

2016 Annual Report



haloworldwide.org



Everyone can think of that one moment in their life that changed everything. It's the moment that made you who you are today.

For more than 1,400 kids around the world, HALO is that moment. At HALO, we give our kids a home in which hope can emerge from hardship. And where drawings about their past unlock dreams about their future.

We work wherever kids who have been abused, abandoned, and orphaned, need to feel loved. We work to help one more child spend one less day alone.



Celebrations



Opened the doors of the new HALO Jefferson City Home, serving up to 48 children. Made possible by the community and securing almost \$500,000 in tax credits.

Featured in PEOPLE Magazine with Salma Hayek.



Celebrated the grand opening of our new HALO Headquarters in Kansas City, providing more room to grow the HALO team, including volunteers and interns.

Collaborated with Slag Gallery in Brooklyn, New York and 32 International artists to create our most powerful HALO art show to date called BLOOM.



HALO serves more than 1,400 children worldwide and could not do it without our partners. Thank you for being a part of the HALO family.

200 Orphanages
Abbott & Angerer
AmazonSmile
Apex Systems
Archer Foundation
Big Brother's Big Sisters of Kansas City
Billy and Mara Hodes
Bluescope
Bryce Dallas Howard
Cedar Hill Foundation
Chime for Change
Clockwork
Common Ground churches
Community Asset Builders
Copilevitz & Canter
Diamond
Fairfax Learning Center
Farmer Holding Company
Gillian Flynn
GlobalGiving
Gould Evans
HB Oppenheimer Family Foundation
Keith and Bonnie Connell
Knights of Columbus
Hillcrest Transitional Housing
Huddle
Hughes Family Foundation
HyperRPG
Indiana University
It Works Legacy Makers Team

Jefferson City Academic Center (JCAC)
Jefferson City Public Schools
Jefferson City Rotaract
KC Security Association Education Fund
Legacy Investment Partners
Lincoln University
Medical Missions Foundation
Moroccanoil
National Christian Foundation
Nuance
Parents as Teachers Program
Paul Mitchell the School
People to People International
Razoo
Rockhurst
Royals Charities
Salvation Army Children's Shelter
Operation Breakthrough
Sheffield Place, Spofford Home
Slag Gallery
Social Media Club of Kansas City
The Rape and Abuse Crisis Services
The Westerman Foundation
Tiny Shiny Objects
UMKC
University of Missouri-Columbia
Validity Screening
VolunteerMark
iEmpathize
reStart Inc.



Our mission is to help one more child spend one less day alone.

Finance & Fundraising



Average gift
\$1,010.56,
up \$650.63
from 2015



Raised \$1,413,051
In-Kind Donations
\$101,636.25



Over \$50,000
scholarships
awarded

Corporate Matching Partners

Launched corporate matching partnerships, raising \$17,832.18. Partners include:

- Amgen Foundation
- Argonaut
- Benevity Causes
- Easy Match Charitable Donations
- Honeywell International Charity
- Mid-Mo Pure Power
- My Tribute Gift Organization
- Pfizer Foundation Matching Gift Program
- Reynold's American Inc. Charity Trust
- Silicon Valley Community Foundation
- Toyota Dealer Match Program

Grants and Foundations

- Cedar Hill Foundation: \$25,000
- City of Jefferson City: \$300
- Greater Kansas City Community Foundation: \$3,500
- National Christian Foundation: \$3,000
- Ron and Cheryl Howard Family Foundation: \$15,000
- Royals Charities: \$7,050
- The Westerman Foundation: \$25,000

Donor Stats

- 622 Active donors
- 102 monthly donors
- 36 reactivated donors
- Donor retention rate is 39%

Events

- 11th Annual Kansas City ArtReach Auction: \$118,185
- HyperRPG 48-Hour Drive: \$61,000
- Bryce Dallas Howard Charity Buzz Dress Auction: \$13,100
- Kansas City Youth Celebration: \$1,200
- Kendra Scott: \$330
- Ten Thousand Villages: \$200
- Giving Tuesday: \$3,498
- Chloe & Isabel: \$257
- GlobalGiving: \$742
- New York BLOOM Art Show: \$18,786
- 8th Annual Jefferson City ArtReach Auction: \$125,789
- Jefferson City It Works! Legacy Makers Team: \$2,000
- Jefferson City Rotaract 6th Annual Kicks in the Sticks: \$2,000
- HALO Portland Art of Love: \$7,000

HALO believes that every child should have the support of a family. We provide housing, healing, and education to at-risk and homeless children.

Marketing & Public Relations

Website

- Website traffic increased by 27% Y/Y, about 6,000 more visits this year than last.
- Organic search (SEO) up 23.4%.
- Direct type-in traffic up 17.8%.
- Social traffic up 76.3%.
- Referral (Link) Traffic is up 22.4%.



Partnered with Nuance to develop HALO branding and messaging to roll out in 2017.

Social Media

3,458 likes (3,208 in 2015)
67% Female, 32% Male



1,250 followers, following 1,125
More than 2,281 tweets



493 followers, following 217
378 posts



1,445 monthly views



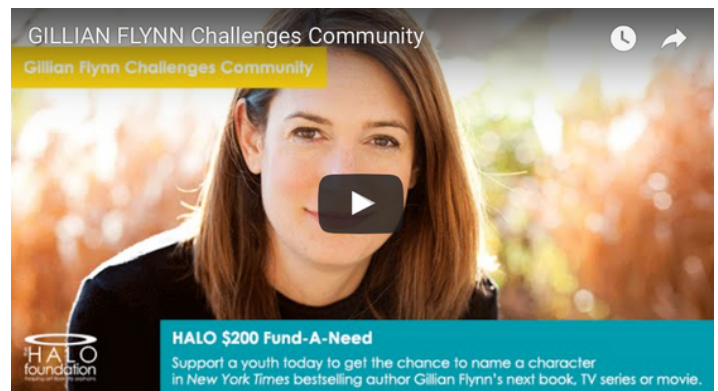
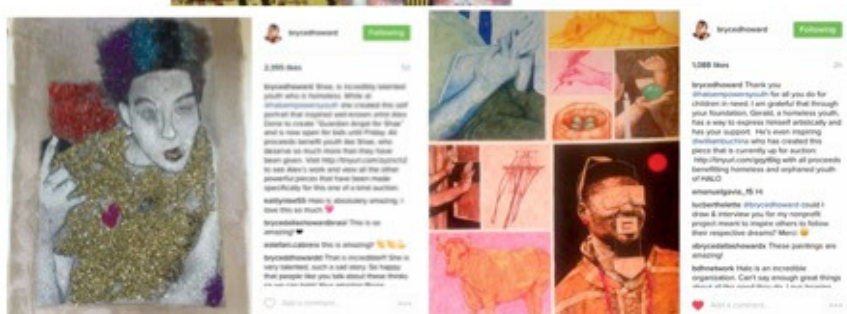
6,100 watch time minutes
5,812 views in 2016 (21,628 total)
77 videos posted
64 subscribers



Launched Snapchat Geofilter
at KC Youth Celebration
on July 28



Provided ongoing promotional support for over 30 events and fundraisers.





PEOPLE Magazine, YAHOO! NEWS, USA TODAY: "Salma Hayek makes strong plea for HALO Mexico"



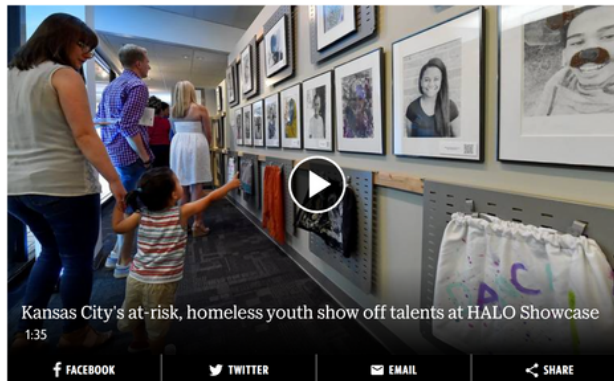
GOTHAM: HALO Founder Rebecca Welsh featured "Who's Behind MoroccanOil's Women Inspiring Women Campaign?"



CHARITY BUZZ: "Bryce Dallas Howard auctions Golden Globes gown for HALO"



HER Magazine: "Heart & Soul: HALO's Rebecca Welsh"



KC STAR: "Homeless Kansas City youth share pain and gratitude through art"



CULTURE TRIP: Slag Gallery BLOOM art auction to benefit HALO featured in "10 NYC Gallery Exhibitions to See This November"



NEWS TRIBUNE: "New HALO Jefferson City Director Crystal Borgan combats local youth homelessness"



KANSAS CITY LIVE: "Lacy Gordon Promotes 11th Annual KC ArtReach Auction"



NEWS TRIBUNE: "Art blooming for HALO Foundation"

Operations

- Welcomed Office Manager Cynthia Blair, Jefferson City Branch Director Crystal Burgan, Residential Supervisor Dominique Roberson, Uganda Ambassadors Cara Donovan and Dana Gallaty, Kenya Ambassador Aleks Stogsdill, and New York Volunteer Branch Director Nikki Barker.
- Nicole Gerken promoted to Chief Operating Officer, and Lacy Gordon promoted to Chief Program Officer.
- Lindsey Platt completed her two-year commitment as Uganda Ambassador and continues to live and work in Uganda.
- Celebrated 10 year anniversary of HALO Uganda Field Coordinator Asimwe Venansio.
- Conducted 6th Annual Branch Retreat Sept. 30-Oct. 1, collaborating with Kansas City, Jefferson City and Portland Branches, over 20 key volunteers gathered for 2017 training and planning.



Board of Directors

- Eddie Welsh: President, COO at Capital Materials
- Carol Angerer: Treasurer, Partner and CPA at Abbott and Angerer CPAs
- Gregory Lam: Managing Partner at Copilevitz & Canter
- Vanessa Connell: Community Activist
- Tara Darbyshire: Founding Board Member at Archer Foundation
- David Baker: Founder & Managing Partner at Legacy Investment Partners
- Suzanne Alewine: CEO & Principal Partner at Community Asset Builders

Ambassador Board

- Amanda Owen: Chair
- Andrea Steere, Brooke Perry, Alyssa Steffes: Marketing
- Taylor Lay: PR
- Amanda Owen, Elise Brummet, Anjana Paul: International Programs
- Kaitlin Woody: Silent Auction Chair
- Janie Schrader: Auction Event Chair
- Celine Johnson and Amy Van Drunen: Art Directors
- Kristi Dale: Grants

82% of HALO is Made Up of Active Volunteers



Continued its competitive internship program, managing over 25 internships supporting Marketing, Operations, Finance and Programs, providing over 3,500 hours of service.

Major volunteer opportunities included the annual ArtReach Auctions, HALO Learning Center Workshops and Youth Parties, HALO Youth Celebration, HALO Office Move and Painting, and Annual Holiday Mailing.

2016 HALO Award Winners



(Left to right) Volunteer of the Year Kaity Woody, Advocate of the Year Gould Evans, Artist of the Year Lacy Voight Gordon, and Supporter of the Year Moroccanoil

Although it takes many to make HALO a success, the 2016 award winning individuals and companies have significantly impacted HALO whether it be through direct work with HALO children or donation of time, resources, or funds.

Community Relations



HALO as Guest Speakers

- Founder and CEO Rebecca Welsh: Young Professionals of Jefferson City (Feb. 4); International Women's Day Luncheon in New York Honoring Moroccan oil Founder Carmen Tal (March 8); Kansas City Securities Association Spring Outing, Accompanied by HALO Child Tiana (May 5); and Counsel of Clubs in JC 100 Year Anniversary (June 11).
- Chief Program Officer Lacy Gordon: People to People Global Fair (April 12)
- Chief Operating Officer Nicole Gerken: KU Nonprofit Speakers Panel (April 25)
- Portland Branch Director Chris West: HyperRPG 48-Hour Drive on Twitch.tv
- Kansas City Program Director Carly Manijak presented at Paul Mitchell the School, Kansas City Art Institute, St. Teresa's Academy, STEAM Roundhouse Discussion, Apex Systems, UMKC Honors College, Park University Honors College, UMKC Arts & Society Class, and featured on iEmpathize website as guest blogger

Monthly Life Skills Speakers at HALO Staff Meetings

- SELF-DISCIPLINE: Vera Neuenswander Schmitz, 2016 Olympic Pole Vaulting Hopeful
- ACCOUNTABILITY: Dionne King, Manager of Diversity at Lathrop & Gage
- PERSEVERANCE: Chandra Clark, Manager of Corporate and External Relationships at Big Brothers Big Sisters of Greater Kansas City
- CONFIDENCE: Victoria Kandt, Founder at Victoria Kandt & Associates, Executive & Leadership Performance Coaching
- INTEGRITY: David Thornhill, Founder and Creative Director at Nuance
- LEADERSHIP: Paul Russell, Founder at ej4
- HEALTH: Abi Hoyo at Medical Missions
- COMPASSION: Angela Hurt, Founder and CEO at Veracity



International Programs

- Successfully launched new Program Tracking software, Apricot, to better track our program and youth success.
- Implemented updated survey program to better track program and youth success.
- Completed a second year of Trauma Informed Care and Suicide Prevention training for HALO program staff.
- The Learning Center Uganda developed further and began offering regular programming to HALO-supported youth at least 6 days per week in 2016.
- Continued to support 45 children at Ashirvad, Orphanage in Tuni, India.
- Continued to support 60 children in two HALO homes in Kenya.
- Began programming in the HALO Uganda Salon and Cosmetology Program.
- Continued to support 11 homes and programs in Uganda, including the full support of over 125 children.
- Gained a new HALO home sponsor for the Kibuli Boys Home in Uganda.
- Began supporting the Gulu Boys Home in Uganda, bringing in an additional nine children in need.
- Gave more than 10 International youth scholarships to HALO youth who were eligible for vocational training and/or University.



Kansas City Programs

- The HALO Learning Center celebrated its 6-year anniversary, and The HALO KC Home pilot program celebrated its 1-year anniversary.
- Served 701 children in Learning Center programs, making the total 3,006 youth served since opening.
- HALO Center Staff trained 20+ community members and volunteers in Trauma Informed Care practices to better serve the children at HALO, also doubled as a revenue builder for the domestic program.
- Learning Center hosted a total of 178 workshops, with the help of 110 volunteers to provide quality vocational, professional development, art and life-skill building programs. 2,579 volunteer hours!
- Began partnership with Fairfax Learning Center, an alternative high school. HALO becomes $\frac{1}{2}$ of a Fine Arts credit for these teens, allowing them to step away from the online learning within Fairfax, and use their hands to create and practice life skills.



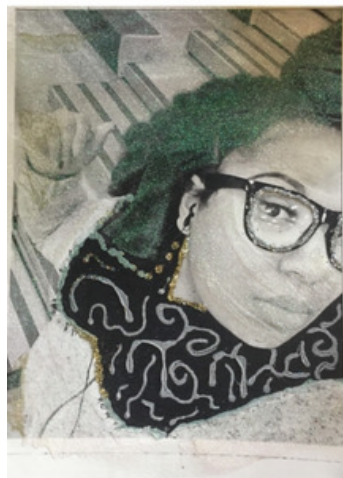
- Two HALO Center youth awarded the Kansas City Security Association Education Fund Scholarship for their participation in The HALO Learning Center. They were awarded \$18k toward their pursuit of a 4-year degree.
- Restructured the Professional Development course to provide largest impact in a shorter time commitment for high-transition youth, bringing in new professionals to teach teens important topics such as resume building, interview skills, and workplace etiquette. Many teens secured jobs after the interview skills class.
- Incorporated art into iEmpathize Program, serving 75 children in this important program. Also instructed within a weekly group through a local shelter, for all at-risk children in the Kansas City area, reaching 20+ unaffiliated children through this one program.
- HALO Program Staff trained in Suicide Risk and Assessment Prevention.



- Celebrated 1 year HALO KC Housing pilot program, designed to house two teens at a time, taking teens out of crisis mode, and giving them tools to focus on long-term goals and learn how to live independently.
- Brought on new Residential Supervisor to assist in this program. Served 6 parenting and non-parenting youth in the first full year.
- Secured financial volunteer, Nicole Russell, to meet with housing youth monthly on their finances, helping them set and stick to a savings goal during their time in the program.
- Restructured Explore opportunities, making available 20 different opportunities for children to learn and engage in different career paths that are available for them.
- Implemented new survey and tracking system to better follow the needs, goals, and numbers of our children. Began utilizing a new youth tracking software.
- Hosted 1st Annual Back to School Bash with Paul Mitchell the School in Overland Park.
- Distributed over 50 Power Packs to youth in need, providing them with a backpack full of hygiene essentials.
- Hosted Annual HALO Youth Summer Showcase. A new event showcasing the talents and performances of KC youth. Open to the general public, raising \$1,500.
- Hosted 2nd Annual HALO Thanksgiving thanks to the Schrader Family, bringing together 7 youth for a warm, family meal.



THIS CHILD'S STORY



INSPIRED THIS ARTIST.

Jefferson City Programs

- The HALO Jefferson City Home launches January 2017, providing the only housing program for teens in Jefferson City, serving up to 48 children.
- In 2016, HALO JC provided safe housing for 3 teen girls and 2 babies.
- Two of the teen mothers in the HALO TLP graduated high school and successfully transitioned out of the TLP.
- Established a volunteer-led weekly Life Skills Curriculum for the TLP.
- Nearly doubled the number of interns working on the JC Staff from local Universities (5 in 2015, 9 in 2016).
- Developed a relationship with the Social Work Departments at Lincoln University and University of Missouri-Columbia for BSW student practicum placement.
- Therapeutic Art Programs continue to become refined and established at the Jefferson City Academic Center, Jefferson City High School, and the Rape and Abuse Crisis Services. Began new program working with the Middle School students at JCAC in 2016.
- Greatly expanded opportunities for community outreach through talks, meetings, and presentations in the community.

**HALO helps children
color their dreams.**

