

HEART  
MATH TUTORING

WINSTON-SALEM, NC

# 2024 ANNUAL REPORT

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CONNECTING STUDENTS & VOLUNTEERS  
FOR RESULTS THAT COUNT



September 2024

Dear Heart Math Tutoring Donors and Funding Partners,

Thank you for your support in our inaugural year of working with students in Winston-Salem. Your gifts meant that 68 elementary students across two school sites had the chance to participate in one-on-one tutoring sessions twice a week, at no cost to their families. Heart students, who attend schools that receive Title I federal funding and do not have access to resources for private tutoring, gained confidence, strengthened foundational math skills, and built meaningful relationships with their tutors throughout the school year. We are deeply grateful for your part in Heart's mission of ensuring students build a strong foundation in math and enthusiasm for academics.

The impact of the 2,120 one-one-one tutoring sessions provided by Heart volunteers was evident: 98% of Heart students demonstrated growth on pre/post-assessments that met program goals set by elementary math specialists. Additionally, 90% of teachers reported a boost in Heart students' academic confidence. Thank you for your investment in Heart students' growth!

In the spring of 2023, the Winston-Salem/Forsyth County School Board unanimously approved Heart Math Tutoring as an official partner, initially aiming to serve 50 students at Bolton Elementary. Thanks to strong community and volunteer support, we exceeded this goal, expanding our program to a second school site, Easton Elementary, and ultimately serving 68 students across both schools. Your support made this possible!

At the organizational level, the Reynolds American Foundation and the Winston-Salem Foundation joined as investors at the \$50K and \$25K level –our largest commitments to date. Their contributions supported our expansion to a second full school site, enabling continued program growth and greater student impact.

More than half of the elementary schools in Winston-Salem have students who could benefit from the kind of academic support that the Heart model provides. We look forward to reaching even more students across Winston-Salem in the 2024/25 school year, with a continued focus on scaling our program to reach more students in future years.

Thank you for making it all possible!



Gratefully,

*Cydney Clifton*

Cydney Kramer Clifton  
Executive Director, National Partnerships



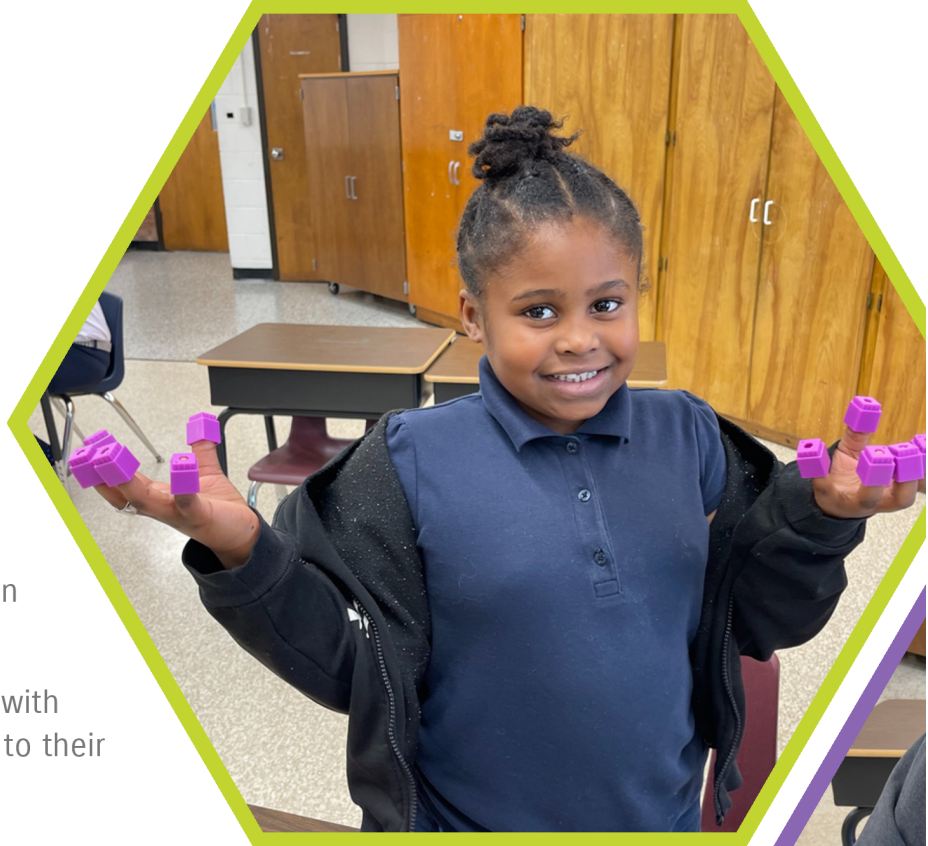
# RESULTS FOR WINSTON-SALEM STUDENTS

## 2023/24 PROGRAM OUTCOMES

Support from our partners provided **68** students across 2 Winston-Salem elementary schools with 1:1 tutoring twice weekly delivered by **76** weekly volunteer tutors!

Thanks to tremendous community support in Winston-Salem, Heart successfully recruited more than enough volunteers to support students at Bolton Elementary and was able to offer an additional hour of tutoring at Easton Elementary.

Thank you to all who helped provide students with high-quality, individualized tutoring at no cost to their families!



98% of students grew in 2 or more concepts, meeting program goals!



On average, students grew in 4.7 concept areas.



90% of teachers believe their students showed increased confidence and enthusiasm in math.

*"THIS PROGRAM HAS HELPED MY CHILD BECOME CONFIDENT WITH MATH. I SEE SO MUCH PROGRESS! HE GETS EXCITED ABOUT MATH EQUATIONS NOW INSTEAD OF FEELING DEFEATED."  
-PARENT OF A HEART STUDENT*

HMT's games-based curriculum uses engaging, hands-on activities that allow students to explore foundational math concepts seamlessly - often without even realizing they are learning.

During a tutoring session at Bolton Elementary, one second-grade student was working with her tutor on a "More or Less" activity. The Heart Program Coordinator observed the session, noting how naturally the student was progressing through the lesson, engaged in what felt like a casual conversation. After several minutes, the student suddenly remarked, "Ok, Mr. Gary, we've talked enough now, it's time to do some math work!"

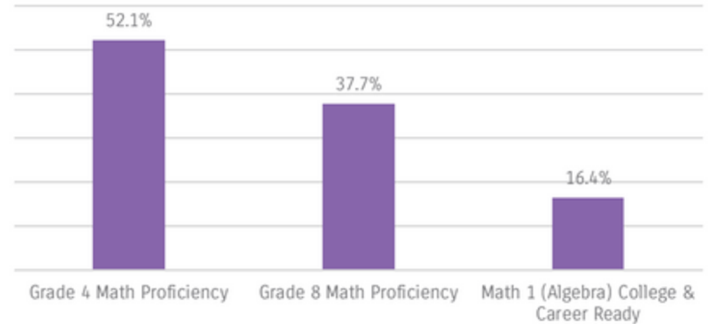
She did not realize she had been playing math games the whole time!

# MEETING A LOCAL NEED

Just 52% of Winston-Salem/Forsyth County Schools fourth graders scored at or above grade level in math on 2023 End of Grade Tests. Without intervention, scores tend to decline as course difficulty increases, which can negatively impact a student's success in high school and access to career and postsecondary options.

Research shows that concrete, targeted experiences with numbers in the early years can close gaps and prepare students for Algebra.<sup>1</sup> Teachers and families do all they can but have limited time to provide individualized academic attention. High-quality tutoring that takes place during the day and among younger grades can yield consistent and substantial positive impacts on learning outcomes."<sup>2</sup>

2023 End of Grade Tests, WS/FCS  
All Students



THE US DEPARTMENT OF EDUCATION NAMED HIGH-IMPACT TUTORING AS A VITAL STRATEGY TO ACHIEVE ACADEMIC RECOVERY AND EXCELLENCE (2022).

With Heart, hundreds of volunteer tutors provide one-on-one, targeted support and encouragement, resulting in 97% of over 6,400 students across three cities served to-date meeting growth goals set with guidance from elementary math specialists. HMT focuses on students who do not have access to resources for private tutoring, and tutoring is provided free of cost to students' families.



ONLY 52% OF WINSTON-SALEM 4TH GRADE STUDENTS MEET GRADE LEVEL IN MATH (2023 END-OF-GRADE TESTS)

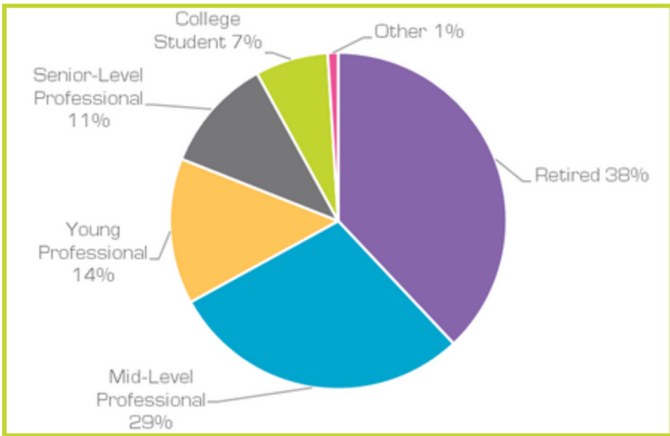
1:1 VOLUNTEER-DELIVERED TUTORING, ONE HOUR PER WEEK WITH HEART MATH TUTORING

98% OF WS/FCS STUDENTS MEETING GROWTH GOALS BETWEEN PRE- AND POST-ASSESSMENTS



# WINSTON-SALEM VOLUNTEERS

## 76 VOLUNTEER TUTORS IN 2023/24



76 tutors contributed 1,060 hours of tutoring, a collective value of \$35,499!<sup>1</sup>



100% of 2023/24 tutors said they had a positive experience volunteering.



“THE STRUCTURE OF THE PROGRAM MAKES IT SIMPLE TO HAVE A POSITIVE INFLUENCE ON CHILDREN. STARTING MY DAY WORKING WITH A SECOND GRADER [WAS] THE HIGHLIGHT OF MY WEEK!”

-2023/24 VOLUNTEER AT EASTON ELEMENTARY

“GREAT PROGRAM THAT GAMIFIES BASIC MATH CONCEPTS TO HELP KIDS WITH THE FUNDAMENTALS SO THEY AREN'T LEFT BEHIND FOR THE REST OF THEIR SCHOOL YEARS. AND LIVES.”

-2023/24 VOLUNTEER AT BOLTON ELEMENTARY

## KEY VOLUNTEER PARTNERS



Volunteer tutors from sectors across the city commit to 1 hour each week at one of Heart’s partner school sites, where they receive on-site support from a Heart Program Coordinator and a fun, guided curriculum. To learn more or get your corporate, civic, or faith group involved, contact [freda.robinson@heartmathtutoring.org](mailto:freda.robinson@heartmathtutoring.org).

1.The Independent Sector set the national value of a volunteer hour at \$33.49 in April 2024.

# GROWING WITH PURPOSE

Heart Math Tutoring was originally founded in Charlotte, NC in 2013. HMT remains committed to growing the impact and scale of our core model within Charlotte-area schools, and expanding the impact in both North and South Carolina. Local programs are made possible through community support and volunteer leadership.



## CHARLOTTE



HMT Charlotte completed its tenth full year of programming in 2023/24 and is providing tutoring to students at 23 school sites in 2024/25. Scan the QR code for program results and more!

### CHARLOTTE BOARD OF DIRECTORS

- Andrés Alvarado, Marand Builders
- Niles K. Brown, Community Volunteer
- Lee Caulder, Seniors Helping Seniors
- Courtney K. Collins, Brighthouse Financial
- Dr. Steve Esposito, Charlotte-Mecklenburg Schools
- Heather S. Finke, Community Volunteer
- Emily Gaffney (ex officio), Heart Math Tutoring
- William Griesser, Edward Jones
- Margaret Marshall, Community Volunteer
- Silvia McKenna, PwC
- Larry Nabatoff, The Nabatoff Group
- Brian Nwokedi, Chair, Skin Clique
- Meredith Rhyne, Spangler Companies
- Ken Rogich, Latta Park Enterprises

“IT WAS A GREAT PROGRAM THAT FOCUSED ON MATH FOUNDATIONAL SKILLS IN A READING CENTERED WORLD.”

- 2ND GRADE TEACHER AT BOLTON ELEMENTARY

## CHARLESTON



HMT Charleston completed its second full year of programming in 2023/24 and is providing tutoring to students at four school sites in 2024/25. Scan the QR code for program results, funders, and more!

### CHARLESTON ADVISORY BOARD

- Dr. Shakitha Barner, Trident Technical College
- John Cooper, Chair, Empower Charleston
- Stephanie Eikenberry, Fidelity Investments
- Dr. Karen Fonkert, Charleston Southern University
- Melissa Furr, Blackbaud
- Scott Olsen, PwC (retired), Empower Charleston
- Mark Petersma, Boeing
- John C. Read, Read Partners, LLC
- Wendy Sheppard, College of Charleston
- Joseph Weston, East Cooper Baptist Church
- Quanetta White, Charleston County School District

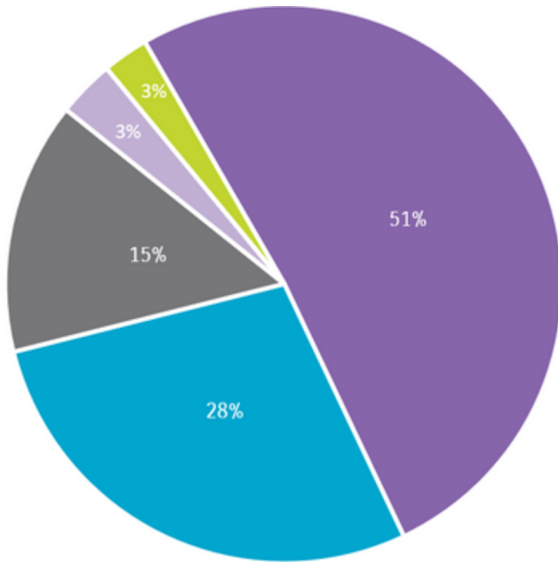


# ORGANIZATION FINANCIALS

Across all program and regions, Heart Math Tutoring generated \$3.8 million in revenue and \$2.9 million in expenses during FYE6/30/24. Revenue includes support for program growth in 2024/25 and multi-year pledges received during FY24.

## FY24 REVENUE

\$3,781,493



### CORPORATIONS AND FOUNDATIONS - \$1,939,281

- Grant funding
- Employer matches
- Volunteer grants

### INDIVIDUAL DONORS - \$1,063,999

- Planned Giving
- Annual Fund

### FEE FOR SERVICE - \$553,150

- CMS COVID-19 relief funds
- Partial fee-for-service model

### OTHER - \$125,063

- Interest
- Investments

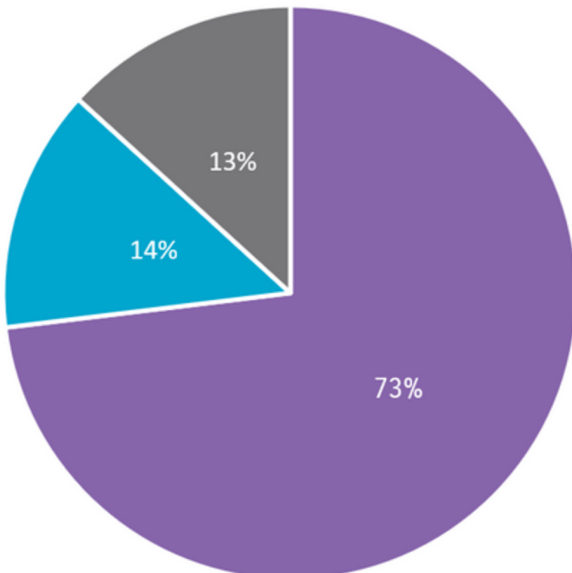
### GOVERNMENT FUNDING - \$100,000

- SC Department of Education Grant

Note: Winston-Salem donors contributed \$171K of the revenue above to directly support Winston-Salem programming. (See donor list on next page.)

## FY24 EXPENSES

\$2,892,736



### PROGRAM - \$2,114,024

- Program staff
- Volunteer Recruitment staff
- Tutoring materials

### GENERAL AND ADMINISTRATIVE - \$396,113

### DEVELOPMENT - \$382,599

Note: Program expenses above do not include \$690,999 in the value of volunteer time (20,633 hours organization-wide) contributed to students, putting cost of programming at 78% of total expenses. Independent Sector set the national value of a volunteer hour at \$33.49 in April 2024.



# WINSTON-SALEM FUNDING PARTNERS

## \$50,000+

Reynolds American Foundation

## \$25,000+

The Winston-Salem Foundation

## \$10,000+

John and Mary Louise Burress  
Front Street Capital

## \$7,500+

John W. and Anna H. Hanes Foundation

## \$5,000+

Jim and Marianne Bennett  
Black Philanthropy Initiative of Winston-Salem  
The Budd Group  
Claire and Mike Devon  
Duke Energy Foundation  
Grace H. Emken Fund  
Knollwood Baptist Church  
Coleman and Sarah Team

## \$2,000+

Graham and Janice Bennett  
Ann Bennett-Phillips  
Blanco Tackabery  
Jennifer and Paul Grosswald  
Amy Harp and Thom Hausle  
The Lovett Foundation  
Quality Oil Company  
Thomas Westbrook

## \$1,000+

Encore Bank  
First Bank  
John and Whitney Gansman  
Joan Grinden

Patrick and Joan Healy  
Rosalie Horton  
Liz and Keaton Hurt  
Omega Construction  
Rotary Club of Winston-Salem  
Cynthia and Bill Tessien  
Claire and Randall Tuttle  
Twin City Kiwanis Club

## \$500+

Anonymous  
Jeremy and Henry Burnett  
Mike and Kathy Devon  
Richard and Tracy Geiger  
Matthew Holland  
Kate and Tucker Horne  
iGPS Logistics  
Aimee McWhorter  
Jannell Rowe  
Womble Bond Dickinson

## \$250+

Elizabeth and Warren Allen  
Deena and Andy Dreyfuss  
Jimmy and Bonnie Flythe  
David and Katie Isaac  
Marth and Sam Metzler  
Anc and Jenny Newman  
SpeedPro  
Kathleen and Steve Tatter

## The following organizations provided matching gifts:

Duke Energy Foundation  
Jeffries  
Quality Oil Company

THANK YOU TO THE INDIVIDUALS, FOUNDATIONS, AND CORPORATIONS WHO SUPPORTED HEART MATH TUTORING BY GIVING BETWEEN 7/1/2023 AND 6/30/2024.

ALL LOCAL PHILANTHROPY DIRECTLY SUPPORTS HEART PROGRAMMING IN WINSTON-SALEM.



2024/25

# ADVISORY BOARD

Gray Barbour  
*First Bank*

Jeremy Burnett  
*Community Volunteer*

Garrison Dark  
*Reynolds American*

Claire Devon, Chair  
*Front Street Capital*

Richard Geiger  
*Retired Hospitality Professional*

Velvet Simington  
*Winston-Salem/Forsyth County Schools*

Tom Westbrook  
*Five Point Capitol*

# GOVERNING BOARD

Andrés Alvarado  
*Marand Builders*

Niles K. Brown  
*Community Volunteer*

Lee Caulder  
*Seniors Helping Seniors*

Courtney K. Collins  
*Bighthouse Financial*

Dr. Steve Esposito  
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Larry Nabatoff  
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Brian Nwokedi, Chair  
*Skin Clique*

Meredith Rhyne  
*Spangler Companies*

Ken Rogich  
*Latta Park Enterprises*

## MISSION

To ensure that all elementary students develop the strong foundation in math and enthusiasm for academics needed for long-term success, by helping schools use volunteers as tutors

## CORE VALUES

- Student-Centered
- Gratitude
- Growth Mindset
- Precision and Reliability
- Civic Engagement



# LOOKING AHEAD

## BECOME A TUTOR!

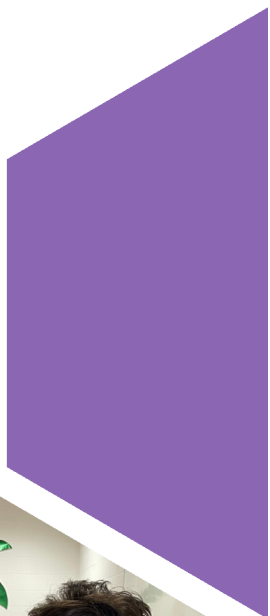


Heart always has a need for tutors! Volunteer for 1 hour a week at one of two schools across Winston-Salem in 2024/25. Training, lesson plans, and onsite support are provided for both virtual and in-person tutors. Scan the QR code to learn more and sign up. Contact [freda.robinson@heartmathtutoring.org](mailto:freda.robinson@heartmathtutoring.org) to learn how to engage your corporate, civic, or faith group.

## INVEST IN HEART'S MISSION!



We are so grateful for the many community members and organizations that are committed to helping Winston-Salem students build math skills and confidence. As HMT's program has grown, so have investments in staff, curriculum, and operations. We hope you'll consider renewing or increasing your gift as Heart enters its next decade of impact. Scan the QR code to donate today! Contact [cydney.kramer@heartmathtutoring.org](mailto:cydney.kramer@heartmathtutoring.org) for more information on how you can partner with Heart to make a difference in the lives of our community's highest-need students.





HEART  
MATH TUTORING