



Annual Report 2020

***Heart-Song: Prompting you to live the way you want
to be remembered!***

In 2020 Heart-Song, Inc. continued to be financially sustained through gifts and resources of people in our local community and beyond. We were blessed with support from private individuals, Kroger Community Rewards and Amazon Smile. We have maintained our pledge to maximize the impact of what we are given.

Heart-Song also continued the “pay-it-forward” philosophy. After experiencing programs, the participants had, and will continue to have, the opportunity to give monetarily which helps others move forward with purpose. This policy supports our belief that mission- and vision-aligned individuals, families, and organizations create a stronger community. Heart-Song, Inc. is a foundationally strong non-profit corporation that practices doing more with less.

As most organizations, we have been affected by the COVID pandemic. The church we partner with was closed and once re-opened, we were not able to continue the programming in the way we typically provided, in addition to the decrease in attendance. Also, our Point B space at the Oaks-Beitman Memorial Library has been closed March – December due to the number of people permitted in the building at one time. The Troy location of Heart-Song was closed for two months. Since re-opening, the amount of appointments has been lower than other years.

Contributions

Heart-Song celebrates the generous contributions of so many!

Individual Donors - \$2,088.66

Robert Barnes; Greg & Lana Bayer; Keisha Garber; G Glen Groh; Ben & Bobbie Ballentine; Carianne Gaines; Todd & Jill Grimes; Tori Helmstrom; Deb Hoff; Branton & Kellie Hoblit; Cinda Kinstle; Duane & Lizette Johnson; Todd & Christin Woods

Other Contributions: \$175.02

Amazon Smile - \$51.34

Kroger Community Rewards - \$123.68

In-Kind Contributions:

A Cup of Joe Media; Patty Brown; Sam Brown, CPA; Ryan Douglas Creative, LLC; John Stocker

Programming Menu:

Mapping Sessions – 10 Total

Mapping sessions are facilitated processes for you, individual and small groups, to define how you want to live and be remembered. We allow 1.5 – 2 hours per mapping session.

Volunteers: 2

Step One:

Life Compass Statement – 6

Create a personal life-guiding statement that directs the next steps for living your most meaningful life.

Next-Step Options:

Team Compass Statements – 1

Bring your team to maximize impact by creating a guiding statement for your group or organization.

Idea Mapping - 1

Create an interactive next-step plan for your particular idea or dream. Explore bringing your “someday” into your everyday.

Marriage Compass Statement – 0

As an engaged or married couple, create a guiding statement for your marriage.

Family Compass Statement – 0

With your family, create a guiding statement for the day-to-day and long-term journey.

Life Mapping – 2

Create an interactive next-step plan to implement your Life Compass Statement within your everyday life.

POINT B

The Point B space in the Oakes-Beitman Memorial Library is open during library hours. Rooms are available to individuals or groups to meet, renew, create, or plan. Provided materials and supplies can be used or guests can bring their own.

Heart-Song reserved the space for one event:

True North at the Library: 1 event (10 people)

Average community reservations of space per month: 25 (January & February only.
Closed March – December.)

Point B at the Heart-Song office:

Mirror Image – 1 event (2 people)

Demographics of Mappings & Events at Heart-Song Locations

Gender:

Female – 18 (people counted twice if attended more than one event)

Male – 3

Age:

Child – 1

Teen – 2

20's – 3

30's – 2

40's – 8

50's – 1

60's – 3

70's – 1

Cities of Residency for 2019

Dayton; Ludlow Falls; Piqua; Pleasant Hill; Troy

of Cities of Residency Since Incorporation: 26

Partnership Programming

Family Fun Experiences:

Troy Church of the Nazarene: 2

Theme: *Shaped to Serve*

In collaboration with Troy Church of the Nazarene, in August and November Heart-Song offered a Family Fun Experience through take-home kits to be completed by families.

There was an average attendance of 95.

Volunteers: 8

Facebook Stats

-Total page followers:

Jan 1, 2020 – 546

Dec 31, 2020 – 710

-Average post reach: 398

-Largest post reach: 3,572

-Video average post reach: 565

-Video average post views: 313

2020 Notable Moments

- Continued collaboration with The Oakes-Beitman Memorial Library in Pleasant Hill, Ohio. Point B was open in January, February, and part of March for public use during the library hours.
- Continued partnering with Troy Church of the Nazarene.
 - offered two “*Shaped to Serve*” Family Fun Experiences kits.
 - conducted one team mapping for Worship Design and Celebration of Family
 - provided 3,000+ Christmas cards to “Cards from Christ” given to all of Ohio prison inmates, some juvenile detention centers and local jails. “Cards from Christ” was birthed from an individual’s heartsong.
- One evening called *True North* was held to encourage participants to continue to move forward with purpose.
- Continued collaboration with Miami County Children’s Services by providing two gift sets for their adoptive families.
- Five day / week Facebook posts with occasional Saturday and / or Sunday posts by a dedicated volunteer Social Media expert
- Wrote and recorded 40 weekly Facebook videos posted each Monday
- Six gift certificates utilized
- Six referrals for Compass Statements came from other participants and Co-Founders; four returning Next-Step participants
- Three returning Mapping participants
- One new Mission & Vision Board Member: Kellie Hoblit
- Created new Heart-Song Compass Statement
- Started the process with *Ryan Douglas Creative* to merge the two websites, MyHeartSongInc.org and Point-b.org, into one and keeping it as MyHeartSongInc.org

2020 Mission and Vision Board Members: Sherry Douglas (Vice-President), Alaina Coleman, Christin Woods (President) Deb Hoff (Treasurer), Lana Bayer (Secretary), & Kellie Hoblit. We thank Jill Grimes for her time, contributions and support as she remained as an advisory board member and volunteer.



Sherry Douglas, Alaina Coleman, Christin Woods, Deb Hoff, Lana Bayer



Kellie Hoblit