



ANNUAL BENEFIT REPORT

2022

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FREEDOM.

FLEXIBILITY.

INSPIRE.

EQUIP.

FAMILIES

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. We are also able to offer assistance to families during times of disaster and personal loss.

In 2022, we were able to help approximately 340 families. Many of these families have been touched by multiple health issues, income loss, and personal tragedy. HLA was able to give over \$5,100 in scholarships to families and over \$26,000 through HCF to help families in the above listed categories. That includes over \$1,300 in CARE scholarships and \$9,400 in Needs Based Scholarships.

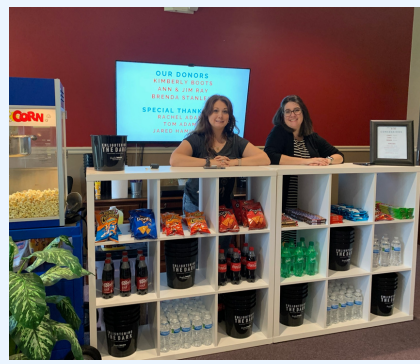
We are honored to partner with the many families that chose to give back to help homeschooling families in need. God has truly blessed our company to be able to give back to our homeschool community and to meet the needs of homeschoolers in the midst of trials.



**WE ARE NOTHING
WITHOUT OUR
FAMILIES. THEY
DO SO MUCH FOR
US. WHO WOULD
WE BE IF WE
DIDN'T GO ABOVE
AND BEYOND
FOR THEM?**

David Parkerson, President of HLA





We were especially thrilled for HLA to be able to host one of our favorite events, the annual HLA Teacher's Lounge. Though it was still virtual, it was a great opportunity to connect with our families. We love our communities and are excited to be back out with everyone even more moving forward!



COMMUNITY

Along with a couple virtual events from previous years, we were so glad to bring back several live events for our Jackson community to enjoy in 2022.

In the spring, our 4th Annual Mason Lerro Memorial 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 at their events. We were able to host "But Why?", a stage production by Enlightening The Dark Theatre Arts program in Jackson, TN. We also hosted the October CARE Concert, a free music and social event for the local community. Patrons enjoyed coffee and pastries while a few homeschool students and local talents performed on stage. In December, our staff was able to come together for some much needed fun and fellowship in person at our annual staff Christmas party.

Throughout the whole year, we continued development and organization of a Free Curriculum Library available both to local families and to families who request curriculum assistance through HCF. In addition to curriculum, we began an initiative to send donated tech equipment to families. We also set up a curated thrift shop for several of our events, providing our community with a fun shopping experience in our event space.



CHARITABLE CONTRIBUTIONS

The Lord has blessed us here at HomeLife Academy, and we 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 2022, we also donated to the YoungLives, Loaves and Fishes, Freedom Awaits, Jackson Animal Care Center, Heartbeat International, Hospitality on the Hill Ministry (Everett Hills Baptist Church), and Feeding America.

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, the Karen Johnson-Bateman 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 gave over \$1,660 in scholarships and awards in 2022.

Whoever is generous to the poor lends to the Lord, and he will repay him for his deed.

PROVERBS 19:17



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 \$12,300 in monetary donations. We are grateful to God for His blessings so that we can bless others.



CAMPAIGNS & GIVEAWAYS

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, including I Heart HLA, Homeschool Teacher Appreciation week, 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. These campaigns provide a sense of involvement, school pride, and excitement that some homeschoolers miss out on. During these campaigns, families enter different giveaways via fun contests, become more involved in our social media community, and participate in live events & webinars with HLA staff. This also gives our homeschooling parent-teachers the chance to get plugged in with counselors and 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! The grand prize winner is voted on by our staff and wins free gifts for the family as well as free registration. This is a great way to get the whole family involved and boost school spirit.

In 2022, we budgeted and spent over \$4,100 on the campaigns collectively. We believe that each dollar was spent wisely, and we plan to continue blessing our families' lives through our campaign weeks for many years to come.

Popular 2022 Campaigns

- Fair Discounts
- I Heart HLA
- Homeschool Teacher Appreciation
- Summer Kick-off and Minute To Win It!
- Back 2 School Bash
- Holiday Happiness

TEACHER
of the
YEAR



VOLUNTEER EXPERIENCES

We are called to be a light to the world around us. One way we do that is in service for one another. 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 2022, HLA contributed \$52,466.26 in donated service hours. The staff as a whole served over 600 hours throughout the year to the following organizations: Enlightening The Dark, First Robotics Team 1557, Freedom Awaits Inc, Hardeman County Arts Council, Homeschool CARE Foundation, HomeLife Tutorial, Hospitality on the Hill (a ministry of Everett Hills Baptist Church), Jackson Animal Care Center, Lights Up Theatre Co., Loaves and Fishes, Madison County 4H Chicken Shack, Matt Wilhite, Meals for the Sick, MidSouth Food Bank, Phoenix/23, RIFA, River Falls Community, Rotary of Spring Hill, Search and Rescue for Brenda McDonald (Silver Alert), the homeless in Memphis, and The Well in Spring Hill, TN (a food bank and community resource program). It is amazing to see the many different ways we can find to serve one another and our world!

Each February specifically, 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 we encourage our staff and families to continue to serve.

“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



PERKS & DISCOUNTS

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 utilizing 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 2022, we were able to expand our options for families, ending the year with 13 active partnerships and several more in the works. We have worked to secure discounts for our homeschool teachers for several curriculum publishers and technology providers, along with other educational resources. As they come to our attention, we also list discounts available to homeschoolers on our website or post them on our social media pages.



In addition to third party partnerships and discounts, HSLDA provides enrollment discounts several times through the year, often during our fun social media campaigns. As always, we continue to look for and plan ways to benefit our families as our network and needs grow in the coming years.



ACTIVE PARTNERSHIPS AND DISCOUNTS

*not an exhaustive list

- Alpha Omega Publishing (AOP)
- Adobe Software
- Beyond Personal Finance
- Classic Learning Test (CLT)
- Dell Computers
- HSLDA
- Schoolhouse Teachers
- World to the Wise



ENERGY EFFICIENCY

We believe it is our responsibility to be good stewards with what God has entrusted us, and so we continue to make improvements to our working habits and spaces. We continued to use NEST products for efficiency, completed our energy-efficient appliance upgrades, and continued replacing lights around and outside our buildings with LED fixtures. We also started composting and gardening at our student campus. This all helps to keep energy usage down and decreases 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 2022, we continued our practice of cooking 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 as well as aluminum and cardboard.

Our work-from-home staff number is consistently increasing, which decreases both paper waste and carbon emissions that would be produced by commuting to work. Another way we reduce waste is by having digital information storage versus traditional paper records. Our Christmas card was also sent electronically to reduce paper usage. We strive to use as little paper as possible, and for the paper products we do use, HLA hires an outside company to shred and recycle much of that paper waste.



Whether humans are responsible for the bulk of climate change is going to be left to the scientists. But it's all of our responsibility to leave this planet in better shape for the future generations than we found it.

- MIKE HUCKABEE



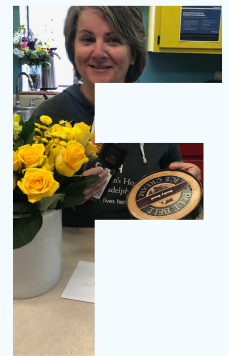
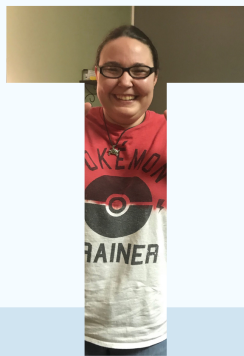
STAFF

HLA staff is a family. We recognize that finding balance between home and work is vital to a healthy life and to keep our priorities where they should be. In 2022, we continued our relationship with a Staff Care Counselor to meet with staff and provide encouragement and mentorship as well as a listening ear. We launched a new initiative in January for our staff called “Grow Healthy” to encourage one another to be healthier in our mind, body, and spirit.

We continue to provide weekly access to chiropractic care as a preventive health benefit. We offer Flexible Spending Accounts, a SIMPLE IRA, and other health benefits. We also included continued educational and fun opportunities for staff, both in job-related areas and other areas of interest. 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. We also provide some free resources for staff families to improve their homeschooling options. In addition, many of our staff work from home so that they have flexibility and are able to be present with their children as they school. And for any local staff, we allow use of our event space for their own personal events.

We encourage our staff to take time throughout the year and close our offices down for several holidays, including the whole 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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