

2022



ANNUAL IMPACT REPORT

IMPACT REPORT 2022

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"Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain love for one another."

~ Erma Bombeck



Letter from Our CEO

At Lion's Heart, our mission is to inspire a new generation dedicated to positive social impact who, in turn, become community-focused leaders for a lifetime. Curating age-appropriate volunteer opportunities and offering peer groups and leadership opportunities within those groups continues to ensure member growth and professional development that fosters our mission. Empathy and compassion are strengthened when our teens step out of their comfort zones and step into other's shoes, an invaluable life lesson. A strong foundation stemming from volunteering and helping others cultivates teens' self confidence and social awareness. We could not be more proud of our members who are strong, resilient, and kind humans who truly want to give back and help others.

Over the past few years, the world has been coming together to stand up, stand together, give back, and heal. Our dedicated teen volunteers continue to show up and give back daily; sorting food at the food banks, writing cards to military and sick children, helping teachers organize classrooms, organizing book/shoe/clothing/coat donation drives, entertaining seniors, coaching special needs sports leagues, thanking first responders, and so much more!

Lion's Heart teens have logged over 1.7 MILLION volunteer hours while learning how to set personal goals, take on new challenges, and step out of comfort zones. Nearly 21% of members earned the President's Volunteer Service Award, 160+ members are pursuing the Congressional Award, and many are working hard on their long-term Torchbearer Award projects.

We welcomed almost 1500 new teen members in 2022 and added multiple chapters in 32 states across the country. The team has been busy working on new programs and opportunities to meet the needs and interests of our members. It is our mission to continue bringing high-quality volunteering and leadership programs to our members so that they can grow into self-assured, service-minded adults.

Looking forward, we have some exciting things planned for 2023. We will be implementing a new program within Lion's Heart to include adults and younger members (6-10 years) in a Family Volunteering model. We are ramping up for a much needed update to our IT system to support all our members and adult volunteers, including a new platform for our Class Coordinators and Chapter Presidents. Our developers will also be working on developing a new Android and Apple app to log hours, check in, and gamify the member volunteer experience, and much more.

I would like to thank our members for their dedication to volunteering. 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.

We are excited about our organization's continued success and growth. Together, we are helping to better the future through teen leadership and volunteerism!

Rebecca Tankersley

Rebecca Tankersley
Chief Executive Officer

BOARD OF DIRECTORS



JIM BASTIAN BOARD CHAIR
SHULMAN, BASTIAN & BUI, LLC



CLAY CORWIN SECRETARY
STONECREEK COMPANY



GLENN LLOPIS
GLENN LLOPIS GROUP



JAMES KIECKHAFER
KIECKHAFER SCHIFFER LLP



NERAJ SHARMA
COGNIZANT



TERRY CORWIN
LION'S HEART FOUNDER

TEEN ADVISORY BOARD



The teen advisory board consists of members who applied for the position, sent in a resume, and interviewed with Lion's Heart staff to obtain a position on the board.

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.

WHAT TEENS LEARN



EMPATHY

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



COURAGE

Lion's Heart teens learn to step out of their comfort zones and learn to take on new experiences.



HUMANITY

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



LEADERSHIP

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



PASSION

Lion's Heart teens learn to find a passion as they step into new situations and roles as they volunteer.

THE BEST VIEW COMES AFTER THE HARDEST CLIMB

2022 HIGHLIGHTS

134,420

HOURS
LOGGED
IN 2022

1,750,000

SURPASSED
HOURS SINCE 2004

150+

MEMBERS PERSUADING
THE CONGRESSIONAL
AWARD

4

MEMBERS EARNED
THE CONGRESSIONAL
AWARD GOLD MEDAL

FIRST

EARNED
TORCHBEARER
AWARD
COMPLETED

COMING SOON 2023

**HOURS
VALIDATION**

**FAMILY
VOLUNTEERING**

**WEB PORTALS
REVAMP**

**ANNUAL
GIVING DAY
EVENT**

**ANDROID &
IOS APP**

2022

BY THE NUMBERS

1,761,239

TOTAL VOLUNTEER HOURS 2004-2022



GROUPS

851



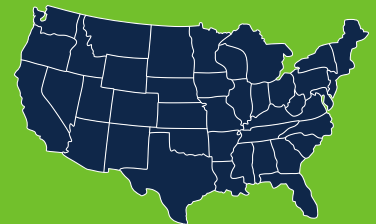
ADULT VOLUNTEERS

269



134,344

TOTAL VOLUNTEER HOURS 2022



STATES

32



TOTAL NEW MEMBERS

1,456



TOTAL ACTIVE MEMBERS

3,992

CHAPTERS

282

VOLUNTEER RATE BY CAUSE



FOLLOW US ON INSTAGRAM AT @LIONSHEARTSERVICE FOR STORIES OF TEEN IMPACT

AWARD HIGHLIGHTS 2022

GOLDEN LION AWARDS



235 GOLDEN
LIONS

TOBY & PRIDE OF THE LIONS AWARDS



70 EARNED
IN 2022

PRESIDENTS VOLUNTEER SERVICE AWARD



830 **343 GOLD**
119 SILVER
368 BRONZE

THE CONGRESSIONAL AWARD



4 **162**
EARNED | PURSUING



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



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

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**.

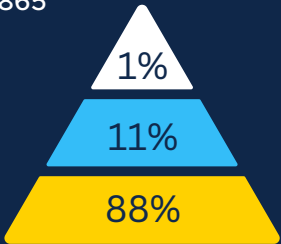
Financial Summary

2022

Total Revenue:
\$637,883

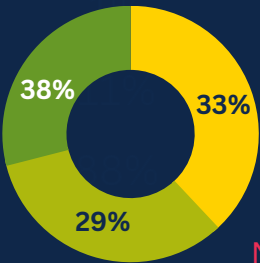
Teen Membership Dues: \$488,301
Donations: \$34,075
Merchandise Sales: \$2,865
Grants: \$43,581
Other: \$69,061

2022 Total Expenses
\$558,633



Organizational Expenses

- Marketing
- Administration
- Programs



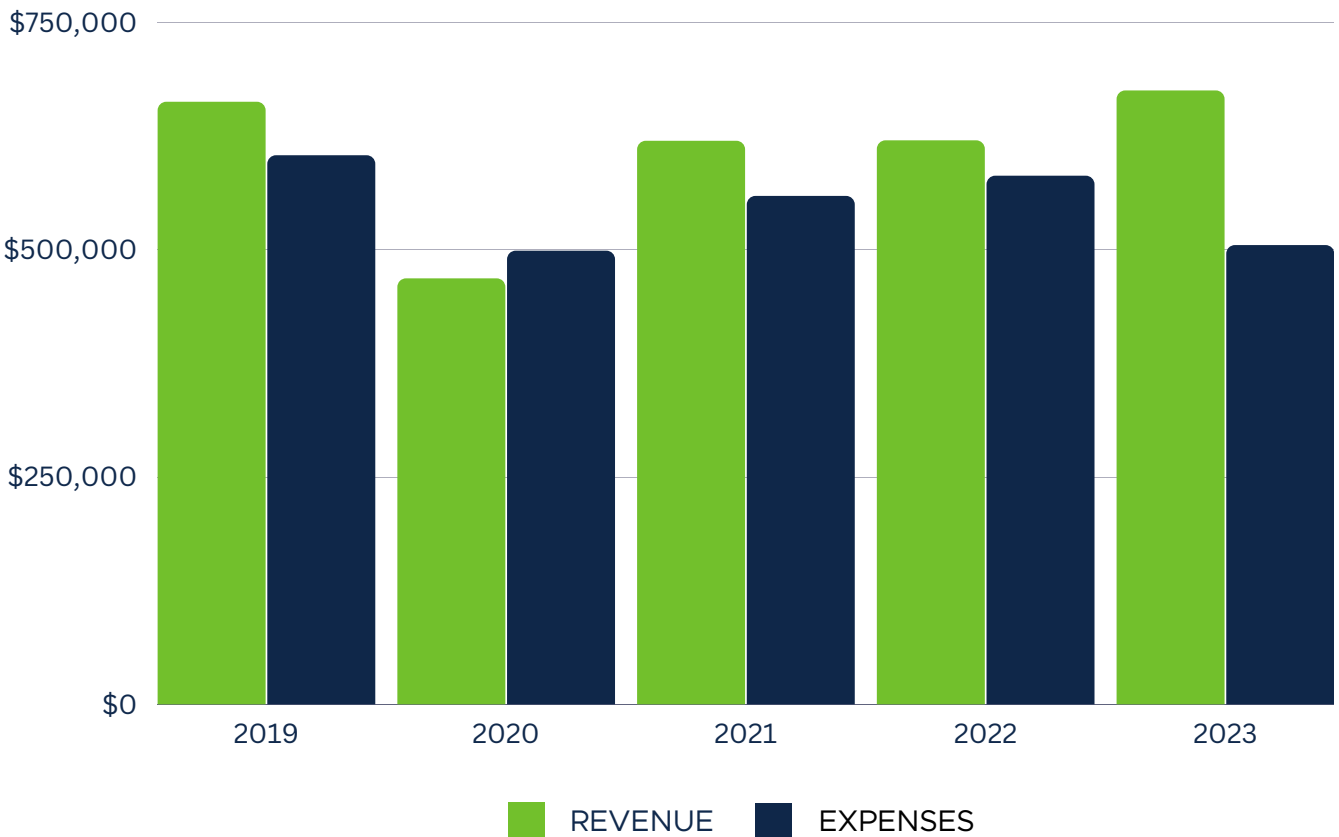
Need this

Program Expenses

- Member Services
- Direct Program Services
- Volunteer Services



BUDGET PAST PERFORMANCE OF REVENUES AND EXPENSES



THANK YOU

IGNITING POTENTIAL

A GIVING DAY TO SUPPORT THE YOUTH
OF ORANGE COUNTY

Special thanks to
Chris and Mary Ellen Kanoff and
Clay and Terry Corwin

shulman bastian
friedman & bui LLP

zoom

serverpronto
Hosting Done Right.

CustomInk
Design T-shirts Online

Google Ad Grants

smarty



parchment



Microsoft

SurveyMonkey



hello Woofy
Smart Marketing for Underdogs

techsoup

ATLASSIAN

G Suite

slack

Lion's Heart Teen Volunteers and Leaders



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