

# Lion's Heart

## Annual Impact Report

# 2021



**LION'S HEART**  
teen volunteers and leaders



# IMPACT REPORT

# 2021

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***““Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”***

-Margaret Mead





## Letter From Our Chief Executive Officer

At Lion's Heart, we seek not only to inspire teens to volunteer and lead a new generation dedicated to positive social impact but also, in turn, help them grow into community-focused leaders. By curating age-appropriate volunteer opportunities for our teens and offering peer groups and leadership opportunities within those groups, we ensure member growth and professional development to foster our mission. Empathy and compassion are strengthened when our teens step out of their comfort zones and into other people's shoes, which is also an invaluable life lesson.

In this recent time of uncertainty, there's a fundamental truth that gives us hope - that together we can do extraordinary things. We have built a foundation that supports this concept, starting with teenagers. Over the past few years, the world has been coming together to stand up, help out, give back, and heal. Our teen members are no exception. During the COVID-19 pandemic, our dedicated teen volunteers showed up in spades and adapted; delivering food to essential workers, helping a neighbor smile through kindness rocks or chalk art, starting virtual concerts for senior living centers, baking cookies for first responders at fire, police and red cross facilities, and in seeing the need, many had the tools they needed to effectively start their own nonprofits, and did.

Lion's Heart teens have logged over 1.5 MILLION volunteer hours while learning how to set personal goals and take on new challenges. We are so proud of the many members who earned the President's Volunteer Service Award, are pursuing the Congressional Award, and those who are working hard on their long-term Torchbearer Award projects.

In 2021, despite the pandemic, we welcomed almost 1500 new teen members and added multiple new chapters in 34 states across the country. The team has been busy working on new programs and opportunities to meet the needs and interests of our members while also accommodating for COVID-19 safety precautions by offering a plethora of virtual volunteer opportunities as well as virtual meetings with their groups. 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.

I would like to thank our members for their dedication to giving back. I'd also like to thank our adult volunteers, Lion's Heart staff, parents, and amazing 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  
Chief Executive Officer



# Lion's Heart Board of Directors



**JIM BASTIAN**

Chairman of the Board  
*Shulman, Hodges & Bastian, LLP*



**CLAY CORWIN**

Member  
*StoneCreek Company*



**GLENN LLOPIS**

Member  
*Glenn Llopis Group*



**JAN KIRCHNER**

Member  
*College Blueprint*



**JAMES (JIM) KIECKHAFFER**

Member  
*Kieckhafer Schiffer LLP*



**NEERAJ SHARMA**

Member  
*Cognizant*



**TERRY CORWIN**

Member  
*Lion's Heart Founder*



# Teen Advisory Board 2021



The Teen Advisory Board consists of Lion's Heart members who applied and interviewed for a position on this board.

Top left to bottom right: Saraah, Rowan, Gia, Jahnavi, Ellie, Ryu, Sanjana, Jiya, Rowan, Mohan, Benjamin, Cathryn, Denise, Hersha, Irene, Radha, Serena, Jill, Sydney, and Kai.

# 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!

## 2019

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

## 2020

Torchbearer  
Award reimagined  
to be earned  
and not peer vote

Updated Member  
toolkit with  
professional  
development,  
college readiness,  
and disaster  
preparedness kits.

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

## 2021

Member Cumulative  
Volunteer Transcripts  
compatible  
with college  
applications

Partnership with  
Parchment for  
sending verified  
volunteer transcripts  
to college.

Virtual Volunteer  
opportunities and  
meetings.

Teen Advisory Board

Members hit  
1,500,000 volunteer  
hours and counting.

## Coming in 2022

Validation of hours

Text messaging

Android/iOS  
app

Class Coordinator  
and Chapter  
President  
web portal update



2021  
By the Numbers

Total Volunteer Hours 2004-2021

1,577,052



# of Adult Volunteers

577

Total Volunteer Hours in 2021

135,850



# of Groups

792



# of States

34



# of Chapters

280



Total New Members

1,481



Total Active Members

4,249

# 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 2021, these were the top causes where teens logged their service hours:



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



# 2021 Award Highlights



## Golden Lion Awards

The Golden Lion Award is presented members who remain in Lion's Heart at least six years and log over 150 volunteer hours.



MEMBERS  
EARNED  
**203**

## TOBY and Pride of the Lion's Awards

Lion's Heart members who demonstrate throughout their time in Lion's Heart that they clearly went above and beyond are nominated for these awards..



MEMBERS  
EARNED **90**

## President's Volunteer Service Award



**698**  
P.V.S.A'S EARNED

**302 Gold Awards**  
**105 Silver Awards**  
**291 Bronze Awards**

## The Congressional Award



MEMBERS  
EARNED **4**  
MEMBERS PURSUING **66**

To learn more about Lion's Heart Awards Programs and more, visit [lionsheartservice.org](https://lionsheartservice.org).

# Financials

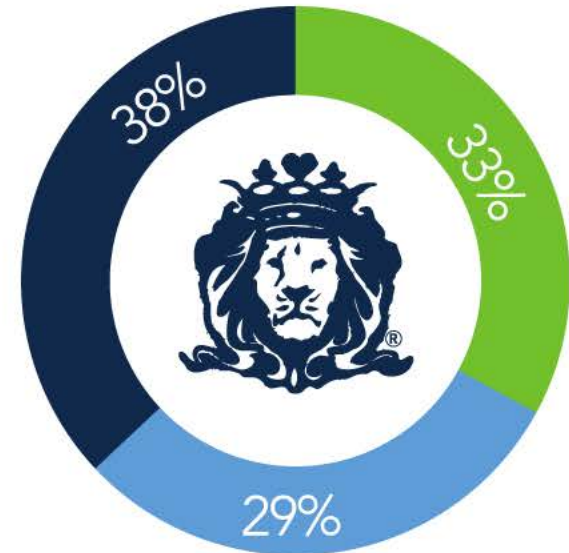
Fiscal Year Ending December 31, 2021

## PROGRAM EXPENSES

MEMBER SERVICES

DIRECT PROGRAM SERVICES

VOLUNTEER SERVICES

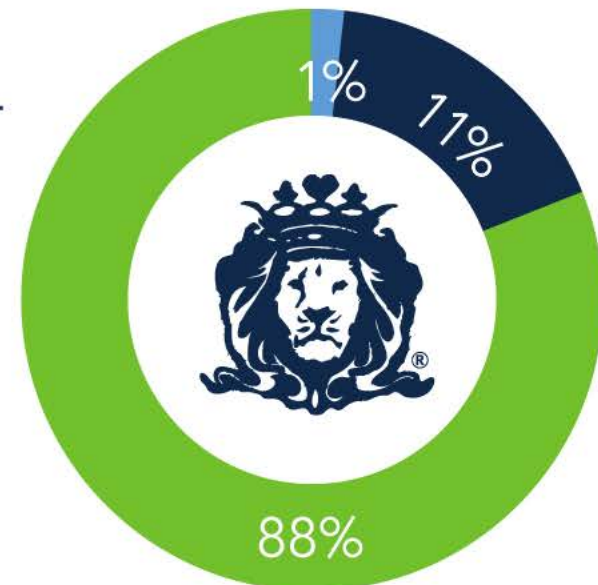


## ORGANIZATIONAL EXPENSES

PROGRAMS

ADMINISTRATION

MARKETING



Financial Assistance  
provided = \$3,029



## OPERATING

TOTAL Revenue	\$619,618
Dues	\$469,469
Donations	\$9,854
Merchandise Sales	\$3,435
Grants	\$57,803
Other	\$79,057



# 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](https://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

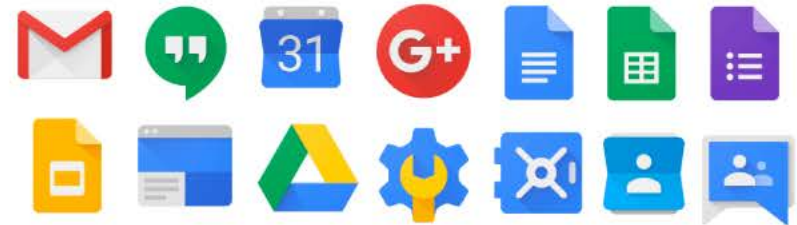
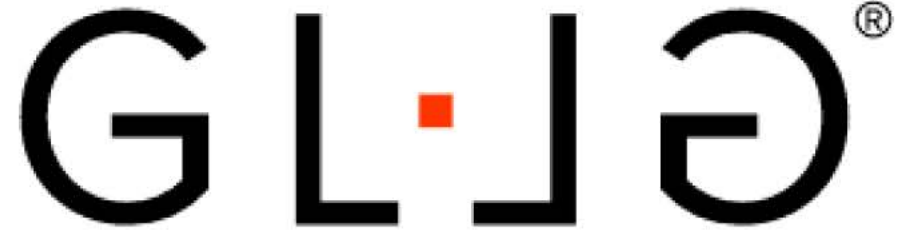
Your employer may match your donations, doubling your impact. Check with your HR team to see if your organization has a policy of matching charitable gifts and/or volunteer hours.

## 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](https://shop.lionsheartservice.org/pages/lions-heart-donation).

Thank you for supporting Lion's Heart!



Thank you to all of our members, their families, and our adult volunteers! 14





Lion's Heart Teen Volunteers and Leaders  
5753 Santa Ana Canyon Rd Ste-G #195 Anaheim Hills, CA 92807  
Contact us @ [Info@LionsHeartService.org](mailto:Info@LionsHeartService.org) or 800.894.8877

Follow us: [!\[\]\(919a2cb85b99741a73c0c31a427236a8\_img.jpg\)](#) [!\[\]\(c9cd5a1c35167a83f09a35036fe5dcbd\_img.jpg\)](#) [!\[\]\(ae1936640fabdea8c18f922ca69733fe\_img.jpg\)](#) [!\[\]\(e81307241bb070bc7c1be4e4328b2244\_img.jpg\)](#) [!\[\]\(5145ac5c495d0d3391897543e0ba7223\_img.jpg\)](#)