



American  
Heart  
Association.



## OUR MISSION

**To be a relentless force for a world of longer, healthier lives.**

**The American Heart Association is moving from an organization focused on curing disease, to an organization focused on health and well-being.**



**American  
Heart  
Association.**



## DID YOU KNOW?

Only 20% of a person's health comes from the doctor's office or hospital, with the rest coming from social determinants of health such as access to healthy food, affordable housing, and economic growth.

The AHA has a unique role in the community being able to provide a variety of science-based services and programs that impact social determinants of health. This enables us to create powerful connections with community catalysts to make long-term impact in specific policies, systems, and environmental factors that shape our lives and health outcomes.



## THE IMPACT OF YOUR DOLLAR

The American Heart Association funds more cardiovascular and stroke research than any U.S. organization except the federal government. In all, we spend nearly 80 cents of every dollar on research, education and community outreach.



This chart depicts the financial activities of the American Heart Association, American Stroke Association, fiscal year ending June 30, 2019.

### 33% PUBLIC HEALTH EDUCATION

We help people identify warning signs for heart attack and stroke, provide resources to help people reduce risk for cardiovascular diseases and stroke, and embrace healthy behaviors.

- Websites, social media and digital resources
- Consumer publications and call center
- Health initiatives, programs and support materials
- Public service announcements and campaigns
- Health fairs and a speakers bureau

### 22% RESEARCH

Research dollars support scientific studies seeking new discoveries related to causes, prevention and treatment of heart disease and stroke.

### 19% PROFESSIONAL EDUCATION & TRAINING

Activities, projects, scientific conferences, training courses and programs are designed to improve knowledge, skills and critical judgment for healthcare providers.

- Websites, social media and digital resources
- Professional education programs and events
- CPR/AED training for professionals
- Development of scientific guidelines and standards
- Guidelines for hospitals to improve care and treatments for STEMI and stroke patients.

### 11% FUNDRAISING

Most of the association's campaigns and events are a combination of fundraising and health education activities or materials for soliciting financial support for the American Heart Association's mission, plus related expenses.

### 8% MANAGEMENT AND GENERAL

Representing general operating expenses for directing the affairs of the American Heart Association.

- Customer relations management
- Finance
- Human resources
- Information technology services

### 7% COMMUNITY SERVICE

Focused on detection of cardiovascular and stroke-related problems; planning and improving community health practices; conducting rehabilitative programs; and supporting special clinical studies.

- Public training CPR/AED
- Advocating for policies to improve health outcomes
- Health screenings and counseling
- Stroke Sharegivers Peer Visitor program

**MAKING**

**A DIFFERENCE**

**INVESTMENT IMPACT**



American Heart Association.

Reduced  
CVD MORTALITY  
by **71.1%**  
From 1968–2017<sup>9</sup>  
(excludes congenital CVDs)

Reduced  
CHD MORTALITY  
by **52.3%**  
From 1999–2017<sup>8</sup>  
(CHD=Coronary Heart Disease)

Reduced  
STROKE MORTALITY  
by **39%**  
From 1999–2017<sup>8</sup>

Trained  
*approximately*  
**22 million**  
people in  
**CPR**  
worldwide annually

**Funded**  
LIFESAVING ADVANCEMENTS:

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


More than **2,400**  
HOSPITALS  
enrolled in

 GET WITH THE  
GUIDELINES.



More than  
**40 million**  
VOLUNTEERS & SUPPORTERS

39 STATES  
and Washington, D.C.

+  
  
HIGH SCHOOL GRADS  
=  
*more than*  
**2.5 million**  
TRAINED IN CPR ANNUALLY



More than  
**30 million kids**  
eat SCHOOL LUNCH<sup>10</sup>  
and more than  
**14 million**  
eat school breakfast<sup>11</sup>

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



American Heart Association.  
*You're the Cure*

More than  
**560,000**  
U.S. advocates for laws  
that protect and improve  
the health of *all* Americans

EVIDENCE-BASED  
CARE in  
**9 million**  
patient hospital stays

**LARGEST**  
VOLUNTARY ORGANIZATION  
dedicated to fighting  
HEART DISEASE & STROKE



Over  
**100 COMPANIES**  
close to  
**1,000 PRODUCTS**  
and close to  
**300 RECIPES**  
carry the  
**Heart-Check mark**




Funded  
**14**  
Nobel Prize  
WINNERS

American Heart Association.



Go Red for Women  
interacts with  
*more than*  
**3.6 million**  
women annually  
through its digital platforms.



  
Funded  
more than  
**\$4.5 billion**  
in RESEARCH  
since 1949

# 2018-2019 Community Impact

## San Diego Division

The generosity of our supporters has allowed us to...

### ADVOCACY

The American Heart Association in San Diego is at the front-lines of advocacy, fighting for public policies that make our community healthier.

Improve access to healthy food | Strengthen education about the risks of e-cigarettes and identify policies to improve smoking prevention and cessation | Reinforce clinical systems and procedures relating to blood pressure | Workplace health and wellness

### RESEARCH

In the Greater San Diego Area, the American Heart Association is currently **funding over \$27 million** in medical research grants.

Nationally, the American Heart Association (AHA) has funded more than \$4.1 billion in cutting edge research, which has led to significant medical breakthroughs in the following areas:

First Artificial Heart Valve | Updating Techniques and Standards for CPR | Implantable Pacemakers | Treatment for Infant Respiratory Distress Syndrome | Cholesterol Inhibitors | Microsurgery | Drug-coated Stents

### EDUCATION

The American Heart Association helped **train over 140,00 San Diego County residents in CPR** in 2018. That's knowledge and skills to save countless lives in YOUR community!





By supporting the American Heart Association, your efforts will allow us to create and continue programs in North County, such as:

### **Managing Blood Pressure:**

- Implement Check, Change, Control blood pressure monitoring and education program in North County businesses, schools, and community centers.
- Special programs and education for at-risk residents.

### **Tobacco Prevention**

- Curb the vaping epidemic in North County.
- Create and execute Parent Townhalls & Educator Symposiums.
- Lay groundwork for activities and Advocacy efforts.

### **Healthy Food Access**

- Identify and eliminate food deserts.
- Compliment existing efforts to deliver educational nutrition & wellness resources & content to all residents.

### **Physical Health**

- Engage thousands of families and business professionals at the Heart Walk and local kick-off events and inspire them to make lasting changes for their heart health.
- Develop year-round activation opportunities that encourage the community to eat smart, add color, move more and be well.

Most importantly, you will help save and improve lives in North County and around the world. The ripple effects of your support will be felt for years to come.

**THANK YOU  
FOR YOUR SUPPORT!**

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# BUILDING A HEALTHIER North County



American Heart Association.

## OUR APPROACH

Educate and empower employees, families, and communities to make healthier choices by delivering culturally relevant, in language activities, messaging and resources.

Improve workplace safety by incorporating mental wellbeing as part of a holistic wellness program.

Engage and deliver content year-round.



### NUTRITION

Provide nutrition education and access to healthier foods in the workplace.



### PHYSICAL ACTIVITY

Encourage employees to make physical activity a fun part of each day.



### RISK FACTOR MANAGEMENT

Provide tools and resources to help employees monitor and manage blood pressure, blood sugar and cholesterol.



### EMOTIONAL WELLBEING

Provide stress management tools and resources to empower employees to take a holistic approach to their health.



### TOBACCO AND E-CIGARETTES

Encourage smoke-free/vape-free worksites and deliver cessation resources to help employees quit nicotine for good.



### ENVIRONMENTAL CHANGES

Work towards a culture shift in the industry to make the healthy choice the easy choice.

## North County Pillars of Health

Managing Blood Pressure

Tobacco Prevention

Healthy Food Access

Physical Health





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