



INNOVATION AT HEART

ACCELERATING PROGRESS TO SAVE LIVES

THE FIGHT AGAINST HEART DISEASE AND STROKE

Reduced cvd
MORTALITY
by **70.7%**
1968-2015
(includes CVDs and congenital CVDs)


Reduced STROKE
MORTALITY
by **34.4%**
From 2002-2012

Trained
approximately
22 million
people in
CPR
worldwide annually

Funded
LIFESAVING ADVANCEMENTS:

- Artificial Heart Valve
- Cholesterol-Inhibiting Drugs
- Heart Transplant Capabilities
- CPR & First Aid Guidelines

More than
68,000
LIFE YEARS gained
From 2003-2015


33½ million
VOLUNTEERS & SUPPORTERS


37 STATES
and Washington, D.C.


HIGH SCHOOL GRADS
=
more than
2.4 million
TRAINED IN CPR ANNUALLY

More than
30 million kids
eat SCHOOL LUNCH
and more than
14 million
eat school breakfast

As a result of our collaboration with the USDA and others,
the meals they are eating are healthy and nutritious, and are
in line with the Dietary Guidelines for Americans.

800,000
African-Americans
are making a
POSITIVE IMPACT
against **STROKE**
in their communities


1.2 million
Go Red For Women
members fighting
to end heart disease

LARGEST
VOLUNTARY ORGANIZATION
dedicated to fighting
HEART DISEASE & STROKE


Over
900 PRODUCTS
from nearly **100 COMPANIES**
carry the **Heart-Check mark**


Funded
13
Nobel Prize
WINNERS

EVIDENCE-BASED
CARE in
7 million+
patient hospital stays


GET WITH THE
GUIDELINES


Funded
more than
\$4.1 billion
in RESEARCH
since 1949

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AND THE CHAIRMAN OF THE BOARD

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ASSOCIATION LEADERSHIP

FROM THE PRESIDENT AND CHAIRMAN OF THE BOARD



Alvin L. Royse (left) and Steven R. Houser

As president and chairman, much of our work focused on ensuring that the AHA keeps pace with a fast-changing world. Countless volunteers and staff set a bold course to maximize the AHA's long-term success toward its mission, making this year one of the most significant in recent memory. Highlights include:

Creating and adopting our Strategic Value Proposition, which is significantly transforming and advancing our mission in substance, form and global scope.

Being a leader in integrating science and technology to maximize the best health outcomes in areas such as precision medicine. This involves working with business, academic and governmental bodies.

Sharpening our focus on health equity by improving healthcare access for all Americans.

RESEARCH


Launching One Brave Idea, a bold five-year research enterprise funded by \$25 million each from the AHA and two partners, Verily and AstraZeneca. Dr. Calum MacRae, chief of Cardiovascular Medicine at Brigham and Women's Hospital, was chosen to lead this project, with the goal of winning the fight against heart disease.


- Revamping our research funding methodology to ensure that we support the best science and the best research for maximum impact while maintaining our commitment to inspire young investigators, especially women and minorities, to build careers in science and medicine.
- Advancing precision cardiovascular medicine through the AHA Institute for Precision Cardiovascular Medicine, which fosters strategic collaboration in research and funds vital initiatives dedicated to advancing precision medicine in cardiovascular care. Precision medicine uses a person's genetics, environment and lifestyle to develop tailored approaches to prevent and treat heart disease and stroke.

OUTREACH

- Increased focus on building a culture of health, based heavily on community and local actions. Increasingly we're making the healthy choice the easy choice where people live, work, play and pray.
- A record year for advocacy wins, including local and state-level successes in increasing taxes on sugary drinks and tobacco products, clean air initiatives and requiring CPR training for high school graduation.
- Starting exciting new programs and events, such as CycleNation, which encourages people to use road and stationary bikes and indoor cycling classes to advance brain and heart health while raising funds to support our mission.
- Bolstering Voices for Healthy Kids, a joint advocacy initiative of the AHA and the Robert Wood Johnson Foundation to address childhood obesity. Voices has impacted the lives of more than 66 million people.
- Success in business alliances such as gaining support for One Brave Idea.
- Participation from members of the CEO Roundtable in leading the way to build a culture of health for employees, family members and communities.
- Co-hosting the White House Health and Cardiovascular Disease/Stroke Summit, a briefing about progress in treating and preventing cardiovascular disease.
- Participating in a presidential commission on mortality trends in cardiovascular disease. One of every three deaths in the U.S. in 2013 (the latest year stats are available) was from heart disease, stroke or other cardiovascular diseases.

This year has provided many solid accomplishments, and we are deeply grateful to all the volunteers, donors, sponsors, healthcare professionals and researchers who worked so hard and so willingly to help ensure a healthier life, free of cardiovascular diseases and stroke, for all of us.


Alvin L. Royse, JD, CPA
Chairman of the Board


Steven R. Houser, PH.D., FAHA
President

FROM THE CHIEF EXECUTIVE OFFICER



Nancy A. Brown

Volunteers are the heart of this organization and our mission to build healthier lives, free of cardiovascular diseases and stroke. I'm grateful for their hard work and dedication — because their passion fuels our progress.

The 2016-17 accomplishments our president and chairman note are bold steps in the fight against heart disease and stroke, the world's most urgent health threats. But while the challenges are great, the future is ours to define, and it has never been more promising.

When we created the AHA Institute for Precision Cardiovascular Medicine more than four years ago, under the direction of Joseph Loscalzo, M.D., we set out to inspire scientific breakthroughs to better serve patients and health consumers. I'm proud of the momentum we're building and how it serves as a springboard for more innovation.

Because health disparities disproportionately impact our society, I'm personally pleased about a strategic collaboration that will help us reimagine health and well-being for all people, not just the privileged. Bringing together bright minds in science and industry, innovators and the voices of the underserved will help us redefine a better, healthier future.

We've also forged a new business relationship that will combine world-class technology with high-impact biology to create a simulated environment that precisely predicts how drugs bind to their target proteins. The goal is to generate a robust drug discovery pipeline faster, ultimately alleviating suffering from heart disease and stroke with treatments that are safe, affordable and accessible. We look forward to sharing more in the coming year.

Patients will increasingly count on the AHA as a forward-thinking organization where compassionate care and cutting-edge solutions go hand in hand. Thank you for joining us on the journey.


Nancy A. Brown
Chief Executive Officer

AHA Strategic Value Proposition

PURPOSE

Our mission is to build healthier lives, free of cardiovascular diseases and stroke. We have eight guiding values that serve as a compass for the daily work of our volunteers and staff. And our strategic value proposition is a forward-looking lens that guides the "how" we are taking to most effectively achieve that mission. It's a lens for decision-making to ensure we are choosing the best paths to drive our mission.

As technologies emerge and new, nimble startups gain more credibility, our strong legacy must be balanced with a culture of innovation. That's why the Strategic Value Proposition and our broader strategic plan are key components as we move into the future.

The American Heart Association is a **catalyst** to achieving **maximum impact** in **equitable health** and **well-being** in the United States and around the world, spanning all populations addressing overall health and well-being, anchored in cardiovascular and brain health.

FOCUSING ON:

- Breakthroughs in science and technology
- Changes in systems and policy
- Working with individuals and organizations to transform communities

THROUGH NETWORKS THAT COLLECTIVELY:

- Define and assure scientific integrity
- Invest in impact
- Influence action
- Connect across sectors, communities and nations to meet the needs of individuals

ABOUT THE AMERICAN HEART ASSOCIATION

Who We Are: The American Heart Association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. Founded by six cardiologists in 1924, our organization now includes more than 33½ million volunteers and supporters.

Heart disease is the No. 1 killer worldwide. Stroke ranks second globally and is a leading cause of severe disability. Some form of cardiovascular disease affects more than one in every three adult Americans. Many are seriously burdened by disabilities. To fight these diseases, we fund innovative research, advocate for stronger public health policies, and provide critical tools and information to save and improve lives.

Our nationwide organization includes 155 local offices and more than 3,400 employees, with our national headquarters in Dallas. The American Stroke Association is a division that brings together the organization's stroke-related activities.

What We Do: We are working toward improving the cardiovascular health of all Americans by 20 percent, and reducing deaths from cardiovascular diseases and stroke by 20 percent, all by the year 2020. We provide public health education in a variety of ways. We're the nation's leader in CPR education and training.

We help people understand the importance of healthy lifestyle choices. We provide science-based treatment guidelines for healthcare professionals to help them give quality care to their patients. We educate lawmakers, policymakers and the public as we advocate for changes to protect and improve the health of our communities.

Our volunteer experts select the scientific research most worthy of funding — with great results. We have funded more than \$4.1 billion in cardiovascular and stroke research, more than any organization outside the federal government. We have funded 13 Nobel Prize winners and many lifesaving research advances such as the first artificial heart valve, cholesterol-lowering drugs, heart transplantation and CPR techniques.

What You Can Do: The American Heart Association wants everyone to know that cardiovascular diseases and stroke are largely preventable. Risks can be lowered by adhering to what we call Life's Simple 7: not smoking, being physically active, maintaining a healthy body weight, eating a healthy diet, controlling blood pressure, controlling cholesterol and controlling blood sugar. To assess your cardiovascular health, visit MyLifeCheck.org and answer a few questions.

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



Donors often turn to Charity Navigator and the Better Business Bureau to review a charity's integrity, performance and transparency. The American Heart Association received a four-star rating — the highest score a nonprofit can receive — from Charity Navigator, the nation's largest evaluator of charities. The rating is based on financial, accountability and transparency practices.



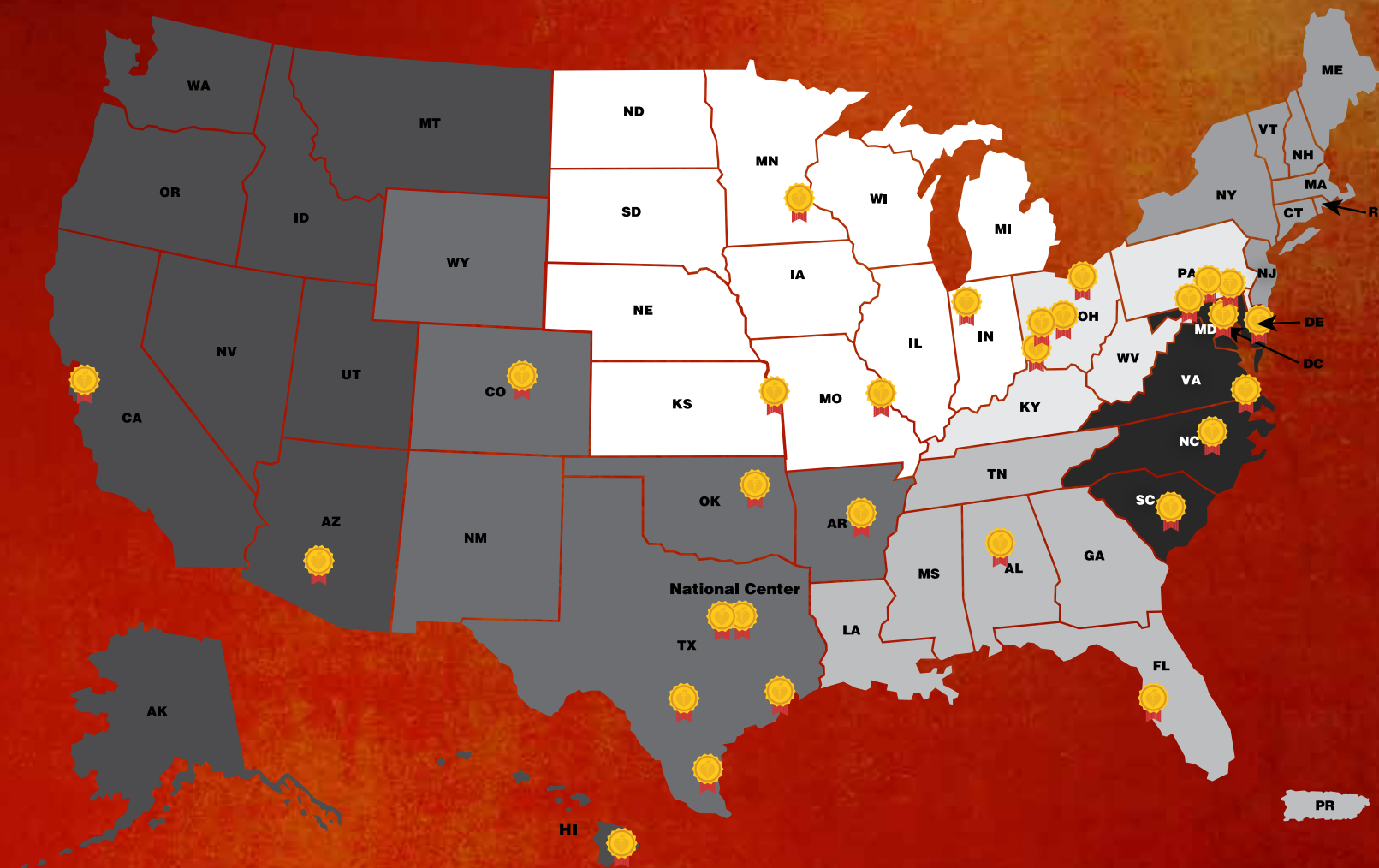
Additionally, the Better Business Bureau awarded the AHA the National Charity Seal for meeting high standards for accountability via the Wise Giving Alliance. The BBB evaluates thousands of charities to let donors know how their money is spent.



GOLD STANDARD BOARDS

Volunteers drive the American Heart Association's mission through engagement at every level of the organization. One key to reaching our 2020 Impact Goal is the work done by local volunteer boards of directors. These boards help drive 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 local-level volunteers have been key to driving legislative victories to reduce tobacco use, decrease sugary drink consumption and increase the number of students graduating with CPR skills.

Gold Standard Board designation means that these boards are achieving best practices in generating revenue, sustaining and strengthening volunteer leadership, and driving our mission at the market level.



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

STRATEGIC PROGRESS AND THE 2020 IMPACT GOAL

We have been working for seven years toward our 2020 Impact Goal to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent. While we knew this goal would be challenging because of the many societal factors that make it difficult for all people to enjoy healthy, thriving lives, that only makes it that much more important.

OUR RESULTS SO FAR

Despite the very significant and important lifesaving work of our organization and many others, as we close in on 2020 our goals are off our targeted pace.

To date, the cardiovascular health score in the United States has only improved 3.95 percent, and the total cardiovascular death rate has dropped 13.7 percent. More recent data suggests cardiovascular disease mortality rates may be flattening or even worsening. Suspected reasons include growing rates of obesity and diabetes, and unhealthy dietary patterns.

While these results may sound grim, there is some important good news here as well. These numbers represent progress. Perhaps not the level of progress we sought, but progress measured in human lives. These statistics each represent millions more people who are surviving the world's leading causes of death and enjoying a better quality of life. The work of the AHA and so many organizations is paying critical dividends.

For example, there were 67 million positive health changes made, with the greatest improvements in reductions in smoking, increased control of blood pressure and cholesterol, and slight improvement in physical activity. And improvements in prevention and quality of care have made a significant impact in death rates. The greatest improvements have been among African-Americans, Hispanics and Asians – who still largely face disproportionate risk and more issues accessing quality health care.

Another important bright spot to remember is what these figures truly mean to the AHA's staff and volunteers. They represent a challenge. In essence, the current numbers are a rallying cry for all of us to pursue renewed, aggressive and innovative approaches to saving and improving lives. As a science-based organization, pursuing data-based goals to improve the public health is simply what we do.

Big challenges are nothing new for us, after all. For nearly a century this organization has tackled massive health problems and achieved results. The bigger the problem, the more aggressive our effort. When this organization was founded in 1924, we faced great, great odds. The notion of fighting heart disease was considered a fool's errand – the disease at the time was simply considered a death sentence. But, through scientific rigor, dogged determination and with a network of more than 32 million supporters and volunteers, we have proved that wrong.

And today those millions of individuals are gearing up for the next challenge – doing all they can to close the gaps as much as we can on the 2020 goal in order to ensure equitable health opportunities for everyone. Rest assured, we are not done fighting for the culture of health we envision: an equitable, healthy, thriving nation well beyond 2020.



SCIENCE AND RESEARCH





SCIENCE AND RESEARCH

The American Heart Association’s work to fight heart disease and stroke is advancing in ways that were unknowable when the organization was founded more than 93 years ago, with innovative, data-based approaches fueling the progress.

The AHA announced a nearly \$5 million initiative with Amazon Web Services to fund more than a dozen data research grants to power the AHA’s Institute for Precision Cardiovascular Medicine. The Institute is using vast and diverse patient data — from a person’s genes to environment and lifestyle — to find personalized approaches to prevent and treat cardiovascular diseases. Its cloud-based Precision Medicine Platform is speeding toward finding solutions to fight the world’s most deadly diseases. And the Patient-Centered Outcomes Research Institute (PCORI) and the AHA brought the power of crowdsourcing to learn what types of research are valuable to patients.

MacRae, chief of Cardiovascular Medicine at Brigham and Women’s Hospital, believes that finding the origin of heart disease is key to stopping it before it starts.

“Science is so complicated that we’ve tended to only look at little pieces one at a time,” MacRae said. “With this, we’re embracing a problem in all of its complexity and saying, ‘We’re going to shake it down and get to the bottom of it.’”

The AHA and the Children’s Heart Foundation are paying big attention to little hearts with a second round of congenital heart defect research awards. This one funds more than \$550,000 in research. Children’s health is also the focus of a Strategically Focused Research Network launched this year. Networks in obesity and heart health in women, who have been underrepresented in heart disease research, were also announced.

“More nationalities, including Hispanics and Asian-Americans, are being studied,” said Sally Soter, a heart disease survivor whose generous donation helped fund the women’s network. “It’s wonderful that the research is looking at a cross-section of diverse women.”

Calum MacRae was chosen to lead One Brave Idea, a \$75 million effort to end heart disease and its consequences. It was funded by the AHA, Verily and AstraZeneca.



AHA CEO Nancy Brown and Calum MacRae





HEALTHY LIVING

The AHA and The Paul G. Allen Frontiers Group announced a pair of \$1.5 million research grants to dive into the extracellular matrix, a network of protein fibers in all tissues that stores and transmits information. Experts say understanding how the matrix behaves could accelerate the fight against heart disease and stroke.

At Scientific Sessions, the AHA's global cardiovascular meeting, we announced My Research Legacy, an online portal that encourages people to share their health, genetic and lifestyle data to help researchers end heart disease and stroke. The AHA collaborates with the Broad Institute of MIT and Harvard to collect and analyze the data. We anticipate growing our partner ecosystem to expand patient data for research. The data will ultimately be stored on the Precision Medicine Platform, an online data marketplace to foster researcher access and collaboration. It was developed in cooperation with Amazon Web Services.

At the International Stroke Conference, the premiere meeting for brain health, the inaugural Dan Adams Thinking Outside the Box Award winner was announced. Woo-Ping Ge, Ph.D., will study smooth-muscle cells in injured brains to learn about the underlying molecular and cellular mechanisms. The AHA's Heart and Stroke Innovation Forum in New York City galvanized leaders who are examining ways to lower costs, improve care and learn how to use data and precision medicine. And more than 300 research awardees and AHA leaders came together at the Research Leaders Academy in San Antonio to focus on making science less mysterious for consumers.

"As a scientist, you can make a lot of discoveries. But if you can't translate it to the public, so what?" asked Boston University's Emelia Benjamin, M.D. "The more we can get out of our ivory towers and involve patients in our work, the better off patients will be."



HEALTHY LIVING

About 26 million people across the United States don't have access to affordable healthy foods, and millions more lack affordable health care.

That's why the American Heart Association's efforts to improve health and well-being span the country and many parts of the world.

The AHA joined the World Economic Forum in Davos, Switzerland, with more than 2,000 global leaders to spotlight issues that affect health worldwide. On the domestic front, nearly 200 volunteer advocates trekked to Washington, D.C., to discuss cardiovascular health with senior Obama White House officials. The event included the release of a report on the administration's progress in cardiovascular research, prevention, access to care and treatment.

Children and teens should consume less than 6 teaspoons of added sugars a day and drink no more than 8 ounces of sugary beverages a week, according to the AHA's first-ever scientific statement recommending sugar limits for kids. Another AHA statement suggested that sleep problems may be linked to a variety of factors that could raise risk for cardiovascular diseases.

Three out of four Americans don't get enough healthy foods, upping their risk for chronic diseases. Healthy for

Good is a science-based consumer program to help all Americans make simple, sustainable healthy decisions and build habits. Our mantra is simple: Eat Smart. Add Color. Move More. Be Well. NBC's *Today* show meteorologist Dylan Dreyer helped the AHA pass out produce at Union Square in New York.

"If you're trying to achieve and maintain a healthy weight, fruits and vegetables can help fill you up," said Rachel Johnson, Ph.D., R.D., a professor of nutrition at the University of Vermont and past chair of the AHA's nutrition committee. "It's almost impossible to overeat fruits and vegetables."

The Voices for Healthy Kids advocacy initiative released a progress report on food access and choices, safer communities and an array of other policies to improve children's health. The group has influenced 66 million lives over three years.

Volunteers helped pass 85 state and local laws or regulations to help Americans enjoy longer, healthier lives. Advocates in Texas worked hard to pass strong smoke-free laws in 21 cities, while a state appeals court upheld





TREATMENT AND EDUCATION

a rule requiring New York City chain restaurants to post warning signs on their saltiest menu items.

Voters in Albany, New York, and San Francisco and Oakland, California, approved a penny-per-ounce tax on sodas and other sugary beverages, while Boulder, Colorado, voters approved a 2-cents-per-ounce tax. The “soda tax” movement aims to reduce consumption and tackle health issues attributed to sugar overload.

During American Heart Month in February, celebrities and heart disease survivors showed off fiery red fashions created by designers for the Go Red For Women Red Dress Collection in a runway affair hosted by actress Katie

Holmes. After ending her championship boxing career 10 years ago, Laila Ali is back in the ring — fighting heart disease. Ali was among a select group of advocates, nurses and physicians honored at the 14th annual Red Dress Awards hosted by *Woman’s Day* in New York City.

Some witty women at WhoHaha, a digital media company co-founded by entertainer Elizabeth Banks, hope tickling your funny bone will get you to pay attention to the rest of your body. Its first in a three-part video series, “Gym Hero,” shows friends dragging each other — literally — to the gym. The videos encourage people to make small changes that can add up to lifelong health.



TREATMENT AND EDUCATION

The numbers are daunting. Ninety million people can't get basic health services and information, while 19 million live in unstable housing conditions.

And a staggering 50 million people are forced to make tradeoffs between paying rent and getting medication, healthy food and medical care. That's why the American Heart Association relentlessly seeks better care for all Americans.

Since November, more than 300 hospitals, clinics, healthcare centers and health systems have come together to lower Americans' blood pressure. The AHA and the American Medical Association's Target: BP program is helping millions of patients by giving doctors tools and science-based recommendations for treating high blood pressure, a leading risk factor for heart disease and stroke.

A well-known fitness organization is adding its muscle to the blood pressure battle. The AHA and the YMCA of the USA, which has a presence in 10,000 communities, are investing more than \$5 million into a pilot program to help 10 underserved communities get the deadly disease under control.

"Combining our reach with the American Heart Association's expertise will enable thousands of people, especially those in

underserved communities, to get the resources and support they need to control their high blood pressure," said Kevin Washington, the YMCA's president and CEO.

Hospitals that diagnose, treat, rehabilitate, support and educate patients with the most complex cases of heart disease can now receive the AHA's advanced accreditation. The Cardiovascular Center of Excellence designation is part of the association's new accreditation collaboration with the American College of Cardiology.

More than 1.1 million cardiovascular disease discharges and just under 400,000 underserved cardiovascular disease discharges in the U.S. are now covered by hospitals participating in at least one of our Get With The Guidelines quality improvement modules. GWTG-CAD, the AHA's flagship acute myocardial infarction registry, relaunched to support Mission: Lifeline. Ninety-two regions and 988 hospitals actively participate in the program coordinating STEMI and stroke systems of care.

Stroke, a leading cause of long-term disability and the No. 2 killer worldwide, hits diverse groups even harder.





Our Support Network helps heart disease and stroke survivors make valuable connections.

Among non-Hispanic black people, the risk for a first stroke is almost twice that of white people. And non-Hispanic black people ages 45 to 64 face up to three times the risk of stroke as white people. Our EmPOWERED To Serve movement launched “Take Me Home” to spread awareness about the causes of health disparities in diverse communities.

During May, American Stroke Month, nearly 40 hospitals held stroke simulation events to improve stroke response times. And 78 percent of eligible stroke patients received tPA clot-busting treatment within 60 minutes of arrival at Get With The Guidelines-Stroke hospitals, which provide care based on the latest research-based treatment guidelines.

A survey this year found that 67 percent of respondents recognize at least one stroke warning sign, and 43 percent are familiar with the F.A.S.T. acronym designed to help people quickly recognize these signs and get emergency help. F.A.S.T. stands for: Face drooping. Arm weakness. Speech difficulty. Time to call 911. The F.A.S.T. Act was reintroduced in the House and Senate, and AHA volunteer Dr. Lee Schwamm testified on the bill at a Finance Committee hearing in May. The legislation was reported out as part of the Chronic Care Act of 2017.

And patients battling heart disease and stroke have a home away from home with the Support Network, whose membership grew 86 percent this year. The monitored online community for people with heart disease or stroke ended the year with more than 103,000 registered members. Members took 1.3 million actions, including posting, commenting and writing blogs.



EMERGENCY AND HOSPITAL CARE



EMERGENCY AND HOSPITAL CARE

The American Heart Association's Emergency Cardiovascular Care programs deliver a dynamic message of hope — the hope of saving lives.

Globally, about 6 million people die each year from cardiac arrest, which occurs when the heart suddenly stops. The AHA is training about 22 million people annually by educating healthcare providers, caregivers and the public on how to respond to these emergencies with CPR — which can double or triple a cardiac arrest victim's chances of survival outside a hospital.

The American Heart Association also has joined forces with the Resuscitation Academy Foundation of Seattle, Washington, and Laerdal Medical to create the Resuscitation Academy Collaborative. The group is leading U.S. efforts to improve cardiac arrest survival — part of a global effort to improve survival rates by 50 percent.

Our Resuscitation Quality Improvement program is giving healthcare providers critical hands-on CPR training. It has been recognized as one of the most lifesaving advances from the AHA over the past two decades.

CPR skills are desperately needed across the world. In China, where cardiovascular disease is a devastating and increasing health threat, people will be able to learn

the lifesaving skill through the AHA's international training center, in Beijing. The agreement was announced at the 27th International Great Wall Conference on Cardiology.

About 230 million Chinese people have cardiovascular disease. Every year about 544,000 people die from cardiac arrest there, much more than other countries.

"In close collaboration, we will share the best and brightest solutions in both countries to build healthier lives free from cardiovascular diseases and stroke," said Mark Creager, M.D., director of the Heart and Vascular Center at Dartmouth-Hitchcock Medical Center in Lebanon, New Hampshire and a past AHA president. "We hope that soon we will see at least 10 percent of China's population trained in CPR."

Also in China, a STEMI systems of care project is kicking off to help patients facing serious and often deadly heart attacks, caused by a prolonged period of blocked blood supply that affects a large area of the heart. Non ST segment elevation Acute Coronary Syndrome heart attacks have a substantial risk of death and disability.





Travelers and airport employees were offered free CPR training from the American Heart Association at Dubai International Airport.

The United Arab Emirates became the first country outside the United States to implement Get With The Guidelines, an American Heart Association/American Stroke Association program that helps hospitals follow the latest research-based treatment guidelines. Also in the UAE, a CPR-trained Dubai police officer was recognized as the country's first recipient of an award for rescuers who used American Heart Association training to save or sustain a life.

Cardiovascular diseases caused 35 percent of all deaths in the UAE in 2014, overtaking road trauma as the country's leading killer, according to the Health Authority in Abu Dhabi.

Patients are also top of mind with important advocacy victories. The Centers for Medicare and Medicaid Services approved therapy coverage for patients with peripheral artery disease or PAD, a painful condition that affects one in five Americans over 60. Nineteen states and the District of Columbia have passed legislation to recognize certified stroke centers, while 15 states and the District of Columbia passed stroke registry legislation.

We also helped push major progress to make communities across the nation healthier by advocating for sugar-sweetened beverage taxes, CPR in schools, and safe areas for walking and biking.



RAISING MONEY TO SAVE LIVES



RAISING MONEY TO SAVE LIVES

From countless individuals to major foundations and corporate partners, donors are making a significant difference in the lives of millions of people with heart diseases and stroke.

EVERY SUPPORTER SAVES LIVES

Survivor Shelley Wyant is a powerful example, because she has benefitted from more than one lifesaving advance.

The otherwise healthy Michigan woman was 52 when she suddenly slumped over a conference table. Wyant's heart had stopped beating, and although it's still a mystery why she went into cardiac arrest, it's no mystery what saved her life: a CPR-trained co-worker, plus the use of an automated external defibrillator, or AED, which shocked her heart back into rhythm.

The American Heart Association funds research, training and guidelines that make such lifesaving advances stronger, better and more widely available. And that's one of the many reasons American Heart Association donors give from the heart.

Total association-wide revenue, which includes investment gains and in-kind donations, increased from \$863 million to \$912 million. Major gifts from individuals and foundations totaled \$55 million — a 65 percent increase over last year. Below are some of the individuals who made significant investments to help save lives.

For the first time, the American heart Association received more than 100 gifts of \$100,000 or more. Longtime supporters Joan and Paul Rubschlager generously gave \$2.1 million to establish the Paul and Joan Rubschlager Precision Promise Fund at the AHA Institute for Precision Cardiovascular Medicine. Their investment will support grants for young investigators, the AHA Precision Medicine Platform, My Research Legacy, the Chicago Heart Ball and Go Red For Women.

"We're pleased to make both an immediate impact and one that will reach far beyond our years," Joan Rubschlager said.

AHA volunteer and former chairman of the board Gary Ellis and his wife Sue gave \$1 million to support the Institute for Precision Cardiovascular Medicine, research grants, the Twin Cities Heart Ball and the Center for Health Technology & Innovation. The center aims



Gary Ellis is supporting precision medicine with a generous donation.



PLANNED GIVING DONORS PAY IT FORWARD

When Sasha Herzig's clients talked about honoring their dad with an estate gift after he died of heart disease, Herzig immediately thought of the American Heart Association.

"Many of our clients are very charitably driven, but they may not know where or how to direct gifts in their estate plan, or if their organizations of choice will accept a tangible gift such as art or real estate," said Herzig, associate attorney at Bouklas & Associates PLLC in New York City. "It is very important that we, as estate planning attorneys, work hand-in-hand with charitable organizations when drafting legacy gift plans."

Herzig, who helps connect clients with the right charitable organizations to reach philanthropic goals, often asks

about their personal life and passions for clues about what might be the right fit. In this case, timing was everything.

"I had just received a letter from the AHA's charitable estate planning director in New York to introduce herself to me, so it was easy to make that connection," she said.

Professional advisors like Herzig help explain to their clients the availability of assets for charitable donations. Often, people who set up estate gifts receive tax benefits, but Herzig says there's usually more to the gift.

"A lot of people are charitably inclined while they're alive, and they wish to be charitable upon their demise as well," she said. "For me, giving back to your community is a great way to say 'thank you,' even if you're leaving only a small part of your estate. It's a gracious way to leave a legacy."



RAISING MONEY TO SAVE LIVES CONT.

to improve outcomes, lower costs and increase engagement through technology. The association funds groundbreaking research that could one day put a stop to the devastation of cardiovascular diseases. “I believe we’re having some impact on heart disease and stroke, not only in the U.S., but around the world,” Gary Ellis said.

The Frederick A. DeLuca Foundation joins the Rubschlagers and Ellises in the prestigious Heart & Torch Circle of the Cor Vitae Society, whose members have given \$1 million or more to the AHA. The family’s recent \$1.6 million gift supports the Broward Heart Ball in Fort Lauderdale, Florida, as well as a national public awareness campaign to promote health and wellness in millennial women — those who often drive household health decisions.



Bertram Scott

AHA chairman-elect Bertram Scott (2018-19), who serves in numerous leadership positions in Charlotte, North Carolina, drives significant revenue for Charlotte’s Heart Ball with a lead gift to match incoming gifts. He’s also a founding member of Men Go Red, part of the national

Go Red For Women movement that raises philanthropic support and awareness of heart disease and stroke as the No. 1 killer of women.

Kelly and David Pfeil were longtime guests of the Dallas fundraiser Côtés du Coeur before serving as chairs in 2017. The Pfeils gave \$300,000, setting a generous

tone for a record-breaking \$4.1 million event — the association’s largest gala of the year. Additionally, Kelly Pfeil recently joined the local AHA board in Dallas.

A personal connection to heart disease or the loss of a loved one often fuels a donor’s commitment to finding a cure. Mark R. Nicoletti Sr. and his sisters Donna Nicoletti Ferrier and Lori Nicoletti Peruto honored their mother by giving \$250,000 to establish the Beatrice F. Nicoletti Post-Doctoral Research Award. The award supports lifesaving research at Thomas Jefferson University. Mark Nicoletti also serves as the chair of the Cor Vitae Society in Philadelphia. Their gift also supports the Philadelphia Heart Ball.

Pamela and Ajay Raju were shocked to learn that the odds of surviving a cardiac arrest vary not just by age and health, but also by ZIP code. They have made it a priority to help fellow Philadelphians learn CPR through the Pamela and Ajay Raju Foundation. Their gift supported the purchase of a CPR kiosk at the Independence Visitors Center, located in Independence National Historic Park, as well as the Philadelphia Heart Ball.

PARTNERING FOR HEALTHIER COMMUNITIES

Foundations partner with the American Heart Association/American Stroke Association because we share a vision of building a culture of health for all Americans. Together, we’re teaching CPR to millions of people and educating them about making healthy choices, like maintaining a healthy blood pressure. We’re also advancing stroke research and improving systems of care to improve patient outcomes after a heart event or stroke. And we’re partnering to create healthier schools and workplaces, all in an effort to make the healthy choice the easy choice.

Here is a snapshot of our key partnerships that are saving and improving lives:

Over the past decade, the EQT Foundation has granted more than \$1.5 million to train nearly 150,000 people in Hands-Only CPR through its Have A Heart...Save A Life program. This year, the foundation gave nearly \$300,000, its largest-ever one-time gift to the association.

The funding means that we can train students at 77 middle schools and 44 high schools across West Virginia, Kentucky, Ohio and Pennsylvania in the lifesaving skill. The program will provide 132 CPR in Schools kits for ninth-graders and thousands of CPR Anytime kits to seventh-graders, who can then train their families and friends. Over time, the grant will ensure that nearly 34,000 people receive CPR training.

“Knowing how to perform CPR can save a life in the event of an accident or incident,” said Charlene Petrelli, president of the EQT Foundation. “We take great pride in being able to teach our neighbors how to help themselves in the case of an emergency, especially in rural communities where it can take up to 45 minutes for first responders to arrive.” Stroke remains the No. 2 killer worldwide, but three major foundation partnerships are advancing stroke research to improve care and survival.

The Henrietta B. and Frederick H. Bugher Foundation continues its four-decade long partnership with the AHA/ASA. Building on a legacy of leadership in stroke research, a generous \$11.1 million investment is supporting hemorrhagic stroke research and engagement of patients and their families to better understand their risk. The gift brings the foundation’s total giving to the AHA to more than \$48 million.

Another longtime funder, the Leona M. and Harry B. Helmsley Charitable Trust, is expanding stroke care through Mission: Lifeline Stroke in rural North Dakota. Their \$4.3 million investment connects the critical elements in stroke care — from emergency responders and hospitals to statewide policies. Such care will give patients a seamless plan of action from the time symptoms start through rehabilitation and recovery, and the best chance to recover without disability.

Bernie Marcus and The Marcus Foundation, Inc., have partnered with the Marcus Stroke & Neuroscience Center at Grady Hospital and Emory University in Atlanta, Georgia to form the Marcus Stroke Network. The \$3.5 million investment combines the association’s Get With The Guidelines quality improvement program with innovative technology to give stroke patients across the state of Georgia the best chances to survive and thrive. The Marcus Neuroscience Institute in Boca Raton, Florida will also be a key partner.



Hands-Only CPR training



The AHA’s partnership with the Robert Wood Johnson Foundation has made an impact on more than 152 million people across the country through its Voices for Healthy Kids program. The program gives children the opportunity to live, learn and play through public policy initiatives, technical assistance and public education.



More than 500 people joined the second annual CycleNation event in Denver, Colorado to stop the cycle of heart disease and stroke and raise funds to support heart and brain health.

The AHA and the Paul G. Allen Frontiers Group have invested \$1.5 million each to support a pair of researchers focused on increasing our understanding of the heart's tissues and fibers. This untapped field of research could shape entirely novel ways to prevent heart disease and stroke.

Fresh examples of local collaboration are helping communities thrive across the country. In Kansas, a three-year grant from the Sunflower Foundation will help the AHA tackle health issues and achieve better outcomes in four tribal communities.

The Michigan Health Endowment Fund is bringing the AHA's evidence-based health and wellness programs to Detroit. The one-year grant is giving the community knowledge and resources to make healthy lifestyle choices, and a local church will provide the AHA's Check.Change.Control. blood pressure monitoring program.

And in Dallas, the Theodore and Beulah Beasley Foundation has partnered with the AHA to provide CPR in Schools kits to each of the district's 156 elementary schools. More than 23,000 faculty, staff and community members will benefit from the training. The foundation is also funding critical cardiovascular research at UT Southwestern Medical Center.

YOUR SUPPORT SAVES LIVES

Thirty-three and a half million donors, volunteers and advocates are the strength of the American Heart Association. Your dedication to advancing our mission makes an impact every day in communities across the U.S., including fundraising for Heart Ball, Heart Walk, youth market programs like Jump Rope For Heart, Go Red For Women and CycleNation.

These core special events raised \$357 million, a 2.4 percent increase over last year, and have grown 41 percent over the past six years. That growth is important, because our events do more than raise money and awareness — they galvanize communities. The dedication and support from countless individuals allow the AHA to fund cutting-edge research, strengthen public policy to create healthier environments, improve the quality of patient care and much more. Here's an overview of our programs' progress:

Youth programs, including Jump Rope For Heart and Hoops For Heart, generated \$79 million, with the student average increasing by \$5.

AHA volunteer Kelly Blumenthal in Fredericksburg, Virginia, raises awareness about heart disease at local schools with her son Finn, who was born with a critical heart defect. He had 10 surgeries — including open-heart surgery — before leaving the hospital.

"The AHA is so important," Kelly said. "One of the reasons Finn could get out of the hospital after eight months was a research project — medicine that had only been given to adults for something not related to heart disease. If it weren't for that project and being able to test it on children, he would not have come home."

Heart Walks generated \$125 million, including a \$2 million increase in sponsorships. The Dallas event once again

led the nation by raising more than \$6.2 million. Walks in the Greater Bay Area in California and Tampa Bay, Florida, each raised more than \$4 million.

Heart Balls increased in revenue 13 percent to \$80 million. The Dallas Côtes du Coeur gala led the nation, raising more than \$4.1 million. The Chicago Heart Ball increased its revenue by \$1 million to total more than \$2.8 million.

Go Red For Women celebrated its largest fundraising year with \$56 million in revenue — a 28 percent increase over last year. In Chicago, we launched STEM Goes Red, a program to empower high school girls to improve the cardiovascular health of all Americans through careers in science, technology, engineering and math. The program raised more than \$350,000 and is being replicated in nearly 30 markets.

In only its second year, CycleNation held 14 events in 13 cities and eight states. That included indoor cycling events at Scientific Sessions, the world's premiere cardiovascular health meeting, and the International Stroke Conference. The inaugural outdoor ride in Livermore, California, raised almost \$400,000.

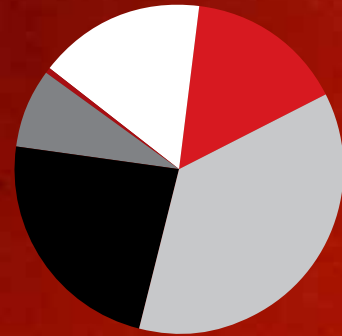
These tremendous successes contribute to the vital and lifesaving programs funded by the AHA. However, many potential projects are left without funding as demand for research money from the AHA continues to increase. Investments in innovative cardiovascular and stroke research continue to be our best hope for solutions to these deadly diseases.



Kelly Blumenthal and her son, Finn

FINANCIAL HIGHLIGHTS

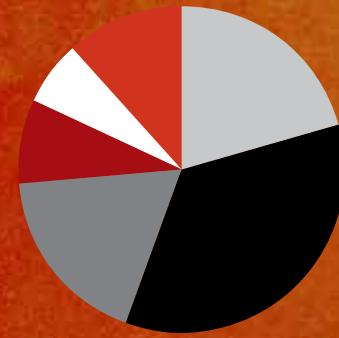
The figures on this page show the financial activities of the National Center, affiliates and all other components of the American Heart Association and its division, the American Stroke Association, for the fiscal year ended June 30, 2017.



PUBLIC SUPPORT AND OTHER REVENUE (in thousands)

Net Special Events	\$333,816
Contributions	\$210,973
Bequests	\$72,511
Other Public Support	\$4,248
CPR Training Revenue	\$150,868
Other Revenue	\$139,571

Total Revenue \$911,987



EXPENSES (in thousands)

Research	\$184,676
Public Health Education	\$312,872
Professional	
Education & Training	\$160,734
Community Services	\$74,366
Management & General	\$58,914
Fundraising	\$101,543

Total Expenses \$893,105

ASSETS (in thousands)		LIABILITIES (in thousands)		NET ASSETS (in thousands)	
Cash, Cash Equivalents, Investments	\$781,755	Research Awards Payable	\$339,983	Unrestricted Net Assets	\$375,953
Beneficial Interest in Perpetual Trusts	\$141,918	Accounts Payable & Accrued Expenses	\$71,251	Temporarily Restricted Net Assets	\$345,111
Receivables	\$280,805	Other Liabilities	\$44,612	Permanently Restricted Net Assets	\$187,199
Split-interest Agreements	\$72,222				
Land, Buildings and Equipment, Net	\$67,487				
Other Assets	\$19,922				
Total Assets	\$1,364,109	Total Liabilities	\$455,846	Total Net Assets	\$908,263

The American Heart Association is grateful for our corporate sponsorships. Please visit <http://bit.ly/2DqhcHR> to learn more about a few of them.

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