



American Heart Association®
Social Impact Funds



SHOWCASE

ProUnitas

Student Well-Being & Resilience by Design



What happens when a student comes to school hungry, grieving or unhoused? Too often, the answer is: nothing. Schools are drowning in fragmented tools and programs, leaving students' non-academic needs unnoticed and unmet.

Adeeb Barqawi saw this crisis firsthand as a teacher in Houston's lowest-performing high school, where "pre-academic" needs often derailed learning long before lessons began. This experience sparked a bold idea: What if schools had an integrated system to connect students with the resources they need the moment they need it? A way to identify, act and monitor supports so every child could thrive. To make that vision real, Adeeb founded ProUnitas.

ProUnitas integrates data, automates workflows and enables real-time referrals to help schools identify needs and connect students to the right supports at the right time.

THE CHALLENGE

 **Students non-academic needs go unmet** due to fragmented systems

PROUNITAS IMPACT

 **Unified** platform + coaching

 **650+** schools served

 **Expanding** to multiple states

ProUnitas supports Title I school districts in building a unified system for student wellbeing that addresses students' basic needs across the social drivers of health, shaping conditions for lifelong success. At the center of this work is PurpleSense, a platform that integrates with student information systems, flags risk indicators on a regular cadence, streamlines referrals and the various workflows and compliance involved in student supports. Combined with coaching, PurpleSense helps educators identify concerns and act quickly so counselors, nurses and social workers can focus on relationships, not paperwork.

Scaling this kind of change takes more than vision. It takes collaboration. Backing from the Social Impact Funds (SIF) went beyond capital to strategic support built on trust, guidance and visibility. Frameworks like Objectives and Key Results helped ProUnitas focus on the right activities, not just outcomes. National storytelling amplified their impact and opened doors to relationships and resources that early-stage programs rarely access.

This support from SIF enabled ProUnitas to achieve critical milestones including being on track to earning a SOC 2 Type 2 certification for security and trust and a go-to-market strategy, positioning the organization to expand responsibly while staying true to its mission. Today, ProUnitas serves districts in across Texas and nationally reaching more than 650 schools, and is preparing to expand into North Carolina, Nevada and Colorado.

Stability and access to meaningful supports in childhood are powerful predictors of heart health in adulthood. By ensuring every student has access to caring adults and timely resources, ProUnitas helps create conditions for long-term well-being. Because resilience isn't luck, it's infrastructure.

**ProUnitas
expands access
to coordinated
student supports,
building the
foundation for
long-term health
and success.**



Explore the Breakthroughs Transforming Health and Opportunity for All.

Learn more about how the Social Impact Funds are catalyzing solutions that improve lives and communities.

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*The **Social Impact Funds** are part of American Heart Association Ventures, the group that leads and coordinates the venture capital programs of the American Heart Association. heart.org/SocialImpactFunds*



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