



100

YEARS OF IMPACT

Advancing health and hope
for everyone, everywhere.

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From the Chair of the Board and President

During our momentous Centennial year, the American Heart Association celebrated its legacy by surpassing the ambitious benchmarks we set that contribute to a world of longer, healthier lives. We also charted the way forward with new initiatives to make the organization even more vital and impactful in our second century.

We made significant progress in advancing cardiovascular health and addressing barriers to health through our 2024 Impact Goal to advance cardiovascular health for all, and in our 10 Commitments aiming to dismantle barriers to equitable health.

These achievements were reflected across the pillars of our work: providing better care and greater value; ensuring the financial stability of hospitals and health systems; enhancing public trust and confidence in hospitals and health systems; addressing workforce challenges; and improving the health care consumer experience.

Highlights from 2023-24 include:

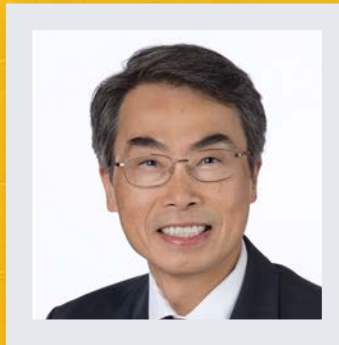
- Defining cardiovascular-kidney-metabolic syndrome for the first time, as a distinct health disorder and offering treatment guidance. Over the next four years, the association will engage 150 hospitals and sites to advance CKM care guidelines, with major expansion plans ahead. This will impact 89 million U.S. patients.
- Striving to become the premier source of telehealth education, professional certification and solutions with the launch of the Association's Center for Telehealth.
- Funding innovative and lifesaving research. As the largest nonprofit funder of cardiovascular and cerebrovascular research outside the federal government, this year we surpassed \$5.9 billion since we began funding this work in 1949.

- Working closely with communities across the country to improve equitable health through our Social Impact Funds.
- Committing to the passage of public policy that requires schools and school athletic events in 50 states to establish cardiac emergency response plans, and to require CPR training and AED placement.

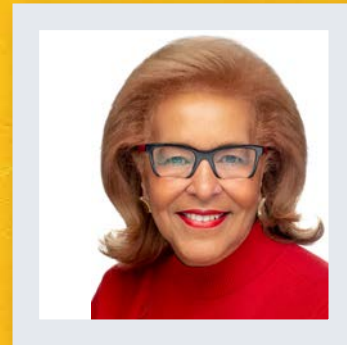
But we're not finished – not by a long shot.

Our new vision statement calls for us to take bold action over the next 100 years: **Advancing health and hope for everyone, everywhere.** We look forward to seeing the first steps of this vision play out by 2028, and the tremendous progress we anticipate in the decades to come.

The need for our mission has never been greater, and our mission requires us to meet those needs in even bolder and more innovative ways. **With your continued support, we will.**




**Joseph C. Wu, M.D.,
Ph.D., FAHA**
President, 2023-24




Marsha Jones
Chairperson of the Board,
2023-25

From the Chief Executive Officer

Very little was known about the heart when six doctors lit a torch on June 10, 1924, to form the American Heart Association. Our founders were inspired by a social worker, Mary Wadley, who felt heart patients deserved a brighter future and that science could light the way.

Today, the torch they lit burns brighter than ever.

By all measures, our first century has been transformative as we've improved, extended and saved lives around the globe.

Now, as we look to our second century, our efforts are powered by millions of volunteers and supporters who are shaping our future and offering health and hope for everyone, everywhere. Among our many new areas of impact are:

- Our **Health Care by Food** initiative, which demonstrates that the food we eat is an essential way to treat and prevent chronic diseases. Preliminary evidence shows that delivering food as medicine programs may help people access nutritious foods and improve health outcomes.
- Our **Nation of Lifesavers** movement is turning bystanders into lifesavers and building safer communities through CPR and AED training. Our goal is to double the rate of survival from out-of-hospital cardiac arrest by 2030.
- Our new **AHA Ventures** investment platform is channeling science into real-world solutions and technology. These funds hold great promise to spread and scale innovations that advance our mission in communities. They include our new Go Red For Women Venture Fund, which is investing in cardiovascular health solutions for women.
- Our **Rural Health Care Outcomes Accelerator** is enhancing care for patients facing unique health challenges in rural communities across the United States. The goal is to ensure

that Americans living in rural areas receive the best possible chance of survival and highest attainable quality of life by promoting consistent, timely and evidence-based care. Over 900 rural hospitals are participating in the AHA's Get With The Guidelines quality improvement program, which supports medical professionals in delivering evidence-based care.

While our founders were the catalysts for our first century, our volunteers, supporters, community leaders, advocates and staff are the catalysts transforming our second century vision into reality.

Thank you for helping ensure our heart and torch keeps burning bright. **We were made for this moment — let's keep the momentum going.**




Nancy Brown
Chief Executive Officer



ABOUT US

For 100 years, we've been striving to save and improve lives. The six cardiologists who founded the American Heart Association in 1924 would be amazed by what we've accomplished. We're the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. A shared focus on cardiovascular health unites our 32 million volunteers, supporters and donors, as well as more than 3,000 employees. Our size and scope allow us to have significant impact.

Since the AHA's founding in 1924, deaths from cardiovascular diseases have been cut in half. Think of all the lives improved and extended by this fact alone, plus the countless other lives enriched by the extra time they've enjoyed with those loved ones.

This success is rooted in the roughly \$5.9 billion we've invested in cardiovascular and cerebrovascular research, the most by any not-for-profit source outside the federal government.

The Need is Clear

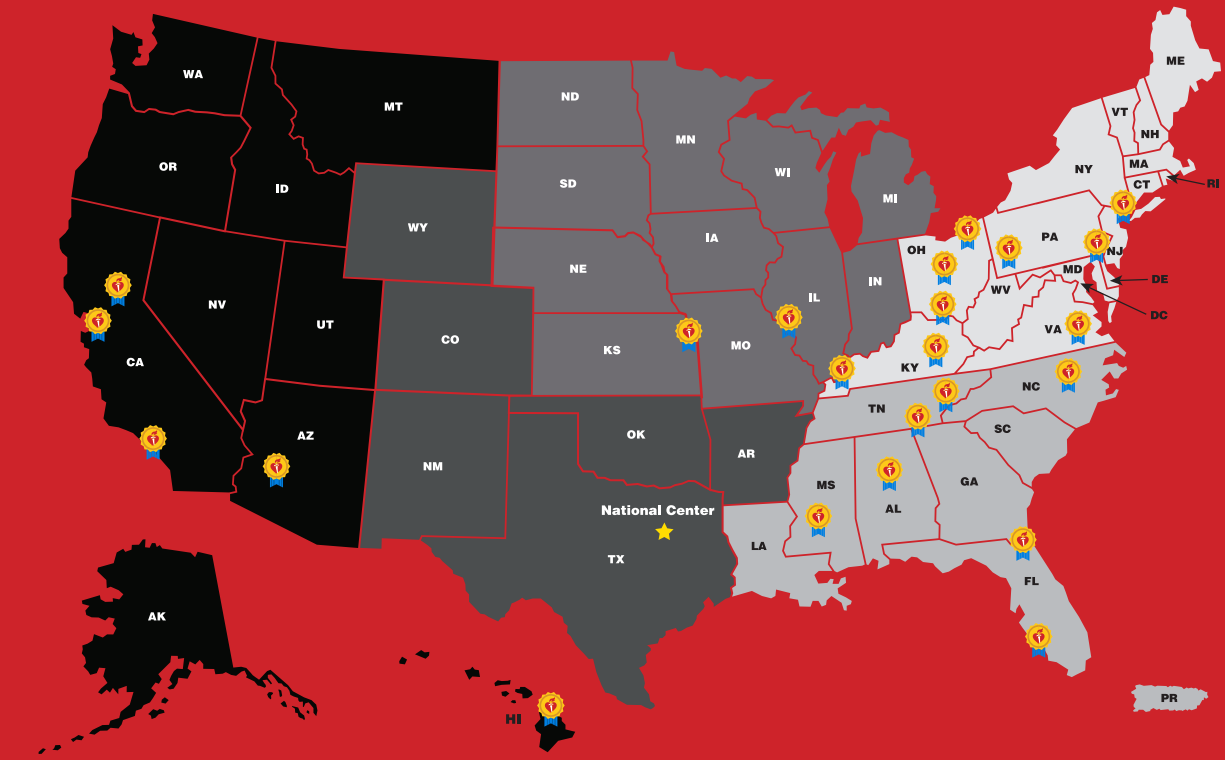
Despite this success, there are still so many lives to be saved. Recently death rates have worsened and equitable health gaps have widened. Solutions are not getting to the people who need them the most. We are committed to changing that with our 2028 Impact Goal:

Building on over 100 years of trusted leadership in cardiovascular and brain health, by 2028 the AHA will drive breakthroughs and implement proven solutions in science, policy, and care for healthier people and communities. The greatest discoveries in health must reach people where they are.



GOLD STANDARD BOARDS

The American Heart Association and our 32 million volunteers, donors and supporters work to build healthier communities around the nation. These local American Heart Association Boards have achieved the highest level of recognition: Gold Standard.



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

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.

A CENTURY OF IMPACT AND A GLIMPSE INTO THE FUTURE

Our centennial celebration at the American Heart Association was more than simply a birthday party. It was also a year of reflection on so many aspects of our work that have saved and improved lives.

One Statistic Truly Says It All:

Death rates from cardiovascular disease have been cut in half since the association was founded in 1924.

Of all the ways to measure progress from 1924 to 2024, the best is probably the death rate from cardiovascular diseases. It's been cut basically in half. We're talking about **several million lives saved** and improved every year.

It's also a good time to explain how the AHA is working to improve and extend your life — from the first drugs to lower blood pressure to the first artificial heart valve replacement to the first links between what we eat and blood cholesterol.

There have been many, many more advances — and we don't plan on stopping until we've eradicated heart disease and stroke.



American Heart Association®

100 YEARS

Bold Hearts

A century later, our organization has greatly expanded its scope, yet we've remained committed to what our founders envisioned: saving, improving and extending lives.

We are extremely grateful for the millions of volunteers, supporters, donors and staff members who helped shape the Bold Hearts of our first 100 years.

Before we were founded, there essentially was no hope. Heart disease was the leading cause of death in the United States. It was widely considered a death sentence. But six doctors refused to accept that. They knew that if we could understand heart disease better, we could find ways to treat, beat and even prevent it – and hopefully one day eradicate it. And so, on June 10, 1924, six doctors created the American Heart Association.

Into the Second Century

Of course, we are far from finished. Recent trends show an uptick in cardiovascular disease. And so we enter our second century with the same commitment to equitable health for all.

We are excited about the future and how we – powered by our 32 million volunteers, donors and supporters – will be able to continue progress toward a healthier world.

Our vision statement for the next century sums up what you can expect from us for the next 100 years: **Advancing health and hope for everyone, everywhere.**

Left, Nancy Brown, AHA CEO, Star Jones, volunteer, Marsha Jones, chairperson of the board, and Joseph Wu, president

CENTENNIAL SPOTLIGHT



Dr. Paul Dudley White

Paul Dudley White, M.D., who accompanied his physician father on rounds in a horse-drawn buggy as a child, eventually joined a group of medical professionals drawn to treating and understanding heart disease. With five other doctors, he helped found the American Heart Association, igniting the torch that would carry the organization through its first 100 years.

Dr. White was the AHA's first treasurer, and when the 1940s began, he served a two-year term as president. Later he was the chief consultant to the National Heart Institute. He was also integral in establishing the Framingham Heart Study, the first major epidemiologic work to identify risk factors in coronary artery disease.

Dr. White was President Dwight Eisenhower's physician when the president suffered a heart attack in 1955 and played a major role in his recovery. The event brought widespread attention to the dangers of heart disease. White was instrumental in the founding of the cardiology unit at Massachusetts General Hospital, eventually rising to chief of cardiac services.

A superb teacher and scientist, prolific author and compassionate bedside physician, Dr. White received the Presidential Medal of Freedom from President Lyndon B. Johnson in 1964. In keeping with his staunch beliefs that lifestyle affected coronary artery disease, Dr. White walked vigorously and rode his bicycle — activities the AHA still recommends today.

CHLAPATYS ARE LEAVING A LIFESAVING LEGACY

Joe and Linda Chlapaty

Joe and Linda Chlapaty were getting ready for a trip to Italy when Joe had a stroke likely caused by atrial fibrillation, a quivering or irregular heartbeat that can also lead to blood clots and heart failure. Doctors performed an ablation to control the AFib and implanted a pacemaker.

At the time, Joe was president, chairperson and CEO of Advanced Drainage Systems, Inc. in the Columbus, Ohio area, where he began volunteering with the American Heart Association. "The more I learned, the more interested I became," he said. Serving on his local board of directors, Joe gained a better understanding of the AHA's depth and breadth. He learned more about how scientific research is funded — like the research that led to the very first pacemaker being implanted in 1957. And he saw firsthand how AHA programs — on everything from nutrition and lifestyle awareness programs to CPR training — improve the lives of people in their community.

Joe and Linda began funding many of those opportunities, most recently a landmark **\$10 million** gift commitment to the association as part of the Paul Dudley White Legacy Society. Previously, their generous gift of **\$6.25 million** helped launch the Joe and Linda Chlapaty Stanford DECIDE Center as a part of the American Heart Association's Strategically Funded Research Network focused on AFib. The couple has also supported the American Heart Association Scholars efforts at Historically Black Colleges and Universities and funded local initiatives on heart disease awareness and CPR training.

"As you get older, whatever time you have, you want it to be spent in a meaningful and helpful manner," Joe said. "That's why we support the AHA and the work that they do to develop techniques and fund research to improve care for heart health that will last a lifetime."



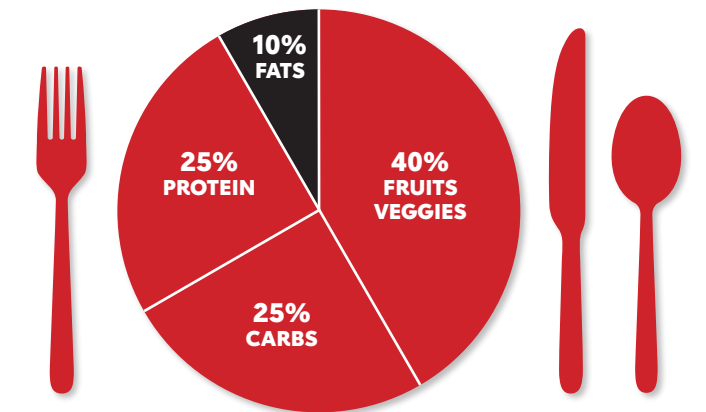
TRANSFORMING HEALTH CARE

Four years ago, we set an aspirational goal to advance cardiovascular health for all, including identifying and removing barriers to health care access and quality. And now the results are in. We achieved all aspects of our 2024 Impact Goal. This tremendous work with many of our collaborators will go a long way toward improving equitable care.

We improved blood pressure and smoke-free rates, health care access and health care quality.

Health Care by Food™

It was 1956 when pioneering work led by Ancel Keys, Ph.D., established connections between dietary fat consumption and increased blood cholesterol levels. Soon after, the American Heart Association assumed a leading role in urging Americans to change their eating habits.





Today, whether it's dished up in home kitchens, restaurants or school cafeterias, food remains among the world's most pressing challenges and opportunities for improving health. It goes deeper than putting peas on a plate. It's about equitable access to healthy foods and evaluating the quality of the world's food supply — and that's where the **The Periodic Table of Food Initiative (PTFI)** comes in.



THE PERIODIC TABLE OF FOOD INITIATIVE (PTFI)™

PTFI is a global effort to provide data-driven solutions to transform food systems for improved human and planetary health.

Using food composition data, the PTFI is discovering how climate change affects foods and developing evidence for scaling regenerative agriculture. It's also delving into diets that can help prevent chronic disease, which account

for 90% of the nation's \$4.5 trillion in annual health care expenditures.

This year at The Rockefeller Foundation Headquarters in New York City, the PTFI celebrated the launch of its scientific and educational resources, tools, data and training to map the food quality of the world's food supply.



Accelerating the Integration of Food Is Medicine in Health Care

The American Heart Association is also driving equitable food access through **Health Care by Food**, a research initiative with The Rockefeller Foundation, to integrate healthy food into health care delivery as a means of treating and preventing chronic diseases.

In 2023, an American Heart Association presidential advisory called for research on cost-effective health care interventions to treat and prevent nutrition-related conditions. Using this as a roadmap for Food Is Medicine, we'll form a strategic, equity-based approach to enhance our food system and improve health.

thank you

The Rockefeller Foundation, Kroger and the Walmart Foundation

Our thanks go to the supporters who made this all possible. Kroger and the Walmart Foundation each awarded \$5 million to support the American Heart Association's Health Care by Food initiative. With anchor support from The Rockefeller Foundation, the association will mobilize \$250 million to build the initiative.

Launched in spring 2023, Health Care by Food will generate evidence and tools to help the health sector design and scale programs that increase access to nutritious food, improve health and health equity, and reduce overall health care needs.





Venturing into the Future

Another important way we are transforming care is through American Heart Association Ventures, which is a platform of four different venture fund programs meant to catalyze companies that deliver on our mission in new ways.

Research and scientific innovation are crucial to our lifesaving mission. But without commercially viable ways to translate these into products and services, their full value cannot be realized.

In our venture capital funds we support companies that are translating research, science and evidence-based know-how into products and services that help patients and providers at the point of care. And when these companies are successful, the returns on that capital are reinvested to spread the value even further, supporting new companies and providing a way to leverage and grow the impact of our philanthropic support even further.

AHA Ventures includes the Go Red for Women Venture Fund, Cardeation Capital, the Social Impact Funds (including the Bernard J. Tyson Impact Fund) and Studio Red, our venture studio. Together the funds hold great promise to spread and scale innovations that advance our mission of improving cardiovascular and brain health nationally and globally. This includes a special focus on equitable health for women and under-resourced populations who are not always considered as these advancements come to market.



A GIFT FOR WOMEN'S HEALTH

Sarah Ross Soter

By the early 1990s, women's voices were loud and clear: The American Heart Association should do more to address heart disease, the No. 1 killer of women. The perception that heart disease was a man's disease was largely set in stone. Research soon disproved that notion, and the momentum mounted — but not enough. The critical need for awareness, progress and more research hasn't gone away.

Longtime American Heart Association supporter **Sarah Ross Soter** of Palm Beach, Florida is ensuring women aren't ignored. She recently made a gift of **\$15 million** to support the Go Red for Women Venture Fund, which the AHA seeded with \$40 million to address the pervasive lack of investment in women's health.

Soter's steadfast support of the AHA and women's health is long-standing. In 2015, she made a generous donation to help launch the first Go Red Strategically focused Research Network. In 2020 she provided an additional gift to continue the work.

The new fund, which will expand women-focused scientific research and translate it into better patient care, will likely start making strategic investments in late 2024.

"We can't close the gender gap in cardiovascular care until we start investing in research and solutions focused on women," Soter said. "Through the Go Red for Women Venture Fund, we can turn science into treatments that will change and save women's lives."



CENTENNIAL SPOTLIGHT

Stroke survivor helped change the AHA



After a stroke at 44 in 1964, Ima Bunting was instrumental in forming the AHA's early Stroke Clubs where survivors met to support one another. Her work laid the foundation for today's American Stroke Association.

Bunting learned how to walk again but went home with a brace on her left ankle, and she never returned to her teaching job. Doctors said she might never walk long distances. She built up her strength by exercising and swimming three times a week, proving them wrong.

Since Bunting helped to launch the Stroke Clubs, where survivors exchanged tips and learned more about their health struggles, the AHA revised its mission statement in 1985 to include stroke and added stroke to its slogan in 1993. Since the American Stroke Association's founding in 1998, fewer Americans are dying from stroke.



thank you

Bacteria present in the mouth can lead to tooth decay and gum infection, which may spread to other parts of the body and potentially contribute to heart conditions. Delta Dental, or **Delta Dental of California**, is proud to support and collaborate in the AHA's Healthy Smiles, Healthy Hearts initiative through a **multi-year \$15 million grant** aimed at advancing equitable care nationwide.

This initiative will develop solutions to better connect oral and primary care, working toward an integrated care system that prioritizes whole-person health.



TRANSFORMING COMMUNITIES

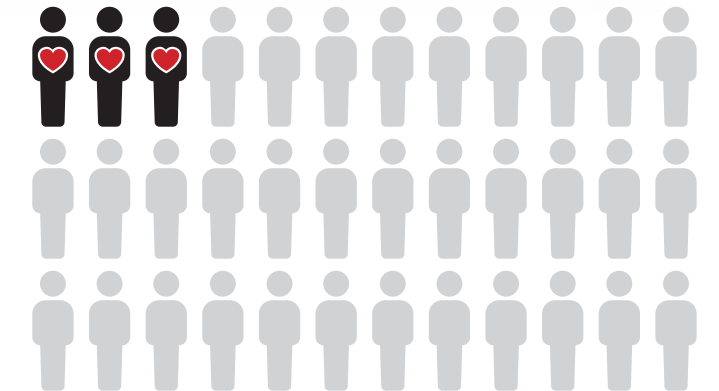
Working with communities is one of the surest ways to improve public health, and we do that in a number of ways – from teaching CPR to helping remove barriers to equitable health.

Everyone Can Be a Lifesaver

In 1961, AHA-funded research first showed how CPR can bring someone back to life after cardiac arrest, when the heart abruptly stops beating.

Since then, over many decades, the American Heart Association has become a leader in resuscitation training.

We're relentless about it. That's because each year in the U.S., more than 356,000 people experience cardiac arrest outside of a hospital, and only 9% survive, most likely because someone nearby took immediate action.





Our Nation of Lifesavers campaign aims to double the rate of survival from out-of-hospital cardiac arrest from 9% to 20% by 2030, and increase the use of AEDs in public settings. Reaching this goal means safer communities.

Last year more than 1 million people learned Hands-Only CPR in training events across the U.S, with about 10,000 organizations, schools and employers participating live or virtually.

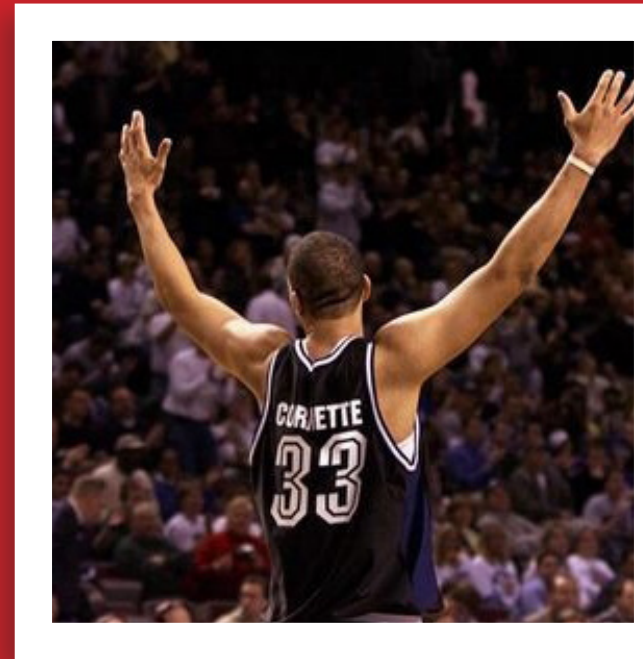
We also took our mobile CPR unit on the road to Super Bowl LVII in Las Vegas, and NBA All-Star weekend in Indianapolis. Participants tackled training to learn the correct rate and depth of CPR compressions.



NFL player Damar Hamlin is a national ambassador for the AHA's Nation of Lifesavers and is encouraging fans to be ready in a cardiac emergency.

FOUNDATION EXPANDS NATION OF LIFESAVERS

The **Joel Cornette Foundation** made a **\$1 million** investment to support youth sports CPR & AED education, awareness and training. The grant will also fund science to understand the risks and prevent sudden cardiac arrest in athletes in youth sports, with a special focus on Black athletes. The Joel Cornette Foundation was established to honor the life and legacy of Joel Cornette, a beloved basketball standout who died at age 35.

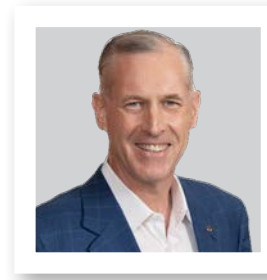


American Heart Association.
CEO Roundtable

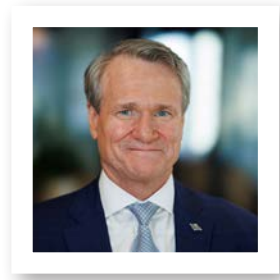
Helping to Build Healthier Workplaces

We continue to engage and mobilize business leaders with our CEO Roundtable, reaching over 3,500 executives since the program's inception. Its focus on equitable health and business, with pivotal support from the Deloitte Health Equity Institute, began in 2021 with a writing group of experts that developed an evidence-based report with practical strategies and guiding principles to advance health equity.

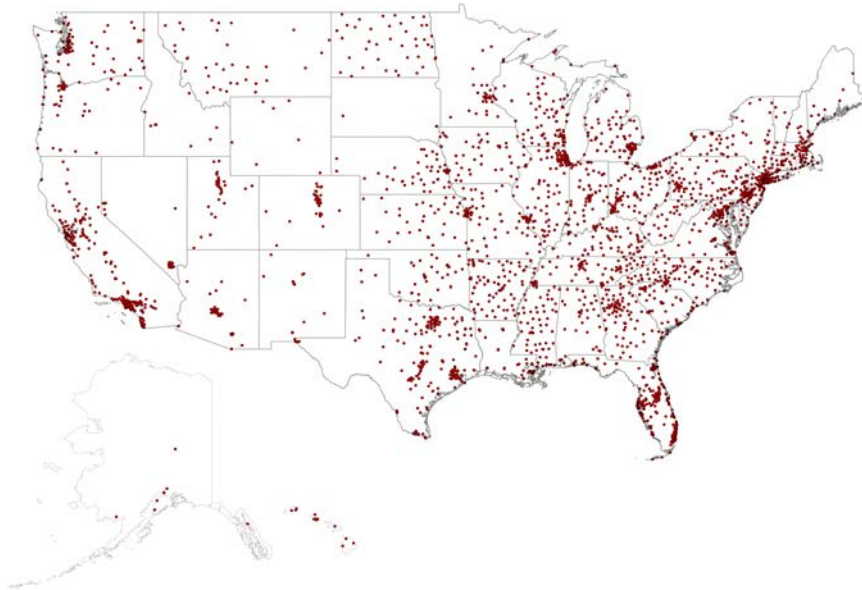
Since then, we've built on that momentum and expanded the business case for health equity to millions of people. New employer tools and resources and updated materials ensure companies have the latest insights and best practices.



Jim Fitterling, Dow
Chair of the Board and CEO,
AHA CEO Roundtable Co-Chairperson



Brian Moynihan, Bank of America
Chair of the Board and CEO,
AHA CEO Roundtable Co-Chairperson



Quality of Care in Communities

Get With The Guidelines is a proven in-hospital approach that helps health care professionals follow science-based approaches to treatment based on patient data registries across cardiovascular and stroke focus areas. Each program promotes consistent adherence to the latest research-driven guidelines and measurement, while providing data and information to professionals for continual improvement in patient care.

Map shows Get With The Guidelines participating hospitals through June 30, 2024.

More than 2,900 U.S. hospitals participate in the program, with over 800 published studies showing that Get With The Guidelines improves quality of care and outcomes. And more than 13 million U.S. patient records have been entered into the registries since the program started.

thank you

Bernard J. Tyson leaves a legacy

The American Heart Association's Office of Health Equity recently received a meaningful name change: It's now the Bernard J. Tyson Office of Health Equity.

Kaiser Permanente Chairman and CEO Bernard J. Tyson was a visionary leader who cared deeply about the health and well-being of every person. His quest for affordable, equitable health care and social justice made an impact around the world.

Bernard, who passed away in 2019 at age 60, was also a member of the American Heart Association's national board of directors and CEO Roundtable. His legacy lives on through the Bernard J. Tyson Impact Fund, which invests in local solutions that break down the social and economic barriers to health equity in under-resourced communities.



Bernard J. Tyson and wife Denise Bradley Tyson

thank you

The generous donors who support our lifesaving mission range from massive companies to individuals giving a few dollars. Our Life is Why program, supported by people making purchases in their own communities, brings that shared generosity together. Here's a look at some of this year's gifts:

Pilot Company raised **\$3.1 million** for Life is Why Consumer, which included a new minimum commitment and a 116% increase in campaign funds raised. Since 2018, Pilot has proudly supported the Life is Why campaign by engaging their team members and guests, raising a lifetime total of \$10,839,524 for the American Heart Association.



The UPS Store, a new Life is Why Consumer supporter, yielded **\$1.05 million** in revenue in their campaign from July through September in 5,200+ stores. The UPS Store just hosted their second annual campaign, with the additional month of October 2024 added.



Torrid, a new national supporter, signed a three-year, **\$1.5 million** minimum commitment. Torrid engaged their customers in an omnichannel approach, in-store and online at checkout.

Big Lots posted a 19% increase in its annual Life is Why Consumer campaign for a total of **\$1.02 million** and reported receiving a \$5,000 donation during its campaign. Since 2021, Big Lots has raised a lifetime total of \$4,141,704 for Life is Why, in addition to supporting local Go Red for Women campaign efforts.



STEPPING UP TO IMPROVE HEALTH IN RURAL COMMUNITIES

The Leona M. and Harry B. Helmsley Charitable Trust and The Truist Charitable Fund

People in rural communities face unique health challenges. The American Heart Association is deeply committed to improving this picture. Thanks to our generous supporters and donors, change is coming.

The Leona M. and Harry B. Helmsley Charitable Trust stands as one of the American Heart Association's most impactful philanthropic partners in its 100 years. Helmsley has invested more than **\$90 million** into the Association's mission, with a particular focus on improving lives in rural areas, where people may have difficulty getting health care in an emergency.

Most recently the trust donated **\$4 million** to expand the stroke system of care in Minnesota and **\$4.3 million** to launch Mission: Lifeline Stroke in South Dakota. This investment will save lives and reduce the devastation of stroke, the No. 5 cause of death and a leading cause of disability in the United States. The Leona M. and Harry B. Helmsley Charitable Trust also helped establish HeartCorps, which is designed to help meet public health needs of local communities, with a generous donation.

TRUIST  **The Truist Charitable Fund** is also helping make an impact with HeartCorps, thanks to a **\$3 million** grant providing tremendous support.

The goal of HeartCorps is to provide needed capacity and support in state and local public health settings and advance more equitable health outcomes for under-resourced communities. Additionally, the goal is to share pathways to good-quality public health-related careers by providing exposure through onsite experience and training, with a focus on recruiting AmeriCorps members who reflect the communities in which they will serve.



Walter Panzirel, Helmsley trustee, and Nancy Brown, AHA CEO

LEADING BREAKTHROUGHS IN SCIENCE & TECHNOLOGY

One-hundred years of milestones have collectively paved the way for more advanced diagnostics, treatment options and preventive measures against heart disease, turning science into real-world solutions.

About 1 in 3 U.S. adults have at least three risk factors that contribute to cardiovascular disease, kidney disease and metabolic disease.

CKM syndrome is a health disorder due to connections among heart disease, kidney disease, diabetes and obesity, leading to poor health outcomes. For the first time, the American Heart Association defined the overlap in these conditions as cardiovascular-kidney-metabolic syndrome.

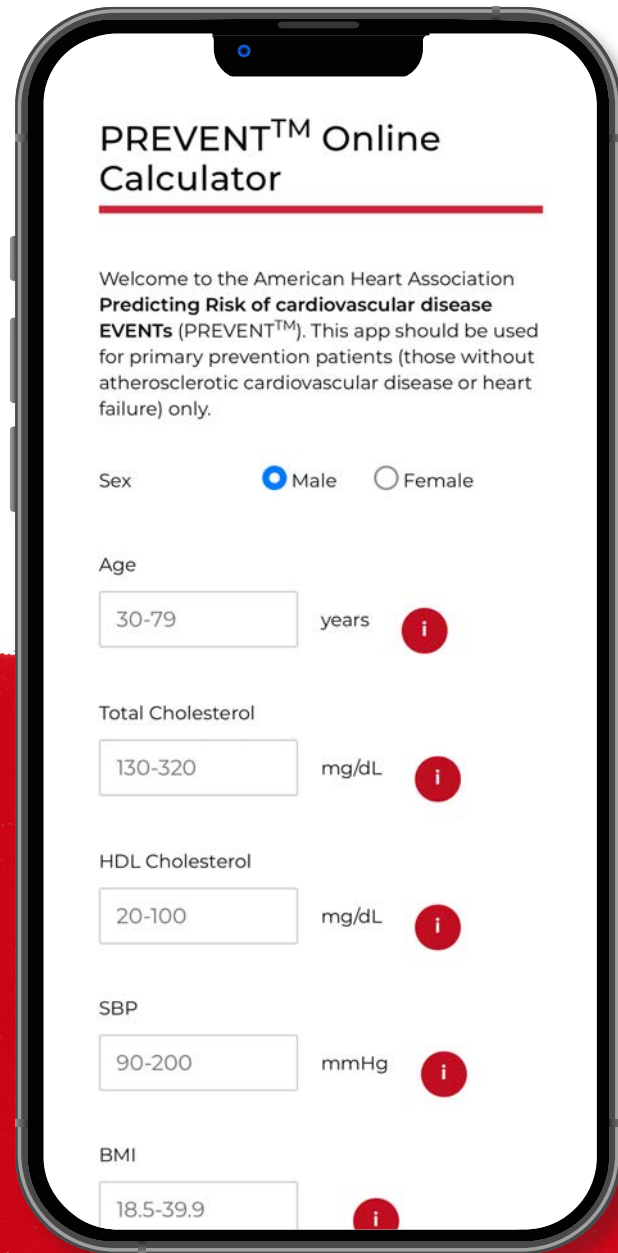
Our presidential advisory provides guidance on defining the syndrome and offering holistic, equitable approaches to care for patients with cardiovascular-kidney-metabolic syndrome. The initiative will improve clinical care, foster research and offer guideline-based treatment advice.

thank
you

Novo Nordisk and Boehringer Ingelheim Foundational Support

Novo Nordisk and Boehringer Ingelheim are founding sponsors of the Cardiovascular-Kidney-Metabolic Health Initiative, which will assess gaps in clinical care, identify research areas and implement guidelines and screening recommendations to provide clear, definitive treatment advice. The effort will reach more than 265,000 patients in 150 health care organizations across the U.S.





The AHA also introduced the **PREVENT** (Predicting Risk of cardiovascular disease EVENTS) to estimate 10- and 30-year risk of total cardiovascular disease for people 30 and older. The previous calculator was designed for people starting at age 40 and looked only 10 years ahead. Experts say that providing information on 30-year risk may reveal earlier opportunities for intervention and prevention efforts in younger people.

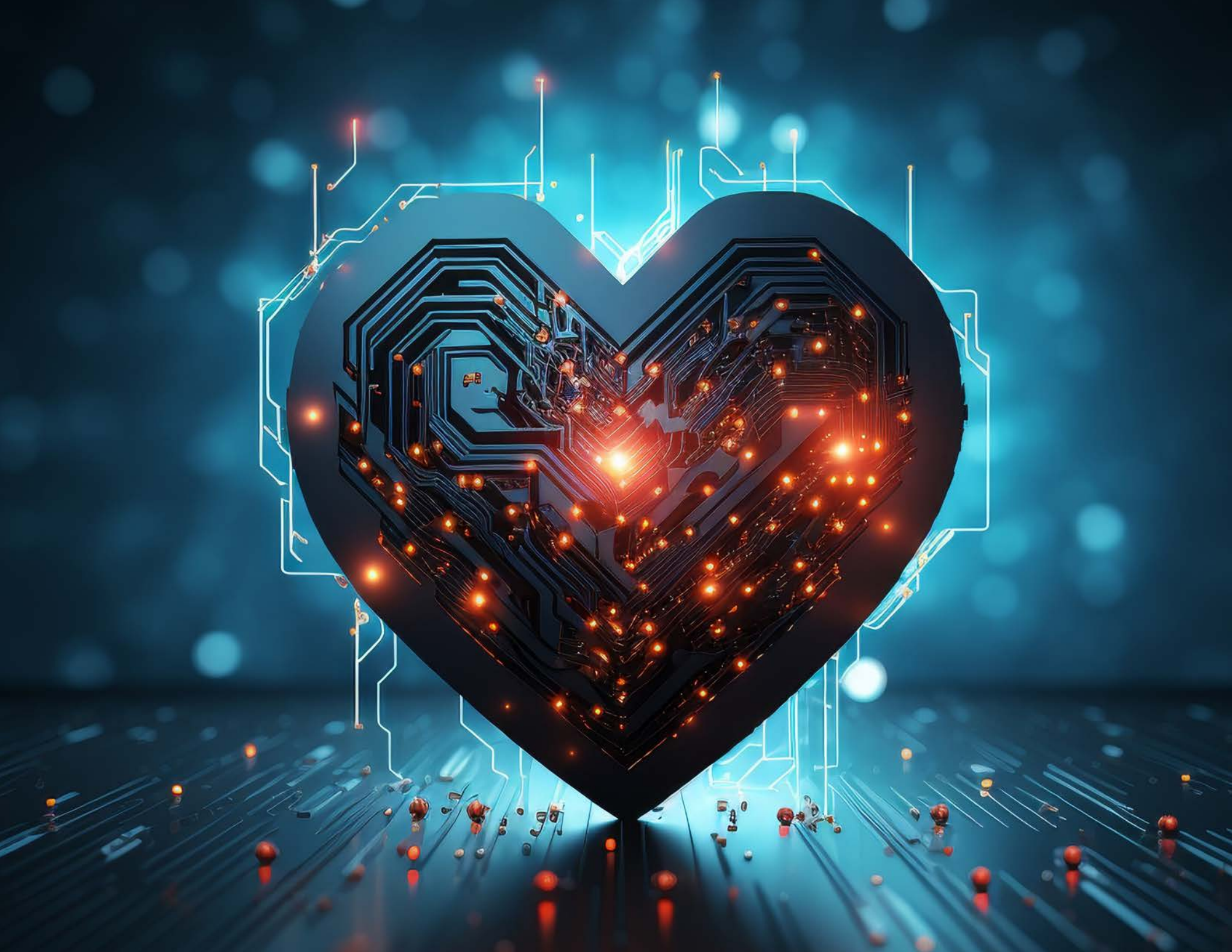
PREVENT has an option to include an index that incorporates measures such as education, poverty, unemployment, and the new calculator has similar accuracy among racial and ethnic groups.



We published 76 AHA scientific statements and clinical practice guidelines. Our top three scientific statements covered the diagnosis and management of atrial fibrillation, updated CPR guidelines and diagnosis and management of cerebral venous thrombosis.

We also published our Centennial Collection, a year-long overview of advances in cardiovascular and cerebrovascular science and medicine over the past century with key thought leaders and innovators contributing.





New Technology and Improving Care

Artificial intelligence, or AI, shows promise but remains limited for heart and stroke care, according to a scientific statement from the AHA. AI and machine-learning digital tools screen patients and guide researchers in developing new treatments, but research hasn't yet shown that AI-based tools improve care enough to justify their widespread use.

With the American Heart Association's own AI experts, in addition to technical innovations, we're exploring avenues for cardiovascular and cerebrovascular care and prevention in a strategic, sustained way.

Prevention through robust, targeted education is taking place via the newly launched American Heart Association Center for Telehealth.

The Leona M. and Harry B. Helmsley Charitable Trust furthered its commitment to the Center for Telehealth with a \$15.9 million grant, in addition to the trust's prior generous support.

THE LEONA M. AND HARRY B.
HELMSLEY
CHARITABLE TRUST



4,615 Telehealth Course Participants



More than 350 Health Care Professionals



4 Significant Collaborations

The AHA's Center for Telehealth, which aims to be the premier resource and market leader for telehealth education, provider certification and evidence-based solutions, engaged 4,615 learners in telehealth course offerings in its first year.

The center also certified more than 350 health care professionals and secured four significant collaborations.

A LASTING LEGACY: SACCO SCHOLARS NAMED
Patrick Devlin, Ph.D and Cyprien Rivier, M.D., M.Sc.

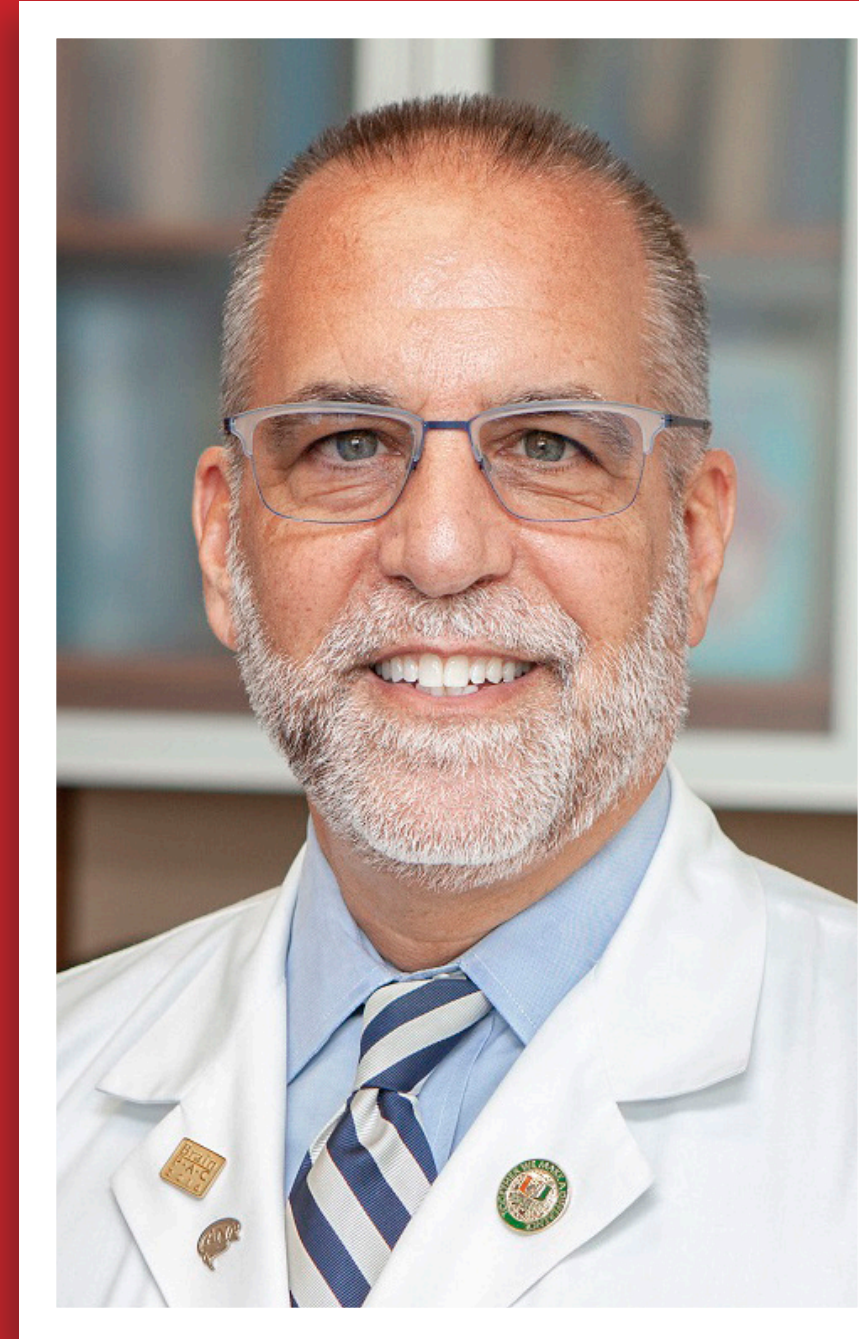
The American Heart Association and the American Academy of Neurology have awarded the first-ever **Ralph L. Sacco Scholarships in Brain Health** to two researchers, **Patrick Devlin, Ph.D., of Houston and Cyprien Rivier, M.D., M.Sc., of New Haven, Connecticut.** Each received a \$150,000 two-year scholarship to support continuing scientific research in brain health.

The scholarships are made possible by a generous bequest to the American Academy of Neurology and the American Heart Association from the late Ralph L. Sacco, M.D., M.S., FAHA, FAAN. Sacco was the only neurologist to have served as president of both organizations. He passed away in 2023 from a brain tumor.

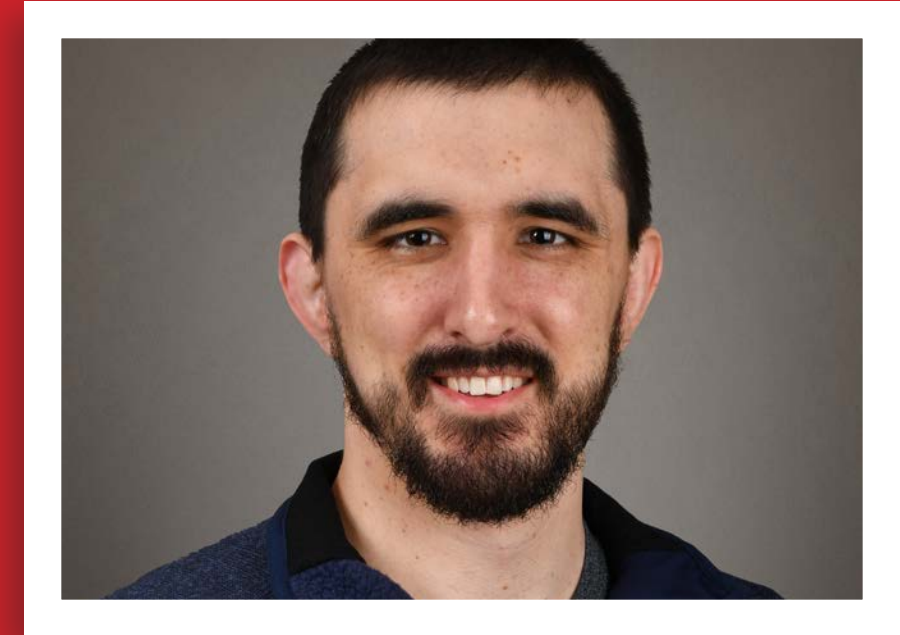
“Ralph was a personal friend and mentor, and I am grateful that his legacy of influencing the careers of countless physicians, researchers and health care professionals will live on through this unique scholarship program,” said Mitchell S. V. Elkind, M.D., M.S., FAHA, FAAN, chief clinical science officer and past AHA president. “These research projects will build upon his decades of work in saving and improving the lives of people with stroke and will break new ground in our knowledge of how vascular disease impacts cognitive decline, dementia and brain health more broadly.”

Devlin, a postdoctoral research fellow in the Ritzel Lab at the University of Texas Health Science Center at Houston, was awarded the scholarship for his research on how the brain may age more quickly after a stroke, including the aging process of immune cells in the brain.

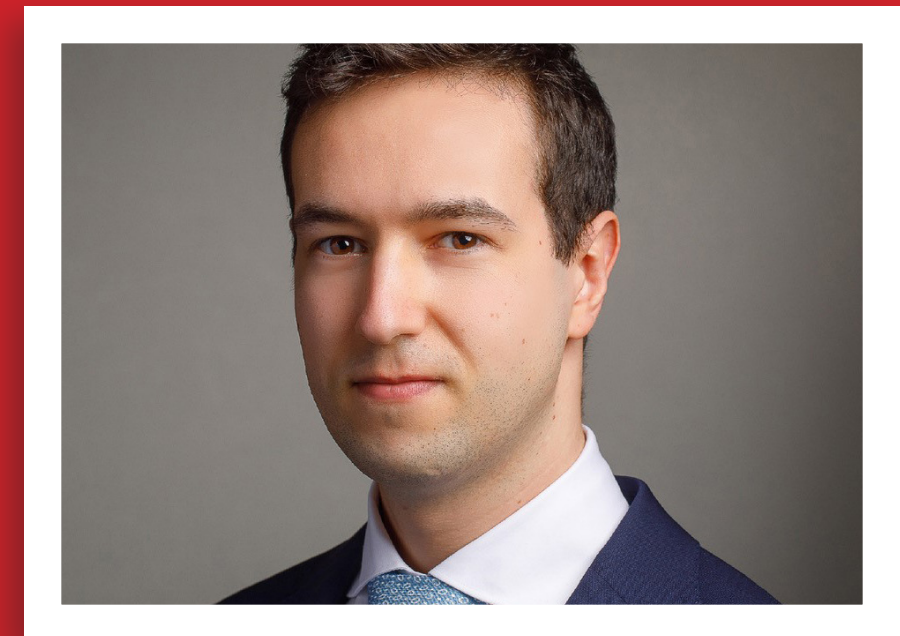
Rivier, a postdoctoral research fellow in the Falcone Lab in the Department of Neurology at Yale University, was awarded the scholarship for his research on how biological age impacts the brain. Rivier is exploring whether people with younger biological age are less likely to develop dementia and stroke.



Ralph L. Sacco, M.D., M.S., FAHA, FAAN



Patrick Devlin, Ph.D.



Cyprien Rivier, M.D., M.Sc.

thank you

Bristol Myers Squibb Foundation **\$4.1 Million**

The Bristol Myers Squibb Foundation granted \$4.1 million to fund the Clinical Investigator Leadership Awards – Cardiovascular under the Robert A. Winn Diversity in Clinical Trials Awards Program. The three-year awards program will help recipients further develop careers in cardiovascular research with an emphasis on fostering diversity in clinical trials. Scientists from Columbia University and Johns Hopkins University have accepted the first two awards.



Additional Ventures Foundation **\$6.6 Million**

Additional Ventures Foundation has granted \$6.6 million to advance research related to single ventricle heart disease through a four-year agreement. The purpose is to provide support for interdisciplinary teams of investigators who are actively conducting research directly related to the etiology of single ventricle diseases. Specifically, the intent is to address the underlying biological mechanisms and clinical science related to complications and co-morbidities of single ventricle heart disease and the post-Fontan condition to improve the lives of patients.



Robert Wood Johnson Foundation **\$4.9 Million**

The Robert Wood Johnson Foundation granted \$4.9 million to fund the Health Equity Research Network (HERN) on Community-Driven Research Approaches. This research network advances the foundation's commitment to furthering health equity by centering community voice and power in the development and implementation of research to address the specific health contexts and priorities of marginalized populations. This HERN merges strengths and networks of the American Heart Association and Robert Wood Johnson Foundation to address health research barriers and competency gaps. This effort will build new research models that center on communities most impacted by research findings, particularly with relevance and applicability in biomedical and clinical science.



CENTENNIAL SPOTLIGHT

Take me out to the ballgame



Every year, a team of AHA experts compiles statistics for a massive report that explains how cardiovascular disease affects people worldwide. But nearly 100 years ago, it began with just one woman, Jessamine Whitney, who produced the earliest statistical reports on heart disease mortality.

Old newspaper stories describe a baseball-loving math whiz who became an internationally recognized statistician with a hobby in sports analytics. In 1918, she became the statistician for the National Tuberculosis Association. Her work for the AHA took place after the NTA and the AHA created a "plan of co-operation" in 1926.

Whitney analyzed baseball statistics when she wasn't researching who was dying from tuberculosis and why. Experts say those skills made her uniquely qualified to compile these statistics for the AHA.

CHANGING POLICY & SYSTEMS

In 1956, the AHA issued its inaugural statement linking cigarette smoking to heart-health concerns.

Since then we haven't stopped advocating for critical changes that lead to better health in the world around us. We are:

Building a Nation of Lifesavers

In schools with access to AEDs and CPR, students are seven times more likely to survive cardiac arrest. We are championing legislation to establish cardiac emergency response plans and improve cardiac arrest survival rates in elementary schools and secondary schools nationwide.



Advocating for cardiac emergency response plans federally and in 42 states.

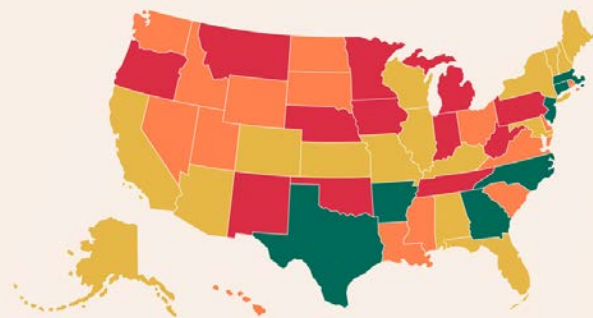
Last year we joined the NFL in the founding of the Smart Heart Sports Coalition. Now 12 states have passed legislation requiring cardiac emergency response plans for schools, school athletic facilities/ events or both. This joint \$14.5 million investment will help ensure that students, coaches and school administrators are ready to take lifesaving action.



SMART HEART SPORTS COALITION

The Smart Heart Sports Coalition

43 states have insufficient policies to save student athletes in the event of Sudden Cardiac Arrest.



- RED - NO POLICIES
- ORANGE - 1 POLICY
- YELLOW - 2 POLICIES
- GREEN - ALL POLICIES

Empowering more than 200 advocates to support two critical pieces of legislation.

Congress introduced the HEARTS Act (H.R. 6829) and Access to AEDs Act (S.1024), which would require schools nationwide to develop cardiac emergency response plans and authorize funding for CPR and AED training and related equipment. We empowered more than 200 advocates from 39 states and Washington, D.C. to share their stories and call on their representatives to support these bipartisan bills during our “Hearts on the Hill” advocacy day.



Congress introduced the HEARTS Act and Access to AEDs Act.

Achieving numerous state and local “wins” that protect communities from Big Tobacco and increase access to care.

As a result we’re spreading health and hope for people everywhere. We are:

- Supporting state and local appropriations campaigns that resulted in over \$1.5 billion in public investment and 44 overall policy campaign wins at the state, local and tribal levels.
- Leading efforts to expand Medicaid in 10 remaining states and extend postpartum Medicaid coverage in 48 states and Washington, D.C. Our support in North Carolina, the newest state to expand, led to more than half a million newly eligible North Carolinians enrolled since Dec. 1, 2023.
- Passing 15 retail licensure policies and nine tobacco tax increases. This includes a \$1.25 tax increase in Maryland that is expected to generate over \$91 million and decrease tobacco consumption.
- Increasing access to healthy school meals in New Jersey, Connecticut, Rhode Island, Michigan and Delaware, and reaching students with 16 million meals in Georgia.

- Securing a \$7 million Head Start funding increase in Rhode Island and the \$27 million investment in Wisconsin’s early care and education to advance equitable health.
- Expanding SNAP benefits and increasing access to healthy food for 800,000 recipients in Alabama and North Carolina.
- We also released the U.S. Health and the Future of Food report alongside Deloitte and Research!America, detailing alarming trends in food and nutrition security.



From left: Junaid Kahn, Emily Holubowich, Jacque Gorelick and Ed Gorelick pause between congressional meetings during the AHA’s Hearts on the Hill fly-in.

CENTENNIAL SPOTLIGHT

ADVOCACY THROUGH THE YEARS



In 1981, the AHA established a dedicated government affairs team in Washington D.C. to educate policymakers about public health issues impacting cardiovascular disease. Over the years, the AHA has led thousands of successful advocacy campaigns powered by volunteers.

A major accomplishment, beginning in the 1980s, was the AHA's involvement in passing comprehensive smoke-free laws, which protect people from secondhand smoke in workplaces. As of January 2024, 36 U.S. states had passed such laws, protecting 262 million people, or 82% of the population.

The AHA has advocated for changes to make the health care system work for all, including improving patient access to affordable, quality health care. Perhaps the most significant outcome was the landmark Affordable Care Act legislation of 2010, which incentivized states to expand Medicaid coverage. The AHA is committed to addressing barriers to health equity so all people have the opportunity to live longer, healthier lives.

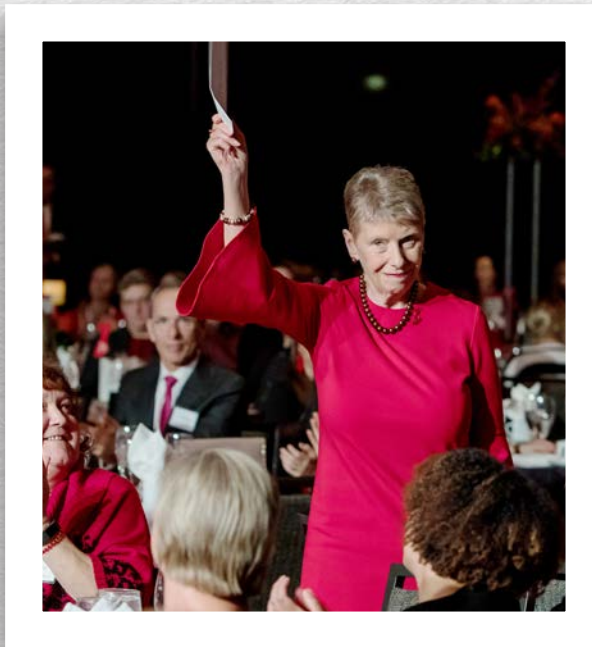
Above: Richard Cendali and a group of students from the Boulder Valley, Colorado public school system, appear as the national demonstration team for Jump Rope for Heart in a March 1981 sponsored event.

thank you

MATERNAL HEALTH GIFT

Jeannine Rivet (via her KAHR Foundation)
\$1.5 Million

Jeannine Rivet donated \$1.5 million to support AHA's Lifelong Learning modules for Maternal Health for Nurses. Jeannine is a retired nurse and UnitedHealth Group executive who has been involved in Go Red for Women for many years.



BUGHER FOUNDATION HAS PROVIDED VALUABLE FUNDS, IDEAS TO SUPPORT AHA Henrietta B. and Frederick H. Bugher Foundation

With more than **\$63 million** in gifts, the **Henrietta B. and Frederick H. Bugher Foundation** Foundation is among the most generous donors in the American Heart Association's history — and the top funder of AHA-funded stroke research. Along with funding, they've provided transformative ideas.

From the start, in 1984, the Bugher Trustees wanted to invest in science and scientists – primarily early-career scientists to encourage young researchers to remain in the field. About 90% of the original 122 grant recipients indeed remained in research, including a future AHA president and the scientist who came up with a major improvement for stents.

Over the decades, the Bugher Foundation has funded five multi-year projects, each with a different focus. Along the way, Trustees noticed that early-career scientists would benefit from training to help translate this work for the masses, with great success.

Then there's their biggest idea – implementing cross-institutional collaboration. Three institutions were chosen to work together, and now it has become a standard part of the AHA's research portfolio and is widely used across science. And now, a sixth funded research project – a \$12.925 million gift to investigate stroke as a systemic and chronic disease – was announced in June 2024.

The Bugher Trustees (from left): Bryan Adams, Gayllis Ward and Bruce Adams. As the AHA begins its second century, Ward envisions that by 2124, heart disease will no longer be the No. 1 killer of Americans.



OUR FUTURE IS ABOUT IMPROVING YOURS

Even though it has been 100 years since
its founding, the American Heart Association
is just getting started.

For over 100 years, the American Heart Association, along with its volunteers, supporters, donors and staff, has worked for a healthier world for everyone. Our bold actions in science and innovation have made it possible for millions of people to live longer, healthier lives.

Celebrating a Century of Community Impact

Together we continue to be a relentless force for a world of longer, healthier lives through our work by raising vital funds in our communities.





Heart Walk, our largest nationwide event, was named the No. 1 peer-to-peer fundraiser for the fourth year in a row. Corporate teams, families and communities came together at more than 220 events, raising \$100 million. Building on that momentum, we integrated Nation of Lifesavers into every aspect of the Heart Walk campaign, empowering participants to take action and drive toward the goal of having one person in every household confident and prepared to perform CPR.

With the introduction of the Heart Walk CPR Digital Experience, every registered participant can learn Hands-Only CPR, and newly introduced company- and community-wide CPR strategies are mobilizing millions to be ready to act in the face of a cardiac emergency. Every walker who joins and every dollar donated means more people trained in CPR, more research funded and more lifesaving moments.



CycleNation, our signature high-energy stationary bike event, raised \$2 million and brought together riders for 29 events across the country to eradicate stroke.





Heart Ball, our galas held across the country, raised \$80 million while promoting equitable health experiences beyond the ballroom. Our Heart Ball and Heart of City campaigns are working on critical issues in communities: improving nutrition security, implementing the chain of survival, reducing tobacco and vaping, and lowering high blood pressure.



Losing even one woman to heart disease is too many. The American Heart Association is committed to meeting the needs of women in every age, stage and season of life. Go Red Women raised \$43 million and is funding critical, lifesaving research to address the unique risk factors and needs of women. Our signature luncheon events celebrated women taking charge of their health, united Circle of Red members and honored heart disease and stroke survivors. A vast array of nationwide events ensure that women everywhere learn to pay attention to their hearts.

MAKING AN IMPACT

Our Impact Campaigns raised **more than \$10 million** and ignited remarkable growth and awareness in the communities we serve. Nearly 900 nominees from 180 communities across the country competed to make the greatest impact in their communities via education, awareness and fundraising activities. Changemakers in our **Leaders of Impact, Woman of Impact** and **Teen of Impact** programs inspired thousands to live healthier lives.



Participants from the Red Dress Collection fashion show during New York Fashion Week in February





Kids Heart Challenge and American Heart Challenge raised \$67 million and continue to engage millions of students and their families each year. Schools get resources and a curriculum to help develop healthy children equipped to achieve physical and emotional success.

More than 16,000 schools across the country got hearts pumping in our Kids Heart Challenge and American Heart Challenge programs in the 2023-24 school year. Participating schools leveraged tools and resources to support the mental and physical well-being of students, families and educators.

HEART HERO

Sydney Callands - Survivor, 5th Grade

Sydney is a stroke survivor who had an unexplained stroke a week before her fourth birthday. Her amazing team of doctors and nurses provided physical therapy to help her walk and talk again. Sydney later found out that she was born with a hole in her heart's septum called an atrial septal defect. Sydney is still getting stronger every day, but she feels much better and loves hiking and playing Roblox. Sydney is participating in the Kids Heart Challenge because she wants people to know how important it is to stay active and to raise stroke awareness.



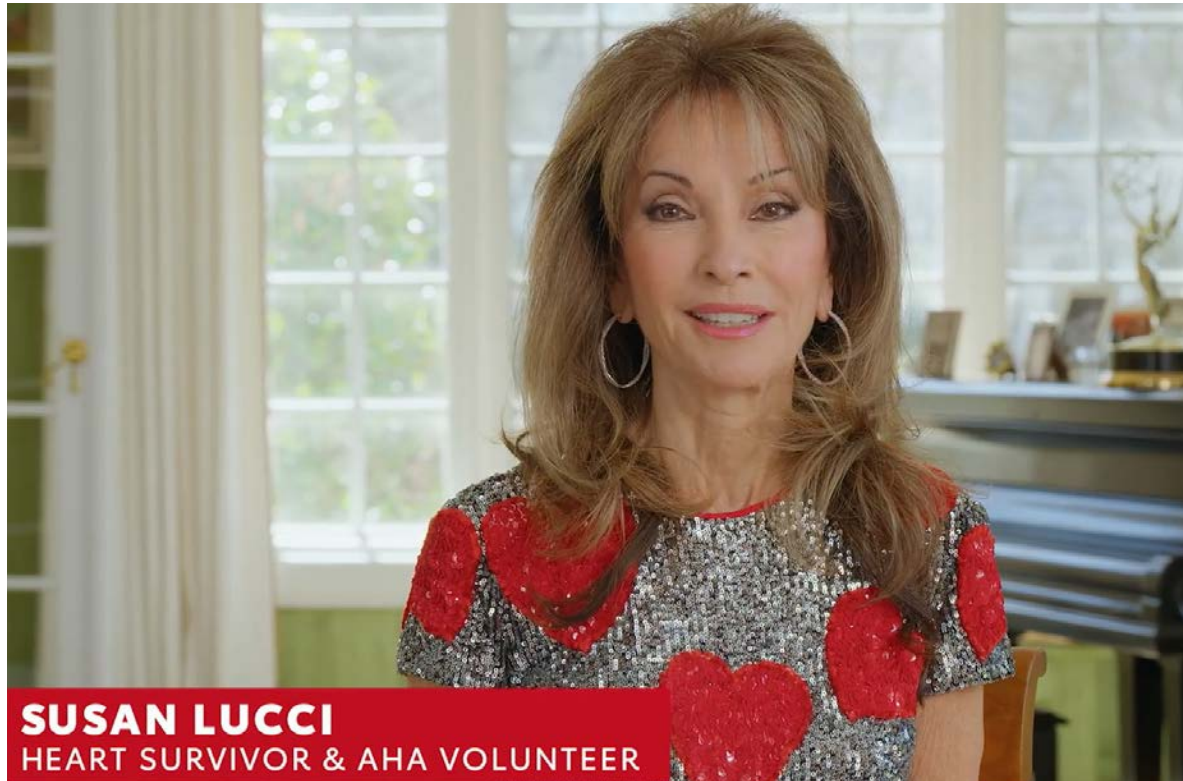
The American Heart Association's LiVE continues to build a diverse community of streamers who are making a difference with their unique efforts and enthusiasm for spreading lifesaving messages.

LiVE launched 100 years of Heart campaign with a billboard in Times Square recognizing digital influencer fundraisers like JT Laybourne (pictured above) on Founders Day. The campaign creators went live to support CPR Awareness Week.

Donors were inspired to give throughout the year, thanks to monthly campaigns and matching gifts during Giving Tuesday, American Heart Month and Mother's Day. A new direct response television campaign aired on stations across the country featuring actress Susan Lucci sharing her personal heart disease story.

2024 TELLY AWARD WINNER
Susan Lucci Public Service Announcement

Our Susan Lucci public service announcement won the prestigious 2024 Bronze Telly Award for its storytelling impact. This is the American Heart Association's second Telly Award for our work in Direct Response Television.



INTO THE FUTURE

The American Heart Association continues to drive meaningful impact in our second century by targeting community campaigns highlighting critical issues. They include:

- Reducing Risk in Women
- Controlling Blood Pressure
- Improving Nutrition Security
- Ending Tobacco Use and Vaping
- Addressing Community Need
- Building Mental Well-Being

These campaigns helped drive equitable health in communities nationwide.

thank you

Encompass Health is a proud supporter of Together to End Stroke, which aims to prevent, treat and beat stroke. Through select Go Red for Women campaigns across the nation and co-developed resources for stroke patients and caregivers, Encompass Health's partnership continues to play an instrumental role in empowering women to know the signs and symptoms of a stroke.



Merck, through its Merck for Mothers initiative, awarded **\$2 million** to support the expansion of the AHA's Advancing Maternal Health Equity project. Guided by the overarching goals to improve women's cardiovascular health and eliminate maternal health disparities, this project aims to improve postpartum systems of care related to cardiovascular health and expand professional education and training opportunities. Merck for Mothers is known as MSD for Mothers outside the United States and Canada.



Nationally supported by **Kiniksa** Pharmaceuticals, the Addressing Recurrent Pericarditis initiative launched this year as an effort to address gaps and barriers in patient care, educate health care professionals and develop patient education resources to improve diagnosis, treatment and quality of life.



Grubhub Community Fund awarded **\$2 million** to launch a Social Impact Fund (Grubhub Fund) in Chicago and New York. The effort focuses on food security, technology solutions and economic resilience using the Social Impact Funds' proprietary sourcing, investment and performance management process.



thank you

Abbott will provide **\$3 million** to support the AHA's Heart Failure Education Initiative to drive awareness among general cardiologists of treatment options beyond guideline-directed medical therapy for eligible heart failure patients. The initiative is also helping to understand and amplify patient care models and referral patterns for best-in-class heart failure patient care.



CPKC awarded **\$1.5 million** over 3 years in sponsorship of Heart Walk, the AHA's premier event for raising funds to save lives from heart disease and stroke, the country's No. 1 and No. 5 killers, in Chicago, Dallas, Kansas City, Shreveport, Dubuque, Davenport and the Twin Cities. In addition, CPKC will support four two-year pre-doctoral fellowships and four one-year pre-doctoral fellowships chosen by the AHA that are related to cardiovascular disease.



Novartis granted **\$2.7 million** to fund the National Lp(a) Federally Qualified Health Centers Discovery Project as an expansion of the Lp(a) Discovery Project. Using an integrated approach, the AHA is seeking to understand what lipoprotein(a) testing models exist, if any, within the FQHC model. Goals also include identifying barriers to testing, and developing and delivering FQHC-focused health care professional and patient education around Lp(a) within these under-resourced, FQHC communities.



FINANCIALS



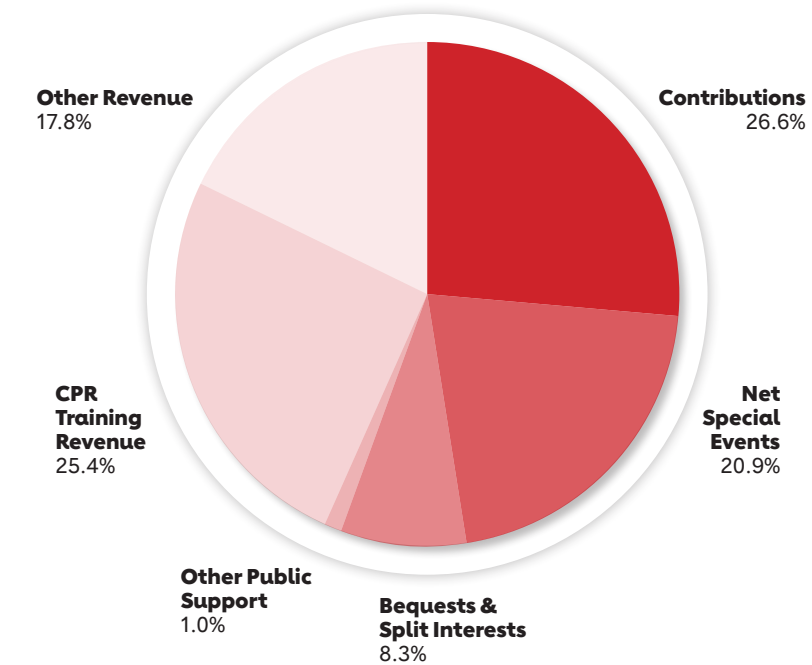
Financial Highlights

The figures on the next page show the financial activities of the National Center, regions and all other components of the American Heart Association and its division, the American Stroke Association, for the fiscal year July 1, 2023 through June 30, 2024.

Financial Highlights

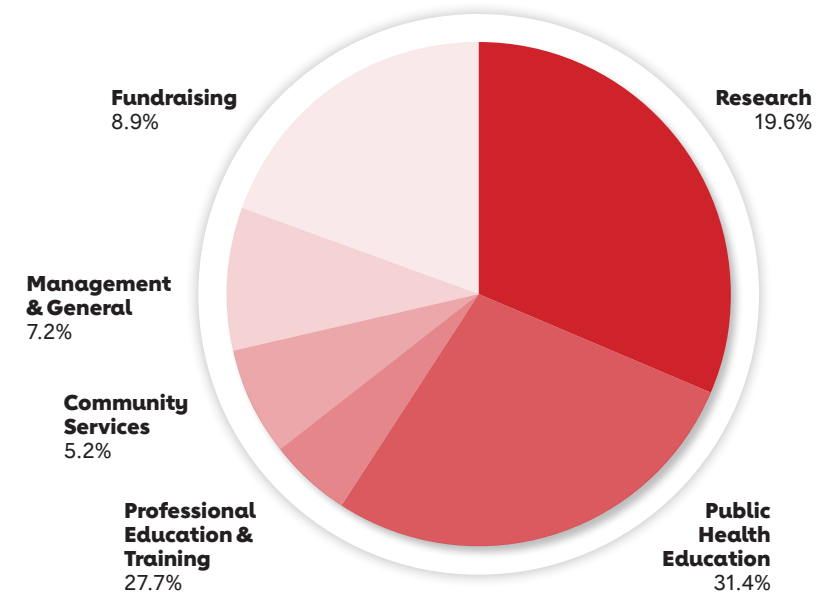
Public Support and Other Revenue (in thousands)

Contributions	347,163
Net Special Events	272,870
Bequests & Split Interests	108,956
Other Public Support	13,549
CPR Training Revenue	331,217
Other Revenue	232,175
Total Income	1,305,930



Expenses (in thousands)

Research	235,335
Public Health Education	377,016
Professional Education & Training	333,488
Community Services	62,857
Management and General	87,221
Fundraising	106,416
Total Expenses	1,202,333



Statement of Financial Position as of June 30, 2024 (in thousands)

Assets

Cash, Cash Equivalents & Investments	1,239,079
Receivables	378,760
Beneficial Interest in Perpetual Trusts	170,226
Split-Interest Agreements	72,215
Operating Right-of-Use Assets	25,383
Property and Equipment, Net	28,172
Other Assets	82,273
Total Assets	1,996,108

Liabilities

Research Awards Payable	400,978
Accts Payable & Accrued Expenses	108,569
Operating Lease Liabilities	27,608
Other Liabilities	112,651
Total Liabilities	649,806

Net Assets

Without Donor Restrictions	603,364
With Donor Restrictions	742,938
Total Net Assets	1,346,302
Total Liabilities and Net Assets	1,996,108



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BOARD OF DIRECTORS 2023-2024

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