

2023



ANNUAL IMPACT REPORT

IMPACT REPORT 2023

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"Small acts when multiplied by millions of people, can help transform the world ."

~ Howard Zinn



Letter from Our CEO

Lion's Heart is turning 20 this year! Founded in 2004, September 1, 2024 marks our 20th year of supporting and empowering Lion's Heart youth in giving back to their communities. Our mission is to inspire a new generation dedicated to positive social impact who, in turn, become community-focused leaders for a lifetime, and I think we are well on our way! 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 youth 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 students' 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.

Lion's Heart members have logged over 1.9 MILLION volunteer hours while learning how to set personal goals, take on new challenges, and step out of comfort zones. Nearly 23% 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.

In 2023, we welcomed over 1600 new members and added multiple chapters in 36 states. 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. We launched an update to our IT system to support all our members and adult volunteers, including a new platform for our Class Coordinators and Chapter Presidents. We rolled out our new Lion's Heart Pride of the Lions Family Volunteers program serving Kindergarten and up in California which included Orange County and a few chapters in LA County.

Looking forward, we have exciting things planned for 2024. We will be expanding our new program for Family Volunteering in other chapters across the U.S. Our developers will be working on developing a new Android and Apple app in 2024 to log hours, check in, and gamify the member volunteer experience, and much more. We will be hosting an annual giving day event and fundraiser that will kick off in 2024.

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



JAMES KIECKHAFFER TREASURER
KIECKHAFFER SCHIFFER LLP



GLENN LLOPIS
GLENN LLOPIS GROUP



NERAJ SHARMA
COGNIZANT



CLAUDIA KING
SENIOR VP SPACES



TERRY CORWIN
LION'S HEART FOUNDER

PRAMA AGARWAL
OPTUM

BEEJAL NORTHRUP
IRVINE COMPANY

TEEN ADVISORY BOARD 2023



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

2023

HIGHLIGHTS

148,480

HOURS
LOGGED
IN 2023

1.85 Million

SURPASSED
HOURS SINCE 2004

Launched

Annual
Giving Day Event

150+

MEMBERS PERSUADING
THE CONGRESSIONAL
AWARD

Launched

New Improved
Member and CC
Web Experience

Launched

Family
Volunteering
in Orange
County, CA

COMING SOON 2024

**Hours
Validation**

**Expanding
Family
Volunteering
Nationally**

**Lion's Heart
20 YEAR
Anniversary!**

**Annual
Giving Day
Event &
Fundraiser**

**Android &
iOS App**

2023

BY THE NUMBERS

1,850,000

TOTAL VOLUNTEER HOURS
2004-2023



TOTAL ACTIVE MEMBERS

3,942



ADULT VOLUNTEERS

296



148,487

TOTAL VOLUNTEER HOURS 2022



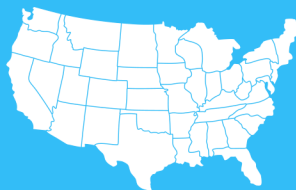
TOTAL NEW MEMBERS

1,612



GROUPS

922



STATES

36



CHAPTERS

195

VOLUNTEER RATE BY CAUSE



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

AWARD HIGHLIGHTS 2023

GOLDEN LION AWARDS



197 GOLDEN
LIONS

TOBY & PRIDE OF THE LIONS AWARDS



95 EARNED
IN 2022

PRESIDENTS VOLUNTEER SERVICE AWARD

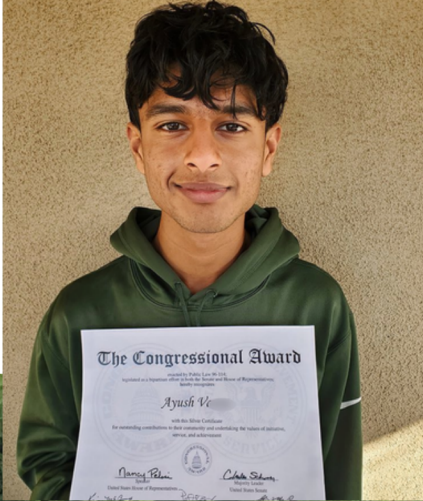


903 **404 GOLD**
113 SILVER
386 BRONZE

THE CONGRESSIONAL AWARD



4 **162**
EARNED | PURSUING



Partnership with Rofer Foundation

to launch

PRIDE OF THE LIONS FAMILY VOLUNTEERS

The Bradley Rofer Foundation, a nonprofit inspired by 8-year-old Bradley Rofer whose life was cut short after being struck by a vehicle on his way to school has partnered with Lion's Heart to bring family volunteering to communities.

Families with children, K & up, can now join Lion's Heart and make a difference in their communities together; get age-appropriate volunteer opportunities, earn awards, track volunteer hours, and learn empathy and compassion.



“Bradley was just six years old when he started his flower business to help sick kids in the community. It’s exciting to see his legacy carried forward through the Pride of Lions program enabling families to volunteer together, while teaching our youth the importance of giving back.” ~Josette Rofer

Launched Orange County, CA and parts of LA County, April 2023.

Expanding to more chapters in 2024.

WAYS TO SUPPORT LION'S HEART

Your donation 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 - Teen Volunteers and Leaders Member Portal and Mobile App)**
- **Training Materials and Online Courses for Lion's Heart - Teen Volunteers and Leaders 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**

Facebook Fundraiser

Donate your birthday, celebrate a holiday, or simply show your support for empowered teens making a difference by starting a fundraiser on Facebook for Lion's Heart - Teen Volunteers and Leaders. Set a goal and invite friends to make a tax-deductible gift. Your support helps us to continue developing service and leadership programs that help teens achieve their volunteer goals! Login to your Facebook account and click "Raise Money" to get started.

Employer Matching Gift

Your employer may match your donation to Lion's Heart - Teen Volunteers and Leaders, doubling your impact. Check with your Human Resources team to see if your organization has a policy of matching employee charitable gifts and/or volunteer hours.

Bequests

Create your legacy by including Lion's Heart - Teen Volunteers and Leaders 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. You can establish a new will or trust or amend your existing document.

Financial Summary

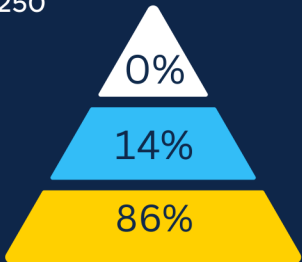


2023

Total Revenue:
\$541,506

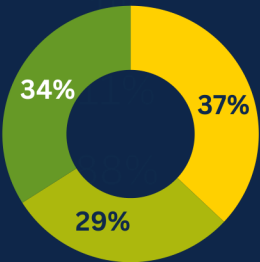
Teen Membership Dues: \$483,865
Donations: \$54,391
Merchandise Sales: \$3,250

2023 Total Expenses
\$605,692



Organizational Expenses

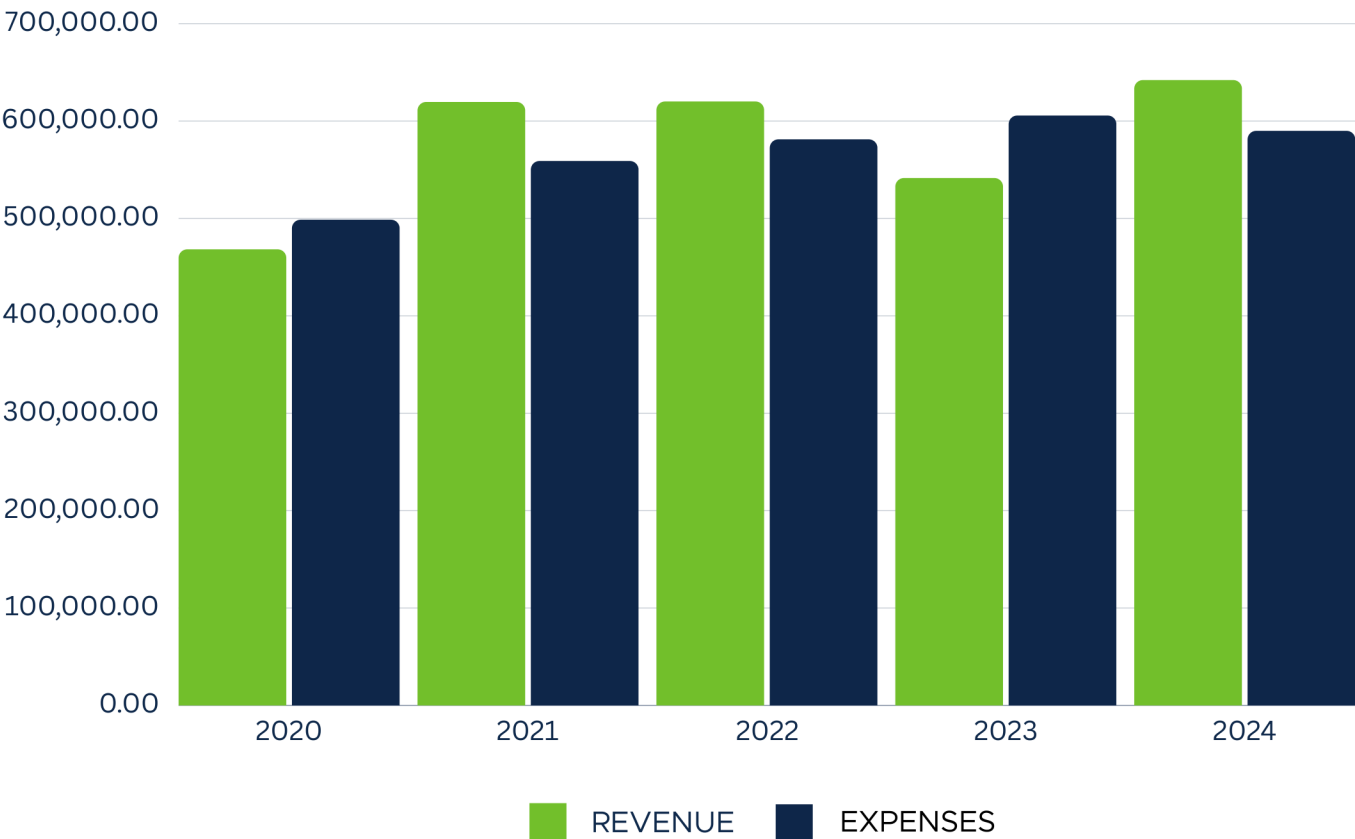
- Marketing
- Administration
- Programs



Program Expenses

- Member Services
- Direct Program Services
- Volunteer Services

BUDGET PAST PERFORMANCE OF REVENUES AND EXPENSES



THANK YOU



shulman bastian
friedman & bui LLP

eventbrite



ATLASSIAN

zoom



parchment®



BONFIRE

techsoup

Google Ad Grants



G Suite

smarty



slack

Lion's Heart Teen Volunteers and Leaders and Lion's Heart Pride of the Lions Family Volunteers



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