



American Heart Association | American Stroke Association®

life is why™



life is why™

OUR IMPACT AT A GLANCE

Reduced
CVD MORTALITY
by **70%**
Since 1968

Reduced
CVD MORTALITY
by **31%**
From 2002–2012

Reduced
STROKE MORTALITY
by **36%**
From 2002–2012

Trained
more than
19 million
people in
CPR
worldwide in 2015–2016

Funded LIFESAVING ADVANCEMENTS:

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



670,000
Women's
LIVES SAVED
in 10 years



More than
30 million
VOLUNTEERS & SUPPORTERS

34 STATES
and Washington, D.C.
+



HIGH SCHOOL GRADS
=
Approximately
2 million
TRAINED IN CPR ANNUALLY



More than
31 million kids
eat **SCHOOL LUNCH**
and more than
13 million
eat school breakfast

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

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



1.2 million
Women Standing
Strong to **END**
the No. 1 Killer
of Women

LARGEST
VOLUNTARY ORGANIZATION
dedicated to fighting
HEART DISEASE & STROKE



More than
600 PRODUCTS
from **100 COMPANIES**
carry the **Heart-Check mark**



Funded
13
Nobel Prize
WINNERS

EVIDENCE-BASED
CARE in
6 million
patient hospital stays

2,500+
HOSPITALS
enrolled in



GET WITH THE
GUIDELINES.



Funded
more than
\$4 billion
in **RESEARCH**
since 1949

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AND THE CHAIRMAN OF THE BOARD

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LETTER FROM THE PRESIDENT AND CHAIRMAN OF THE BOARD



Alvin Royse

Looking back over the past year, we're proud that we helped the American Heart Association guide patients to better cardiovascular health, and accelerate advances in preventing and treating heart disease and stroke. This transformational progress is fueled by scientists, healthcare providers, and more and more by patients who fully understand that one approach to treatment does not necessarily apply to all.

That's why the AHA is increasingly emphasizing work in the area of precision medicine – to deliver customized care. Precision medicine combines scientific research with extensive details about the genes, environment and lifestyle habits of individuals. This year the new AHA Institute for Precision Cardiovascular Medicine began collecting, linking and leveraging patients' data to help improve heart health. Through the Institute, the AHA provided funding for researchers focused on mining massive volumes of data in their quest to solve a range of heart disease issues.



Mark Creager, M.D.

We also established One Brave Idea, an unprecedented research initiative awarding \$75 million to one team focused on curing heart disease. One Brave Idea is funded through an alliance of the AHA, Verily (formerly Google Health) and AstraZeneca.

One Brave Idea is a unique opportunity for some of the best and brightest scientists to provide new insights into fighting heart disease, the world's No. 1 killer. The AHA also is working with the Patient-Centered Outcomes Research Institute to determine which healthcare options work best in particular circumstances, paving the way for more precise cardiovascular treatment and prevention. In addition, we named and are supporting the research of a pair of merit research awardees – highly promising investigators whose creative approaches could lead to big advances. We also announced plans for two new Strategically Focused Research Networks: one for children and one for obesity. We're excited to see what the focused work in these critical areas yields.

The fight continues on many fronts. At the Vascular Disease Summit, we drew attention to the critical issue of vascular diseases, in which plaque and blood clots may reduce blood flow to the limbs and vital organs. These are common and dangerous, which is why leading specialists came together to work on solutions.

We are also proud of the AHA's other public-health advances. We successfully advocated for 92 lifesaving policy changes. That includes laws requiring CPR training as a graduation requirement and mandating smoke-free air, and more stroke center designations at healthcare facilities. We also made big strides in helping people avoid tobacco use, reduce sodium and limit added sugars. Philadelphia became the largest, and only the second, city to tax sugar-sweetened beverages. Evidence shows that these taxes can reduce adult obesity and curb the development of new cases of diabetes.

Working with our CEO Roundtable, which is made up of CEOs from some of America's largest companies and represent more than 8 million employees and family members, our workplace wellness program is helping those employees better understand, monitor and improve their health. Co-chairmen Henry Kravis, who is co-chairman and co-CEO of KKR, and Terry Lundgren, chairman and CEO of Macy's, Inc., lead the CEO Roundtable. Our persistence and your backing are key as we keep striving for better health for all. Thank you for your support.

A handwritten signature in black ink that reads "Alvin L. Royse".

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

A handwritten signature in black ink that reads "Mark A. Creager".

Mark A. Creager, M.D., FAHA - President

LETTER FROM THE CHIEF EXECUTIVE OFFICER



I am extremely grateful for the incredible ongoing commitment of our more than 30 million volunteers and supporters, each of whom makes a critical difference with their vision, passion and creativity. Their unwavering dedication serves as a powerful reminder of the fundamental reason for everything we do: to have a positive, meaningful and enduring impact on people's lives.

This extraordinary dedication was the foundation for breakthrough achievements over the past fiscal year such as the launch of our One Brave Idea research enterprise, the milestone advocacy victories of expanded Food and Drug Administration authority over tobacco products and increased funding for the National Institutes of Health. This dedication was also behind the publication of our internationally regarded Emergency Cardiovascular Care Guidelines, the continued growth of community-based movements like Voices for Healthy Kids and new all-time highs in fundraising. These and many additional successes are highlighted in our 2015-16 Annual Report.

The American Heart Association is fortunate to have the support of so many people who care deeply about fighting heart disease and stroke and advancing our mission. At the same time, there remains an abundance of need — across our nation and the world — for solutions to the ongoing challenges posed by these deadly diseases. I know our volunteers will continue to lead the way as we strive to find these solutions on behalf of patients, their caregivers, their families and their loved ones.

A handwritten signature in black ink that reads "Nancy A. Brown". The signature is fluid and cursive.

Nancy A. Brown
Chief Executive Officer

THE AMERICAN HEART ASSOCIATION'S GUIDING VALUES



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

ABOUT THE AMERICAN HEART ASSOCIATION



Who We Are: The American Heart Association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. Founded by six cardiologists in 1924, our organization now includes more than 30 million volunteers and supporters.

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

Our nationwide organization includes 146 local offices and more than 3,400 employees, with our national headquarters in Dallas. The American Stroke Association is a division that brings together the organization's stroke-related activities.

What We Do: We are working toward improving the cardiovascular health of all Americans by 20 percent, and reducing deaths from cardiovascular diseases and stroke by 20 percent, all by the year 2020.

We provide public health education in a variety of ways. We're the nation's leader in CPR education and training. We help people understand the importance of healthy lifestyle choices. We provide science-based treatment guidelines for healthcare professionals to help them give quality care to their patients. We educate lawmakers, policymakers and the public as we advocate for changes to protect and improve the health of our communities.

Our volunteer experts select the scientific research most worthy of funding — with great results. We have invested more than \$4 billion in research, more than any organization outside the federal government. We have funded 13 Nobel Prize winners and many lifesaving research advances such as the first artificial heart valve, cholesterol-lowering drugs, heart transplantation, and CPR techniques.

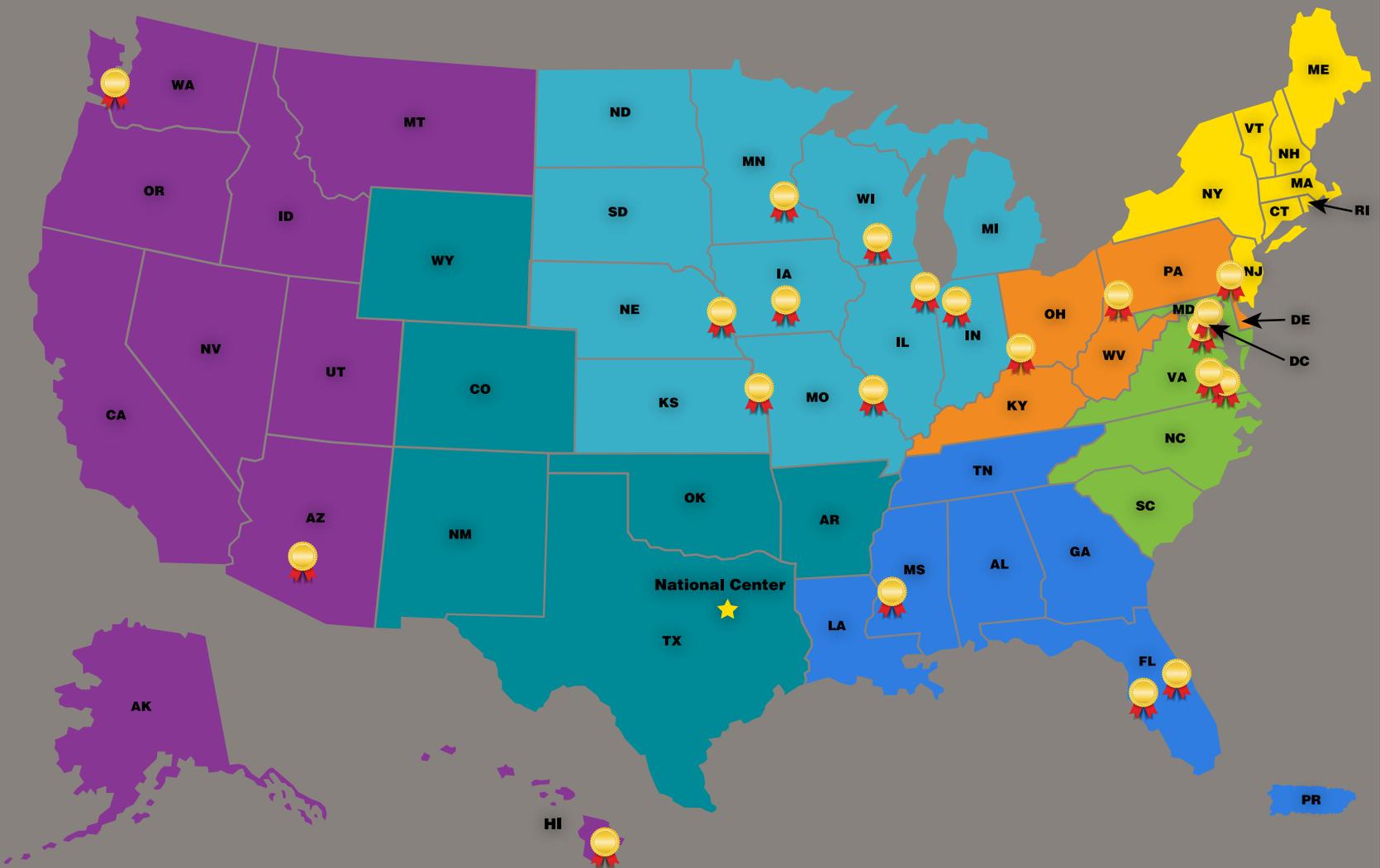
What You Can Do: The American Heart Association wants everyone to know that cardiovascular diseases and stroke are largely preventable. Risks can be lowered by adhering to what we call Life's Simple 7: not smoking, being physically active, maintaining a healthy body weight, eating a healthy diet, controlling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

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



Gold Standard Boards

Volunteers drive the American Heart Association's mission through engagement at every level of the organization. One key to reaching our 2020 Impact Goal is the work done by volunteer boards of directors at the local level. These boards help drive impact by increasing the percentage of Americans who live in environments that support smoke-free air, active lifestyles, healthy eating, blood pressure control, and glucose and cholesterol management. In addition, these local-level volunteers have been key to driving legislative victories to reduce sugar-sweetened beverage consumption and increase the number of students graduating with CPR skills.



AHA AFFILIATES

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

STRATEGIC PROGRESS AND THE 2020 IMPACT GOAL



We need big solutions to achieve our 2020 Impact Goal to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent. When we set this goal in 2010, we knew it would be challenging because of the many societal factors that make it difficult for people to follow a healthy lifestyle.

OUR RESULTS SO FAR

The news is mixed relative to the first half of our goal: reducing deaths by 20 percent. The good news is that so far we've seen a drop of 14.9 percent over the years for which final statistics are available (2007 to 2014).

Going deeper, we find significant progress in the key areas of deaths from coronary heart disease (improvement of 23.5 percent) and stroke (16.1 percent) with the steepest declines among African-Americans, Hispanics and Asians. However, more recent preliminary data suggests that cardiovascular disease mortality rates are plateauing and may have actually worsened in 2015. Suspected reasons include worsening obesity and diabetes rates caused in part by social determinants of health, such as poverty, lack of affordable housing and education, and inadequate access to healthcare. This underscores the need to make a scalable, sustainable impact in these areas.

The other component of our 2020 Impact Goal is improving the cardiovascular health of all Americans by 20 percent, and the results continue to be mixed. From 2007 to 2012 (the latest data available), the cardiovascular health score has improved by 5 percent for children and 2.9 percent for adults, resulting in an overall improvement of 3.5 percent.

As we fight for the health of all Americans, we will measure our success by improvements in the total population as well as by age, race and gender.

Healthy diet measurements in children have stayed the same, while their cholesterol and BMI are slightly worse. But we're doing better at keeping kids free of tobacco use, improving their blood pressure and glucose levels, and assuring that they get more physical activity.

For adults, the big wins have come with reduced tobacco use. The remaining results are again mixed, with glucose levels, BMI and blood pressure control all slightly worse, but slight improvements in cholesterol, healthy diets and physical activity.

Together with our partners, we are growing the movement to build a culture of health and working to ensure a healthier America by 2020.



SCIENCE AND RESEARCH



SCIENCE AND RESEARCH

The American Heart Association was founded by scientists determined to find a better way for those suffering and dying from heart disease. Ninety-two years later, our science foundation has never been stronger. The AHA has funded more than \$4 billion in research since 1949, second only to the federal government. And we continue to expand on innovative research approaches so that more families can live longer, healthier lives.

Investing in the future

This year we announced a bold new effort to prevent and reverse heart disease, One Brave Idea, which is giving \$75 million to one leader to fund its research vision. One Brave Idea is funded by the American Heart Association, Verily and AstraZeneca.



Andrew Conrad, Ph.D., Verily CEO and Nancy Brown, AHA CEO, announce One Brave Idea during Scientific Sessions.

cardiovascular disease, hypertension and prevention. Among these centers, the Sarah Ross Soter Center for Women's Cardiovascular Research, at New York University Medical Center, will focus on heart attacks in women and their relation to stress. More networks are being planned.

Our Strategically Focused Research Networks continue to bring together researchers from multiple institutions to collaborate on specific topics: heart failure, heart disease in women (Go Red For Women/women in heart disease), disparities in

We are also continuing important work in a new frontier in science — precision medicine. Precision medicine aims to advance heart disease and stroke research while answering important questions, such as why some people seem to be so much more susceptible to certain risk factors than others. The AHA Institute for Precision Cardiovascular Medicine is exploring troves of genetic and other vital data to find new ways to diagnose and treat people. Current precision medicine research projects funded by the Institute range from congenital heart disease to heart failure.

With an eye to the future, dozens of leaders in clinical research, and from federal health agencies and the pharmaceutical industry, met at the AHA's first Precision Cardiovascular Medicine Thought Leaders Summit to develop a blueprint for the research agenda for the Institute.

To expand our efforts, the AHA will partner with the Patient-Centered Outcomes Research Institute to test innovative methods to identify important research needs using input mined from thousands of patients, clinicians, family caregivers and researchers — a process known as crowdsourcing. The initiative will generate a prioritized list of critical heart disease questions in need of answers through research.





SCIENCE AND RESEARCH



Scientific/Medical Education

Most people fail to recognize the symptoms of vascular disease — and so do many of their doctors. Hoping to bridge that gap, American Heart Association President Dr. Mark Creager convened a summit of experts to discuss ways to boost awareness of common vascular diseases.

On World Stroke Day, the American Heart Association/American Stroke Association convened a Latin American Summit in Santiago, Chile. It is the first such summit in a part of the world where stroke is among the leading causes of death. Representatives from leading health organizations and government agencies from Argentina, Brazil, Chile, Colombia, Mexico and Peru discussed how to integrate stroke prevention and care into programs and health plans.

The AHA's professional membership continued to grow this past year, giving more than 33,000 professional members from 110 countries the opportunity to collaborate and share expertise. Roughly 17,000 attendees from 110 countries gathered to meet at Scientific Sessions, the world's premiere meeting for cardiologists. And the International Stroke Conference, the largest meeting dedicated to cerebrovascular disease, welcomed more than 4,400 attendees and 1,500 cutting-edge research presentations.



HEALTHY LIVING



The American Heart Association strives to make the healthy choice the easy choice for everyone. This year we achieved major policy victories that protect people from health threats such as excess sodium, added sugars and deadly tobacco products. Nearly 11 million people visit heart.org each year for recipes and healthy living tips, while the Heart-Check mark helps 72 million adults choose healthy food and beverages. And that's just a start.

Fighting for your health

Smoking is the leading cause of preventable death in the United States, which is why the American Heart Association fights for health policies to ensure smoke-free air and regulate tobacco products. This past year 12 cities passed clean-air laws supported by the AHA, helping 706,000 people breathe easier.

After nearly two years of deliberation, the Food and Drug Administration was granted authority over all tobacco products, including e-cigarettes, cigars, pipe tobacco and hookah tobacco. The AHA was among the supporters for the FDA oversight that now prohibits manufacturers, importers and distributors from selling e-cigarettes and other tobacco products to minors.

Salt is the biggest culprit when it comes to high blood pressure, a leading risk factor for heart disease, stroke and other major health problems. That's why the AHA is behind strategic efforts to reduce sodium in the U.S. food supply — crucial work considering nine in 10 Americans eat more than the daily recommended amount.

In New York, for example, the AHA supported a new law requiring restaurant menus to make people aware of overly salty foods. Warnings in the shape of a salt shaker must be placed next to menu items with over 2,300 milligrams of sodium. That's about

a teaspoon of salt and the daily limit suggested by the federal government. The AHA also supported the government's new voluntary targets for restaurants and food manufacturers to lower sodium. The movement to reduce sodium is growing, as major food companies are committing to lower-salt products.

The AHA's work to help people cut their sugar intake included a major milestone in Philadelphia, which became the largest, and only the second, U.S. city to tax soda and other sugary drinks. The measure passed despite a multimillion-dollar effort by the beverage industry to put a lid on it. Studies show that taxing unhealthy drinks can decrease consumption, generate tax revenue and lower healthcare costs.

Healthier living

The Centers for Disease Control and Prevention announced a second round of funding to the AHA and other national organizations with Partnerships to Improve Community Health. The program helps improve underserved communities' access to healthy foods and beverages, more physical activity and smoke-free environments.

The AHA and Aramark, the nation's leading food provider, announced a new program called Healthy For Life 20 by 20 to improve the diet and health of





millions of Americans 20 percent by 2020. Changes will impact more than 2 billion meals served each year at schools, businesses and other venues.

From safer streets in Massachusetts to healthier vending in San Francisco, Voices for Healthy Kids achieved public-health policy wins coast to coast in its third year. The organization, a joint initiative of the Robert Wood Johnson Foundation and the AHA, awards grants to fight childhood obesity. One study found that states where organizations received such grants are passing more policies to reduce childhood obesity.

The Alliance for a Healthier Generation, which was founded by the AHA and the Clinton Foundation, celebrated its 10th anniversary fighting childhood obesity by focusing on nutrition. About one in three American kids and teens are overweight or obese. But over the past decade, obesity rate increases have started to stabilize, and for the first time, obesity rates have begun to drop in at least one age group, with declines in kids 2 to 5.

We launched Go Red China with the China Heart Federation in Beijing in conjunction with the Great Wall International Congress of Cardiology. Cardiovascular diseases cause 45 percent of all deaths in China, according to a 2010 study, and the number is expected to double by 2020. The collaboration is among the more than 50 global agreements made by the AHA with the World Heart Federation.

Bicyclists put the pedal to the metal with the launch of CycleNation, which is getting people off their sofas and onto their bicycles. The initiative, sponsored by Amgen Cardiovascular and CycleBar, encourages people to get brain- and heart-healthy while raising funds to support heart disease and stroke research.



TREATMENT AND EDUCATION



TREATMENT AND EDUCATION

Science-based treatment and education are two of our best weapons in the fight against heart disease and stroke. The American Heart Association empowers people with information, programs and resources so they can make better choices for longer, healthier lives.

Offering support for all Americans

We accelerated our work in the critical area of heart failure. Although heart failure is a growing health problem, the AHA is helping people understand that prevention, early diagnosis and management can make a difference in length and quality of life.

Entertainer Queen Latifah and her mom, Rita Owens, who has heart failure, are raising awareness with our Rise Above Heart Failure campaign, thanks to national sponsor Novartis. The “Red Step Challenge” is calling on people to take 6 million steps in their favorite red socks to shed light on the nearly 6 million Americans living with heart failure. Meanwhile, members of the AHA’s first Patient Ambassador Team are spreading the word that heart failure patients should stay alert to health changes, follow a healthy lifestyle and get proper treatment.

The ambassadors are also offering a shoulder to lean on through the Support Network, a forum for people living with heart disease or stroke. The monitored online community, now in its second year, is a way for people to ask questions, share concerns, provide tips and find encouragement.

The second year of our “Life is Why” awareness campaign inspired and encouraged moms, who are often known as the “chief health officers” of the

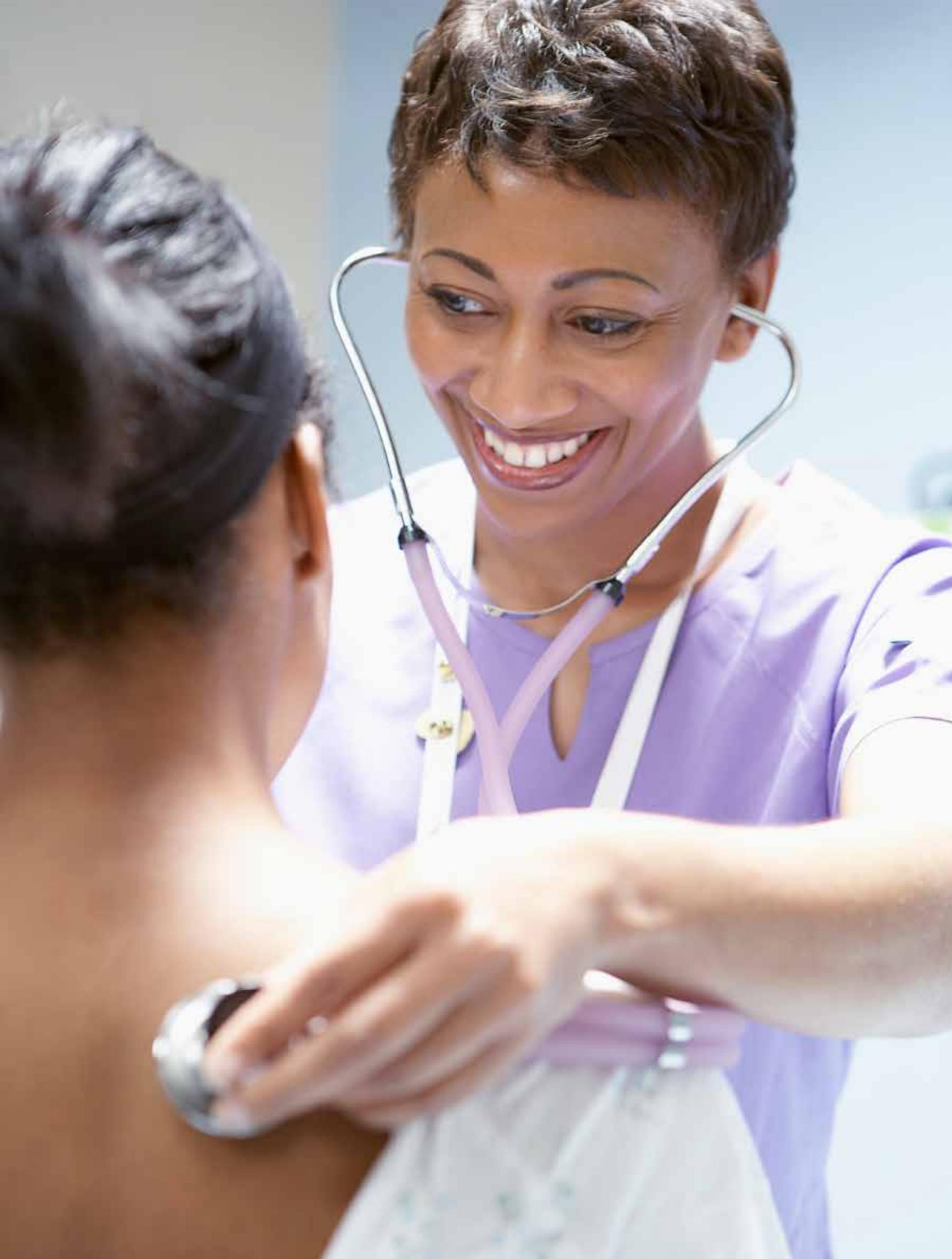
family, to make healthy living a priority. The campaign featured social media messaging, generated more than 70 million media impressions and reached diverse audiences.

Making strides against stroke, helping healthcare providers

This past year the American Heart Association and American Stroke Association published new treatment guidelines for stroke — crucial because nearly 800,000 Americans are impacted by stroke every year.

Our recommendations about rehabilitation are based on the finding that for most people, it takes a village extending beyond patients, doctors, families and friends. From therapists to social workers and many others, rehabilitation requires a diverse team and a “sustained and coordinated effort.”

Support continues to build for the Furthering Access to Stroke Telemedicine Act, or FAST, which would expand Medicare’s telestroke coverage to patients in urban or suburban areas. The technology can remotely diagnose and treat strokes. The AHA’s You’re the Cure advocates joined professional members of the American Academy of Neurology to urge Congress to support the bill.





TREATMENT AND EDUCATION



We launched the AHA's Guideline Transformation and Optimization project to help healthcare providers deliver the best care for heart disease and stroke patients. It's focusing on improving the production and delivery of guidelines for treating patients who suffer a serious type of heart attack that affects more than 515,000 Americans a year.

A series of awareness initiatives is giving another serious health threat the attention it deserves. One in three American adults — about 80 million people — have high blood pressure, increasing their risk for heart attack, heart failure, stroke, kidney failure and other major health problems.

Along with the National Kidney Foundation, the AHA launched a joint high blood pressure awareness campaign called "The Domino Effect," focusing on the importance of early detection and prevention.

The AHA and the American Medical Association also announced Target: BP, a nationwide initiative to help healthcare providers and patients achieve better blood pressure control with information and resources.

In addition, our community-based blood pressure program, *Check. Change. Control.*, is continuing to grow across the country. Participants learn how to self-monitor and track their blood pressure using the Heart360 digital tool. The initiative has a strong focus on multicultural audiences, and in fact has helped older Asians and Hispanics reduce their blood pressure by 6 percent, according to an AHA study.



EMERGENCY AND HOSPITAL CARE



EMERGENCY AND HOSPITAL CARE

A heart or stroke emergency can change a life in an instant. The American Heart Association is committed to making sure you and your loved ones get the best possible care when tragedy strikes.

Saving lives with CPR and First Aid

Although nine out of 10 people who have a cardiac arrest outside of a hospital die, survival chances can double or triple with CPR. The AHA is committed to educating healthcare professionals and bystanders all over the world about the importance of learning this lifesaving skill.

This past year we released the AHA's 2015 Guidelines Update for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care, which is considered the gold standard in emergency resuscitation medicine. The guidelines are updated every five years and reflect consensus findings of more than 200 leading experts. Enhancements in the new guidelines include specific ranges for the rate and depth of chest compressions during CPR, and recommendations for improving systems of care.

We also made it easier for people to learn CPR during their everyday lives. Airport travelers can learn the skill in just five minutes via interactive training kiosks that debuted at five major airports, courtesy of the AHA and the Anthem Foundation. And more and more high school graduates know how to perform CPR. Missouri became the 34th state to require CPR training to graduate high school, meaning more than 2 million trained graduates in the United States every year.

Lifesaving lessons continue beyond the U.S. as well. One of the most significant agreements between the AHA and a foreign government was signed

with China, where about 290 million people have cardiovascular diseases. Millions could be trained in CPR as a result of the agreement.

American Heart Association, The Joint Commission launch new certification

To get stroke patients better care faster, The Joint Commission and the AHA launched a Disease-Specific Care Advanced Certification Program for Acute Stroke Ready Hospitals. The Joint Commission is a not-for-profit organization that accredits and certifies thousands of healthcare programs in the U.S.

The new certification applies to hospitals that aren't candidates for Primary Stroke Center or Comprehensive Stroke Center certification, but can provide diagnostic services and basic care to patients before they are transferred to a primary or comprehensive facility.

Improving treatment systems

The AHA's scientific guidelines are based on the best available science to help providers deliver the best care. Get With The Guidelines, our quality improvement program that ensures hospitals follow the latest evidence-based treatment protocols, is now in more than 2,200 hospitals. Training is focused on atrial fibrillation, heart failure, heart attacks, stroke and resuscitation. Get With The Guidelines is also influencing quality improvement initiatives in hospitals across Brazil and China.





EMERGENCY AND HOSPITAL CARE



Mission: Lifeline, which is improving systems of care for patients with time-sensitive emergencies including heart attack, stroke and cardiac arrest, is helping hospitals and EMS reduce treatment times. More than 800 EMS agencies are now part of the Mission: Lifeline EMS Recognition program. And more than 800 systems of care were registered to treat potentially deadly heart attacks that require urgent care, meaning 83 percent of the U.S. population is now covered by facilities that treat STEMI heart attacks. STEMI is short for ST-elevation myocardial infarction, a type of heart attack caused by complete blockage of a coronary artery.

Federal stroke advocacy successes

The AHA supported the successful effort in Congress to ensure Medicare beneficiaries with stroke and other conditions continue to receive outpatient therapy that exceeds Medicare's caps. The extension runs through 2017. And the Senate approved the RAISE Family Caregivers bill, which would require development of a national strategy to support nearly 40 million family caregivers in the U.S. It's awaiting House approval.



RAISING MONEY
TO SAVE LIVES



RAISING MONEY TO SAVE LIVES

Donor support moves mission forward

Working together with generous, dedicated supporters, we've saved and improved millions of lives. The extraordinary philanthropy of individuals, foundations and corporations helped us produce a 7 percent increase in total revenue over last year, for a total of \$863 million.

Sixty-three people made gifts of \$100,000 or more, a nearly 54 percent increase. The highlights below show the commitment of individuals making a significant impact on our mission.

Dan and Susan Kane have been passionate AHA supporters for more than 20 years. They believe in leading by example, especially for their three children, by investing in the association's work to build healthier lives, free of cardiovascular diseases and stroke.

"The association saves and changes lives with expert advice for a healthy heart," Dan Kane said.

National Board Chairman-elect Jim Postl knows the importance of giving back. Jim and his wife, Beverly, contributed to the Houston Heart Ball's record-breaking \$2.4 million fundraising effort. Jim, who serves on the Houston division board's executive committee, is immediate past chair of the SouthWest Affiliate board and a three-time past chair of the Houston Heart Walk.

The Postls made their most recent personal commitment of \$500,000 in support of the Houston Heart Ball and Youth Market efforts in the Houston Gulf Coast area. This gift makes them Heart & Torch Circle members of the Cor Vitae Society, which recognizes cumulative giving of \$1 million or more. The Postls are combining a passion for the AHA mission and their involvement in early childhood education in a truly impactful way.



Mark and Brenda Moore

their strong faith not only helped him recover, but also run a 5K race just one year later.

Mark Moore is no stranger to cardiovascular disease. At 46, he suffered two strokes that required him to remain in an induced coma for six weeks. His devotion to his wife Brenda and

The Moores wanted to make a difference to others by sharing their story and establishing the Mark & Brenda Moore and Family Foundation. The foundation is generously supporting the AHA's EmPowered to Serve program with a six-figure philanthropic gift. The program brings together faith-based organizations to improve health in underserved populations.

Jonathan DeLuca's passion for the AHA mission and his drive to help build healthier communities were key to his success as chair of the Broward



Jonathan DeLuca

Heart Ball in Fort Lauderdale, Florida. DeLuca's leadership has inspired others in the community. He continues to advance our work in meaningful ways while empowering other leaders to help build a healthier South Florida.



Dave and Genell Schlotterbeck created a charitable remainder trust to benefit future generations. A charitable remainder trust is one of many planned gift options that can have financial benefits to a donor while creating a gift that will fund future lifesaving research. Gifts made via planned giving, which exceeded \$80.3 million this year, support research, advocacy work and more.

“My wife and I believe this is an organization that truly makes a difference in people’s lives,” Dave Schlotterbeck said.





Foundations support healthier, safer communities

Many foundations partner with the American Heart Association and American Stroke Association because of a shared commitment to building healthier communities. Foundation grants help us fight childhood obesity, educate people on ways to lower blood pressure, teach lifesaving CPR and reduce tobacco use. Together, we're working to inspire healthy lifestyles and build a culture of health.

Gifts from foundations in the past fiscal year totaled more than \$25 million. This includes a \$13 million grant from the Robert Wood Johnson Foundation, bringing the foundation's total support to more than \$50 million since 2013. About one in three American kids and teens are overweight or obese. The foundation supports the association's Voices for Healthy Kids initiative, which aims to help all kids grow up at a healthy weight and adopt a healthy lifestyle. Voices for Healthy Kids shapes public policy in six strategic areas:

- improving the snacks and beverages kids have in school
- increasing access to drinking water in schools and communities
- increasing access to healthy and affordable foods
- eliminating unhealthy food promotion and marketing in schools
- ensuring safe routes to school and work
- promoting physical activity both at schools and with increased access to safe playgrounds

Thanks to five years of advocacy work by countless grassroots volunteers, Philadelphia became the second U.S. city to pass a 1.5 cent per ounce tax on sodas and other sugary drinks. One study estimated that such taxes could reduce adult consumption of these beverages by 15 percent, adult obesity by 1.5 percent and new cases of diabetes in adults by 2.6 percent. This victory provides a roadmap for other cities to adopt similar measures to improve heart health across the country.

Raising money to save lives

The American Heart Association also depends on the talent, dedication and passion of our volunteers and supporters to advance its mission and help ensure a healthy future for all Americans.

The association's Field Campaigns represented 40 percent of the AHA's total revenue. Donations of all amounts to Heart Walks, Heart Balls, Youth Market Programs, Go Red For Women campaigns and HeartChase generated over \$349 million. All of

these core special events celebrated their best fundraising years ever.

Jump Rope For Heart and Hoops For Heart generated \$85.8 million, a nearly 9 percent increase over last year. Eleven-year-old Lauren Lindberg from Durham, North Carolina, celebrated her latest year in the program by raising an incredible \$116,000 through a home-school event she started.



Lauren Lindberg and her mom Tisha Lindberg

"This was my fourth year participating and it just keeps on getting better and better," she said.

Heart Walks rally communities around heart health while generating revenue for research and education. Dallas led the nation with \$6.2 million. Chicago and Tampa each generated \$4.2 million. Combined, more than \$130 million was raised from Heart Walks, an increase of nearly 5 percent from last year.

Heart Balls across the country also grew in revenue for a total of \$71.4 million. The Great Rivers Affiliate celebrated the largest percentage increase with a 9 percent growth over last year. The Dallas Côtes du Coeur gala remained the top Heart Ball in the nation, raising \$4 million, nearly \$500,000 more than last year.

Revenue from Go Red For Women luncheons increased 6 percent, raising more than \$43 million. Circle of Red and Men Go Red members increased their giving by 10 percent for a total of more than \$6.6 million. The Dallas luncheon once again led the country with \$1.5 million. Cincinnati (\$1.4 million) and Philadelphia (\$1.1 million) were close behind.

CycleNation, our new cycling campaign, received support from its first-ever national sponsors: Amgen Cardiovascular through its Breakaway from Heart Disease Campaign as well as CycleBar. Both are first-time national sponsors of field campaigns. CycleNation included spin events in Denver, Cincinnati, Dallas and Atlanta in fall 2016. Outdoor events are planned for the Greater Bay Area and the Hamptons in 2017.

Despite these generous donations, many vital and potentially lifesaving projects go unfunded. Since the 2008 recession, demand for research money from the AHA has climbed to an all-time high. Heart disease research is our best hope for discovering new prevention and treatment options.

Corporations improve nation's health

The American Heart Association depends on corporate sponsors to fight heart disease and stroke, the world's leading killers. During our first annual Corporate Champions Summit Awards Luncheon, we recognized their vital support. The following companies were honored:

Inspiration Award – ALEX AND ANI
Breakthrough Award – Pfizer, Inc.
Innovation Award – Subway Restaurants
Impact Award – Anthem Foundation
Champion Award – National Football League
Lifetime Mission Achievement Award – Macy's

Total support from corporations this fiscal year was \$225 million. Longstanding relationships with Macy's and Subway were renewed, and the AHA gained new partners in the fight against heart disease and stroke. See SPONSORSHIP HIGHLIGHTS and CORPORATE SUPPORTERS.



Eugene Calman
San Diego, California

Eugene Calman has suffered two heart attacks, had a quadruple bypass and received a defibrillator and, over time, three pacemakers. And at 88, he has lived to tell about it. Calman

attributes his longevity to the American Heart Association.

“I knew that research saved me, so the American Heart Association became one of my major charities,” said Calman, an annual donor for 55 years.

The American Heart Association has funded over \$4 billion in research, more than any organization outside the federal government. The knowledge and advances that result from the AHA’s research benefit millions of lives in every corner of the U.S. and around the world.

Calman has also established a deferred Charitable Gift Annuity to support research. Such annuities allow donors to make a gift of \$5,000 or more and receive tax benefits and income for life. Calman has chosen to defer receiving payments until he needs the added income.

“The American Heart Association has made remarkable improvements in care for people with heart disease,” he said. “Open-heart surgery wasn’t even possible in 1961, and now it’s commonplace. All these things have come along since I was initially diagnosed with heart disease.”





SPONSORSHIP HIGHLIGHTS

The American Heart Association is proud to recognize the extraordinary generosity of some key organizations that have made sizable investments in the AHA's mission to build healthier lives, free of cardiovascular diseases and stroke. These companies include:



AstraZeneca has worked with the AHA for more than two decades to help innovate cardiovascular care. This year, AstraZeneca helped establish One Brave Idea, an innovative joint research initiative aimed at seeking a cure for coronary heart disease and its devastating consequences. AstraZeneca, Verily and the AHA invested a total of \$75 million, the single largest one-time award to support this unique opportunity for some of the best and brightest scientists to provide new insights into fighting heart disease.

Additionally, AstraZeneca continues to support Guideline Transformation and Optimization as well as Precision Medicine initiatives to improve patient outcomes in bold new ways.



As the founding national sponsor of Go Red For Women, Macy's has raised more than \$55 million since 2004 to support women's heart health. Macy's associates and customers have raised awareness and critical funds in support of the AHA's mission through campaigns like Macy's Red Dress Pin Sale event and Macy's Thanks for Sharing program. Together with the AHA, Macy's is helping save 285 women's lives every day.

Macy's is also the presenting sponsor of the Go Red For Women Red Dress Collection, a star-studded fashion show that puts heart health front and center on the runway at New York Fashion Week. The show garnered more than 1 billion media impressions in 2016.



Medtronic and the AHA/ASA have continued our collaboration with *Together to End Stroke* to raise public awareness that stroke is largely preventable, treatable and beatable. We are also driving action across the entire stroke continuum of care, including prevention, acute treatment and post-stroke rehabilitation. In addition, Medtronic has expanded its sponsorship in two areas of stroke awareness. The AHA/ASA's Acute Ischemic Stroke Toolkit helps healthcare professionals adapt in the changing clinical environment and support the best treatment outcomes for stroke patients. Medtronic has also helped raise healthcare provider awareness of cryptogenic stroke, with the objective of helping better diagnose and manage these patients, and reduce the chance of secondary stroke.



Novartis has been an AHA national sponsor for more than a decade. Working together, we're seeing marked progress in engaging patients and healthcare providers with Rise Above Heart Failure, a campaign launched last year to increase awareness and education about heart failure. Queen Latifah and her mom, Rita Owens, have expanded the campaign's reach and helped get the word out.



Aramark, the nation's largest food service provider, is working to improve Americans' eating habits 20 percent by 2020 by empowering them to make healthy nutrition and lifestyle choices. Healthy for Life 20 by 20 is made possible by Aramark, through the Aramark Charitable Fund, a philanthropic account administered by Aramark at Vanguard Charitable, and the American Heart Association.



CORPORATE SUPPORTERS

ALEX AND ANI® | CHARITY BY DESIGN

ALEX AND ANI continues its outstanding support with the sale of its “Best Friends” bangle, and its newest “Wings of Change” bangle, which was introduced in April to support stroke. The sales have generated more than \$3.3 million to fund the AHA’s lifesaving work and to demonstrate ALEX AND ANI’s commitment to healthy communities around the nation.



The Walmart Foundation is the proud inaugural supporter of the American Heart Association’s Simple Cooking with Heart™ program, which is helping more Americans cook simple, quick and affordable meals at home. Now in its fifth year, the program emphasizes fruits, vegetables and whole grains as part of a healthy diet.



The Monsanto Fund awarded a grant of \$3.9 million over five years to ensure the youngest generation starts off in a healthy environment. Underserved families at early childcare centers in the St. Louis area will get a boost with access to healthy food, education and practices.

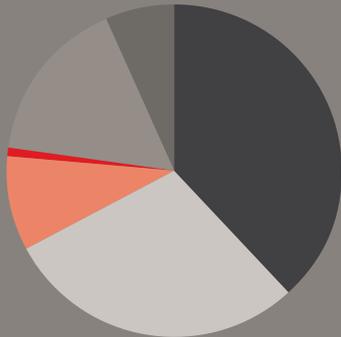


The Bristol-Myers Squibb and Pfizer Alliance continues its generous support of the association’s mission by helping fund the AHA’s quality improvement work. This includes Get With The Guidelines-AFIB, The Guideline Advantage, and venous thromboembolism patient education and awareness. The Alliance also supports The AFIB Awareness Campaign, which is educating underdiagnosed and underserved populations.



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, 2016.



PUBLIC SUPPORT AND OTHER REVENUE (in thousands)

Net Special Events	\$333,809	■
Contributions	\$251,428	■
Bequests	\$78,716	■
Other Public Support	\$5,852	■
CPR Training Revenue	\$140,249	■
Other Revenue	\$53,300	■

Total Revenue **\$863,354**



EXPENSES (in thousands)

Research	\$174,692	■
Public Health Education	\$316,426	■
Professional		■
Education & Training	\$143,869	■
Community Services	\$69,983	■
Management & General	\$60,816	■
Fundraising	\$96,117	■

Total Expenses **\$861,903**

ASSETS (in thousands)		LIABILITIES (in thousands)		NET ASSETS (in thousands)	
Cash, Cash Equivalents, Investments	\$774,375	Research Awards Payable	\$315,573	Unrestricted Net Assets	\$381,637
Beneficial Interest in Perpetual Trusts	\$136,985	Accounts Payable & Accrued Expenses	\$77,380	Temporarily Restricted Net Assets	\$325,573
Receivables	\$256,728	Other Liabilities	\$44,084	Permanently Restricted Net Assets	\$182,200
Split-interest Agreements	\$67,012				
Land, Buildings and Equipment, Net	\$69,426				
Other Assets	\$21,921				
Total Assets	\$1,326,447	Total Liabilities	\$437,037	Total Net Assets	\$889,410



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