



American
Heart
Association.

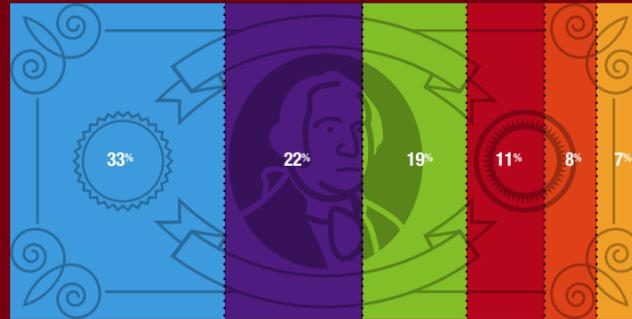


AMERICAN
HEART ASSOCIATION
2018-19
ANNUAL
REPORT

RELENTLESS

BUILDING LONGER, HEALTHIER LIVES FOR ALL

THE IMPACT OF YOUR DOLLAR



This chart depicts the spending by the American Heart Association and the American Stroke Association for the fiscal year ending June 30, 2019.

The American Heart Association is a relentless force for a world of longer, healthier lives. Our size and scope let us have real impact.

33% PUBLIC HEALTH EDUCATION

We help people identify warning signs for heart attack and stroke. We also provide resources to help people reduce their risk for cardiovascular disease and stroke, and to help them embrace healthy behaviors.

- Websites, social media and digital resources
- Consumer publications and a call center
- Health initiatives, programs and support materials
- Public service announcements and campaigns
- Health fairs and a speakers bureau

22% RESEARCH

We fund scientific studies seeking new discoveries related to causes, prevention and treatment of heart disease and stroke, and to ensure brain health.

19% PROFESSIONAL EDUCATION & TRAINING

We spearhead activities, projects, scientific conferences, training courses and programs to improve knowledge, skills and critical judgment for health care providers.

- Websites, social media and digital resources
- Professional education programs and events
- Emergency Cardiovascular Care training for professionals
- Development of scientific guidelines and standards
- Guidelines for hospitals to improve care and treatments for STEMI and stroke patients

11% FUNDRAISING

Most of our campaigns and events are a combination of fundraising and health education activities or materials for soliciting financial support for the American Heart Association's mission, plus related expenses.

8% MANAGEMENT & GENERAL

Representing general operating expenses for directing the affairs of the American Heart Association.

- Customer relations management
- Finance
- Human resources
- Information technology services

7% COMMUNITY SERVICE

We help communities focus on detecting cardiovascular and stroke-related problems and planning and improving community health practices.

- Driving change in communities to improve health and well-being
- Public training on CPR/AED use
- Advocating for policies to improve health outcomes
- Health screenings and counseling



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FROM THE PRESIDENT AND CHAIRMAN OF THE BOARD

Ivor J. Benjamin



James J. Postl

The work of the American Heart Association is more exciting than ever. Our fight against the No. 1 cause of death in the United

States has us taking on

challenges as complex as

the mysteries of the human brain and as fundamental as getting fresh food to people who need it.

Join us as we celebrate a year in which we:

- Announced the first grant recipients from our brain health partnership with The Paul G. Allen Frontiers Group, a \$43 million effort to transform prevention, detection and treatment of cognitive impairment.
- Provided new guidelines for health care providers to help adults lower their risk for heart attacks, strokes, heart failure and other cardiovascular events.
- Issued the first grants from our Social Impact Fund to efforts in Boston and in Flint, Michigan, to help break down barriers to healthy living.
- Championed legislation expanding patient access to heart attack and stroke care; supported bipartisan efforts to prohibit tobacco sales to people under 21; and fought to preserve and extend health insurance coverage for all Americans.
- Awarded \$26.5 million in grants to scientific teams that will create a new research network focused on understanding the causes of atrial fibrillation.

- Expanded our Strategically Focused Research Networks to include cardiometabolic care and health technology such as apps and wearables.
- Worked to increase minority representation in research by awarding grants with the Robert Wood Johnson Foundation's Harold Amos Medical Faculty Development Program. We're also empowering women to participate in heart research studies through Research Goes Red.
- Rang the NASDAQ closing bell with the Westminster Kennel Club, signaling a collaboration to spread the idea that pets can help improve human health.
- Partnered with the American Diabetes Association to help people Know Diabetes by Heart. This initiative elevates care and gives patients tools to reduce their risk of cardiovascular disease.
- Launched Health Screening Services, a science-based business that can help create a workplace culture of health as we strive to improve well-being for all Americans by increasing awareness of health risks.

We are proud of these accomplishments, yet we know plenty of work remains. Nearly half of U.S. adults have cardiovascular disease. But our more than 40 million volunteers and supporters remain relentlessly dedicated to expanding healthy life expectancy around the world.

With gratitude,

JAMES J. POSTL
Chairman of the Board, 2017-19

IVOR J. BENJAMIN, M.D., FAHA
President, 2018-19

FROM THE CHIEF EXECUTIVE OFFICER

To be a relentless force for a world of longer, healthier lives. That's the mission of the American Heart Association. But what does it mean to be relentless?

It means hitting back against health threats, speaking up for those with no voice, forging new frontiers, fighting for health equity and leveraging our brand to promote better health. When faced with a challenge, the relentless rise.

The American Heart Association is rising as a global authority in health and well-being. Over the past year, we have advanced and streamlined our work in priority areas including scientific and technological innovation, advocacy, systems of care, community empowerment and health care transformation.

- With 1 in 3 women dying of heart disease, we've launched Research Goes Red with Project Baseline by Verily to ensure women are represented in heart research studies.
- Local and state laws on sugar-sweetened beverages and CPR in schools are changing in favor of better health, thanks to our advocacy efforts.
- Through strategic alliances with Connected Pulse, Google Fit, Quest Diagnostics and others, we're merging science and technology to improve health and empower patients.



Nancy A. Brown

- Get With the Guidelines® has grown to 3,100 hospitals in five countries, impacting 7 million patients.
- Our CEO Roundtable is helping tackle the mental health crisis by engaging employers to destigmatize mental health disorders, train leaders, provide comprehensive benefits and foster dialogue.
- Always a pacesetter, we're also uniting pets and people to promote happy minds and healthy hearts.

We're bold. We think big. And, with your continued support, we are fulfilling our mission.

We are relentless.

All my best,

NANCY A. BROWN
Chief Executive Officer

ABOUT THE AMERICAN HEART ASSOCIATION

The six cardiologists who founded the American Heart Association in 1924 would be amazed today. From humble beginnings, the AHA has grown into the nation's oldest and largest voluntary organization fighting heart disease and stroke.

Heart disease is the No. 1 killer worldwide, and stroke ranks second. Even when those conditions don't result in death, they cause disability and diminish quality of life. That's why our mission is to be a relentless force for a world of longer, healthier lives. It drives all we do.

Who We Are: The American Heart Association is a catalyst for achieving maximum impact in equitable health and well-being in the United States and around the world. With headquarters in Dallas, we have more than 40 million volunteers and supporters, more than 3,200 employees and 147 local offices. The American Stroke Association is our division that leads the organization's stroke-related activities.

Our Guiding Values are:

- Bringing Science to Life
- Improving and Extending People's Lives
- Building Powerful Partnerships
- Speaking With a Trustworthy Voice
- Inspiring Passionate Commitment
- Making an Extraordinary Impact
- Meeting People Where They Are
- Ensuring Equitable Health for All

What We Do: We're working toward improving the cardiovascular health of all Americans by 20% and reducing deaths from cardiovascular diseases and stroke by 20% — all by the year 2020.

Our work is guided by five pillars:

- Leading breakthroughs in science and technology
- Changing systems
- Changing policy
- Transforming health care
- Transforming communities

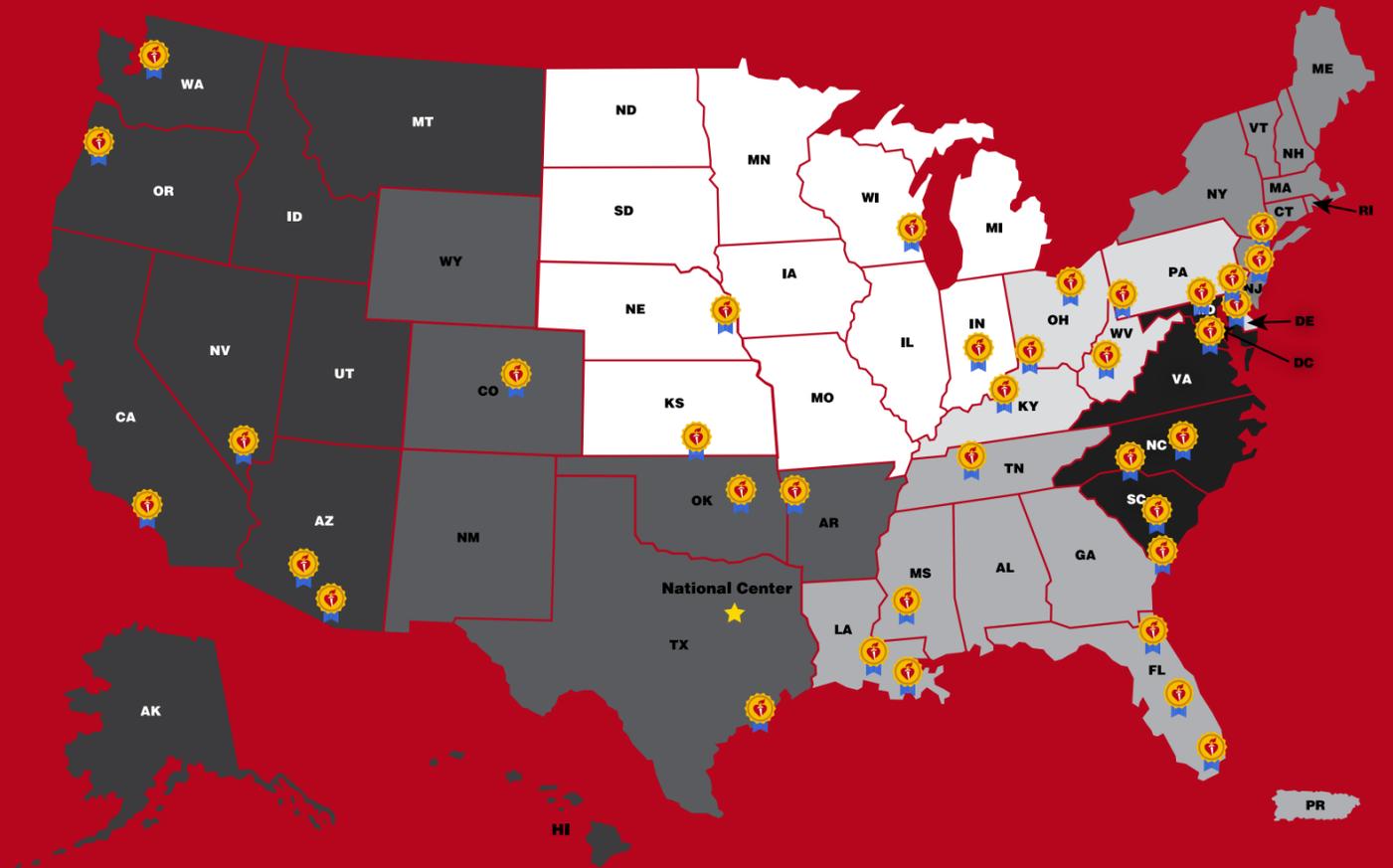
From pioneering precision cardiovascular medicine to accelerating drug discovery, we're leading bold innovations to improve health and well-being worldwide. In short, we provide vital tools and information to help people make lifestyle choices that lead to longer, healthier lives. We also advocate for stronger policies that protect and improve the health of our communities by educating lawmakers, policymakers and the public.

We're the nation's leader in CPR education and training. And we provide science-based treatment guidelines for health care professionals to help them provide quality care to their patients. Our volunteer experts select the scientific research most worthy of funding — with great results. We've invested more than \$4.5 billion in research, making us the largest not-for-profit funder of cardiovascular and cerebrovascular research. 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.

For more information, visit heart.org or call 1-800-AHA-USA1.



GOLD STANDARD BOARDS



- WESTERN STATES
- SOUTHWEST
- GREATER SOUTHEAST
- MIDWEST
- GREAT RIVERS
- MID-ATLANTIC
- FOUNDERS

AHA 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.

2020 IMPACT GOAL

By 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%. Total cardiovascular disease has decreased 15.1%, while stroke is down 13.6%, as of February 2018.

OUR PROGRESS **3.8%***
Improvement to CV Health

TOTAL CVD **-15.1%** **OUR PROGRESS** **STROKE** **-13.6%**

HEALTHY LIFESTYLE CHANGES HAVE IMPROVED SOME PUBLIC HEALTH STATISTICS, YET RESULTS WERE MIXED.

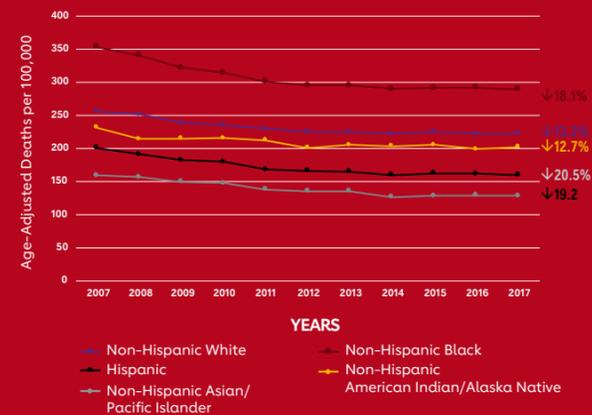
(Up arrows indicate improvements.)



As a result of our collaborative efforts, millions of people are enjoying longer, healthier lives. Yet we have a long way to go. Obesity in both adults and youth is at an all-time high, youth are being diagnosed with signs of heart disease earlier than ever and people just ZIP codes apart can live 25 years less than their neighbors because of disparities in health.

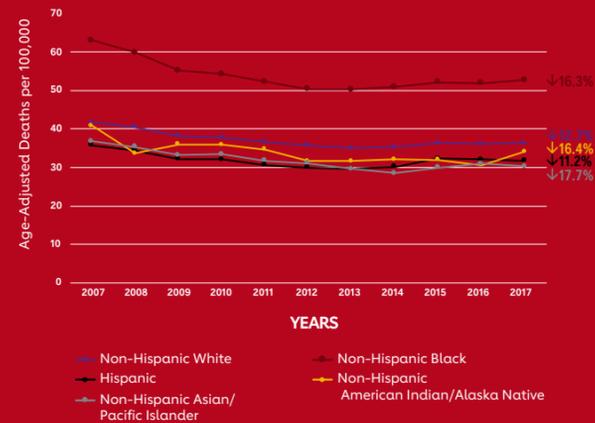
We must work together to address challenges such as poverty, safety and homelessness. We want all people to have equal access to healthy options and quality health care, giving everyone the opportunity to thrive.

AGE-ADJUSTED TOTAL CVD MORTALITY RATES
2007-2017 BY RACE AND ETHNICITY

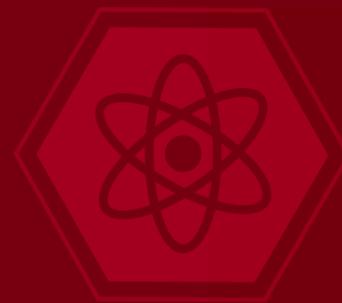


Overall CVD mortality has declined 15.1%. The CVD mortality decreases are most dramatic for black people, Hispanics and Asian/Pacific Islanders, but disparities persist and black people continue to have the highest CVD mortality rates.

AGE-ADJUSTED STROKE MORTALITY RATES
2007-2017 BY RACE AND ETHNICITY



Stroke mortality has declined 13.6%, but has plateaued since 2012. Decreases are most dramatic for black people, American Indian/Alaska Natives and Asian/Pacific Islanders, but disparities persist. Black people continue to have the highest stroke mortality rates.



SCIENCE & RESEARCH

*Improvement in cardiovascular health is based on average changes across seven health components. Improvements in blood pressure, cholesterol and smoking are being offset by unfavorable changes in BMI, physical activity and diet.



SCIENCE & RESEARCH

WE'RE MERGING SCIENCE AND TECHNOLOGY TO IMPROVE HEALTH.

The American Heart Association's relentless pursuit to unravel the mysteries of heart disease and stroke amped up as we brought new ideas, new funding and new momentum to fight the world's top killers.

The AHA continued its commitment to delve into the mysteries of the heart and brain by funding 838 new scientists with a research investment of \$198 million over the fiscal year.

Our Strategically Focused Research Networks funding model, a pipeline for innovative discoveries, expanded to include two new networks: cardiometabolic care and health technology, which could include investigating apps and wearables. Researchers are examining modifiable risk factors associated with Type 2 diabetes and other cardiometabolic disorders, a combination of dysfunctions characterized by insulin resistance.

The AHA seeks to merge science and technology to improve health and empower patients. Speaking at the annual Apple launch event in Silicon Valley, AHA President Ivor Benjamin said capturing meaningful data about a person's heart in real time is changing the way medicine is practiced.

Quest Diagnostics committed \$10 million to the AHA's research enterprise One Brave Idea, now an \$85 million effort to determine the causes of

heart disease long before symptoms start.

The AHA-Allen Initiative in Brain Health and Cognitive Impairment is making strides to advance brain research, thanks to \$43 million in commitments from multiple funders. The first grant recipients, a trio of scientists, have their sights set on better detecting, treating and preventing cognitive decline.

As recipients of \$1 million in Merit Awards, Dr. Jeffery D. Molkenin and Dr. Dianna M. Milewicz have set bold goals to save lives — he's trying to find genes that can help the heart repair itself after a heart attack, and she's exploring moyamoya disease, a cause of strokes in children and young adults.

Despite progress, women remain underrepresented in cardiovascular disease studies. And many clinical trials don't analyze results by gender. We launched Research Goes Red to tackle these disparities and to find new ways to fight the No. 1 killer of women.

Our flagship meetings featuring the latest science remain crucial for health care



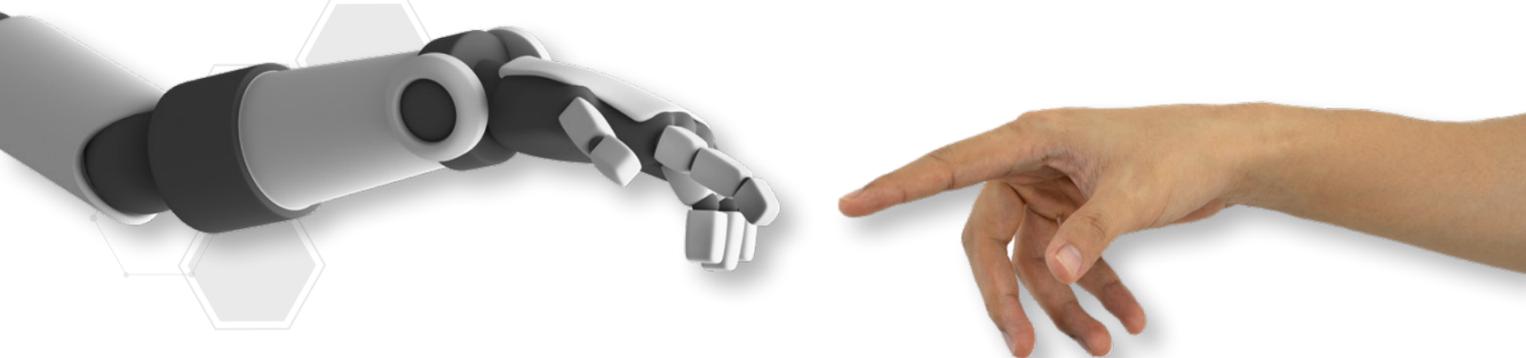


professionals globally. At Scientific Sessions, which drew 12,450 attendees, the AHA called for adoption of the new U.S. Department of Health and Human Services' Physical Activity Guidelines for Americans and unveiled our updated cholesterol guidelines. And at the International Stroke Conference, where 4,500 participants convened, "Women in Stroke" highlighted stroke disparities across gender lines.

Artificial intelligence and machine learning are making an innovative impact in health care. Our grantees in the Institute for Precision Cardiovascular Medicine are using AI to predict outcomes for ICU patients and to predict individuals at risk of stroke. They're also using machine learning for image reconstruction for real-time cardiac magnetic resonance imaging.

At the third annual Research Leaders Academy, the first two awardees were named for a grant program to increase minority representation in research. The program was established by the AHA and the Robert Wood Johnson Foundation's Harold Amos Medical Faculty Development Program.

The National Institutes of Health and the Food and Drug Administration renewed the grant to the AHA Tobacco Center for Regulatory Science for the next five years, for \$17 million. This supports basic, clinical and large database research on the effects of combustible and vaping tobacco product research at the American Heart Association and a number of institutions.



HEALTHY LIVING



HEALTHY LIVING

SMALL CHANGES CAN LEAD TO BIG WINS FOR HEART HEALTH

From sodium to added sugars to tobacco use, we're tackling big health threats by helping consumers and companies make better, healthier decisions. But even as we celebrate another year of progress, we know we can't let up.

As Big Tobacco addicts a new generation through insidious efforts to promote the use of electronic cigarettes, the AHA supports the removal of all

flavored tobacco products,

including e-cigarettes,

from the market. By the end of the fiscal

year, 16 states and Washington, D.C. as well as 475 cities

and counties nationwide had passed laws increasing

the minimum tobacco sale age to 21. Lawmakers

also proposed a nationwide Tobacco 21 law to raise the legal age for tobacco and nicotine sales to 21. In addition, the AHA issued a presidential advisory in *Circulation* calling for a "tobacco endgame" and strong federal regulation of newer tobacco products.

We're also working nationwide to put a lid on sugary drinks — a major health threat.

Kids are consuming an average of over 30 gallons of these drinks a year, enough to fill a bathtub. But our efforts are gaining momentum. Eight cities now tax sugary drinks. Since Philadelphia's sugar-sweetened beverage tax was passed two years ago, bottled water sales are up, and sugary drink consumption is down. A study in *Circulation* found that mandatory labeling of added sugars on packaged foods and beverages could prevent nearly 1 million cases of cardiovascular disease and Type 2 diabetes.

As part of our efforts to increase access to healthy foods, the AHA convened a Foodscape Innovation Executive Leadership event. There, food industry executives and nutrition experts discussed ways to create a healthy, sustainable food system. Food service giant Aramark is pursuing healthy menu strategies inspired by AHA science and research, slashing saturated fat 19% while upping consumption of fruits, vegetables and whole grains over three years.

We continued innovative efforts to help people get moving. Google Fit users are earning points for movement and intensity in collaboration with an AHA program based on our fitness recommendations. And we adopted and promoted the federal government's second edition of the Physical Activity Guidelines for Americans.



Kids are consuming over
30 gallons
of sugary drinks a year,
enough to fill
a bathtub.



56%
of women
now know heart
disease is their
No. 1 health
threat.

The AHA's first Social Impact Fund investments were awarded to help communities build healthier environments. Eight organizations in Boston and in Flint, Michigan, are using the investments to improve housing and food access, thanks to a generous donation in 2018 from Stevie and David Spina. Blue Cross Blue Shield committed \$1 million to fund similar programs in Chicago. Such efforts are crucial because of health disparities across the country. For example, residents of Philadelphia's upscale Society Hill enclave live about 88 years, yet just five minutes away in North Philadelphia, life expectancy is 20 years less. The AHA hosted a conference where thought leaders proposed innovative solutions that could be funded through donations. Johnson C. Smith University

and Winston-Salem State University will each receive \$100,000 to improve lives in under-resourced communities. The grants were made possible by a gift from donor John Houston III in honor of his late wife, Barbara.

A new collaboration with the American Diabetes Association is helping patients "Know Diabetes by Heart" and reduce their risk of cardiovascular disease. It's supported by founding sponsors the Boehringer Ingelheim and Eli Lilly and Company Diabetes Alliance, and Novo Nordisk, along with national sponsors, Sanofi and AstraZeneca.

Close to 56% of women know heart disease is their No. 1 health threat, a nearly 90% increase in awareness since Go Red for Women was founded 15 years ago. When Go Red week wrapped up in February, the AHA and the Westminster Kennel Club rang the NASDAQ closing bell, raising awareness that pets can help human well-being.



As proof, "Best Friend Fridays" had tails wagging in June when employees around the country could bring their pets to work. Studies show having a pet encourages physical activity and improves workplace productivity.



22%
of employees
said they would be
more productive
with a pet
at work.



TREATMENT & EDUCATION



TREATMENT & EDUCATION

WE'RE TACKLING PREVENTION, DISPARITIES TO IMPROVE HEALTH FOR ALL

The American Heart Association began delving into the mysteries of heart disease during a time of almost unbelievable ignorance. Today, 95 years later, we know much more — and we're putting that knowledge into action to save lives. From consumers to health care professionals to lawmakers, we're accelerating our efforts to treat and educate more people.

People like Andrew Blackshear are why quality, affordable health care is so crucial. Andrew, who struggled to get insurance to cover his open-heart surgery, told his story before Congress this year to highlight just how important it is to protect patients in dire need. The AHA is helping to shine a light on cases such as Andrew's while advocating for patients everywhere.

The AHA and the American College of Cardiology announced new prevention guidelines, providing health care providers with the latest research-based guidance to help people live overall healthier lives and lower their risk for heart attack, stroke and heart failure. The recommendations are wide-ranging, offering "one-stop shopping for prevention."

New guidelines were published focusing on preventing, diagnosing and treating high cholesterol. The guidelines are important because high blood cholesterol over a lifetime can increase the risk for heart attack or stroke.

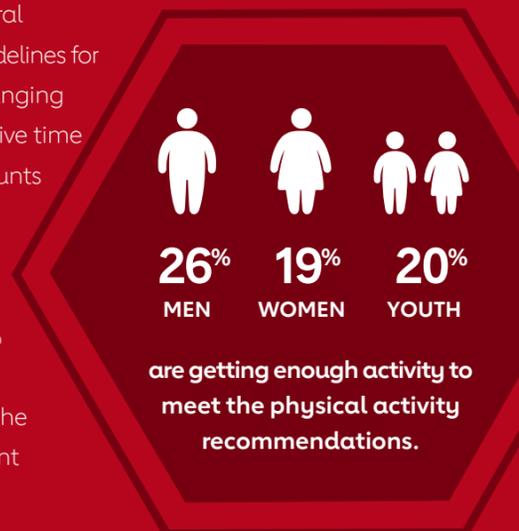
The new guidelines say managing the waxy, fat-like substance in the blood should be a concern for people of all ages.

We adopted the federal government's new guidelines for physical activity. Changing sedentary time to active time — even in small amounts

— can have health benefits, according to the guidelines. Only 26% of men, 19% of women and 20% of youth report getting the recommended amount of activity.

Our Brain Health Enterprise is helping the AHA bring together innovators and forward-thinking organizations to translate the latest science with the aim of improving brain health and healthy aging.

As a champion of health equity, we're addressing the disparate impact of heart disease and stroke in women and culturally diverse populations. The AHA's flagship meeting, Scientific Sessions, brought together African American leaders of five major health organizations. Their panel discussion focused on health disparities, which statistics show disproportionately affect people of color.



West Virginia struck gold for its work controlling high blood pressure.



They also covered the importance of helping people overcome barriers to appropriate care.

The American Heart Association's science and public policy successes were on display during the World Congress of Cardiology & Cardiovascular Health. We addressed the global burden of atrial fibrillation (a quivering or irregular heartbeat) and highlighted the AHA's Strategically Focused Research Networks.

We continued to accelerate our efforts to ensure patients in hospitals receive the best care. The AHA and The Joint Commission announced two new hospital certifications to improve systems of care for heart attack patients.

Get with the Guidelines is growing globally, and GWG-Stroke hospitals provide superior care, according to a new study. Patients at participating hospitals received more evidence-based interventions than patients treated in nonparticipating hospitals, the study found. We're also working with hospitals in high-mortality areas to help reduce disparities in care.

Target: Stroke continued to sharpen its focus on getting vital medication to patients more quickly. The goal this past year was for at least 85% of patients to get the clot-dissolving medication they need within 60 minutes of arriving in a hospital's emergency department. According to a study, patients were treated 15 minutes earlier than before the hospitals implemented Target: Stroke Phase II.

In partnership with the American Medical Association, the AHA continues to help improve blood pressure control rates by working with health care organizations and clinics across the country. This year we focused on clinicians to deploy evidence-based strategies for blood pressure control. We're also working to ensure our Target: BP program is reaching those who need it the most by supporting federally qualified health centers serving under-resourced communities.

In addition, we secured several policy wins to align patient coverage and provider reimbursement with our guidelines. This includes Medicare coverage for using ambulatory blood pressure monitoring to diagnose high blood pressure, and billing code coverage for providers' time working with patients to track their blood pressure.



A panel discussion at Scientific Sessions focused on health disparities, which disproportionately affect people of color.



EMERGENCY CARDIOVASCULAR CARE



EMERGENCY CARDIOVASCULAR CARE

WE'RE WORKING RELENTLESSLY TO PREVENT DEATHS FROM CARDIAC ARREST

Cardiac arrest — when the heart abruptly stops beating — is almost always a death sentence. Our resuscitation efforts center on increasing survival from cardiac arrest, and we never forget that every minute counts.

Leaders from 30 of the nation's largest health care systems convened to elevate resuscitation quality and patient care at the first RQI2020 Keynote and Healthcare Networking Conference in Dallas. During the conference, the AHA declared verified CPR competence as the new standard of resuscitation care. Over 500 hospitals have adopted the Resuscitation Quality Improvement program to improve their CPR competency.

To accelerate this transformation, the American Heart Association and Laerdal Medical formed RQI Partners, LLC to ensure hospitals, health care systems and EMS systems adopt this new standard of care by 2025.

RQI Partners, Priority Dispatch and the International Academies of Emergency Dispatch announced their shared mission to help double out-of-hospital cardiac arrest survival by 2028. Together we're working to create a world where no one dies from preventable cardiac arrest.

One key to achieving this goal is the launch of the Resuscitation Quality Improvement-Telecommunicator program to ensure bystanders receive high-quality telephone CPR instructions. RQI-T provides simulation-based learning and education to public safety telecommunicators in 45-minute sessions every 90 days.

The AHA and Royal Philips, a global leader in health technology, joined forces to increase global cardiac arrest survival rates by using technology to better connect victims and rescuers. The organizations' Connected Pulse Program is helping people access and use AEDs, focusing on the chain of survival.



500+ hospitals
have adopted the Resuscitation
Quality Improvement
program.

THE LESSON THAT SAVED A LIFE

When Kent and Marcia Seeker attended a Hands-Only CPR class in 2009 in Madison, Wisconsin, Kent was worried about his weight and the possibility of a heart attack. He wanted Marcia to be prepared.

Hands-Only CPR involves just two steps: calling 911 and pushing hard and fast on the center of the chest, as the Seekers learned. Just a few weeks later, that knowledge was put to the ultimate test when Kent awoke to Marcia making strange noises. When she didn't respond to his nudges, Kent called 911 and performed CPR until the paramedics treated Marcia and she started breathing again. Later they learned she had a heart attack.

The AHA trains millions of people in CPR worldwide annually, providing the knowledge and confidence to help save a life. The Seekers are now advocates for Hands-Only CPR and have even included the AHA in their will. "I'd like to see all 50 states teaching Hands-Only CPR in all schools," Kent said. "That's as important

as 'the three Rs—reading, writing and arithmetic.'"



Kent and Marcia Seeker (front)



We continued to expand our emergency cardiovascular care training, with the goal of training half of China's cardiologists in the next five years. The goal is part of an agreement signed by the AHA and the Chinese Medical Doctors Association during The Great Wall International Congress of Cardiology in Beijing.

We continued to broaden our international scope. Last year we trained 3.1 million people in CPR outside the United States, developed 12,000 new instructors and opened 86 new training centers. Our international training network now includes 3,000 training centers and sites and 40,600 Instructors in 86 countries. In addition, the World Heart Federation, the South Africa Department of Health and the Chilean government committed to training all staff in CPR, while Kuwait mandated the training for all health care providers and aims to train 10% of the public.

A key way to ensure fast defibrillation is to get bystanders to immediately call 911. Research shows brain cell death starts three minutes after the heart stops beating, and every minute that elapses without defibrillation means a 10% decrease in the chances of survival.

World Restart a Heart Day was held for the first time as part of a movement to educate the world in Hands-Only CPR, which involves just two steps: calling 911 and pushing hard and fast on the center of the chest. The movement was founded by the seven councils of the International Liaison Committee on Resuscitation, which includes the American Heart Association.

The bleak survival rate for cardiac arrest could be dramatically improved if bystanders would perform CPR and use portable devices called automated external defibrillators or AEDs. More than 500,000 people have visited Hands-Only CPR kiosks nationwide. Nearly half completed the tutorial, practiced compressions and passed the test. To date, 41 kiosks have been installed across the country.



RAISING MONEY TO SAVE LIVES



RAISING MONEY TO SAVE LIVES

Someone dies from heart disease or stroke every 38 seconds. The American Heart Association is relentless in our efforts to help neighbors, friends and loved ones everywhere build longer, healthier lives — and we couldn't do it without our supporters.

Major Gifts, Life-Changing Results

Our revenue for the fiscal year totaled \$887.4 million. Major gifts from individuals

and foundations totaled \$55.6 million. Here are some highlights.

With a \$23 million grant over 27 months — the largest advocacy grant in the history of both the AHA and the Robert Wood Johnson Foundation — more children will have access to healthy food, safe streets and places to play.

After more than 22 years of support, as The Davee Foundation sunsets in Chicago, the AHA was

presented a \$2.5 million donation. The Davees were strong supporters of medical research, so in 2009, in addition to their annual gifts, the foundation started funding grants to support AHA-funded research into heart-related issues.

"The board wished to honor the Davees and the organizations they supported during their lives," said Craig C. Grannon, the foundation's executive administrator. "An endowment titled the Ruth D. and Ken M. Davee Cardiac Research Support Fund was created to continue into perpetuity their love of medical research."

With a seed gift in 2018 from donors Stevie and David Spina, the AHA launched its Social Impact Fund to address disparities and to empower communities to be healthier through economic growth, healthy food access, housing and educational opportunities. A \$1 million investment this year from Blue Cross and Blue Shield of Illinois will help provide better health care for more people in Chicago neighborhoods.

The Von Gonten family of Houston committed to expanding a local partnership with the Houston Food Bank. The family's gift supports two blood pressure kiosks accompanied by AHA's hypertension management programming and resources for food bank visitors.

The AHA is grateful for decades of support from the Henrietta B. and Frederick H. Bugher Foundation to fund groundbreaking science. Most recently, the foundation made a \$1.1 million grant to



Kelly Von Gonten and her daughter, Rachel Dash, at the 2019 Red Dress Collection in New York City

The American Heart Association is honored to celebrate individuals who are making a profound impact on our mission and in communities across the country through our giving societies.

Cor Vitae Society

Latin for *heart of life*, the Cor Vitae Society recognizes donors who make an annual gift of \$5,000 or more to further the AHA's mission. Lifetime recognition begins with \$500,000 in cumulative gifts. Cor Vitae membership topped 6,049 in the last year, representing nearly \$78.1 million in philanthropic support.

Paul Dudley White Legacy Society

Named for an AHA founding member who is considered the father of American cardiology, the Paul Dudley White Legacy Society honors generous donors who have included the AHA in their will, trust or other type of estate plan. At the end of the fiscal year, more than 4,911 members committed to leaving a legacy of support.

Thank you to all the passionate supporters and members who are determined to end heart disease and stroke.

heart.org/corvitaesociety

heart.org/plannedgiving

American Heart Association®



Since 2013, the AHA and the Robert Wood Johnson Foundation have worked together to help children and their families live longer, healthier lives through Voices for Healthy Kids, an innovative advocacy initiative.



With a grant of \$23 million in 2018, more children will have access to healthy foods and drinks at home and in school, safe streets for biking and walking, and places to play after school. The foundation provided an additional \$1.2 million to oppose policies that limit local and state jurisdictions' ability to promote health.

More than 182 million people have been positively affected by policy wins. The foundation's generosity to the AHA totals more than \$100 million, with countless kids' lives changed.

PLANNING FOR FUTURE IMPACT

Christine Gustafson knows that clients and donors want their dollars to represent their values.

That's why Gustafson, senior vice president of wealth management for UBS Financial Services in Phoenix, supports "mission-aligned investing" — like the American Heart Association's Donor Advised Fund Program. It's the only choice for donors to invest in a tobacco-free portfolio.

Christine's also passionate about involving her children in philanthropy and in the AHA Donor Advised Fund Program.

"We're giving our kids a dollar amount they can grant each year to continue a lifelong generational giving philosophy," she said. "I know my son and daughter will continue this legacy because they realize that heart disease runs in our family."

Christine's family created the Gustafson Family Foundation to support their favorite causes, including the AHA, through its Donor Advised Fund Program. "It's easy to set up and the current tax laws provide a very good incentive to give through a donor advised fund," she said.

"I've always felt the AHA was a superb organization to commit both my time and money to," said Christine, who lost her grandparents and other family members to heart disease. She also volunteers for Heart Ball, Heart Walk and the Go Red Executive Leadership Team.

Christine's generous donations make her a member of both the Cor Vitae Society and the Paul Dudley White Legacy Society.

"While we give to other charities, the AHA is the only organization that is dear to my heart," she said.



Christine Gustafson

support increased focus on collaboration within the AHA-Allen Initiative in Brain Health and Cognitive Impairment, which seeks discoveries of early, biological contributors to dementia.

The Leona M. and Harry B. Helmsley Charitable Trust invested in the AHA's expansion of quality improvement in post-acute care for stroke, the world's No. 2 killer and a leading cause of disability. The goal is to elevate and standardize quality of care and to help improve patients' return to independence and quality of life.

For passionate advocates who have already given time and money, including the American Heart Association in their estate plan is a way to give even more.

Melissa and Steve Grimshaw have made substantial personal and professional investments in our mission. Steve, CEO of Caliber Collision, serves as Dallas Board Chairman and is a member of the American Heart Association CEO Roundtable. The Grimshaws



Melissa and Steve Grimshaw

have chaired Côtes du Coeur — the Dallas Heart Ball — and they are faithful members of the Cor Vitae Society President's Circle. As new

members of the Paul Dudley White Legacy Society, they have invested in long-term impact to advance the AHA's mission.

Community Events Fuel Mission

Event revenue allows the AHA to fund pioneering research while improving the well-being and quality of life for all our neighbors. Our signature events in communities across the country raised \$369 million, marking eight years of annual growth.

Heart Walk generated a record \$132 million in its Silver Anniversary year. Close to 1 million supporters walked to fight heart disease and stroke. Since Heart Walk started in 1993, death rates from heart disease and stroke have declined 45%, but there is still much work to do.

National sponsors — including Airflow Sleep and Kroger — are deepening the Heart Walk's impact across the country, and individuals are also leading the way. In North Carolina, a gift from Corrine and Tom Greco to the Triangle Heart Walk will help increase bystander CPR rates in

Raleigh-Durham by equipping schools and neighborhoods with the skills to save a life.

Supporters at Heart Ball events raised a collective \$85 million to fuel the AHA's mission. Corporate support and generous donor gifts led the way for record-breaking results, including 44 events with six-figure revenue growth and 24 events posting seven-figure results.

The Bender Foundation, Inc., a longtime Heart Ball supporter in Washington, D.C., made a \$1.5 million multi-year commitment to continue a legacy of transforming the health of the Capitol region. In Cincinnati, a community focus on reducing blood pressure led a generous donor to underwrite two blood pressure kiosks in support of the city's Heart Ball.



Close to 1 million supporters participated in Heart Walk to end heart disease and stroke.



Brennan Rosenberg

Today, more women than ever recognize that heart disease is their leading cause of death, thanks to Go Red for Women. Through signature luncheon programs, supporters in 170 communities nationwide rallied to raise \$51 million, bringing Go Red's total raised to more than \$600 million since 2004. The movement is supported through 2021 by a \$15 million gift from CVS Health.

A few additional highlights:

- The Go Red for Women National Leadership Council, chaired by Lisa Bisaccia, chief human resources officer for CVS Health, unites bold leaders working to transform women's health.
- Circle of Red members grew their contributions to an all-time high of \$7.3 million.

- STEM Goes Red expanded into 32 communities, inspiring more than 4,000 young women to pursue a future in STEM.

CycleNation saw events in nearly 40 markets more than double from the previous year, generating \$3.7 million. The excitement is engaging a new generation of supporters to get brain- and heart-healthy on stationary bikes. Denver's CycleNation event led the way by raising more than \$800,000.

The AHA has a 40-year history of helping students learn how to keep their hearts healthy while making a difference for others. The all-new Kids Heart Challenge got hearts pumping as elementary students jumped rope, played basketball, danced and completed obstacle courses to raise money for the AHA.

Fourth-grader Brennan Rosenberg of Las Vegas raised more than \$28,000, the most of any student. Brennan, who was born with a congenital heart defect, said, "Everyone has a

little different heart and mine is just a little more different. I want people to know how good the AHA is and how much they help people."

More than 14 million students supported the program, generating \$74 million in its first year. Participating schools received an extra boost with a grant program that helps fund physical activity equipment and wellness initiatives.

The American Heart Challenge also is raising money and helping to save lives in middle and high schools. With support from the American Dance Movement, co-founded by Nigel Lythgoe and Adam Shankman, celebrity dancers and choreographers shared the latest cardio-pumping dance steps with tutorials for teen supporters.

Meanwhile, people across the country supported our mission through the Life Is Why We Give campaign. More than 360 retail outlets, representing a 150% growth in supporters, included Macy's, Advance Auto Parts, AT&T, Belk, Pilot Flying J and Stein Mart. Shoppers gave more than \$12 million through point-of-sale donations.



Lawrence Griffith

A FORCE FOR POWERFUL CHANGE

The life expectancy of two people living just a few miles apart can differ by as much as 20 years. Lack of access to health care, nutritious food, affordable housing, employment and education can have devastating and unfair effects on health.

Entrepreneur and philanthropist Lawrence Griffith is working to change that. His \$2.5 million gift to the American Heart Association will help support community health initiatives in his hometown of Cincinnati and across the country. And it makes him a member of the Cor Vitae Society Heart and Torch Circle.

"Whether it is fighting the tobacco companies to stop marketing to children or fighting against the disparities in communities of people of color, the AHA is the organization that fights for us and we need to make sure that fight continues," Griffith said.

The AHA's Cincinnati office will be named after Griffith and his family in recognition of their tremendous support. "I want African Americans to start to give at a level where you are creating a family legacy," he said. "I want people to know — both in my community and in my family — not only that I was here, but the commitment I made to stamping out heart disease. I think it is important that African Americans know another African American helped drive this better health forward."

Griffith, 54, founder and CEO of Digital Factory, Inc., aims to leave a positive footprint that influences other communities — and the world. Part of his gift will support the National EmPOWERED to Serve Business Accelerator and the EmPOWERED Scholars program. The Accelerator focuses on community-centered business models for health impact, while Scholars empowers young leaders to become forces for change in under-resourced communities.



WORKING TOGETHER FOR HEALTHIER COMMUNITIES



Together with employees and customers, Macy's has raised more than \$69 million since 2004 as a founding Go Red for Women sponsor.

The retailer also is inspiring action as the physical activity supporter for Go Red, inviting women nationwide to Move More with Macy's. The goal is to help women understand the importance of moving more, eating better and managing their blood pressure.



Through a three-year, \$3 million commitment, BP America has anchored a robust awareness and education campaign across Houston, home to the company's U.S. headquarters.

"We're excited by this unique, multi-faceted relationship and the impact the partnership will bring to the Houston community," said BP America Chairman and President Susan Dio.

The AHA's blood pressure, CPR education and workplace health programs will help amplify BP's commitment to 5,000 local employees and the Houston community. BP will also provide title sponsorship for local Heart Walk, Heart Ball and Go Red for Women events.



For the third consecutive year, CVS Health proudly supported Go Red for Women as a national sponsor, reaffirming a \$15 million, multi-year commitment to fight the leading cause of death in women — heart disease.

"At CVS Health, we are committed to helping people on their path to better health, and that purpose drives everything we do," said Lisa Bisaccia, chief human resources officer for CVS Health and national volunteer chair for Go Red for Women.



As a national supporter of Healthy for Good, Kroger has committed \$3 million over three years to improve public health through nutritious food.

By making healthy foods more accessible and educating consumers on heart-smart shopping, cooking and dining, Kroger is committed to the health of the 14 million customers served at its stores, pharmacies and clinics nationwide. The relationship's executive champion, Kroger Health President Colleen Lindholz, is also committed to local activations throughout the greater Cincinnati community.



Airflow Sleep's commitment of \$6 million as the newest national supporter of the AHA's Healthy for Good – Be Well movement is empowering Americans to live longer and healthier lives through the power of sleep.

"Good sleep habits have a significant positive impact on overall health and quality of life," said CEO Andy Fligor. "Supporting the American Heart Association will help people sleep better so they can live better."



Cardiovascular disease is the leading cause of death, and people living with type 2 diabetes face an increased risk. Yet a recent survey showed only half of people 45 and older recognized their risk or had discussed it with a health care provider. The American Heart Association, the American Diabetes Association and other industry leaders launched Know Diabetes by Heart in November 2018 to reduce cardiovascular deaths, heart attacks, heart failure and strokes by empowering people living

with type 2 diabetes to take charge of their health. In 2018-19 Sanofi and AstraZeneca joined the collaborative as national sponsors.

Know Diabetes by Heart gives patients practical tools and emotional support to reach their health goals. The initiative also supports quality improvement measures for clinics, hospitals and health care providers by providing patient education resources. For more information, visit knowdiabetesbyheart.org.

FINANCIAL HIGHLIGHTS

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, 2019.



PUBLIC SUPPORT AND OTHER REVENUE (in thousands)

Net Special Events	\$331,036
Contributions	\$189,099
Bequests	\$84,698
Other Public Support	\$4,933
CPR Training Revenue	\$154,864
Other Revenue	\$122,790
Total Revenue	\$887,420



EXPENSES (in thousands)

Research	\$198,322
Public Health Education	\$295,084
Professional	\$162,936
Education & Training	\$63,264
Community Services	\$72,522
Management & General	\$100,120
Fundraising	\$100,120
Total Expenses	\$892,248

ASSETS (in thousands)

Cash, Cash Equivalents, Investments	\$811,189
Beneficial Interest in Perpetual Trusts	\$148,919
Receivables	\$322,143
Split-interest Agreements	\$71,290
Land, Buildings and Equipment, Net	\$72,476
Other Assets	\$15,856

Total Assets \$1,441,873

LIABILITIES (in thousands)

Research Awards Payable	\$362,491
Accounts Payable & Accrued Expenses	\$71,828
Other Liabilities	\$62,010

Total Liabilities \$496,329

NET ASSETS (in thousands)

Without Donor Restrictions	\$358,991
With Donor Restrictions	\$586,553

Total Net Assets \$945,544

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We dedicate this annual report to the memory of Bernard J. Tyson, a visionary leader who cared passionately about the health and well-being of all people. He inspired us with his wisdom as an AHA national board member, CEO Roundtable member, trusted advisor and friend. Bernard was a tireless champion for affordable, equitable health care and social justice to improve and extend lives throughout the U.S. and around the world. Bernard died in November 2019 at age 60.

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