what's your why?

Annual Report 2014-15
The American Heart Association measures success by the number of lives we save, and we fuel our lifesaving mission with every dollar entrusted to us. This report details our many accomplishments focused on building a culture of health for all Americans — in science, legislation and community health, to name just a few areas.

Our organization embraces the wonderful work of more than 30 million volunteers and supporters who share the credit for what has been an historic year with many successes. And our new tagline, “Life is Why,” captures our commitment to enabling everyone to live a better, healthier life.

Death rates from cardiovascular diseases have dropped almost 14 percent from 2007 to 2013. Stroke treatment, which can help restore precious moments to so many families, has continued to improve, guided by our programs.

More research awards, more legislative wins and more people receiving better care are just a few of our highlights. They are critical to our Strategic Plan and 2020 Impact Goal, focused on improving the health of all Americans by 20 percent by 2020 and reducing the impact of cardiovascular diseases and stroke by 20 percent by 2020.

We’ve directed our resources to many critical issues such as advocating for change that leads to healthy diets, addressing the obesity epidemic, reducing the devastating impact of uncontrolled high blood pressure, creating new women’s health initiatives and fighting the ravages of tobacco.

Further, we have implemented programs to deliver our health messages wherever people work, pray, play and learn. I am particularly proud of our efforts in community planning. We have engaged local volunteers to select health priorities and programs in more than 125 metropolitan areas and regions. This wonderful work — which we expect will make a difference in many lives — is critical to advancing our 2020 goal.

Our eight Guiding Values (below) drive our goals by framing our past and future. This year is a truly remarkable platform from which to launch a new standard of achievement and an even more incredible lifesaving future.

FROM THE CHAIRMAN OF THE BOARD

Bernard P. Dennis
Chairman of the Board
Everything the American Heart Association does is based on the very best science. That was a fact when six cardiologists founded the organization in 1924, and it remains a fact today as our efforts span from helping individuals to fighting heart disease and stroke on a global scale.

We remain deeply committed to our mission of building healthier lives, free of cardiovascular diseases and stroke, and our impact is growing.

This year saw expansion of our Strategically Focused Research Network program, thanks to $15 million in grants in each of these areas: heart disease prevention, high blood pressure, healthcare disparities, heart failure and heart disease in women. The newly formed AHA Institute for Precision Cardiovascular Medicine will pave the way to a national effort in precision medicine to improve heart and brain health. Under the institute, Cardiovascular Genome-Phenome Study researchers are using data from major studies to speed the discovery of more personalized treatments and prevention for heart disease and stroke.

This year, under the AHA's Emergency Cardiovascular Care program, more than 16 million people were trained in CPR in the United States and 1.4 million were trained internationally. Thanks to the AHA’s advocacy efforts, more than half of our states now have CPR training as a high school graduation requirement. We also hosted the 2015 Conference of the International Liaison Committee on Resuscitation. Those efforts form the basis of the very latest resuscitation guidelines, which were released in October 2015.

This was also a strong year for our vibrant portfolio of collaborations with like-minded organizations. Notable among these are our partnerships with Kaiser Permanente (to control blood pressure in African-Americans), the Robert Wood Johnson Foundation (to combat childhood obesity), the Campaign for Tobacco-Free Kids (to prevent tobacco addiction) and Enterprise Community Partners (to build safe, affordable housing that promotes a healthy lifestyle).

The phrase that underscores why we do what we do is “Life is why, Science is how, and Community is where!” I am particularly proud that we have established a framework that summarizes all of our lifesaving work.

Thank you for everything you do to make our world a healthier place to live, work and play.

Elliott Antman, M.D., FAHA
President
The true strength of the American Heart Association lies in the talent, vision and passion our millions of volunteers and supporters bring to our mission each and every day. They’re committed to doing everything they can to improve lives and reduce the devastating toll of cardiovascular diseases. They ask for nothing in return. They devote their time, energy and expertise because, more than anything, they want to help transform the way we treat and prevent heart disease and stroke, two of our nation’s leading killers.

For our volunteers and supporters, transformation means a future in which most people are trained and prepared to respond instantly if they witness someone collapse from cardiac arrest. Transformation means that every community will have an infrastructure that makes the healthy choice the easy choice, with easy access to facilities for physical activity and markets that offer affordable, nutritious food and beverage choices.

Transformation means scientific research will deliver tailored treatments, with precise consideration given to each person’s genetic profile and risk-factor levels. And transformation means that every hospital and office practice will have systems in place to ensure every patient’s care adheres to the latest evidence-based treatment guidelines.

Clearly, achieving a transformational impact will require an enormous amount of effort. But hard work has never deterred our volunteers and supporters at any point in our organization’s 91-year history. It’s what has allowed us to play a key role in milestones from the first artificial heart valve to the development of drug-eluting stents to cholesterol-lowering medications. Today, as always, the focus of our volunteers and supporters is placed squarely on all that is possible, and how we can overcome obstacles with collaboration and innovation.

The American Heart Association is fortunate that each day, more and more people are choosing to become involved with the work we do and give us their best. We are grateful to every one of you for giving us a future that is more exciting and more promising than ever.

Nancy Brown
Chief Executive Officer
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Executive Vice President Western States Affiliate

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HEATHER KINDER (April-June)
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TANYA EDWARDS
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Charitable Estate Planning

LYN HUGHES
Corporate Relations

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PAUL KALIL
Mission Advancement

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Volunteerism and Field Health

JOHN MEINERS
Emergency Cardiovascular Care & Global Strategies

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KIM SITZEL, MS, RD
Preventive Health

PATRICK WAYTE, MBA
Patient and Healthcare Innovation

GAYLE R. WHITMAN, R.N., PH.D., FAHA
Science Operations
Who We Are: The American Heart Association is the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke.

Founded in 1924, our organization now includes more than 30 million volunteers and supporters. We fund innovative research, fight for stronger public health policies, and provide critical tools and information to save and improve lives.

Our nationwide organization includes 156 local offices and more than 3,200 employees. We moved our national headquarters from New York to Dallas in 1975 to be more centrally located. The American Stroke Association was created as a division in 1997 to bring together the organization’s stroke-related activities.

What We Do: To improve the lives of all Americans, we provide public health education and solutions in a variety of ways.

We help people understand the importance of healthy lifestyle choices. We provide science-based treatment guidelines to healthcare professionals to help them provide quality care to their patients. We guide and support quality improvement initiatives in hospitals and practices, facilitating these optimal levels of care. We’re the nation’s leader in CPR education and training. We educate lawmakers, policymakers and the public as we advocate for changes to protect and improve the health of our communities. Our volunteer experts select the scientific research and researchers most worthy of funding — with great results.

We have invested $3.9 billion in cardiovascular research, more than any organization outside the federal government. We have funded 13 Nobel Prize winners and many lifesaving research advances such as the first artificial heart valve, cholesterol-lowering drugs, heart transplantation, and CPR techniques and guidelines.

Why We’re Needed: Heart disease is the No. 1 killer in the world. Stroke ranks second globally and is a leading cause of severe disability. Too many families are losing loved ones of all ages. Each year, these diseases kill more than 800,000 Americans, a number greater than the populations of Alaska, North Dakota, Vermont or Wyoming.

Some form of cardiovascular disease affects more than one in every three adult Americans. Many suffer terribly from disabilities caused by these diseases.

The American Heart Association wants everyone to understand the threat — and to know that cardiovascular diseases and stroke are largely preventable. Risks can be lowered by adhering to what we call Life’s Simple 7: not smoking, being physically active, maintaining a healthy body weight, eating a healthy diet, controlling blood pressure, controlling cholesterol and controlling blood sugar.

Our 2020 Impact Goal: We are working toward improving the cardiovascular health of all Americans by 20 percent, while reducing deaths from cardiovascular diseases and stroke by 20 percent, all by the year 2020.

Our programs, educational resources and advocacy initiatives are geared toward building a culture of health, which simply means we’re helping people more easily identify and adopt healthier lifestyles where they live, work, learn, heal, play and pray.

To assess your cardiovascular health, all you need to do is visit MyLifeCheck.org and answer a few questions. You will learn about modest changes that could make major differences.

For more information, visit heart.org or call 1-800-AHA-USA1.
Our offices are organized into geography-based affiliates to maximize our coverage of the entire country.
Imagine Americans getting more physically active, eating a healthier diet and not smoking. Imagine your doctor equipped with better ways to care for your health, and hospitals better prepared to save lives. The American Heart Association and American Stroke Association work toward those goals every day as part of our effort to build a culture of health where the healthy choice is the easy choice.

We do this because we are focused on an ambitious goal we’ve set for the entire nation. Our 2020 Impact Goal is to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.

Meeting this goal requires changes in public policies, healthcare systems and personal choices. Along with our volunteers, we work with individuals, schools, lawmakers, healthcare providers, employers and others to ensure everyone has access to healthier lifestyle choices and proper health care.

Our 2020 goal exists to save and improve lives. We also use this target to measure the success of our work. Accountability is critical to the American Heart Association, and it’s a key reason we have been one of the world’s most respected health organizations for more than 90 years.

Much of the work we do to meet the 2020 goal can be broken down into four categories: Science & Research, Healthy Living and Environments, Treatment & Education and Emergency & Hospital Care. And, of course, everything we do is guided by science.
We need big solutions to achieve our 2020 Impact Goal to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent. At the core is building a culture of health where it’s easy for more people to make healthy choices where they live, work, learn, heal, play and pray.

With our volunteers and partners, we are working to:
- Make healthy food options accessible and affordable;
- Have clean, smoke-free air;
- Provide safe, ample areas for physical activity; and
- Have a strong “chain of survival” to help more people survive heart and stroke emergencies.

At the local level, policies for safe and walkable streets lead to more active communities. At the state level, smoke-free air laws can make clean, breathable air available to millions more Americans.

And at the federal level, systems change, such as working with the food industry to reduce sodium in the food supply, can lead to heart-healthier diets and lower high blood pressure rates. We know we can also make a significant impact by pushing governments to purchase and provide healthy foods and beverages, and by driving down the demand for sugary drinks and tobacco. We must also strengthen systems of care for stroke and heart disease patients and increase access to quality healthcare for the most vulnerable populations.

Powerful collaborations with corporations and communities and our continued devotion to scientific research are crucial. We also look to influencers in social media and entertainment to help spread the word about healthy options.

**OUR RESULTS SO FAR**

Fewer people are dying from heart disease and stroke, keeping us in line to meet the first half of our goal: reducing deaths by 20 percent. So far, we’ve seen a drop of 13.7 percent over the years for which statistics are available (2007 to 2013). Going deeper, we find significant progress in the key areas of deaths from coronary heart disease (improvement of 20.5 percent) and stroke (16.8 percent).

The other component of our 2020 Impact Goal is improving the cardiovascular health of all Americans by 20 percent, and the results continue to be mixed. From 2007-2008 to 2011-2012 (latest data available), the CV health score has improved by 5.0 percent for children and 2.9 percent for adults, resulting in a total weighted improvement of 3.5 percent. As we fight for the health of all Americans, we will measure our success by improvements in the total population as well as by age, race and gender.

Healthy diet measurements in children have stayed the same, while their cholesterol and BMI are slightly worse. But kids’ tobacco use, blood pressure, glucose and physical activity levels are getting better.

For adults, the big wins have come with reduced tobacco use. The results are mixed for glucose levels, which are worsening slightly. BMI and high blood pressure are also getting slightly worse, but we’ve seen slight improvements in adults’ cholesterol, healthy diets and physical activity.

We look forward to accelerated progress as our growing partnerships bring increasingly scalable impact by creating healthier environments and ensuring highest-quality care for all. Together we are growing the movement to build a culture of health, and working to ensure a healthier America by 2020.
Apart from the U.S. government, the American Heart Association is the nation’s leading funder of cardiovascular disease and stroke research. This year we proudly continued to expand our investment in research, providing more than $133 million in funding for nearly 1,000 new awards. Here’s a look at some of the highlights of the association’s work in science and research:

**PUSHING PROGRESS**

Investigators from four major institutions are banding together to fight heart disease and stroke, thanks to a $15 million grant from the American Heart Association.

Northwestern University, Vanderbilt University, the Icahn School of Medicine at Mount Sinai and the University of Texas-Southwestern Medical Center have formed the Strategically Focused Prevention Research Network to advance important work in areas like obesity, high blood pressure and heart failure.

In addition, the first eight awardees of the AHA’s Cardiovascular Genome Phenome Study are working to discover more personalized treatments and prevention for heart disease and stroke, the leading causes of death worldwide. Researchers in the study, also known as CVGPS, are mining massive volumes of data from several significant national studies to discover more targeted, effective treatments for heart disease and stroke.

The association has also teamed with researchers from the University of California, San Francisco to create a research network through the Health eHeart Study, an Internet-based clinical research study to help better understand heart disease. The goal is to gather more data about heart health from more people than any previous research study, honing strategies for prevention and treatment.

Making medicine more personal was also the focus when the AHA’s science leadership visited the White House to meet with officials about precision medicine. Personalized disease treatment and prevention take into account individual variability in genes, environment and lifestyle, leading to better outcomes.

**SCIENTIFIC EDUCATION**

Science has been at the foundation of our work since the American Heart Association was founded 91 years ago — a time when heart...
disease patients were thought to be doomed to bedrest and destined to imminent death. Today, as the picture gets brighter, technology plays a big role in how we’ll improve the future of people with heart disease and stroke.

This year our first-ever Global Congress on Big Data at Scientific Sessions helped cement our commitment to focusing on technology and data strategies to advance cardiovascular health. Other firsts included a health tech forum in Austin, Texas, and a data summit in Baltimore.

Our Emergency Cardiovascular Care Program hosted the 2015 International Consensus on CPR and ECC Science Conference. Resuscitation experts from around the world gathered in Dallas to evaluate the latest questions and scientific research about CPR and emergency cardiovascular care. The results will guide treatment and training around the world. And those discussions were the foundation for this year’s ILCOR and AHA Guidelines Update for CPR & ECC, published in October 2015. They’re considered the gold standard for emergency resuscitation science.

Our professional membership continued to grow, with more than 32,500 members representing 114 countries and 74 specialties. Many attended Scientific Sessions, the world’s leading cardiovascular meeting, to better understand heart health, how to provide improved care for patients and how to prevent people from becoming patients.
Our goal is to make the healthy choice the default choice where we live, work, learn, heal, play and pray. We are engaging people and organizations to drive policy and create systems of change to build a culture of health.

**EXTINGUISHING TOBACCO**

The AHA’s efforts to reduce smoking, the nation’s leading cause of preventable death, continue in earnest. Our policy recommendations on e-cigarettes, published in *Circulation*, call for strong new regulations to prevent access, sales and marketing of e-cigarettes to youth, and for more research into the health impact of these products.

Nevada, Kansas and Louisiana raised their tobacco tax, a proven method for reducing underage smoking. And New Orleans passed a strong smoke-free law, requiring all restaurants, bars and casinos to be smoke-free. In addition, Georgia and Minnesota expanded coverage of tobacco cessation benefits so more people can quit this deadly habit.

**EATING HEALTHY AND BEING PHYSICALLY ACTIVE**

The American Heart Association is inspiring change in systems and in communities across the country. In a historic milestone for public health and at the AHA’s urging, the federal government began the ban of trans fats. This final push to remove what’s left of these “bad” fats in many foods could prevent up to 7,000 deaths a year.

Ten billion meals are getting a makeover, thanks to our work with Aramark, the largest U.S.-based food service provider. The company has committed to meals with 20 percent less sodium, saturated fat and calories, and 20 percent more fruits, vegetables and whole grains by 2020.

Simple Cooking with Heart, our culinary literacy program, is getting more people cooking at home. We’re also using it to build alliances with Feeding America, the National Council on Aging and Catholic Charities USA. And the association now offers a free online community for gardening enthusiasts to learn tips and recipes.

EmPowered To Serve is making an impact in faith-based communities, as well as in the affordable housing space. We were proud to contribute as a scientific adviser to the 2015 Enterprise Green Communities Criteria. Now affordable housing developers have a national standard to promote health and well-being through reduced exposure to environmental pollutants and better access to services and walkable neighborhoods. We’re working to make the healthy choice the easy choice in churches and housing across the country.

And in the workplace, our Fit-Friendly worksite recognition program is helping more than 13 million employees get healthier. We also launched the CEO Roundtable. Leaders from some of America’s largest companies are helping engage nearly 7 million employees to transform the culture of health where they work.

Jamba Juice joined the Heart-Check Meal Certification program, which helps people eat better and lower their risk of heart disease and stroke. We’re also emphasizing health with dedicated days. National Eating Healthy Day is getting people to swap their candy for carrots. National Walking Day encourages participants to wear red shoelaces to symbolize their commitment to be more physically active.
And more than 300 Heart Walk events are instilling passion and raising funds to fight heart disease and stroke.

Turning our focus toward children, Healthy Way To Grow and the Alliance for a Healthier Generation are encouraging healthy habits and transforming childcare centers and schools into healthy learning laboratories.

Our partnership with the National Football League continues to score with kids through the NFL PLAY 60 Challenge, which inspires children to get the recommended 60 minutes of physical activity a day. This year the NFL PLAY 60 Challenge app became the most downloaded app among kids on iTunes.

We’re beginning our third year working with the Robert Wood Johnson Foundation on Voices for Healthy Kids to focus on community advocacy and policy changes that help kids eat healthier and be more active.
Caring for people is why
Treatment and education are two of our best weapons in the fight against heart disease and stroke. The American Heart Association’s information, programs and resources guide and empower survivors every step of the way.

**BATTLING STROKE — AND WINNING**

Deaths from stroke have continued to fall. The decline is due to far-reaching efforts from the American Heart Association/American Stroke Association and many other organizations.

*Together* to End Stroke continues to educate Americans that stroke is largely preventable, treatable and beatable. Our national public awareness campaign on stroke warning signs is increasing awareness. Sixty-seven percent of people can recognize one warning sign today, compared to 59 percent two years ago. Stroke remains a leading cause of disability, and the association continues its efforts to find new breakthroughs in prevention, treatment and rehabilitation. There are more stroke centers now operating in the U.S., and the acute care of stroke is improving. Ten states and the District of Columbia passed Stroke Center Designation laws, which are critical to ensuring speedy access to quality treatment for stroke patients.

**SUPPORTING PATIENTS AND FAMILIES**

In October we created an online Support Network to connect patients, caregivers and family members living with stroke and/or heart disease. The monitored community lets people discuss their concerns and find encouragement and inspiration.

The Children’s Heart Foundation has collaborated with the American Heart Association on a section of our network to support children with congenital heart defects and their families. The foundation also committed at least $2.5 million over the next two years for innovative research on congenital heart defects.

My Afib Experience is helping patients get support and encouragement online. Atrial fibrillation is an irregular heart rhythm that can have serious consequences if it’s left untreated. The site will also offer healthcare providers insight into the unique care and concerns of those living with the problem. Our national campaign is targeting five cities to raise awareness of the signs, symptoms and risks of atrial fibrillation.

We’re raising awareness about the dangers of high blood pressure with a variety of programs to reach more Americans with lifesaving information. About 80 million U.S. adults have high blood pressure, but nearly 20 percent are unaware of it. Uncontrolled high blood pressure raises the risk of stroke, heart attack or heart failure. It’s sometimes called “the silent killer” because it has no symptoms.

It’s the third year of Check. Change. Control., a program designed to increase awareness and improve blood pressure results in communities around the country. We also launched a program specifically to increase awareness and treatment in African-Americans, half of whom have high blood pressure, with the support of a $2.5 million grant from Kaiser Permanente. The program, which has rolled out in Atlanta and San Diego, joins clinics, healthcare providers, community organizations and volunteer health mentors to help patients track and control their blood pressure.

In October, we published a scientific statement in our journal *Circulation* that offers the first comprehensive overview of cardiovascular disease among Hispanics in the United States. It emphasizes the need for culturally appropriate healthcare to address their risk. Hispanics represent the fastest-growing population in the nation.

New Hampshire, Pennsylvania, Indiana and Montana expanded Medicaid under the Affordable Care Act so that more people can get the health care they need.
SAVING LIVES WITH CPR AND FIRST AID

More than 326,000 Americans have a cardiac arrest outside the hospital each year. Although bystander CPR can double or triple survival rates, fewer than half receive it. Those lost opportunities drive the American Heart Association’s efforts to spread the word about the lifesaving technique.

Our Emergency Cardiovascular Care program trained more than 18 million people this year, with our reach extending far beyond U.S. borders. We continued to open new international training centers, and are now operating more than 700 facilities in 80 countries.

And millions more could be trained with the help of the American Heart Association under an agreement with China, where about 290 million people have cardiovascular disease.

Our CPR efforts extend to schools, where young minds can pick up the skill and keep it for a lifetime. CPR in Schools requirements passed in six states this year, bringing the total as of June 30 to 24 states that require CPR training for high school graduation. That means more than 1.3 million new students are being trained in CPR each year with more than half of all states now requiring CPR. Educators can use the association’s CPR in Schools Training Kit to train the next generation of lifesavers in 30 minutes or less.

The AHA and Laerdal are celebrating the milestone of distributing 1 million CPR Anytime kits, which families can use to learn CPR together at home. The organizations have had a relationship for 45 years, helping train people in CPR and advanced resuscitation techniques.

Through an almost $7.9 million grant from the Anthem Foundation, the Hands-Only CPR campaign aims to educate nearly 9 million people over the next five years. Anthem’s support has already helped us reach more than 3 million people with this basic lifesaving technique.

In February, the AHA hosted the 2015 International Consensus on CPR and ECC Science Conference with more than 200 leading experts in resuscitation. The science discussed formed the basis of the 2015 ILCOR and AHA Guidelines for CPR & ECC, updated every five years and recognized worldwide as best practice standards for emergency resuscitation.

The AHA took to the Big Apple to set the Guinness World Record for most people trained in a CPR relay. Cheers were heard throughout Times Square when volunteer and New York City board member Dr. Lawrence Phillips, our 250th participant, completed 60 compressions to break the record.

IMPROVING TREATMENT SYSTEMS

The AHA’s scientific guidelines are based on the best available science to help providers deliver the best care. Get With The Guidelines, which improves stroke, heart failure and resuscitation care with evidence-based guidelines, is now in more than 2,500 hospitals, including 150 in China. This year we expanded the network...
to help patients who have atrial fibrillation, an irregular heartbeat that can lead to stroke or other cardiovascular problems.

Mission: Lifeline, which fills the critical gap between the public and emergency medical services and hospitals, now reaches 83 percent of the U.S. population. The program improves systems of care for those who have had a STEMI, a heart attack requiring urgent medical attention.

And a new online map is helping consumers find hospitals that are accredited, certified or recognized by the American Heart Association for quality of care in heart failure, stroke, resuscitation and STEMI, within five miles of an address or ZIP code.

SPEEDING HEART DEFECT DETECTION
More than 40 states now require pulse oximetry testing to detect critical congenital heart defects in newborns. The painless bedside test can be completed in 45 seconds at less than $4 per baby. About 40,000 children are born with a heart defect every year in the United States.
Participants raised awareness and funds at a Heart Walk in Detroit.
Saving lives is our mission, and we fulfill it by investing in science, programs and people. We also take great care to invest wisely in everything we do because we consider ourselves caretakers of the dollars others have generously donated to our organization.

To uphold the public’s trust, we hold ourselves accountable, both to our donors and to the Americans whose lives we strive to improve.

The AHA consistently meets the high standards of the Better Business Bureau’s Wise Giving Alliance, which helps donors make informed giving decisions and promotes guidelines of conduct among organizations that solicit contributions from the public.

The pie chart on the following page shows that the majority of our expenditures — 80.9 cents of every dollar — went to public health education, research, professional education and training, and community services. In total, we directed $634 million into the essence of our mission. We continue to exceed industry standards by ensuring efficient allocation of resources between programmatic, fundraising, and management and general spending.

“This was a record-breaking year for the AHA, with total revenue of $808 million,” said Sunder D. Joshi, FCA, chief administrative officer and chief financial officer. “Core special events, such as Heart Walks, were a significant contributing factor as well as in-kind donations, ECC, bequests and large gifts restricted to mission activities. Our top-line growth helped to support a 20.2 percent increase in programmatic spending while still growing total net assets by $25 million.” Joshi noted that operating activities, excluding investment losses, resulted in a $15.6 million or 4.0 percent increase to unrestricted net assets.

More notable details from our 2014-15 financial statement:

**RESEARCH**
Our devotion to scientific research was evidenced by an investment of $133.3 million to fund new research awards. This reflects a 3.0 percent increase over the previous year, and continues our proud status as being second only to the federal government in the funding of cardiovascular research in the United States.

**PUBLIC SUPPORT**
Public support revenue was $638 million in 2014-15, a 15.1 percent increase over the previous year. Special events, our largest revenue stream, grew by $22.1 million, an increase of 7.4 percent. In-kind donations increased $39.0 million, largely from donated materials and services for new advertising campaigns.

**CPR TRAINING AND OTHER REVENUE**
Other revenue, including CPR training, was $170 million in 2014-15 compared to $230 million the previous year. Significant investment gains in the prior year, combined with moderate losses in 2014-15, generated an $87 million decline in other revenue. Excluding the impact from investment activity, other revenue grew by $27 million.
The figures on this page show the financial activities of the National Center, affiliates and all other components of the American Heart Association and its division, the American Stroke Association, for the fiscal year ended June 30, 2015.

### Public Support and Other Revenue (in thousands)

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### Expenses (in thousands)

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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$783,288</strong></td>
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The figures on this page show the financial activities of the National Center, affiliates and all other components of the American Heart Association and its division, the American Stroke Association, for the fiscal year ended June 30, 2015.
A complete copy of financial statements audited by KPMG, LLP is available on our website at heart.org or upon request from the American Heart Association, Inc., 7272 Greenville Ave., Dallas, TX 75231.

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>(in thousands)</th>
<th>LIABILITIES</th>
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<tr>
<td>Net Assets</td>
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</table>
Our 30 million-plus supporters, volunteers and advocates power our progress in the American Heart Association’s fight against cardiovascular diseases and stroke. The extraordinary philanthropy of individuals and foundations propelled the association’s mission during the past fiscal year, with gifts totaling $41 million. This report highlights some of these transformative commitments.

A gift of $5 million from Bill and Sarah (Sally) Ross Soter established the Sarah Ross Soter Center for Women’s Cardiovascular Research, one of four centers that will make up the Go Red For Women Research Network. It will examine cardiovascular diseases affecting women.

“My greatest dream would be that something will be found to help reduce or cure heart disease,” Sally Soter said. Her passionate commitment to women’s heart health stems from her diagnosis of atrial fibrillation, a condition that causes an irregular heartbeat and affects millions of Americans.

Longtime supporters David and Stevie Spina contributed $2.5 million to support the AHA’s Cardiovascular Genome-Phenome Study. The study is examining volumes of research to discover more personalized treatments and prevention for heart disease and stroke. David, a heart attack survivor, is also a member of the association’s national board of directors.

Donna and Jim Sublett are also cardiovascular disease survivors, and their gift funds five grants to support early investigators researching women and heart disease as well as cholesterol. This is a cause that hit home after Donna underwent two stent operations to fix blocked arteries. The Subletts have met researchers from around the world at the AHA’s Scientific Sessions, the world’s leading meeting for cardiovascular science.

“It’s very energizing — what the AHA is doing and how they’re going to change our lives,” Jim Sublett said.

The AHA also received research funding from The Lawrence J. and Florence A. De George Charitable Trust to benefit children born with heart defects. The trust has been behind our mission for more than 18 years. Trustees have generously expanded the trust’s support with an additional $1 million gift last year for a total of $3.5 million invested in research. Trustees include Larry De George and Larry’s nephew, Michael De George.

Gifts from Planned Giving totaled $82.8 million. The Charitable Estate Planning team also generated 418 future gift commitments valued at more than $46 million. Planned giving allows donors to create a gift that will benefit the AHA in the future.

Foundations Make a Difference

Gifts from foundations are truly helping to transform our communities. We use these gifts to fight the childhood obesity epidemic, reduce
Sally Soter (in black) helped the AHA launch Teaching Gardens in Palm Beach County, Florida, funding half a dozen schools.
Remembering Dan Adams

Dan Adams, who oversaw the family foundation that blossomed into one of the nation’s leading funders of stroke research, passed away in 2015.

Adams was trustee of the Henrietta B. and Frederick H. Bugher Foundation. The foundation, which has funded more than $36 million in heart and stroke studies since 1984, is the most generous research donor in the AHA’s history.

Adams was a champion in the fight against stroke, targeting projects that were innovative and had difficulty obtaining funding.

“Dan meant so much to our organization,” said Nancy Brown, chief executive officer of the association. “As an individual leader, he helped shape the future of the AHA in research. As a trustee of the Bugher Foundation, he was inspirational to so many others. And as a friend, he was always gracious and compassionate. His presence and input will be greatly missed.”

The Adams family has been intimately involved in the foundation since its inception. Adams’ father, Nelson Adams, helped start the Bugher Foundation, alongside Bob Robinson, the foundation’s longtime financial manager. Robinson’s daughter, Gayllis Ward, is a current foundation trustee, as are Dan’s sons, Bruce and Bryan. Adams’ expertise informed the foundation’s concept of cross-institutional collaboration, which brought together three universities to tackle one issue as a team. The American Stroke Association-Bugher Centers of Excellence in Stroke Collaborative Research focus on recovery, resilience and prevention, and includes psychology, psychiatry and neuropsychology.
tobacco use and ensure our children have safe routes to school. Together we’re building a culture of health where the healthy choice is the easy and popular choice for all Americans.

This past fiscal year, the Robert Wood Johnson Foundation committed an additional $3 million to support the second year of Voices for Healthy Kids, a joint initiative with the AHA, bringing the total investment to $14.7 million in just 15 months. This year’s funding will continue its focus on policy changes that encourage kids to eat healthier and be more active. Some examples include creating safe playgrounds, establishing safe bike routes to schools, opening more grocery stores in low-income neighborhoods and removing sugary drinks from childcare centers.

The SouthWest Affiliate received nearly $400,000 from the Max and Minnie Tomerlin Voelcker Fund of San Antonio to support a comprehensive high-blood pressure program in community clinics. The grant will help nearly 10,000 patients understand high blood pressure, get it checked and get it under control in our program called Check. Change. Control. This is the third grant of more than $100,000 received from the Voelcker Fund, a first for foundation donors in the affiliate.

The Leona M. and Harry B. Helmsley Charitable Trust and the American Heart Association launched Mission: Lifeline in South Dakota in 2010, followed by additional funding for the program in North Dakota, Wyoming, Minnesota, Nebraska and Montana. With the latest award for rural Iowa in 2015, the total commitment from the Trust for Mission: Lifeline has reached $36.8 million.

In the Western States Affiliate, the M.J. Murdock Charitable Trust donated $400,000 to support Mission: Lifeline in Montana. The gift will purchase 16 electrocardiogram machines so first responders can make rapid, precise decisions for patient triage and early activation of hospital cardiac catheterization teams.

The Kansas Health Foundation has been an ongoing partner with the Midwest Affiliate on several important state initiatives. This past fiscal year, we received a grant award of $200,000 from KHF to reduce tobacco use in the state and establish Kansas as a leader in tobacco prevention. KHF also partnered with the AHA to create the Kansas Alliance for Wellness with a $434,000 grant over three years to enact policies making healthy food and beverages available and accessible. A third grant of $100,000 in Johnson County is supporting 30 early care and education programs.

The American Heart Association depends on a lot of people to fight heart disease and stroke — the two leading causes of death in the world. In fact, the only reason we are able to help people understand, prevent and treat these diseases is because of the generosity of our more than 30 million supporters and volunteers.

Eva Dover of Mission Viejo, California
Her trust in the American Heart Association led her to find a way to care for her son.

How she supports the AHA: Funding a charitable gift annuity that will provide support for her son who lives with disabilities after she passes away

In her own words: “I thought, maybe I could establish a charitable gift annuity that would benefit him for his lifetime, while not interfering with his Social Security benefits. It gave me peace of mind knowing that he will have at least a little additional money every month that no one can take away from him.”
Volunteers and supporters from all over the country have shown their support of the AHA by participating in fundraising events and donating much-needed time and money, and supporting the AHA’s mission-aligned businesses.

The AHA’s revenue success was anchored by $334 million in what we call Field Campaigns. All five core special events in this area — Heart Walk, Heart Ball, Youth Market Programs, Go Red For Women Luncheons and HeartChase — celebrated their best years ever in fundraising.

“Without fundraisers like Jump Rope For Heart and Hoops For Heart, the American Heart Association wouldn’t be able to help save lives like mine,” said Ryan Sousa, a 9-year-old from Michigan who has had four open-heart surgeries and who is one of 980,000 participants in this year’s Youth Market programs.

The Jump Rope For Heart and Hoops For Heart programs raised nearly $79 million combined, marking a 43 percent increase over the past two years. Fourth-grader Lauren Lindberg from Durham Academy in Durham, North Carolina, kicked in an incredible $60,050, setting a record for the most dollars raised by a student. Also setting a record this year was North Attleboro Middle School in Massachusetts, which raised $110,000 — the most for a middle school event.

Heart Walks continue to be the association’s top revenue generator, with $117 million raised, a 6 percent increase over last year. The Dallas Heart Walk led the nation with $5.7 million.

Heart Balls across the country reached a new milestone, raising $71 million, with 13 percent growth. The Silicon Valley Heart Ball, chaired by Hewlett-Packard CEO Meg Whitman, grew by over $3 million and became the nation’s second-largest Heart Ball. The Dallas Côtes du Coeur gala remained the top Heart Ball in the nation, with over $3.5 million.

Go Red For Women luncheons grew by 10 percent, with total revenue over $41 million. Circle of Red and Men Go Red members accounted for more than $6 million of that total, representing growth of 17 percent. The Dallas luncheon once again led the country with $1.5 million.

Overall, corporate support increased 11.2 percent over last year for a total of nearly $43 million.

The AHA and The Children’s Heart Foundation have formed an alliance to fund research for congenital heart defects, the world’s No.1 birth defect, dedicating $2.5 million in grants to be awarded over two years. Both organizations raise awareness about CHDs, including the need for medical advances that can improve the life expectancy of babies born with a heart defect.

“The Children’s Heart Foundation is proud of our partnership with the American Heart Association/American Stroke Association. Together, we hope to build a world free from congenital heart disease. Through this collaboration and the Congenital Heart Defect Research Awards, we strive to make a lasting impact in the lives of those with congenital heart defects.” – William Foley, Executive Director, The Children’s Heart Foundation
CORPORATIONS MOVE OUR MISSION FORWARD

Support from major corporations increased significantly over the past fiscal year for a total of $52.2 million, a 26 percent increase over the preceding year. Following are highlights from key sponsorships that are helping advance our mission.

Anthem Foundation renewed its commitment to support Hands-Only CPR training and awareness campaigns over the next five years with a grant of almost $7.9 million. The foundation’s support has led to more than 48,000 people trained in person and more than 3 million trained online over the past two years.

AstraZeneca is the first company to support the AHA’s Institute for Precision Cardiovascular Medicine. The company also provided $6 million in funding over the next three years to establish the Guideline Transformation and Optimization initiative, which speeds the translation of treatment guidelines so they are put into practice more quickly. It will also help patients and their caregivers understand the guidelines to better manage their conditions. AstraZeneca has been a longtime supporter, providing funding and support for many AHA mission priorities over the last 20 years.

As a founding sponsor of Go Red For Women, Macy’s has raised more than $55 million for the AHA in support of women’s heart health since 2004. Macy’s associates and customers have raised awareness and critical funds supporting our mission through campaigns like Macy’s Wear Red Sale, Macy’s Thanks for Sharing program and Macy’s Thank-A-Mom movement. Macy’s is also the national sponsor of The Red Dress Collection for 2015, which has raised awareness about heart disease in women through 1.355 billion media impressions.

The AHA is proud to collaborate with the National Football League on the NFL PLAY 60 Challenge, a program that inspires kids to get the recommended 60 minutes of physical activity a day. A three-year, $3 million-plus gift helped create the NFL PLAY 60 Challenge app, which has been downloaded more than 690,000 times since it launched in January 2014. The NFL and the AHA have been working together for 10 years to get kids active to improve their health.
The American Heart Association is proud to recognize the extraordinary generosity of some of the organizations that have contributed significantly to our mission to build healthier lives, free of cardiovascular diseases and stroke.

**CORPORATE PARTNERS**

The ALEX AND ANI philanthropic CHARITY BY DESIGN division has donated more than $2 million to the AHA since 2012 through the sale of its specially designed bangles. The store has also hosted CHARMED BY CHARITY® events across the country. Their innovative partnership has helped increase awareness of heart disease through their employees, customers and community members who have a passion to get involved.

**Aramark**

Aramark, the largest U.S.-based food service provider, has committed to Healthy for Life 20 by 20, a five-year initiative with the AHA to make the meals it serves healthier. Aramark will reduce calories, saturated fat and sodium by 20 percent, and increase fruits, vegetables and whole grains 20 percent by 2020. The initiative, which is supported by a $3 million grant from the Aramark Charitable Fund, includes community health and education programs with a focus on underserved communities.

**Bristol-Myers Squibb-Pfizer**

The Bristol-Meyers Squibb-Pfizer Alliance has generously supported the association's mission by funding Get With The Guidelines-AFib and The Guideline Advantage quality improvement programs. They've also funded Faces of AFib, a community-driven awareness campaign to reach those with AFib, especially African-American and Latino communities.

**Bayer HealthCare**

Bayer Consumer Healthcare, through its Coricidin HBP brand, has supported the AHA's mission for more than 15 years. As a national supporter, Coricidin HBP provides funding for the association’s high blood pressure web content area. Its generous commitment will help drive the AHA’s strategic focus and its goal for 13.6 million Americans to have their blood pressure controlled by 2020.

**Edwards Lifesciences Foundation**

Edwards Lifesciences Foundation continues its collaboration with the AHA with a recent three-year, $750,000 grant to support the inaugural Heart Valve Patient Guild to amplify patient and caregiver voices. Its previous gift of $1.2 million launched the Heart Valve Education Center, an online portal offering support and education to patients, families, caregivers and healthcare providers suffering from valvular diseases.

**Medtronic**

Medtronic, a maker of medical devices, and the AHA announced a collaboration at the 2015 International Stroke Conference to work toward decreasing strokes of unknown origin, also known as cryptogenic strokes. A two-year gift of $3 million is supporting awareness, tools, resources and quality improvement efforts. In 2012, the company was the first funder of Together to End Stroke, a national education and awareness initiative funded with a three-year $3.5 million grant.

**Novartis**

Novartis is providing $6 million over the next three years in support of Rise Above Heart Failure, a campaign to increase awareness of heart failure and develop tools and resources for healthcare providers, patients and caregivers. Novartis has been a national partner for more than a decade.

**St. Jude Medical Foundation**

St. Jude Medical Foundation has committed a two-year gift of $1 million to support the expansion of Get With The Guidelines-Heart Failure in Twin Cities, Minnesota and Austin, Texas. This in-hospital program improves care by promoting consistent adherence to the latest scientific treatment guidelines.

**Subway**

Subway, the first quick-serve restaurant to serve Heart-Check certified meals, is supporting Jump Rope for Heart, Hoops for Heart and Heart Walk with a seven-year $17.4 million gift. Subway has worked with the AHA and ASA for more than 15 years.

**Walgreens**

Walgreens supports the Heart Walk nationally, as well as Point of Promotion in stores across the country. For the past decade, support from Walgreens has totaled more than $20 million.

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Happiness is why
My wife is why
My brother is why
Laughter is why
My husband is why
My family is why
My community is why
My Father is why
My daughter is why
Saving lives is why
My health is why
My family is why
My friends are why
Being together is why

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