



## IMPACT · HEART · SCIENCE

*In grateful appreciation of your continued support and leadership to the American Heart Association, we are pleased to present some of the ways that your generosity has impacted the acceleration of science and the health outcomes of Americans.*



*A Special Report prepared by the American Heart Association on XXXXXXXX*

# *In Grateful* **appreciation**

**T**ransformational change requires a leader who is willing to go above and beyond to support a worthy cause. A true leader believes so much in the mission that he or she inspires others to join the fight and becomes an ambassador for change. Over the past three years, you have generously demonstrated your personal commitment to come alongside our mission, empowering others to build longer, stronger lives. We are thankful for you and are proud to have you as part of our Heart Family.



On behalf of the South Florida community and the American Heart Association's Greater Southeast Affiliate, we are enormously grateful to you for chairing the 2015 Broward Heart Ball, which set the standard for future leadership giving. Your cumulative gifts have provided critical funding that is already saving and improving the lives of many in our community and beyond. We are pleased to present this report that showcases some recent successes made in Florida and nationally that have been made possible because of you.

*I am deeply grateful to you for your passionate support and leadership of the Broward Heart Ball, and for your extraordinary generosity that continues to impact our mission as we work together to create a culture of health. Thank you for all that you do to inspire your community through your dedication.*

**Nancy Brown, CEO**  
*American Heart Association*



***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. Here are a few ways your generosity has impacted our mission, accelerated science, and helped build healthier communities.***

## **CPR: A LIFESAVING SKILL**

CPR continues to be a priority for the American Heart Association as we work to improve the survival rate for cardiac arrest. Currently, nearly 90 percent of people who suffer out-of-hospital cardiac arrests die. CPR, especially if performed in the first few minutes of cardiac arrest, can double or triple a person's chance of survival.



Your ongoing support has allowed Florida to make great advances in this area by helping provide CPR training for tens of thousands of high school students across South Florida. In Miami-Dade County alone, 21,000 high school students will graduate each year knowing the lifesaving skill of CPR, and how to use an AED in the case of a cardiac emergency. Your gifts help fund these programs and create the momentum needed to work alongside the school district, ensuring their Wellness Policy aligns with the Hands Only CPR graduation requirement.

## **VOICES FOR HEALTHY KIDS: PREVENTING CHILDHOOD OBESITY**

Today's generation of children is expected to be the first generation to not outlive their parents. Reversing childhood obesity continues to be a top priority for the American Heart Association. Swift action taken by local Florida AHA volunteers led to the adoption of strong nutrition standards for snacks sold in all Florida public schools. The rule impacts approximately 2.7 million students in the state.



Voices for Healthy Kids aims to help all children grow up at a healthy weight by providing funds to support local advocacy campaigns in six strategic areas. One of these areas is Smart School Snacks that improves the nutritional quality of snack foods and beverages in schools. Our goal is to ensure that every food and drink sold during the day at schools is a healthy choice.

Research has shown that eating better helps students perform better in school academically. Strong nutritional habits formed early will help lead to a lifetime of better eating habits. Your gifts helped support this huge win that will have a lasting effect on the health of these students.

## TRANSFORMATIONAL GIFTS CONT'D

### PRECISION MEDICINE: THE FUTURE IS NOW

Funding research is the cornerstone of the American Heart Association's lifesaving mission. For more than 92 years, science has been our foundation, leading to gold standard treatments and guidelines used by healthcare providers in every corner of the nation and around the world.

Today, with support from generous gifts like yours, we have an amazing opportunity to make transformational changes in cardiovascular care. Precision medicine, which takes into account a person's genetics, environment and lifestyle, is making it possible to find new cures and prevent diseases that were inconceivable a few years ago. The newly created **AHA Institute for Precision Cardiovascular Medicine** is dedicated to accelerating more precise scientific discoveries in cardiovascular diseases and stroke through patient engagement, integrated knowledge, data analysis, new grants and practical translation.

The new research vision of the AHA ensures our program is at the forefront of research changes that are occurring across the globe. It emphasizes collaborative and team research, accelerating discovery, and driving groundbreaking research outcomes. This vision can only take shape with the support of dedicated leaders like you, who understand the critical importance of funding the most meritorious science that will have the greatest impact.

## DONORS MAKE A DIFFERENCE:

Over **2,000** scientists funded by AHA in the U.S.

Nearly **1.7 million** trained in CPR annually in U.S.

Over **5.5 million** patients treated at a GWTG participating hospital

**30 million** kids are eating healthy school meals as a result of our work with the USDA

Over **200 million** Americans live in states or communities with smoke-free restaurants and bars

## BECAUSE *of* YOU

In a very short time you have made an incredible impact in your community through your transformational giving and leadership. With your commitment and extraordinary support, we have made key advancements to our mission, which will have enormous impact for years to come.

We're proud of the fact that AHA has been forward thinking in our strategies to combat cardiovascular diseases and stroke. And we depend on visionary leadership, like yours, to help shape our path forward. We deeply appreciate your steadfast commitment of time, energy and support as we cross into new frontiers of science and technology that may one day lead to a cure for coronary heart disease.

*For all that you both do to support the mission and save lives,*

## THANK YOU!