

# EQUITY AND INCLUSION DASHBOARD

Leveraging diversity, equity and inclusion to drive our mission.

Q1/Q2 FY20-21

February 2021



## INTERNAL IMPACT

How we engage diverse staff and volunteers to deliver the mission through the lens of "equity first"

### Overall Staff Diversity Goal\*

#### Newly Filled Positions (posted jobs only)

Diverse candidates will comprise **33%** of newly-filled positions (internal or external) this fiscal year. Diverse candidates are defined by race/ethnicity, veterans, individuals with disabilities and LGBTQ+. Through Q2 our diverse hires and job changes were **37.5%**.

\*All gender, race/ethnicity, veteran, disability and LGBTQ+ data is self-reported.

AHA	Total Hires / Job Changes	Diverse	20/21 Q2 Percent
Eastern States	29	7	24.1%
Midwest	18	5	27.8%
National Center	80	38	47.5%
South East	28	9	32.1%
South West	22	7	31.8%
Western States	15	6	40.0%
Association Wide	192	72	37.5%



### Protected Veteran Status

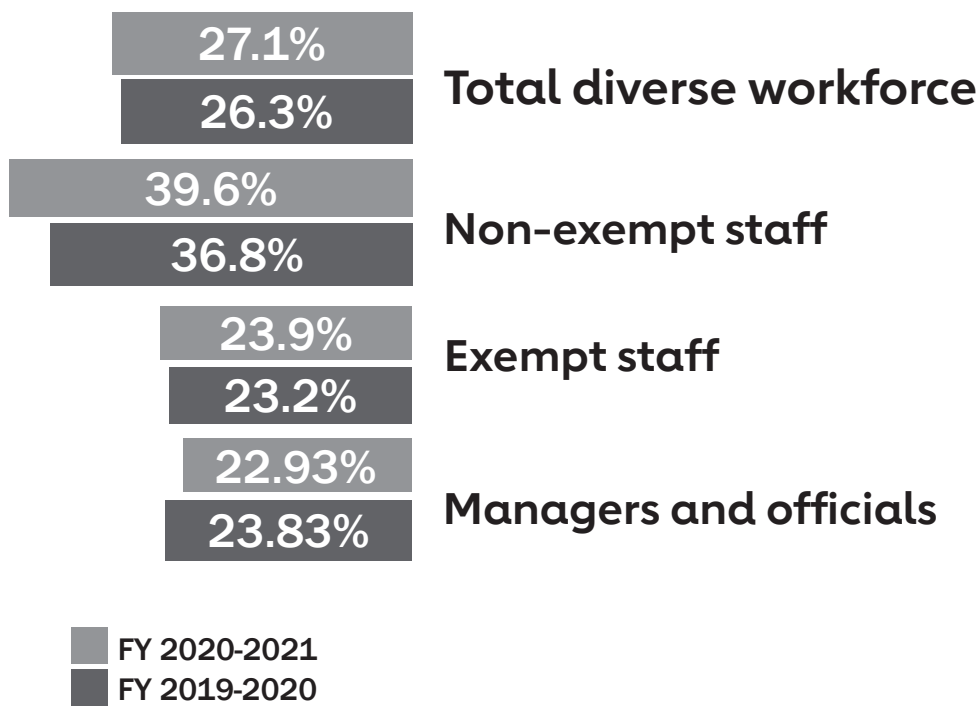
The percentage of our workforce who qualify in a protected veteran status is **1.1%**, the hiring benchmark is **5.9%**.



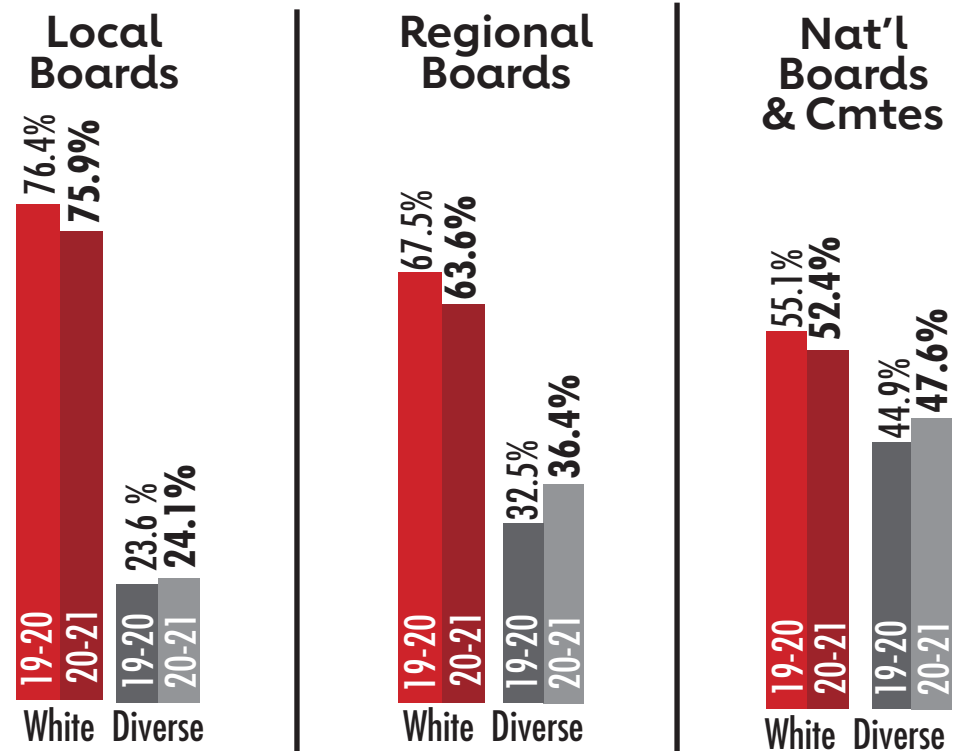
### Disability Status

The percentage of our workforce who qualify as an individual with a disability is **4.7%**, our affirmative action goal is **7%**.

### Staff Diversity | Race/Ethnicity



### Volunteer Diversity – Boards and Committees



### Recognition

Since 2016, the AHA has received many accolades including Best Place To Work, Best Nonprofits To Work For, National Organization on Disability 2020 NOD Leading Disability Employers and DiversityInc's Top Companies which we've received for four consecutive years (2016-2020).



### Employee Resource Groups

**158 → 399** members **OR** **5% → 14.3%** of staff participates in at least one ERG

from Feb 2020 to Feb 2021



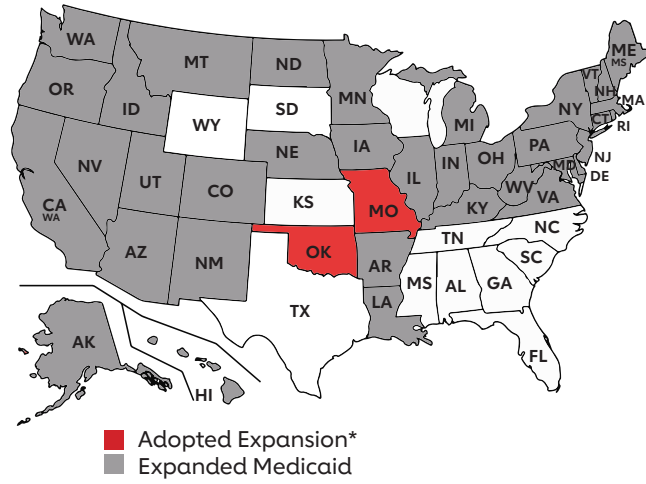
# EXTERNAL IMPACT

## How we drive equitable health impact with communities and in markets across the globe



### Medicaid Expansion

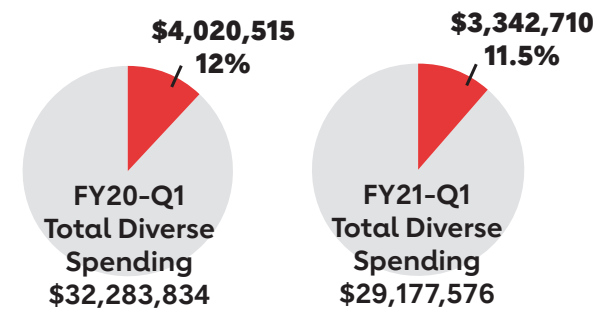
- Expansion continues in remaining **14** states; prioritizing **6**
- OK and MO pursuing expansion through ballots
- Coronavirus** continues to disrupt state budgets and threaten access to care.



### Supplier Diversity\*

FY20-Q1 Tier 1	- 10%	- \$3,370,123
FY21-Q1 Tier 1	- 10%	- \$2,876,421
FY20-Q1 Tier 2	- 2%	- \$650,392
FY21-Q1 Tier 2	- 1.5%	- \$466,289

Benchmark 13%



## EmPOWERED to Serve

The **2020 EmPOWERED to Serve National Finale** has generated over **900 new email leads** for the organization and has **exceeded the 250 registration goal** with over **350 registrants**. This is a **50% increase** over the 2019 ETS Business Accelerator (ETSBA) National Finale registration numbers. Each student received a **\$10,000 scholarship**.

This year the **ETSBA Finale had 128 applicants**.

**68 Alumni** have the opportunity for the additional business training through YWCA/ETSBA partnership.

- EmPOWERED Round Table** series kicked off in November and **exceeded the 1K registrant and 500 view goals**
- Changemaker (Youth Health Justice Roundtable):
    - Total Webpage Registrants: **1,157**
    - Total Live Views: **7,951**
  - Community Transformation (Roland Martin, Host):
    - Total Webpage Registrants: **1,303**
    - Total Live Views: **11,021**
  - Community Transformation, Continued Conversation (Wes Moore):
    - Total Webpage Registrants: **67**
    - Total Live Views: **7,883**

The CPR work with **Jack and Jill** resulted in over **500 young people being trained in CPR in October 2020**.

## Community Impact

The AHA is working with over **1700 Healthcare Organizations** and has recognized **over 1000** for their work in Blood Pressure via TargetBP including **322 Federally Qualified Health Centers**.

Patients from under represented communities covered by ambulatory care initiatives (as of 12/31/20):



In FY20, The AHA impacted communities via 192 local policy, systems, and environmental improvements reaching **46,917,552 individuals** including **20,116,792 disproportionately impacted individuals**.

In FY21, AHA has set a goal of achieving **287 high priority** local policy, systems, and environmental changes that drive health equity.

## Social Impact Fund/Bernard J. Tyson Fund

- Launched investment windows in Seattle, Atlanta, Twin Cities, San Jose and Detroit
- Increased our portfolio by **95%** from **19 to 37 investees**
- Over the course of FY 19-20, the Funds raised **\$2.5M**. At the end of Q2 FY 20-21, the Funds raised **\$11.2M**.

## Communications & Social Media

### Traditional Media

- 1.25+ Billion media impressions**
- 1,600+ News Hits:** Associated Press, CNN en Espanol, Medium, Medscape, Telemundo, Univision, US News and World Report, Yahoo Finance

### Topics Covered:

- Bernard J. Tyson Impact Fund and Social Impact Fund** recipient announcements
- Hispanic Heritage Month** virtual media tour: How to spot the signs between stress and a heart attack
- COVID-19 Data Challenge** recipient announcement
- COVID-19** effects on heart health in black women



## Issue-Based Fundraising & Community

- As of Dec 31, 2020, we have raised **\$2.4M** through Issue-Based Fundraising and Community Revenue. Some Issue-Based Fundraising initiatives include:
  - Greater Bay** - Cisco donated **\$1.05 million** to support Go Red for women, Healthy for Good & Community Impact programming 8 clinics in bay area and Dallas, Medtronic committed \$100k to support a FQHC in North Bay.
  - Raleigh** - Go Red received **\$225k** over three years from Broadstep leveraging the new Live Fierce campaign framework and secured their 2022 campaign chair.
  - Hawaii** - Servco committed **\$75k** over three years to support a FQHC.
  - Columbus** - Cardinal Health signed a full-mission commitment for **\$525k** over three years.





## INTERNAL IMPACT

### Recognition

This annual recognition is designed to commend those organizations that are leading the way in disability hiring and to encourage other companies to tap into the many benefits of hiring talent with disabilities, including strong consumer preference for companies that employ individuals with disabilities and greater employee engagement across the workforce. The Leading Disability Employer Seal is awarded based on performance on the **Disability Employment Tracker™**— NOD's free and confidential benchmarking survey which we completed in March this year.

The Tracker responses are scored, taking into account both disability employment practices and performance. Scoring prioritizes practices that are associated with increased disability employment outcomes over time, in addition to current performance in disability employment. Respondents also receive points based on the percentage of people with disabilities in their workforce.

### Employee Resource Groups

We ended the year with a total of 399 members of staff engaged in at least one ERG. This a strong 152% increase from the less than 200 members this same time last year.

## EXTERNAL IMPACT

### \*Supplier Diversity

- Due to COVID and cost reduction actions by the Association, Addressable spend was down 10% compared to Q1 FY 20
  - Less overall spend meant less spend with diverse suppliers too... Spend was down 17% period over period
- Our percentage of diverse spend compared to addressable spend was lower primarily due to the cancellation of in-person events.
  - Spend with Women owned businesses was down over \$400K; Ex: our event bus service (Kushner) was down \$140K
- The largest reduction in Tier II spend came in the contingent labor category, which was lower by almost 30%.

### Medicaid Expansion

- Expansion efforts continue in 12 remaining non-expansion states.
- \*OK and MO adopted expansion through ballots in 2020 and are currently in the "adopted but not implemented" stage. Both states are to targeted to begin implementation on July 1, 2021, though it's possible that actions by their state legislatures could cause a delay in that date

### Social/Bernard J. Tyson Impact Fund

- The bulk of the investments were made in Q1 FY 20-21.
- The fundraising in Q4 FY 19-20 ultimately led to the investments made in this Fortune Magazine article.