Our Mission: Illinois

Building healthier lives, free of cardiovascular diseases & stroke.

We're helping individuals and communities build a culture of health so all people can live life to the fullest with healthy hearts and brains.



life is why™



Heart & Stroke Research

We are the leading funder of cardiovascular research after the federal government.

- \$3.7 billion invested nationwide since 1949
- \$18.15 million for 114 new & continuing studies in Illinois in 2014



Equitable Health for All

African Americans have nearly twice the risk of stroke.

Hispanic women tend to get heart disease 10 years earlier.

Lifesaving Donations

83.6 million heart disease and stroke survivors prove that donations make a difference.

- Corporate, individual, planned and foundation giving; special events
- \$15.1 million raised statewide in fiscal year 2013-2014

Power To End Stroke® educated

reached 54,000 Hispanic women

755 people enrolled in our new

Check. Change. Control.™ blood

55,000 African Americans

Go Red Por Tu Corazón™

pressure program

CPR & First Aid

Most cardiac arrests occur outside the hospital. Immediate CPR can double your survival rate.

- 14.6 million trained nationwide last year
 - 520.031 Illinois residents trained



Dustin Palmer is why



Dustin, who has had five open-heart surgeries for an aneurysm and a malfunctioning aortic valve, received a heart transplant in August 2014. As a South Central Illinois Heart Walk volunteer, this active, 30-year-old dad from Salem tries to inspire others to adopt hearthealthy lifestyles.

Healthy Communities

Important public policy victories:

- · CPR & AED training required in all high schools
- daily PE required statewide; PE is core subject in Chicago schools
- · stroke systems of care law includes funding for stroke registry
- · Chicago STEMI system of care
- · all newborns are screened for heart defects
- high cigarette taxes in Illinois, Cook County and Chicago
- · Chicago limit on flavored tobacco sales and ban on indoor e-cigarette smoking

We're currently working to pass a sugar-sweetened beverage tax to reduce childhood obesity



Quality Health Care

Patient outcomes improve when they are

transported and treated according to up-to-date science-based guidelines.

- Mission: Lifeline is building a statewide cardiac system of care in partnership with EMS systems/hospitals
- 86% of Illinois residents have access to a hospital that meets our treatment guidelines

Helping You Make Healthy Decisions

Less than 1% of Americans have ideal heart health.

- 63,971 women have joined the Go Red movement or participated in Go Red heart-health events
 - 262,101 children fought obesity through Jump Rope For Heart/Hoops For Heart last year
 - 81 companies with 418,559 employees became Fit-Friendly Worksites
 - 18 Teaching Gardens in schools





Family birthdays and weddings... Beautiful sunsets... Goodnight hugs...

We want all people to experience more of life's precious moments with healthy hearts and minds.

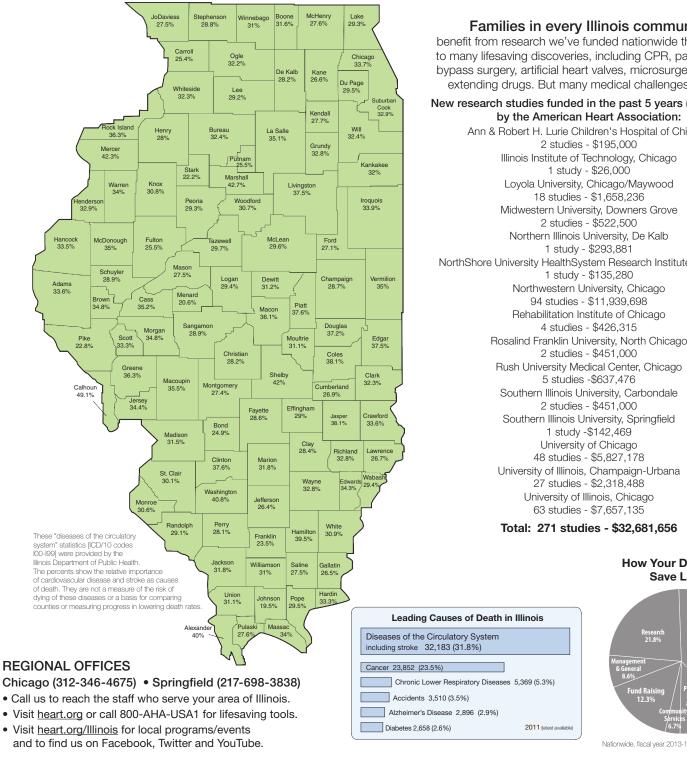
And we've already made an extraordinary impact on heart and brain health.

But until the world is free of heart disease and stroke, we'll keep working to make a healthier, longer life possible for everyone.

What is your why? Your reason for living a healthier life? For volunteering? For donating?

Fighting heart disease and stroke in Illinois

Cardiovascular diseases, including stroke, are the leading cause of death in Illinois. This map shows the percent of deaths from these diseases in each county in 2011 (latest figures available as of 10/28/14). Statewide, they caused 32,183 deaths (31.8% of all deaths) that year.



Families in every Illinois community

benefit from research we've funded nationwide that has led to many lifesaving discoveries, including CPR, pacemakers, bypass surgery, artificial heart valves, microsurgery and lifeextending drugs. But many medical challenges remain.

New research studies funded in the past 5 years (2010-2014) by the American Heart Association:

Ann & Robert H. Lurie Children's Hospital of Chicago

Illinois Institute of Technology, Chicago

Loyola University, Chicago/Maywood

18 studies - \$1,658,236

2 studies - \$522,500

Northern Illinois University, De Kalb

1 study - \$293,881

NorthShore University HealthSystem Research Institute, Evanston

4 studies - \$426,315

Southern Illinois University, Springfield

University of Chicago

48 studies - \$5,827,178

University of Illinois, Champaign-Urbana

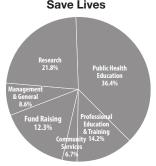
27 studies - \$2,318,488

University of Illinois, Chicago

63 studies - \$7,657,135

Total: 271 studies - \$32,681,656

How Your Donations Save Lives



Nationwide, fiscal year 2013-14 (latest figures available)

WHAT WE DO MATTERS.

Death rates for cardiovascular diseases, including stroke, dropped over 30% from 2000-2012. The reasons include:

- · scientific research & medical advances
- laws creating healthier environments
- better emergency care
- lower smoking, blood pressure & cholesterol levels
- improved diagnosis & treatment of patients increased awareness about healthy living