



American
Heart
Association.

Health and Hope for All

Advancing the American Heart Association's Mission



Philanthropic Gift Opportunity
Prepared for XXX

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Executive Summary

As the American Heart Association (AHA) begins the second century of our life-saving work, we've dared ourselves to dream big about the future. It's what our founders did in 1924 when envisioning a world in which heart disease was no longer a death sentence – something that seemed impossible to many. A century of breakthroughs and progress later, the AHA has one of the largest and most trusted research programs in the nation, **funding more than \$5 billion in heart disease and stroke science**. Our vision has expanded beyond improving survival rates for cardiac events to include advancing health and hope for everyone, everywhere.

Building on over 100 years of trusted leadership in cardiovascular and brain health, by 2028 the AHA will drive breakthroughs and implement proven solutions in science, policy and care for healthier people and communities.

Of course, realizing a vision takes strategic action, too. That's why we have established **the AHA's 2028 Impact Goal: to drive breakthroughs and implement proven solutions in science, policy and care for healthier people and communities. The greatest discoveries in health must meet people where they are.** We've also identified the specific ways we will work toward this goal: by increasing the number of people who have access to health care, improving the quality of care delivered to people in America, controlling health factors like blood pressure and nutrition and increasing the number of people who know and are willing to perform CPR.

With more than 32 million volunteers, donors, supporters and staff dedicated to improving heart health and reducing deaths from cardiovascular diseases and stroke, the AHA is uniquely positioned to make the impact we seek. We have a proven track record of facilitating life-changing medical advancements such as the first artificial heart valve, implantable pacemakers, cholesterol medications and CPR techniques.

[DONOR], your generous contribution to the full mission of the American Heart Association is the most impactful way you can help us be a relentless force for a world of longer, healthier lives. By powering the AHA's work where, when and how it will make the most difference, your gift of [\$AMOUNT] will change lives now and for generations to come.

The AHA At 100:

Experience, Innovation, Leadership

As the American Heart Association (AHA) begins the second century of our life-saving work, we've dared ourselves to dream big about the future, just like our founders did when envisioning a world in which heart disease was no longer a death sentence. A century of breakthroughs and progress later, the AHA has funded **more than \$5.9 billion in heart disease and stroke research**. As the largest funder of scientific research outside of the federal government, we provide more scientists opportunities to make transformative discoveries to prevent, treat and beat cardiovascular disease, just as our founders aimed to do.



Offering Hope When There Was None: AHA's Beginnings

In the 1920s, heart attacks and other heart-related ailments were widely considered death sentences, and with good reason: heart disease became the leading cause of death in the United States for the first time in 1921. A nurse and social worker at New York City's Bellevue Hospital, Mary Wadley, refused to accept that death was the only option for her cardiac patients and felt more could be done to help them. Mary's dedication was the spark that lit the torch of the American Heart Association (AHA), which was officially formed in 1924 by six cardiologists. The AHA's founders shared Mary's conviction that heart disease must be better understood so that it could be treated more successfully and maybe even prevented.



Today, at the dawn of our second century, the American Heart Association remains dedicated to the founders' ideals of saving, improving and extending lives. Guided by science, we serve as a catalyst to achieving maximum impact in equitable health and well-being by driving breakthroughs in cardiovascular health research, policy and care.

Transformative Work Powered by Science

The American Heart Association's focus and leadership in science are the foundation of our success. Our investment in scientific research has paid off throughout our history, leading to many historic breakthroughs, including the first artificial heart valve, implantable pacemakers, cholesterol drugs, and CPR techniques.

The American Heart Association has supported the research of 15 Nobel Laureates to date.

As a trusted collaborator and thought leader in health care, we bring the world's best minds together to effectively address today's toughest health challenges. The research we fund is conducted by investigators with various specialties and diverse perspectives. The researchers are also at various stages of their careers, including pre- and post-doctoral fellows and early-career scientists, helping build a pipeline of cardiovascular researchers for the future. This is especially critical if we are to meet the increasing need for CVD treatment and care.

How the AHA Advances Health and Hope

Thinking about the AHA's next one hundred years and beyond has inspired a new vision statement: **advancing health and hope for everyone, everywhere**. It does not replace, but rather complements, the AHA's mission to be a relentless force for a world of longer, healthier lives. Our mission statement is why we exist, while the vision provides a way to think about organizational strategy and how we can meet our mission most effectively.

Today's Growing Challenges

To create the healthier future we envision, urgent action is needed today. Two recent AHA Presidential Advisories provide some stark realities: it is estimated that by 2050, cardiovascular disease (CVD) will affect more than 184 million adults in the U.S. (over 61% of the adult population), and the largest increase is anticipated in historically under-resourced and disenfranchised communities, including Hispanic, Asian and Black individuals.¹ Meanwhile, the financial burden of CVD and related diseases in the U.S. could triple to **1.85 trillion**.²

¹ Joynt Maddox et al. "Forecasting the Burden of Cardiovascular Disease and Stroke in the United States Through 2050—Prevalence of Risk Factors and Disease: A Presidential Advisory from the American Heart Association." *Circulation*, Volume 150, Number 4. 2024. <https://www.ahajournals.org/doi/10.1161/CIR.0000000000001256>

² Joynt Maddox et al. "Forecasting the Economic Burden of Cardiovascular Disease and Stroke in the United States Through 2050: A Presidential Advisory from the American Heart Association." *Circulation*, Volume 150, Number 4. 2024. <https://www.ahajournals.org/doi/10.1161/CIR.0000000000001258>

Furthermore, recent data from the U.S. Centers for Disease Control (CDC) shows that a decade's worth of progress has been lost due to the pandemic, with cardiovascular mortality back to 2012 levels and wider equity gaps.³ **Solutions are not getting to the people who need them the most. The AHA is committed to change that.**

Ready to Take on the Fight

Since the AHA's founding, deaths from cardiovascular diseases have been cut in half. Leveraging both our experience and our ongoing commitment to innovation, we will continue our legacy of impact by working to reverse the recent trends of worsening cardiovascular health. To that end, we have established our 2028 impact goal:

Building on over 100 years of trusted leadership in cardiovascular and brain health, by 2028 the AHA will drive breakthroughs and implement proven solutions in science, policy and care for healthier people and communities. This goal is a call to action to ensure that **the greatest discoveries reach people where they are** – whether that be geographically, societally, culturally or along their health journey.

We recognize that to achieve our goal, many barriers must be addressed. We are committed to getting solutions to the people who need them most and maximize our impact by:

- **Improving access** to health care
- **Improving quality** of health care in clinics, hospitals, and other facilities, especially in locations that serve hard to reach populations.
- **Improving health factor control** with a focus on blood pressure.
- **Improving bystander-initiated CPR** throughout the country, especially in communities with lower rates.



³ CDC WONDER – Total CVD Age-Adjusted Mortality 2010-2022, ICD 10 100-199

How We Make an Impact

The AHA's work is multifaceted and wide-ranging, taking place everywhere from high tech laboratories to local elementary schools. **Every part of it is important for achieving our 2028 Impact Goal**, but here are just **a few examples** of work we're doing to improve access to care, quality of care, health factor control and bystander-initiated CPR.

Access to Care: Continuing our 40-year legacy of impact through advocacy, our efforts to improve access to care include working to defend and expand Medicaid and increase enrollment in Affordable Care Act marketplace exchange plans.



Quality Care: The AHA has a suite of clinical quality improvement initiatives including Get With The Guidelines™, which promotes consistent adherence to the latest research-driven guidelines and measurements for different cardiovascular and stroke focus areas.



Health Factor Control: Target: BP™, a national outpatient initiative created by the AHA and the American Medical Association (AMA), helps health care providers improve blood pressure control rates through evidence-based quality improvement methods. Bringing Target: BP™ to more health care facilities is an important step toward making a transformational impact in health factor control, including improving cardio-kidney-metabolic health and primary care.



Increasing Bystander CPR Rates: The AHA's Nation of Lifesavers helps people learn how to save a life with CPR and be prepared to take action in an emergency. We also work to increase awareness of the importance of bystander CPR and calling 911, and help youth sports leagues, workplaces, schools, churches, and other community hubs establish Cardiac Emergency Response Plans (CERP).



Our Next Century of Impact

Unlike when the AHA began, today there are not only treatments but proven ways to lower risk for heart disease. Through scientific research and the power of millions of volunteers and supporters, we have a deeper understanding of the many factors that contribute to these diseases: from traditional medical issues such as high blood pressure to societal problems, structural racism and discrimination. By driving breakthroughs in science, policy and care, we will continue to address these factors through meaningful, impact-focused work and the desire to advance health and hope for the next 100 years and beyond.



Four Survivors at the 2024 Orange County Heart and Stroke Ball, representing the four chambers of the heart and the American Heart Association's impact through advocacy, discovery, knowledge and equity.

Let's Save More Lives Together

[DONOR], to overcome today's biggest health challenges and accelerate that future, each of us needs to be part of the progress. As the American Heart Association begins our second century of impact, we respectfully request a gift of [\$AMOUNT] to support our life-saving mission. Since the AHA's founding, deaths from cardiovascular diseases have been cut in half, but there are still so many lives to be saved. Please join us in our movement to change the future of health and be the progress that ensures longer, healthier lives for all.

Thank you for your support of the American Heart Association.