



American  
Heart  
Association.

# MADE FOR THIS MOMENT

*Wherever we are, whatever  
comes next, we'll face it together.*

ANNUAL REPORT | 2020-2021





Nancy Brown,  
Chief Executive Officer

## **The year tested our mettle through the worst pandemic in a century.**

The American Heart Association emerged with renewed passion and purpose to meet needs in communities nationwide.

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**Letter from the President and  
the Chairman of the Board**

**Letter from the Chief  
Executive Officer**

# Letter from the President and the Chairman of the Board



Bertram L. Scott  
Chairman of the Board



Mitchell S. V. Elkind  
M.D., M.S., FAHA, President

We're putting our heart into health equity as never before. Health equity — the state that would exist if all people had the just opportunity to be healthy — is something the American Heart Association has long championed.

But this work took on even more urgency because of the tragic, historic events of this past fiscal year. The COVID-19 pandemic and violence against people of color laid bare the systemic and historical inequities that have disproportionately harmed the health of Black, Latino and Indigenous people.

The American Heart Association responded strongly and quickly — backed by the strength of more than 40 million volunteers and supporters, as well as partners and collaborating organizations.

Throughout this annual report you'll find many examples of our efforts to ensure everyone deserves the opportunity for a full, healthy life. Here are just a few:

The AHA established and now champions **10 Commitments** designed to break down barriers to health equity. The Commitments leverage our strengths in research funding,

advocacy, community investment, workplace health, scientific publications and more.

One of those Commitments recognizes the crucial role of high blood pressure in cardiovascular health disparities. The AHA is partnering with the U.S. Department of Health and Human Services as part of their \$121 million National Hypertension Control Initiative to improve blood pressure control among Black, Latino and Indigenous communities. Through a \$32 million award to the AHA, we will engage health centers to elevate quality, education and patient engagement to improve blood pressure control.

In yet another Commitment, our CEO Roundtable crafted a comprehensive roadmap with employer resources, actionable strategies and sample policies to support employers on their journey toward building health equity in the workplace and communities.

Another Commitment focuses on inspiring locally led solutions to address social determinants of health through our Social Impact Fund, the Bernard J. Tyson Impact Fund and community issues campaigns, including Voices for

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## Letter from the President and the Chairman of the Board *continued*

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Healthy Kids. Together, we have invested \$90.1 million in 233 organizations and individuals who bring health solutions to their own communities.

Throughout the fiscal year the AHA continued to apply the best science to respond to the evolving menace of COVID-19.

We continued our work with the Lawrence Livermore National Laboratory on the protein atlas study, which was also leveraged to combat COVID-19.

Research published and funded by the AHA was significant. For example, researchers found Black and Latino people are more likely to be hospitalized for COVID-19 and those hospitalized are younger and less likely to have insurance. Additionally, AHA-funded research has confirmed that blood pressure medications don't increase the chances of COVID-19 infection, hospitalization or death.

With gratitude,

Bertram L. Scott, Chairman of the Board, 2019-21

Mitchell S. V. Elkind, M.D., M.S., FAHA, President, 2020-21

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The AHA's response to the pandemic included significant adjustments to how we do business. We restructured our workforce for even more efficiencies. And we shifted our many important fundraising events to innovative and engaging all-virtual experiences.

Thanks to continued support from generous volunteers, donors and supporters everywhere, the AHA emerged from the initial punch of the pandemic as a stronger organization. That support led to \$1 billion in annual revenue for the first time in the AHA's nearly 100-year history.

None of these successes would have been possible without the unprecedented support of our partners throughout the U.S. and abroad. We look forward gratefully to continued growth in the future.

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# Letter from the Chief Executive Officer



Nancy Brown, CEO

It’s been said that adversity doesn’t define who you are; it reveals who you are. And fiscal year 2020–21 tested our mettle through the worst pandemic in a century combined with social unrest not seen since the sixties.

Through it all, the American Heart Association emerged with renewed passion and purpose — raising \$1 billion in revenue for the first time in our history, to meet needs in communities nationwide.

## We Were Made for This Moment

When COVID-19 hit U.S. shores, we galvanized around heart and stroke patients, caregivers and under-resourced populations. Within 30 days, the AHA funded rapid response research on the heart and brain impact of the virus, developed training for frontline health care workers on airway management of COVID-19 patients and stood up the COVID-19 CVD Registry.

Powered by our Get With the Guidelines® platform, the registry helps researchers understand, track and develop treatments for the virus by accessing 58,570 deidentified patient records at 182 participating medical facilities spanning over 170,000 serial lab days.

As the pandemic evolved, we met people where they were — launching the Don’t Die of Doubt campaign to underscore the importance of calling 911 in an emergency and spurring a return to routine care with Doctor, It’s Been Too Long. We also supported the Ad Council’s national campaign to encourage COVID-19 vaccinations.

Against the backdrop of the pandemic, we continued building on our bedrock of science with donor support — establishing Strategically Focused Research Networks in

health technologies, hemorrhagic stroke and cardio oncology and funding studies in women’s heart health, hypertension, heart failure, teen vaping, brain health and more.

We awarded the first rounds of grant funding from **Research Goes Red**, a collaboration of the AHA Institute for Precision Cardiovascular Medicine, Go Red for Women and Verily’s Project Baseline to engage more women in clinical trials. Studies now underway will help scientists understand heart disease in young women from underrepresented racial and ethnic groups, and how menopausal weight changes affect cardiovascular health.

The disparate impact of chronic disease in communities of color and rural populations prompted the AHA to sharpen its focus on equity by setting a **2024 Impact Goal** of advancing cardiovascular health for all, including identifying and removing barriers to health care access and quality. In pursuit of that goal, we made **10 Commitments**, which we are systematically fulfilling through investments, advocacy, innovation and engagement.

Among those commitments is driving community impact through stepped-up investments in the AHA Social Impact

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Fund and the Bernard J. Tyson Impact Fund. Grants aid local organizations shattering barriers to health equity by increasing access to nutrition, housing, mental and physical health care, education and economic opportunity.

As we mark 40 years of AHA Advocacy, we helped pass or defend more than 100 state and local laws in 2020-21 and promoted federal policies expanding access to care, prohibiting surprise medical billing, upholding patient protections in the Affordable Care Act and more.

Many legislative wins were led by Voices for Healthy Kids — from inspiring the nation's first Healthy Kids' Meals Bill applying to both foods and drinks, to influencing Missouri and Oklahoma to become the first states since the pandemic to expand Medicaid.

From coast to coast, in every community served by the American Heart Association, staff and supporters met the challenges of the year with courage, creativity and collaboration.

Together, we are fierce — a relentless force for a world of longer, healthier lives. Thank you for your continued support and dedication to our mission.

With heart,

Nancy Brown

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# 2020-2021 Board of Directors

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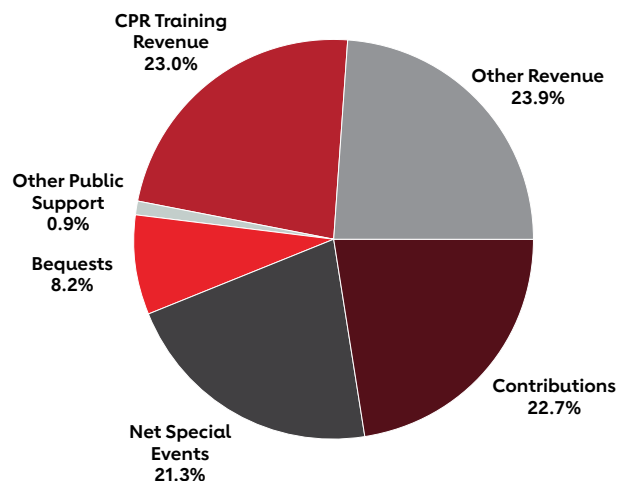
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# 2021 Financial Highlights

The figures on this page show the financial activities of the National Center, regions and all other components of the American Heart Association and its division, the American Stroke Association, for the fiscal year ended June 30, 2021.



## Public Support and Other Revenue (in thousands)

Contributions	\$250,492	22.7%
Net Special Events	\$234,838	21.3%
Bequests	\$90,985	8.2%
Other Public Support	\$9,545	0.9%
CPR Training Revenue	\$254,057	23.0%
Other Revenue	\$263,021	23.9%

**Total Income** **\$1,102,938**

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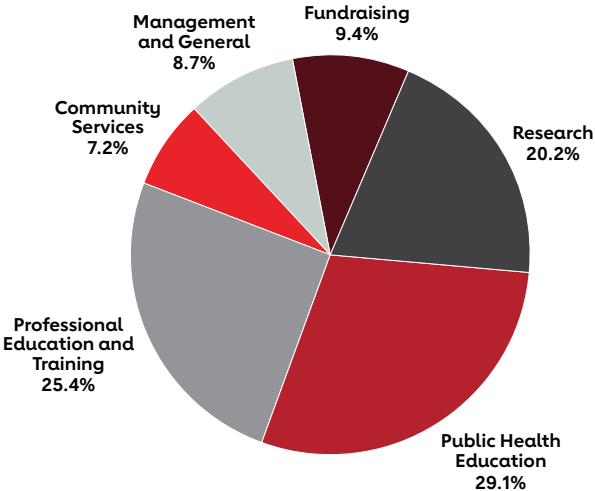
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Expenses (in thousands)		
Research	\$168,070	20.2%
Public Health Education	\$241,213	29.1%
Professional Education and Training	\$210,937	25.4%
Community Services	\$60,015	7.2%
Management and General	\$71,801	8.7%
Fundraising	\$78,331	9.4%
<b>Total Expenses</b>	<b>\$830,367</b>	
<b>Ending Net Assets</b>	<b>\$1,145,464</b>	

[Download Financial Highlights \(PDF\).](#)

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# Equitable Health for All



**The decline in U.S. cardiac deaths is slowing.** Disparities are growing. But the AHA is standing as a relentless force for a world of longer, healthier lives. That's our mission as we continue to work toward equitable health for all.

We're focusing on health equity — what our world would look like if all people had the same opportunity to be healthy. The pursuit of health equity is crucial because social, historical and systemic factors have led to tragic disparities in under-resourced communities and among many Black, Hispanic, Indigenous and Asian people. Inequities are evident in urban, suburban and rural environments alike.

While the American Heart Association has long pushed for health equity, the crises that brought historical inequities to the forefront in 2020 prompted us to ramp up our already-aggressive approach. It's why we established our 2024 Goal and our 10 Commitments — bold actions we are dedicated to in the drive for health equity.

Our 2024 goal is a rallying cry for staff and volunteers: *Every person deserves the opportunity for a full, healthy life. As champions for health equity, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.*

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## Equitable Health for All *continued*

We developed our 10 Commitments for a simple reason: Many people who already face health risks are becoming even more at risk because of inequitable opportunities to protect and promote their health.

The Commitments are major actions the AHA is taking to remove barriers to health equity in all areas of our work, including research, community engagement, advocacy and more.



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[Read detailed descriptions of the Commitments \(PDF\).](#)



# Improving Health in Communities



The AHA is putting its money where its mission is and investing more than \$230 million to deconstruct barriers to equitable health in communities around the country. Investments are being made over the next four years as we approach our centennial anniversary in 2024. In short, we are providing funding to drive change.

Our Social Impact Fund and our Bernard J. Tyson Impact Fund are making a difference, thanks to life-changing investments. Voices for Healthy Kids, whose grants power positive changes in communities alongside our advocacy work, makes a difference every day. Plus, our efforts to improve blood pressure, nutrition security and tobacco control and our work to make workplaces healthier continue in earnest.

Here's a snapshot of some of our work as we improve health in communities:

- Longtime donor Gary Ellis and his wife, Sue, donated \$1.2 million to bring the **AHA Social Impact Fund** to Minneapolis and Saint Paul, Minnesota. The investment will support local social entrepreneurs striving to shatter barriers to health.
- The Bay Area received \$1.5 million from for Social Impact Fund expansion, supporting local efforts to address social determinants of health, which are the economic and

social conditions into which people are born and live. That funding inspired \$15.9 million more from other investors.

- New York Life Investment Management announced a contribution to the Social Impact Fund during February, which is American Heart Month.
- The organization's **Bernard J. Tyson Impact Fund** announced its first investments. The fund was established in memory of Tyson, an AHA National Board and CEO Roundtable member who served as CEO of Kaiser Permanente. The fund announced more than \$1.1 million

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in first-time investments, including 10 organizations in the San Francisco Bay area and New York City.

- The AHA announced that 12 businesses and nonprofits in Chicago and Atlanta will receive \$2.1 million in funding from the Tyson fund. Funding was made possible by a \$5 million grant from the Walmart Foundation, as part of the Walmart.org Center for Racial Equity.
- Six entrepreneurs vying for grants to address health disparities in Puerto Rico squared off in June in the island's first EmPOWERED to Serve Business Accelerator. It was the AHA's first bilingual Business Accelerator, where candidates presented their business ideas to judges for a chance to receive up to \$15,000 in funding.
- Voices for Healthy Kids, which works around the country to pass and defend equitable policies that expand opportunities for kids to learn and play, announced \$2.5 million in grants to address structural barriers to healthy food access, early care and education. Grants ranging from \$50,000 to \$250,000 were awarded to 16 organizations in 14 states, Puerto Rico and Washington, D.C., to advance policies addressing health inequities based on race. Voices for Healthy Kids receives generous support from the Robert Wood Johnson Foundation.
- With the COVID pandemic highlighting **social inequities** in health, we launched the National Hypertension Control Initiative, an **evidenced-based, community-driven effort** to reduce **high blood pressure**, a major risk factor for heart disease and stroke. This initiative built on our existing work with community health centers and community-based organizations to help drive equitable blood pressure control in communities across the nation. With an investment of \$20 million and a focus on Black, Hispanic and Indigenous people, the initiative is part of a multipronged pledge to address health disparities.

In addition, we are supporting healthier communities through our advocacy work at the local, state and federal levels.

Our advocacy efforts support healthier communities in numerous ways. We celebrated 40 years of advocacy at the American Heart Association — efforts that began with a focus on enacting tobacco-control policies and increasing federal research funding at the National Institutes of Health. Over time, our public policy priorities have expanded to include improving access to affordable health care, promoting nutrition security and active living, and strengthening public health infrastructure and acute cardiovascular systems of care.

- A focus on public policy at the state and community levels led to significant, meaningful change last year, including policies and appropriations that:
  - secured state and local funding for health equity initiatives in 10 communities and 13 states
  - secured funding for healthy food purchasing for Supplemental Nutrition Assistance Program recipients in four states and Washington, D.C.
  - defended statewide smoke-free air laws in Montana, North Dakota and West Virginia
  - prohibited the sale of flavored tobacco products in California and six communities in California and Minnesota
  - significantly increased tobacco taxes in Maryland, Oregon and Colorado and committed a portion of that funding for tobacco control and cessation programs
- The AHA, the American College of Cardiology, the European Society of Cardiology and the World Heart Federation **released a joint opinion** calling for greater global action to end tobacco use, which causes an estimated 12% of deaths worldwide among people 30 and older.

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- The U.S. Food and Drug Administration took action to prohibit the sale of menthol cigarettes and flavored cigars, announcing it will begin the regulatory process to remove menthol cigarettes and flavored cigars from the market. This historic development follows decades of AHA advocacy.
- Patients in communities across the country scored a win against surprise medical billing. Nearly half of U.S. adults **surveyed** in a Harris Poll last fall said they didn't seek medical care for fear of receiving an unexpected medical bill. In December, major protections against surprise bills were passed into law.
- Legislation to improve access to cardiac rehab was introduced in Congress with bipartisan support. This is vital because following a heart event, cardiac and pulmonary rehabilitation lowers the risk of death by 26% and hospital readmission by 18%. Yet women are 12% less likely than men to be referred to rehab. Black, Hispanic and Asian people are — respectively — 20%, 36% and 50% less likely than white people to be referred.

Finally, we are driving health equity in the workplace. Diversity, equity and inclusion topped the AHA CEO Roundtable's annual agenda. Members convened to discuss the issues employers face as businesses recover from the COVID-19 pandemic and strategies for equitable workplace health. We are accelerating the ability of all individuals to access our **Get With the Guidelines Registry Data** with innovative new technology to enable clinicians and researchers to make scientific discoveries and transform health care. Get With the Guidelines is a hospital-based quality improvement initiative to improve care for heart disease and stroke patients.

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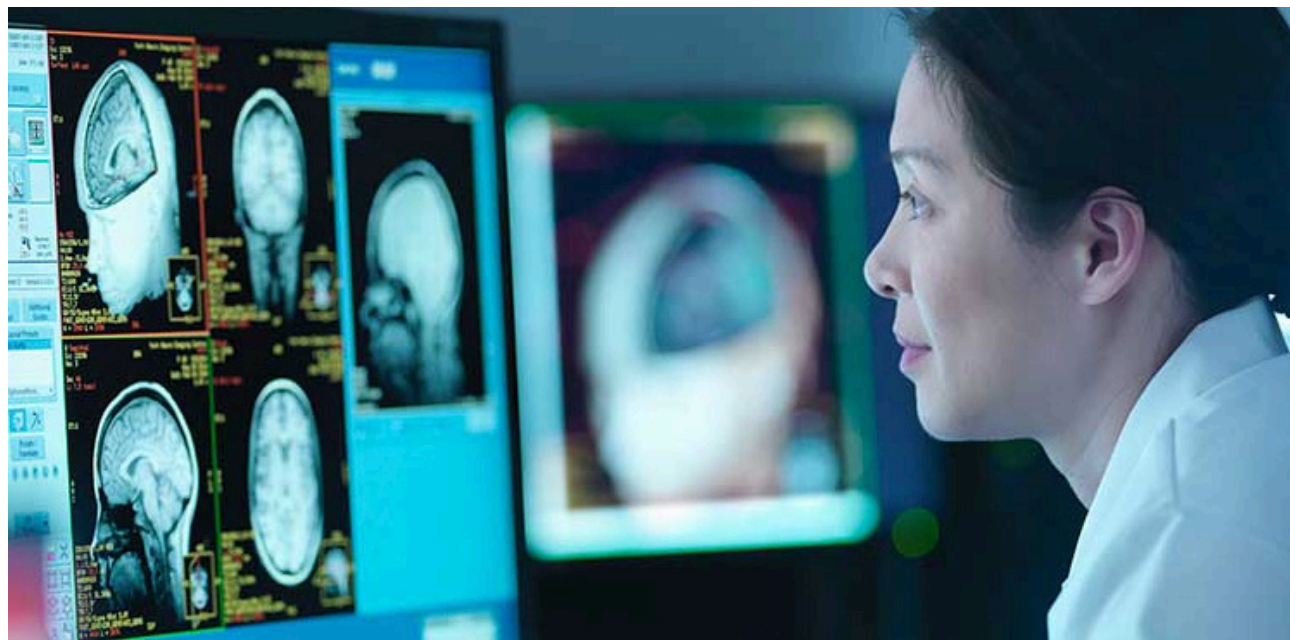
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# Science and Research



The AHA is funding much-needed research into the science of health inequities and structural racism — and rethinking research systems with a focus on equity. For example, we've developed an entire research network dedicated to studying high blood pressure prevention in underrepresented populations.

Through the 10 Commitments, the AHA is investing \$100 million in new research programs and grants focused on science-based solutions to health inequities and structural racism. The AHA will expand diversity-research opportunities for underrepresented racial and ethnic groups in science and medicine through grant funding; science, technology, engineering and mathematics programs; the Historically Black Colleges and Universities program; and EmPOWERED to Serve Scholars programs.

Here are some additional highlights in the world of science and research. They focus on health equity in a variety of ways — from innovative research approaches to our scientific meetings to our scientific guidelines to our journal publications:

- The AHA and the Association of Black Cardiologists presented a data challenge to encourage cross collaboration in advancing health equity. Teams competed for cash prizes by testing the relationships between heart failure and health disparities, as well as social and structural determinants of health.
- Two leading investigators are recipients of the first rounds of grant funding from an initiative focused on women's health developed by the AHA's **Institute for Precision Cardiovascular Medicine**. One study aims to increase awareness of cardiovascular diseases among millennial women in underrepresented racial and ethnic groups. The other study focuses on the health impact of weight during menopause.

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## Science and Research *continued*

- The AHA and Microsoft co-founder and philanthropist Bill Gates are co-investing \$3.3 million in heart- and brain-focused health technology research, with \$2.8 million funding a fifth center within the Health Technologies & Innovation Strategically Focused Research Network.
- The AHA funded \$2.4 million to fast-track research on COVID-19, including grants to one coordinating center and 15 teams conducting rapid research on how the virus interacts with the heart and brain.
- With nearly \$17 million in funding from the AHA, scientists from Boston University, The Ohio State University and Yale University will lead the End Nicotine Addiction in Children and Teens (ENACT) research initiative. Over the next two years, researchers will work to identify and reverse the impacts of vaping on multiple organ systems, behavior and specific social influencers of health.
- The 2020 class of EmPOWERED to Serve Scholars comprises 10 enterprising college students working to address health disparities in their communities through advocacy, education and outreach. Each received \$10,000 to bring their visionary ideas to life.
- We held our first-ever all-virtual Scientific Sessions meeting in November. The American Stroke Association's International Stroke Conference was also held virtually, in March, featuring more than 1,300 presentations in 17 categories that emphasize basic, clinical and translational sciences.
- The AHA published its first **scientific statement** on cardiovascular health in LGBTQ adults in the AHA's flagship scientific journal *Circulation*. *Life's Simple 7* — seven risk factors people can improve through lifestyle changes — informed the collection of the data.
- *Circulation* editors published an inaugural special issue focused on disparities in cardiovascular medicine, taking the first steps to lay out a road map to better, more equitable delivery of cardiovascular care for all.

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# Health Care Access and Quality



Just as the coronavirus pandemic strains states and the nation, it also has stressed the resources of neighborhoods and individuals — and those with fewer resources to spare are clearly faring worse.

In short, the COVID-19 pandemic has dramatically highlighted **social inequities** in health. Our work reflects our efforts to reach more people more often and with more targeted resources and policies.

- Our advocacy efforts included expanding Medicaid coverage in Missouri and defending existing Medicaid expansion in Oklahoma and Iowa.
- 911 dispatchers are now required to be trained to recognize cardiac arrest over the phone and give clear instructions for CPR to bystanders in Arkansas, Montana and Texas.
- And we helped assure that cardiac rehabilitation is available for Medicaid patients through telehealth services in Maryland, West Virginia, Kentucky and Arkansas.
- Hypertension is a major risk factor for poor health outcomes and mortality, and it disproportionately harms people from underrepresented racial and ethnic groups. The AHA has joined a national coalition of physician organizations and heart-health experts teaming with ESSENCE magazine to empower Black women to improve their heart health and control their blood pressure. The “Release the Pressure” campaign included resources women can use to track blood pressure, develop a wellness plan and make self-care a priority for a healthy heart.

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- A new policy statement advocates self-measured blood pressure monitoring. With fewer patients visiting medical offices during the pandemic, blood pressure monitoring at home is important. Improvements in patient education, health team training and insurance coverage are needed for broader adoption, according to the statement.
- Medicare will begin paying eligible practitioners for 11 additional services delivered via telehealth, including some cardiac rehabilitation and monitoring.
- The 2020 American Heart Association CPR & ECC Guidelines were released Oct. 21 during a series of virtual events attended by more than 26,000 people. This is the first joint release of new guidelines and products for both cardiopulmonary resuscitation and emergency cardiovascular care.
- The AHA and Laerdal Medical are collaborating with Area9 Lyceum to deliver personalized resuscitation learning experiences through RQI® True Adaptive™. Artificial intelligence is used to deliver customized resuscitation education based on learners' individual needs and knowledge level.
- Along with RQI Partners LLC the AHA has signed a five-year, \$46 million contract with the U.S. Department of Veterans Affairs to deliver Resuscitation Quality Improvement and HeartCode as its solution for resuscitation training. The goal is to make every health care provider in the VA system part of the AHA resuscitation family and dedicated to saving more lives.
- The first-ever neonatal resuscitation quality solution is underway. The American Academy of Pediatrics and RQI Partners LLC are collaborating to create new educational programs in U.S. hospitals. The five-year agreement continues the AAP's decades long relationship with the AHA and Laerdal.
- The Dubai Health Authority debuted an AHA-designed CPR training program, with the goal of achieving a 65% survival rate from out-of-hospital sudden cardiac arrest. That rate is currently 5% to 10% globally.
- The AHA and the Heart and Stroke Foundation of Canada unveiled a **digital resuscitation portfolio that's available to health care professionals** in Canada.

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# Raising Money to Save Lives

Over nearly 100 years, the American Heart Association has helped save and improve lives with dedicated support from volunteers and donors like you. Here are a few of the many stories illustrating how together we're a relentless force for a world of longer, healthier lives — and how we can advance equitable health for all.



## Major Gifts, Major Impact

Our revenue for the fiscal year totaled \$1,102,938,000. Major gifts from individuals and foundations totaled \$74.1 million.

[Learn more about highlights from major gifts >](#)



## Community Events Fuel Mission

During a year like no other, our signature campaign events turned to digital experiences to connect volunteers, participants and sponsors in new ways — all while raising critical funds for our mission.

[Read more about this year's Community Events >](#)



## Working Together for Healthier Communities

The following companies have provided critical support for the AHA to be a relentless force for a world of longer, healthier lives.

[Learn how we're Working Together for Healthier Communities >](#)

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## The Bernard J. Tyson Impact Fund



With the help of generous donors, the AHA launched the **Bernard J. Tyson Impact Fund** to invest in solutions to break down the social and economic barriers to health equity.

The fund honors the legacy of Bernard J. Tyson, the late chairman and CEO of Kaiser Permanente and a longtime member of the AHA Board of Directors and founding member of the AHA CEO Roundtable.

Tyson was a visionary leader who cared passionately about health and well-being for all. His quest for affordable, equitable health care and social justice improved and extended lives throughout the U.S. and around the world.

Two anchor gifts launched the fund:

In the Bay Area, **Lynne and Marc Benioff's** generous \$1 million gift will create a new platform to facilitate systems change and advocate for health equity in San Francisco and Oakland, California. Under their leadership, the Bernard J. Tyson Impact Fund has begun investing in local social entrepreneurs and nonprofits with proven work to help under-resourced communities access health care, nutritious food, housing and COVID-19 testing.

The Elizabeth Elting Foundation Halo Fund launched the Bernard J. Tyson Impact Fund's investment work in New York City with a \$1 million gift. **Liz Elting** is a New York-based philanthropist and businesswoman and longtime AHA donor who is recognized for developing women business leaders. The funding is supporting local social entrepreneurs in communities disproportionately impacted by COVID-19 and creating solutions that drive economic resiliency, address food and housing insecurity, aim to close the achievement gap and improve educational performance.

"Bernard was a cherished friend, tremendous leader and trusted advisor who was a champion of change, equity and well-being," said AHA CEO Nancy Brown. "Equity will remain at the center of the work we do, and we are so grateful for philanthropists Lynne and Marc Benioff and the Elizabeth Elting Foundation Halo Fund for their generous anchor support of the Bernard J. Tyson Impact fund. We are honored to carry on Bernard's legacy, especially now as we navigate beyond senseless acts of racial violence and evoke positive change in our communities."

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## Twin Cities Social Impact Fund



Longtime volunteers Gary and Sue Ellis donated \$1.2 million to support the AHA Social Impact Fund, which will support community-led solutions addressing health disparities in the Twin Cities of Minneapolis and Saint Paul, Minnesota.

## Andréa W. and Kenneth C. Frazier Family Foundation



The AHA's Bernard J. Tyson Impact Fund also supports community-led health solutions, addressing problems including women's health, mental health and access to health care. The fund received a \$1 million donation from the Andréa W. and Kenneth C. Frazier Family Foundation supporting community health in Philadelphia.

## Paying Tribute to Moms Everywhere



Chicago donors and longtime volunteers and champions Valerie and Lee Shapiro paid tribute to moms everywhere on Mother's Day by matching digital donations up to \$1 million throughout the month of May. Lee is national treasurer of the AHA's board of directors and has served on numerous task forces and committees.

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# Raising Money to Save Lives: Giving Societies

We are honored to celebrate individuals who are making a profound impact on our mission and in communities across the country through our Giving Societies.



Cor Vitae Society members are the heartbeat of the association, driving maximum impact in equitable health and well-being around the world. Cor Vitae membership topped 6,770 in the last year, representing nearly \$85 million in philanthropic support.

[Learn more about the Cor Vitae Society >](#)



The Paul Dudley White Legacy Society honors generous donors who have included the AHA in their wills, trusts or other estate plans. Named after Dr. Paul Dudley White, an AHA founder who's considered the father of preventive cardiology, more than 5,200 members have committed to leaving a legacy of support.

[Learn more about the Paul Dudley White Legacy Society >](#)

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# Major Gifts, Major Impact

Our revenue for the fiscal year totaled \$1,102,938,000. Major gifts from individuals and foundations totaled \$74.1 million.

Special designated funds allow us to fund entrepreneurs who invest in community-driven solutions to improve health and well-being by increasing access to healthy food, affordable housing and economic empowerment. They also address other environmental and societal factors that can take a heavy toll on health. These factors, known as the social determinants of health, are the conditions where people are born and live.

In the past fiscal year, the AHA received critical **Social Impact Fund** support from the following four foundations.

The **Helen and Will Webster Foundation** launched a Social Impact Fund in Los Angeles with a \$1 million donation. These investments sustainably address the immediate needs of the pandemic and the underlying systemic challenges that have contributed to a disproportionate impact in under-resourced communities.

A \$500,000 gift by the **Larry H. and Gail Miller Family Foundation** is supporting efforts to improve economic and social inequities in Utah by investing in community-based organizations led by women and people of color.

The **KLA Social Equity Fund**, in collaboration with the AHA, is connecting financial resources with nonprofit organizations committed to breaking down systemic inequities. This \$1.5 million fund is supporting communities in and around San Francisco/Silicon Valley and Detroit, where KLA has its U.S. headquarters.

A generous donation by the **FirstEnergy Foundation** is being distributed through a series of multiple funding opportunities across FirstEnergy's service area over four years. Reading, Pennsylvania, is the first community where funding will be provided for local businesses and nonprofits that are working to sustainably address health disparities.

The **Bernard J. Tyson Impact Fund** was launched in honor of Bernard J. Tyson, the late chairman and CEO of Kaiser Permanente and a longtime member of the AHA Board of Directors and founding member of the AHA CEO Roundtable. The fund is reducing the social and economic barriers to health equity by investing in local social entrepreneurs and small businesses and organizations in under-resourced communities.



Bernard J. Tyson

Generous donors who funded this important work this past year include the **Walmart Foundation**, Kaiser Permanente and Jeff Bezos.

Food insecurity was addressed in Chicago and Atlanta thanks to a \$5 million grant from the Walmart Foundation, as part of the Walmart.org Center for Racial Equity. Community-led organizations that received funds are led by people of color and/or women, and work in under-invested and food-insecure communities.

A \$1 million donation by **Kaiser Permanente** honored Bernard J. Tyson and supports efforts in San Francisco and Oakland.

And **Jeff Bezos** provided generous support to the Bernard J. Tyson Impact Fund, launching the fund in Seattle.

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## Major Gifts, Major Impact *continued*



Sue and Gary Ellis

Longtime volunteers **Gary and Sue Ellis** donated \$1.2 million to support the **AHA Social Impact Fund**, which will support community-led solutions addressing health disparities in the Twin Cities of Minneapolis and Saint Paul, Minnesota.

Gary is the former chief financial officer of

Medtronic, a medical devices company. As a volunteer with the AHA, he chaired the Greater Midwest Affiliate Board, served as national treasurer, national board chair and Cor Vitae Society co-chair for Minnesota. He also served on numerous task forces and committees.

“We are proud to fund the Twin Cities Social Impact Fund and look to fulfill the biggest need with the quickest impact to the community,” said Gary, whose father had open-heart surgery to repair a heart valve decades ago. “He survived the surgery but had some complications as a result and passed away when I was 14. Heart disease has also had an impact on other family members such as my father-in-law and mother-in-law as well as my granddaughter.”

Gary and Sue’s support will empower people in the Twin Cities to enjoy more time and memories with their loved ones.

### More lifesaving gifts

Chicago donors and longtime volunteers and champions **Valerie and Lee Shapiro** paid tribute to moms everywhere on Mother’s Day by matching digital donations up to \$1 million throughout the month of May. Lee is treasurer of the AHA’s board of directors and has served on numerous task forces and committees.

Valerie Shapiro says her mother’s life was extended thanks to advances in care made possible by the scientific discoveries funded and led by the AHA. At 71, Valerie’s mom had emergency triple bypass surgery. She eventually received an

The AHA’s **Bernard J. Tyson Impact Fund** also supports community-led health solutions, addressing problems including women’s health, mental health and access to health care. The fund received a \$1 million donation from the **Andréa W. and Kenneth C. Frazier Family Foundation** supporting community health in Philadelphia.

Such support empowers organizations and social entrepreneurs to make a lasting impact in their communities, addressing high blood pressure, diabetes and other risk factors for heart disease and stroke.

“Health inequity is one of society’s most daunting challenges, and we are pleased to support the Bernard J. Tyson Impact Fund as it delivers on its mission to foster health equity and economic empowerment,” Andréa and Ken Frazier said in a joint statement. “We are especially pleased that the organizations selected will complement the work of the Frazier Coalition in Philadelphia, which is aimed at connecting at-risk people with the health information and care they need to help prevent stroke, a leading cause of death in our city.”

artificial heart valve and a pacemaker. As a result, Valerie gained years with her mom and is “forever grateful” for the gift of more time together with her best friend.

“We lost her five days before her 92nd birthday, but thanks to lifesaving research funded by the American Heart Association, our family made special memories for another 20 years,” Valerie said. “Lee and I both lost our mothers to cardiovascular disease, which is why we can’t think of a better time to honor moms everywhere than during the month in which we celebrate Mother’s Day.”



Andréa W. and Kenneth C. Frazier

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## Major Gifts, Major Impact *continued*

**Voices for Healthy Kids** received \$14 million from the **Robert Wood Johnson Foundation** to improve or create equitable policies that will make the places kids, live, learn and play healthier. The initiative supports local, tribal and state policy change efforts that will dramatically improve the health of children who are Black, Hispanic, American Indian and Alaskan Native, or families who have low income. The support comes through grant opportunities, technical assistance and capacity building.

The **Robert Wood Johnson Foundation** also donated \$1.5 million to strengthen state and local campaigns to defend, oppose and repeal harmful preemption policies. Preemption occurs when states block communities from passing or strengthening laws.

In 2020, with support from the **Robert Wood Johnson Foundation**, the AHA created a Preemption Policy Fund to address these concerns. Additional funders include the **W. K. Kellogg Foundation** and **The Rockefeller Foundation**.

E-cigarettes are threatening to reverse decades of progress in reducing youth tobacco and nicotine use. The **Kaiser Permanente National Community Benefit Fund at the East Bay Community Foundation** gave a \$3.5 million gift to support the AHA's advocacy efforts to protect today's youth and future generations from tobacco and nicotine addiction.

The **Rockefeller Foundation** committed \$2.3 million to the AHA, alongside the Alliance for Bioversity International-CIAT, to establish the Secretariat for the Periodic Table of Food Initiative. This revolutionary global science and technology platform is connecting the scientific realms of health, food and agriculture. The Periodic Table of Food Initiative will uncover thousands of nutrients and chemicals in food that are currently unknown and accelerate insights and new discoveries in food and health-related challenges around the world.

**Greater Houston Community Foundation** The AHA is investing \$1 million to expand efforts to build a healthier food system and address food insecurity in Houston's most at-risk communities, thanks to anonymous support from a Houston family. The comprehensive, collaborative program will improve nutrition security for thousands over the next five years.

A \$1 million gift by the **Anita James Rosen Foundation** is supporting the **AHA's mission**. John and Jeanette Staluppi are supporting the **Go Red for Women** campaign in Palm Beach through a \$500,000 donation.

And longtime supporters **Corrine and Thomas R. Greco**, president and CEO of Advance Auto Parts, made a \$500,000 gift through a **donor-advised fund** in support of the Triangle Heart Walk and community CPR initiatives.

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# Community Events Fuel Mission

Powerful digital experiences united survivors, supporters and sponsors affected by heart disease and stroke. Their determination to support the AHA in adapting community event plans, along with a renewed focus to help supporters understand their impact, raised \$296 million to drive the AHA's mission delivery through pioneering research and community-based health programs that improve the well-being and quality of life for our neighbors.

Our Heart Challenge experiences, including **Heart Walk** and **CycleNation** events, kept people moving and connected through physical health and mental well-being while celebrating and honoring those affected by heart disease and stroke.

**Heart Walk** was named the **No. 1 peer-to-peer fundraising event** in the country for 2020. Heart Walk supporters ranging from corporate teams to families connected over the miles to walk for survivors and thrivers affected by heart disease and stroke, raising \$96 million. Community-based digital experiences were complemented by national livestream events, including the **One Heartbeat** series, national **kickoff rallies**, exclusive roundtables and the **Heart of Giving Tuesday National Survivor Rally**. These new events helped recharge, inspire and connect supporters while sharing messages of gratitude and health.

Whether on roads or stationary bikes, **CycleNation** events encouraged supporters to cycle towards better brain and heart health. More than \$3 million was raised including \$1.7 million from the One CycleNation event hosted on World Stroke Day.

Cities came together for **One CycleNation** with a goal of logging one million miles and raising \$1 million to prevent stroke, a leading cause of disability. By the end of the day, supporters had raised \$1.7 million. Two notable stroke survivors — four-time Olympic gold medalist **Michael Johnson** and actor **Timothy Omundson**, best known for his portrayal of a stroke survivor on “This Is Us” — were part

of the national livestream experience hosted by journalist **Kristen Aguirre**. All three had strokes before age 50 and attributed their recovery, in part, to a focus on physical fitness. “Recovery from stroke is a marathon and not a sprint. Honor the milestones as you hit them,” Omundson said.

Heart Ball campaigns used digital engagement to invite supporters and heart champions to recognize and celebrate their support of our mission in new ways. Heart Ball campaigns continued to benefit from the support of some of the AHA's most generous individual donors including **Circle of Red** and **Cor Vitae Society** members. Together with Heart Ball supporters and sponsors they raised \$57 million, the second-largest revenue source within our community campaign portfolio. In total, more than 100 Heart Ball celebrations were held across the country, with many campaigns achieving their best fundraising year ever, proving support of the AHA mission extends well beyond the ballroom.

Over 18 years, **Go Red for Women** has united millions of women in a shared purpose to understand their unique risk for heart disease and take action for their health. Through signature **luncheons** — reimaged as digital celebrations — we continued to create an exclusive opportunity for connection and community among women. Across more than 100 communities, Go Red for Women campaigns raised \$55 million. Go Red also received a generous boost from longtime supporter CVS Health, which committed an unprecedented \$25 million to support the movement for the next five years.

Within Heart Ball and Go Red campaigns, we celebrated new changemakers for raising mission-critical funds while rallying their network of supporters across 150 communities to do the same. Go Red's Woman of Impact and Heart Ball Leaders for Life campaigns raised more than \$3 million and spotlighted more than 500 dedicated leaders across the country who helped these new campaigns take flight.

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## Community Events Fuel Mission *continued*



Eric Flett

With nearly \$62,000 raised, Eric Flett's Leaders for Life campaign supporting San Francisco's Bay Area Heart Ball was the top individual fundraising campaign during the inaugural year of Woman of Impact and Leaders for Life campaigns. "I know I want to make a difference and give back," he said. "Helping people is what's important to me."

who shared their stories and encouraged their communities to give generously to the AHA. TikTok influencer, congenital heart disease survivor and self-proclaimed Heart Warrior **JT Laybourne** shared his inspirational story of living with heart disease and helped inspire donations over two unique livestreams totaling \$750,000 in support.



JT Laybourne

### A few additional highlights:

- The annual **National Wear Red and Give Day** in February reminded supporters that losing even one woman from heart disease is too many. Together, more than \$3.5 million was raised for the mission, an increase of 48% from the previous year.
- The 2021 **Class of Real Women** shined the spotlight on 20 Heart Warriors who shared their stories of inspiration and survival over heart disease and stroke.
- The **Go Red for Women National Leadership Council** continued their efforts to bring greater awareness and health impact to millions of women inside companies and in communities across the country.
- National experiences including September's Go Red State of Women's Health and December's **Circle of Red Holiday Experience**, which featured Arianna Huffington and Zac Posen sharing the importance of self-care, provided connection and community.

As digital experiences continued to pave the way for our event-based fundraising, connection across social communities grew to deliver \$5 million in revenue, our best year yet. This came from new platforms and supporters including gamers, philanthropically minded livestreamers, personal Facebook fundraisers and social influencers

With a history of more than 40 years in America's schools, we help educators promote lifelong habits for their students' physical health and mental well-being while students learn the importance of helping others through our **Kids Heart Challenge** and **American Heart Challenge** programs.

This past school year, more than 7 million students came together to raise \$45 million. Julia, a third-grader at Explorer Elementary School in Williamston, Michigan, raised more than \$16,000, making her the top fundraising student in the country. Participating schools also received **grants** for physical activity equipment and wellness initiatives.

**Finn's Mission**, inspired by congenital heart defect survivor and national Heart Hero Finn Blumenthal, continued to help families learn about heart and brain health. From the warning signs of stroke to hands-only CPR, 34,000 families are taking these important lessons to heart. Finn's mother,



Jaeden

**Kelly Blumenthal** says, "It's encouraging to see the impact Finn's story is having on families."

**"I was born with congestive heart failure and a hole in my heart from a ventricular septal defect. Thank you for helping kids like me."**

**– Jaeden, age 12**

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## Community Events Fuel Mission *continued*

National, regional and local retailers inspired shoppers to support longer, healthier lives through point-of-sale donations as part of our Life Is Why consumer campaigns. More than 200 retail companies including Advance Auto Parts, AT&T, Big Lots!, Orangetheory Fitness and Pilot raised nearly \$13 million.

Shoppers at more than 1,400 Big Lots! stores across the country supported “Go BIG for Go Red for Women” from February 1-17 during a **Life Is Why** campaign to support women’s heart health. Shoppers who donated received a Go Red for Women red dress pin and were invited to write a note of support on heart-shaped cards. Nearly 900,000 shoppers participated in the campaign and generated \$1.2 million in donations.



Monthly campaigns and appeals invited donors to give throughout the year. Enhanced by generous matches these efforts raised a collective \$51 million. Mission supporters were also invited to share their stories within the **Impact Map**. The visual and interactive display spotlights more than 3,500 survivors, grantees and heart heroes who are helping families and communities thrive.



Lee and Valerie Shapiro

Cardiovascular disease continues to be a woman’s greatest health threat. Longtime AHA volunteers and champions Valerie and Lee Shapiro helped honor moms everywhere by **matching up to \$1 million raised** on heart.org. The Shapiros each lost their mothers to cardiovascular disease. Their matching gift challenge was intended to help improve women’s health and protect the hearts of moms. Supporters shared stories of their moms using the hashtag #MyHeroMyMom.

Targeted campaigns garnered support from hospitals and health care systems to help amplify community messages. **“It’s Up to You”** shared science-based information on COVID-19 vaccinations. **“Don’t Die of Doubt”** emphasized that dialing 911 when facing symptoms of a heart attack or stroke is still the safest call. And **“Doctor, It’s Been Too Long”** encouraged making and keeping medical appointments to take care of health and well-being. In total, nearly \$8 million was generated as communities prioritized their health.

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# Working Together for Healthier Communities

## CVS Health



CVS Health has proudly supported the mission of the American Heart Association since 2017 as a national sponsor of the Go Red for Women movement. CVS has raised tens of millions of dollars to help women better understand their heart health risks while advancing our understanding of how to treat, beat and prevent cardiovascular disease in women. In 2020, the CVS Health Foundation worked to expand the commitment started by CVS Health through a two-year, \$1 million grant to combat youth vaping and tobacco use. This work is urgent because it affects one in five teens. Despite challenges presented by the COVID-19 pandemic, CVS Health did not waiver in its dedication to women's health or the American Heart Association by renewing support for Go Red for Women.

## Novartis Pharmaceuticals Corporation



With the support of a three-year, \$8.6 million commitment by Novartis Pharmaceutical Corporation, the American Heart Association will help people with high cholesterol and associated cardiovascular disease. The Integrated ASCVD Management Initiative will work across the health care system. And, it will leverage the AHA's inpatient and outpatient quality improvement programs to focus on atherosclerotic cardiovascular disease (ASCVD) and related risk factors.

"Cardiovascular disease has long been the number one cause of human mortality in the United States, and the urgency to address this health challenge in new ways has only increased as COVID-19 has disrupted diagnosis and treatment," said Vas Narasimhan, chief executive officer, Novartis.

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## Novartis Pharmaceuticals Corporation and Boehringer Ingelheim Pharmaceuticals, Inc./Lilly USA, LLC

IMPLEMENT-HF, the nationwide heart failure initiative, supported by founding sponsor Novartis Pharmaceuticals Corporation and national



sponsor Boehringer Ingelheim Pharmaceuticals, Inc./Lilly USA, LLC, is designed to improve outcomes and quality of life for patients. This unprecedented \$15 million joint funding supports the American Heart Association's efforts to enhance treatment and patient education. The initiative seeks to increase the healthy time at home for all patients with heart failure and reduce deaths by 5%.

"This will be a large initiative to include primarily ambulatory patients across the country with varying demographics and types of health care systems, aimed at reducing heart failure mortality by improving health care quality and providing patient support," said Mariell Jessup, M.D., FAHA, cardiologist and chief science and medical officer for the American Heart Association.

## Quest Diagnostics Foundation

As part of a shared strategic focus on addressing disparities in health care, the American Heart Association and Quest Diagnostics are supporting and expanding research and health care career opportunities of over 100 diverse students at nearly 30 Historically Black Colleges and Universities (HBCUs) and Hispanic Serving Institutions (HSIs) over the next two years with an investment of more than \$3 million. Quest is also working with the AHA to provide evidence-based high blood pressure resources to community health centers in under-resourced communities most severely impacted by the COVID-19 pandemic.



"Addressing health inequity in today's unprecedented environment will require novel and disruptive approaches and solutions," said Steve Rusckowski, chairman, chief executive officer and president of Quest Diagnostics. "We are proud to team up with the American Heart Association on our shared goals to advance innovative solutions like the Scholars programs, hypertension control and COVID-19 rapid response to help empower better health in the communities we serve."

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# Our Impact

For nearly 100 years, the American Heart Association has been fighting heart disease and stroke and helping families and communities thrive. Explore the map below to see how your support has made a difference in our nation and in the places you and your loved ones call home.

## 13.6%

Reduction in Deaths From Stroke  
Since February 2018

## \$4.8 BILLION

Invested in Research Funding Since 1949  
*More than any nonprofit organization except the federal government*

## 15.1%

Reduction in Deaths from Heart Disease  
Since February 2018

## 12 MILLION

People Reached by Nutrition Improvements in 44 Communities

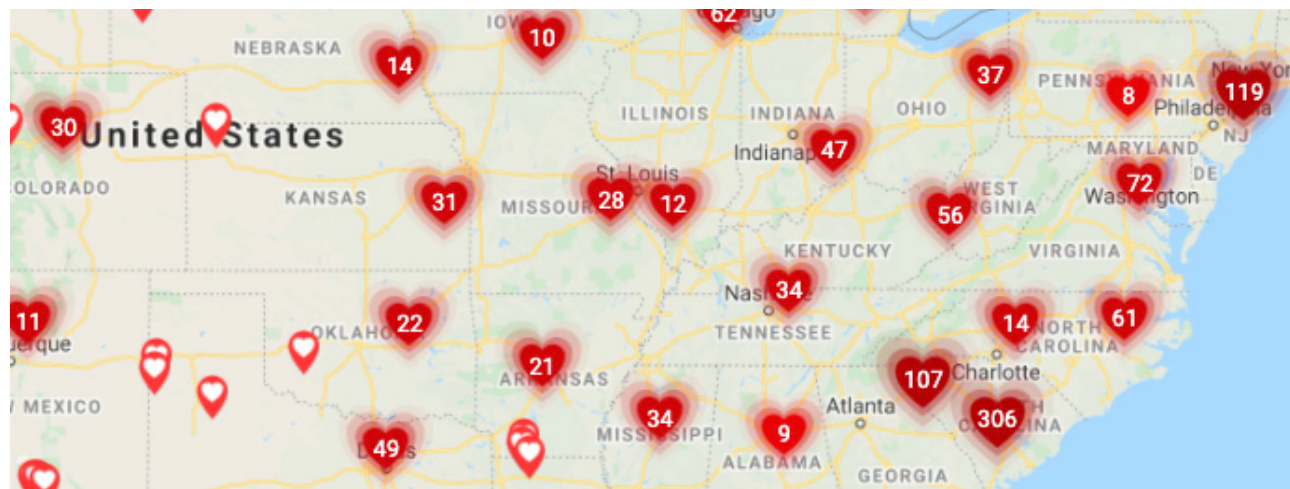
## 19 MILLION +

Patients Benefiting From a Quality Care Initiative for High Blood Pressure

## 22 MILLION

People Trained in CPR Each Year

We're committed to protecting the hearts you love, and **together we're saving lives in your community and across the nation.**



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# Gold Standard Boards



Volunteers drive the American Heart Association’s mission through engagement at every level of the organization. One key to reaching our 2024 Impact Goal and achieving health equity is the work done by local volunteer boards. These boards help us equitably remove barriers to health and advance cardiovascular health for all. They are critical as we drive impact by addressing social determinants of health, fight for healthier policies, increase access to care and more in our relentless pursuit of a world of longer, healthier lives.

The Gold Standard Board designation means that these boards are achieving best practices in generating revenue, sustaining and strengthening volunteer leadership and driving our mission at the market level.

[View the Gold Standard Board recipients](#)

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