



ANNUAL BENEFIT REPORT

2021

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FREEDOM.

FLEXIBILITY.

INSPIRE.

EQUIP.

HLA strives to meet our families' needs in many different ways through a heart of giving. We offer discounted rates to our Missionary and Military Families; through the Homeschool CARE Foundation we offer needs based scholarships and CARE scholarships to those families dealing with financial issues; and we also are able to offer assistance to families during times of disaster and personal loss.

In 2021, we were able to help approximately 222 families. Many of those families have been touched by multiple health issues, income loss, and personal tragedy. HLA was able to give over \$7500 in scholarships to families and over \$24,000 through HCF to help families in the above listed categories. That includes over \$800 in CARE scholarships and \$4500 in Needs Based Scholarships. We are grateful to the many families that chose to give back as well to help other homeschooling families in need. God has truly blessed our company to be able to give back to our homeschool community and to meet the needs of homeschoolers in the midst of their struggles.



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David Parkerson, President of HLA

FAMILIES

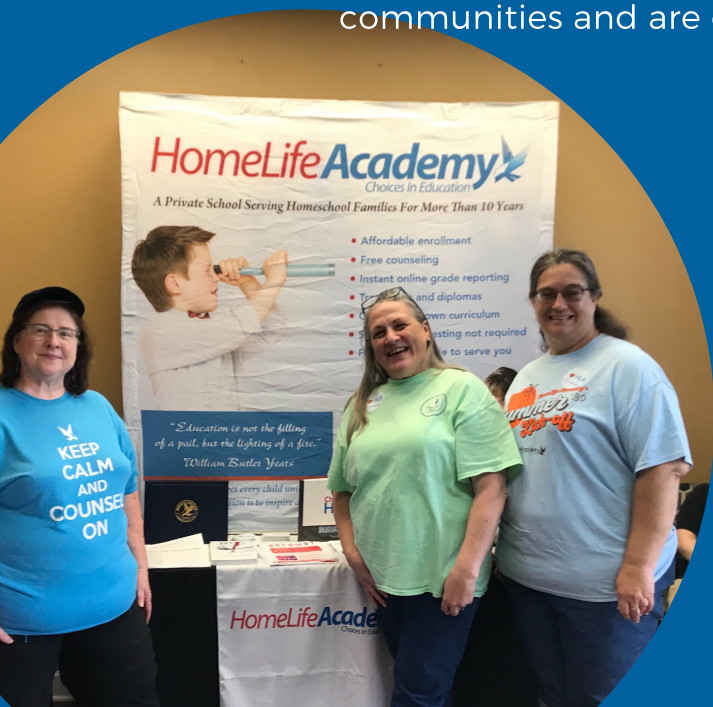
COMMUNITY



Community in 2021 finally began to look like normal again. It was a slow process but it felt good to see one another in person again by the fall.

In the spring our 3rd Annual Mason Lerro Ladybug Luncheon continued as a virtual event hosted by HLA and HCF. By the summer, some groups opened up and welcomed counselors to represent HLA, our staff enjoyed the play by students from Enlightening the Dark - Theatre Arts program, and we were able to host a local event in Jackson, TN. By the fall, most things were open and our Tutorial students were back in the classroom hosting a Charlie Brown Thanksgiving Feast for family and HLA staff. In December, we were finally able to come together for some much needed fun and fellowship in person at our annual staff Christmas party. And throughout the year we host a Free Curriculum Library available to local families and families who request curriculum assistance through HCF.

We were especially thrilled for HLA to be able to host our two big events for 2021, HLA Loves Community and our annual Teacher's Lounge. Those are great opportunities to connect face to face with our families and we were able to put \$1,386 toward those two events. We love our communities and are excited to be back out with everyone!



CHARITABLE CONTRIBUTIONS



THE OCEAN
CLEANUP

The Lord has blessed us here at HomeLife Academy and are glad to be able to continue to give back. We donate regularly to the Homeschool CARE Foundation (HCF) and the National Center for Life & Liberty (NCLL). In addition, in 2021, we also donated to the Orca Conservancy, Fight the New Drug, the Gary Sinise Foundation, Jackson Animal Care Center of Jackson, Mattersville Heroes and Hybrids, and The Ocean Cleanup.

We feel privileged to be able to donate to scholarships in memory of persons who were influential and near to HLA's heart: the Sue Parkerson Scholarship and the Mason Lerro Memorial Scholarship. Additionally, each year we grant several awards to HLA students: the HLA Overcomer Award, HLA Special Achievement Award, and the HLA Young Entrepreneur Award. We also honor our students who are Presidential Service Award recipients and TN Scholars. Altogether we spent just over \$2,072 in scholarships and awards in 2021.

Because of HCF we have been able to give even more generously again this year as well as meet more specific needs presented to the homeschooling community. We work closely together to support, guide, and encourage homeschooling students and families around the world. HCF focuses on serving homeschooling families by offering counseling services, resources, and financial support.

Altogether, we were able to give over \$15,590 in monetary donations. We are grateful to God for blessing us so that we can bless others.



MATTERSVILLE
HEROES AND HYBRIDS



CAMPAIGNS & GIVEAWAYS

- Thanksgiving Discount
- Holiday Happiness Giveaway
- I Heart HLA
- Fair Discounts
- HSTA Discount
- Back 2 School Bash
- Summer Kick-off (+ Minute To Win It!)

With homeschooling continuing to increase internationally, we find many new families needing different kinds of support than in past years. Additionally, the increase in online and virtual activity continues to open new avenues to give back and support families.

HLA hosts several social media campaigns each year: I Heart HLA, Homeschool Teacher Appreciation, Summer Kick-off (with Minute To Win It!), Back 2 School Bash, and Holiday Happiness. These campaigns are some of the large ways we give back to our families throughout the year. We have seen that these campaigns provide a sense of involvement, school pride, and excitement that some homeschoolers miss out on. During these campaigns, families are also able to enter different giveaways via fun contests, social media involvement, and our Live Events & Webinars with HomeLife Academy staff. This also gives our homeschooling parent-teachers the chance to get plugged in with counselors & staff for much needed support.

Each year, we also host a "Teacher of the Year" contest, where homeschool students get to nominate their teacher with a photo and essay. This is a lot of fun for students and each entry earns a free gift, such as a t-shirt or tote bag. The grand prize winner is voted on by our staff and wins free gifts for the family as well as a free registration. This is a great way to get the whole family involved and boost school spirit.

In 2021, we budgeted and spent over \$6,207 on the campaigns collectively. We believe that each dollar was spent wisely. We hope to be able to continue blessing our families' lives via our campaign weeks for many years to come.



We are called to be a light to the world around us. One way we do that is in service for one another. *"Feed the hungry, and help those in trouble. Then your light will shine out from the darkness, and the darkness around you will be as bright as noon."* - Isaiah 58:10 As we strive to be faithful servants as a company, we encourage our staff to do the same.

As part of our Grow & Serve program, HLA staff has the opportunity to serve other organizations during normal work hours. Throughout 2021, HLA contributed \$32,032.85 in donated service hours. The staff as a whole served over 545 hours throughout the year to the following organizations: Homeschool CARE Foundation, Enlightening The Dark, Jackson Animal Care Center, HomeLife Tutorial, Loaves and Fishes, Freedom Awaits, US Naval Sea Cadet Corps, Lifeline Blood Services, Connection Church Missions, The Bridge Ministry of Nashville, and MDCT - FIRST Robotics Team 1557. It is amazing to see the many different ways we can find to serve one another.

Each February we turn our focus outward to be intentional and look for ways to serve in our communities. We call this #HLAServes month. We look forward to the many ways we can give back during this month and in the years to come; and encourage our staff and families to continue to serve.

STAFF VOLUNTEER HOURS

PERKS & DISCOUNTS

PARTNERSHIPS

- AOP
- A+ Tutorsoft
- Beyond Personal Finance
- Care2Rock
- Colegio Hebron
- Elephango
- FunClubs!
- HSLDA
- Math Essentials
- World to the Wise

We find many families needing different kinds of support than in past years. When we engage with partners in the homeschool community, we make connections that directly benefit our families. We partner with curriculum creators, extra-curriculars, testing agencies, and other resources to help our families get the most out of their homeschool experience. Usually this means leveraging our large network of homeschool families to gain special discounts, trial periods, or opportunities for them. Our families are granted access to special perks, discounts, and opportunities with some of the top organizations in our homeschooling community!

In 2021, we were able to end the year with 10 active partnerships. We have also worked to secure discounts for our homeschool teachers through the following organizations: Dell, izzit.org, Home School Digest, The Old Schoolhouse, God's Big World, worldkids, and WorldTeen. We also list several other discounts available to homeschoolers on our website as we find them available.

We are always looking for ways to benefit our families and hope to continue to grow our network in 2022.

We don't own the earth. We are the earth's caretakers... we take care of it and all the things on it. And when we're done with it, it should be left better than we found it.

- KATHERINE HANNIGAN



We believe it is our responsibility to be good stewards with what God has entrusted us. We have continued to maintain LED lighting throughout the properties and use NEST products for efficiency. We have upgraded some of our appliances to be energy star rated, purchased some newer computers which are also more energy efficient, and replaced windows on the building which has already decreased our energy usage. This all helps to keep energy usage down and decrease our carbon footprint.

We have a full kitchen at HLA where staff can cook meals and use dishes that are reusable to reduce the amount of waste. In 2021 we began cooking at least one meal a week at the office to cut back on staff members' expense and the energy usage from everyone running to get food. This promotes both healthier eating and less waste. We still encourage recycling at both our Main Office and our Student Campus; and we were able to begin recycling plastic again in our area.

Another way we reduce waste is by having digital information storage versus traditional paper records. For the paper items we do have, we make every attempt to shred and recycle as much paper waste as possible.

Our work-from-home staff number has continued to increase, which produces significantly less paper waste and less carbon emissions are produced by not having a work commute. We continuously look to incorporate other energy efficient options.

**ENERGY
EFFICIENCY**



HLA staff is a family. We recognize that finding balance between home and work is vital to being healthy and keeping our priorities and focus where they should be. In 2021 we brought on our Staff Care Counselor to meet with staff as needed to provide encouragement and mentorship as well as a listening ear. We also began working on a new initiative called Grow Healthy to encourage one another to be healthier in our mind, body, and spirit, which is set to launch in January 2022.

We continue to provide weekly chiropractic care as a preventive health benefit, offer Flexible Spending Accounts and a SIMPLE IRA, and educational options for staff to increase their knowledge, both job-related and other avenues in which they may be interested. We desire to see continued growth in our staff personally and professionally.

Many of our staff are also homeschooling parents. So we strive to provide opportunities for flexibility in homeschooling as well as affordable options. Staff are offered a discount for HomeLife Tutorial as well as registration with HLA. In addition, many of our staff work from home so that they can be present with their children as they school and be more flexible.

We encourage our staff to take time throughout the year and close our offices down for the week between Christmas and New Year's. We value our staff and desire to serve them well so they can better serve our families and community.

**OUR STAFF IS FAMILY AND
YOU TREAT FAMILY A CERTAIN
WAY.**

- Angela McKee



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