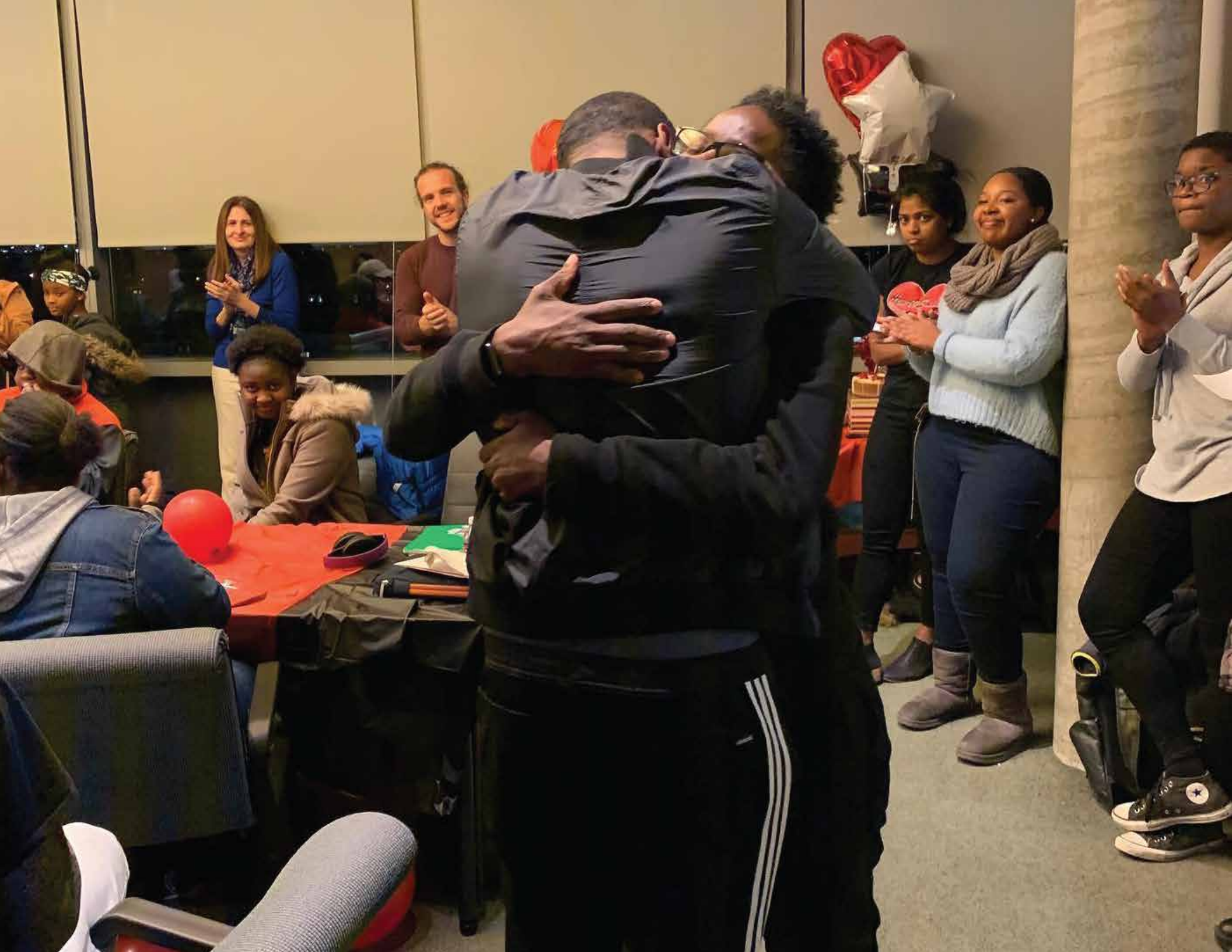


# IMPACT REPORT

FEBRUARY 2024

"Growing *Leaders*, Changing *Lives*"







**Letter from the  
Executive Director**



**HeartSmiles  
Background**



**Mission, Vision,  
Promise**



**HeartSmiles  
Continuum of Care**

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**Past: Where we  
Started (2015)**



**Present: Where  
we are Now (2024)**



**Future: Where  
We're Going (2032)**



# Letter from the Executive Director

## To our HeartSmiles Family,

It is with great pleasure and a profound sense of gratitude that I present to you our first annual impact report. As the Founder and Executive Director, it is my privilege to share the many accomplishments and positive changes we have brought about since beginning this journey after the Freddie Gray riots took root in my childhood community, 21217.

HeartSmiles, since its inception, has remained committed to its mission of building young leaders and entrepreneurs from Baltimore's most underserved communities.

Our belief in the power of youth leadership is at the core of everything we do. Through our various programs and initiatives, we aim to place youth at the intersection of access and opportunity, providing them with real hope of reaching their version of success.



Over the past year, we have made remarkable strides in achieving our goal of becoming a data-informed, data-driven organization. In December of 2022 when I named 2023, “The Year of Data” I honestly had no idea how we would move from being an organization who never even said the word data to becoming an organization who could understand, adapt and speak the language of data.

Well today we are proud to announce that we have not only confirmed our natural instincts through the lens of data, we have successfully implemented a preliminary data structure across all of our programs.

None of these accomplishments would have been possible without the invaluable support of our board, team members, donors and volunteers. Your unwavering dedication and belief in our mission have been the driving force behind our success. We are deeply grateful for your generosity and commitment to supporting our Heartbeats.

As we look forward, HeartSmiles remains steadfast in its commitment to expanding our reach and impact. We plan to scale up our programs, deepen our partnerships, and continue building Baltimore’s next generation of leaders. Our goal is to not only uplift youth in underserved communities but to ultimately eliminate the health and economic disparities that makes our job critical.

The first annual impact report of HeartSmiles is a testament to our work and an urgent call to close the gaps so that one day this work will no longer be needed. Your contributions have made a lasting impact, and we look forward to continuing this journey together.

**With heartfelt gratitude,**



**Founder and Executive Director, HeartSmiles**





# HeartSmiles Background

Born from the pain and heartache of the Freddie Gray uprising, HeartSmiles was founded in 2015 by Joni Holifield. **Placing youth at the intersection of access and opportunity, HeartSmiles develops and inspires young leaders** through programming dedicated to:

- Workforce and Professional Development
- Personal Growth and Development
- Leadership and Entrepreneurship Skills

Resembling the youth served, HeartSmiles is resilient; adapting to the current challenges and needs facing young people: racial tensions, economic disparities, violence, physical and mental health challenges here in Baltimore and abroad. HeartSmiles has identified the following models to connect and serve Baltimore's youth

- Peer to Peer and Near Peer Approaches
- Earn While You Learn Opportunities
- Social Media and Online Engagement

The need for authentic and successful youth engagement is growing. Addressing the social and structural barriers our youth face is essential to HeartSmiles' success as an organization. With one of the highest homicide rates in the country, Baltimore City youth are continually in traumatizing and oppressive situations beyond their control. Along with homicide and community violence, the media consistently portrays the city's youth in a negative, uninspiring light leading to youth feeling unvalued and neglected. Youth continue to live in generational cycles of poverty without proper access to food, education and resources. Young people continue to have their stories written for them and rarely have control of the pen.

HeartSmiles counteracts this by **instilling hope, passion and a sense of belonging. In HeartSmiles, young people can realize and harness their strength to break out of the vicious cycles and change the oppressive systems that create them.**

We do this by:

- Creating safe learning spaces that are positive, interactive and engaging
- Always prioritizing youth voice, leadership and direction
- Ensuring youth have access to skills, resources and networks needed to thrive



# Mission, Vision, and Promise



## Mission



To help youth reach their version of success by putting them at the intersection of access and opportunity



## Vision



**Confidence** (*excitement for success*), **Humility** (*fun and safe spaces that inspire*), **Accountability** (*poverty dismantled*), **Integrity** (*youth leaders, leading*).



## Promise



We promise that any young person who wants to grow both personally and professionally, **WILL.**



# The Gaps



Since the **2015 Freddie Gray Uprising** Baltimore has consistently been above **300 murders annually**, **2023** was the first year to have under **300**

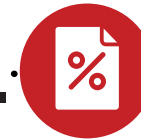
In **2016-2020**, a Baltimore City resident was **30 times more likely** to die by a firearm than a Montgomery County resident



**1 in 3 youth** in Baltimore City struggle with **food insecurity**



In 2019, **13%** of youth between **16-24** were completely **disconnected** from school and the workforce



In 2017 less than **10% of 8th grade students** in Freddie Gray's **West Baltimore** neighborhood met or exceeded the PARCC exam for reading compared to **77% in Roland Park**



Baltimore accounts for **9%** of Maryland's total **population** and **40%** of the **state's prison population**

# HeartSmiles Continuum of Care

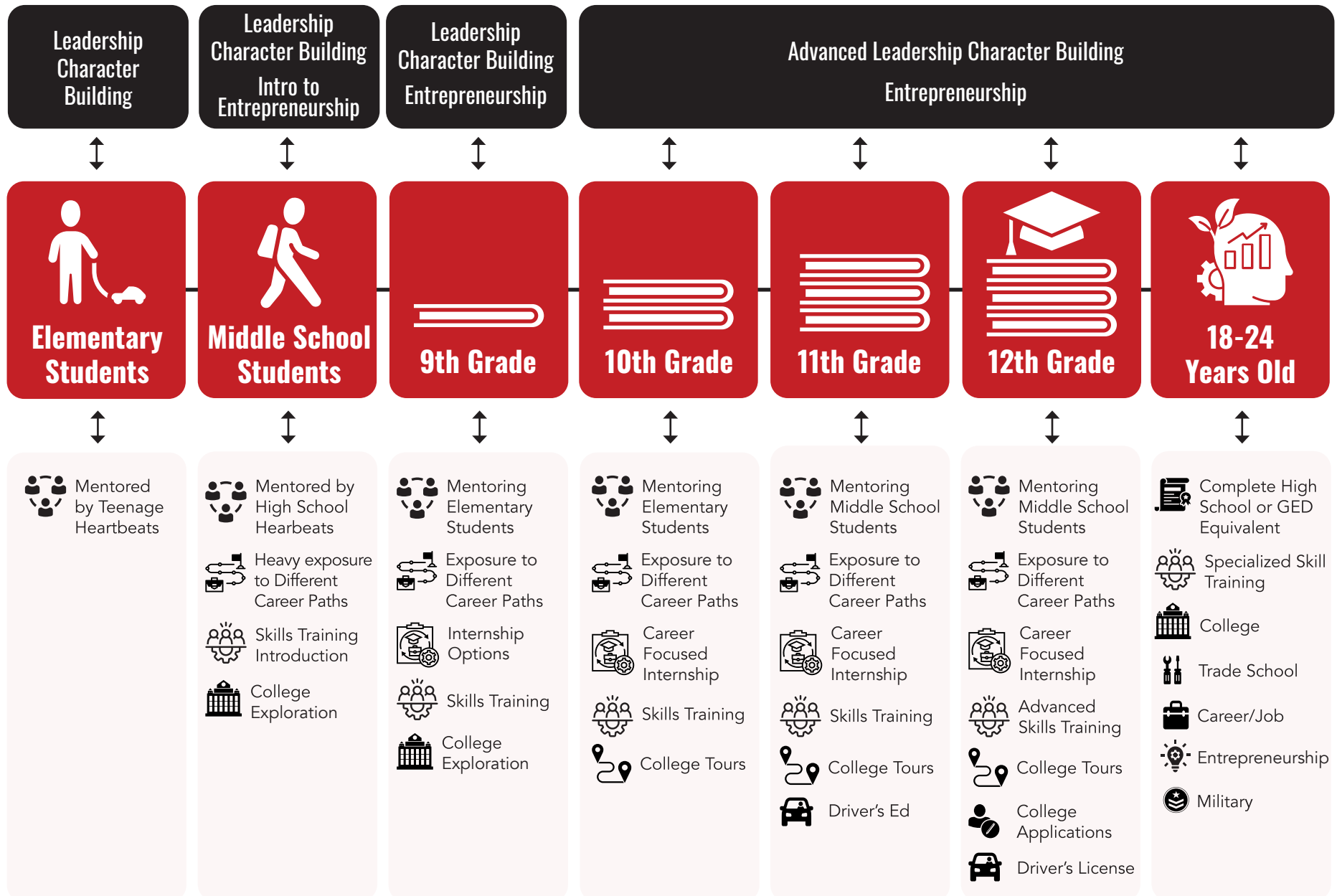
**Peer to Peer and Near Peer models are useful ways to engage young people in solving issues they see in their lives and communities.** Research in adolescent programming and interventions shows that peer to peer and near peer models are effective.\* Studies also show that youth are more likely to talk to a peer about their problems first, than to an adult.\*

Our peer to peer and near peer model taps into the power of youth culture, knowledge, expertise and shared experience to be leaders in their lives and communities. Training young people and then putting them at the center of creating solutions with each other, alongside adult supporters, gives young people the opportunity for their leadership, talent and creativity to shine. Not only can they connect young people to the right adult supports, programs and resources when needed but their solutions will be more sustainable as they become the leaders and role models of the future pass the baton to younger generations.

*\*Resources can be found on page 52.*



# Our Solution





**Past: Where We Started (2015)**



## People (Ms. Joni)

- ✓ HeartSmiles was started as a personal commitment, to be part of the change she wanted to see. HeartSmiles started with just one committed person who had no knowledge of nonprofits, community or youth engagement but a heart and will to know she had to do something to help her city.
- ✓ Leadership is what helped lift Ms. Joni out of poverty so it was a natural fit for her to talk and teach about it. She knew it like the back of her hand.
- ✓ Ms. Joni quit her six figure job to start HeartSmiles, utilizing her retirement fund and funds from consulting business, Leading for Longevity to pay herself and run programming.





## Funders and Partners

- ✓ Starting out Ms. Joni knew partnerships would be important and understood the need and importance to reconnect with the community. During her walk along North Ave to connect with people, she was able to connect with the Biggy's Community Center on Presstman. She explained what she was trying to do and with no hassle they offered her space to host leadership sessions on Saturday mornings which eventually led to HeartSmiles being able to use cafeteria space at Belmont Elementary School.
- ✓ Understanding that entrepreneurship was another key to economic success, Ms. Joni wanted to have a focus on leadership & entrepreneurship but didn't have the expertise in the entrepreneurship area. Through a mutual connection at BB&T, she was introduced to Robin Haynes in 2016 who was running the entrepreneurship program through Operation Hope - it was a match made in heaven. Without a second thought Robin agreed to teach entrepreneurship for FREE. She showed up week after week and as we grew, she came along driving from West Baltimore to East Baltimore to Woodlawn for back to back sessions.
- ✓ Starting out Ms. Joni spent every waking hour at various community events, networking events and on the streets talking to people about what she was doing at HeartSmiles. Ms. Joni would be up connecting with people during the day and handling HeartSmiles paperwork and logistics during the evening.





## Programs

The Leadership and Entrepreneurship program held in the Biggy's Community Center on Saturday's was the first HeartSmiles program. It taught the fundamentals of leadership and success. It continues to be a signature program within HeartSmiles to this day.



# 9 Years Later

**2015**

**1**

**Adult Staff Member**

**0**

**Heartbeat Staff Members**

**1**

**Program**

**\$500.00**

**Programs Budget**

**2**

**Funders & Partners**

**20+**

Reached directly and indirectly through social media and in person programming, projects, events

**2024**

**9**

**Adult Staff Members**

**8**

**Heartbeat Staff Members**

**7**

**Programs**

**\$995,000.00**

**Programs Budget**

**30+**

**Funders & Partners**

**100,000+**

Reached directly and indirectly through social media and in person programming, projects, events



**Present: Where We Are Now (2024)**





# People

**HeartSmiles** is made up of dedicated youth and adults committed to seeing Baltimore’s youth thrive. Connected by the common goal and mission of supporting Baltimore’s youth, **HeartSmiles** now has 3 full time adult staff members and 6 part time adult staff members. True to our mission, vision and promise, we currently have 8 part-time Heartbeat staff members that have been through our programming and are now in positions of leadership within the organization. From program coordinators to administrative support, our Heartbeats are able to continue to build on the leadership skills they developed in our program and apply them directly back to up and coming Heartbeats. The goal is that one day, Heartbeats will be ready to take over all adult positions and continue to build the next generation of leaders.



**Joni Holifield**  
*Founder and Executive Director, Mentor*

**Robin Haynes**  
*Chief Financial Officer, Mentor*

**Kendra Abel**  
*Executive Assistant, Mentor*

**Morgan Prioleau**  
*Programs Director, Mentor*

**Simone Sawyer**  
*Director of Operations & Data Support, Mentor*

**Charmika Abel**  
*Grants & Reporting, Mentor*

**Emma Jagasia**  
*Conferences, Mentor*

**Kaitlyn Harper**  
*Food Insecurity Manager, Mentor*

**Cheryl Harris**  
*Adult Administrative Support, Mentor*

**Kamri Moses**  
*Partnerships Manager, Mentor \*Senior Heartbeat*

**Ihsane Abdeddaim**  
*Program Coordinator, Mentor \*Senior Heartbeat*

**Shelah Johnson**  
*Year Round Administrative Support, Mentor \*Senior Heartbeat*

**Jima Chester**  
*Year Round Administrative, Mentor \*Senior Heartbeat*

**Jada Johnson**  
*Year Round Administrative, Mentor \*Senior Heartbeat*

**Kennedi Caldwell**  
*Heartbeat Administrative Support, Mentor \*Senior Heartbeat*

**Breyanna Dabney**  
*Program Coordinator, Mentor \*Senior Heartbeat*

**Amaya Murillo**  
*Program Coordinator, Mentor \*Senior Heartbeat*



# Funders and Partners

*"It takes a village to raise a child"* - African Proverb

We couldn't do this work without our amazing partners and funders. Staying true to our mission of putting young people at the intersection of access and opportunity, we want all of our Heartbeats to have as many opportunities as possible. HeartSmiles is proud to show the diversification and expansion of funders and partners over the past 8 years. Our expansion and diversification shows our ability to be able to partner well and our commitment to collaboration.



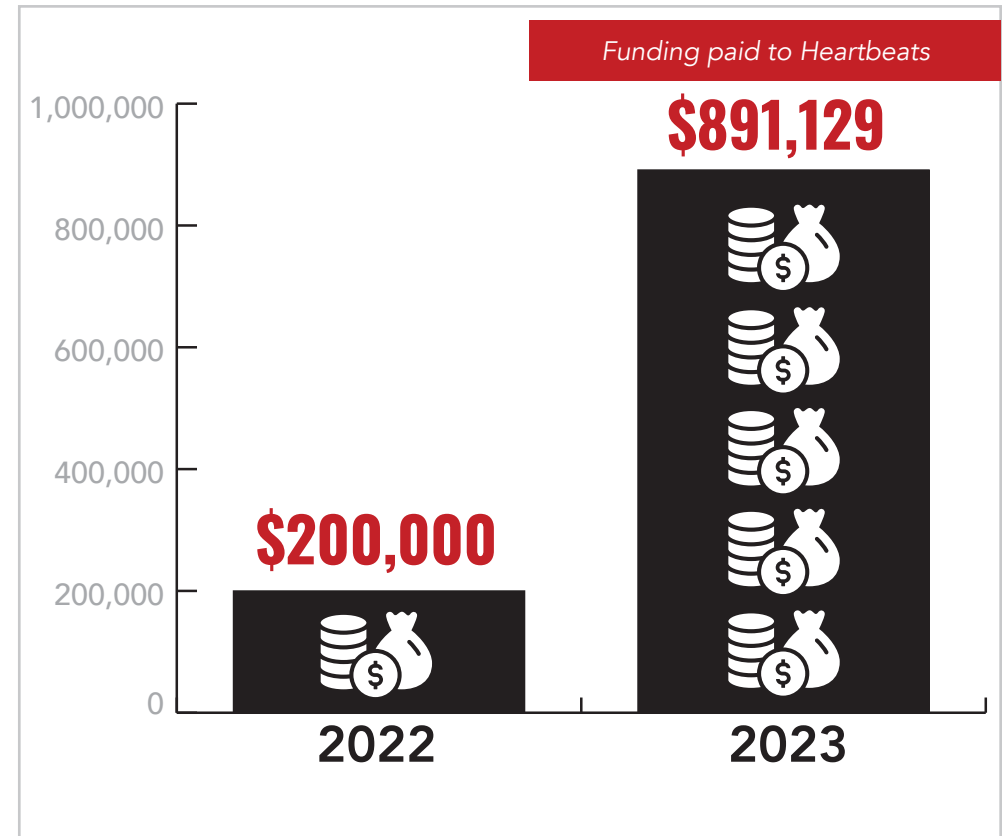


## Funders and Partners

### Funding

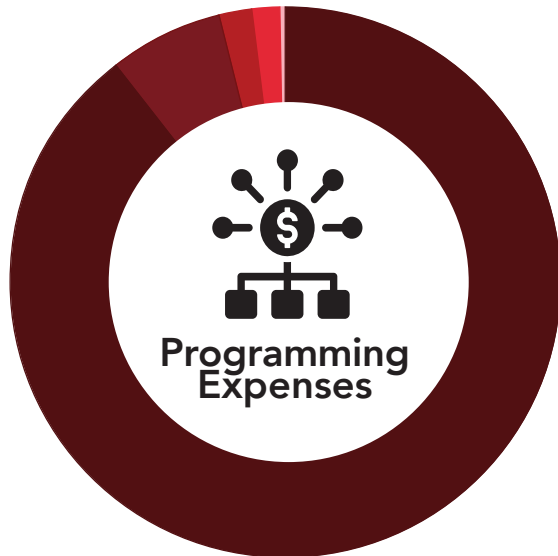
We are serious about our investment in Baltimore's youth. 100% of our programming expenses go directly back to youth to ensure they have food, transportation, and engaging activities. Through our near-peer and peer to peer model and earn as you learn approach, we hire older Heartbeats to facilitate programming for younger Heartbeats. Older Heartbeats get paid to continue to grow their leadership and mentoring skills.

Younger Heartbeats get paid and learn early on that there are positive youth role models in their communities and that you can get paid to do good. We are competing with the streets so this work is crucial to showing that our path is the better one. We are proud to report that in **2022**, we paid **\$200,000** to Heartbeats in to earn while you learn opportunities. As we continued to expand our funders and partners, in **2023**, we were able to increase the number of programming dollars paid to youth to **\$891,129** to earn while you learn opportunities.



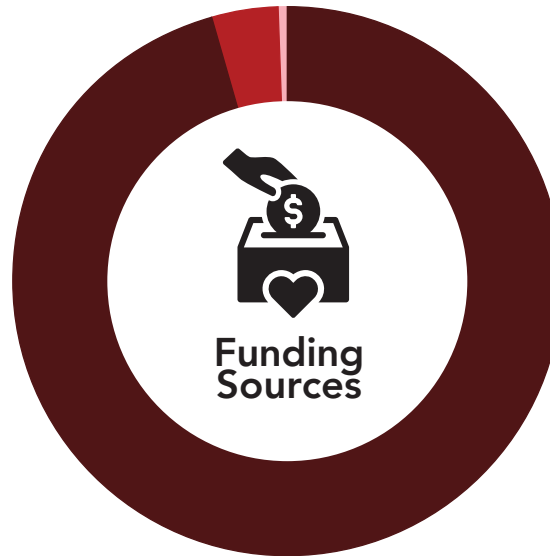


## Funders and Partners

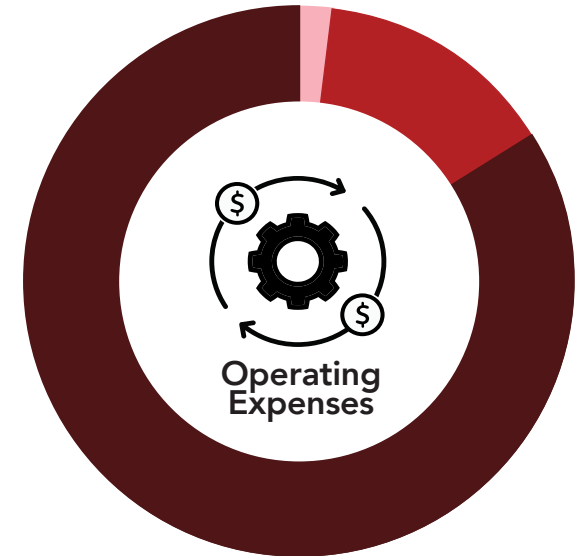


**Total Programming Expense: \$995,675**

- Payments to Youth: **95.8%**
- Food for Programming: **6.7%**
- Supplies: **1.9%**
- Transportation: **1.7%**
- Equipment: **0.2%**



- Grants: **95.8%**
- Programming: **3.9%**
- Private Donations: **0.3%**



- Program Expenses: **84%**
- Operation Expenses: **14.2%**
- Financial Donations: **1.8%\***

*\*Financial Support includes:  
Rental, Emergency, Funeral  
Scholarships, Sponsorships*



# Funders and Partners

## Partners

In 2023, we conducted our first partner feedback survey. Here's what we heard:

- **100%** Agreed or Strongly Agreed that the HeartBeats were knowledgeable in the subject matter they were teaching /discussing/leading.
- **100%** would consider partnering with HeartSmiles again
- **100%** would recommend others to partner with HeartSmiles
- **100%** said they Agree or Strongly Agree that they are satisfied with their partnership with HeartSmiles



## Quotes from Partners:

“

Our sessions were great because the facilitators worked hard to build rapport with students. After sessions, we would talk about what went well and what didn't and our facilitators did a good job of working on what I asked them to change.

”

“

Matthew A. Henson truly appreciated the support of HeartSmiles.

”





# Our Programs

Our programs provide space and opportunities for Baltimore’s youth to use their voice and lived experience to solve issues, gain skills, grow their leadership and confidence, and be able network with supportive adults and goal oriented peers. Our programs are structured for young people just starting out with HeartSmiles, who want to get connected and participate in more career and educational opportunities in the future.

## Programs

### Year-Read Program

### Summer Success Sessions Program

### Alternative and High School Programs\*

- Leadership and Entrepreneurship
- Personal Growth and Development

### Elementary/Middle School Programs

- Little Leaders\*
- Leadership Through DJing

### Out of School and Career Focused Programs

- Squeegee 2 Success\*
- Take on a Trade: Barbering

*\*indicate 100% youth led programs, all others are youth and adult co-led*



# 150 Hours

of programming during the Summer (July-August)



# 26-30 Hours

of weekly programming during the school year



# Our Programs

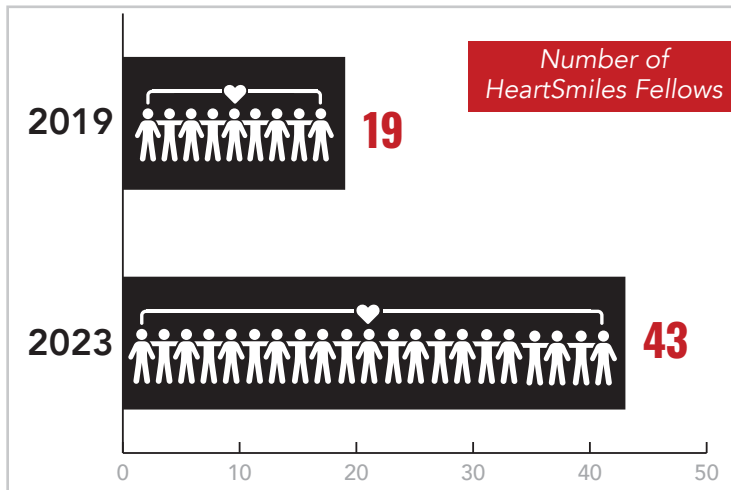
## Year-Round Program

HeartSmiles, in partnership with Bloomberg Philanthropies, Urban Alliance, and the Goldman Sachs 10,000 Small Business Program, combines meaningful relationships with industry professionals along with personal, professional and leadership development training. Together, we support Baltimore's youth workforce development by facilitating a one of a kind initiative that provides part-time employment and enrichment opportunities for young people. From October to August of each year we train youth and connect them with local business owners so that they have the opportunity for lifelong transformation through mentorship, career and entrepreneurship exposure.

Our signature year-round programming includes:

- **Mission Monday** - Mental Health and Wellness
- **Tech Tuesday** - Data, Technology and Physical Fitness
- **Winning Wednesday** - College and Career Readiness plus Social and Emotional Development
- **Thriving Thursday** - Advanced Leadership and Entrepreneurship Training
- **Focused Friday** - Mentorship with Ms. Joni on Instagram Live

**We're building tomorrow's leaders, today!**





**92%**

of youth said they learned new knowledge, skills, and/or abilities through weekly courses/sessions



**89.7%**

of youth said they feel prepared to apply the lessons learned in weekly sessions towards their personal goals, projects, business, passions



**100%**

would recommend to a friend



**98%**

would consider being in Year Round programming again



**100%**

high school graduates in 2023



**100%**

connected with internships since inception

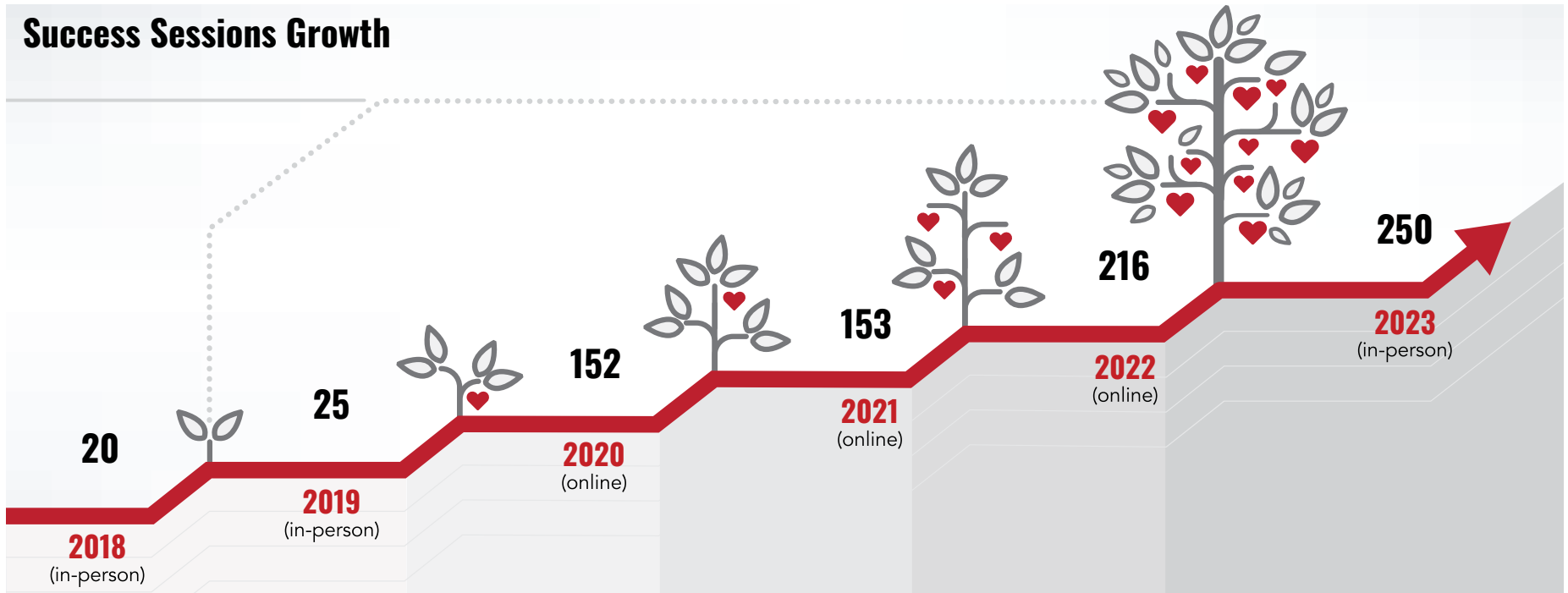




## Our Programs

### YouthWorks/Summer Success Sessions Program

Success Sessions were created just days after schools shut down due to the COVID-19 Pandemic in March 2020. Since then, it has been adapted into one of the most prominent YouthWorks summer sites in Baltimore City. The sessions occur Monday-Friday for 5 weeks from 10am-3pm. They will be held were held in person again for this first time since COVID. Heartbeats engage in conversation and curriculum diving into different aspects of professional development, personal development, cultural enrichment and wellness. Professional development sessions are focused on career readiness, options after high school and workforce development training. Cultural Enrichment is facilitated through a guest speaker series, where young people are exposed to different individuals from varying backgrounds. Speakers include partners from local and national businesses, academic institutions, grassroots organizations, and trades. Personal development sessions focus on character development and digging deep into self esteem and awareness. Heartbeat led sessions are youth led and focus on relevant topics surrounding growing into a productive young adult.





**90%**

of you of youth said they liked and loved our summer program



**88.4%**

of youth said they would join our summer program next year

**Within 5 Weeks**, we see increases in leadership and professional development skills.

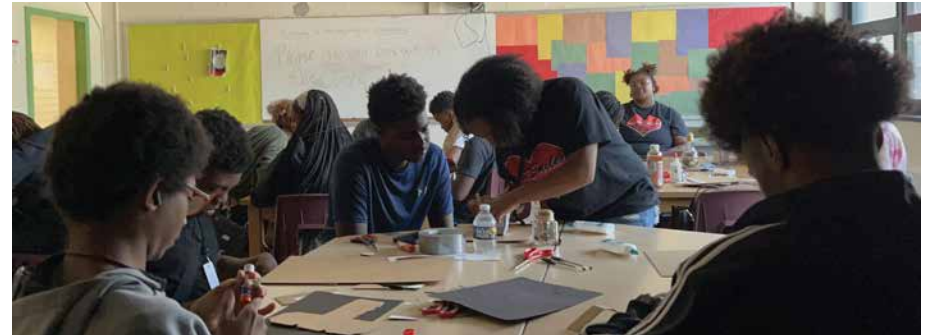


**Pre Summer**  
**59.7%**

agreed or strongly agreed that they have strong leadership and professional development skills, pre survey

**Post Summer**  
**80.2%**

agreed or strongly agreed that they have strong leadership and professional development skills, post survey



**89.3%**

of youth said they would recommend this program to their friends







## Our Programs

### Alternative and High School Programs

Our Heartbeats are in leadership & facilitation roles 100% of the time. Our Heartbeats create their own lesson plans around issues that are impacting young lives today. Each session is real and relevant to workforce development, personal growth and entrepreneurship. As we compete with the streets for time and attention, our youth learn early on that you don't have to do things that jeopardize your life and freedom to earn money. They learn that they can be a positive leader in their communities and teach others to do the same.

Post session survey results showed:



**80%**

learned something new



**93%**

would recommend to a friend



**94%**

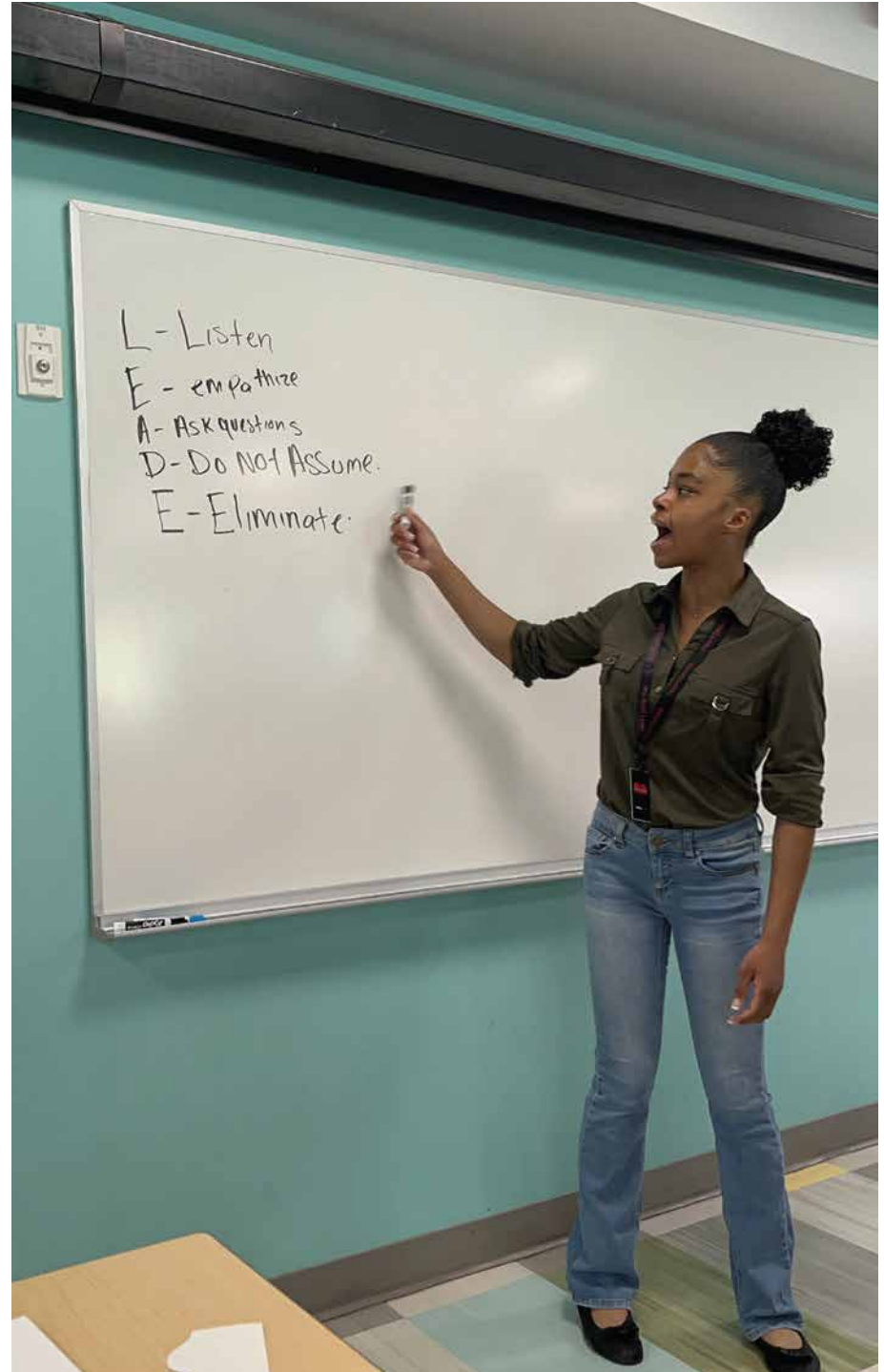
enjoyed having a peer or near peer as their facilitator





# 100%

of participants agreed or strongly agreed that they see their facilitators as leaders





# Our Programs

## Elementary/Middle School Programs

### Little Leaders

HeartSmiles is excited to work with elementary & middle school students who are interested in becoming leaders! Little Leaders is a unique project that allows students to network, learn critical leadership skills and earn extra money. This near-peer experience allows elementary students to connect with and learn from older youth leaders who understand the importance of mentorship and being a positive example. These leadership sessions are a great way to build young people's capacity as a leader, work with older students who have been where they are AND secure MORE opportunities where they can earn money while learning about leadership.





# Our Programs

## Leadership Through DJing

We are fortunate to partner with amazing DJ's provide youth with an opportunity to learn Leadership through the art of Dj'ing. Students get to learn and experience first hand how math works with music, the fundamentals of public speaking, how to be authentic and so much more! We are excited to work with schools and communities to offer this amazing opportunity.



When asking our elementary/middle school participants to give **one word to describe their session** they said the following...







# Our Programs

## Out of School and Career Focused Programs

### Squeegee 2 Success

From Squeegee 2 Success (S2S) is a youth-led weekly program that has a mission to help youth go from “stop lights to spotlights” . The program vision is to see the day where no youth in Baltimore City has to squeegee to make money. S2S is focused on helping youth get off the street and become the leaders they desire to be. The program is committed to ensuring that youth don’t go without money, food, transportation and the basic personal/professional development skills needed to be an engaged and healthy citizen in today’s society. Young people participate in time management, interview skills, and resume development sessions. After completing the program, S2S participants are connected with mentors within their desired career fields so that they can continue to build on the skills they gained during the program and enter the workforce.



# 90.6%

would recommend this program to a friend



# 200%

increase in recruitment and retention within a month of starting



## Our Programs

### Participant Survey Responses

Post-session surveys also asked participants to give an update on where they are at with achieving their goals and a participant shared that:

“

I'm not all the way there but this program helps with a lot.

”



Post session surveys also ask participants what their main take-away from the session that day and participants discussed the following:

“

To think more strategic about the things I need to do.

”

“

Being open to change.

”

“

To get myself together mentally before I fail.

”

“

To not jump and do stuff of impulse.

”

“

Gain emotional maturity.

”

“

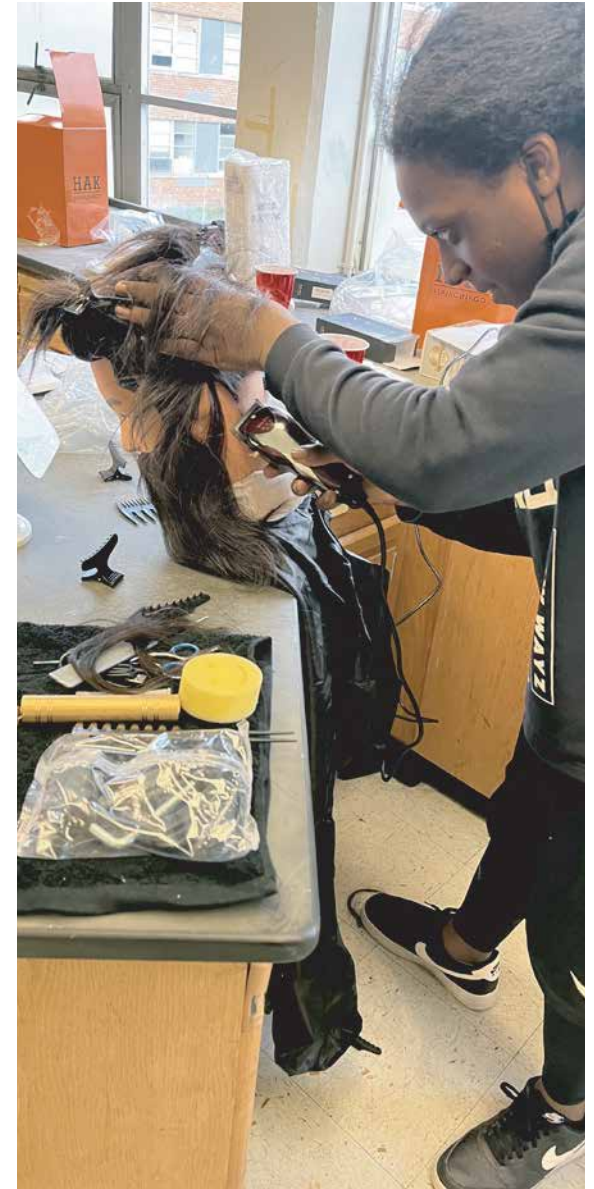
Never give up when times get hard and stressful stay determined.

”



## Take on a Trade: Barbering

We partner with Master Barbers and Teachers to provide youth interested in the Barbering trade with world training and skills that prepares them to excel in a State Certified Program. We have graduated 3 cohorts of barbering students and look forward to expanding our reach and data collection to more in 2024. In 2024, we are also eager to expand our Take on a Trade series to include Take on a Trade: Culinary.





## Our Projects

Our projects provide space and opportunities for Baltimore's youth to use their voice and lived experience to solve issues, gain skills, grow their leadership and confidence, and be able network with supportive adults and goal oriented peers. Our projects are structured for our seasoned Heartbeats who have demonstrated growth in leadership and confidence. Projects are their opportunity to get paid to work with our partners or start their own programs working on various issues impacting the Baltimore community.

### Projects

Youth Food Security Network\*

The Granny Project\*

Healing Youth Alliance

One Million Black Women Grants

Youthworks Tool Project\*

RISE Project

Voices on Vax

Youth Advisory Board

JHU Dating Project

*\*indicate 100% youth led programs, all others are youth and adult co-led*



# 24+ Hours

of community service hours in 2023



## Our Projects

### We're Blessed to be a Blessing

In HeartSmiles giving back and serving our community is a must. In partnership with Bloomberg Philanthropies, our Heartbeats are able to connect with caring adults, local businesses, organizations, schools and communities in order to serve Baltimore City.

Some of our service projects over the years have included:

- Community Clean Ups
- Back to School Drives and Supplies Giveaways
- Food Giveaways
- Tree Planting
- Winter Coats and Cookies
- Sending First Generation College Students Care Packages
- Painting Schools, Fixing Walls and Providing Other Maintenance Support



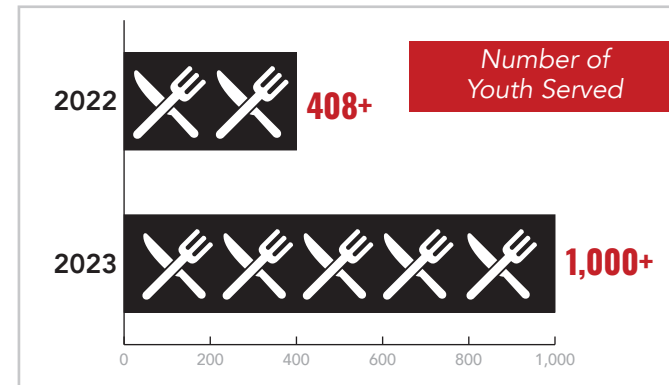


# Our Projects

## Projects Spotlight

### Youth Food Security Network

The Youth Food Security Network is an initiative led by Heartbeats, with support from adult HeartSmiles mentors, who work to ensure that all people in Baltimore City have access to healthy and nutritious food. They prioritize youth and young adults by providing paid opportunities for Baltimore City youth to lead this initiative and spread awareness and education about food insecurity and hunger. They provide youth and young adults with access to a free mobile food pantry entitled, "The Youth Food Pantry!" where young people can complete a simple Google Form and receive groceries delivered to their door. In 2022, they delivered 408+ food orders to youth in Baltimore City and in 2023 saw a 145% increase by delivering over 1,000 orders! Their goal is to continually increase their numbers. Stay tuned!



# 10-24

Range of ages served, majority orders were placed by youth ages 14-21 years old



## Be You Showcases

Tayonna Jackson (19), best known by her stage name TayyBandz, a Baltimore native, noticed that young people did not feel safe expressing their creativity and determined that it was time to make a change. With financial assistance from the One Million Black Women Foundation and backing from Quicha Brown, the owner of Berries by Quicha, The Be You showcase was born. Be You is about the path of self-discovery, self-expression, and personal growth, as well as the ultimate performance. It gives youth more confidence and fosters a sense of community and friendship among members.

The showcase acts as a beacon of positivity and empowerment in a world where many young people confront numerous obstacles and pressures. It fosters an environment in which young people can freely express their thoughts, emotions, and creativity through their chosen talent, whether music, dancing, poetry, or any other kind of artistic expression. The youth gain vital life skills such as teamwork, communication, tenacity, and discipline through this event, which contributes to their holistic development and helps prevent violence by developing good coping strategies and strong connections.







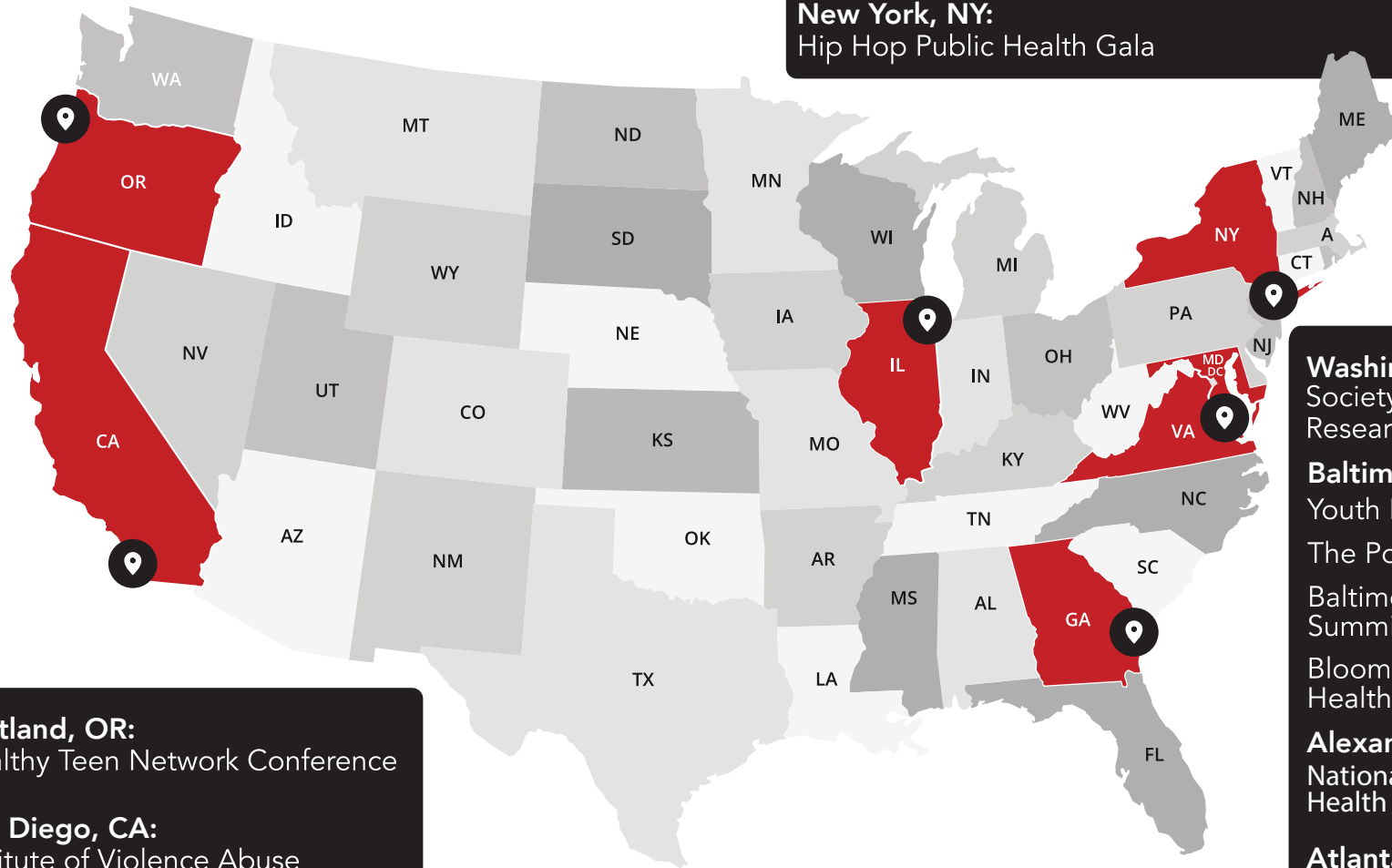


## Events and Conferences

In 2023, we presented at 9 summits, panels, and/or conferences. 100% of our summits, panels, and/or conference sessions included our Heartbeats as main or co-presenters. We cover 100% of conference registration, food and transportation cost so that Heartbeats can present at their best and highest ability. We are proud that our Heartbeats are prepared for these opportunities and are not intimidated, even when they are usually the only young people presenting at the events we take them to. Exposing our Heartbeats to professional events and conferences gives them critical career and cultural exposure. Seeing the world outside of Baltimore City and showcasing to the world that Baltimore's youth are leading and literally defying the odds that are stacked against them is what HeartSmiles is all about.



# In 2023, we've been to....



**Chicago, IL:**  
Society for Adolescent Health and Medicine Conference

**New York, NY:**  
Hip Hop Public Health Gala

**Portland, OR:**  
Healthy Teen Network Conference

**San Diego, CA:**  
Institute of Violence Abuse & Trauma Annual Conference

**Washington, DC:**  
Society for Prevention Research

**Baltimore, MD:**  
Youth Equity Summit  
The Poverty Forum  
Baltimore Together Summit

Bloomberg American Health Initiative Summit

**Alexandria, VA**  
National Institute of Health Meeting

**Atlanta, GA**  
Center for Disease Control Conference



**Future: Where We're Going (2032)**

# Goals: 9 Years in the Future



1

Have Heartbeat City as the official youth strategy for Baltimore



3

Provide 100% of Baltimore's youth who want to work year-round with opportunity to do so



2

Fully operational Heartbeat Center "The Artery" to operate 365, 24/7 serving the youth of Baltimore



4

Be positioned to influence laws & policies that govern underserved communities





## People

- Continue to put the right people in the right positions. Experts who can lead in their spaces
- Prepare Heartbeats to take on more senior roles within the organization
- Provide more opportunities for training, professional development and team building



## Funders and Partners

- We want to continue to build and maintain strong partnerships
- Build out our funding portfolio to include more private donors through strategic fundraising goals and communication to our supporters and beyond
- Build a more robust volunteer base that we utilize in order to strengthen support and connections for Heartbeats”





## Programs

- We want to focus on obtaining a building where we can house and run all of our programs
- Provide even more opportunities for travel in our programs via presenting at conferences, going on college and trade school tours
- Continue to outline our program processes and structures so that they can be evaluated and replicated in more spaces



## Data Philosophy

The mission of HeartSmiles is to put every young person in Baltimore that wants better for themselves, at the intersection of access and opportunity. HeartSmiles is committed to collecting and reporting quality data used to inform programming and decision making. We understand and acknowledge that data is more than numbers.



Data is information that can be produced in the form of counts, percentages, ratios, pictures, videos, testimonials, graphs, and more. Behind every data point is a real life, experiences and member of a broader community.

Our first and foremost goal is to uphold our mission and commitment to youth by providing them opportunities to be at the intersection of access and opportunity through platforms for them to safely practice and display their leadership skills, engaging programming, near peer mentors, adult support and support in other essential needs. We collect data to assess our progress on these goals and to show our village of supporters how their time, talents, and treasure are making a difference in the lives of Baltimore City youth.

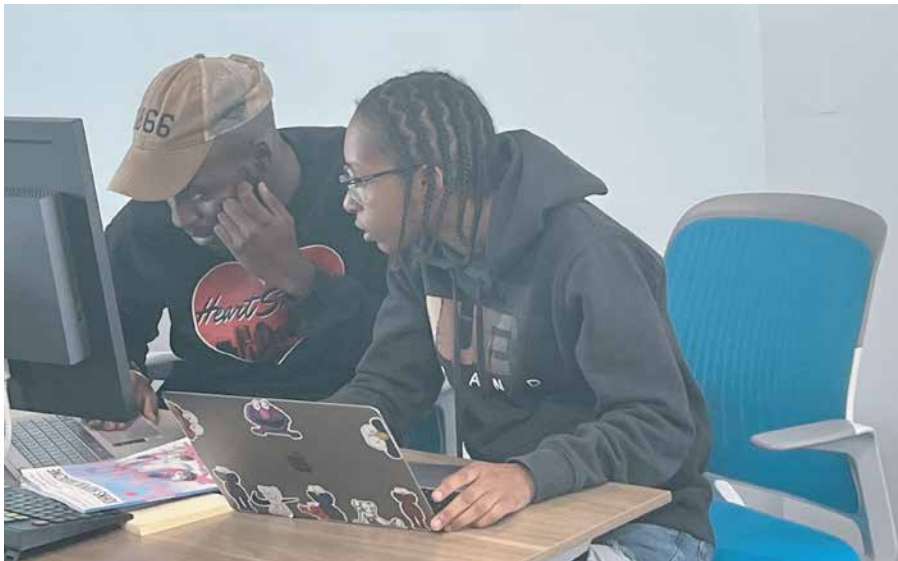
While we keep our commitment to providing quality data, we will never sacrifice the quality of our programming for the sake of data collection and reporting. We owe it to our youth and community to keep them at the center of why and how we do what we do. If producing quality programming and ensuring excellent experiences for youth that are part of our program and youth that we reach is ever in question because we are more focused on data collection then we have not done our job.





## Data Goals and Strategy

- To quantify our impact through results based accountability methods of assessing how much we're doing and serving, how well we're doing, and the difference made in the lives of young people and the community
- To ensure **youth and community voices are heard** and memories are captured through pictures, videos, testimonials, interviews, focus groups and photovoice
- **Dissemination** to supporters through:
  - Internal and external dashboards to show programming impact
  - Annual impact reports
  - Annual pulse presentations to Heartbeats







# Heartbeat Testimonials



**JADA**



*Testimonial Link*



**JIMA**



*Testimonial Link*



**KAHLIL**



*Testimonial Link*



**ELDER**



*Testimonial Link*



**COACH  
JOHNSON**



*Testimonial Link*



**DON**



*Testimonial Link*



**LAMAR**



*[Testimonial Link](#)*



**GREG**



*[Testimonial Link](#)*



**CHARITY**



*[Testimonial Link](#)*

# Acknowledgments



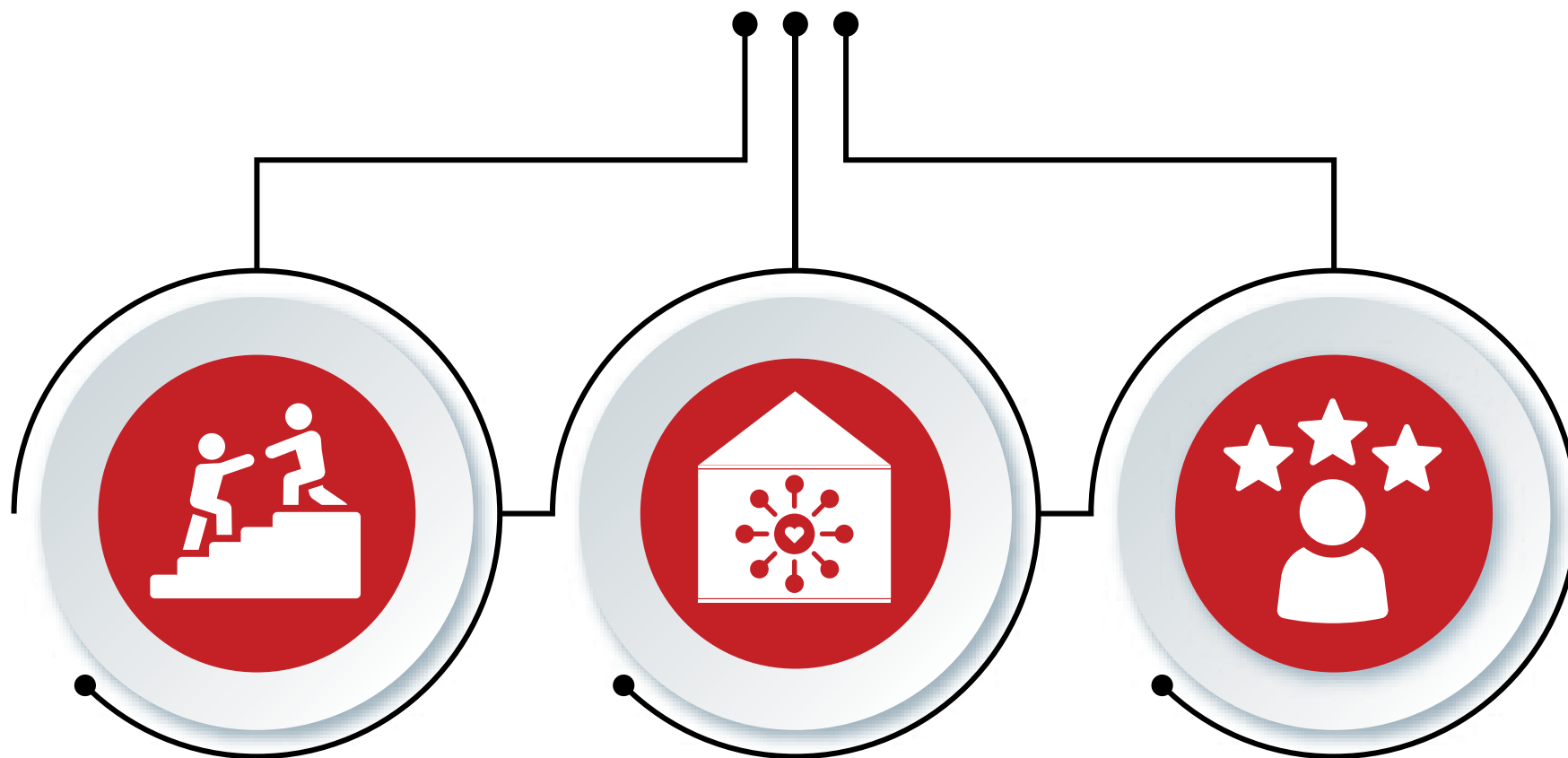
**We want to thank** every young person who has taken a chance on themselves and their success by participating in anything HeartSmiles. We want to thank every staff member and volunteer who has ever given their time and expertise to HeartSmiles. We want to thank every funder, partner, parent and community member who has believed in our vision and mission.

*Together we are growing leaders and changing lives!*





# With Your Help, We Could

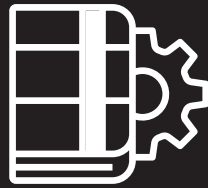


Build our team to full capacity

Have our own building and be able to operate 24/7 for young people in Baltimore City who need it

Place more young people in meaningful and paid positions that allow them to lead and mentor other youth

# Resources



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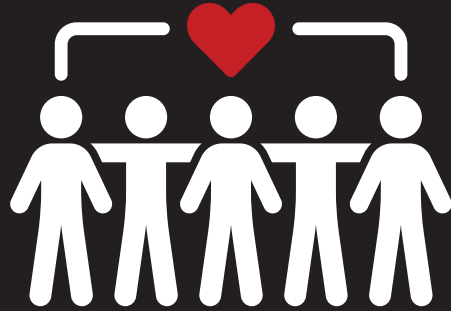
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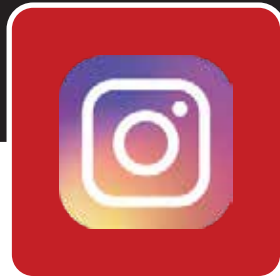
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# Stay Connected!



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