



HEART's mission is to foster compassion and respect for other human beings, animals and the environment by educating youth and teachers in humane education.

2009 | ANNUAL REPORT



*We are very pleased to report that 2009 was another year of solid progress. One of the highlights was the expansion of the experiential learning component of our programming. Service-based learning takes us into after-school and out-of-school venues and is also integrated into our in-class instructional curriculum, allowing us to reach students with creative and effective programming.*

*We estimate that we taught over 3,500 students in 2009 with our direct service programs. In addition, two of our teacher training initiatives extended our reach: the first ever P-Course in Humane Education through the NYC Department of Education, in partnership with the UFT Humane Education Committee and the ASPCA; and our collaborative public service project with the American Bar Association through which we trained attorneys and law students to teach parts of our curriculum in their local elementary schools. Finally, we successfully launched our HEART Chicago program and we have exciting development plans for that program in 2010.*

*As a measure of our growth in 2009, expenditures on program services increased by 47%. Our main asset is our team of highly qualified and motivated professionals and we are thankful for their dedication. The achievements to date and the ability to take advantage of future opportunities depend on the generosity of our donors, and we are so grateful for your support. We look forward to 2010 and the years ahead with excitement and high expectations!*

Brad Goldberg  
Chair



Meena Alagappan, Esq.  
Executive Director



## About HEART

HEART's services are specially designed to provide a combined focus on social justice, animal welfare and environmental ethics. Our direct services to educators and students, as well as our city and state level advocacy efforts, enable us to significantly impact the way young people think about their responsibility to one another, animals and the natural world. By linking our age-appropriate instructional program to our service-based learning program, we give students the tools to make positive changes. We are the only full-service provider of humane education in the New York City and Chicago areas and we reach thousands of students each year with our programs.

### The benefits of teaching humane education are far-reaching. Our programs:

- Create more compassionate citizens and contributors to the greater community;
- Foster a sense of responsibility for children to act upon their personal beliefs;
- Cultivate empathy for animals and decrease animal abuse in our society;
- Encourage students to strive for a sustainable society while protecting natural resources and the environment; and
- Help reduce and prevent violence in school and at home.

### Expanded Implementation of Humane Living Program

The Humane Living Program (HLP) is our overarching program that we implement in class, after-school, in summer camps and other community settings. This unique program incorporates service learning and is designed to engage students from K-12 in age-appropriate activities to increase their knowledge and concern about social justice, animal welfare, and environmental protection issues. The HLP not only deepens students' awareness of critical issues, but also motivates and empowers them to take personal action to help make the world a better place.

- **Increased Target Population:** Our staff of 8 instructors continued to expand and refine our HLP curricula for grades K-12 and implement the HLP in various school classrooms, after-school programs and summer camps. As a result, we reached over 3,500 students last year.
- **Expanded Service Learning Programs:** After successfully piloting our new free-standing

service learning curriculum at P.S. 36 Rising Stars School in the Bronx last spring, we broadened the implementation of that 13-week program last fall to the 5th graders at P.S. 65 Mother Hale Academy in the Bronx as well. We are very pleased with the way this program has been engaging the students as well as the regular classroom teachers. The core pedagogic elements of the curriculum are: teaching collaborative research skills; developing consensus-building, conflict resolution, and active listening skills; and introducing and implementing planning and organizational strategies. It has been inspiring for us to help our students learn to plan and conduct civic action projects from beginning to end and see the positive, tangible results of their commitment to community change.

- **Broadened After-School and Summer Programming:** We also established partnerships with other agencies to present a variety of experiential learning and community service opportunities for students in after-school and summer camp settings. For example, we collaborated with Kids Orbit after-school program, the Hunts Point Alliance for Children, Big Brothers Big Sisters, Animal Haven, Her Honor, Vanderbilt YMCA, Park Slope Day Camp, Friends Seminary, Union Street Settlement and 82nd Street Academics, among others. These partnerships have allowed us to reach an even wider cross-section of youth populations.

### Chicago Expansion

In 2009 HEART expanded the HLP to Chicago. Illinois, like New York, has a law requiring humane education instruction. HEART's curriculum and service learning programming that has been developed over the past five years in New York is a model that can be replicated in other geographic areas, especially those with underserved inner-city youth like Chicago.



HEART Instructors from top left to top right: Bob Schwalb, Tim Donahue, Karina Naumer, Casey Sullivan, Ali Berman; lower left to lower right: Samantha Gentrup, Kim Korona, Jeannie Russell

## 2009 Program Accomplishments

Our business model in establishing a HEART chapter in Chicago is that the effort will be funded largely by the community which it serves, but with all overhead covered by the New York office. As in New York, HEART Chicago will seek funding from foundations, government and individual sources. HEART Chicago programming was started up in January of 2009 by Bob Schwalb when he returned to his hometown of Chicago after spending three years as an instructor for HEART in New York.

As we move into early 2010, we are pleased to announce a new growth phase for HEART Chicago with the addition of The Ethic Project as part of the HEART program. The Ethic Project was founded by Kristina Hulvershorn in 2009 as a 501



(c) (3) focused on violence prevention and intervention using humane education. We are excited to have Kristina continue the work of that project under HEART as well as

have her expertise in growing all of HEART's Chicago programming in the months and years ahead.



### Conducted Professional Development Course through NYC Department of Education

In the Fall of 2009, in partnership with the United Federation of Teachers' Humane Education Committee and the ASPCA, we successfully conducted the first ever 30-hour credit-bearing P-course for elementary school teachers, approved by the NYC Department of Education, designed to promote success in science and literacy through humane education. We had an enthusiastic group of participants and received excellent feedback from the schoolteachers. HEART plans to co-sponsor another P-course in humane education in the fall of 2010.

### Launched Humane Education Public Service Project in NY and DC with the ABA

HEART successfully launched a joint public service project with the American Bar Association's Animal Law and Law in Public Service Committees. We conducted humane education workshops in New York City and the District of Columbia to train volunteer attorneys and law students to teach our 4-lesson program on animal welfare and environmental protection issues to local 4th and 5th grade students. HEART co-authored an extensive humane education training manual with the ABA that was distributed to volunteers as part of our workshops. Humane education classes in public schools in DC and NYC already began and we

reached approximately 200 fourth and fifth grade students through this project.

### Continued to Advocate for Humane Education in Schools

HEART has recently focused its humane education advocacy efforts in the New York State legislature to help strengthen the humane education law. We were instrumental in securing sponsorship of A. 427 by NYS Assembly Member Brian Kavanagh to amend the NYS Education Law to include a two-hour teacher training certification requirement in humane education.

HEART also secured the support of NYS Assembly Member Linda Rosenthal to sponsor A. 6126. This bill expands the humane education mandate to middle schools and high schools.

We continue to be concerned with the lack of awareness of Section 809 of the State Education Law, which requires humane education instruction in all NYS elementary schools. We were very pleased when on May 31, 2009 the NYS Democratic Committee passed a resolution that urged compliance with this statute and recognized HEART for its services in teaching humane education.

Thank you for the gift of HEART. P.S. 193 has been fortunate to participate in a curriculum that encompasses Social Studies and Science, as students investigate issues pertaining to animal rights, the environment, pollution, child labor and homelessness. Our fourth grade students eagerly look forward to the program each week, and there is always enthusiastic discussion before, during, and after each visit.

In the words of our Grade 4 teachers:  
*"The HEART program encourages students to respect living things and our environment. It expands our students' 'circles of compassion' outside of their families and causes them to think more about their community."*

-Ms. Cynthia McManus, 4th Grade Teacher

*"HEART exposes kids to issues that they may not have been aware of. What I like best is that it causes them to THINK."*

-Ms. Bernadine Hoffman, 4th Grade Teacher

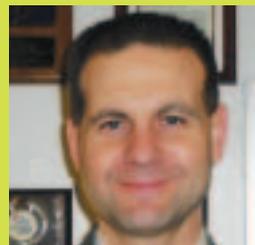


*The program has helped prepare our students to be compassionate members of our community, and has made them realize their role as a citizen of the world. We believe that these life lessons will stay with them as they*

*grow into adults. We are so grateful for the impact this program has made on our 4th graders, and intend to expand the program to include Grade 5. Your program has enabled our students to truly think about the world in a responsible and compassionate manner.*

-Diane Tratner

Assistant Principal, P.S. 193 in Queens



*Over the last two years, HEART has been a wonderful addition to our school! Our 1st, 2nd, 4th, and 5th grade students have had the opportunity to learn more about the environment, animal rights, and empathy. Our*

*students now have more compassion for one another and are learning more about kindness. The students and teachers look forward to their HEART lessons every week! Thank you so much for bringing this excellent program to P.S. 171!*

-Dimitres Pantelidis  
 Principal, P.S. 171 in Manhattan



Student drawing



Student presentation on habitat destruction



### A Look Ahead

HEART has ambitious goals for 2010 to:

- Continue development of the Humane Living Program curriculum, including completion of the curriculum for a high school elective in humane education
- Expand the experiential learning component of our programs and partnerships with other organizations
- Train volunteers to teach our program to help extend our reach
- Continue to develop the Chicago program, including the integration of The Ethic Project in Chicago as well as New York
- Extend our collaborative project with the American Bar Association to various cities, including Chicago
- Create comprehensive teacher training resources (in print and online) that can be used by teachers to integrate humane education into their classroom curricula
- Advocate for two NYS legislative initiatives to require teacher training in humane education and to extend mandatory instruction to middle school and high school (current law only applies to elementary school)
- Seek a sponsor for proposed federal legislation promoting the teaching of humane education in our nation's schools

## HEART | Statement of Activities

### Year Ended December 31, 2009

	2009	2008
<b>Total Public Support and Revenue</b>	<b>\$344,795</b>	<b>\$260,413</b>
<b>Expenses</b>		
Program Services	\$311,564	\$211,855
Management and General	\$17,371	\$17,650
Fundraising	\$14,950	\$28,681
<b>Total Expenses</b>	<b>\$343,885</b>	<b>\$258,186</b>
<b>Excess of Public Support and Revenue over Expenses</b>	<b>\$910</b>	<b>\$2,227</b>

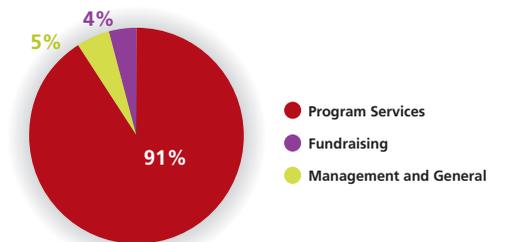
#### Net Assets

Beginning of year	<b>\$120,973</b>
End of year:	
Unrestricted	\$96,883
Temporarily Restricted	\$25,000
End of year	<b>\$121,883</b>

#### Cash and Cash Equivalents

Beginning of year	\$120,973
End of year	<b>\$121,047</b>

#### Expense Allocation by Function



Youth Service Day with Big Brothers Big Sisters NYC at Animal Haven



Tabling at the Hunts Point Alliance for Children Fair



Humane Education Advocates Reaching Teachers (HEART) operates as a 501 (c)(3) non-profit corporation dedicated to fostering a more humane world through education.

### HEART Board

Brad Goldberg, Chair  
Rosemary Lee  
Lena Townsend  
Sheryl Pipe  
Zoe Weil

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Meena Alagappan, Esq.

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HEART is grateful to our generous supporters who share our vision of a more compassionate world. Our services could not thrive without your support. Thank you for your sincere belief in our work and commitment to our mission.

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