THE ART OF GIVING

A visionary, entrepreneur, philanthropist and humanitarian, Palm Beach resident Amanda Schumacher is dedicated to empowering others.

By KARA FRANKER

Photographed by NICK GARCIA AND CAPEHART

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"People and communities are important to me, and they inspire me with hope and possibilities for bright futures." —Amanda Schumacher

When it comes to giving back in a meaningful way, Amanda Schumacher has been blazing a trail since 2006 when she founded Tree of Life Foundation International, Inc. (treeoflifefi.org) in West Palm Beach. Serving in multiple roles as president of the foundation, along with CEO of Schumacher Auto Group and owner of We Insure Insurance Company, the Palm Beach resident, wife, mother and grandmother knows a thing or two about running a successful business. Still, it is philanthropy that inspires her.

"People and communities are important to me, and they inspire me with hope and possibilities for bright futures," says Schumacher. "When I see a need and in vision, I empower individuals and communities to serve and unite the people through gifts, talents and resources." In 2020, Tree of Life Foundation International Inc. opened its first Tree of Life Resource Center in West Palm Beach. Spanning 5,000 square feet, the resource center provides food assistance to over 500 families a week, plus medical, clothing, and other necessary resources to assist individuals and families in need. Community partners donate all the resources.

The Foundation collects gifts, talents and resources within 22 branches, distributing resources worldwide through Tree of Life Resource Centers and empowering support for communities in need, ranging from addiction and substance abuse to disaster relief, housing, education, medical help and more. Schumacher also launched Tree of Life Enterprise Services, which provides employment services with 100 percent of profits supporting the foundation.

Amanda and her husband Charles Schumacher

Amanda Schumacher received the African Inspirational Leadership and Impact Award in 2023 for her work with the community.

In addition to giving back, Amanda enjoys celebrating others. The Foundation hosts the Global Heart Awards to recognize philanthropic and outstanding contributions from businesses and individuals around the world. Past award recipients include local organizations like Norton Museum of Art, Miami City Ballet, Palm Beach Zoo, Maltz Jupiter Theatre and Peggy Adams Animal Rescue League. Famous winners have included Grammy winner Alicia Keys, actress Hilary Duff, Puerto Rican pianist and composer Adlan Cruz and Peruvian performer Pedro Almeida, known as Periko.

The 2025 Global Heart Awards event will take place at The Breakers Palm Beach, with the goal to raise funds for Tree of Life Resource Center locally and around the world with a focus on housing, sustainable living, a nature preserve, farm-to-table nutrition, and additional branch support services. One thing is for sure, Schumacher's passion for philanthropy is prolific.