



OLLIE HINKLE
HEART FOUNDATION

LOVE,
Ollie

TRANSFORMING LIVES ♥ SPREADING MORE LOVE

IMPACT REPORT 2023



WHAT'S INSIDE

03 **OUR IMPACT**
What we have done.

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Who is behind all of our work.

Every

**15
MINUTES**

a child is born with a
Congenital Heart Defect (CHD)

The infographic features a light blue rounded square border. At the top center is a circular icon containing a question mark. Below it, the word "Every" is written in a simple sans-serif font. In the center is a large stopwatch icon with the number "15" and the word "MINUTES" inside its face. At the bottom, the text "a child is born with a Congenital Heart Defect (CHD)" is written in a simple sans-serif font.

FROM OUR PRESIDENT

After Ollie died, Mark and I were broken, but there were a few things that kept us going - 1. Our daughter Maddie, who was three years old at the time of Ollie's death; 2. The layers of love and support we felt from family and friends; and 3. This Foundation - OHHF kept our minds busy when all we could think about was our loss. This work gave us a purpose at a time when it was hard to find any, and it's given us an excuse to continue saying Ollie's name. All of the support we were shown during Ollie's life and after his death gave us the strength and the drive to take our pain and channel it into LOVE through the work we do today at Ollie Hinkle Heart Foundation. Thanks to OHHF, not only have we built a legacy for Ollie, but we continue to feel close to him almost 11 years after his death.



2023 was all about strategy and sustainability. We remained focused and steadfast in our goals to ensure progress, while also embracing change and identifying opportunities for improvement. Sound financial practices and transparency, diversifying revenue streams, continuing to cultivate relationships with current and prospective donors, strategic planning, and ensuring that all spending aligns with our mission are crucial to our success. Central to our strategy this year was scaling our programs thoughtfully based on the needs of our community while strengthening our foundation to extend lifelong support to heart families and ensure the health of the organization: Community Outreach to wrap them in love and provide individualized resources, Ollie's Branch for accessible and tailored mental health support, and Technology and Research to improve outcomes.

We hope you continue to be proud of what we have accomplished together this year and over the last 11 years. Your generosity has allowed us to make a significant difference in the heart community. Most children born with a congenital heart defect will require lifelong care, additional surgeries as they grow, and medications to keep them alive into and through adulthood, and we will continue to work to ensure that we walk alongside them every step of the way. The heart community needs us, and we hope you come along for another year of growth, collaboration, and making a positive impact together.

- JENN HINKLE

President/CEO, Co-founder, and Ollie's Mom

OUR MISSION

The mission of Ollie Hinkle Heart Foundation is to address the unmet needs of heart families while transforming the future of pediatric heart care.

OUR VISION

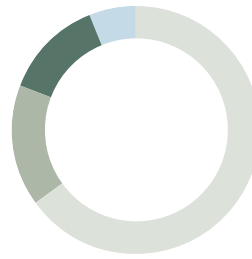
Every heart child and family will be wrapped in love to eliminate the traumas endured by living with a chronic illness.

OUR FINANCIAL SUCCESS

REVENUE

General contributions	\$264,698
Social partnerships	\$208,200
Third party fundraisers	\$79,625
Grants and contracts	\$61,750
Program events	\$53,268
Fundraising events	\$1,297,638
Investment income	\$121,412
Other	\$1,177
Total	\$2,087,768

REVENUE



- **65%**
Events
- **16%**
General contributions and third party fundraisers
- **13%**
Grants, contracts, and social partnerships
- **6%**
Investment and other

EXPENSES

Program services	\$1,072,360
Management and general	\$111,194
Fundraising	\$534,979
Total	\$1,718,533

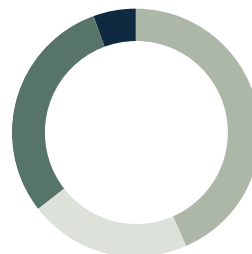
EXPENSES



- **62%**
Program services
- **31%**
Fundraising
- **6%**
Management and general

Net operating revenue	\$247,823
Non-operating revenue	\$121,412

PROGRAM EXPENSES BY REGION



- **39%**
Midwest
- **27%**
West
- **19%**
Northeast
- **5%**
South

Change in net assets for the year	\$369,235
Net assets at beginning of year	\$1,155,822
Net assets at end of year	\$1,525,057

FUNDRAISING ACHIEVEMENTS

416

New Donors

↑ 62% Increase from 2022



\$2M

Total Revenue

↑ 29% Increase from 2022



\$0.22

Cost Per Dollar Raised (CPDR) on Fundraising Events

27%

Increase In Number Of Donations

\$144,300

Raised by Board

↑ 310% Increase from 2022

100%

Board Participation Rate

VOLUNTEER HIGHLIGHTS

257

Active Volunteers

↑ 150% Increase from 2022



1,199

Hours of Recorded Work

↑ 140% Increase from 2022



\$38,128

Total Value of Hours Worked



OUR IMPACT

.02

OUR HEART HEROES

I was introduced to Ollie Hinkle Heart Foundation (OHHF) in 2021 when I became a staff therapist for the Perinatal Behavioral Health Program (PBHP) at Washington University in St. Louis. In this role, I provided therapy, emotional support, and psychoeducation regarding trauma responses to caregivers of children ages 0-5 who were diagnosed with CHD and received cardiac treatment at St. Louis Children's Hospital. In this unique role, I enjoy combining my personal and professional roles as a heart mom and licensed clinical professional counselor (LCPC). Within a year, I was promoted to PBHP Lead in the Heart Center and became more familiar with the team at OHHF.



My heart warrior son, Judah (age 19), is diagnosed with hypoplastic left heart syndrome and miraculously thriving as a college student. Over the past few years, we have felt blessed to partner with OHHF to share various parts of our journey. Judah has been featured as a Heart Warrior of the Month and as a panelist for the Teen Heart Warriors during the 2021 Take Heart Conference, which I was honored to host. I have also provided insight to heart families regarding establishing healthy boundaries with their heart warriors during the 2023 Take Heart Conference.

As a staff therapist in the Heart Center, I have witnessed behind the scenes the passion and commitment OHHF has provided to heart families around the country. While attending Eat Drink Love 2023, I was inspired and in awe of the love and support from the community supporting Jenn and Mark's mission. I vividly remember standing in the room, wondering how an organization like this could have impacted my life when my son was born. As an empathic heart mom, I always wanted to give back to heart families what I never had but recognized my financial limitations to do so. With immense honor as an OHHF Board Member, I now have opportunities to expand my reach to empower heart families in the St. Louis region and worldwide.

- DR. LESLIE DAVIS, LCPC, NCC
Heart Mom to Judah and OHHF Board Member

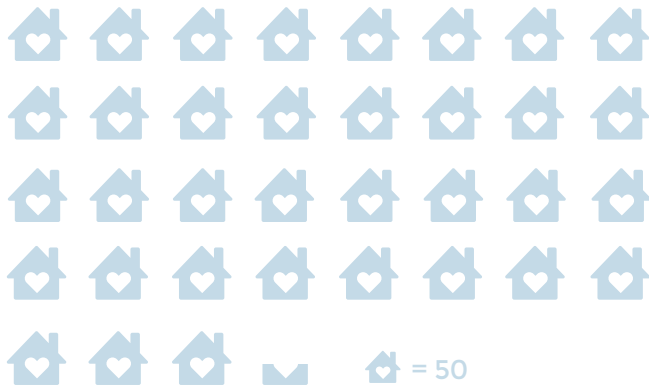
OUR ACHIEVEMENTS

PROGRAMS

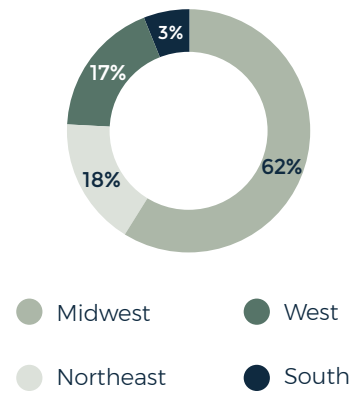
1,791

Families Helped

↑ 23%
Increase from 2022



Families Helped by Region

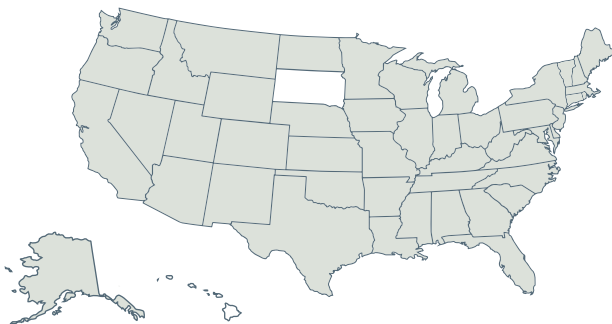


48

States Reached

Through Services & Education

↑ 12%
Increase from 2022



6

Countries Reached

Through Education

↑ 50%
Increase from 2022

- United States
- Saudi Arabia
- Bulgaria
- Canada
- South Africa
- Mexico

92%

Satisfaction Rate Across All Programs

1M CHILDREN &
1.4M ADULTS

are living with CHD in the U.S.

COLLABORATION

21 Co-Marketing Partnerships  **600%**
Increase from 2022

Each partner shares information through their communication channels to magnify reach together.



17 Community Partnerships  **1,600%**
Increase from 2022

A partner that OHHF can refer heart individuals and families to for specific outreach services and vice versa.



3 Social Partnerships  **300%**
Increase from 2022


Like-minded organizations partner to expand our reach, resources, and client referral base.



4 Industry Partnerships  **300%**
Increase from 2022

A partner that drives new or advances existing technology to improve outcomes.



3 Hospital Partnerships  **30%**
Increase from 2022

Hospital or healthcare system partnership to support specific OHHF programs in specific markets.



2 Data-Sharing Partnerships  **200%**
Increase from 2022

A collaboration to analyze and publish clinical outcomes of OHHF programs.



COMMUNICATION



79.3K Reach
+130.6%

3.7K Followers
328 New Followers



42.3K Reach
+67.9%

5.2K Followers
716 New Followers



480 Followers
239 New Followers

1.3K Page Views



4.5K Contacts
+43.3%

58.6K Emails Sent

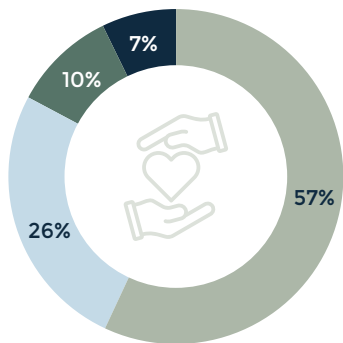


OLLIE'S BRANCH

Extending Peace of Mind

Due to repeated exposure to pain, illness, frequent hospital visits, and invasive or frightening procedures and treatment, individuals with pediatric congenital heart disease and their families have significantly higher mental health needs. Ollie's Branch helps address these needs by providing access to **reputable, compassionate mental health services** tailored to the heart community by directly connecting individuals and families to a community of licensed therapists who provide professional therapy services through our **advanced matching algorithm**. Through Ollie's Branch, clients develop **coping** and **resilience** skills needed to face lifelong challenges, while helping bridge them to long term support.

WHO WE SERVE



HEART PARENT

This might look like a new heart parent engaging in EMDR (eye movement desensitization and reprocessing) therapy to address trauma.

SIBLING

This might look like the older sibling of a young heart warrior engaging in play therapy to help with behavioral issues.

HEART CHILD

This might look like a teenage heart warrior engaging in art therapy to help uncover and express feelings about their multiple surgeries and hospitalizations.

OTHER

This might look like a grandparent engaging in cognitive behavioral therapy to equip them to support the heart parent in caregiving duties.

PROGRAM METRICS



450

Clients Engaged in Therapy

Those receiving at least one therapy session

↑ **64%**
Increase from 2022



3,808

Sessions Completed

↑ **115%**
Increase from 2022

“[Warrior] has been seeing [therapist] and I cannot even begin to explain how much she has helped him in such a short period of time. He has made huge strides in dealing with his fears and anxiety and she has been such a blessing to him and his overall well being. She has been working with him & introducing new strategies for him to try whenever he begins to feel overwhelmed.”

- HEART PARENT &
OLLIE'S BRANCH CLIENT

IMPACT ON OUR CLIENTS

91%
Reported satisfied or very satisfied with the time it took to get a session

90%  **20%**
Reported treatment was extremely or very helpful *Increase from 2022*



77%  **28%**
Showed improvement in anxiety markers *Increase from 2022*

70%  **10%**
Showed improvement in depression markers *Increase from 2022*

OUR THERAPIST COMMUNITY



253
Licensed Therapists



48
States



14
Specialities



12
Languages



3,173
Therapy Hours Provided

“This is truly a remarkable thing y’all are doing. Especially to have a therapist informed about CHD- that’s one of the hardest parts finding someone that can really understand the depths and unknowns of CHD.”

- OLLIE’S BRANCH CLIENT



Less than 1% of clients request to be rematched to a new therapist

BARRIERS TO CARE



Finances



Accessibility



Stigma



Availability of Resources



3 out of 10 clients are from households with annual incomes under **\$50,000**



38% of clients live **an hour or farther** away from the hospital where they primarily receive cardiac care

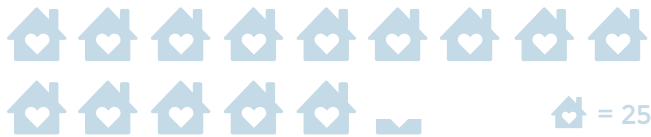


The Community Outreach program continues to focus on easing the hardships experienced by heart families through **loving support** and **building lifelong bonds**. Loving support eases immediate financial burdens, bridging families to our partners for long-term support. We help build lifelong bonds through local community events and peer-to-peer support with partners specialized in this care. OHHF is proud to be the go-to source of information and resources for the St. Louis heart community and beyond.

LOVING SUPPORT

357

Families Helped



146

Meals to Hospitals



37

Care Packages

↑ **186%**
Increase from 2022

BARRIERS TO MEET BASIC NEEDS



75% of clients are from households making **less than \$50,000**



100% of heart families struggling with food insecurity fall **at or below** the federal **poverty line**



Average food security grant for a **family of 4** is **\$500**, covering approximately **2 weeks** of **nutritional meal bundles**



Over 30% were worried they would not have a **safe place to live** in the next 6 months



Of those currently employed, **36%** were worried they would **lose their jobs** in the next 6 months. **53%** were currently **unemployed**



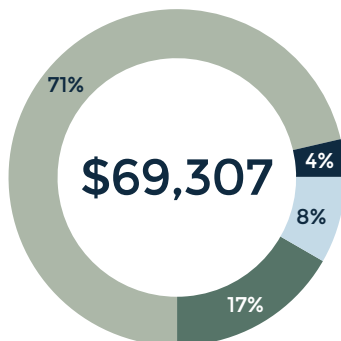
FINANCIAL SECURITY GRANTS

HOUSING **\$49,442**

This might look like paying rent for a family who is struggling to make ends meet while their child awaits a heart transplant.

OTHER **\$11,600**

This might look like supporting funeral costs for a family whose heart warrior passed away.



\$2,526 **FOOD SUPPORT**

This might look like providing two weeks worth of meals for a family after their child is discharged from the hospital.

\$5,739 **TRANSPORTATION**

This might look like providing gas cards to a family who has to drive over 2 hours to visit their child in the hospital.

HOLIDAY DRIVE

OHHF hosted our 2nd annual Holiday Giving Drive to bring extra warmth and joy to heart families in need. We provided gifts and meals for inpatient families at St. Louis Children’s Hospital and Cardinal Glennon, and with the help of our incredibly generous donors, adopted outpatient heart families in St. Louis and Chicago.

74
Family Members Adopted

80
Gifts for Inpatient Children

\$3,237
Of Financial Aid Requests Fulfilled

BUILDING BONDS

2
Events

144
Attendees



“As a new heart mom, it was so nice to meet other parents that are going or have gone through a similar situation with their kids. Thanks so much for putting on this event. It was much needed and I am grateful for all the women I was able to talk to.”









- HEART MOM



In the summer of 2023, OHHF launched a customizable telehealth solution in partnership with Locus Health, enabling Ollie’s Branch therapists and clients to connect via a secure app for therapy sessions conveniently on their desktop or mobile device, or a device provided to them by Locus Health. Ollie’s Branch Telehealth platform was made possible by a generous donation from Jack and Kathy MacDonough in honor of Danny Sullivan, Kathy’s brother, who passed away from congenital heart disease. This has allowed OHHF to support an underserved, vulnerable community that may lack access to technology, Wi-Fi, and cellular to connect with OHHF’s therapist community to receive timely and individualized mental health services.



FEATURES

-  Secure/HIPAA compliant
-  Telehealth (individual and group capabilities)
-  Paperless billing
-  Scheduling
-  Client reminders
-  Client Portal
-  Documentation available to therapists that prefer (optional)
-  In-App messaging (optional)

IMPACT METRICS*

*from September-December 2023



114

Therapists On-Boarded



4

Families Received iPads



141

Therapy Hours Completed



Use of the Ollie's Branch Telehealth platform increases administrative efficiency for therapist payment, **reducing turnaround time by 50%**, leading to more therapist retention.

UNIQUE FEATURES

- ♥ iPad with dedicated source of Wifi & cellular for clients without these resources provided to them as needed
- ♥ Dedicated educational tools & materials
- ♥ Easy access to non-clinical & clinical surveys & additional risk assessment tools
- ♥ Custom reports to measure impact of the program
- ♥ 24/7 IT support



Our NEW wraparound program shifts the collective focus from reactive problem-solving to co-creating the future of pediatric heart care through our annual education conference, consulting services, and collective impact work.

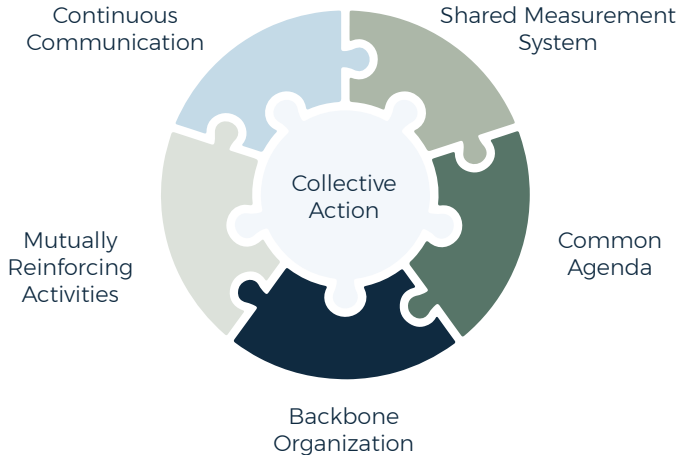
CONSULTING

We collaborate with clients to untangle the complexities of their organizations that align with our mission: what works, why it works, and how it can be improved with sound approaches to drive family-centered action.

COLLECTIVE IMPACT

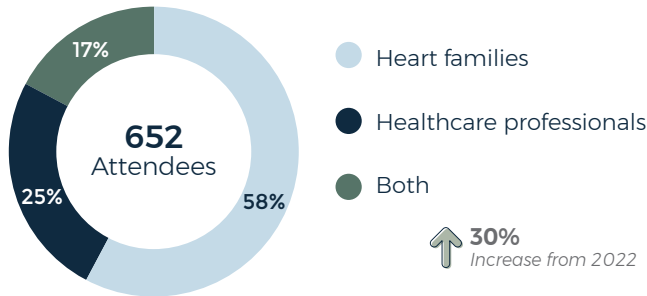
We are bringing together heart warriors, their families, and caregivers with content experts and hospital, social, industry, and data-sharing partners to move our work forward.

“We would like to work on more projects together.”
- DR. JOHN NIGRO
Pediatric Cardiothoracic Surgeon



If you are interested in learning more or how to join, contact takeheart@theohhf.org.

CONFERENCE



27 States, 6 Countries, 45 Hospitals Represented, 12 Speakers



OUR PLAN

“ Seriously, you give me hope there is still good in this world [and people] who care enough to help others. Thanks for making me feel supported. And not alone.”
- HEART PARENT



RACE, ECONOMIC STATUS, & OTHER SOCIAL FACTORS are known to matter when it comes to health outcomes for infants with congenital heart disease (CHD)

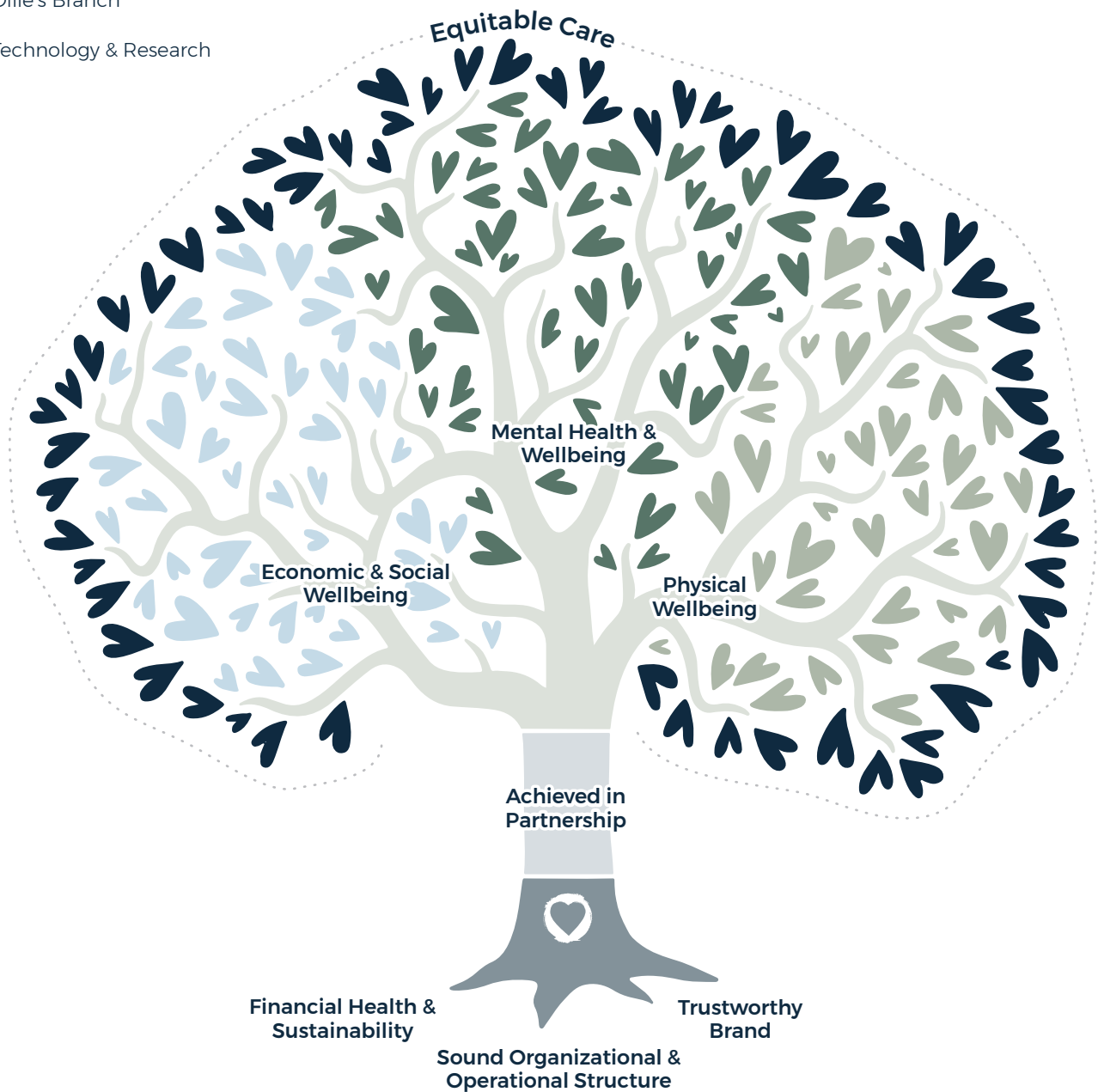


In the first year of life, Black/African Americans are **1.4x MORE LIKELY** and Hispanics are **1.7x MORE LIKELY** to die due to CHD than whites.

OUR STRATEGY

OHHF's overarching objective is to extend our reach, expand our resources, and grow our referral network through a hub-spoke model rooted in St. Louis, and connecting the heart community nationally through partnerships. OHHF is creating sustainable programming and services that address the economic and psychosocial needs of the Heart community equitably while investing in cutting-edge advancements to improve outcomes.

- ♥ Take Heart
- ♥ Community Outreach
- ♥ Ollie's Branch
- ♥ Technology & Research



OUR PLAN

To further develop and scale programming to meet the demands and needs of the heart community, while bridging more individuals with childhood-onset heart disease and their families to lifelong support that is free of access barriers.

OLLIE'S BRANCH



Leverage **artificial intelligence** to enhance our client-mental health therapist matching services to **maintain match quality** while creating more capacity.

COMMUNITY OUTREACH



Provide **food** and **nutrition security support** for heart families transitioning to home from the hospital.

TECHNOLOGY & RESEARCH



Focus efforts on funding projects that promote heart warriors' **physical fitness** and **mental health**.

TAKE HEART



Enroll **5-10 hospital partners** in the Take Heart Collective Impact.

FINANCIAL HEALTH



Continue to **diversify our revenue portfolio** through grant funding, earned revenue opportunities, and social partnerships to **complement** our strong **direct donor support**.

BRAND



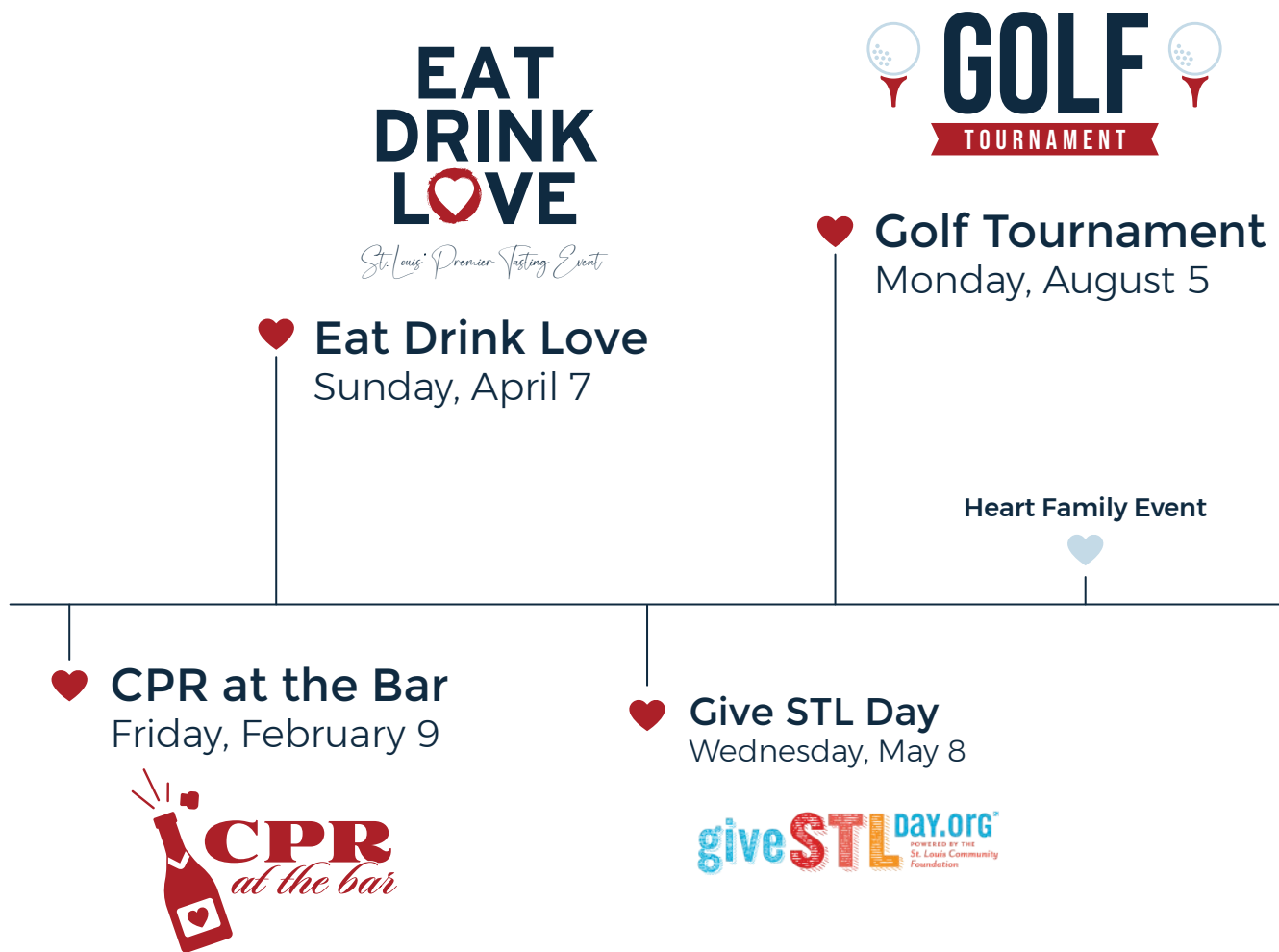
Increase **public awareness** and **recognition** creating more advocates for the heart community while **strengthening our reputation** as a worthy organization.

ORGANIZATIONAL & OPERATIONAL STRUCTURE

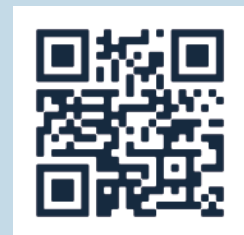


Recruit, employ, and support **diverse talent** and **identities** to represent and serve the Heart community more effectively.

2024 EVENT TIMELINE



As a sponsor, you have an enormous impact on OHHF's ability to support and strengthen heart families and fund the most impactful services and programs. With several sponsorship opportunities for most events, there are many ways to contribute to the need. Scan the QR Code to view our 2024 Sponsorship Menu.



Hearts of Gold

♥ Hearts of Gold Dinner*

Saturday, November 2

**Un-sponsored event*

Heart Family Event



Holiday Giving



♥ Ollie Gives Back

Month of November



OLLIE GIVES BACK

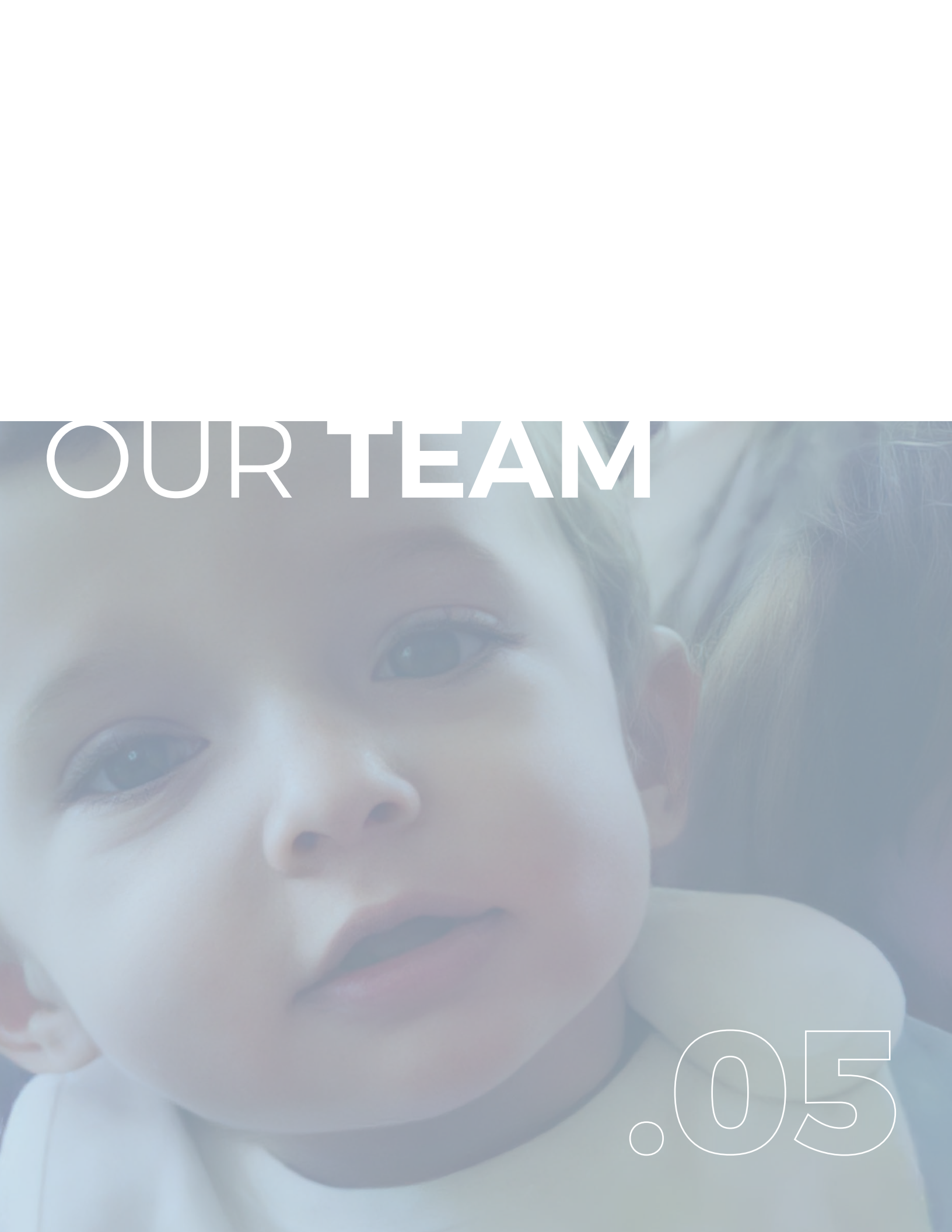
♥ Giving Tuesday

Tuesday, December 3



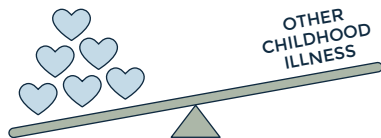
♥ Take Heart
Fall 2024





OUR TEAM

.05



The **socio-economic, physical, and psychological needs** of heart children are **3-4x greater** than other childhood illnesses; however, support and resources to meet these needs are **overlooked**.



SOCIAL HEALTH



NEURODEVELOPMENTAL HEALTH



EMOTIONAL HEALTH



PHYSICAL HEALTH

Infants, children, teens, and adults with CHD experience many **hardships** threatening their **well-being**.



There are **4.4 billion** adults in the world and **13 million are surviving** with CHD; however, **80% are lost** to care.

“Jenn and Mark have turned their unimaginable heart break into a much needed organization, which has ended up growing into a close knit community. Ollie Hinkle Heart Foundation offers those affected by congenital heart conditions (CHC) connection, support, hope and mental health support, when needed. These are the building blocks of resiliency, which can be so helpful to those facing medically related stressors and/or loss. OHHF works hard to help those affected by CHCs find strength and meaning despite the adversity that they face.”

- TRACY LIVECCHI, LCSW

Psychotherapist and Mental Health Consultant

OUR TEAM*

**Represents Team in 2023*



JENN HINKLE
President/CEO & Heart Mom



BETH RUMACK RN, MSN, MBA, NNP-BC
Chief Operating Officer



SYDNEY PHILPOTT-STREIFF MPH
Director of Programs & Adult Heart Warrior



AMY HOGAN CPA
Finance & Compliance Manager



SARAH SCHOTT
Graphic Design & Events Manager



LAURA ULRICH MPH
Mental Health Strategy & Evaluation Manager



MEGAN HOWARD BSN, RN
Community Outreach Care Coordinator



ELLEN COTTON
Development Coordinator



KATHERINE SMITH
Ollie's Branch Care Coordinator



SALSABEL FARES
Communication & Grant Coordinator

OUR BOARD*

**Represents Board Membership in 2023*



NYTASHA TAYLOR | PRESIDENT
VP Drug Sourcing
Express Scripts



JENNY BROSSÉAU | VICE PRESIDENT
SVP, Diverse Customer Segments,
Consumer & Small Business Banking
Wells Fargo



PAPPIM STEVENSON | SECRETARY
Supply Chain Sourcing Coordinator
BJC Healthcare



TIM WALKENHORST CFP | FINANCIAL CHAIR
Financial Advisor
Renaissance Financial



LAURA BOHON | DEVELOPMENT CHAIR
Senior Executive Search Consultant
Benskin & Hott Talent Partners
Heart Parent



LINDA HUNTER | EXPANSION CHAIR
Philanthropist



KATY LINNENBRINGER | MEMBER AT LARGE
Criminal Defense Attorney
Pelikan & Orris, LLC



TEMEKA GAUSS
Advise & Counsel Lead
BJC Healthcare



MAGGIE STIEVEN JEWELL
Owner
MKS Designs



ANNE PENNICK
Product Owner
Susan G Komen



MATT SCHMITT
Director, Business Development
Centene Corporation



AMANDA SCHMITT
SVP, Commercial Banking Relationship Manager
U.S. BANK



TONY IRACE
Owner
Packaging Concepts, Inc.

OUR PARTNERS*

*Represents All Partnerships

SOCIAL

The Brett Boyer Foundation
The For Elysa Foundation
Ella's Umbrella

HOSPITAL

St. Louis Children's Hospital
Cardinal Glennon
Mercy Kids STL
Children's Mercy Hospital Kansas City
Lurie Children's Hospital
Lucile Packard Children's Hospital
UH Rainbow Babies Children's Hospital
Boston Children's Hospital
Rady Children's Hospital
Seattle Children's Hospital
Children's Hospital of Colorado
Children's Hospital of Philadelphia
Children's Healthcare of Atlanta

COMMUNITY

CHD Tablet Talk
Colton's Cause
Conquering CHD
Haven House STL
Home Sweet Home
Infant Loss Resources
James Doss Memorial Foundation
Just Enduring
LJ's Healing Hearts
Mended Hearts
Mended Little Hearts
Mended Young Hearts
Sister's By Heart
Some Assembly Required
St. Louis Queer+ Support Helpline
Street Geekz Liberated
The Bo Huhman Heart Foundation
The Finley Project

CO-MARKETING

Brighter Dawn Mental Health, LLC
Camp Odayin
CHD Tablet Talk/CHD Magazine
Child's Heart Association
Conquering CHD
Ella's Umbrella
Etiometry
Global ARCH
HavenHouse St. Louis
HeartWorks Inc
Home Sweet Home
Just Enduring
Locus Health
MB&Sphere
Mended Hearts
Mended Little Hearts
Mended Young Hearts
Sisters By Heart
Starlight Cardiovascular Inc
Street Geekz Liberated
The Bo Huhman Heart Foundation
The Brett Boyer Foundation
The Finley Project
The For Elysa Foundation
Ventripoint

INDUSTRY

Heartworks, Inc
Etiometry
Locus Health
Starlight Cardiovascular
Ventripoint

DATA-SHARING

George Washington University School of Nursing
University of Milan

THANK YOU

We are pleased to recognize the following **heart heroes** who contributed through gifts or sponsorship between January 1, 2023 and December 31, 2023. Your generosity allows OHFH to continue its commitment to fighting against pediatric heart disease and strengthening heart families through loving support, providing mental and medical support, and funding impactful and innovative technology. Names are listed in alphabetical order.

A. Rafanelli Winery	Ballpark Village	Nancy Bodet
Abbott Laboratories	Bank of America	Boeing
Aaron and Emily Acevedo	Benjamin Barker	Ryan and Laura Bohon
Adam Foster Fine Art Jewelry LLC	Candice Barker	Ronald Boisjoli
Manish Aggarwal	Amy Barnett	Sean Boles
Margarita Aguirre and Robert Peters	Randy Barnett	J Bollinger
Joelle Ahrens	Beth Barrere	William and Patricia Bolster
Benjamin and Carmelita Albano	Tony Barr	Tom Boone
Joann Allen	Bob Bassett	Blake and Clare Borello
Jack Allensworth	Bates Electric, Inc	Kelsey Bottje
James Alverson	Bates Utility Company, Inc	John Bowen
Amada Senior Care - St. Louis	Jason and Julie Battaglia	Boyd Gaming
Amazon Smile	Ann Marie Bauer Ross	Errin and India Braddock
American Family Insurance - Hoy & Associates, LLC	Mary Baumgarten	Michael Bradley
American Mechanical	Kevin and Melissa Baum	Kevin Brandenburg
Suniti Amin	Mimi Baumstark	Bill and Erin Brassler
Kira Andersen	Martha Baur	Breakthru Beverage Missouri
Ryan Anderson	Edward Baur	Breckenridge Material
Jeff Anderson	Ross and Everly Bearman	Jennifer Brenner
Andy's Frozen Custard	Debbie Benoit	Jeffrey Brent
Linda Angus	Marc Berg	Karen Brickman
Anonymous	Brett Berkbuegler	Corey Briggs
Aperture Cellars	Maggie and Adam Berkowitz	Casey Bright
Elise Archual	Stephen Bernau	Brinkmann Constructors
John Arens	Andrew Berra	Thomas Brossart
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