



LION'S HEART

TEEN VOLUNTEERS AND LEADERS



ANNUAL IMPACT REPORT

2025

IMPACT REPORT

2025

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"When you work to improve the lives of others, your life improves automatically."

~ Kurek Ashley

Letter from Our Executive Director-

Cindy Williams



Looking Ahead: Building the Next Chapter of Youth Leadership

As I reflect on 2025, I am filled with gratitude and excitement for what lies ahead. This year marked a powerful period of momentum for Lion's Heart. Together with our dedicated staff, adult volunteers, parents, Board of Directors, Teen Advisory Board, and, most importantly, our members, we continued to strengthen a national movement rooted in service, leadership, and purpose. The passion and commitment of this community inspire me every day.

For more than 21 years, Lion's Heart has empowered teens to discover their ability to make a difference. Our mission remains unwavering: to inspire a new generation of compassionate, confident leaders through meaningful service. The impact speaks for itself. Lion's Heart members have now contributed more than 2.2 million volunteer hours, serving causes they care deeply about while developing empathy, resilience, and leadership skills that will guide them for years to come. Our members continue to pursue distinguished service recognitions, including the President's Volunteer Service Award, the Congressional Award, and Lion's Heart's own Torchbearer Award, each reflecting a deep commitment to sustained service.

In 2025, we focused not only on growth, but on strengthening the experience for every member. We welcomed new chapters and families, expanded leadership opportunities, elevated youth voice through a stronger Teen Advisory Board, and continued to enhance our technology and programming to better support members and Class Coordinators. These efforts laid a strong foundation for the future.

As we look ahead to 2026, Lion's Heart is poised for meaningful expansion and deeper impact. Our priorities include:

- Reaching more teens and families, particularly those who may not otherwise have access to leadership and service opportunities
- Strengthening youth leadership pathways, ensuring members have clear, supportive opportunities to grow from participation into leadership
- Expanding community-based volunteering, reinforcing service as a shared value
- Investing in life skills development, equipping teens with tools they need well beyond high school
- Building sustainable support, through strategic partnerships and fundraising initiatives that fuel our mission for years to come

At its core, Lion's Heart is about more than volunteer hours, it's about shaping who young people become. When teens are trusted with responsibility, surrounded by peers, and guided by caring adults, they rise to the occasion. They become leaders who serve with empathy, confidence, and purpose.

To our members: thank you for leading with heart.

To our volunteers, parents, staff, Teen Advisory Board, and Board of Directors: thank you for believing in young people and walking alongside them.

To our supporters and partners: thank you for investing in the leaders of tomorrow.

The future of Lion's Heart is bright, and together, we are building something that truly matters.

With gratitude and optimism,

Cindy Williams

Cindy Williams
Executive Director, Lion's Heart

2025 BOARD OF DIRECTORS



NELMA MADDIX

BOARD CHAIR

PHARMACEUTICAL EXECUTIVE



NEERAJ SHARMA

VICE CHAIR

COGNIZANT



CLAY CORWIN

SECRETARY

STONECREEK COMPANY



JAMES KIECKHAFER

TREASURER

KIECKHAFER SCHIFFER LLP



PRAMA AGARWAL

MEMBER

OPTUM



TERRY CORWIN

MEMBER

LION'S HEART FOUNDER



ERIC CUSHMAN

MEMBER

JAMBOREE HOUSING



MICHELLE DANLY

MEMBER

WELLS OF LIFE



CLAUDIA KING

MEMBER

SENIOR VP SPACES



GLENN LLOPIS

MEMBER

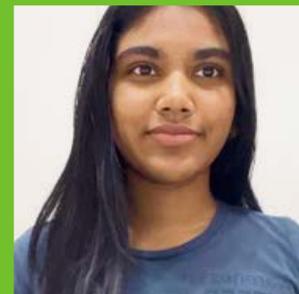
GLENN LLOPIS GROUP

TEEN ADVISORY BOARD 2025



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.

TEEN ADVISORY BOARD 2025, CONT'D



VISION, MISSION, 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
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



COMPASSION

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



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.



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 out of their comfort zones and learn to take on new experiences.



PASSION

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

2025 HIGHLIGHTS

OPENED

**AUTO
RENEWAL
FOR ALL
MEMBERS**

SURPASSED

**2.2
MILLION**

SERVICE HOURS
SINCE 2004

RAISED

\$53,647

IN GRANTS/
FUNDRAISING

**LAUNCHED NEW
PROGRAMS**

- TEEN ADVISORY BOARD
- SOCIAL MEDIA
AMBASSADOR PROGRAM
- MEMBERSHIP
SUBCOMMITTEE
- VOLUNTEER OPPORTUNITY
SUBCOMMITTEE



**153,630
HOURS**

LOGGED
BY MEMBERS IN
2025

1031 MEMBERS
EARNED
THE PVSA/
CREST AWARD

300+
MEMBERS ARE PURSUING
THE CONGRESSIONAL
AWARD



BY THE NUMBERS



ADULT VOLUNTEERS

238

2.2 Million

TOTAL VOLUNTEER HOURS
2004-2025



TOTAL ACTIVE MEMBERS

3,662



STATES

31



153,630

TOTAL VOLUNTEER HOURS
2025



TOTAL NEW MEMBERS

1,233



GROUPS

235

2025



CHAPTERS

204

VOLUNTEER RATE BY CAUSE



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

AWARD HIGHLIGHTS 2025



PRESIDENT'S VOLUNTEER SERVICE AWARD (P.V.S.A.)



1031 419 GOLD
132 SILVER
480 BRONZE

GOLDEN LION AWARDS



150 GOLDEN LIONS

THE CONGRESSIONAL AWARD



5 305
EARNED | PURSUING

Financial Summary

2025

2025 Total Revenue:

\$573,342

Membership Revenue: \$516,510

- New enrollments and renewals made up the vast majority of our funding, reflecting a committed and growing community.

Grants & Fundraising: \$53,647

- Grants and fundraising efforts helped expand and strengthen our programs.

Donations & Merchandise: \$3,184

- Individual gifts and merchandise purchases provided additional support for our work.

2025 Total Expenses

\$475,280

Program Services: \$464,535

- These funds supported staff, contractors, insurance, events, and the day-to-day work that brings our mission to life.

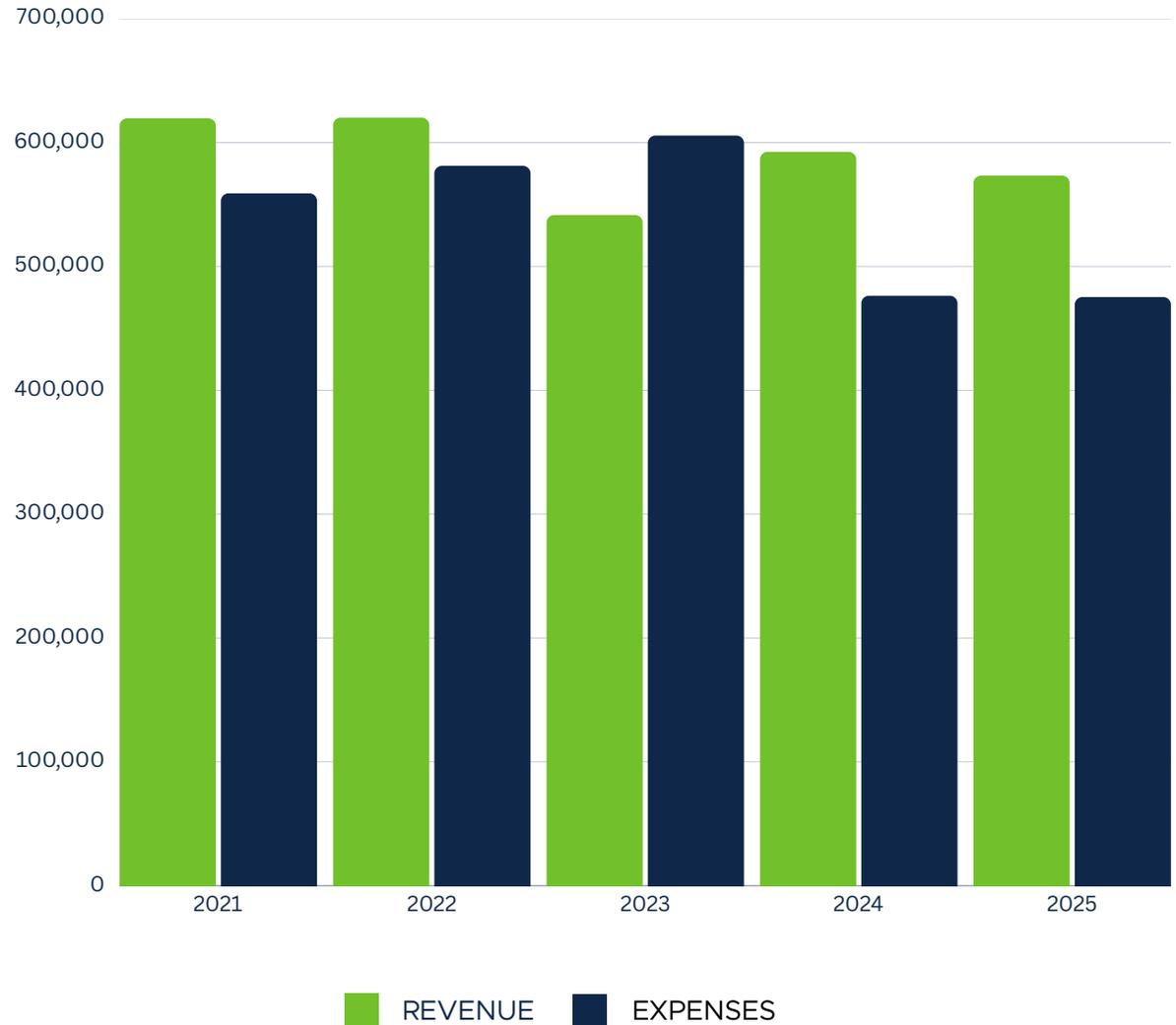
Administrative & Management: \$10,744

- A small portion of expenses ensured strong governance, financial oversight, and organizational stability.

2025 Net Income

\$98,062

BUDGET PAST PERFORMANCE OF REVENUES AND EXPENSES



Igniting Potential OC

Funds Raised

2025 - \$52,905.00

2024 - \$70,961.30

2023 - \$22,000.00

2022 - \$23,190.00

Lion's Heart has had the privilege to participate in Igniting Potential OC for the past four years.

WHAT
is igniting potential?

Igniting Potential is a giving day that supports youth in Orange County, CA. It is a 24-hour online fundraiser and part of the iHeartOC collaborative giving day initiative of the Orange County Community Foundation.

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 (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

Facebook Fundraiser

Donate for 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.

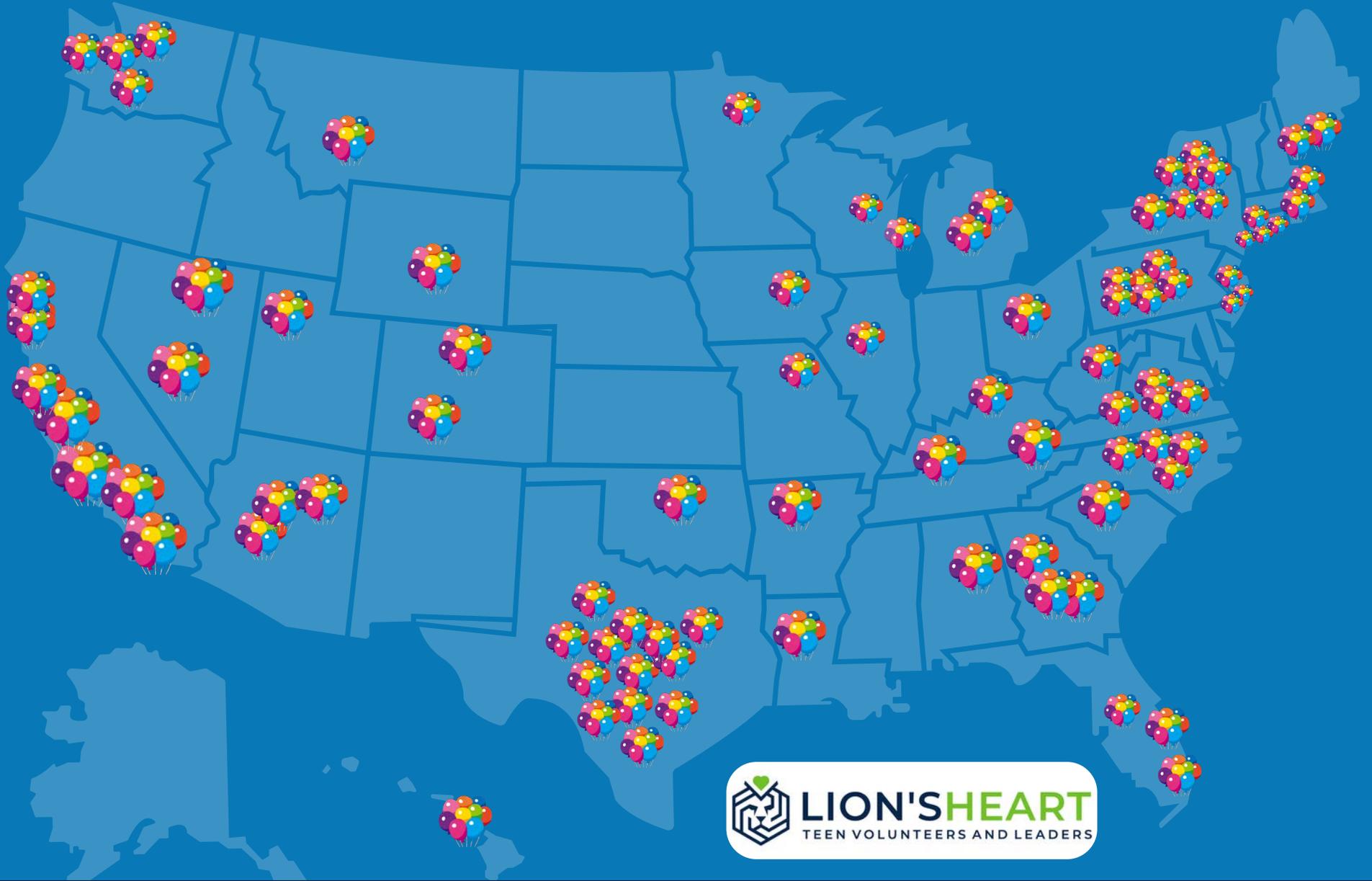
Bequests

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.

Donate Stock

You can also donate Stock to Lion's Heart! For more information email Cindy@lionsheartservice.org.

Lion's Heart Chapters Across the U.S.



THANK YOU TO OUR NPO PARTNERS



BONFIRE





Lion's Heart Teen Volunteers and Leaders

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Ladera Ranch, CA 92694

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LionsHeartService.org