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.
Letter from Management

In 2012, HEART reached over 5,000 students with our in-class, after-school and summer programs. We continued to integrate service-based learning so students can explore how to create a more caring world for animals, other people and the environment. Through partnerships with over 25 organizations and teacher training programs, we were able to extend our reach to untold numbers of students as our lessons were incorporated in school curriculums and after-school programs. We also continued our geographic growth with Portland, Oregon joining Chicago and Indianapolis as expansion cities outside our home base of New York. These HEART chapters enable us to form a broad network for increased impact.

Humane education can be the long-term solution to many of the animal protection, human rights and environmental preservation issues that we confront on a daily basis. Yet, the reality is that humane education is rarely offered to students and very few organizations are dedicated to the cause. HEART is working hard to bring humane education into the mainstream so we can develop a new generation of compassionate citizens and changemakers. Humane education should be taught to children of all ages and HEART intends to provide the leadership that will help move us toward that goal.

We are so grateful to our skilled staff of instructors, assisted by over 35 volunteers, who give their “hearts” to the cause of developing more caring kids. We never forget that our accomplishments would not be possible without our generous donors. Thank you for identifying with our mission and enabling us to help develop a more humane world.

About HEART

HEART’s services are specially designed to provide a combined focus on human rights, animal protection and environmental preservation. Our direct services to educators and students, as well as our 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, Chicago, Indianapolis and Portland (Oregon) areas and we offer our services at no cost to public schools and non-profit agencies.

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.

In collaboration with the Hunts Point Alliance for Children, we served 71 kids, including 45 middle school girls for two weeks, and 26 4th-6th grade boys and girls for four weeks. The campers learned about a variety of humane education issues and took a number of field trips, a highlight being a visit to Woodstock Farm Animal Sanctuary where many of the kids had their first opportunity to interact with farm animals.

We also extended our reach to Long Island in 2012. We conducted school-based programs, took schoolteachers on a field trip to Seraphim12 Foundation’s horse farm, offered training programs for local animal protection groups, and taught a summer program at the Henry Kaufmann Campgrounds, which is a 350 acre parcel of land where five agencies run summer camps serving over 2000 students.

In Chicago, 8th graders at Westcott Elementary held an assembly to educate the younger grades about the dangers of gangs. Students invited speakers, who were former gang members, to share harrowing stories of being shot at, spending years in prison, and being homeless. The
2012 Program Accomplishments

students wrote and performed an original play expressing how gang violence has affected them.

Another group of 8th grade students at Stockton Elementary School went on a lobbying trip to Springfield, Illinois to talk to their representatives about laws relating to puppy mills, dog fighting and factory farming. The students felt empowered when they were able to make their voices heard, talking face-to-face with legislators about what they believe should be done to better protect animals.

HEART Chicago conducted its first summer camp this past year in partnership with the Anti-Cruelty Society. The ten day Humane Heroes camp was located at the shelter’s facility and 16 5th-7th graders took part in the program. A highlight was a field trip to Willowbrook Nature Center, which rehabilitates wildlife, and students learned how they too can help injured wildlife.

In Indianapolis, we began an exciting new initiative called “Be the Change Workshop,” which will be the first interactive humane education exhibition of its kind to inspire visitors to make their choices count. When completed, this museum will provide an inviting space for students to learn meaningful ways that they can use their own lives to help other people, animals, and our environment. It is housed in a beautiful location at the Peace Learning Center in Eagle Creek Park.

HEART Indianapolis and the Indianapolis Humane Society have teamed up to form iHelp (Indy Humane Education Leadership Program) to train high school and adult volunteers to offer engaging humane education learning workshops to 3rd-5th graders. Once the students have completed four sessions and one service learning project, they will become official iHelpers, who can stay connected and work together to make a difference for animals.

We are pleased that 2012 resulted in a more national, as well as international, reach for HEART. We collaborated with Detroit Public Television to create vignettes to help promote the humane treatment of animals to children. Four of these spots already aired, reaching 2.7 million U.S. and Canadian viewers. In addition, we developed a humane education curriculum workshops for animal activists and concerned citizens affiliated with other non-profit organizations.

- We expanded our public service project with the American Bar Association to the Miami and Portland (OR) areas, where we conducted day-long workshops to train volunteer attorneys and law students to teach a humane education program to local elementary students.

Geographic Expansion: Portland, Oregon

HEART’s chapters in Chicago and Indianapolis have become very successful models for geographic expansion to other cities. In the summer of 2012, we opened a chapter on the west coast where we launched HEART Portland, which has already started bringing valuable humane education programming to students in that city. Our Portland chapter has been rapidly expanding its capacity in the areas of outreach, community partnerships, programming, field trips and service projects with youth.
HEART| Statement of Activities

Year Ended December 31, 2012

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Net Assets

Beginning of year: $180,201
End of year:
- Unrestricted $117,330
- Temporarily Restricted $70,700
End of year: $188,230

Cash and Cash Equivalents

Beginning of year: $105,500
End of year: $180,620

Expense Allocation by Function

- Program Services 6%
- Fundraising 9%
- Management and General 85%

“HEART taught me how to be a more compassionate person...Even just a regular kid like me can do something.”

Christian
7th Grade Student

HEART’s ambitious goals for 2013 include both national and international projects:

- Co-sponsoring a comprehensive one month humane education summer camp in an underserved community in New York City with the Hunts Point Alliance for Children.
- Conducting a two week summer camp with the Chicago Anti-Cruelty Society.
- Opening our first interactive humane education museum in Indianapolis.
- Continuing to grow our Chicago, Indianapolis and Portland chapters.
- Conducting a webinar on humane education summer camps.
- Offering a credit-bearing humane education course for teachers through the NYC DOE, along with the United Federation of Teachers’ Humane Education Committee and the ASPCA.
- Extending the geographic reach of our collaborative public service project with the American Bar Association.
- Offering humane education training workshops for activists and concerned citizens in collaboration with other non-profits and college student groups.
- Creating a K-12 resource guide of lessons and activities for educators to assist them in teaching humane education in various settings.
- Developing online video tutorials demonstrating how to conduct meaningful project-based humane education activities with youth.
- Creating videos on puppy mills and companion animal overpopulation with accompanying lesson plans and teacher guides.
- Expanding our programming on Long Island.

“HEART is excited to announce our first Humane Education Conference in collaboration with Jane Goodall’s Roots and Shoots and the Institute for Humane Education.

Educating for a Just, Peaceful & Sustainable Future
A Humane Education Conference


“I have found that, despite all the media our students are exposed to, they lead an insular life. HEART exposes them to parts of the world they most likely would not have given much consideration to.”

William Devanny, 4th Grade Teacher
Humane Education Advocates
Reaching Teachers (HEART) operates as a 501(c)(3) non-profit corporation dedicated to fostering a more humane world through education.

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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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