American Heart Association.

Bold Steps. Big Vision.

Moving toward a healthier future

2017-18

AMERICAN HEART ASSOCIATION ANNUAL REPORT

THE FIGHT AGAINST HEART DISEASE AND STROKE

Reduced
CVD MORTALITY
1968-2016
by **71.1%**
(excludes congenital CVDs)

Reduced
CHD MORTALITY
1999-2016
by **51.5%**
(CHD=Coronary Heart Disease)

Reduced
STROKE MORTALITY
1999-2016
by **39.4%**

Trained
approximately
22 million
people in
CPR
worldwide annually

EVIDENCE-BASED
CARE in over
8 million
patient hospital stays

2.5 million
HIGH SCHOOL GRADUATES
trained annually in
LIFESAVING CPR

More than
40 million
VOLUNTEERS & SUPPORTERS

LARGEST
VOLUNTARY ORGANIZATION
dedicated to fighting
HEART DISEASE & STROKE

Funded
LIFESAVING ADVANCEMENTS:
- Artificial Heart Valve
- Cholesterol-Inhibiting Drugs
- Heart Transplant Capabilities
- CPR Techniques & Guidelines

1.5 million
supporters engaged
in the movement to END the
No. 1 Killer of Women

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

About **1,000 PRODUCTS**
from over
120 COMPANIES
carry the **Heart-Check mark**

Funded
13
Nobel Prize
WINNERS

More than
30 million kids
eat nutritious **SCHOOL LUNCHES**
and more than
14 million
eat school breakfast
As a result of our collaboration with the USDA and others,
the meals are in line with the Dietary Guidelines for Americans.

2,700+
HOSPITALS
enrolled in
GET WITH THE GUIDELINES®

Funded
more than
$4.3 billion
in **RESEARCH**
since 1949

Table of Contents

letter from the president and the chairman of the board |2
letter from the chief executive officer |3
about the american heart association |4
strategic progress and the 2020 impact goal |6
science and research |7
healthy living |11
treatment and education |15
emergency and cardiovascular care |19
raising money to save lives |23
financial highlights |32
association leadership |33

FROM THE PRESIDENT AND CHAIRMAN OF THE BOARD

John J. Warner (left) and James J. Postl

Now, more than ever, the American Heart Association is a powerful force for health and well-being. As the organization's volunteer leaders over the past year, we have been privileged to help chart the course toward a world of longer, healthier lives.

As the association strives for health equity for all, we could not be more pleased to share the many successes achieved during the 2017-18 fiscal year. Here are just a few of the highlights of our wide-ranging efforts to build a healthier world for everyone:

- The AHA released new blood pressure treatment guidelines that changed the definition of hypertension to 130/80 milligrams of mercury. Experts say the new measure can help millions of people control this deadly condition earlier.
- The AHA and Laerdal Medical established RQI Partners, LLC, as a legal, joint venture — a big step toward realizing our bold vision of a world where no one dies from preventable cardiac arrest. The joint venture partnership focuses on the Resuscitation Quality Improvement program, the HeartCode portfolio and solutions being co-developed with the Resuscitation Academy Foundation.
- As part of our commitment to ensure all people have equitable access to health care and the tools for healthy living, the AHA continually engages the expertise of the Health Equity and Social Determinants of Health Task Force. This is part of the EmPOWERED to Serve movement, which drives health equity through advocacy, policy, education and social change.
- The AHA's Institute for Precision Cardiovascular Medicine added to its robust data portfolio and awarded vital research grants. Precision medicine tailors cardiovascular care based on a person's genetics, environment and lifestyle.
- As part of our emerging business strategy, the AHA announced Cardeation Capital, a $30 million venture capital fund with Philips and UPMC to spur new discoveries in heart and stroke care.
- The association announced four new centers within the vascular disease Strategically Focused Research Network, and six centers in the atrial fibrillation network, including two DECIDE centers focused on shared decision-making tools for patients and clinicians.
- We partnered with the Lawrence Livermore National Laboratory and Brigham and Women's Hospital, using the world's most powerful supercomputers to analyze how drugs bind to their targets as we work toward reducing drug development time by up to 50 percent.
- The American Stroke Association, a division of the AHA, celebrated its 20th year of stroke prevention and treatment.

We commend everyone involved in these and many other achievements over the past year, especially the AHA's more than 40 million volunteers and supporters who tirelessly worked to save and improve lives. We're confident that we're making bold changes that will lead to better lives.

John J. Warner, M.D., FAHA
President, 2017-18

James J. Postl
Chairman of the Board, 2017-19

FROM THE CHIEF EXECUTIVE OFFICER

Nancy A. Brown

As the American Heart Association grows and evolves, I'm energized by the strong, vibrant future we're building with our more than 40 million volunteers and supporters. Lighting our path is a bold, new *mission statement* — the single phrase that informs everything we do: To be a relentless force for a world of longer, healthier lives.

That's our purpose — the reason we exist — and our guiding values ensure we commit to that mission daily. While our work remains anchored to heart disease and stroke, we've sharpened our focus to meet the comprehensive health needs of people everywhere.

Our core philanthropic enterprise continues to fund programs that power our mission and support the pillars of our work: leading breakthroughs in science and technology, changing systems and policies, and transforming health care and communities.

In the Mission Aligned Business portion of our work, the AHA and Laerdal Medical formally announced RQI Partners, LLC, a joint venture partnership that blends our science leadership with Laerdal's technology expertise to eliminate deaths from preventable cardiac arrest.

I'm particularly excited about our growing organizational focus on Emerging Strategies & Ventures as we form powerful partnerships at the intersection of science and technology. Together we'll advance data mining, precision medicine, health technology, drug discovery, venture capital investing, and brain health and healthy aging.

With all three business areas working in synergy and thriving through the AHA's celebrated brand, trusted science and vast grassroots, we're mapping the road to health equity. This is evidenced by the lives saved, laws changed, discoveries made and communities transformed under our watch.

As we embrace the future with you, I'm proud to say that we are Bigger. Better. Bolder. Thank you for your dedication to our mission.

All my best,

Nancy A. Brown
Chief Executive Officer

ABOUT THE AMERICAN HEART ASSOCIATION

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

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

Who We Are: The American Heart Association is a catalyst for achieving maximum impact in equitable health and well-being in the United States and around the world. With headquarters in Dallas, we have more than 40 million volunteers and supporters, 155 local offices and more than 3,400 employees. The American Stroke Association is our division that brings together the organization's stroke-related activities.

Our Guiding Values are:

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

What We Do: We're working toward improving the cardiovascular health of all Americans by 20 percent and reducing deaths from cardiovascular diseases and stroke by 20 percent — all by the year 2020. Our work is guided by five pillars:

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

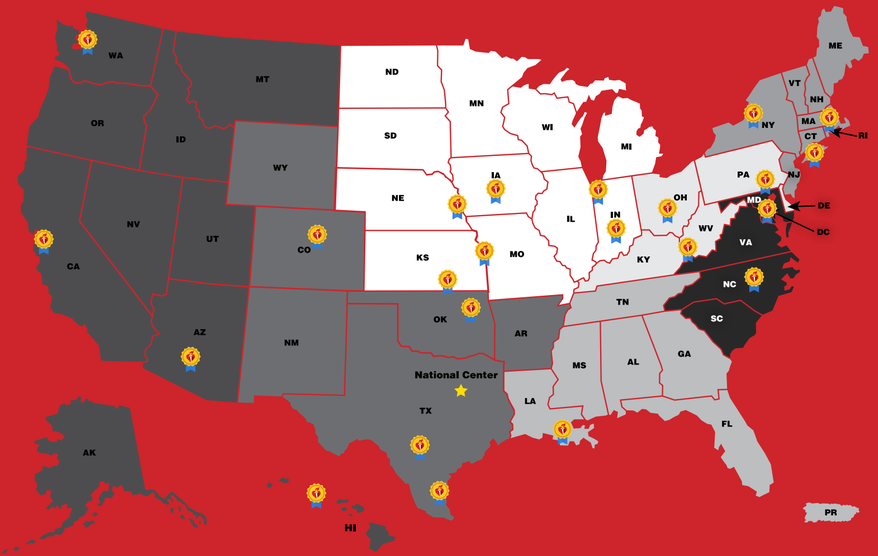
From pioneering precision medicine to accelerating drug discovery, we're leading bold innovations to improve health and well-being worldwide. In short, we provide critical tools and information to help people make lifestyle choices that lead to longer, healthier lives. We also advocate for stronger policies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

We're the nation's leader in CPR education and training. And we provide science-based treatment guidelines for health care professionals to help them provide quality care to their patients.

Our volunteer experts select the scientific research most worthy of funding — with great results. We've invested more than $4.3 billion in research, making us the largest not-for-profit funder of cardiovascular and stroke research. We have funded 13 Nobel Prize winners and many lifesaving research advances such as the first artificial heart valve, cholesterol-lowering drugs, heart transplantation and CPR techniques.

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

GOLD STANDARD BOARDS



AHA AFFILIATES

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

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 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 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 high school 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.

2020 IMPACT GOAL

BY 2020, TO IMPROVE THE CARDIOVASCULAR HEALTH OF ALL AMERICANS BY 20 PERCENT WHILE REDUCING DEATHS FROM CARDIOVASCULAR DISEASES AND STROKE BY 20 PERCENT. TOTAL CARDIOVASCULAR DISEASE HAS DECREASED 15 PERCENT, WHILE STROKE IS DOWN 14.3 PERCENT, AS OF FEBRUARY 2018.

HEALTHY LIFESTYLE CHANGES HAVE IMPROVED SOME PUBLIC HEALTH STATISTICS, YET RESULTS WERE MIXED. (Up arrows indicate improvements.)

	ADULTS	KIDS
NOT SMOKING	▲	▲
HEALTHY DIET	▼	▼
GET ACTIVE	▲	▼
HEALTHY BMI	▼	▼
IMPROVED BLOOD PRESSURE	▲	▲
HEALTHY CHOLESTEROL	▲	▼
IMPROVED BLOOD GLUCOSE	▲	▲

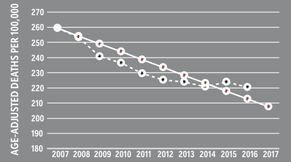
OUR PROGRESS
Improvement to CV health
3.9%*

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

We must work together to address the challenges facing our communities and society such as poverty, safety and homelessness. We must work toward a world where all people have equal access to healthy options and quality health care so that everyone has the opportunity to thrive.

TOTAL CARDIOVASCULAR DISEASE ▼ 15%

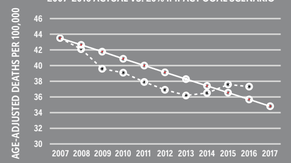
AGE-ADJUSTED TOTAL CVD MORTALITY RATES
2007-2016 ACTUAL VS. 20% IMPACT GOAL SCENARIO



Source: NCHVS. ICD-10: I00-I99, Q20-28

STROKE ▼ 14.3%

AGE-ADJUSTED STROKE MORTALITY RATES
2007-2016 ACTUAL VS. 20% IMPACT GOAL SCENARIO



Source: NCHVS. ICD-10: I60-I69

ACTUAL — 20% TARGET SCENARIO

OUR PROGRESS

TOTAL CVD	STROKE
-15%	**-14.3%**

- CVD and stroke death rates increased in 2015 but decreased again in 2016. However, we are falling short of the annual declines necessary to achieve our 2020 goal.
- While we have seen a significant decrease in death rates across all race/ethnic groups, non-Hispanic black people experience the highest rates of death from CVD and stroke compared to other groups.
- Hispanics/Latinos and Asians/Pacific Islanders have experienced the greatest declines in CVD mortality (19.5% and 19.0%, respectively).
- American Indians/Alaskan Natives have exhibited the greatest declines in stroke mortality (24.8%).

*Improvement in cardiovascular (CV) health is based on average changes across the seven CV health components. Areas that are improving (blood pressure, cholesterol and smoking) are being offsetted by the unfavorable changes in BMI, physical activity and diet.

Science & Research

Science & Research

Helping people get more targeted, precise care faster is crucial to the American Heart Association's work. Our investments in health are game-changing — and life-changing.

Here's a brief look at some highlights from this past year:

We don't just want people to live longer, but better. Together with The Paul G. Allen Frontiers Group, we've committed $43 million to co-fund research on age-related cognitive impairment. This could help the more than 5.7 million Americans living with dementia, a number projected to triple by 2050.

To ensure patients benefit from the latest in care, the AHA, along with Philips and UPMC, announced the launch of Cardeation Capital, a $30 million venture capital fund to spur health care innovation in heart disease and stroke treatment. (Aphelion Capital provides oversight.)

The AHA is also partnering with the Lawrence Livermore National Laboratory and Brigham and Women's Hospital to use supercomputers that analyze how drugs bind to their targets. This early step, before clinical trials begin, could slash drug development time by up to 50 percent.

Also squarely with patients in mind, and in alliance with Duke Clinical Research Institute, we're unlocking the potential of artificial intelligence to better prevent and treat heart disease and stroke.

To further the AHA's commitment to globalizing precision medicine, we presented our data-sharing strategies during the World Economic Forum Center for the Fourth Industrial Revolution. Innovative approaches — such as artificial intelligence, connected devices and precision medicine — once again lead our approach to helping patients.

Supporters gave generously to create six centers within our Strategically Focused Research Network for atrial fibrillation, a quivering or irregular heartbeat that compromises quality of life for millions. Sarah (Sally) Ross Soter and her husband, Bill, donated $5.2 million for a center at the Cleveland Clinic. Linda and Joe Chlapaty gave $6.25 million to study AFib and patient-centered care at Stanford University. And longtime supporters Stevie and David Spina, along with The Patient-Centered Outcomes Research Institute, donated $5 million to co-fund the PCORI/AHA DECIDE Center at the University of Utah to study how patient-centered care can help patients with AFib, the most common heart abnormality.

Additionally, three other AFib centers, each with its own research focus, opened at Boston, Northwestern and Vanderbilt universities.

One Brave Idea, led by Dr. Calum MacRae, is an unprecedented research project with game-changing potential.

The American Heart Association and The Children's Heart Foundation named seven recipients of our co-founded Congenital Heart Defect Research Awards, an investment that will eventually fund more than $22 million in CHD-specific research. About 40,000 tiny hearts are affected by congenital heart defects each year in the United States, with one in four requiring invasive treatment.

The One Brave Idea Science Innovation Center officially opened for business in Boston. One Brave Idea is a $75 million research enterprise. Awardee Dr. Calum MacRae, Vice Chair for Scientific Innovation in the Department of Medicine at Brigham and Women's Hospital in Boston, aims to create an "early warning system" to determine the causes of heart disease long before symptoms appear.

The Greater Southeast Affiliate's Historically Black Colleges and Universities Scholars Program hosted 10 students during its annual research symposium at Meharry Medical College in Nashville. With African-Americans representing only 3 percent of professionals in science and medicine, engaging minority coeds is essential to the future of health care.

Almost 15,000 attendees from around the world converged in Los Angeles for Scientific Sessions, the world's leading meeting for cardiovascular professionals. And as the American Stroke Association marked its 20th anniversary, more than 4,000 people from 55 nations attended the International Stroke Conference, the world's premier meeting dedicated to cerebrovascular disease.

Healthy Living

Healthy Living

The American Heart Association works with governments, schools, companies and people just like you to help make the healthy choice the easy choice. There's no one formula for success, but we know small changes can lead to big wins for heart health.

Here are some highlights of our successes from this past year:

Nearly half of all Americans face high blood pressure, the most common cause of heart disease and stroke deaths. Along with the American College of Cardiology and in conjunction with many medical experts, we published guidelines that redefine high blood pressure as 130 over 80 or greater. The guidelines, the first in more than a decade, underscore the importance of adopting a healthy lifestyle before risk factors develop.

Additionally, self-check blood pressure kiosks nationwide are motivating millions to get a handle on the deadly condition before it's too late.

Making healthy food affordable, desirable and accessible topped the agenda at our third annual Healthier Food Leadership Summit in Washington, D.C. We sparked lively conversations with food industry thought leaders and nonprofit and government representatives, spurring enthusiasm to expand healthy food options for everyone.

McDonald's announced a Happy Meal reboot that supports the AHA's dietary recommendations for children, ramping up the fruits, vegetables, whole grains, water and low-fat dairy. With more than 40 percent of young children eating fast food every day, the American Heart Association advocates for legislators and restaurants to give families healthier restaurant options and to improve nutrition standards in kids' meals.

We supported other changes to local and state laws that will help build healthier future generations. Fourteen cities went smoke-free, bringing the total to 955 municipalities. We also rallied for a sweeping ban on the sale of menthol cigarettes and flavored tobacco products in San Francisco. The measure, which passed with 68 percent voter approval, is the most restrictive tobacco ban in the country.

Ensuring high-quality physical education programs across the nation remains a priority. In addition, one state, four counties and seven cities committed funding to building more walkable, bikeable communities.

Donors Mark and Brenda More demonstrate a blood pressure check.

CPR can double or triple a person's chance of surviving cardiac arrest — and training in the lifesaving skill is helping more students go to the head of the class. Kansas and three counties in Florida made CPR mandatory for high school graduation, bringing to 38 the number of states that require it.

Our Workplace Health Achievement Index recognizes employers that make healthy employees a priority, scoring organizations' wellness programs on 55 best practices across seven categories. Winners were recognized in *Forbes*.

Titans in health and academia converged at an AHA conference to strategize improvements in employee health. Key topics included integrated strategies to improve health, build emotional well-being, explore benchmarking tools and adopt evidence-based programs.

While health inequities tied to low income, poor education, food deserts and unsafe parks persist, the association is galvanized to do something about them. Generous donors Stevie and David Spina kicked off the AHA's Social Impact Fund with a $5 million donation. The goal of the fund is to engage residents, organizations and others to create solutions to improve health and life expectancy in underserved areas, starting with Boston and Flint, Michigan.

Go Red for Women, the movement to get women to understand that heart disease is their No. 1 health threat, celebrated its 15th anniversary. Annually, Go Red makes an impact on millions of women with awareness campaigns and national events.

Treatment & Education

Treatment & Education

With research and technology constantly advancing — and with millions of lives at stake — educating and treating patients is critical. Because heart disease and stroke survivors deserve the best care, we'll keep fighting on their behalf.

Here's a snapshot of our work over the past year:

Now in its 20th year, the American Stroke Association has made game-changing advances preventing and treating stroke, the nation's No. 5 killer and a leading cause of disability.

At our International Stroke Conference, we released new guidelines for treating acute ischemic stroke (when a blood vessel to the brain is blocked). The guidelines recommend making two effective stroke treatments more readily available to more patients.

With a $15 million gift from The Marcus Foundation, we co-founded the Marcus Stroke Network to reduce the devastation of stroke in an 11-state region. Studies show that the risk of stroke is 34 percent higher for people in the "Stroke Belt" region in the Southeast.

The AHA remains a strong proponent of health access for all, and we championed two bills to help more patients get the care they need.

Congress passed the Furthering Access to Stroke Telemedicine Act, so Medicare patients can benefit from timely, high-quality telestroke care no matter where they live. The second bill will improve access to cardiac and pulmonary rehabilitation by allowing physician assistants, nurse practitioners and clinical nurse specialists to supervise these programs.

In addition, Congress voted to remove caps on Medicare payments for outpatient therapy and allocated an additional $3 billion to federal health programs.

Every minute matters after cardiac arrest, with survival chances falling 10 percent each minute before CPR starts. But in Wisconsin, 911 dispatchers now can coach callers in CPR while responders are on the way, thanks to an AHA-supported bill requiring CPR-certified dispatchers. CPR can double or triple a victim's chance of survival.

Eliminating gender bias in media, entertainment and beyond was the theme of a *Variety* magazine summit on parity, with industry insiders leading critical conversations. AHA CEO Nancy Brown moderated a women's health equity panel.

In our quest to reduce health inequities and address social determinants of health, the EmPOWERED to Serve urban business storytelling competition drew over 130 submissions as we partnered to transform communities. Social determinants cover a wide variety of issues, including racial bias and healthy food access, that can create health problems for underserved populations.

The AHA held its first Cardiometabolic Health and Diabetes Summit, with a focus on helping people manage diabetes, prediabetes and metabolic syndrome to lower their cardiovascular risk. Together with the American Diabetes Association we announced the start of an unprecedented initiative supported by founding (national) sponsor Boehringer Ingelheim and Lilly, and by founding (national) sponsor Novo Nordisk. The goal is to help people with Type 2 diabetes reduce their risk of disability and death due to cardiovascular events such as heart attack and stroke.

Our Support Network is showing heart disease and stroke survivors and caregivers that they're not alone. Over the year, the platform reached nearly 600,000 people, helping them make vital connections to support each other through the free online community.

Clinical work groups for Get with the Guidelines-Heart Failure surpassed 100 publications, a crowning achievement for the program that helps hospitals improve patient care by promoting adherence to treatment guidelines.

And at the first Value in Healthcare Summit in Washington, D.C., more than 40 biopharma, health care, insurance, technology and federal government entities explored ways to make cardiovascular care more accessible and affordable.

Television personality Tyra Banks participated in a *Variety* Magazine summit on eliminating gender bias in the entertainment industry.

Emergency & Hospital Care

Emergency & Hospital Care

We train 22 million people in CPR worldwide annually, providing the knowledge and confidence to help save a life. That's crucial because nearly 90 percent of people who suffer cardiac arrest outside a hospital will die. We are relentless in our efforts to change that number because CPR can double or triple chances of survival.

Here is how we're progressing in our goal to train more lifesavers:

The American Heart Association believes preventable in-hospital death from cardiac arrest — when the heart abruptly stops beating — is a public health crisis. RQI Partners, a joint venture between the AHA and Laerdal Medical, aims to save 50,000 lives a year by increasing hospital adoption of RQI or Resuscitation Quality Improvement. Through RQI, health care professionals stay refreshed on CPR with self-directed "low-dose, high-frequency" sessions that offer 10 minutes of CPR practice every 90 days.

The AHA also updated its science-based CPR guidelines. More people can be saved if emergency medical dispatchers give CPR instructions over the phone for chest-only compressions and if infants and children receive chest compressions with rescue breaths, according to the guidelines.

The guidelines also reiterate the importance of bystanders starting immediate chest compressions if they see an adult collapse in a suspected cardiac arrest. But most Americans feel helpless to act because they don't know CPR.

To help people learn, the AHA has placed 31 Hands-Only CPR training kiosks in locations nationwide. There have been more than 225,000 visitors to the kiosks, with more than 100,000 trained. Users practice on a manikin, take a 30-second CPR test and get feedback on the depth and rate of compressions and hand placement, factors that greatly influence CPR effectiveness.

We extended our commitment to spreading the word about the ease and effectiveness of Hands-Only CPR, working with Google to launch an augmented reality version of Hands-Only CPR training. We developed the AHA's My Cardiac Coach mobile app, which is available on Android devices and lets users practice compressions on a virtual cardiac arrest victim.

The AHA welcomed representatives from the Chinese Society of Cardiology to discuss how to improve systems of care and outcomes for patients who suffer ST-Elevated Myocardial Infarction, a heart attack requiring specific, urgent hospital care. CPR training in China has been implemented with the goal of reaching at least 10 percent of the country's population.

A layover at an airport can mean the opportunity to learn to save a life at a Hands-Only CPR training kiosk.

The AHA and The Joint Commission, the nation's largest independent health care evaluation organization, are creating co-branded cardiovascular hospital certification programs that bring the latest evidence-based science to the bedside.

Although stroke certification has been the focus of our 15-year alliance with The Joint Commission, now we're certifying cardiac centers with wide capabilities to help ensure patients receive the right care from the right facility at the right time. The initiative combines the AHA's leading edge in cardiovascular science, research and quality improvement with The Joint Commission's expertise helping health care organizations correct compliance deficiencies.

A record 1,481 hospitals were recognized for their commitment to delivering evidence-based treatment as participants in our quality of care initiatives. More than 47 percent of the nation's hospitals participate in at least one AHA/ASA quality initiative, and research shows hospitals adhering to our guidelines achieve better patient outcomes and reduced mortality.

Championing caregiver policies and improving the end-of-life experience for patients was the impetus for our partnership with the Coalition to Transform Advanced Care, which helps Americans with advanced illness receive high-quality care that's consistent with their goals and honors their dignity.

Raising Money to Save Lives

Raising Money to Save Lives

Donations are the lifeblood of the American Heart Association, making it possible to fund cutting-edge research, fight for stronger public health policies, improve systems of care and provide lifesaving tools and information to prevent and treat heart disease and stroke, the world's top killers.

Total association-wide revenue, including investment gains and in-kind donations, increased from $912 million to $933 million. Major gifts from individuals and foundations totaled $81.5 million. Here are some highlights.

Membership topped 5,000 for the Cor Vitae Society, the association's annual giving society, representing nearly $64 million in total donations. Latin for *heart of life*, Cor Vitae members are passionate supporters who are united by their determination to end heart disease and stroke.

Immediate, coordinated care after a heart attack or stroke can mean the difference between life and death. Thanks to a $5.35 million contribution from The Leona M. and Harry B. Helmsley Charitable Trust, Mission: Lifeline Stroke in Nebraska is helping ensure that stroke patients in the state get timely, evidence-based care.

The Helmsley Charitable Trust also contributed a $2.1 million grant to address gaps in acute cardiac and stroke care in New York City. EMS and hospitals are benefitting from enhanced education as well as special data management software that provides a real-time view of what works and what needs improvement.

For the 6.1 million people in the U.S. living with atrial fibrillation, a quivering or irregular heartbeat, life can be filled with uncertainty. But centers within the association's Strategically Focused Research Network for Atrial Fibrillation are providing new hope.

Among the six institutions within the research network, donor support is making new centers possible.

Sally Soter

Thanks to a $5 million donation from Sarah (Sally) Ross Soter and her husband Bill, the Sarah Ross Soter Center for AFib at the Cleveland Clinic will find new therapies and test behavior change programs to prevent worsening symptoms. And with a $200,000 gift to the Palm Beach BetterU Initiative, the Soters are also committing to health outreach in their local community.

Through a gift of $6.25 million, Joe and Linda Chlapaty have committed $750,000 to focus on their local community of Columbus, Ohio, and $5 million to establish The Joe and Linda Chlapaty DECIDE Center at Stanford University. This center will train and educate patients and clinicians. The Patient-Centered Outcomes Research Institute at the University of Utah is an additional center within the AFib Strategically Focused Research Network. It's studying the effectiveness of allowing patients to become active participants in their own care. PCORI invested $2.75 million to support this center, with matching funds made possible by a gift to the AHA from Stevie and David Spina of Massachusetts.

Joe and Linda Chlapaty

David and Stevie Spina

The Spinas, who are also helping to support investments that empower communities with the knowledge and ideas to change their own trajectory of health and wellbeing, kicked off a unique fund with a $5 million donation.

"The AHA Social Impact Fund provides a clear opportunity for us to focus our philanthropy in communities of special interest to us, such as Boston and Flint," David Spina said. "We hope others will join us by supporting the fund in other localities throughout the nation."

The burden of age-related cognitive impairment — whether it's from Alzheimer's disease, vascular dysfunction or other causes — is growing exponentially.

To further explore brain health and cognitive impairment, the American Heart Association proudly announced a $43 million partnership with The Paul G. Allen Frontiers Group. Together the organizations will shed light on prevention, detection and treatment of age-related cognitive impairment, including Alzheimer's. The Paul Allen Group and the AHA committed $20 million each to the

Voices for Healthy Kids

The Robert Wood Johnson Foundation continues to support Voices for Healthy Kids, now with an $11.5 million grant. This year, Voices raised a groundswell of support that led to an impressive 33 public policy wins to improve the health of our nation's kids. Since Voices for Healthy Kids was launched in 2013, the Robert Wood Johnson Foundation has provided over $62M for this and other important initiatives, leading to over 144 policy wins, and an impact on more than 180 million people across the country through public policy initiatives, technical assistance and public education.

initiative, with the Oskar Fischer Project contributing an additional $3 million.

With a $1 million donation, the forward-thinking DeLuca Family Foundation is funding the American Heart Association's Empowering Millennial Women Campaign. The campaign spreads the word about heart health through Facebook, Instagram, Pinterest, Twitter, YouTube and other online platforms.

Monica Pearson

WAYS OF PLANNING FOR FUTURE IMPACT

Atlanta broadcast journalist Monica Pearson has a personal reason for supporting the American Heart Association — her daughter, Claire.

At 35, a lack of energy and dangerously high blood pressure sent Claire to the emergency room where she learned she was suffering from congestive heart failure.

"Had the AHA not been around, I would not have had the resources to keep my daughter alive," Pearson said.

Pearson has participated in several Heart Walks and served on the Go Red for Women Luncheon committee, chairing the event in 2015. She and her husband, John, also contribute regularly to the association.

But Pearson wanted to do even more, which is why she named the American Heart Association a $100,000 beneficiary of her IRA.

Donors like Pearson support the AHA in a growing number of ways. For those who have already given time and money, including the AHA in their estate plan is a way to give even more.

Isabeau Goodman was born with Hypoplastic Left Heart Syndrome, where the left side of the heart is underdeveloped. Isabeau had her first open-heart surgery when she was just 5 days old.

Her parents, Jules and Craig, relied on resources and information from the AHA to help them through several difficult years — and they wanted to give back.

"What can we do to help to raise awareness, to raise money for the American Heart Association to help other people?" Jules Goodman asked herself.

The Goodmans joined the Toyota Campaign for the 2012 Los Angeles County Heart Walk, using Isabeau's story to inspire the community to give. Then, while updating their will, the family pledged 40 percent of their estate to the AHA in Isabeau's honor.

Heart disease survivor Brian Davidson, a retired teacher from Cocoa Beach, Florida, has lost both friends and family to heart attacks. Davidson, who underwent quadruple bypass surgery, recognizes how AHA-funded research has helped him and others.

That's why Davidson made a Testamentary Real Estate Gift of his own condominium, valued at more than $200,000, to the American Heart Association.

"The AHA made it a very easy, pleasant experience to give," Davidson said. "I feel like my money will go where it should."

Heart Balls raised more than $79 million to help improve lives across the nation.

YOUR SUPPORT SAVES LIVES

More than 40 million volunteers and supporters breathe life into the American Heart Association's commitment to building a world of longer, healthier lives. They invest time, energy and resources into important fundraising, awareness, advocacy, community leadership and health improvement efforts with their voices, financial support and actions resonating in communities across the nation.

Core special events raised $364 million, a 2 percent increase over last year, continuing a trend of seven straight years of consistent growth. The revenue makes it possible for the AHA to fund innovative research, encourage healthy lifestyles and teach lifesaving skills like CPR. Here is a quick glance at our progress:

Despite some challenges in areas affected by the extended hurricane season, more than 450,000 volunteers pounded the pavement in Heart Walk events across the nation, with our flagship fundraiser generating over $123 million.

Heart Balls raised more than $79 million, led by several record-setting events. Knoxville Heart Ball Chair Ken Parent, president of Pilot Flying J, and his wife, Leslie, established their first Life is Why We Give initiative, raising nearly $1 million. In Northern California, the Greater Bay Area Heart Ball increased its yearly contribution, thanks to five Life is Why sponsors: Blue Shield of California, Dignity Health, Kaiser Permanente, Salesforce and Sutter Health. Additionally, Chevron donated $1 million.

Finally, the Tampa Bay Heart Ball broke its own record by raising more than $2.6 million. Ashley Furniture CEO Todd Wanek led the impressive effort.

Go Red for Women, the American Heart Association's movement to empower women to take charge of their heart health, surpassed its previous year's total for the 10th consecutive year. And more than 170 communities nationwide set an all-time record, raising a generous $62 million to battle heart disease, the No. 1 killer of women.

New York City became the first market in Go Red's 14-year history to surpass the $2 million milestone by raising more than $2.6 million. The Go Red for Women National Leadership Council, chaired by Lisa Bisaccia, leveraged record-setting giving for National Wear Red & Give Day to expand the initiative's impact. The council also received an unprecedented $15 million commitment from CVS, which extended its support of Go Red through 2021.

In just its second year, STEM Goes Red expanded to nearly 20 communities, reaching hundreds of young girls with empowering experiences in science, technology, engineering and math. Meanwhile, the third year of CycleNation broadened to 18 communities and generated more than $2.58 million in revenue, a heart-pounding increase of more than 395 percent.

Finally, Youth Market programs generated $84 million, thanks to the commitment of schools and individuals. Kamehameha Schools' Kapālama Elementary School in Honolulu raised more than $74,000 for the AHA through programs that get kids active, driven by a 30 percent increase in the number of participating students. The school has raised more than $1 million over the years.

Jack Joyce, a sixth-grader at Leland Public School in Michigan, showed his leadership abilities and passion for helping others by raising more than $17,000 for the AHA through his school's fundraiser. Thousands of kids like Jack are gearing up for the AHA's brand-new Kids Heart Challenge.

With every dollar spent, we aim to discover solutions that extend the lives of millions of people affected by heart disease and stroke, the world's leading killers.

Real women who have been affected by heart disease are empowering women across the country to take charge of their heart health.

WORKING TOGETHER FOR HEALTHIER COMMUNITIES

The American Heart Association collaborates with companies, their foundations, and other organizations that are committed to improving health and building stronger communities.

CVS Health

As a national sponsor of the American Heart Association's Go Red for Women movement, CVS Health has pledged to raise a minimum of $15 million over the next three years to support life-saving cardiovascular research and education.

"Cardiovascular diseases kill nearly one in three women each year and their effects have touched many of our colleagues and customers," said Lisa Bisaccia, Chief Human Resources Officer, CVS Health, and national volunteer chair for Go Red for Women. "By supporting Go Red for Women, we are creating an easy way for people to take the steps they need to prevent heart disease and to show their support for family, friends and neighbors who are affected."

Bristol-Myers Squibb

Cardiology specialty care providers, primary care providers, government agencies, payer groups and patient representatives in Baltimore are working together through the Community Health in Action Taskforce to address health care disparities and inequities and improve the continuum of patient care, thanks to a $1.7 million grant from the Bristol-Myers Squibb Foundation.

CHAT will bolster the health care systems' ability to serve poor and medically underserved patients, focusing on improving health in vulnerable Baltimore communities disproportionately affected by cardiovascular diseases and stroke.

"Heart disease and stroke are the No. 1 and 3 causes of death in Baltimore and figure heavily into the city's age-adjusted mortality rate being 40 percent higher than the rest of the state," said John Damonti, president of the Bristol-Myers Squibb Foundation. "The AHA and its diverse set of partners in Baltimore are urgently seeking to change that picture for those at highest risk and bearing the greatest burden of disease, and we are proud to support these efforts."

Boehringer Ingelheim | Lilly | novo nordisk®

Adults with diabetes are two to four times more likely to have cardiovascular disease. At age 60, people with both conditions may face a shortened life expectancy of 12 years. The American Heart Association and the American Diabetes Association announced a multi-year initiative supported by founding sponsors Boehringer Ingelheim and Lilly, and by founding (national) sponsor Novo Nordisk. This initiative will enhance consumer awareness, patient education, health care provider training, and quality improvement measures for clinics and hospitals.

According to new blood pressure guidelines released by the American Heart Association in 2017, nearly half of U.S. adults have high blood pressure. Research shows that the condition contributes to serious health conditions including heart attack, heart failure, stroke and kidney failure. Research also shows that almost half of those with high blood pressure — 36.7 million people — aren't controlling it.

A pair of initiatives helps underscore for patients how small changes can make a big impact on blood pressure control.

BAYER Bayer

Bayer Healthcare LLC, maker of Coricidin® HBP, is a proud sponsor of the American Heart Association high blood pressure web content area. In addition, through this support, the AHA has developed a campaign that's educating millions of people about hypertension, as well as cold and flu medications. The campaign also provides steps for managing high blood pressure with interactive tools, resources and trackers.

TYLENOL

The American Heart Association's efforts to improve healthy choices related to living with high blood pressure are proudly supported by McNeil Consumer Healthcare Division, maker of TYLENOL®, thanks to a generous $1.6 million sponsorship. A new campaign with a toolkit is educating consumers, patients, caregivers and medical providers on Life's Simple 7. In addition, Check. Change. Control. will encourage enrollees to monitor their blood pressure and provide lifestyle management tools and information about medication options.

NOVARTIS

Nearly half of U.S. hospitals participate in Get With the Guidelines, which helps hospitals provide patients the highest level of evidence-based care. With a quality improvement platform supported by a $5 million gift from Novartis, the AHA is launching intensive efforts to drive patient improvements across Get With the Guidelines in three markets.

Other corporate sponsors including AstraZeneca, Pfizer, Regeneron and Sanofi will support Get With the Guidelines to help hospitals follow the most up-to-date, research-based treatment guidelines, reducing gaps and disparities in the delivery of quality care for heart attack and stroke patients. Numerous published studies demonstrate the program's success in achieving measurable patient outcome improvements, leading to longer, healthier lives.

AstraZeneca

Pfizer

SANOFI REGENERON

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, 2018.

PUBLIC SUPPORT AND OTHER REVENUE (in thousands)

Net Special Events	$324,843
Contributions	$240,710
Bequests	$80,711
Other Public Support	$4,070
CPR Training Revenue	$160,653
Other Revenue	$122,170
Total Revenue	$933,157

EXPENSES (in thousands)

Research	$183,874
Public Health Education	$303,444
Professional Education & Training	$166,060
Community Services	$77,954
Management & General	$51,229
Fundraising	$107,960
Total Expenses	$890,521

ASSETS (in thousands)

Cash, Cash Equivalents, Investments	$797,804
Beneficial Interest in Perpetual Trusts	$147,586
Receivables	$314,746
Split-interest Agreements	$70,837
Land, Buildings and Equipment, Net	$66,701
Other Assets	$15,242
Total Assets	$1,412,916

LIABILITIES (in thousands)

Research Awards Payable	$340,531
Accounts Payable & Accrued Expenses	$76,075
Other Liabilities	$44,511
Total Liabilities	$461,117

NET ASSETS (in thousands)

Unrestricted Net Assets	$373,441
Temporarily Restricted Net Assets	$384,689
Permanently Restricted Net Assets	$193,669
Total Net Assets	$951,799

Association Leadership

OFFICERS

JAMES J. POSTL
Chairman
Houston, Texas

JOHN J. WARNER, M.D., FAHA
President
Dallas, Texas

BERTRAM L. SCOTT
Chairman-elect
Charlotte, North Carolina

IVOR J. BENJAMIN, M.D., FAHA
President-elect
Milwaukee, Wisconsin

ALVIN L. ROYSE, J.D., CPA
Immediate Past Chairman
Hillsborough, California

STEVEN R. HOUSER, Ph.D., FAHA
Immediate Past President
Philadelphia, Pennsylvania

RAYMOND P. VARA, JR.
Treasurer
Honolulu, Hawaii

DIRECTORS

MARY ANN BAUMAN, M.D.
Seattle, Washington

EMELIA J. BENJAMIN, M.D., Sc.M., FAHA
Boston, Massachusetts

DOUGLAS S. BOYLE
Kiawah Island, South Carolina

LLOYD H. DEAN
San Francisco, California

MITCHELL S. V. ELKIND, M.D., M.S., FAHA
New York, New York

J. DONALD FANCHER
Atlanta, Georgia

LINDA GOODEN
Annapolis, Maryland

RON W. HADDOCK
Dallas, Texas

ROBERT A. HARRINGTON, M.D., FAHA
Stanford, California

MARSHA JONES
Pittsburgh, Pennsylvania

STACEY ROSEN, M.D., FAHA
Lake Success, New York

LEE SHAPIRO
Chicago, Illinois

DAVID A. SPINA
Wayland, Massachusetts

BERNARD J. TYSON
Oakland, California

THOMAS PINA WINDSOR
Brookfield, Wisconsin

JOSEPH WU, MD, Ph.D., FAHA
Stanford, California

ASSOCIATION LEADERSHIP

NANCY A. BROWN
Chief Executive Officer

SUZIE UPTON
Chief Operating Officer

ROSE MARIE ROBERTSON, M.D., FAHA
Chief Science and Medical Officer

LARRY D. CANNON , J. D.
Chief Administrative Officer

American Heart Association.

NATIONAL CENTER
7272 GREENVILLE AVENUE • DALLAS, TEXAS 75231

©2018, American Heart Association, Inc. 11/18KB1234