

# Have a heart

Share the love this Valentine's Day by helping those in need



**KEVIN O'NEILL**  
InSites

**V**alentine's Day imbues the coldest of months with the warmth of the human heart. While Feb. 14 is a day to celebrate romantic love, the symbol of the heart can represent all the different types of love people have for each other.

**Hearttoheart.org** is the website of Heart to Heart International, an organization dedicated to showing its love for people by helping those in need. The nonprofit specializes in delivering health care to underserved areas in the world as well as areas suffering from conflict and natural disasters.

The aid it provides comes in a variety of forms. Staff and volunteers respond directly with boots on the ground in areas of need. It also ships medical and other relief supplies to help with recovery efforts. Or, sometimes, it partners with local agencies when that's the best way to help.

The website helps to serve the organization in several ways. It works as an educational tool to inform people about the work Heart to Heart does around the world. Having an online presence makes it easier for people in

need to find help.

Using the site to raise awareness of the group's mission also is a good way to recruit volunteers and solicit donations. The site has sections covering all the different methods of volunteering and making donations.



operations, provide medical and laboratory services, and more.

The Volunteer Impact section provides statistics on the assistance the group has provided since it was formed in 1992. People from 42 states and 15 countries have performed more than 1 million hours of service all around the world.

The Ways to Give section details the different ways you can donate to the cause. You can make a simple monetary donation via check, credit card or PayPal account. You also can donate stocks and other financial assets, real estate, personal property and a variety of products listed on the site.

The site is organized and easy to navigate. It makes good use of photos and video to illustrate the stories it tells. The typography, while not outstanding, is used effectively. The home page is cluttered but easy enough to follow. The secondary pages mostly follow the same straight-forward template of navigation panels across the top and down the left side with the main content taking up most of the page.

It may be cold outside, but if there's warmth in your heart, you can help make the world a better place.

**KEVIN O'NEILL** is a staff artist for The Times-Tribune. Share your favorite websites and apps with him at [koneill@timesshamrock.com](mailto:koneill@timesshamrock.com).

The Volunteer section is divided into ways to serve and the impact volunteers have on the mission. Helping does not necessarily mean going to a disaster zone, although that is an option. You also can perform administrative tasks, help with warehouse