The Pulse of the Cor Vitae Society

You are the heart of life.

Because of you, 670,000 lives have been saved since the launch of Go Red For Women® in 2004.

©2015 American Heart Association. Also known as the Heart Fund. 9/15DS9607
October is Diversity & Disparities Month

Cardiovascular diseases are by far the No. 1 killer of women in the United States, claiming nearly 400,000 lives each year. That’s approximately the same number of female lives claimed each year by all forms of cancer, chronic lower respiratory disease and diabetes combined.

In this issue, you’ll find the stories of women who have inspired all of us with their courage in facing heart disease and stroke. You’ll also learn about the many ways that your generous support – as a Cor Vitae Society member – is allowing us to raise women’s awareness of their No. 1 health threat and to advance knowledge surrounding the prevention and treatment of these illnesses in women. This includes an unprecedented initiative, the Go Red For Women Research Network, which will launch next spring and will award up to $19 million in grants over the next four years. The network will be based at up to five research centers nationwide, each of which will conduct investigations in the areas of basic, clinical or population/behavioral health. We look forward to updating you on the Network’s progress in forthcoming issues.

Thank you once again for your extraordinary commitment to our mission of building healthier lives, free of cardiovascular diseases and stroke.

You Shape the Future of Women’s Health

Cardiovascular diseases are among the highest in the world – 42.6 percent for men and 47 percent of women – putting them at increased risk for stroke and heart disease. The American Heart Association and American Stroke Association’s EmPOWERed To Serve provides culturally relevant educational tools and resources where individuals, companies and organizations can assess their health and set goals to positively impact outcomes in multicultural communities across the country. Assess your health at mylifecheck.com.

Join Empowered To Serve today at EmPOWERedToServe.org.

Sarah (Sally) Ross Soter Center for Women’s Cardiovascular Research will do just that, with a focus on gender disparities in cardiovascular health and disease. It will be one of four centers that comprise the Go Red For Women Research Network, bringing together researchers from different institutions to collaborate on this topic. “My greatest dream would be that something will be found to help reduce or cure heart disease,” she said.

Soter is a longtime supporter of the American Heart Association who enjoys seeing the local elementary school children work in the six Teaching Gardens that she funded. The American Heart Association’s Teaching Gardens program provides a hands-on learning experience in an actual garden where students learn how to plant seeds, nurture plants, harvest produce, and ultimately understand the value of healthy eating habits. Her initial investment has grown into a robust Teaching Gardens program in Palm Beach County.

The best defense to prevent, treat and even cure heart disease and stroke is education. The American Heart Association’s EmPOWERed To Serve movement offers educational resources and measurable health impact tools to build a sustainable culture of health in your community.

Rates of high blood pressure in U.S. African-American adults are among the highest in the world – 42.6 percent for men and 47 percent of women – putting them at increased risk for stroke and heart disease. The American Heart Association and American Stroke Association’s EmPOWERed To Serve provides culturally relevant educational tools and resources where individuals, companies and organizations can assess their health and set goals to positively impact outcomes in multicultural communities across the country. Assess your health at mylifecheck.com.

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“Watching the school children working in their gardens, learning about the cycle of growing and caring for a garden, and being able to take some vegetables home is rewarding for each child and for me,” Soter said.

It’s also rewarding to give back – something Soter learned long ago.

“My parents were very philanthropic, and as children they would talk to us about the importance about giving back to the community,” she said. “A part of my father’s business depended on research, so that was often a part of the discussion. As I grew up and learned more about the differences in heart disease in men and women, I knew that research would be an important part of the solution.”
**ANNUAL MEMBER RECOGNITION LEVELS:**

- $5,000+ | Patron’s Circle
- $10,000+ | Champion’s Circle
- $25,000+ | Pulse Circle
- $50,000+ | Pacesetter’s Circle
- $100,000+ | President’s Circle

**LIFETIME MEMBER RECOGNITION LEVELS:**

- $500,000+ | 1924 Circle
- $1M+ | Heart & Torch Circle

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**Cor Vitae** – Latin for *The Heart of Life* is the Annual Philanthropic Giving Society of the American Heart Association. The Cor Vitae Society represents a community of likeminded individuals who understand the importance of changing and saving lives through the work of the American Heart Association. The Cor Vitae Society is the vehicle for committed supporters of the AHA, like you, to be recognized for your annual support and serves as a platform for you to inspire others to also consider making an impact on the culture of health in America and beyond. Because of your commitment, our mission of building healthier lives, free of cardiovascular diseases and stroke continues to advance. Thank you for your partnership.

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**Women’s Health is why - Chelby Sanders**

I am honored to serve as the Chair for the 2016 Go Red For Women campaign. The Go Red For Women movement is aimed at harnessing the energy, passion and power of the Dallas community to wipe out heart disease, the No. 1 killer of women.

I am involved with the Go Red For Women effort because I understand the devastating impact of heart disease and stroke. On my mother's side of my family, I have lost my grandmother, great grandmother, and an uncle to what is commonly referred to as "The Widow Maker." In addition, I have witnessed two close friends in their early forties go through strokes, and now see first-hand the devastating impact it can have on families.

I chose to become involved with the American Heart Association and Go Red For Women because I believe it’s the best way to help my own family prevent and overcome heart issues. I believe that the business community is where we must show leadership in driving healthier lifestyle initiatives for women. Working together, we can share best practices and successes to drive change that helps employees, families and businesses. Together we can improve the cardiovascular health of women in the Dallas area.

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**Today is why - Kimberly & Chris Roberts**

We make a promise to each of our clients at Crumley Roberts: we’ll stand up for you. It’s this commitment to caring for each other and our clients that also fuels our commitment to the AHA. We’re standing up for the heart health of Greater Guilford County with a two-year Life is Why sponsorship for Crumley Roberts. In addition, Chris and I are leading by example with our own personal commitment to the AHA as members of the Cor Vitae Society.

We believe that Today is Why. By taking charge of your heart health today, there is a future where we all live longer and healthier lives, free of cardiovascular diseases and stroke. With our commitment, we’re hoping to encourage other business owners to join us in this important mission, and to educate our community on how they can prevent heart disease for themselves and their families.

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**My Legacy is why - Patti Kenner**

Patti Kenner has been a passionate volunteer for the American Heart Association for over 25 years. Her accomplishments within the organization have been extremely impactful as she was one of the initial volunteers to help launch the Go Red For Women movement and luncheon in New York City. Through her involvement and commitment to women's heart health, Patti has helped save countless lives. Last year, Patti made a commitment to make sure that every high school student in New York City learned Hands-only CPR™. Thanks to her generous gift, 16 schools and 2,950 students have been trained in this lifesaving skill. Thousands more will be trained in the coming year.
### Investment Impact

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

#### 2014–2017 Health Impact Priorities
- Reduce Tobacco Usage
- Reduce Sodium Consumption
- Increase Fruit/Vegetable Consumption
- Decrease Sugar Sweetened Beverage Consumption
- Increase Physical Activity
- Increase High Blood Pressure Control
- Improve Acute Systems of Care
- Increase Cardiac Rehab Completion

### You Change the Culture by Changing the Conversation

By sharing your why, your story helps build a sustainable culture of health that energizes and inspires others to get involved with our cause. Together, we can make a difference so that all Americans live in environments that support healthy behaviors, timely and quality care and well-being.

Small conversations can lead to big changes in every community.

#### The American Heart Association’s 2020 Impact Goal
By 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%.

#### Funded $3.7 billion in RESEARCH since 1949

### AT A GLANCE

<table>
<thead>
<tr>
<th>Reduced CVD MORTALITY by 70%</th>
<th>Reduced CVD MORTALITY by 31%</th>
<th>Reduced STROKE MORTALITY by 36%</th>
<th>Trained over 16 million Americans in CPR in one year</th>
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#### 670,000 Women’s LIVES SAVED in 10 years

More than 30 million VOLUNTEERS & SUPPORTERS

800,000 African-Americans make a POSITIVE IMPACT against STROKE in their communities

More than 650 PRODUCTS from 120 COMPANIES carry the Heart-Check mark

2,500+ HOSPITALS enrolled in GET WITH THE GUIDELINES.

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

24 STATES + HIGH SCHOOL GRADS = over 1 million TRAINED IN CPR ANNUALLY

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30 million kids are eating HEALTHY SCHOOL MEALS

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EVIDENCE-BASED CARE in 6 million patient hospital stays

LARGEST VOLUNTARY HEALTH ORGANIZATION in the United States

400,000 Volunteers trained in CPR annually

13 Nobel Prize WINNERS

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Prevention is why - Barbara & Charles Kahn

For the past 40 years, Barbara Kahn has injected her spirit and her heart into every facet of the American Heart Association’s mission. She became involved with the organization, initially as a local board member and volunteer. Since that time, she has served on numerous committees at various levels throughout the association, and has been an active volunteer, supporter and fundraiser. She and her husband, Charles, annually support all local events, and true to the mission, Barbara lives a heart healthy life.

In recent years, Barbara has been very active as a supporter and volunteer for the association’s Science & Technology Accelerator Program; she and Charles funded a kickoff event for the program at the University of Pennsylvania during its first phase. This kickoff helped to showcase Cytovas, the inaugural company in the program, to the regional life sciences community. She has also recorded a web-video in support of the program. Barbara’s compassion and belief in the mission has motivated staff and volunteers alike. She is an example of support, commitment, leadership and true philanthropy through her service to the association.

The Mission is why - Nancy & Dave Ness

Heart disease and stroke have been a part of our lives for too long, said Dave. When I was 13 years old, I lost my father who was 52 years ‘young.’ Both of our mothers were taken much too early by stroke. We began our volunteer careers with AHA because we were asked by a friend, but we have stayed as active volunteers and donors for over 35 years, because of the powerful difference the AHA is making in our communities and family.”

“Our grandchildren, all under age 15, today know more about heart disease than we did in our 30’s,” said Nancy. “They can make healthy choices with this knowledge. They can live longer, healthier lives because of the American Heart Association’s outreach, science and volunteer strength.”

Saving Lives is why - Anita & Kevan Del Grande

For more than 10 years, Anita and Kevan Del Grande have graciously supported the American Heart Association. Since 2011, Anita has co-chaired Silicon Valley’s Circle of Red, a passionate group dedicated to raising awareness for women’s heart health.

The Del Grandes are such special members of our heart family. Their passion for helping women is what inspires them. The American Heart Association is grateful for all they do to change lives in their community.

“Everyone knows about men and heart disease – but few people know about women and heart disease,” said Anita. “Kevan and I feel this is the most important charity we work with because of the lives saved.”

Not only are they reaching people through their volunteer work, the Del Grande Dealer Group, led by their son Shaun, supports “Go Red” each February to raise awareness and funds for the Heart Association.

We are so thankful for the Del Grandes’ kind support and are honored by all they do to save lives. They are truly making a difference.
If you’d like more information about charitable estate planning or to request a copy of our FREE Will and Estate Planning Kit contact us at: 1-888-227-5242, email us at plannedgiving@heart.org, or heart.org/PlanYourLegacy.

LIFESAVERS IN SCHOOL

When you give a gift through your will, trust, retirement account, stocks, charitable gift annuity, or life insurance policy you become a member of the Paul Dudley White Legacy Society. Our society was established in honor of one of the six founders of the American Heart Association to recognize our donors for their generosity and support. A charitable estate gift often enables supporters to make a gift that might otherwise not be possible during their lifetime, and can be a heartfelt way of honoring the memory of a loved one.

Exercise isn’t a Chore!

Take the 4-week challenge to make simple, fast and healthy choices for you and your family every day, everywhere.

**Family Health Challenge™**

Take the 4-week challenge to make simple, fast and healthy choices for you and your family every day, everywhere.

**My Cart is Why**
Make shopping for fruits and veggies a fun and easy activity

**My Glass is Why**
Make sugary drinks a thing of the past

**What’s Your Secret?**

**Color Your Plate**
Nutrition Addition: Sugar Edition

**My Taste is Why**
Tame your taste buds by reducing the sodium in your diet

**My Movement is Why**
Make physical activity fast, simple and fit in any schedule

**Sodium Shocks**

**Sandwich Swap Out**

**Wacky Water**

**Walk this Way**
Exercise isn’t a Chore!

For free activity templates and further challenge information visit heart.org/healthierkids

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