

2020

ANNUAL REPORT



Heart-Centered Leadership
FOUNDATION

Inspiring and Empowering Youth to the Lead From The Heart



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A year of heart work

The anticipation of a new decade was big: 2020 meant renewed opportunities for growth, for innovation, for reaching more youth to inspire and empower. Instead, 2020 offered an opportunity to reflect, re-strategize, and restart.

For Heart-Centered Leadership Foundation, 2020 meant empowerment through a computer screen and engagement from a distance. Our scheduled personal development seminars were put on the back burner, our in-person activities switched to virtual ones, and a demand for creative solutions came to the forefront. What remained important was to reach youth who now more than ever were struggling with challenges they had never experienced before: following school from their homes, not seeing their friends like they used to, facing uncertainty about their futures, and seeing as the world around them tried to stay afloat because of the COVID-19 pandemic.

To address what youth were sharing with us, we focused our programming on providing young people with tools to cope with stress, to engage with other youth, and express concerns they see around them. It required heart, innovation, and creativity but with a dedicated staff and group of youth volunteers, we are proud of what we achieved during an unusual year.

Our podcast Vox luventus Impactus completed its first season, we hosted our first virtual Impact Café, we connected with several other organizations, kept in contact with our youth volunteers by calling, texting and organizing virtual meetings, and through all of these endeavors recruited more volunteers who shared the same view for youth.



Introduction

Heart-Centered Leadership Foundation was established in 2008 with the empowerment of youth at the heart of our mission. Since 2012, we have been actively working on programs that offer youth the tools to unleash their full potential and enable young people to reflect on and answer three questions:

Who am I?
What do I want to achieve?
What are my abilities?

Our overarching program Sustainable Me – We reflects youth empowerment, social emotional and leadership elements that supports young people in their personal and professional development; training, seminars, workshops, after school programs, engaging participatory activities, coaching and mentoring.

The Sustainable Me-We program is supported by four pillars: Heart-Centered Activities, Heart-Centered Impact Coaches, Impact Activities and Heart-Centered Youth Leaders. Through these four pillars we work on three core goals:

Personal and Personal Development
Participation and Engagement
Service

Our heart-centered philosophy fosters transformation 'from the inside out', based on 7 virtues of the heart-centered principles:

Commitment to personal growth
Open-minded
Authenticity
Detachment
Integrity/Foresight
Humility/Humbleness
Self-care/Emotional health

Sustainable Me - We

Our overarching program Sustainable Me - We aims to foster personal sustainability by building resiliency and self-reliance among youth, ultimately transforming their lives so that they can lead from the heart. Each pillar represents a target group that we work with to empower, educate and enable young people to unleash their full potential. Our 3 core goals are reflected in the activities of each pillar:

Personal and Professional Development Participation and Engagement Service

Heart-Centered Activities

For educators,
young
professionals and
youth coaches

HC Impact Coaches

Young adults ages
18 - 39

Impact Activities

For youth
ages 13 - 20

HC Youth Leaders

Youth
ages 13 - 18

Sustainable Me - We

Heart-Centered Activities

For educators, young professionals and youth coaches

- Heart-Centered Personal Development
- Heart-Centered Professional Development
- Teaching From The Heart: the podcast
- Speaking From The Heart
- Working From The Heart

HC Impact Coaches

Young adults ages 18 - 39

- Peercoaches who:
- facilitate group processes during workshops and seminars
 - support the organization of Impact Activities
 - provide Impact Activities workshops
 - coach youth leaders

Impact Activities

For youth ages 13 - 20

- Impact Camp
- Impact Your Life
- Impact Your Future
- Impact Factory
- Impact Café
- Vox Iuventus Impactus: the podcast
- eXpresso: Online Impact Lounge
- Impact Your Community
- Impact Day

Heart-Centered Youth Leaders

Youth ages 13 - 18

- Engage youth volunteers to:
- help with the organization and implementation of Impact Activities
 - participate in Impact Activities
 - develop leadership and life skills

2020 in Review

We worked with approximately

92 Youth

38 Volunteers

9 Schools &
Organizations



We organized 42 activities for and with youth

7 Personal and Professional Development workshops and activities



Impact Your Life



Impact Your Future

4 Service initiatives



Impact Day



Impact Your Community

31 Participation and Engagement activities



Impact Café



Impact Factory



Vox Iuventus Impactus



eXpresso: Impact Lounge

We facilitated 26 training and coaching sessions for HC Youth Leaders and Volunteers

2 Trainings for volunteers



Impact Café



eXpresso: Impact Lounge

24 Coaching sessions for HC Youth Leaders



Individual and Group sessions:
group dynamics, presentation skills,
communication skills.

Community Growth

Facebook

Raising awareness about our projects by increasing reach

24% increase followers

Impact Booster

Youth newsletter introduced in March 2020

10 newsletters

140 subscribers

Instagram

Raising awareness about our projects by increasing reach

68% increase followers

Message From The Heart

Newsletter for professionals and parents introduced in March 2020

8 newsletters

103 subscribers



One of our core goals is personal and professional development. We work on this goal via the Impact Your Life and Impact Your Future workshops, which provide youth with tools and insight to reach their goals.

We started the year with 4 in-person workshops, but the onset of the pandemic meant a shift in gears. With the purpose of connecting with youth who were at home because of Shelter in Place mandates, and to still provide a platform where young people could learn, we created a series of virtual Impact Your Future videos.

Two videos had as aim to teach young people how to cook arepas and veggie burgers. A third video was recorded and uploaded on HCLF social media platforms: a painting technique video was created by our Youth Coordinator with the purpose of teaching the technique as a way of stress relief and expression.

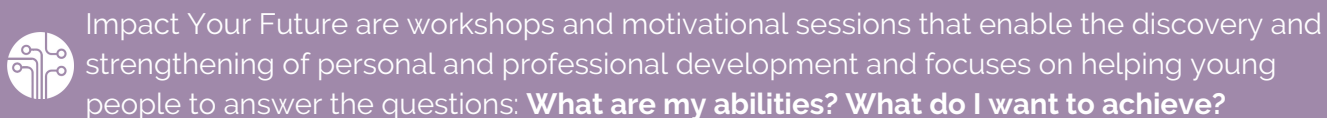
The purpose of the virtual content was to provide youth with tools to continue learning and growing, while also creating an online community where they could connect with other youth.

Results:

- 4 Workshops: 41 participants
- 3 virtual sessions:
views: 250



 Impact Your Life are workshops and motivational sessions that strengthen personal development and focuses on enabling young people to answer the question: **who am I?**

 Impact Your Future are workshops and motivational sessions that enable the discovery and strengthening of personal and professional development and focuses on helping young people to answer the questions: **What are my abilities? What do I want to achieve?**

Our first virtual Impact Café was held on 12 August 2020 in commemoration of Youth Day. Aruba had just started reporting an increasing number of positive COVID cases - the highest we'd seen thus far. When information started filtering in that the spread started in hot zones around Aruba and that the age of people who were testing positive was relatively young, we knew young people needed to be engaged in the topic of the virus in Aruba.

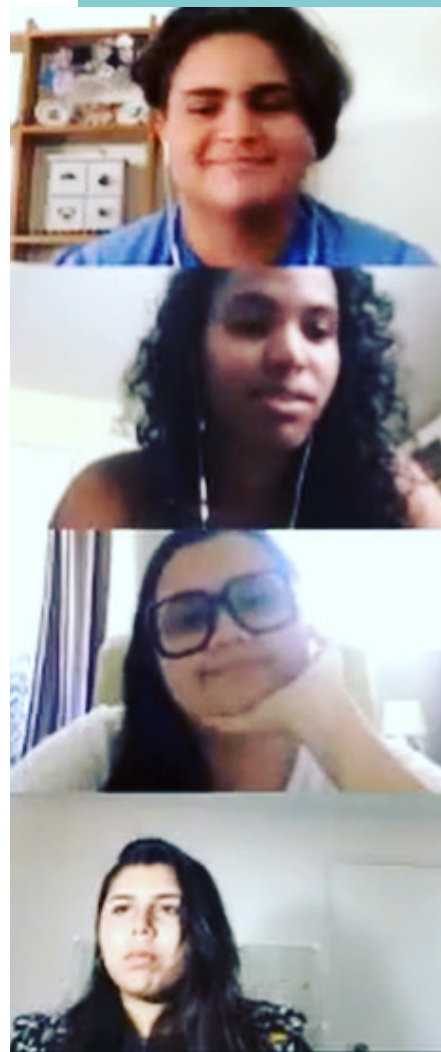
The first virtual Impact Café's theme correlated with the International Youth Day theme of 'Youth Engagement for Global Action'. The virtual Impact Café counted with 10 participants ranging from ages 15 to 23 years old. The participants were supported by 4 volunteers, called hosts, who had the responsibility of facilitating group conversations.

Results:

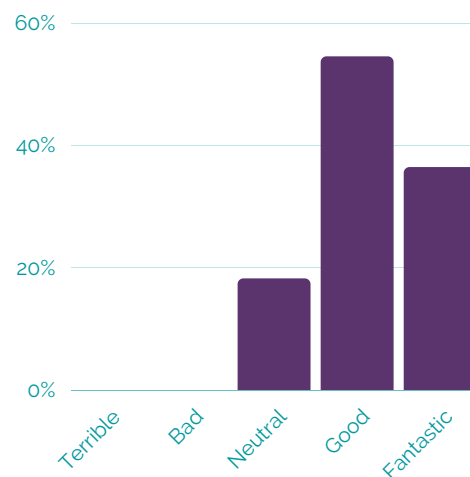
- 8 Participants continued onto Impact Factory to brainstorm a project to prevent a third wave of the COVID-19 virus in Aruba.
- 90% of participants would like to participate in more Impact Cafés
- 4 Impact Café Hosts (group facilitators) received training to prepare them for their roles

Suggested topics for future Impact Cafés

- Mental health in the crisis
- Corona and friendships
- Women's Rights
- Black Lives Matter
- Financial Stability
- Gen Z's in Aruba



participant experience



Impact Café are interactive, dialogue exchange sessions that aim to engage young people in conversation by discussing challenges and solutions on different topics.



Young people have voices and ideas; with Impact Factory we empower young people to have their voices resonated through action-based initiatives. Two groups had different Impact Factory sessions: one group on a project they wanted to do for the youth of San Nicolas and one group that branched out of the virtual Impact Café, where the focus was on creating an awareness campaign on prevention of the COVID-19 spread. A total of 9 sessions took place between the two groups.

Results:

Group 1 created a project plan to inform young people about career opportunities. This project was ultimately approved by the European Solidarity Corps' Solidarity Project. This group will be implementing this project in mid 2021.
Participants: 7

Group 2 created 2 awareness videos on preventing a third wave of the COVID-19 virus in Aruba. One video on the topic of two friends conversing about how to prevent the spread, and the second video was a testimonial from a youngster that was infected with the virus at the onset of the second wave in August 2020.
Participants: 8



Impact Factory are problem-solving and planning sessions for youth to start working on projects to address changes they want to see in their community.



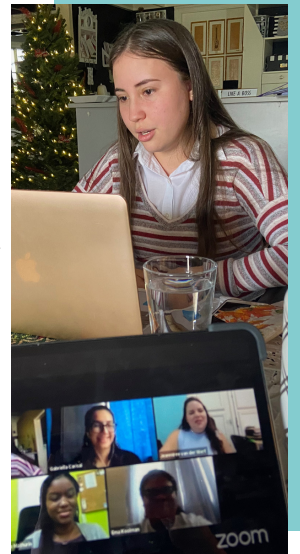
IUVENTUS IMPACTUS

Vox luventus Impactus (the voice of youth making an impact) is a monthly digital program for youth with youth. Provided in podcast form, the show started with in-person recordings. The start of the pandemic moved the recordings to take place via Zoom. Prior to the pandemic, 2 episodes were produced around the theme of education. However, to address the different topics that came to the forefront during the pandemic, the podcast centered on 5 series themes:

- COVID-19
- 'Hoben na Palabra'
- Reality Check: Are You Ready to Spread your Wings?
- MIND Your Health
- Healthy Relationships

20 episodes; 31 guests
8 mini clips with tips and tops from students in the Netherlands
Approx 20.000 reach (across all platforms)
Approx 1000 views (Youtube)
Average reach Facebook: 675
Reached the second round of Appeltjes van Oranje

Results



collaborations

Cornerstone Economics
From the Islands
Fundacion Respeta Mi
Clementia Eugene
Mischa Raymond

Vox luventus Impactus is a monthly podcast that offers young people a platform to initiate dialogue on topics relevant to their life experiences, educate and inform others on youth-related topics, and empower young people to become agents of change.



Following the lockdown in Aruba in late March and the subsequent socioeconomic impact it had on our population (particularly our main economic pillar, the tourism sector), we organized a food collection for the local food bank Fundacion Pa Nos Comunidad. Social Media posts were created, encouraging young people to collect donations for the foundation. During two weeks we collected non-perishables and basic need items for families in need. In November, together with our HC Youth Leaders we volunteered at Fundacion Ajudo na Aruba (FANA) the weekend after Thanksgiving.

Results:

- **"Un Comunidad den Solidaridad":** collaboration with Fundacion Pa Nos Comunidad to collect donations for families.
Reach on FB: : 11.2K
Interview with Aruba TV to promote the food collection.

- **Volunteering at Fundacion Ajudo na Aruba:**
5 youth volunteers
total community work hours: 20



Impact Your Community embraces the principles of service and leadership. Young people are mobilized to make an impact with an activity or project for their community.

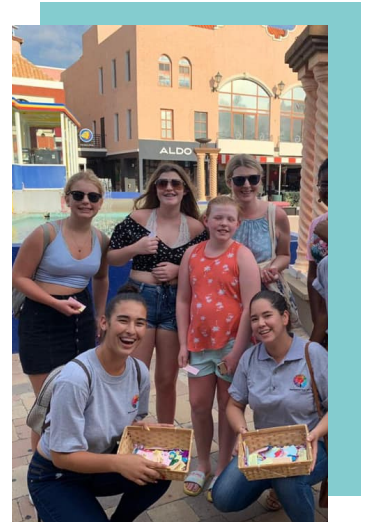


This year, two Impact Day projects were completed:

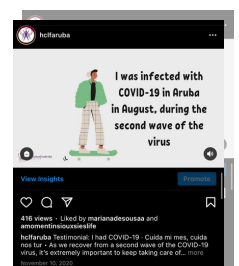
- Our HC Youth Leaders created empowering cards and handed them out on Women's Day.
- Following the project created during Impact Factory sessions, the group of youth volunteers worked on 2 awareness videos about COVID-19 awareness and prevention. HC Youth Leaders (who were part of the group) Madeleine and Uchenna created an informative video on how the virus spreads, while a youngster who caught the virus at the onset of the second wave shared his testimonial about his recovery as a way to raise awareness and educate on how quickly the virus can spread.

Results:

- **75 handmade cards** made to distribute on Women's Day



- **2 videos** shared on social media platforms to raise awareness on COVID-19 prevention among youth.
Views: 544



Impact Day promotes mobilizing young people to raise awareness on a topic or issue by coming up with creative ways of promoting and informing the community about the cause.



Heart-Centered Youth Leaders

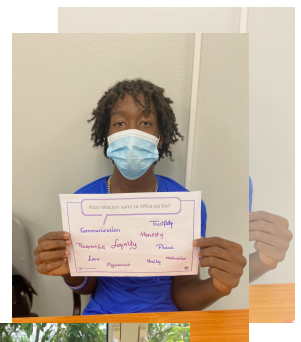
Heart-Centered Youth Leaders

Together with our new youth worker, this year we focused on re-strategizing the approach of HC Youth Leaders. Together with a group of 8 youth volunteers who started in late 2019, we worked on developing the needs of youth: what they want in a club, what their leaders should look like, and what they want to achieve. In doing this, individual and group sessions were held that also prepared the youngsters for leadership roles. Through different sessions, including coaching, brainstorming, and workshops, the youth volunteers worked on different goals.

The purpose of Heart-Centered Youth Leaders is to awaken, inspire, serve and support youth to see themselves as change-makers for Aruba and the World.

Results:

- 8 active youth volunteers
- 9 individual coaching sessions on personal and professional development
- 15 group coaching sessions
- youth volunteers indicated to have increased knowledge on:
 - * communication
 - * self-awareness
- youth volunteers indicated to have improved self-esteem





Collaborations and Partnerships

The popular proverb 'It takes a village to raise a child' rings true.

It takes collaboration to reach the youth of Aruba and collectively work on prevention, awareness and education of our community.

We believe that without the collaboration and partnerships with other organizations we cannot reach our goal of empowering the youth of Aruba. We weathered the challenges and celebrated the triumphs of 2020 together with these organizations, who contributed to our programs, or who approached us to work with them on their projects or activities.

- Sociaal Crisisplan
- Centro pa Hoben y Famia

- From the Islands
- Cornerstone Economics

- Futura
- Telefon pa Hubentud

- Fundacion pa Nos Comunidad
- Fundacion Respeta Mi

- Aruba Solidario
- JC Yala