



# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

*Advancing  
health and hope  
for everyone,  
everywhere.*

2023-24



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## FROM THE CHIEF EXECUTIVE OFFICER

As the American Heart Association closes our Centennial year, we reflect on the tremendous progress we've made in creating a world of longer, healthier lives. And we look forward to making an even greater impact as we embark on our second century.

This Environmental, Social and Governance Report details how the American Heart Association is accomplishing our mission through science, advocacy and education.

We consider ourselves stewards – across the globe, in local communities and in our day-to-day business. The report that follows demonstrates how we're changing lives.

Our second century vision calls us to advance health and hope for everyone, everywhere. This is a promise we take seriously, and it wouldn't be possible without you.

Thank you for your support.



Sincerely,

Nancy A. Brown  
Chief Executive Officer

# PURPOSE

The American Heart Association is a volunteer-led health organization that has been saving and improving lives for a century by funding scientific research, working with communities, advocating for public health policies and much more.

Our mission is to be a relentless force for a world of longer, healthier lives. That mission informs all we do. As a transparent and ethical organization, we hold ourselves accountable to eight Guiding Values:



**Bringing  
Science  
to Life**



**Improving &  
Extending  
People's Lives**



**Building  
Powerful  
Partnerships**



**Speaking With  
a Trustworthy  
Voice**



**Inspiring  
Passionate  
Commitment**



**Making an  
Extraordinary  
Impact**



**Meeting  
People Where  
They Are**



**Ensuring  
Equitable  
Health for All**



## OUR WORKFORCE IS OUR STRENGTH

A diverse, equitable and inclusive workplace promotes health and well-being for our employees — and for employees at organizations around the country. We're committed to ensuring our workforce, workplace and mission have a shared impact across America's populations in terms of diversity, equity and inclusion. We foster a welcoming environment that encourages understanding and values people from different backgrounds and life experiences.

Everything we do revolves around people, including our volunteers, staff, donors and communities. We are a trusted partner, convener and contributor working toward equitable health and well-being for all.

### OUR COMMITMENT

**INCREASE** the diversity of our workforce, including leadership. We are committed to filling at least one-third of hires with people from diverse backgrounds. We view staff diversity through the lens of race and ethnicity, veteran status, persons with disabilities and LGBTQ+ people. In terms of gender, more than three quarters of our staff members are women.

We mitigate bias in the recruitment, development, advancement and retention of diverse colleagues by providing ongoing learning and development experiences, leveraging our behavioral and integrated interviewing system, incorporating industry leading platforms and working with diverse alliance partners.

**Our objective is to achieve at least 30% diversity in our workforce.**

**PROGRESS**

In the 2023-24 fiscal year, 46% of the people we placed in newly filled positions were diverse. Strong recruiting and training, sourcing techniques, outreach and processes yielded sound results. At the end of the fiscal year, 40% of our staff were diverse, including 30% of managers.

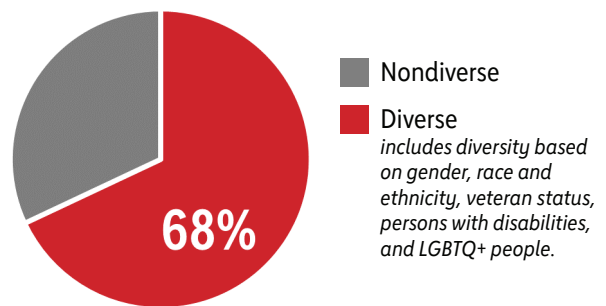


The National Organization on Disability recognized us as a leading disability employer. We also partnered with AARP and were certified as an age-friendly employer by The Age-Friendly Institute.

We continue to present “Courageous Conversations,” a series that encourages lively, open dialogue among staff about difficult topics such as mental health and ageism. More than 120 sessions have been completed since it launched. And we continue to train employees on equitable health; our devotion is strong.

We’re committed to ensuring our board of directors is representative of all our communities. We were honored as No. 1 in Fair360’s Top Companies for Board of Directors. Fair360 (formerly DiversityInc) is a leading source of data and insights on diversity, equity and inclusion.

**NATIONAL BOARD DIVERSITY**



# PROMOTING EMPLOYEE HEALTH AND WELL-BEING

Health is everyone’s business. We’re leading the way.

Our [Workforce Well-being Scorecard™](#) measures an organization’s culture of health and well-being based on scientific data and industry best practices. The Scorecard, which recognizes organizations from “Bronze” to “Platinum,” also includes best practices around paid family and medical leave, health insurance, equity, diversity, financial literacy, pay practices, physical environment and community involvement.



In the 2023-24 fiscal year, almost 500 companies participated in the Scorecard with a total employee reach of almost 4 million.

We achieved our own objective of “Platinum” status as an employer on the Workforce Well-being Scorecard™.

## OUR COMMITMENT

**COLLABORATE** with our CEO Roundtable of top business leaders to implement a road map, conceptual framework and related tools for employers to identify and dismantle practices and policies in the workplace that contribute to structural racism and health inequities.

## PROGRESS

The American Heart Association CEO Roundtable comprises about 50 CEOs representing many of the world’s leading employers. Building on the 2021 [Driving Health Equity in the Workforce](#) report, member companies share their insights, feedback and narratives as they pursue equitable health.

We’ve been working with the Deloitte Health Equity Institute and the Society for Human Resource Management (SHRM) Foundation on our Health Equity in the Workforce Initiative. It combines insights from diverse business leaders and the latest

science to develop guidance and tools. This year, over 200 business leaders participated in meetings in Philadelphia, Chicago, San Francisco, Raleigh, N.C., and New York City to hone their equitable health strategies.



Health and well-being are part of the fabric of our work culture. We support our employees' health journeys, whether through structured programs, resources or simply checking in to see how people are doing.

We promote CPR training and automated external defibrillator access in the workplace through our Heartsaver course, which teaches people basic life support skills. More than 3 million Heartsaver cards were issued in the 2023-24 fiscal year.

Our Tuition Assistance Program, which covers a significant portion of tuition costs for some degree programs, has been a success, with more than 125 participants in the 2023-24 fiscal year. Our Interns of Impact program is developing the next generation of American Heart Association employees and preparing people for the workforce not just at the association. In the 2023-24 fiscal year, nearly 300 interns participated in a broad range of areas across the association.

We offer a wide range of programs, resources and tools regarding work-life balance, physical, mental, social, financial and career well-being. These are detailed in our Championing Your Well-Being Guide and include:

**Social well-being:** Employee Resource Groups provide social interaction, camaraderie and personal growth. These voluntary groups are especially critical following COVID-19, when many employees felt the need to connect more with their colleagues.

**Work-life balance:** Resources include paid family leave and a generous paid time off benefit, including observed holidays each calendar year. We also offer flexible work arrangements when possible. Our adoption assistance program helps employees build their families.

**Physical well-being:** One program provides ways for employees to earn rewards and incentives for completing healthy actions. Other offerings include one-on-one coaching, fitness plans and digital health management.

**Financial well-being:** We offer retirement plan benefits for all staff members, including employer contributions that increase based on tenure, matching contributions and free "financial wellness checkups." Our paid-time-off cash-out option lets employees spend PTO dollars on what matters to them: student loan repayment, a new hobby or to cope with an emergency.





# PROSPERITY

## RESEARCH INVESTMENT

Funding research is a cornerstone of our lifesaving mission. The American Heart Association funds more cardiovascular and cerebrovascular research than any other nonprofit, non-governmental organization in the United States.

We recognize that research involves societal factors well beyond the lab and the hospital. Social factors, including social drivers and health challenges in rural areas take a heavy toll on people's health. In 2020, an [American Heart Association Presidential Advisory](#) called for science-based solutions to structural racism, a fundamental driver of health disparities in the United States.

### OUR COMMITMENT

INVEST \$100 million in new research programs and grants focused on science-based solutions to health inequities and structural racism. We also will expand diversity research opportunities in science and medicine through grant funding STEM programs, and our HBCU and EmPOWERED to Serve Scholars programs.

## PROGRESS

Since the 2020-21 fiscal year, our total investment in new research programs, grants and support focused on health inequities is over \$210 million, more than double the original goal. That includes more than \$57 million awarded to investigators from underrepresented racial and ethnic groups, reinforcing our commitment to fostering a more representative community of scientists and clinicians.



## COMMUNITY INVESTMENT

**We're investing millions of dollars to deconstruct barriers to equitable health in communities around the country.** Specifically, we're supporting these communities through our Social Impact Funds, our community policy campaigns, including Voices for Healthy Kids, and other community initiatives.

The money we raise and invest goes to organizations and individuals working to improve health in their own communities — which they understand best. Community issue-based fundraising campaigns generated \$130 million to increase health impacts nationwide, exceeding our \$100 million dollar fiscal year goal.

So far, we've invested about \$23 million through our Social Impact Funds, including the Bernard J. Tyson Impact Fund, in about 140 social enterprises, which has been leveraged by these organizations to raise additional capital and garner more revenue that amounts to hundreds of millions of dollars.

## OUR COMMITMENT

**INVEST** in community-led solutions to address health inequity and structural racism. Specifically, we will raise and invest at least \$100 million to address the barriers to equitable health at the community level through our Social Impact Fund, the Bernard J. Tyson Impact Fund and our community issues campaigns, including Voices for Healthy Kids.

With almost \$2 million in additional funding raised in the 2023-24 fiscal year, [Voices for Healthy Kids](#) amplified the needs and solutions of community leaders in pursuit of equitable health. Voices for Healthy Kids funded many community-based organizations with over \$1.4M in grants and supported 44 successful public health campaigns.

In addition to direct investments, we're working to reduce social inequities in communities across the country by addressing issues such as blood pressure, tobacco and nutrition security at schools, work sites and clinics.

One such effort, the National Hypertension Control Initiative, is winding down a multiyear, \$32 million effort to reduce [high blood pressure](#), a major risk factor for heart disease and stroke. We're pouring our commitment into working with community health centers and other organizations to improve blood pressure control for all.





# PLANET

While we're deeply committed to helping communities across the country, we also pursue solutions for the world around us.

## HEALTHIER PLACES, HEALTHIER PEOPLE

It's been projected that two-thirds of the world's people will live in urban areas by 2050. The American Heart Association explored the health ramifications of this transformation in a far-reaching policy statement. The document addresses how the built environment and manmade systems can be adjusted to encourage heart health for rapidly expanding urban populations. Aspects include policies to enhance equity and reduce waste and emissions.



## HEALTHY FOODS NOW AND IN THE FUTURE

Food is among the most pressing challenges for our society and our planet. In response, our Periodic Table of Food Initiative is a science-based approach to providing tools, data and training to ensure equitable access to healthy foods.



### PROGRESS

In April 2024, our Periodic Table of Food Initiative celebrated the launch of its scientific and educational resources at the Rockefeller Foundation Headquarters in New York City. These resources include tools, data and training to map food quality of the world's food supply. The Periodic Table of Food has transitioned to a science-to-action enterprise that is collaborating with programs on regenerative agriculture and food is medicine.

## AIR QUALITY

The World Health Organization estimates that nearly 99% of the world's population is exposed to ambient air pollution that exceeds air quality limits. The combined effects of ambient air pollution and household air pollution are associated with 6.7 million premature deaths annually.

Research found that deaths and disability from cardiovascular disease linked to ambient air pollution rose by about a third worldwide between 1990 and 2019. We're committed to contributing to the science of air quality and its relationship to healthier people and a healthier planet.





Our Tobacco Center of Regulatory Science is studying the release of carcinogens into the environment due to the compounds in cigarettes and vaping devices. In addition, access to clean indoor air is a key driver of health. For decades, we've joined with partners to help pass comprehensive smoke-free laws that now help protect two-thirds of the U.S. population from secondhand smoke.

**By the nature of our work, we don't have a large environmental footprint. To minimize our impact on the environment, we continue to take many proactive steps such as:**



To reduce energy consumption, we've added motion-sensor lighting.



To reduce emissions, we offer public transportation assistance, flexible work arrangements, and virtual events and meetings where appropriate.



To reduce waste, we provide water bottle fountains and recycling collection, including our National Technology Recycling Program.

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE DETAILED REPORT

THEME	METRIC	RESPONSE
<b>PURPOSE AND GOVERNANCE</b>		
<b>Governing Purpose</b>	The organization's stated purpose, as the expression of the means by which an organization proposes solutions to economic, environmental and social issues. This purpose should create value for all stakeholders	The American Heart Association is a mission-driven organization rooted in our Guiding Values. This past year, we completed work on our 2024 Goal and our 10 Commitments. (see p. 4 and <a href="#">10 Commitments Impact Report</a> )
<b>Quality of Governing Body</b>	Composition of the highest governance body by diversity.	The association is committed to volunteer leadership that is representative of all our communities. This includes diversity based on gender, race and ethnicity, veteran status, people with disabilities, and LGBTQ+ people. Our National Board of Directors is always striving to include all communities. (see p. 6)
<b>Stakeholder Engagement</b>	A summary of the topics that are material to key stakeholders and the organization, how the topics were identified and how the stakeholders were engaged.	The association serves a broad range of stakeholders, including patients, health care professionals, researchers, business and non-governmental organization leaders, government officials, donors, volunteers, advocates, community members and many more. We regularly assess the topics most material to them in various ways such as Scientific Councils, community health needs assessments, surveys and other forms of listening. Pages 4-14 of this report summarize those topics and the association's response.
<b>Ethical Behavior</b>	A description of internal and external mechanisms for seeking advice about ethical and lawful behavior and organizational integrity and reporting concerns about unethical or unlawful behavior and lack of organizational integrity.	<ul style="list-style-type: none"> <li>All staff are required to abide by the association's ethics and conflict of interest policies.</li> <li>All staff and volunteers are provided a third-party ethics hotline for anonymous reporting. All reports are fully investigated, mitigated and reported to the association's Ethics Officer.</li> <li>All staff are required to complete workplace harassment prevention training.</li> <li>All staff engaged in the association's international relationships are required to complete global anti-bribery/anti-corruption training.</li> <li>All suppliers are required to abide by the association's Supplier Code of Conduct.</li> </ul>
<b>Risk and Opportunity Oversight</b>	Process to clearly identify the principal material risks and opportunities facing the organization.	<ul style="list-style-type: none"> <li>Compliance and Risk Management — The association is committed to a culture of compliance and risk management. In conducting the business of the association, checks and balances guide staff through appropriate decision-making and risk mitigation. The association's corporate relationships are vetted by volunteers on the Corporate Relations Review Committee commissioned by the association Board of Directors.</li> <li>Cybersecurity and Data Stewardship — Data privacy and security is a priority for the association. Leadership is committed to mitigating cybersecurity risk and addressing changes in regulations and compliance requirements. All new technology project requests and third-party contracts are vetted to ensure controlled data stewardship and cybersecurity.</li> </ul>

THEME	METRIC	RESPONSE
PEOPLE		
Diversity, Equity and Inclusion	Total percentage of diverse staff and managers at the end of the reporting period.	<p><b>OBJECTIVE: 30% diversity for all staff and managers</b></p> <p>The association is committed to improving diversity, equity and inclusion through lawful policies and practices in place to attract and retain a diversity of people. This includes diversity based on race and ethnicity, veteran status, persons with disabilities and LGBTQ+ people. At the end of the 2023-24 fiscal year, more than 40% of our staff were diverse, including 30% of managers. In terms of gender, more than three-quarters of our staff members are women. The association fosters an inclusive environment through initiatives such as employee resource groups, mentoring and training programs. (see p. 5-6; p. 17, Skills for the Future)</p>
	Total percentage of diverse internal and external hires during the reporting period.	<p><b>OBJECTIVE: 33% diversity among newly filled positions</b></p> <p>The association's objective is to achieve at least 33% staff diversity in newly filled positions. This includes diversity based on race and ethnicity, veteran status, persons with disabilities and LGBTQ+ people. In the 2023-24 fiscal year, we surpassed this objective, with over 46% of the people in all newly filled positions being diverse. (see p. 5-6)</p>
	Total number and rate of employee turnover during the reporting period.	<p><b>OBJECTIVE: Below 20% turnover</b></p> <p>The association strives to be a welcoming employer that retains a diverse and inclusive workforce. We monitor our turnover across several dimensions of diversity and have set an objective to maintain turnover below 20% at the Association level. In the 2023-24 fiscal year, we achieved that objective, with turnover of 13.4%.</p>
Pay Equality and Living Wage	Policies to ensure all employees receive fair compensation and a living wage.	<p>The association is committed to equal pay for equal work.</p> <p>Compensation paid to employees is based upon the association-wide salary structure that is consistent for each position relative to its responsibility and authority that is determined to be reasonably competitive with both nonprofit and for-profit peers. All employees make a living wage.</p>
Child and Forced Labor	Policies to prevent child labor and forced labor.	The association prohibits the use of child and forced labor through our policies and procedures. Similar requirements apply to our suppliers through our Supplier Code of Conduct.
Health and Well-Being	An explanation of how the organization facilitates employees' access to medical and health care services, and the scope of access provided to employees.	<p><b>OBJECTIVE: Achieve Platinum recognition on the Workforce Well-being Scorecard.</b></p> <p>Employee health, safety and well-being are important to the association and our mission. We encourage businesses to participate in the Workforce Well-being Scorecard that measures the comprehensiveness of a business' culture of health and well-being based on scientific and industry best practices. Organizations are recognized with "Bronze" to "Platinum" achievement levels. In the 2023-24 fiscal year, almost 500 companies completed the Scorecard, reaching almost 4 million employees.</p> <p>The association lives the mission by providing comprehensive health, insurance and wellness benefits to our employees. Furthermore, the association provides a variety of well-being programs related to physical, social, financial and work-life balance. The association achieved Platinum recognition for 2023. (see p. 7-8)</p>



THEME	METRIC	RESPONSE
<b>Skills for the Future</b>	Hours of training per person that the organization's employees have undertaken during the reporting period. Additional resources and opportunities provided for professional development.	<p>The association is committed to the professional development of all our employees. This includes resources such as:</p> <ul style="list-style-type: none"> <li>• HeartU: An online learning and skills development platform available to all association employees. In the 2023-24 fiscal year, staff completed more than 35,000 learning hours.</li> <li>• Future U: This new internal career fair and professional development applies to all employees.</li> <li>• "Courageous Conversations" and other training in structural racism and health equity. More than 120 sessions have taken place since the program was launched.</li> <li>• Employee Resource Groups provide professional development of future leaders by giving staff an opportunity to showcase their leadership skills and enhance their problem-solving and management skills.</li> </ul>
<b>PROSPERITY</b>		
<b>Economic Contribution</b>	Total revenue and expenses, covering the basic components for the organization's operations.	<p>For the 2023-24 fiscal year:</p> <p>Total revenue of \$1.3 billion, including:</p> <ul style="list-style-type: none"> <li>• Public Support: \$743 million (including \$14 million from government agencies)</li> <li>• Other Revenue: \$563 million <ul style="list-style-type: none"> <li>» Sales of educational materials: \$229 million</li> <li>» Program fees: \$161 million</li> <li>» Investment gains, net: \$132 million</li> <li>» Misc. other revenue: \$41 million</li> </ul> </li> </ul> <p>Total expenses of \$1.2 billion, including:</p> <ul style="list-style-type: none"> <li>• Public Health Education: \$377 million</li> <li>• Professional Education/Training: \$333 million</li> <li>• Research: \$235 million</li> <li>• Community Services: \$63 million</li> <li>• Supporting Services: \$194 million</li> </ul> <p>Included in the above expenses is \$472 million of salaries, taxes and benefits.</p>
<b>Financial Investment</b>	Total capital expenditures (CapEx) minus depreciation.	Fixed asset capital investments, including those for enterprise strategic technology transformation, totaled \$36 million during the 2023-24 fiscal year. Depreciation and amortization for that same period totaled \$32 million.
<b>Research Investment</b>	Total amount of granted research funding.	<p><b>OBJECTIVE: \$100 million invested in new research programs and grants focused on science-based solutions to health inequities and structural racism.</b></p> <p>As part of our \$235 million research investment during the 2023-24 fiscal year, the association awarded \$47 million in new research grants addressing health inequities and supporting investigators from all demographic groups. Since the 2020-21 fiscal year, the association has invested more than \$210 million in new research programs, grants and support focused on health inequities, more than doubling our objective. (see p. 10-11)</p>

THEME	METRIC	RESPONSE
<p><b>Community Investment</b></p>	<p>Total direct investments to equitably improve community health.</p>	<p><b>OBJECTIVE: Raise and invest \$100 million to address the barriers to health equity at the community level by 2024.</b></p> <p>To improve community vitality, the association has raised and invested over \$300 million in support over the last four years, vastly exceeding our objective. During 2023-24, the association generated \$130 million in community-led solutions addressing health inequities and structural racism.</p> <p>To date, we've deployed about \$23 million supporting community-led solutions through our Social Impact Fund and the Bernard J. Tyson Impact Fund. The two funds have provided funding to about 140 social enterprises.</p> <p>As part of the Voices for Healthy Kids initiative, the association secured almost \$2 million with an increased focus on the health and well-being of children from prenatal to age 3.</p> <p>The association is working in thousands of schools, work sites and clinics to help address social inequities in communities. These efforts have included the National Hypertension Control Initiative to improve blood pressure control across the country. (see p. 10-11)</p>
<p><b>PLANET</b></p>		
<p><b>Healthy Planet and People</b></p>	<p>Summary of critical research and collaborative activities connecting environmental and population health.</p>	<p>The association is working to improve the health of the planet and the whole person, building upon a foundation in science and convening experts to effect change. (see p. 12-14)</p>
<p><b>Environmental Impact</b></p>	<p>Responsible use and protection of the natural environment through conservation and sustainable practices. For all relevant greenhouse gases (GHG), report in metric tons of carbon dioxide equivalent (tCO2e) GHG Protocol Scope 1 and Scope 2 emissions. Estimate and report material upstream and downstream (GHG Protocol Scope 3) emissions where appropriate.</p>	<p>The association aims to minimize our environmental impact through comprehensive recycling programs, commuter/transit benefits and facility improvements for more efficient use of energy and water. By the nature of our work, the association's contribution to greenhouse gas emissions is limited. Our current GHG emissions are:</p> <ul style="list-style-type: none"> <li>• Scope 1 and 2: Not material.</li> <li>• Scope 3: 2,780 metric tons for the 2023-24 fiscal year regarding employee business travel.</li> </ul>