



HEART
GALLERY OF TAMPA

ANNUAL REPORT 2020

Every child deserves love

AT A GLANCE



111

children served

24

kids united with their Forever Families

21

exhibits to raise awareness

1,805

inquires received for children from prospective adoptive parents

100%

of Heart Gallery children are teens, minorities, siblings, or have special medical needs

Through photographic exhibits, the Heart Gallery of Tampa introduces our community to children awaiting adoptive families. We provide a platform to inspire our community to improve their quality of life and connect them with Forever Families.



2020 The Year of the Pivot

Blessed are the flexible for they shall not be bent out of shape. The events of 2020 were unexpected for all but provided us with opportunities to offer enhanced support to Heart Gallery children in new and creative ways.

At the onset of social distancing and virtual schooling, our staff was deeply concerned these changes would be especially challenging for foster children. Changes in routine, stress, and anxiety can significantly trigger trauma, magnify behavioral challenges, and put foster care placements at risk. Early in the COVID crisis, our team reached out to each foster/group home where Heart Gallery children lived to offer support and identify needs. Once needs were identified, we began ordering supplies and sending care packages to each home. The Heart Gallery provided care packages and supplies to 102 children in 60 homes. Packages included school supplies, toiletries, snacks, games, activities, and restaurant gift cards. We also partnered with onbikes to deliver bicycles to ten children.

Throughout COVID, the Heart Gallery has continued birthday gift deliveries but had to make changes to our traditional birthday parties. We transitioned to Birthday Boxes that included everything needed for a birthday party at home: gifts, decorations, snacks, and a gift card for pizza. They were a big hit and offered a bit of normalcy during an incredibly challenging time.

When schools reopened and it was time to return to the classroom, Shear Impressions Salon in Riverview teamed up with the Heart Gallery for a day of haircuts and school supplies. Their incredible stylists had our kids looking fabulous and feeling their best before they stepped back into the classroom.

Historically, the Heart Gallery has relied on physical exhibits that travel throughout our community to raise awareness. Once COVID became our reality, we fully embraced the movement into the digital world and saw remarkable results. We created a digital exhibit featuring Heart Gallery children and ran several digital campaigns utilizing search ads, display ads, and retargeting ads run on a range of websites and social media platforms. Although we had very few exhibits in the community in 2020 when compared to 2019, our social media increased by 366%, our website traffic increased by 35%, and 70% of donors who contributed to our holiday campaign were new to the Heart Gallery.

We concluded 2020 having served 111 kids; that's more than any other year! It was a remarkable year in so many ways and we are thankful for the ongoing support of so many!

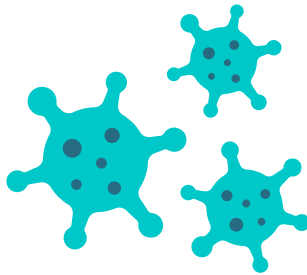
Supporting foster children in need of families.

IMPROVING QUALITY OF LIFE

Together with the Heart Gallery of Tampa's dedicated volunteers, the Dream Team, we celebrated important milestones for 111 children in foster care awaiting adoption.



Celebrated 70 birthdays



Delivered 102 COVID care packages



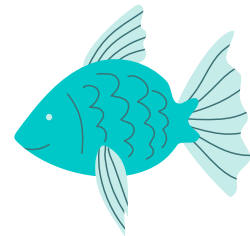
Delivered holiday gifts to 85 children



Delivered 17 birthday party boxes



Delivered 13 bikes



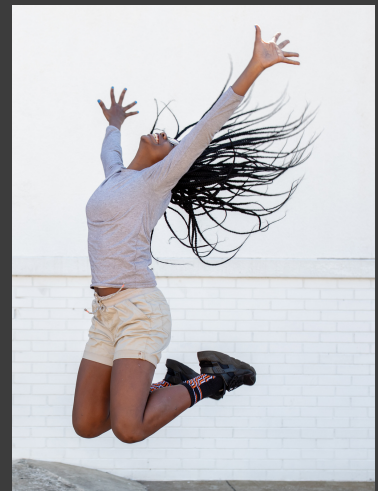
Coordinated 7 experiences



COMMUNITY PARTNERS

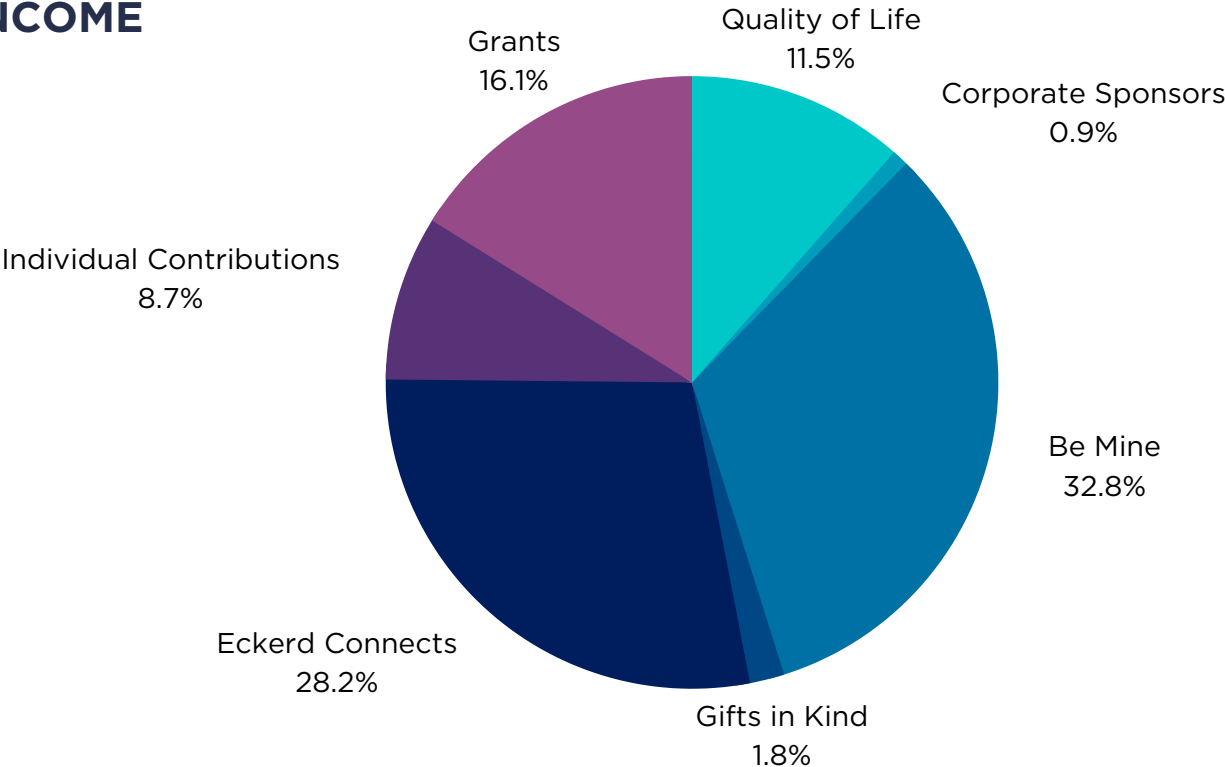
Altrusa International of Tampa
Bay Stage Live
BKN Creative
CAE, USA
Centre Club
Children's Board of Hillsborough County
Christ Fellowship Church
Cisco
Crackerjack Media
Cushman & Wakefield
Danahy + Murray
Diamonds Direct
Eckerd Connects
Element Church
Eye Popper Digital
First Citrus Bank
FIVE Labs
Flow Fitness Boutique
Frank E. Duckwall Foundation
Franklin Templeton Investments
Glazer Children's Museum
Grow Into You Foundation
Guardian ad Litem
Hillsborough Academy of Math and Science
Hobbs Foundation
Horizon Church South Tampa
John F. Germany Downtown Library
Kids Community College Riverview
Krewe of Queen Anne's Revenge
Lash Spa Studio South Tampa
Laura Walsh Events
McKibbon Hospitality
MIELKE Foundation

Northwestern Mutual New Tampa
New York Yankees Tampa Foundation
Ogden & Sullivan, P.A.
onbikes
Palma Ceia Presbyterian Church
PAR, Inc.
Patel Conservatory @ Straz Center
Perez Orthodontics
Pezz Photo
Presh Marketing Solutions
Rays Baseball Foundation
Redefining Refuge
Relevant Church
Revealing Truth Ministries
Rotary Club of Tampa
rumbo
Straz Center
Suncoast Credit Union Foundation
Tampa Bay History Center
Tampa Pinnacle Academy
TEAMHealth
The Beck Group
The Family Dentist
The Junior League of Tampa
The Prep of South Tampa
The Spurlino Foundation
The Station Salon
Thrivent Financial Brandon
Voices for Children
Westfield Brandon Town Center
Winthrop Charter Elementary School/
Winthrop Middle School

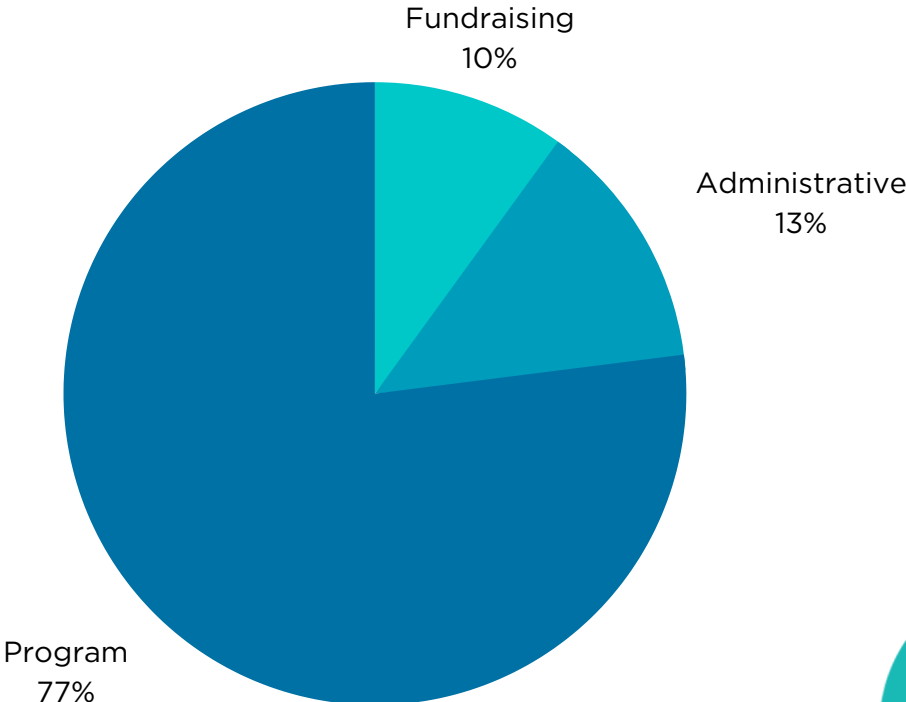


FINANCIAL SNAPSHOT

INCOME



EXPENSES



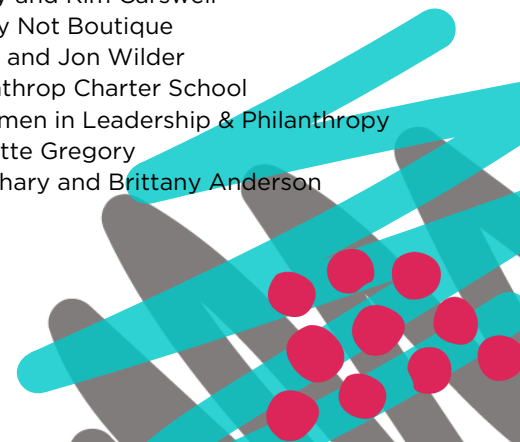
HEART GALLERY HEROES

While 2020 brought difficult times, our community rallied together to support our kids. Thank you to all of our donors and a special thank you to donors who contributed \$500 or more in 2020.

Abora Travel Dream Vacations
Alan and Kelly Hall
Alissa DiBlasi
Altrusa International of Tampa
Amanda Duncan
Amanda Long
Amy Corcell
Anthony and Amber Cline
Arie Goudswaard
Ashley and Lauren Grohs
Banker Lopez Gassler P.A.
Bank of Tampa
BayCare Health System
Bayshore Title
Bill Smoak and Maggie Spencer
Brandon and Julie Ahlgren
Brent and Tammy Gardner
Brian Diesselhorst and Lauren Pecora
Brittany Stahl
Brown & Brown of Tampa
Cara Tolzman
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Caroline Galati
Caroline Snyder
Caspers Company McDonald's
Restaurants
Cecil and Aimee Stevens
Chad and Britten Stine
Charity Polo Classic
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Christina Anton, LLC
Christopher and Michelle Cortazzo
Clear Channel Outdoor
Coldwell Banker Residential
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David and Callie Myers
David and India Witte
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First Citrus Bank
FIVE Labs

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Frank E. Duckwall Foundation
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Hayley Reteneller
Haynes and Jane Carswell
Heather Remek
Heart of Adoptions, Inc.
Hobbs Foundation
Holland Medical Consulting, LLC
Jabeen Ahed
James and Adrea Garrison
James Sanstead and
Keely Fischbach
Jared and Kelly Bancroft
Jason and Karen Edwards
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Jennifer Baldwin
Jennifer Renspie
Joe and Jacquie Mohler
John and Barbara Hart
John and Norisse Misdary
John Murrow
John Powers
Jordan and Alyssa Rhoads
Judy Olds
Julie Weintraub's Hands
Across the Bay
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Kate Evans
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Kevin and Brandon
Tydlaska-Dziedzic
Kevin and Christie Enderle
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Mahmoud and Carolyn Hassan
Margaret Mariani
Mark and Jeanne Tate
Mark and Laura Walsh
Mark and Lindsey Wright
Marlo Cervi
Mary Quinn
Mastro Subaru
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Matt and Nicole Hubbard
Matthew and Caroline Coffey
McKibbon Hospitality
Melody Bancroft
Michael and Elizabeth Long
Michael and June Denton
Michael and Kathryn Vejins
Michael and Lisa Fox
Michael and Melissa Aron
MIELKE Foundation

Mom's Club of Tampa-Westchase
New York Yankees Tampa Foundation
Pandera Systems, LLC
PAR, Inc.
Passport Health Tampa
Patel, Greene & Associates, LLC
Paul Davis
Peter and Darlene Mastro
Reeves Import Motorcars
Rex and Cheryl Lautzenheiser
Robert and Julie Johnston
Robert Bentz
Roger West
Roland and Lindsay Hermida
Ron and Abby Favali
Ronnie and Beth Schatzberg
Rotary Club of Tampa
Ryan and Christina Lund
Sam and Jessica Guercio
Law Office of Sandra M. Kellaheer
Scott and Jen Keipper
Scott and Phara McLachlan
Sherry McDonald
SoHo Cycling
Sparkman Law
Stacy Baier
Stephanie Milner
Stephen and Megan Labadie
Stuart and Kristen Segall
Summer Nuhic
Suncoast Better Government Committee
Suncoast Credit Union Foundation
Susan McMurphy
Tampa Bay Parenting
TEAMHealth
Terrell and Joe Clark
The Beck Group
The Junior League of Tampa
The Lowry Murphey Family Foundation
The Message Garage
The Sanstead Family
The Spurlino Foundation
The Whites Family
Tim and Christine Casey
TJ and Christy Harvey
Trey and Kim Carswell
Why Not Boutique
Will and Jon Wilder
Winthrop Charter School
Women in Leadership & Philanthropy
Yvette Gregory
Zachary and Brittany Anderson



HEART GALLERY HEROES

Not everyone can adopt, but everyone can do something. Thank you to these special people who have gone above and beyond this year to help all the children of the Heart Gallery of Tampa.

Board of Directors

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David Murray - Vice Chair
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Jennifer Renspie - Officer
Natasha Nascimento - Officer
Kevin Tydlaska-Dziedzic - Officer

Dream Team Volunteers

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Adrea Garrison	Kelly Cook
Amber Cline	Kevin Farley
Ashley Croft	Laura Rusher
Aubrey Jackson	Lauren Cresta
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Bowen Brown	Lauren Sanchez
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Heather Traynor	Sari Romberg
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Jason Arvin	Somer Burke
Jen Arvin	Stephanie Lang
Jennifer Neiser	Tracy Greene
Jessica Guercio	

Photographers

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Alicia Johnson	Jessica Guercio
Amy Pezzicara	Kevin Tydlaska-Dziedzic
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Brandi Morris	Kimberly Teebagy
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