years!

Lion's Heart office
moved to **Santa**
Ana, CA

Quarterly group
events with staff
and members in
the community

Reinstated **25 hour**
requirement for all
members

Coming in 2020

Member portfolios
compatible
with college
applications

Validation of hours

Text messaging

Android/IOS
app

Class Coordinator
and Chapter
President
web portal update

Introducing new
T.O.B.Y. Award
and **Pride of The**
Lion's Award

2019

By the Numbers

Total Volunteer Hours 2004-2019

1,275,348



of Adult Volunteers

551

Total Volunteer Hours in 2019

192,366



of Groups

661



of States

31



of Chapters

252



Total New Members

2,158



Huntington Beach, CA, 2021 girls blue group had a blast volunteering at the SeaCliff Elementary Harvest Festival



Total Active Members

5,713

Volunteer Rate by Cause

Lion's Heart teens discover the causes most important to them by taking on new experiences and volunteering with their peers. In 2019, these were the top causes where teens logged their service hours:



Follow us on Instagram at @lionsheartservice for stories of teen impact!

Award Highlights



Golden Lion Awards

The Golden Lion Award is presented members who remain in Lion's Heart all six years



MEMBERS
EARNED

128

Torchbearer Awards

The highest honor is the kind awarded by peers. Every year, each group voted for the member who demonstrates exceptional dedication to the community.



MEMBERS
EARNED

577

President's Volunteer Service Awards



1,450
P.V.S.A'S EARNED

529 Gold Awards
250 Silver Awards
671 Bronze Awards

2019 Highlights

- Members surpassed 1,250,000 hours of community service
- Lion's Heart celebrated 15 Years
- Two members earned the Congressional Award "Gold" Medal, the highest honor a member of the United States Senate or House of Representatives may bestow upon a youth civilian. They will be recognized at the annual Gold Medal Ceremony in Washington, D.C. in summer 2020.
- Lion's Heart welcomed Zack Martinson, AmeriCorps Fellow to the team.
- Dominic Maciel took the position of Program Manager upon finishing his second AmeriCorps Year with Lion's Heart.
- The Upland, CA, City Council recognized six hard-working members of Lion's Heart for earning the Presidential Volunteer Service Awards signed by the President of the United States.



Financials

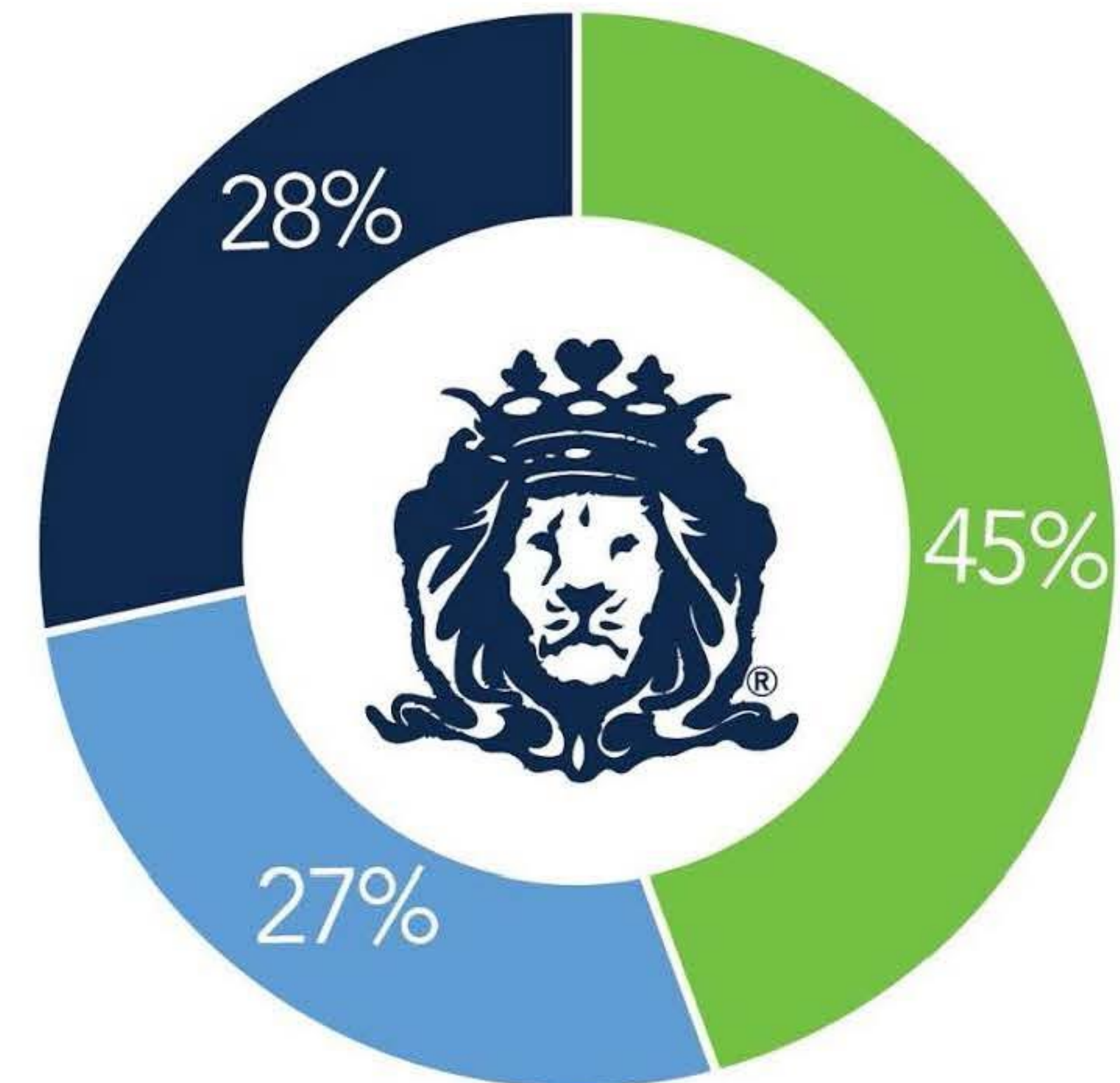
Fiscal Year Ending December 31, 2019

PROGRAM EXPENSES

MEMBER SERVICES

DIRECT PROGRAM SERVICES

VOLUNTEER SERVICES



OPERATING

TOTAL Revenue	\$663,212
Dues	\$603,788
Donations	\$9,721
Merchandise Sales	\$5,292
Other	\$44,411

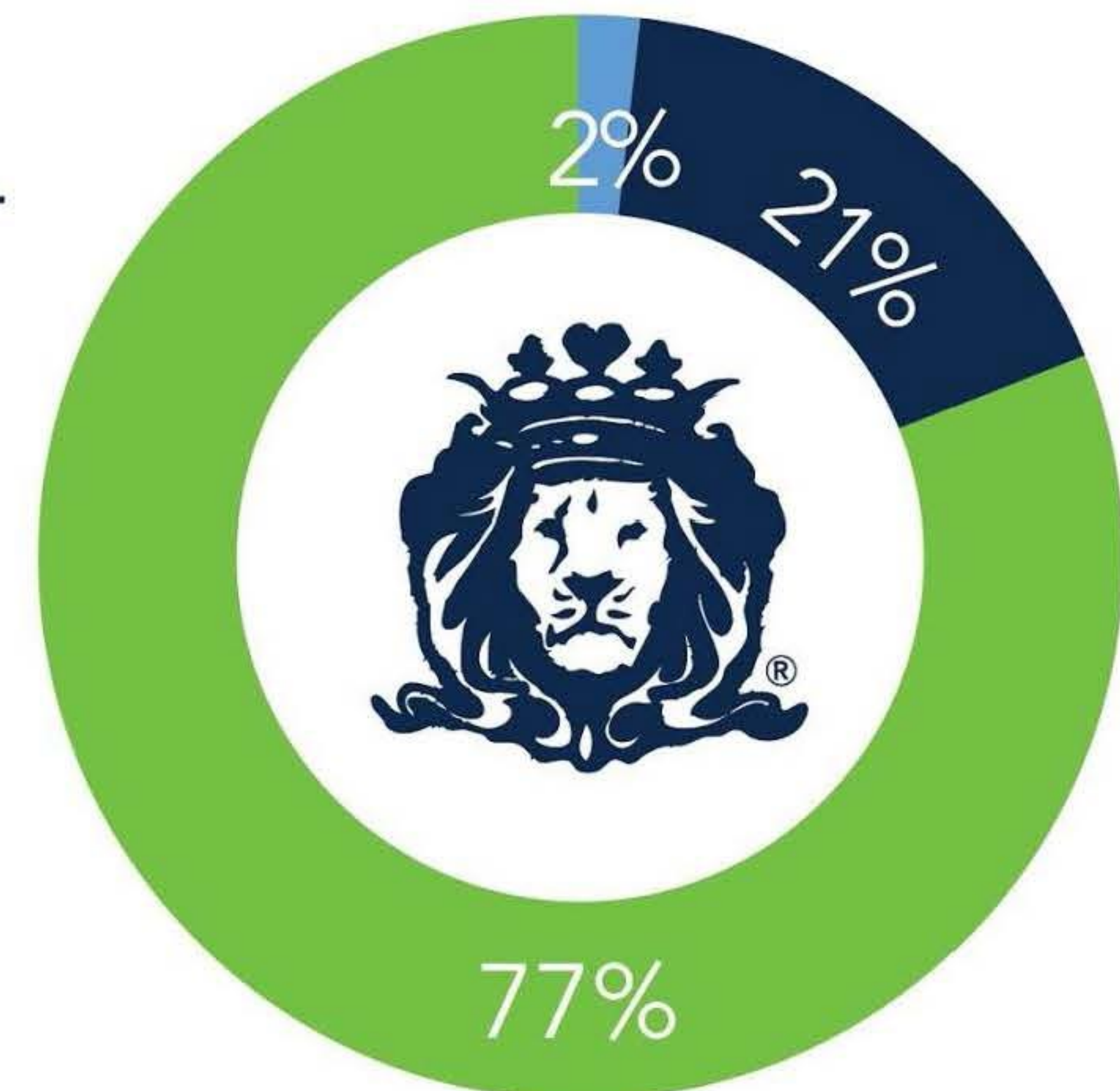
ORGANIZATIONAL EXPENSES

PROGRAMS

ADMINISTRATION

MARKETING

Financial Assistance
provided = \$5,644



Ways to Support Lion's Heart

Donations will help support where the greatest needs are in our organization, including but not limited to:

- Subsidize Member Enrollment through Financial Assistance Program
- Service and Leadership Program Curriculum and Toolkits for Members
- Member and Nonprofit Outreach
- Researching and Cultivating Age-Appropriate Volunteer Opportunities for Members
- Technology Development and Maintenance (Lion's Heart Member Portal and Mobile App)
- Training Materials and Online Courses for Lion's Heart Members and Adult Volunteers
- Welcome Packet Production and Delivery (Member T-Shirts)
- Adult Volunteer Background Checks
- Educator Outreach and Toolkits for School Counselors
- Member Awards Processing and Event Support



Fullerton, CA, 2024 girls blue group excited for a great year!

**For Partnership/Sponsorship
information please
contact us at **800.894.8877**.**

Amazon Smile

Visit smile.amazon.com and select Lion's Heart as your organization of choice. 0.5% of your purchases will support teen volunteers.

Bequests

Create your legacy by including Lion's Heart in your will or trust. Make a difference in the life of a young person! We encourage you to work with an attorney or estate planning professional on a plan to meet your needs.

Employer Matching Gifts

Your employer may match your donations, doubling your impact. Check with your HR team to see if your organization has a policy of matching charitable gifts and/or volunteer hours.

Facebook Fundraiser

Show your support for empowered teens making a difference by hosting a fundraiser on Facebook for Lion's Heart. Set a goal and invite friends to make a tax-deductible gift. Login to your Facebook account and click "Raise Money" to get started.

To donate visit shop.lionsheartservice.org/pages/lions-heart-donation.

Thank you for your support!



Thank you to all of our members, their families, and our adult volunteers!

We also want to thank our technology partners below.



TEEN VOLUNTEERS AND LEADERS

"WE CAN CHANGE
THE WORLD
AND MAKE IT
A BETTER PLACE.
IT'S IN YOUR
HANDS TO MAKE
A DIFFERENCE."

~NELSON MANDELA



Lion's Heart - Teen Volunteers and Leaders 505 N. Tustin Ave, #114 CA 92705

Contact us @ Info@LionsHeartService.org or 800.894.8877

Follow us: