

The Heart of America Foundation®

Fact Sheet

Our Impact

The Heart of America Foundation® has...

- ★ Touched the lives of over **1,050,000 people** since it was created.
- ★ Replenished, redecorated and revitalized **160 public elementary school libraries and reading spaces** in high need areas across the U.S. through its READesign® Library Makeover program.
- ★ Provided children living in poverty with **over 2.5 million books**—a value of **over \$15 million**.

At a Glance

The Heart of America Foundation®...

- ♥ Was founded in 1997 by husband-and-wife team Bill and Angie Halamandaris, who have dedicated their lives to help improve the lives of children living in poverty.
- ♥ Is a national nonprofit headquartered in Washington, DC.
- ♥ Uniquely combines volunteerism and literacy through its programs.
- ♥ Inspires service and a love of reading.
- ♥ Engages corporate sponsor and community volunteers to model how communities can work together to make a difference in schools.
- ♥ Helps schools and communities to teach children the importance of literacy and education.
- ♥ Puts books into the hands of children in need to provide them with the tools to read, succeed and make a difference.
- ♥ Distributes new children's books for school, classroom and home libraries to help students gain resources needed to succeed in school.
- ♥ Transforms school libraries in underserved communities across the U.S. into vital and vibrant centers of learning that become a safe haven and the heart of a school.

Volunteerism Matters

The Heart of America Foundation® has...

- ♥ Helped volunteers serve **more than one million hours** in the community.
- ♥ Introduced **more than 500,000 students** to community service.

About volunteerism...

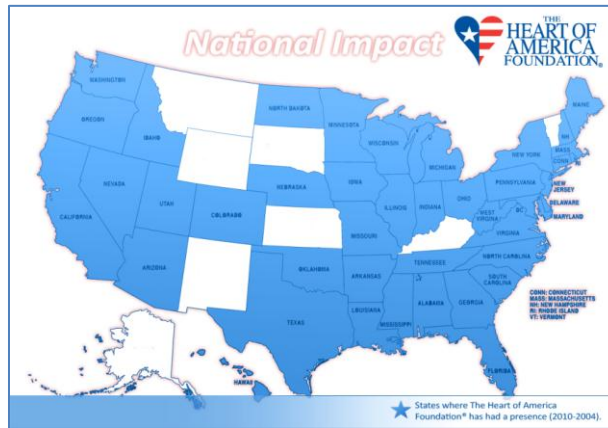
- ♥ 1.6 million more Americans volunteered in 2009 than in 2008—the largest increase in service since 2003. *(Corporation for National & Community Service)*
- ♥ In 2008, 61.8 million Americans volunteered, contributing more than 8 billion hours at a value of \$162 billion in service to America. *(Bureau of Labor Statistics)*
- ♥ 73% of U.S. kids between the ages of 12 and 17 have participated in a volunteer activity. *(Harris Interactive via Family Circle)*
- ♥ The most popular community service project among preteens/teens is helping children in need. *(Harris Interactive via Family Circle)*
- ♥ Persons age 35 to 44 continued to be the most likely to volunteer (31.5%). *(Bureau of Labor Statistics)*

Why We Promote Literacy and Encourage a Love for Reading

- ★ 61% of low-income families have no books in their homes.
- ★ Children who have not developed basic literacy skills by the time they enter school are three to four times more likely to drop out in later years.
- ★ Seven out of ten fourth graders cannot read at grade level.
- ★ Low literacy can lead to crime, unemployment and poverty.
- ★ Recent studies confirm that the availability of reading material is the strongest predictor of a child's ability to read and succeed academically.

Making Our Mark

People from forty-three states (see shaded states in graphic below) have participated in The Heart of America Foundation® programs, including the READesign® Library Makeover program, READesign® Reading Corners, Books From The Heart® Book Drives and Heroes of the Heart® awards programs.



Additional maps can be seen at www.heartofamerica.org/maps.

By the Numbers

- READesign® partner schools are targeted and prioritized by need and qualified by interviews and site visits. At these schools, more than 60% of the students are on meal assistance and more than 30% of the students are reading below proficiency as measured by 3rd grade state testing.
- As of 2010, 5% of The Heart of America Foundation® funds were used for administrative/fundraising expenses (percentage computed from IRS Form 990).
- By the end of May 2010, The Heart of America Foundation® completed over 1,300 book donation projects, book drives and book distributions projects, 91 READesign® Library Makeovers, and 15 READesign® Reading Corners (see Chart 1 below).
- By the end of May 2011, The Heart of America Foundation® completed 91 READesign® Library Makeovers and 23 READesign® Reading Corner projects in twenty-six states (see Chart 2 below).

The Heart of America Foundation - Program Overviews (2002-2011)			
Year	Books From The Heart® - Book Donations, Book Drives & Distributions	READesign® Library Makeover Projects	READesign® Reading Corner Projects
2011	<i>TBD</i>	<i>6 Completed/39 Projected</i>	<i>3 Completed/8 Projected</i>
2010	205	35	7
2009	177	22	3
Fall 2008	*60	10	2
2007-2008	*82	5	-
2006-2007	*146	7	-
2005-2006	*222	5	-
2004-2005	169	1	-
2003-2004	155	-	-
2002-2003	95	-	-
TOTALS	1,311	91	15

** These program years include special book donation and Buddy Pack distribution projects coordinated as Hurricane Relief.*

Chart 1

READesign® Library Makeover & READesign® Reading Corner Projects by State (2004-May 2011)				
Arizona (4)	Florida (8)	Maryland (4)	New Jersey (2)	Tennessee (1)
Arkansas (1)	Georgia (2)	Massachusetts (3)	New York (8)	Texas (11)
California (10)	Hawaii (1)	Michigan (1)	North Carolina (2)	Virginia (5)
Colorado (2)	Illinois (2)	Minnesota (6)	Ohio (2)	Washington (1)
District of Columbia (12)	Indiana (1)	Missouri (2)	Pennsylvania (3)	Wisconsin (3)
	Louisiana (9)			

Chart 2

Our DC Connection

The Heart of America Foundation® was founded, and is headquartered, in Washington, DC. The organization has strong roots in this metropolitan area, with a multitude of projects and partnerships, including:

- Books From The Heart® Book Distributions with local partners
- Cherry Blossom Princesses Book Distribution
- Heroes of the Heart® Award Recognition, including the National Heroes of the Heart® Award and Principal of the Year Award
- Martin Luther King, Jr. Day of Service projects
- Prudential Spirit of Community Award Program Book Distribution
- READesign® Library Makeover and READesign® Reading Corner projects
- United for D.C.'s *United Reads* program and Book Distribution (D.C. United Soccer Team)
- University Internship Program

Additional Local Partners and Supporters Have Included:

- Borders Books and Music
- Capital One
- Digital Lightning Productions
- The FBR Branch of Boys & Girls Clubs of Greater Washington
- FedEx Office
- Findaway World
- Howard University
- Martha's Table
- Mead Family Foundation
- Microsoft
- National Association of Secondary School Principals
- National Education Association (NEA)
- Syzygy Event Productions
- Target
- THEARC
- Toyota
- Washington Nationals
- Washington Mystics

The Heart of America Foundation® Program Snapshot										
READesign® Library Makeover & READesign® Reading Corner Projects in the DC Metropolitan Area (2004-May 2011)										Books From The Heart® Book Donations, Book Drives & Distributions in the DC Metropolitan Area (2002-2010)
Location	# Projects	READesign® Library Makeovers	READesign® Reading Corners	2004	2007	2008	2009	2010	2011*	2002-2010
DC	12	8	4	1	3	1	2	2	3	402
MD	4	2	2			1	1	2		136
VA	5	4	1		1	2		1	1	88
Totals	21 Total	14	7	1	4	4	3	5		626 Total

Chart 3

*As of May 2011

Recognition

The Heart of America Foundation® has been honored with the following designations:

- Featured on the **Oprah Show**, 2010
- The 2009-10 **Catalogue for Philanthropy: Greater Washington "One of the Best"** designation
- The 2008 **Target "Best of the Bullseye Award for Innovation"**
- The 2009 **Morris and Gwendolyn Cafritz Foundation Youth Partnership Award** Finalist designation