Brand Power

- 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, 2013)
- Meets ALL 20 STANDARDS
  for Charity Accountability
  (Better Business Bureau Standard, 2013)
- 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)

469 MILLION
are empowered through our advertising

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

20,000 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)
when 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.

59%

AMERICAN HEART
ASSOCIATION

45%

FDA

43%

USDA

7%

PRODUCT MANUFACTURER

7%

GROCERY RETAILER

OUR CORPORATE SPONSORSHIPS

- Alex and Ani
- NFL
- Anthem
- Novartis
- Aramark
- Pfizer
- AstraZeneca
- Subway
- Macy’s
- Walgreens
- Medtronic
- Walmart

91%

of global consumers are
likely to switch to a
brand 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

REVISED: 02/16
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.

38.8% 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

19.3% RESEARCH
Research dollars support scientific studies seeking new discoveries related to causes, prevention and treatment of heart disease and stroke.

15.6% 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

11.3% 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.

7.7% 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

7.3% 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

A complete copy of financial statements audited by KPMG, LLP is available upon request from the American Heart Association, Inc., 7272 Greenville Ave., Dallas, TX 75231 or on our website at heart.org.
Reduced CVD MORTALITY by **70%**
Reduced CVD MORTALITY by **31%**
Reduced STROKE MORTALITY by **36%**
Trained over **17 million** people in CPR worldwide annually

**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**

**27 STATES +**
HIGH SCHOOL GRADS =
nearly **1.7 million**
TRAINED IN CPR ANNUALLY

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

**More than 30 million kids**
are eating HEALTHY SCHOOL MEALS
as a result of our collaboration with the USDA and school meals impacted by updated meal standards

**Evidence-based CARE in**
6 million patient hospital stays

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

More than **600 PRODUCTS**
from **100 COMPANIES**
carry the Heart-Check mark

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

2,500+
HOSPITALS enrolled in GET WITH THE GUIDELINES.

**Funded more than $3.8 billion**
in RESEARCH since 1949

**13**
Nobel Prize WINNERS
Funded more than $3.8 billion in research since 1949.

Currently funds more than 2,000 scientists around the United States.

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.

Scientific exploration of these topics are critical to the AHA’s lifesaving mission of building healthier lives, free of cardiovascular diseases and stroke.

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 926 new research awards in 2014-15, we didn’t have the additional $189.6 million to cover 1,121 other highly meritorious grant and fellowship applications.

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
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

- 33% lose weight
- 50% increase their 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

285 fewer women die from heart disease and stroke each day

34% fewer American women now die from heart disease

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

AFRICAN-AMERICANS

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

composed of:

- 40,000 Power To End Stroke AMBASSADORS
- Those people impacted by the thousands of people who engage with Power To End Stroke Ambassadors

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%
We are committed to scientific research, government support, quality care guidelines and providing information to enhance the quality of life and reduce disability effects for stroke survivors and their families. Since inception in 1998, the American Stroke Association has saved more than 189,000 lives through over 1,800 hospitals enrolled in GWTG - Stroke program.

**2020 IMPACT GOAL**

**REduce**
- 20% of deaths from cardiovascular disease and stroke by 2020
- With 16.9% decline in stroke death rate as we progress to goal

**STROKE GOAL**: 12,233 lives saved in 2020

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**Value Proposition**

**SURVIVOR AND CAREGIVER**
AHA/ASA is a trusted source that will guide and support me to live healthier, longer, and better.

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

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**Our Impact**

**BRAND RELEVANCE**
- 92% aided awareness of the AHA/ASA brand
- 88% view the AHA/ASA as a trusted and credible source
- 53% likely to turn to AHA/ASA for brain health information

**MAKE A HEALTH IMPACT**
- 80% of all Americans have access to timely quality stroke care
- 7,715 GWTG-Stroke hospitals, 95 CSC, and 1,080 PSC
- 67% know at least one stroke warning sign
- 36% recognize the F.A.S.T. acronym
- 6.5% total Afib discharges covered by GWTG-Afib hospitals
- 52.3% of Americans with hypertension have their blood pressure under control
- 33% of tobacco users have insurance coverage for cessation treatments

**SUPPORT THE STROKE COMMUNITY**
- In 2015, the American Stroke Association website received over 7M visits from stroke survivors / caregivers / loved ones, and health care professionals
- 178K through Stroke Connection digital magazine
- 2K through our Stroke Warmline
- 11K+ stroke survivors and caregivers on our Support Network
- 10K+ TTES Newsletter registrations
- 23% of all stroke survivors and caregivers report to be actively involved with AHA/ASA

**ENGAGEMENT**
- Achieved over 1B impressions through the Together to End Stroke initiative since launch in 2013, thanks to our national sponsor Medtronic
- NEW F.A.S.T. Song and Videos viewed 279K+ times with 58M+ social media reach
- 79%* Share of Voice
- Engaged over 18M users across our social media platforms
- 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 Global Stroke Bill of Rights on World Stroke Day
- Latin America Summit
  - Active participation of 42 key stroke leaders and MOH representatives
  - Launched a reputable stroke network across 10 countries
  - 22 organizations and 2 MOHs committed to “La Carta de Santiago”

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**Channels**

**MULTICULTURAL MARKETS**
- EmPowered To Serve
- Power To End Stroke
- Vida Saludable

**STRATEGIC ALLIANCES**
- Medtronic Genentech
- World Stroke Organization
- AARP Brain Attack Coalition
- AANN The Joint Commission National Forum for Heart Disease and Stroke Prevention
- National Alliance for Caregiving Ad Council

**DIGITAL**
- StrokeAssociation.org
- AHA/ASA Social Media
- Stroke Connection
- Together to End Stroke Newsletter
- HeartLog Support Network
- Spot a Stroke F.A.S.T. Mobile App
- F.A.S.T. Digital Quiz

**HEALTHCARE**
- GWTG Hospitals
- TJC-Accredited Hospitals
- AANN AARP Mayo Clinic Cleveland Clinic
- Brain Attack Coalition
- The Joint Commission
- Support Groups

**MEDIA EXPOSURE**
- CNN TODAY
- USA Today
- EBNY
- THE HUFFINGTON POST
- and more

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

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

* Compared to NSA and CDC during this same time period.
CPR thanks to legislation the AHA supported that requires CPR education in schools

CARDIAC ARREST

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.

KIDS

30 MILLION KIDS are eating HEALTHIER SCHOOL MEALS because of our work with the USDA

27 states + HIGH SCHOOL GRADS = Nearly 1.7 MILLION TRAINED IN CPR ANNUALLY

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

CPR

Trained Over 17 MILLION PEOPLE IN CPR WORLDWIDE ANNUALLY

Giving millions of people the knowledge and confidence to help save a life.

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

- Hospital participation 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 Institutes of Health’s Stroke Severity Scale in predicting stroke patient outcomes after leaving the hospital.
- GWTG revealed significant healthcare disparities by revealing that implantable cardiac defibrillators were underused in women and African-Americans compared to white patients. This finding is important in our effort to eliminate all health disparities.
ADVOCATE FOR LAWS that PROTECT & IMPROVE the HEALTH of ALL AMERICANS

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.

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

Advocate for HEALTHIER COMMUNITIES

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

over 200 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.
## RESEARCH – APPENDIX

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**

<table>
<thead>
<tr>
<th>Program</th>
<th>2014 New Award</th>
<th>2014 New Award Commitment in dollars</th>
<th>Continuing Awards</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Research Fellowship</td>
<td>37</td>
<td>$391,500</td>
<td></td>
<td>Three affiliates help students initiate careers in cardiovascular and stroke research.</td>
</tr>
<tr>
<td>Medical Student Research Fellowship</td>
<td>7</td>
<td>$150,400</td>
<td>6</td>
<td>Western States Affiliate encourages promising students to consider an academic career in cardiovascular disease and stroke research.</td>
</tr>
<tr>
<td>Innovative Science Award</td>
<td>4</td>
<td>$800,000</td>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>Predoctoral Fellowship</td>
<td>232</td>
<td>$11,330,000</td>
<td>185</td>
<td>All affiliates help students initiate careers in cardiovascular and stroke research.</td>
</tr>
<tr>
<td>Postdoctoral Fellowship</td>
<td>232</td>
<td>$21,238,986</td>
<td>207</td>
<td>All affiliates provide training for and encourage the pursuit of research careers.</td>
</tr>
<tr>
<td>Fellow-to-Faculty Transition Award</td>
<td>10</td>
<td>$5,929,943</td>
<td>29</td>
<td>National program to provide funding for beginning physician-scientists with outstanding potential for careers in cardiovascular and stroke research.</td>
</tr>
<tr>
<td>Mentored Clinical and Population Research Program</td>
<td>35</td>
<td>$5,305,641</td>
<td>39</td>
<td>All affiliates and the National Research Program encourage early investigators to engage in high-quality introductory and pilot clinical and population studies.</td>
</tr>
<tr>
<td>Scientist Development Grant</td>
<td>120</td>
<td>$36,024,791</td>
<td>384</td>
<td>Helps promising beginning scientists move from completion of research training to independent investigators.</td>
</tr>
<tr>
<td>Beginning Grant-in-Aid</td>
<td>43</td>
<td>$6,023,864</td>
<td>41</td>
<td>Four affiliates promote the independent status of promising beginning scientists.</td>
</tr>
<tr>
<td>Innovative Research Grant</td>
<td>14</td>
<td>$2,100,000</td>
<td>18</td>
<td>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.</td>
</tr>
<tr>
<td>Grant-in-Aid</td>
<td>194</td>
<td>$30,278,894</td>
<td>193</td>
<td>Six affiliates support innovative, highly meritorious cardiovascular and stroke research projects from independent investigators.</td>
</tr>
<tr>
<td>Established Investigator Award</td>
<td>10</td>
<td>$3,999,998</td>
<td>32</td>
<td>National program to support mid-term investigators with unusual promise, an established record of accomplishments, and a demonstrated commitment to cardiovascular or cerebrovascular science.</td>
</tr>
<tr>
<td>Bugher Foundation Stroke Center</td>
<td>11</td>
<td>$7,248,000</td>
<td></td>
<td>Collaboration of basic, clinical and population researchers from different specialties, whose collective efforts will lead to new approaches to prevent and treat stroke.</td>
</tr>
<tr>
<td>Collaborative Sciences Award</td>
<td>4</td>
<td>$2,999,866</td>
<td></td>
<td>National program funds research goals that can only be achieved through innovative collaboration among disparate disciplines.</td>
</tr>
<tr>
<td>Mentor/AHA Mentee Award</td>
<td>4</td>
<td>$180,000</td>
<td></td>
<td>National program for qualified mentors to support new research in areas by early-career scientists, with a special focus on underserved minorities.</td>
</tr>
<tr>
<td>Strategically Focused Research Network</td>
<td>16</td>
<td>$14,836,433</td>
<td></td>
<td>National program promotes multi-institutional, multidisciplinary collaboration directed toward a key strategic issue.</td>
</tr>
</tbody>
</table>
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.
Recipient 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.
The Heart-Check Mark helps 72 million adults choose healthy food and beverages.

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

Simple Cooking with Heart Demos encourage 300,000 annual participants to practice healthier eating habits.

11 million employees work in AHA 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.
Kids are why. Life is why. You are how.

27 states now require CPR training in high schools. This increases the annual number of lifesavers to nearly 1.7 million.

More than 18 million students are impacted by AHA. That's more than 1/3 of all schools.

14 million kids participate in Jump Rope For Heart and Hoops For Heart.

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

27 states now require CPR training in high schools. This increases the annual number of lifesavers to nearly 1.7 million.

Awareness Campaigns

“Life is Why Family Health Challenge” campaign reaches over 113 million people during Childhood Obesity Month each September.

Physical Activity

Over 92,000 youth engaged in over 69 million minutes of physical activity through NFL PLAY 60 Challenge partnership.

Beverage Consumption

90% of beverage calories out of schools.

Our efforts via the Alliance for a Healthier Generation 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.
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 285 lives every day and 670,000+ total saved lives.

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:

- 33% lose weight
- 50% increase their 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.