



American
Heart
Association.

SAVING LIVES

BUILDING A WORLD OF LIFESAVERS — AND BETTER HEALTH FOR ALL

AMERICAN HEART ASSOCIATION 2022-23 ANNUAL REPORT

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FROM THE CHAIRMAN OF THE BOARD AND PRESIDENT

We are filled with gratitude as we reflect on the incredible impact that the American Heart Association has made over the past year. And we are humbled to highlight our collective achievements in pursuit of our mission as a relentless force for a world of longer, healthier lives.

The research the association has funded has been at the forefront, pushing the boundaries of innovation and discovery. Thanks to your support, groundbreaking research has led to lifesaving breakthroughs and transformed the landscape of cardiovascular and cerebrovascular care.

And in pursuit of our 2024 Impact Goal to equitably advance cardiovascular health for all, we made tremendous strides in removing barriers to quality care by funding diverse research. We also invested in community solutions and created inclusive STEM pathways so patients can connect with relatable doctors.

Our advocacy enterprise is also shattering barriers in access to quality care. We're advocating for policies in Medicaid expansion and postpartum care extension in almost every state and growing patient access to telehealth.

Globally, our footprint continues to expand with renewed alliances in China to advance cardiovascular science and in India to deliver resuscitation training to 150,000 community health workers. We also launched Healthcare Quality Systems in United Arab Emirates and Saudi Arabia.

Our Center for Health Technology and Innovation is unlocking big data and digital tools to transform disease prevention, detection and delivery of care.

As we enter our centennial year and the dawn of our second century of impact, your ongoing support ensures we will make even greater strides in the next 100 years.

From our hearts to yours, thank you for all you do to bring health and hope to the millions of people who count on us every day.

Ray Vara

Raymond P. Vara Jr.
Chairman of the Board



Michelle A. Albert

Michelle A. Albert, M.D., M.P.H., FAHA
President

FROM THE CHIEF EXECUTIVE OFFICER

When the American Heart Association launched on June 10, 1924, “mission statement” was not part of the lexicon. But our founders vowed to lead the way through science, advancements in treatments, prevention and finding a cure for cardiovascular disease.

Inspired by hospital social worker Mary E. Wadley and her work with heart patients in New York, cardiologists Lewis A. Conner, Robert H. Halsey, Joseph Sailer, James B. Herrick, Hugh D. McCulloch and Paul Dudley White proved heart disease was not a death sentence.

These trailblazers published the first edition of Heart Disease Mortality Statistics and groundbreaking AHA-funded research that led to the first artificial heart valve, implantable pacemakers and much more.

As we enter our centennial year and second century of impact, together we:

- Ignited the Nation of Lifesavers™ CPR movement — with Buffalo Bills safety Damar Hamlin as national ambassador.
- Executed a bold plan with the Rockefeller Foundation and inaugural partner Kroger to build a national Food Is Medicine Initiative to ensure patients receive medical prescriptions for healthy food to help prevent and manage chronic disease.
- Awarded research grants totaling more than \$168 million, including research focused on improving access to care in rural communities and reducing the impact of chronic stress on your heart.

- Secured about 200 policy wins, including legislation requiring CPR training in schools, ensuring access to AEDs in youth sports, reducing nicotine in cigarettes, removing flavored vapes from the market, expanding Medicaid and much more.

None of this would be possible without you – our dedicated donors and volunteers. Thank you for being a relentless force for a world of longer, healthier lives.

Nancy Brown

Nancy Brown
Chief Executive Officer



ABOUT US

For nearly 100 years, we've been striving to save and improve lives. The six cardiologists who founded the American Heart Association in 1924 would be amazed by what we've accomplished.

We're the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. A shared focus on cardiovascular health unites our 32 million volunteers, supporters and donors, as well as our nearly 3,000 employees.

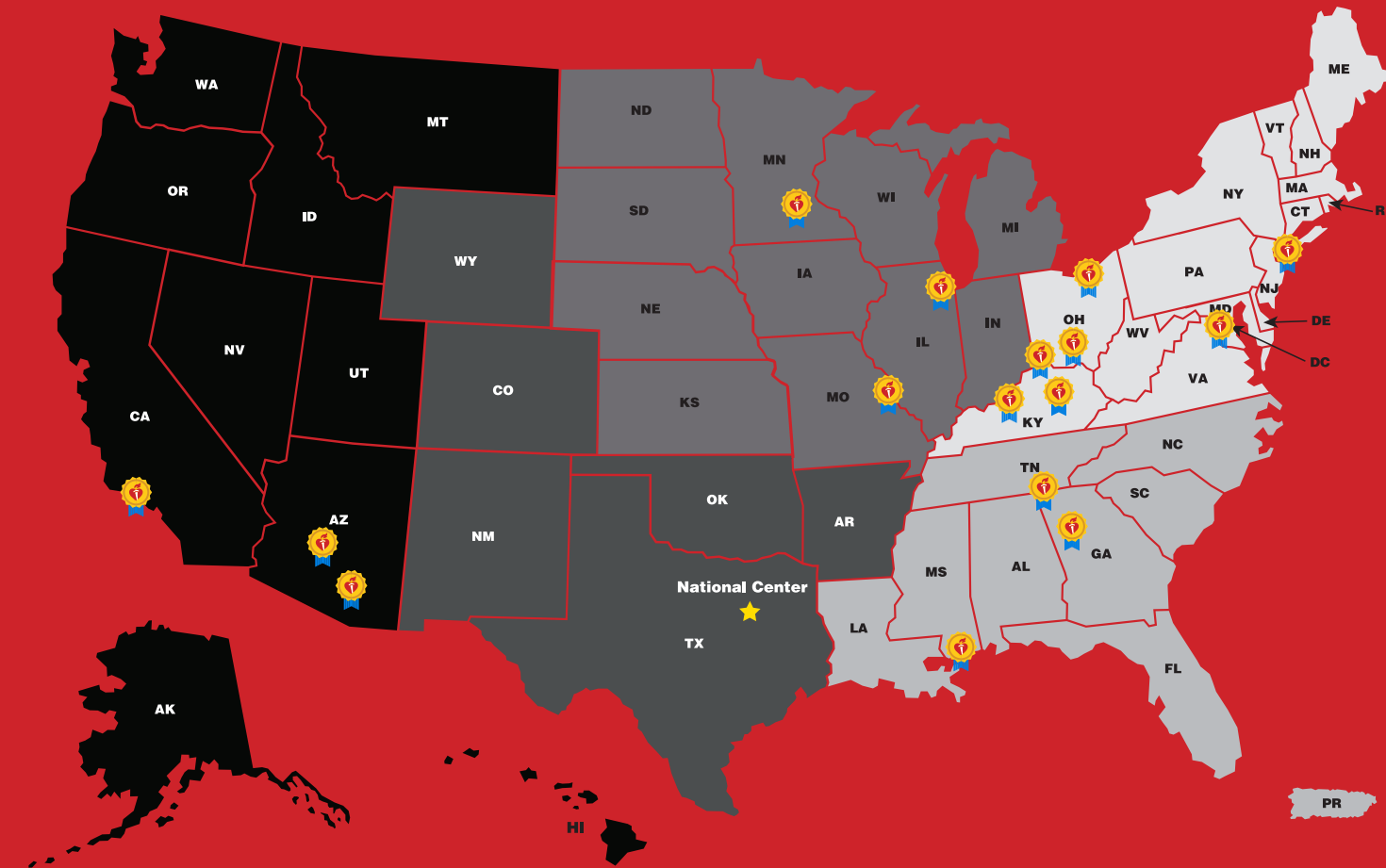
Our size and scope allow us to have significant impact. We've invested more than \$5 billion in research, making us the largest not-for-profit funding source for cardiovascular and cerebrovascular disease research next to the federal government.

As we strive to ensure everyone has the chance to enjoy longer, healthier lives, we are intensely focused on our organizational 2024 Impact Goal:

Every person deserves the opportunity for a full, healthy life. As champions for health equity, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.



GOLD STANDARD BOARDS



WESTERN STATES ●
SOUTHWEST ●
MIDWEST ●
SOUTHEAST ●
EASTERN STATES ●

AMERICAN HEART ASSOCIATION REGIONS

Volunteers drive the American Heart Association's mission through engagement at every level of the organization. One key to reaching our goals is the work done by local volunteer boards of directors. These boards help accelerate impact by increasing the percentage of Americans who live in environments that support smoke-free air, active lifestyles, healthy eating, blood pressure control, and glucose and cholesterol management. In addition, these volunteers have been key to driving local policy and state victories to reduce tobacco use, increase access to healthy foods and ensure all 911 dispatchers are trained to coach callers to perform CPR until professional rescuers arrive.



IMPROVING CARE FOR ALL

The American Heart Association believes everyone deserves the opportunity for a longer, healthier life. We also believe everyone can save lives through CPR.

In January, Buffalo Bills safety Damar Hamlin's on-field cardiac arrest horrified viewers around the world. It also awakened a nation of lifesavers, as people everywhere began to wonder if they should learn CPR. Hamlin's remarkable recovery and devotion to helping others answered that question with a resounding yes — and demand for the AHA's longtime expertise in this area exploded.

More than 350,000 people per year go into cardiac arrest outside of a hospital. But about 10% survive, mainly because so few people receive CPR and have access to an automated external defibrillator, or AED. We launched our Nation of Lifesavers campaign in June 2023. Hamlin, working with the NFL, is helping us spread the word that CPR is quick and easy and can save a life.

350,000 people per year go into cardiac arrest outside of a hospital
.....
about 10% survive



Language shouldn't be a barrier to saving lives. This past year, we launched Heroes Salvando Corazones (Heroes Saving Hearts) to promote Hands-Only CPR in Hispanic and Latino communities – in Spanish and English. Media presence far outpaced our expectations, with more than 200 million media impressions and almost 2,000 placements on top-tier networks.

VONNIE GAITHER

Waiting for takeoff, her heart stopped. Flight attendants came to the rescue.

Vonnie Gaither was slumped over in her airplane seat. She was unresponsive. And she didn't have a pulse.

Fortunately, several flight attendants went into action, performing CPR and attempting to jolt her heart with an AED. Gaither had had a heart attack and subsequently went into cardiac arrest. When the plane landed, passengers stayed in their seats to allow Gaither to exit first and get to the hospital fast.

The heart attack was caused by a 90% blockage that required three stents. When Gaither woke up from an induced coma, she saw that family members had come from afar to be by her side. "I looked up and saw all these people in my life lined up against the wall," Gaither recalled. "It was the weirdest sensation."



That summer, in 2007, Gaither got serious about improving her health.

Her daughter, a fitness coach, cheered her mom on as she went to cardiac rehabilitation and ate healthier. The two also took walks and did home workouts together. Gaither lost about 20 pounds. Eventually she needed triple bypass surgery after doctors found a buildup of plaque around her arteries because of scar tissue from one of the stents.

Now, more than 15 years later, Gaither, a retired school career counselor, says painting is her therapy. She admits that eating healthy and staying active isn't always easy. "It's hard to stay motivated," Gaither said, "but my two grandsons give me a good reason."

The RQI program, launched in 2015, has greatly expanded. American Heart Association and Laerdal Medical co-developed digital CPR training programs are now used by more than 2,400 hospitals and nearly 2 million health care professionals globally.

LEARN MORE about the history of lifesaving CPR.

MURPHY JENSEN

Former Grand Slam tennis champion wants his survival story to help everyone, everywhere.

The day before his 53rd birthday, tennis Grand Slam champion Murphy Jensen was serving during a mixed doubles exhibition match against his big brother, Luke.

Murphy tossed the ball in the air, then closed his eyes. The ball dropped and Murphy remained frozen in his pre-serve pose, eyes still shut. Then he toppled backward. He went down like a tree, the back of his head slamming into the hard court. He was in cardiac arrest. His heart had stopped.

People nearby rushed in to do CPR, and to shock his heart back into rhythm with an AED – he received six shocks in all. Days later, Murphy received an implantable cardioverter defibrillator, or ICD, which is essentially an internal AED.

After his 2021 cardiac arrest, Murphy's doing fine. Not only that, he's channeling his abundant energy into saving lives by inspiring others to learn CPR and how to use an AED. He even has an AED at his home. He's told his neighbors where it is in case it's needed.

Today, Murphy stays fit, running, swimming, lifting weights and of course, playing tennis. He follows a heart-healthy diet. And he remains grateful for another chance.

"I've never been more aware of the gift that I have in this moment to be here, breathing and alive today," he said. "My whole life – physically, emotionally, spiritually – has been reborn. The idea that my story could be helpful to any family in any way is without a question why I'm still here."





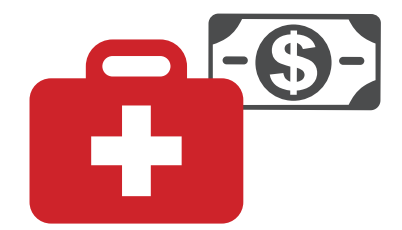
RURAL HEALTH

People who live in rural America are disproportionately more likely to develop heart disease, have strokes or have high blood pressure. This happens for a number of reasons, including a lack of health care options. The American Heart Association is working with people in those communities to erase these disparities.

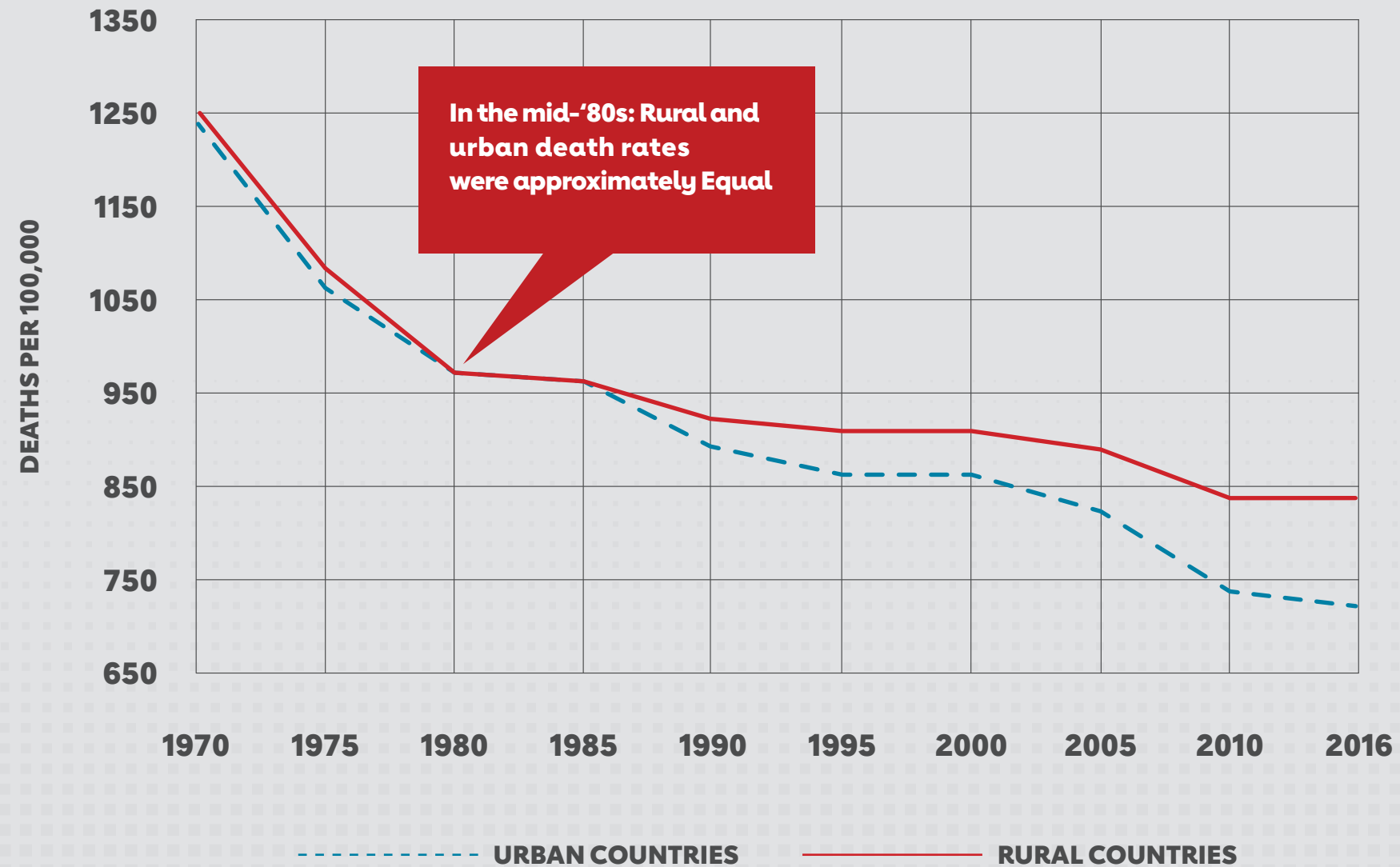
For example, we're funding a \$20 million scientific research network focused on factors that impact health in rural America. The [Health Equity Research Network on Improving Access to Care and Other Health Inequities in Rural America](#) is a significant addition to our [ongoing work to improve health in rural America](#).

To help improve access to care, generous funders have helped us establish HeartCorps, an initiative to support the recruitment, training and development of a new generation of public health leaders deployed to many rural communities across the country.

\$20 million scientific research network focused on factors that impact health in rural America



MORTALITY IN RURAL AMERICA



We launched a Rural Health Care Outcomes Accelerator to provide up to 700 rural hospitals with no-cost access to Get With The Guidelines® quality programs for coronary artery disease, heart failure and stroke.

An over \$16 million -plus investment has been made to expand the American Heart Association Center for Telehealth to address gaps in the telehealth landscape. Aims are to advance the integration of telehealth into the health care delivery system, helping to realize its potential to transform health care so that where you live does not dictate the type and quality of care you receive. Evidence suggests telehealth can make health care more effective, accessible and efficient, particularly for those who lack access to quality health care.

Rural health challenges are a major barrier to health equity that we've vowed to tackle through our **10 Commitments**. The other two barriers we are focusing on are social determinants of health and structural racism.

We've surpassed our goals in Commitment 1 — investing in new research focused on science-based solutions to health inequities and structural racism. Likewise, we've surpassed the aim of Commitment 2, which is to build community-led solutions addressing health inequity and structural racism. And we advocated for the continued expansion of health coverage through Medicaid to all 50 states, ensuring those who are struggling financially can access the care they need.

Rural Health Disparities*

- 134.7 excess deaths per 100.000 in rural areas - **a nearly 20% disparity**
- Life expectancy approximately **3 years lower**
- Higher stroke and cardiovascular mortality
- Higher maternal mortality (much of which is cardiovascular)

*Data from 2016



EMPOWERING HEALTHIER COMMUNITIES

Healthy, nutritious eating is a surefire way to improve your health. So much so that we believe it's akin to a medication.

That's why we launched the Food Is Medicine Initiative aiming to ensure people can get prescriptions for healthy food to help prevent and manage chronic disease. We are working with the Rockefeller Foundation, and inaugural partner Kroger, to help millions benefit from a more holistic approach to diet and health. The initiative is providing the large-scale clinical evidence required to help identify, support and implement the most viable strategies for Food Is Medicine.

We're also delving into those issues with the Periodic Table of Food Initiative, which aims to improve human and planetary health by uncovering what's in food, how this varies across the food system and the health implications.

Food Is Medicine Initiative
ensuring people can get prescriptions for healthy food to help prevent and manage chronic disease



This global effort uses a science-based approach to provide tools, data and training to ensure equitable access to healthy foods. It's co-managed by the American Heart Association and the Alliance of Bioversity and CIAT, with funding from the Rockefeller Foundation, Foundation for Food & Agriculture Research, Seerave Foundation and Four Fold Foundation.

More precise dietary guidance to reduce heart disease and obesity and more sustainable agricultural are just a couple of the outcomes we're anticipating. We're also developing state-of-the-art educational offerings in food, agriculture, nutrition and health to strengthen the capacity of scientists, health care professionals, educators and policymakers to apply food composition data for a good food future.



RICHARD SAMUELIAN

He used to hike mountains. A stroke left him learning to walk again.

Richard Samuelian thought he had food poisoning or vertigo when he felt queasy and couldn't keep his balance. But an MRI revealed a stroke. Then came his long, challenging recovery.

"I had to relearn how to walk," he said.

When he was slowly putting one foot in front of the other across his living room, he thought about getting back into the mountains he loved. He also traded soda for water, cheeseburgers for grilled chicken and pasta for fish, losing 83 pounds.

After essentially relearning how to walk, Samuelian has gotten back into the mountains in a big way. In 2021, he completed the 15-mile hike up a trail in Yosemite National Park with his teenage daughters. Later he finished a 40-mile hike through Yosemite.

"The best stroke story is one that doesn't happen," Samuelian said. "If you make the right life changes, you have a much better chance of avoiding a stroke or heart attack at all."

We are committed to building a more equitable workplace that ultimately leads to better health for all. Member companies of the American Heart Association CEO Roundtable leadership collaborative are dedicated to improving employee and community health and hope by sharing resources and taking bold steps toward health equity.

Everyone should have the right to live a full, healthy life. Our Health Equity in the Workforce initiative, in collaboration with the Deloitte Health Equity Institute, and the Society for Human Resource Management Foundation, is also convening employers and industry leaders to help improve the health and well-being of our nation's workforce.

Work continues on Bank of America's \$25 million initiative to increase access to health care services in under-resourced communities includes a \$10 million commitment to the AHA. We've joined forces in 11 cities to fight health inequities, ensuring fair opportunities and resources for all.

What's good for the heart is good for the brain, but the reverse is also true: Problems with the heart, including AFib, are well-documented as major stroke risk factors.

Getting to the Heart of Stroke, developed in conjunction with HCA Healthcare and HCA Healthcare Foundation, continues its work aimed at preventing strokes and improving stroke care by educating and deepening the collaboration among health care professionals, and empowering people to know and better manage their stroke risk.

HOW TO IDENTIFY A STROKE — AND WHAT TO DO

F

FACE DROOPING

Does one side of the face droop, or is it numb? Ask the person to smile. Is the person's smile uneven?

A

ARM WEAKNESS

Is one arm weak or numb? Ask the person to raise both arms. Does one arm drift downward?

S

SPEECH

Is speech slurred? Is the person unable to speak or hard to understand? Ask the person to repeat a simple sentence, like "The sky is blue."

T

TIME TO CALL 911

If you have any of these symptoms or see someone else having them, call 911 immediately!

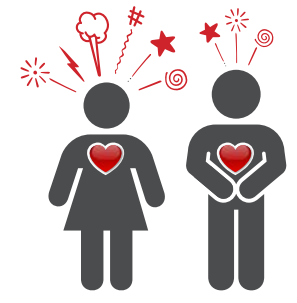


FUELING SCIENTIFIC DISCOVERIES

When a person is constantly exposed to stress, it can take a significant toll on the cardiovascular system. Teams of research scientists from three universities are leading an innovative \$15 million project to study the biological mechanisms of chronic stress that can increase cardiovascular disease risk.

Our **Strategically Focused Research Network** on Biologic Pathways of Chronic Psychosocial Stressors on Cardiovascular Health is focusing on how the body responds to chronic stress, as well as how certain interventions may help reduce health risks.

\$15 million project will study chronic stress.



We have now invested more than \$246 million to establish 15 Strategically Focused Research Networks. We know the difference science can make in building a world of longer, healthier lives.

The American Stroke Association **turned 25**. Every day, the actions of the ASA are a powerful force in ensuring that mothers and fathers, sisters and brothers, daughters and sons who have a stroke get timely, optimal care, support, essential rehabilitative services and more. Here are a few highlights:

- We launched the open-access journal **Stroke: Vascular and Interventional Neurology**.
- We developed a new **research network** on hemorrhagic stroke and an **innovative collaboration** to help reduce stroke disability and death rates in the southeastern U.S.
- We established the first international stroke center certification, which helps hospitals create an integrated and collaborative approach to stroke care.
- We launched **Phase III of Target: Stroke**, setting more aggressive targets for timely stroke treatment.
- We expanded our Get With The Guidelines® quality improvement initiative **to address hemorrhagic stroke**.
- We continue to work on our **Health Equity Research Network on Disparities in Maternal-Infant Health Outcomes**, which is part of our pledge to aggressively address social determinants of health, while working to improve health equity for all communities. This network, announced last year, focuses on advancing the understanding of the factors underlying the disproportionate impact of pregnancy complications and deaths among Black and Native American pregnant people and those living in rural areas.

The American Heart Association has invested more than \$5 billion in research, making us the largest not-for-profit funding source for cardiovascular and cerebrovascular disease research next to the federal government. **LEARN more about our life-changing funded research breakthroughs.**



IN REMEMBRANCE OF DR. RALPH SACCO



The American Heart Association and American Stroke Association are celebrating the life of **Dr. Ralph Sacco**, a distinguished volunteer who was deeply dedicated to saving and improving lives. Sacco died in January 2023 at his home in Amagansett, New York, with his loving husband, Scott Dutcher, and his family by his side. Sacco had an aggressive brain tumor. He was 65.

Sacco was the first neurologist to serve as president of the American Heart Association and American Stroke Association. He later became president of the American Academy of Neurology, both while leading many aspects of brain health at the University of Miami. He was editor-in-chief of the journal *Stroke*, in addition to other leadership roles. Sacco also was an epidemiologist because that work helped him have a great impact on large populations.

American Heart Association CEO Nancy Brown remembered Sacco as a dear friend and an unparalleled leader whose “warm, generous heart and care transcended his research and clinic to every person fortunate to meet him.”

“The association is forever grateful that he chose to share his time and extraordinary talents with us,” she said. “We will continue to honor his memory through the work we do to champion health equity and longer, healthier lives for all people.”

Sacco’s many roles at Miami included chairman of the department of neurology, executive director of the Evelyn F. McKnight Brain Institute and director of the university’s Clinical and Translational Science Institute.

Sacco also was editor of the AHA’s journal *Stroke*, the premier scientific journal for research in the stroke field. Overseeing the prestigious publication meant a lot to Sacco. Having long championed diversity and equity – particularly in his research – he declared that no more than half the editorial board would be white males. That was in 2020; by 2022, he’d achieved it.



ADVOCATING FOR SYSTEMS CHANGE

The American Heart Association advocates for policymakers to adapt healthy public policies on the national, state and local levels. Expanding Medicaid coverage in states has been a major priority for us – and the science shows why.

More than 1 in 4 people covered by Medicaid have a history of heart disease. And many deal with multiple chronic conditions that raise the risk of heart disease – such as Type 2 diabetes, high blood pressure, high cholesterol and high triglycerides.

We advocated for an expansion of the Affordable Care Act that extends Medicaid eligibility to more people, improving patient outcomes, prevention measures and screening access, according to a review of research published in *Circulation: Cardiovascular Quality and Outcomes*, a peer-reviewed American Heart Association journal.

More than 1 in 4 people covered by Medicaid have a history of heart disease



In an analysis of 30 studies comparing states that chose to participate in Medicaid expansion with those that didn't, Medicaid expansion was associated with improvement in insurance coverage for cardiac care, decreased out-of-hospital deaths, fewer socioeconomic and demographic disparities in care and increased preventive care and screening.

This past year, we supported successful Medicaid expansion efforts in [North Carolina](#) and [South Dakota](#). This includes 12 additional states extending postpartum coverage in Medicaid to 12 months, bringing the total number of states that have passed Medicaid extension policies to 46, plus the District of Columbia.



RICHARD HORTON

California man didn't know he was living with a 'ticking time bomb'

When Richard Horton had a stroke, and then another one, he learned that they were the result of "a ticking time bomb" that he'd been living with for over a decade: uncontrolled high blood pressure.

Horton spent more than two months in the hospital undergoing speech and physical therapy to get stronger. "It was a long road, and I'm still at a point where I'm constantly working on my recovery," he said.

Horton now uses his voice to raise awareness about the importance of

knowing your blood pressure numbers and keeping them in a healthy range. He takes medication and watches his intake of salt and red meat.

Horton said he is a "rare breed" who doesn't fear being seen in public with the lingering effects of his strokes. He challenges himself to go where he wants the best he can.

"I just carry along with me the faith and belief that eventually even the disabilities I deal with now are going to be a thing of the past."

We also achieved 189 state and local "wins" and made unprecedented progress improving access to care.

A few other significant field wins:

- 🎯 [California votes to end sale of flavored tobacco products](#). The state now has the nation's strongest protections against the tobacco industry's business model that markets deadly tobacco products to kids, especially to kids, Black people and Hispanic people.
- 🎯 Colorado: [Proposition FF, Healthy School Meals for All, passes in Colorado providing universal free meals to all public school students](#). More than 60,000 kids whose families struggled to pay for school meals have one less worry on their plates.
- 🎯 New Mexico: [American Heart Association applauds YES vote on early childhood care and education services for New Mexico children](#). This means about \$150 million in new funding for early childhood programs and roughly \$100 million in additional funding for teachers and programs to address inequities in educational outcomes for at-risk students.

A few federal accomplishments:

- 🎯 [Grassroots advocates to meet with lawmakers on vital provisions in the farm bill](#).
- 🎯 [Access to AEDs Act would support lifesaving response to sudden cardiac arrest](#).
- 🎯 [NFL founds coalition to advance adoption of life-saving policies for student athletes](#).
- 🎯 [Court order requires tobacco companies to post signs about health risks of smoking at 200,000 stores across U.S.](#)



RAISING MONEY TO SAVE LIVES

For nearly 100 years, the American Heart Association has helped save and improve lives thanks to support from dedicated volunteers and donors.

Individuals, foundations and corporations make it possible for us to pursue our mission:

To be a relentless force for a world of longer, healthier lives.

Our efforts to ensure equitable health for all people are only possible because of them. Here's a look at some significant contributions.



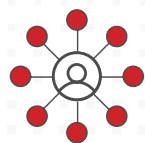
\$4.2 million

to fund and expand the AHA Center for **Telehealth**, which will accelerate excellence in telehealth through education and leadership.



\$1 million

for **children's health and nutrition initiatives** designed to ensure brighter futures.



\$5 million

to ensure lasting change through **Social Impact Funds**, which increase access to critical needs such as nutritious food and health care.

TRANSFORMING COMMUNITIES

The American Heart Association invests in community-led efforts that make neighborhoods healthier. These investments focus on increasing access to health resources and health care, food security and economic resiliency. These generous gifts are helping to transform communities:

The **Leona M. and Harry B. Helmsley Charitable Trust** aspires to improve lives by supporting exceptional efforts in the U.S. and around the world in health and select place-based initiatives. With current funding and grants committed for the next three years, an over \$16 million -plus investment has been made to expand the American Heart Association Center for Telehealth to address gaps in the telehealth landscape. Aims are to advance the integration of telehealth into the health care delivery system, helping to realize its potential to transform health care so that where you live does not dictate the type and quality of care you receive.

Evidence suggests telehealth can make health care more effective, accessible and efficient, particularly for those who lack access to quality health care.

The **Frank P. Pierce Foundation** contributed \$1 million to help build capacity for community impact work in North Georgia, in addition to funding children's health and nutrition security initiatives.

The **BFF Fund of the Greater Cincinnati Foundation** granted about \$1 million to increase CPR training, advocacy, and CPR kiosks, including a training kiosk at the Cincinnati Museum Center. There are only 37 such kiosks in the country.

In 2018, we launched our first Social Impact Funds to support community-led solutions to remove barriers to health equity. These investments address social and economic barriers that take a heavy toll on people's health. Since their launch and initial investments in 2019, these funds have invested in more than 100 local social enterprises across the country.

Helen and Will Webster Foundation donated \$5 million to ensure lasting change in Los Angeles – the largest Social Impact Funds donation yet. The foundation also donated \$1 million to the Social Impact Funds in 2021.

Gary and Sue Ellis contributed \$3 million to the Social Impact Funds to support community efforts in Minneapolis and St. Paul, Minnesota. They also donated more than \$300,000 to support blood pressure control efforts and the Heart Ball in the Twin Cities.

In Utah, the **Ray & Tye Noorda Foundation** granted \$700,000 to the Social Impact Funds to sustainably address and improve the conditions in growing underserved and marginalized communities that face disproportionately high burdens of disease and poor health.

The **Harry T. Mangurian, Jr. Foundation** granted \$1 million to the Social Impact Funds to help launch our community impact work in South Florida.

As a grantee of the Public Health AmeriCorps, we launched **HeartCorps** to advance more equitable health outcomes in under-resourced rural communities. HeartCorps helps to meet public health needs of local communities by providing needed capacity and support in state and local public health settings and advancing more equitable health outcomes for communities who are currently or historically underserved. An anonymous trust granted \$622,000 for HeartCorps in eastern North Carolina.





1 in 10 U.S. households experienced **food insecurity** in 2020.



\$600,000 to improve access to nutritious foods in New York, including a new fresh produce outlet in an under-resourced neighborhood in the Bronx.

HEALTHIER LIVING

Food security means having enough food and not having to choose between food and other basic needs. Nutrition security builds on that. It means getting enough healthy food consistently, also focusing on where to find it and how to prepare it.

The American Heart Association believes all people have a right to healthy food.

But 1 in 10 U.S. households experienced food insecurity in 2020. The COVID-19 pandemic increased awareness of the problem and its disproportionate impact on under-resourced communities.



In Indiana, hundreds of thousands of the state's residents have no or low access to healthy foods. **Indiana University Health** granted \$1 million to help address nutrition insecurity in Indianapolis.

Rose Caiola made a \$600,000 multi-year commitment to support the association's work in the prevention and treatment of women's heart disease and in food security.

This includes her leadership in our Go Red For Women movement and the Rose Caiola Healthy Food Access Program, which focuses on improving access to nutritious foods in the Bronx. Rose's gift leverages local partnerships with farmers markets, federally qualified health care centers and Bronx-led community organizations to improve health and reduce health disparities.



The Rockefeller Foundation and RF Catalytic Capital awarded grants totaling more than \$10 million to support key initiatives focused on food. This includes the Periodic Table of Food Initiative, a revolutionary global science and technology platform connecting the scientific realms of health, food, agriculture and the environment. The Rockefeller Foundation funding anchored related efforts — Good Food Fellows and Good Food U — global

scientific training programs that will create a pipeline of food scientists in low- and middle-income countries. The Rockefeller Foundation also made an additional grant to support the planning phase of the Food Is Medicine Initiative, which aims to generate evidence to integrate Food Is Medicine programs into health insurance benefits.

Delaware faces the second worst stroke mortality rate in the country, and so the need to strengthen Delaware's stroke systems of care is imperative. With a focus on upstream health care, **Thom and Robin Harvey** committed \$1 million to launch the Harvey & Hanna Family Healthy Hearts Initiative. The initiative is placing more than 1,500 blood pressure monitors to local organizations and providing Kids Heart Challenge health programming and recess equipment for 20 under-resourced Delaware schools, among other innovative efforts.

Buffalo Bills owners Kim and Terry Pegula donated \$1 million for CycleNation Buffalo, CPR and first aid kits to youth sports leagues, and awareness campaigns. Kim suffered a cardiac arrest in 2022.



TRANSFORMING POLICY



The American Heart Association opens doors to equitable health by advocating at the federal, state and local levels for public policies that support our mission.

Voices for Healthy Kids, with AHA science at its core, advocates for equitable policies to make the places kids live, learn and play healthier. Voices for Healthy Kids creates visibility for issues that affect children's health, mobilizing communities, helping to advance science and research.

The Pritzker Children's Initiative granted \$9 million to help continue the Voices for Healthy Kids program and to help provide services and support to infants, toddlers and their families, beginning prenatally.

The **Robert Wood Johnson Foundation** granted \$6 million to Voices for Healthy Kids so it can continue to evolve and grow. The foundation also awarded more than \$700,000 to an advocacy general preemption grant.

The Rockefeller Foundation awarded more than \$450,000 to advance state-level policy efforts to make healthy school meals free for all children. With millions of school breakfasts and lunches served daily, school food has a big impact on children's health. That's why schools across the country are striving to reduce childhood obesity with healthier meal options.



American Heart Association



American Heart Association

Helping every child thrive

The Pritzker Family Foundation, which was founded in 2001 by J.B. and M.K. Pritzker, is committed to fostering social and economic justice and equity.



The Foundation's **Pritzker Children's Initiative (PCI)** invests in achieving equitable health and well-being for children, prenatal to age 3, with a commitment to having all children thrive in school and in life.

That's why working with the American Heart Association's Voices for Healthy Kids program is a natural fit. Voices for Healthy Kids has a 10-year track record of driving equity and community-centered policy change through campaign regranting, advocacy skills-building support



and technical assistance, and strategic cross-sector partnerships.

The Pritzker Children's Initiative granted \$9 million to Voices for Healthy Kids to engage more deeply on behalf of pregnant people, infants, toddlers and their families. The work includes coordinating the National Collaborative for Infants & Toddlers (NCIT), a network of thousands of organizations working at the local, state, tribal and national levels advancing promising policies to create and expand systems of support for families — reaching every parent and child at or before birth.



\$1.5 MILLION
to research to
improve **pediatric
heart transplant
recipients**

SCIENCE AND RESEARCH

Funding rigorous, science-based research that leads to lifesaving advances is at the heart of the American Heart Association's work.

Our core research programs have launched or furthered the work of many of this country's brightest researchers, and we've added research awards that foster team science and accelerate discovery.

Enduring Hearts granted \$1.5 million to fund investigators committed to research that improves the life expectancy and quality of life for pediatric heart transplant recipients.

Doris Duke Foundation granted \$2.4 million to explore the role of race in clinical care algorithms and risk prediction tools. The goal is to minimize potential negative effects of using race in mathematical models that guide diagnosis and treatment.

The VIVA Foundation awarded \$500,000 to focus on clinical and patient-centered research in vascular disease.

The **Harry S. Moss Heart Trust** granted \$1 million to eight research projects at three institutions in North Texas. The grant supports post-doctoral and pre-doctoral fellowships, as well as an AHA Institutional Research Enhancement Award.



Creating Lasting Change in L.A. – Rich Webster



Healing hearts run in Rich Webster's family.

His father, Will W. Webster Jr., founded Webster Laboratories in California, which made cardiac catheters and related equipment. Rich worked for his dad as a child, and as an adult after starting his career at Morgan Stanley.

Recently, Biosense Webster's president, Uri Yaron, reintroduced Rich to the American Heart Association.

"I was so surprised by the breadth of the AHA and everything that they are able to do," Rich said. *"I knew they were laser-focused on heart health but didn't realize how many ways they are helping."*

Rich now serves as co-president and board member at the Helen and Will Webster Foundation, named after his parents.

In 2021, the foundation funded the American Heart Association's Social Impact Funds' work in Los Angeles with a \$1 million gift, another \$1 million the following year and \$4 million in 2023 — making the foundation the largest Social Impact Funds donor. The Association



Will and Helen Webster.

named the supporting fund the Helen and Will Webster Fund to honor the couple's generosity.

Rich knows that nutrition security and food deserts are big problems in Los Angeles. Food security means having enough food and not having to choose between food and other basic needs. Nutrition security builds on that. It means getting enough healthy food consistently and understanding what to eat, where to find it and how to prepare it.

The AHA believes all people should have the right to healthy food to live their best lives.

"I want to be a part of the solution," Rich said. *"If we can eliminate or even limit some of those problems, it would have a huge impact on health equity and outcomes for generations."*

"You have to treat it like a venture fund. It's not just starting an initiative in a city; It's all about sustainable change, and the American Heart Association has the programs and the personnel on the ground to see the problems from all angles and make an effective difference in health equity."

SCIENCE AND RESEARCH (CONTINUED)

Stevie and David Spina donated \$5 million for us to use where it is needed the most. David Spina is a former national board of directors member and a longtime volunteer.

Pilot Company rallied its guests and team members across the country to raise nearly \$1.5 million for our mission and the Knoxville Heart Ball, thanks to an extremely successful Life Is Why campaign in which customers were asked to add a donation to the American Heart Association to their purchase.

Barrett-Jackson Charities generously donated \$500,000 to the American Heart Association. In 2018, **Carolyn and Craig Jackson** developed the award-winning Driven Hearts campaign to raise millions and reach millions, harnessing the power of the Barrett-Jackson brand to raise much needed funds and awareness for the American Heart Association. In addition to celebrating the fifth anniversary of Driven Hearts, the Jacksons were named Honorary Chairs for the 2023 Phoenix Heart Ball.

The **Living on the Go Foundation** granted \$750,000 to the Chicago Heart Ball. The **Centre for Neuro Skills**® donated \$625,000 to Heart Challenge efforts throughout Texas.





COMMUNITY EVENTS POWER MISSION

This was a transformative year for the American Heart Association that electrified supporters, survivors, volunteers and sponsors at our signature campaign events.

Liive at Twitch Con

Connection was more powerful than ever as signature campaign events united millions of people dedicated to ending heart disease and stroke. Combined with engaging digital experiences and in-person gatherings, donors grew by 61,000.

Healthy employees are the heart of a healthy business. Heart Challenge leverages three unique programs — **Heart Walk**, **CycleNation** and **Field Day** — to engage companies to support healthier employees and a healthier business.

Heart Walk, our largest nationwide event, was named the **No. 1 peer-to-peer fundraising event** for the third year in a row. Corporate teams, families and communities united at about 200 events.

CycleNation, our signature high-energy stationary bike events, brought together riders for more than 30 events across the country to eradicate stroke. Teams of employees competed for the first-place trophy during

Field Day is a company-hosted event combining fun physical activity and team building that focuses on saving lives.





COMMUNITY EVENTS POWER MISSION (CONTINUED)

Damar Hamlin's sudden collapse during a Monday Night Football game made worldwide headlines. Medical experts concluded his cardiac arrest was due to commotio cordis, which is caused by blunt force trauma. In February, Damar launched the #3forHeart CPR Challenge aimed at saving more lives through CPR education and training with the American Heart Association and has inspired a **Nation of Lifesavers** in communities to take action by learning three simple steps to CPR help save lives.

Heart Ball campaigns promoted equitable health through meaningful experiences by going beyond the ballroom and shining a light on issues within the communities that we serve. In total, \$75 million was raised from supporters, sponsors and some of our most generous individual donors, including **Cor Vitae Society** members.

Losing even one woman to heart disease is too many. **Go Red for Women** signature **luncheon events** celebrated women taking charge of their health, united **Circle of Red** members, and honored heart disease and stroke survivors to raise \$47 million.

Making an Impact

Our Impact Campaigns are driving growth and awareness in the communities we serve.

In early February, more than 520 nominees from 116 communities across the country launched their **Woman of Impact and Teen of Impact** campaigns. During this nine-week campaign, nominees competed to make the greatest impact in their communities through fundraising and activities like CPR awareness, mindfulness, advocacy and more. Our Impact Campaigns raised \$5.6 million.

In more than 15,000 schools across the country, our **Kids Heart Challenge and American Heart Challenge programs** provided the tools to support mental and physical well-being for students, families and school staff.

Inspired by our national **Youth Heart Ambassadors**, students can better their lives while helping others. During the 2022-23 school year, more than 930,000 students raised \$76 million to save lives.

Joliena, a fourth-grader at North Broward Preparatory School in Coconut Creek, Florida, raised more than \$75,000, making her the top fundraising student in the country. The school is No. 1 in the nation, raising over \$240,000.

School communities built a nation of lifesavers through **Finn's Mission**. The initiative, inspired by congenital heart defect survivor Finn Blumenthal, taught more than 132,000 families how to perform Hands-Only CPR and spot the warning signs of stroke.

Participating schools also received **grants**, equipment certificates and direct check givebacks to support their wellness initiatives.



HELPING HEARTS

Anna Survivor, 10th Grade

Anna is very active and has been cheering since she was in the third grade. That is why it came as a shock when she unexpectedly went into cardiac arrest while running sprints during her PE class. Doctors are unsure as to why this happened so as an extra precaution, they implanted an S-CID on Anna's left side in case it was to happen again. This experience gave Anna a new perspective on life, and she has become a strong advocate for heart health with her family and friends.

THE KIDS HEART CHALLENGE FUNDS RESEARCH THAT HELPS KIDS, LIKE ANNA, HAVE LONGER AND STRONGER LIVES. YOUR SUPPORT HELPS FAMILIES LIKE ANNA'S HAVE HOPE AND FOR THAT THEY ARE SO GRATEFUL.

TOGETHER, WE ARE CREATING A WORLD OF LONGER, HEALTHIER LIVES.

“The American Heart Association has always been important to me. Then, after going into unexplained cardiac arrest during PE class, it really became important. My life was saved by CPR and the AED. I am forever grateful to everyone that saved my life.”

— Anna, age 16


650
creators
went live
for the AHA
 throughout
 the year

Liive at Twitch Con



The **American Heart Association's Liive** is engaging and achieving maximum impact by interacting with streamers, influencers, gamers and content creators to share the mission of the American Heart Association while raising lifesaving funds. By working together with these influencers, Liive has inspired a new generation of lifesavers to take action.

The Liive brand was launched at Twitch Con and received a \$100,000 gift from the CEO of Twitch and has inspired about 600 creators to go live for the AHA throughout the year. Liive champions and celebrates these content creators while they cook food, play games, make music and stream what they enjoy while raising funds to help the American Heart Association improve health and access for all.

Through platforms such as TikTok, Twitch and YouTube, Liive participants successfully team up, stream up and save lives.



personalized the urgency of our mission. Seven television spots aired on national networks and television stations, raising more than \$7 million.

Heart disease and stroke survivors shared their personal stories through our television campaign for the second year in a row.

One of the AHA's proudest moments this year was winning a **Telly Award** for **Jeff's compelling story of survival**. And featuring Susan Lucci, emmy Award-Winning actress and National Ambassador to the American Heart Association's Go Red for Women Movement, spreading the message about women's heart health and research.

Our mission was also deepened by targeted community issue campaigns highlighting critical issues such as **reducing risk in women**, **controlling blood pressure**, **improving nutrition security**, **ending tobacco use and vaping**, addressing community need, and building **mental well-being**. These campaigns contributed \$102 million to drive equitable health in our communities.

Donors were inspired to give throughout the year, thanks to monthly campaigns and matching gifts during **Giving Tuesday**, **American Heart Month** and **Mother's Day**. New television campaigns aired on stations across the country and

Adele Gray – A Lifetime of Service



Adele Gray has dedicated her life to making a difference.

When she began volunteering for the American Heart Association in the 1960s, she was asked to be the benefits chair of her local Board of Directors in Wilson, North Carolina, and she hosted a bridge tournament to raise her goal of \$300.

Fundraising fell short, but she didn't give up, reaching out to a friend at the local recreational center to see if she could set up a snack bar to make up the rest — and she did.

Adele's efforts didn't stop there. She earned the AHA's Founders Award in 1968, the first of a wall full of awards and accolades recognizing her service and support to the organization.

When she traveled to Chapel Hill to accept, she toured the new hospital to see how they were helping advance care. Seeing a tiny baby with a congenital heart defect in an incubator — and hearing the nurse say there was nothing else they could do — fueled Adele's drive to help and raise funds for research.

"I went back to Wilson and worked like crazy for Heart," she said.

Adele served on the Board and created a monthly newsletter, among many other contributions.

"I was always looking for more," she said.

For decades Adele helped organize and run the Wilson Tele-Pledge. Community members operated a phone bank, encouraging people to donate to the AHA.

"We would have party hats, and volunteers would make or donate meals," she said. "We would make a big deal of it."

She said the Tele-Pledge fundraising drives would raise up to \$20,000 annually.

Adele, who has been honored for her years of volunteer service, is humble about her achievements.

"The best day's work I ever did for the American Heart Association was recruiting my friend Phyllis to work on the phones with me," she said. "I could ask someone to donate and they would give five dollars. Phyllis would call them back and get \$500."

In addition to her 50-plus years of fundraising for the organization, Adele recently decided to include a bequest to the AHA.

"When I was redoing my will, I made a list of the organizations that I wanted to support with my legacy, and the American Heart Association was right there at the top of the list."

"Every time you donate time or money to the American Heart Association, you're donating to every person in this country who has any kind of connection to heart disease, and you're making their lives better."



CORPORATE GIVING

Corporate supporters are crucial to our lifesaving mission. Here are some highlights of this year's generous corporate gifts.



Advance Auto Parts joined the fight against heart disease and stroke through the Life Is Why campaign. By engaging their team members, they inspired customers to give through in-store and online purchases for our mission and the Triangle Heart Walk.



Arizona Complete Health has supported our work in clinics and community projects around the state. Arizona Complete Health has funded lifesaving efforts in blood pressure control, as well as CPR training through our Kids Heart Challenge program.



Banner University Family Care identified key priority areas to focus our joint work together. Banner University Family Care's support is crucial to our work improving equitable health, blood pressure education and awareness, and a laser focus on nutrition security in our communities.



BNSF Railway made a donation to launch a Social Impact Fund to improve food security, economic resiliency and access to health care through an environmental health lens. The campaign was set to begin in September 2023 in Houston.



Chevron is proud to sponsor the American Heart Association's Heart Walk, Heart Ball and Go Red for Women movement. As an example, their support in building stronger, healthier communities includes placement of six CPR training kits and two AEDs across San Francisco's Bay Area, reaching 10,000+ people annually.



Ingersoll Rand is providing tools to equip more than 100 nonprofits with CPR training equipment in Charlotte, North Carolina. Ingersoll Rand also supported our efforts to address nutrition security and provided blood pressure cuffs to clinics.



Novant Health is supporting the American Heart Association's work across North Carolina to address systemic barriers preventing access to nutritious foods in historically under-resourced communities and connecting community members with blood pressure education, diagnosis and risk factor management.



NuCor is equipping over 32,000 individuals and their families to take control of their heart health by providing customized kits full of tools and resources focused on hands-only CPR training, self-monitoring of blood pressure and nutrition.



Pilot Company rallied its guests and team members across the country to raise funds for our mission and the Knoxville Heart Ball, thanks to an extremely successful Life Is Why campaign in which guests were asked to add a donation to the American Heart Association to their purchase.



Providence and American Heart Association expand collaboration to improve hypertension awareness, diagnosis and treatment in Black and Hispanic/Latino people in Southern California. This collaboration focuses on placing four blood pressure kiosks in accessible locations.



Quest Diagnostics Foundation supported the AHA's HBCU Scholars Program and HSI Scholars Program. The AHA partners with HBCUs and HSIs to advance and promote a rich academic experience for undergraduate students from groups that are historically underrepresented in STEM and health fields.



St. Luke's Health is a longstanding supporter of our mission throughout the greater Houston area. St. Luke's support has been critical to our work in women's health, CPR training – especially related to youth sports – health equity in the workplace and improving rural health.

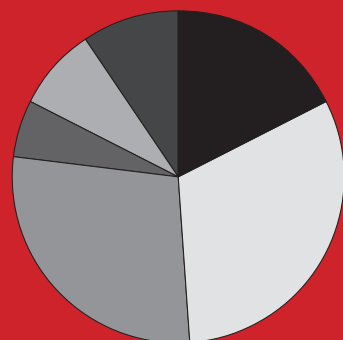
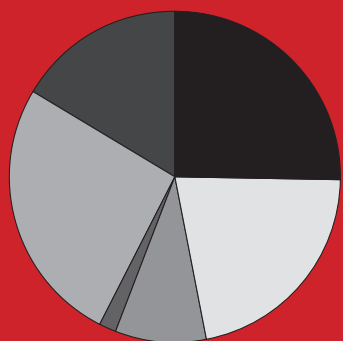


**THE OHIO STATE
UNIVERSITY**
WEXNER MEDICAL CENTER

The Ohio State University is the first-ever Live Fierce Central Ohio supporter. With a four-year commitment, we'll highlight our community's collaborative research efforts, increase CPR education, bring awareness to signs and symptoms of heart disease and stroke, educate our community on the effects of tobacco and vaping, and engage associates through year-round efforts.

FINANCIAL HIGHLIGHTS

The figures on this page show the financial activities of the National Center, regions and all other components of the American Heart Association and its division, the American Stroke Association, for the fiscal year ended June 30, 2023.



PUBLIC SUPPORT AND OTHER REVENUE

(IN THOUSANDS)

Contributions	\$309,292
Net Special Events	\$260,158
Bequests & Split Interests	\$107,374
Other Public Support	\$20,726
CPR Training Revenue	\$315,640
Other Revenue	\$198,298
Total Income	\$1,211,488

EXPENSES

(IN THOUSANDS)

Research	\$189,532
Public Health Education	\$335,709
Professional Education and Training	\$300,827
Community Services	\$57,747
Management and General	\$88,864
Fundraising	\$98,483
Total Expenses	\$1,071,162

TOTAL NET ASSETS
(IN THOUSANDS) **\$1,247,845**

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