

Brand Power



American Heart Association

American Stroke Association

life is why™

- **No. 1 Health Nonprofit Brand of the Year**
(EquiTrend Survey, 2013)
- **One of America's GREATEST BRANDS**
(American Brand Council, 2005)
- **92% of consumers recognize the brand name**
(Brand Tracker, 2014)
- **AHA is ranked among the top 10% of all brands for quality (profit and nonprofit)** (Harris EquiTrend, 2014)
- **One of the TOP FIVE "best liked" causes**
(Chronicle of Philanthropy)
- **Meets ALL 20 STANDARDS for Charity Accountability**
(Better Business Bureau Standard)
- **68% of consumers like or love the brand**
(Brand Tracker, 2014)
- **20% of consumers have interacted with the brand and 22% have an emotional connection**
(Brand Tracker, 2014)

20 BILLION

hear about AHA/ASA in the media each year

469 MILLION

are empowered through our advertising

4.2 MILLION

Connect with us daily through 52 national and 436 affiliate social communities

3,000 PER DAY

the amount of times AHA/ASA is mentioned by consumers through social media

OUR MARKS



71% of consumers recognize the Heart & Torch

98% of consumers have a favorable reaction to the logo

90% of consumers are more likely to buy a product with the AHA logo on it



The Heart-Check mark is used by **72 million adults** (30% of the population) to make decisions about selecting foods and beverages

THE AMERICAN HEART ASSOCIATION IS THE **AUTHORITY MOST TRUSTED** BY CONSUMERS TO DECIDE IF A PRODUCT MAY DISPLAY A NUTRITION MESSAGE OR MARK.

7%
GROCERY RETAILER

7%
PRODUCT MANUFACTURER

59%
AMERICAN HEART ASSOCIATION

45%
FDA

43%
USDA

OUR CORPORATE SPONSORSHIPS

Campbell
Medtronic
Macy's
Mazda
NFL
Princess Cruises
Walgreens
Anthem Foundation
Walmart

91% of global consumers are likely to switch brands to one that supports a good cause

92% would buy a product with a social and/or environmental benefit

Brand Audio and Video Experience

CLICK TO PLAY

HEALTHY LIVING

KIDS

WOMEN

MAKING

A

DIFFERENCE

INVESTMENT IMPACT



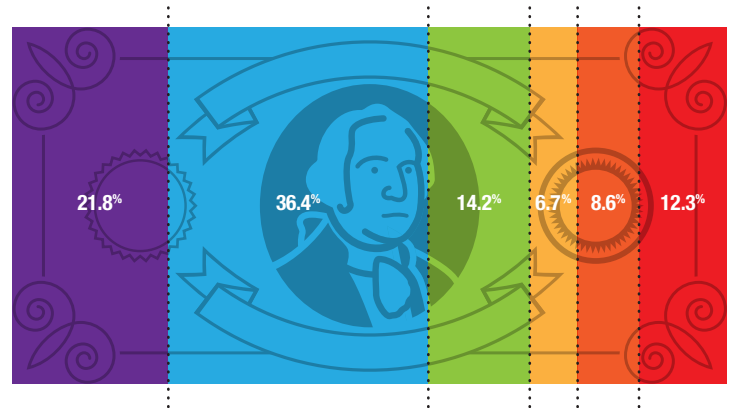
American
Heart
Association

American
Stroke
Association

life is why™

THE IMPACT OF YOUR DOLLAR

The American Heart Association funds more 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 ended June 30, 2014.

21.8% RESEARCH

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

36.4% 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

14.2% 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
- Systems guidelines for hospitals to improve care for STEMI and stroke patients and treatments

6.7% COMMUNITY SERVICE

Focused on detection of cardiovascular diseases 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

8.6% 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

12.3% 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.

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DIFFERENCE

**INVESTMENT IMPACT
AT A GLANCE**



American
Heart
Association

American
Stroke
Association

life is why™

Reduced
CVD MORTALITY
by **70%**

Since 1968

Reduced
CVD MORTALITY
by **31%**

From 2002–2012

Reduced
STROKE MORTALITY
by **36%**

From 2002–2012

Trained over
16 million
Americans in
CPR

in one year

Funded

LIFESAVING ADVANCEMENTS:

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



670,000
Women's
LIVES SAVED
in 10 years



More than
30 million
VOLUNTEERS & SUPPORTERS

24 STATES



HIGH SCHOOL GRADS
=
over 1 million
TRAINED IN CPR ANNUALLY



More than
30 million kids
are eating **HEALTHY**
SCHOOL MEALS

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

EVIDENCE-BASED
CARE in
6 million
patient hospital stays

LARGEST
VOLUNTARY HEALTH
ORGANIZATION

in the United States



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



Funded
13
Nobel Prize
WINNERS



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

2,500+
HOSPITALS
enrolled in



GET WITH THE
GUIDELINES.



Funded
\$3.7 billion
in RESEARCH
since 1949

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American Heart Association

American Stroke Association

life is why™

RESEARCH

FUNDED
\$3.7 BILLION
IN RESEARCH
Since 1949



Currently **FUNDS** more than
2,000 SCIENTISTS
around the United States.

Our research programs have contributed to many important scientific advances:

- FIRST ARTIFICIAL HEART VALVE**
- TECHNIQUES AND STANDARDS FOR CPR**
- IMPLANTABLE PACEMAKERS**
- TREATMENT FOR INFANT RESPIRATORY DISTRESS SYNDROME**
- CHOLESTEROL INHIBITORS**
- MICROSURGERY**
- DRUG-COATED STENTS**

Although we funded 973 new research awards in 2013-14, we didn't have the additional \$191.8 million to cover 1,195 other highly meritorious grant and fellowship applications.



STRATEGIC RESEARCH NETWORKS

Current Initiatives

Funding two **Strategically Focused Research Networks (SFRN)** each year, every six months.

The next SFRNs will focus on

WOMEN and HEART FAILURE.

The AHA is interested in the science community exploring all aspects of these two topics, which can assist the AHA in reaching its 2020 Goals and overall mission of building healthier lives free of cardiovascular diseases and stroke. To that end, the AHA pursues research from the basic, clinical and population sciences.

A NETWORK

is composed of



3 TO 4 INSTITUTIONS/CENTERS



WORKING ON 3 PROJECTS EACH

focused on one of the following

STRATEGIC AREAS:



BASIC SCIENCE DISCOVERY



CLINICAL SCIENCE DISCOVERY



POPULATION SCIENCE DISCOVERY

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INVESTMENT IMPACT

WOMEN



1.5 MILLION
WOMEN STANDING STRONG
to end the
NO.1 KILLER OF WOMEN

90% of women who sign up for Go Red make at least 1 healthy behavior change

- 50%** lose weight
- 50%** get regular physical exercise
- 60%** change their diets
- 40%** check their cholesterol levels
- 33%** talk to their doctors about heart health plans

670,000 LIVES SAVED
since the launch of GO RED in 2004

300 fewer women are dying per day

34% fewer American women now die from heart disease

23% more Americans know that heart disease is the No.1 killer of women

- 1.** Awareness has **DOUBLED** among **Hispanic women**
- 2.** Awareness has **TRIPLED** among **African-American women**

Among American women, **SMOKING** has decreased by 15%

Among American women, high cholesterol has decreased by 18%

AFRICAN-AMERICANS



800,000
AFRICAN-AMERICANS
make a **POSITIVE IMPACT** against
STROKE in their communities

composed of:



Power To End Stroke
NEWSLETTER DISTRIBUTION



Power To End Stroke
AMBASSADORS



Those people impacted by, and who engage with, the **40,000**
Power To End Stroke Power Ambassadors

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AMERICAN STROKE ASSOCIATION



Value Proposition

SURVIVOR AND CAREGIVER

AHA/ASA is a trusted source that will guide and support me so that I can live healthier, longer and better.

PROFESSIONAL

AHA/ASA is a credible source for stroke research, science and quality health care.

Our Impact



BRAND RELEVANCE

92% aided awareness of the AHA/ASA brand

16% unaided awareness of the AHA/ASA

No.1 Health Nonprofit by 2013 Harris Interactive Survey

88% view the AHA/ASA as a trusted and credible source

24% likely to turn to AHA/ASA for brain health information

1st place recognition for 2014 World Stroke Day Campaign by the World Stroke Organization



MAKE A HEALTH IMPACT

76% of all Americans have access to timely quality stroke care
• 1,714 GWTC-Stroke hospitals, 82 Comprehensive Stroke Centers, and 1055 Primary Stroke Centers

36% recognize the F.A.S.T. acronym

52.3% of Americans with hypertension have their blood pressure under control

29% of tobacco users have coverage for cessation treatments



SUPPORT THE STROKE COMMUNITY

We supported **6M** stroke survivors and their families through our Stroke Association website in 2014

152K through Stroke Connection magazine

2K through our Stroke Warmline

559 stroke survivors and caregivers in our newly launched Support Network

23% of all stroke survivors and caregivers report to be actively involved with AHA/ASA



ENGAGEMENT

Achieved over **900M** impressions through the *Together to End Stroke* initiative since launch in 2013, thanks to our national sponsor Medtronic

World Stroke Day F.A.S.T. infographic seen by **6.9M** people, resulting in **22K** engagements

57K Facebook followers with **300** engagements daily

Over **400** faith-based organizations and strategic alliances are supporting stroke prevention and F.A.S.T. messaging through EmPowered To Serve, and driving awareness and behavior through outreach and education



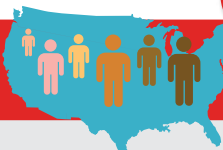
EXPAND GLOBALLY

With the collaboration of ASA, the World Stroke Organization launched the new

Global Stroke Bill of Rights

on World Stroke Day. This tool will help communicate to key stakeholders how to improve access to care for stroke patients around the globe

Stroke is the **No. 5** killer in the U.S.



TOGETHER, WE CAN BEAT STROKE! STROKE IS LARGELY PREVENTABLE, TREATABLE AND BEATABLE.

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American Heart Association

American Stroke Association

life is why™

KIDS



30 MILLION KIDS

are eating

HEALTHIER SCHOOL MEALS

because of our work with the USDA



+



AHA worked with the USDA to **UPDATE SCHOOL NUTRITION STANDARDS** and effectively countered attempts by Congress to weaken them.

CPR



+



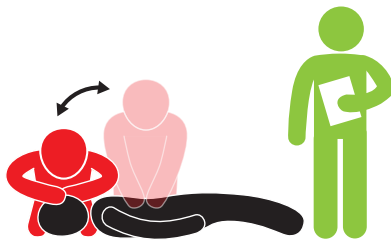
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HIGH SCHOOL GRADS



**1,325,400
TRAINED IN CPR
ANNUALLY**

(thanks to legislation the AHA supported that requires CPR education in schools)



Trained Over

16 MILLION AMERICANS

IN CPR

IN ONE YEAR

Giving millions of people the knowledge and confidence to act in a cardiac emergency and help save a life.



**LEADING CAUSE OF DEATH
CARDIAC ARREST**

EACH YEAR, OVER 326,000 CARDIAC ARRESTS OCCUR OUTSIDE OF HOSPITALS IN THE U.S.

Survival depends on immediately getting CPR from someone nearby.

90% OF PEOPLE WHO SUFFER OUT-OF-HOSPITAL CARDIAC ARRESTS DIE.

CPR, especially if performed immediately, can double or triple chance of survival.

70% OF CARDIAC ARRESTS OCCUR AT HOME

The life you save is most likely to be a loved one.

Most Americans feel helpless to act during a cardiac emergency because they don't know CPR.

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American
Heart
Association

American
Stroke
Association

life is why™

Quality for Hospitals



5 MILLION PATIENTS
have been treated at

an increase
of more than
3,200%
since 2005



over **2,500** GWTG
PARTICIPATING HOSPITALS



1/3 of the
**NATION'S
HOSPITALS**

participate in at least one
Get With The Guidelines®

QUALITY IMPROVEMENT MODULE

Many participate in two or more modules.



**GET WITH THE
GUIDELINES®**

How has Get With The Guidelines (GWTG) in hospitals transformed care?

- Hospital participation in GWTG is linked to rapid and lasting improvements in research-based care.
- Improved patient care attributed to GWTG.
- Participating hospitals have demonstrated lower 30-day readmission rates.
- Preventive guidelines on smoking-cessation counseling, cholesterol-lowering medication and hospital-discharge instructions help reduce future healthcare costs.

Advances in Care through GWTG results

- Beta blocker therapy shortens hospital stays, lowering 30-day readmissions and reducing mortality rates among older patients.
- Identifying correlation between lowest post-hospitalization patient follow-up rates and highest 30-day hospital readmission rates.
- Demonstrates value of National Institute of Health's Stroke Severity Scale in predicting stroke patient outcomes after leaving the hospital.
- Revealed underuse of implantable cardiac defibrillators in female and black patients as compared to white males spurred successful GWTG efforts toward eliminating the disparity.



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American Heart Association | American Stroke Association®

life is why™



ADVOCATE FOR LAWS

that **PROTECT & IMPROVE** the **HEALTH** of **ALL AMERICANS**



you're the **cure**



263,000
U.S. VOLUNTEERS

Advocate for



**HEALTHIER
COMMUNITIES**



American Heart Association
SUPPORTED LEGISLATION
that ensures



Lifesaving
**PULSE OXIMETRY
SCREENING**
to detect **congenital
heart defects**
in newborns.



Our advocacy has **reduced**
**tobacco use and exposure to
secondhand smoke.**

205 million

Americans now **live** in states or
communities with **smoke-free
restaurants and bars.**

Inspired millions of adults and
adolescents **not to smoke**
and improved the average
health of the population
by **advocating for higher
tobacco excise taxes.**

**Comprehensive tobacco
cessation benefits**

included in insurance plans
help **700,000** more adults
to **quit** each year.

Petitioned **CMS**

Centers for Medicare & Medicaid Services
to **EXPAND**



CARDIAC REHAB COVERAGE
to millions with
CHRONIC HEART FAILURE.

A LEADING ADVOCATE
for the

**TOBACCO
CONTROL ACT**

which granted the FDA authority to
regulate the manufacturing,
distribution, sale, labeling, advertising
and promotion of tobacco products
and ensuring the FDA issues strong
regulations to carry out the law.

APPENDIX

RESEARCH – APPENDIX

PUBLIC



At least **28 CENTS OF EVERY PUBLICLY DONATED DOLLAR** to our seven affiliates is channeled into research.

RESEARCH **13¢** supports the association's **National Research Program**
at least **15¢** supports the **Affiliate Research Program**

| Program | 2014 New Award | 2014 New Award Commitment in dollars | Continuing Awards | Description |
|--|----------------|--------------------------------------|-------------------|--|
| Undergraduate Research Fellowship | 37 | \$391,500 | | Three affiliates help students initiate careers in cardiovascular and stroke research. |
| Medical Student Research Fellowship | 7 | \$150,400 | 6 | Western States Affiliate encourages promising students to consider an academic career in cardiovascular disease and stroke research. |
| Innovative Science Award | 4 | \$800,000 | | One-time Western States Affiliate award for initiation of highly innovative, high-risk, high-reward research that could ultimately lead to critical discoveries or major advancements accelerating cardiovascular and stroke research. |
| Predoctoral Fellowship | 232 | \$11,330,000 | 185 | All affiliates help students initiate careers in cardiovascular and stroke research. |
| Postdoctoral Fellowship | 232 | \$21,238,986 | 207 | All affiliates provide training for and encourage the pursuit of research careers. |
| Fellow-to-Faculty Transition Award | 10 | \$5,929,943 | 29 | National program to provide funding for beginning physician-scientists with outstanding potential for careers in cardiovascular and stroke research. |
| Mentored Clinical and Population Research Program | 35 | \$5,305,641 | 39 | All affiliates and the National research Program encourage early investigators to engage in high quality introductory and pilot clinical and population studies. |
| Scientist Development Grant | 120 | \$36,024,791 | 384 | Helps promising beginning scientists move from completion of research training to independent investigators. |
| Beginning Grant-in-Aid | 43 | \$6,023,864 | 41 | Four affiliates promote the independent status of promising beginning scientists. |
| Innovative Research Grant | 14 | \$2,100,000 | 18 | National program to support highly innovative, high-risk, high-reward research that could ultimately lead to critical discoveries or major advancements that will accelerate the field of cardiovascular and stroke research. |
| Grant-in-Aid | 194 | \$30,278,894 | 193 | Six affiliates support innovative, highly meritorious cardiovascular and stroke research projects from independent investigators. |
| Established Investigator Award | 10 | \$3,999,998 | 32 | National program to support mid-term investigators with unusual promise, an established record of accomplishments, and a demonstrated commitment to cardiovascular or cerebrovascular science. |
| Bugher Foundation Stroke Center | 11 | \$7,248,000 | | Collaboration of basic, clinical and population researchers from different specialties, whose collective efforts will lead to new approaches to prevent and treat stroke. |
| Collaborative Sciences Award | 4 | \$2,999,866 | | National program funds research goals that can only be achieved through innovative collaboration among disparate disciplines. |
| Mentor/AHA Mentee Award | 4 | \$180,000 | | National program for qualified mentors to support new research in areas by early-career scientists, with a special focus on underserved minorities. |
| Strategically Focused Research Network | 16 | \$14,836,433 | | National program promotes multi-institutional, multidisciplinary collaboration directed toward a key strategic issue. |

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Heart
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life is why™

RESEARCH – APPENDIX

FUNDED NOBEL PRIZE WINNERS



Peter Agre, M.D.

Recipient of the 2003 Nobel Prize in Chemistry. Dr. Agre was awarded the Nobel Prize for his discovery of aquaporins, proteins that govern the movement of water in and out of cells.

Michael Brown, M.D., & Joseph Goldstein, M.D.

Co-recipients of the 1985 Nobel Prize in Physiology or Medicine for their research on the role of low-density lipoprotein receptors in controlling blood cholesterol levels. Their research provided new insights into the ways fatty cholesterol enters body cells and why cholesterol levels may become too high.

Mario Capecchi, Ph.D.

Recipient of the 2007 Nobel Prize in Physiology or Medicine, received American Heart Association Established Investigator Award funding from 1969-73. Dr. Capecchi was awarded the Nobel Prize for his discoveries in gene targeting.

Martin Chalfie, Ph.D.

Recipient of the 2008 Nobel Prize in Chemistry. Dr. Chalfie's AHA-funded work used a green fluorescent protein (GFP), a visualization technique that has had a huge impact on our understanding of cellular structure and function of many cell types, including heart cells.

Carl Cori, M.D., & Bernardo Houssay, M.D.

Recipients of the 1947 Nobel Prize in Physiology or Medicine (along with Gerty Cori, M.D.), received American Heart Association funding in 1959.

Robert Furchgott, Ph.D.

1998 recipient of the Nobel Prize in Physiology or Medicine, received American Heart Association funding from 1952-54. Dr. Furchgott was awarded the Nobel Prize for his discovery, along with Louis Ignarro, Ph.D., and Ferid Murad, M.D., Ph.D., of nitric oxide — a colorless gas that makes blood vessels dilate by relaxing the vessels' smooth muscles.

Edwin Krebs, M.D.

1992 recipient of the Nobel Prize in Physiology or Medicine. Dr. Krebs received the Nobel Prize, along with Edmond Fischer, Ph.D., for their discovery of how proteins are switched on to perform functions within cells.

Robert Lefkowitz, M.D.

Co-recipient of the 2012 Nobel Prize in Chemistry for studies of G-protein-coupled receptors. Studies of this kind have been instrumental in the development of more effective drugs to treat cardiovascular disease and other illnesses.

Ralph Steinman, M.D.

Recipient of the 2011 Nobel Prize in Physiology or Medicine for his discovery of dendritic cells and their role in adaptive immunology. The basic insights provided by his work have also been critical in the field of cardiac (or organ, including heart and lung) transplantation.

Earl Sutherland, M.D.

1971 recipient of the Nobel Prize in Physiology or Medicine. Dr. Sutherland received the Nobel Prize for identifying cyclic AMP as the intra-cellular messenger.

Albert Szent-Gyorgyi, M.D.

1937 Nobel Prize recipient in Physiology or Medicine, received the first American Heart Association-supported research grant in 1948. The \$25,000 grant covered equipment and staff salaries. Szent-Gyorgyi received a second American Heart Association grant (for \$10,000) in 1949. Both grants enabled him to do fundamental studies on muscle energetics.

MAKING A

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HEALTHY LIVING



The Heart-Check Mark

The Heart-Check Mark

helps **72 million** adults choose healthy food and beverages



heart.org

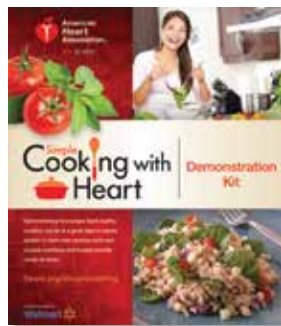
3.5 million people visit **Heart.org** each year for healthy recipes and nutrition tips



Simple Cooking With Heart

Simple Cooking with Heart Demos

encourage **300,000** annual participants to practice healthier eating habits



Fit-Friendly Worksites

11 million employees work in **Fit-Friendly Worksites**



Our tools help worksites bring healthier food and beverage options to nearly

5.5 million adults nationwide

**YES, WE CAN DO MORE.
BUT ONLY WITH YOUR HELP.**

People are why. Life is why. You are how.

MAKING A DIFFERENCE KIDS



In Our Schools



More than **16 million students** are impacted by AHA. That's more than **1/3 of all schools**.



10 million kids participate in **Jump Rope For Heart** and **Hoops For Heart**.



13 million healthier school meals, including those in pre-school, are being served each day.



24 states now require **CPR training** in high schools. This increases the annual number of lifesavers to more than **1 million**.

Awareness Campaigns



Childhood Obesity Awareness campaign reaches over **113 million people** each September.

Beverage Consumption



Our efforts via the



enabled us to take

90% of **beverage calories** out of schools

**YES, WE CAN DO MORE.
BUT ONLY WITH YOUR HELP.**

Kids are why. Life is why. You are how.

MAKING A DIFFERENCE WOMEN



Awareness



Every February, **American Heart Month** and **National Wear Red Day** reach **billions** of women, building awareness of heart-healthy lifestyles.



Since Go Red For Women began, heart-disease deaths have been **cut by 30%**, saving **275 lives** every day and **670,000+** total saved lives.

Go Red For Women

2 million WOMEN

have learned their heart-disease risk through the **Go Red Heart CheckUp**.



90% of women who sign up for Go Red make at least 1 healthy behavior change



50% lose weight.



50% get regular physical exercise.



60% change their diets



40% check their cholesterol levels.



33% talk to their doctors about heart health plans.

Go Red For Women has raised **\$350 million** for research and education, which helped swifter action to improve heart health.

YES, WE CAN DO MORE. BUT ONLY WITH YOUR HELP.

Women are why. Life is why. You are how.