



American
Heart
Association®

CHANGING THE FUTURE OF HEALTH



DRIVING BREAKTHROUGHS IN
SCIENCE, POLICY & CARE

TOGETHER



ANNUAL REPORT

2024-25

TABLE OF CONTENTS

ANNUAL REPORT 2024-25

04	From the Chairperson of the Board and President: Powering Progress
06	From the Chief Executive Officer: Advancing Our Mission
08	About the American Heart Association: Changing the Future of Health
09	Gold Standard Boards
10	Our Second Century: Meeting the Moment
12	2028 Impact Goal and 8 Guiding Values
14	Driving Science Breakthrough: Innovation Saves Lives
24	Advancing Policy: Empowering Advocates and Communities
34	Improving Care: Making Communities Healthier
44	Supporting Our Mission: There is No Us Without You
62	Financial Highlights
66	Future-Forward: Improving and Extending Even More Lives-
68	Board of Directors 2024-25

LETTER from the Chairperson of the Board and President

For more than a century, science has been the foundation of the American Heart Association's mission. Every breakthrough, every policy change, every step toward a healthier life begins with a spark of discovery.

This past year, we reached a historic milestone: almost **\$6.1 billion in total research funded since 1949**, including **\$185 million in new awards** to fuel innovation and drive lifesaving breakthroughs across the landscape of cardiovascular and cerebrovascular care.

- **We introduced bold research initiatives to power the future of health**, including new **Strategically Focused Research Networks** exploring inflammation's impact on heart and brain health and the interconnections of cardiovascular, kidney and metabolic conditions in women.
- **We strengthened our commitment to clinical science, translation and care**, advancing projects such as the **Healthy Living BEYOND Weight™ study**, which will help us better understand the long-term health impact of weight management. These efforts bridge discovery and delivery, ensuring that science improves care in real time.

As we reflect on the past year,
we are inspired by what science —
and the people behind it —

CAN ACHIEVE.

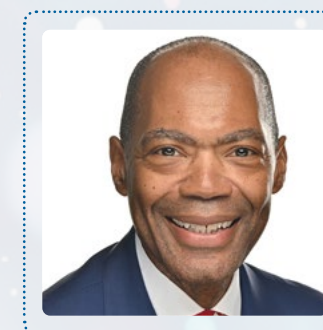
- **We expanded our investment in improving health outcomes for all.** Our **Rural Health Outcomes Accelerator** brought no-cost quality improvement resources to more than 1,000 rural hospitals. Meanwhile, our **Social Impact Funds** supported community-led solutions to overcoming health barriers.
- **We embraced the future of science**, awarding \$10.5 million in **AI-focused research awards** to harness technology and machine learning for faster, smarter advances in heart and brain health. And we continue to support the next generation of science leaders through opportunities such as our graduate and undergraduate **Scholars program, Ralph L. Sacco Scholarships in Brain Health** and more, ensuring that unique voices and bold ideas help shape the future of our mission.

As we reflect on our impact, we are so grateful to the volunteers, donors, collaborators and communities that relentlessly work alongside us to push boundaries, close gaps and create a world where every person has the opportunity for a longer, healthier life.



A handwritten signature in black ink that reads "Marsha Jones".

Marsha Jones
Chairperson of the Board
2023-25



A handwritten signature in black ink that reads "Keith B. Churchwell".

Keith Churchwell, M.D., FAHA
President
2024-25

LETTER from the Chief Executive Officer

As we reflect on the past year, the need for our work has never been greater. Heart disease and stroke still claim too many lives, and the path to better health is not equally accessible to everyone. But thanks to your support, we've turned that urgency into action.

Powered by the momentum of three consecutive years surpassing \$1 billion in revenue, we've made critical progress toward our 2028 Impact Goal: to drive breakthroughs and implement proven solutions in science, policy and care for healthier people and communities.

- **We accelerated lifesaving discoveries**, investing in innovators creating evidence-based solutions for today's greatest health needs. We advanced our vision for **Health Care by Food™** to gather new evidence that healthy food can help prevent, manage and treat chronic disease. And we deepened our commitment to integrated care through the launch of our **Cardiovascular–Kidney–Metabolic Health Initiative**, which aims to support patients and their families in 15 regions across the country.
- **We scaled what works by connecting passion with action**, empowering millions to learn the lifesaving skill of Hands-Only CPR. Since the launch of our **Nation of Lifesavers™** movement, 17.7 million more people in the U.S. are confident to act in a cardiac emergency. Amplified by the impact of our powerful collaborators, we're meeting people where they are with the skills and knowledge to be ready when it matters most.

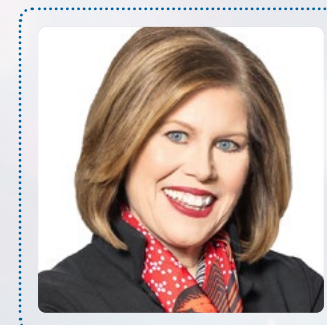
The future of health is in all
of our hands. Together,

IT'S OURS TO CHANGE.

- **We advanced high-quality care in the U.S. and globally.** Our quality improvement programs are now helping teams deliver consistent, evidence-based care in 13 countries. And our Heart Powered advocacy network delivered impactful policy victories, from the bipartisan **HEARTS Act** and broader adoption of **Cardiac Emergency Response Plans** to save lives in schools, to measures that **reduce sugary beverage consumption**.
- **We are taking action, empowering and equipping employers everywhere to improve the health of all employees.** Paving the way is our **American Heart Association CEO Roundtable**, a leadership collaborative of many of the world's largest and most respected employers who are advancing healthier companies and communities.

What moves me most are the people behind this progress. This includes researchers inspiring new scientific discoveries, families coming together to learn CPR, clinicians committing to improving care, survivors and caregivers sharing their stories, and donors and advocates who believe everyone deserves the opportunity to live a healthier life.

Thank you for being part of our progress to advance health and hope for everyone, everywhere.



Nancy Brown
Chief Executive Officer

ABOUT THE
AMERICAN HEART ASSOCIATION:
CHANGING THE FUTURE OF HEALTH

The American Heart Association is the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke. We cherish this legacy. And we are committed to building upon it, as evidenced by our mission statement: **To be a relentless force for a world of longer, healthier lives.**

Since our founding in 1924, a time when bed rest was the only thing doctors could recommend for heart disease patients, we’ve shown an unwavering devotion to preventing, treating and beating heart disease. By investing over \$6 billion in cardiovascular research, more than any non-governmental entity in the world, and by convening a movement powered by over 35 million volunteers, donors, supporters and staff, we have made a profound impact in the fight against these diseases.

Since our founding, deaths from cardiovascular disease have been cut in half. Yet heart disease remains the No. 1 killer worldwide, and stroke ranks second. Even when those conditions don’t result in death, they can steal independence and reshape everyday life. At the same time, people have been navigating a period marked by financial strain, rising stress and the fatigue that comes with constant change. Yet they also want stability, connection and, above all, good health.

Many see this as a challenge. **We see it as an opportunity — an opportunity to continue driving innovation in science, policy and care.** An opportunity to continue advancing health and hope for everyone, everywhere. And an opportunity to continue changing the future of health.

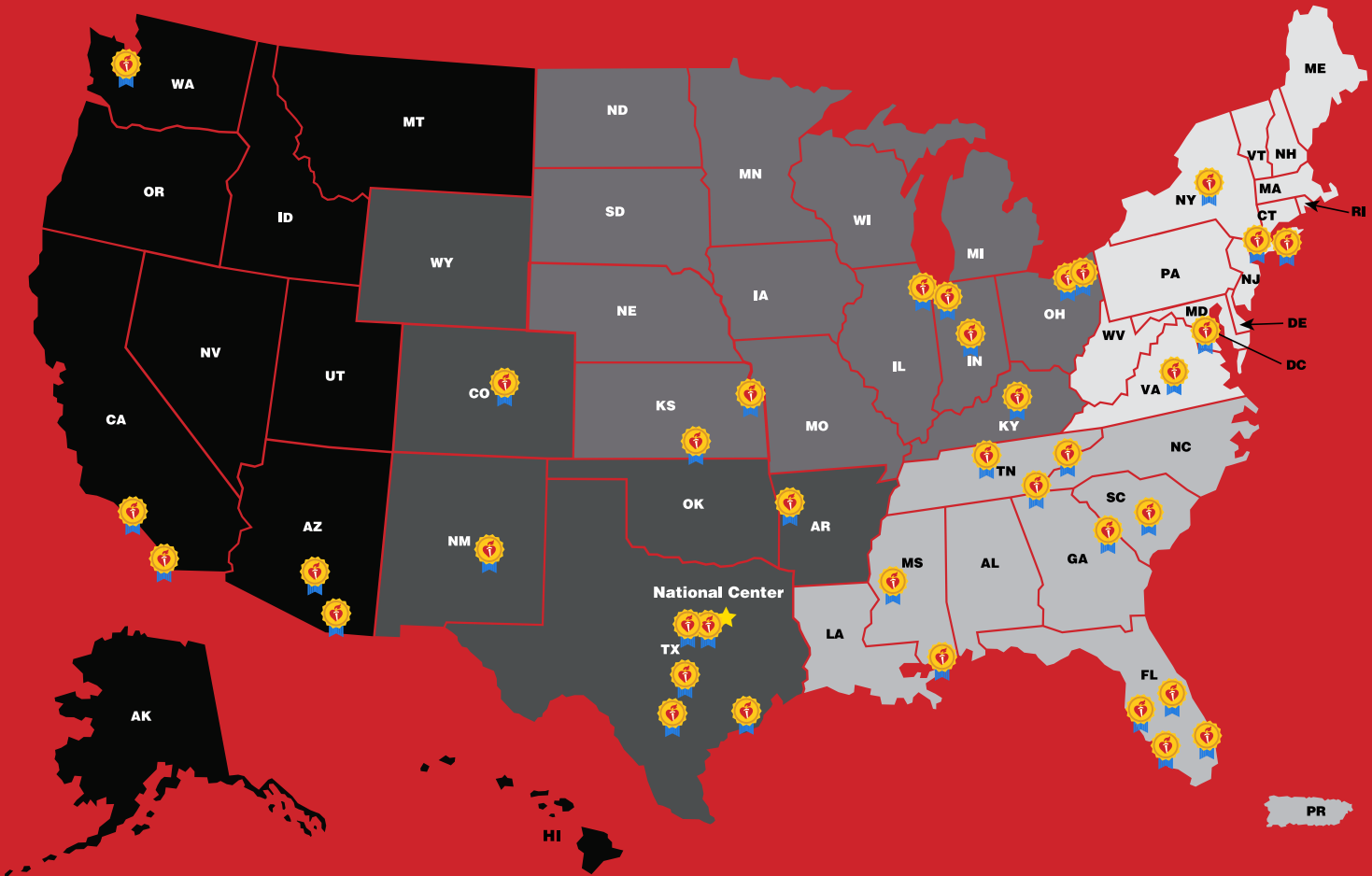
“This organization is filled with scientists, advocates and educators who really are focused on the same mission.”

— Stacey E. Rosen, MD, FAHA, President-Elect



GOLD STANDARD BOARDS

The American Heart Association and our more than 35 million volunteers, donors and supporters work to build healthier communities around the nation. These local American Heart Association Boards have achieved the highest level of recognition: Gold Standard.



- WESTERN STATES
- SOUTHWEST
- MIDWEST
- SOUTHEAST
- EASTERN STATES

AMERICAN HEART ASSOCIATION REGIONS

Volunteers — including our local volunteer boards of directors — drive the American Heart Association’s mission through engagement at every level of the organization. These volunteers are connected to their communities and are influential in their peer circles. They are critical to our successes in driving local policy and state victories to adopt cardiac emergency response plans, increase access to healthy foods, reduce tobacco use, ensure all 911 dispatchers are trained to coach callers to perform CPR until professional rescuers arrive and much more. Our volunteers work tirelessly to advance health and hope for everyone, everywhere.

OUR SECOND CENTURY: MEETING THE MOMENT

Before we talk about the future of health, it's important to understand where things stand today.

Over the past decade, risk factors such as high blood pressure, diabetes and obesity have surged.

With those numbers projected to continue escalating, it's no surprise that in the next 25 years, heart disease and stroke could affect at least 60% of U.S. adults. In a family of five, that means three of those family members could be affected. Cardiovascular disease can impact anyone.



Consider these projections for the next quarter century:

1 IN 5 PEOPLE in the U.S. will be older than 65 and, as they age, will face a greater threat from heart disease and stroke.



Meanwhile, obesity is expected to affect 1 IN 3 CHILDREN.

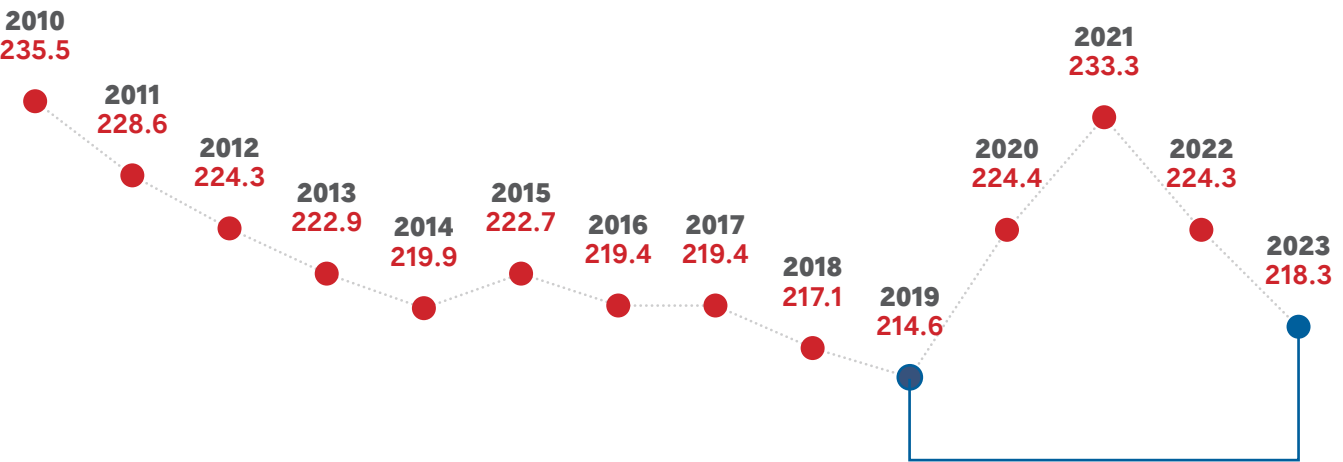


Then there's the financial toll. By 2050, health care costs related to cardiovascular disease could almost quadruple.

This is why the American Heart Association is so impactful. And while new tools and technology are powering our second-century efforts, we remain rooted in the guiding principles that delivered so much success in our first century. Our foundation, built on science and compassion and stewarded by leaders committed to advancing health and hope for everyone, everywhere, continues to guide every step forward.

**Cardiovascular Disease Mortality Rate
Worsened During the Pandemic But Is Again Improving.**

In 2020-21 CVD death rates alarmingly started to rise. Since then, rates improved, but they remain worse than pre-pandemic levels. Our work is critical now more than ever.



Age-Adjusted Cardiovascular Disease Death Rate per 100,000 (2010 to 2023)
Source: CDC WONDER, ICD 10 I00-I99

Despite improvements in 2022 and 2023, death rates are still worse than pre-pandemic levels.

“ I’m confident we will continue on the path of being a relevant force for good for the next 100 years. ”
— Lee Shapiro, Chairperson-Elect

For the near term, our 2028 Impact Goal frames the work ahead:

2028 IMPACT GOAL

Building on over 100 years of trusted leadership in cardiovascular and brain health, by 2028 the American Heart Association will drive breakthroughs and implement proven solutions in science, policy and care for healthier people and communities. The greatest discoveries in health must reach people where they are.

WE WILL ACHIEVE OUR GOALS AND VISION BY PUTTING INTO ACTION OUR GUIDING VALUES.

8 GUIDING VALUES



Bringing
Science
to Life



Improving
& Extending
People's Lives



Building
Powerful
Partnerships



Speaking with a
Trustworthy
Voice



Inspiring
Passionate
Commitment



Making an
Extraordinary
Impact



Meeting
People Where
They Are



Ensuring
Equitable
Health for All

Peering deep into our second century, a 2024 **presidential advisory** outlines a range of areas where progress is essential. These include:

- Improving science literacy to help the public better grasp how research data is interpreted and how scientific understanding evolves.
- Implementing novel approaches to health promotion to deliver greater nutrition, care, housing and other support to communities in need.
- Furthering CVD prevention by expanding insight across the life span.
- Refining systems of care to better treat diseases that involve multiple organ systems, such as cardiovascular-kidney-metabolic syndrome.
- Increasing research funding to accelerate scientific advances, as well as other needs to fulfill the promise of precision medicine.
- Expanding global collaborations to continue connecting scientists around the world and to deepen those connections in more meaningful ways.

“As the vision statement for our next 100 years makes clear, we are advancing health and hope for everyone, everywhere.”

— Marsha Jones, 2023-25 Chairperson

Core Elements of Our 2028 Impact Goal:

**Driving
Breakthroughs**

**Implementing
Proven Solutions**

**Healthier People
and Communities**

DRIVING SCIENCE BREAKTHROUGHS

DRIVING SCIENCE BREAKTHROUGHS: INNOVATION SAVES LIVES

Once upon a time, operating inside a heart was unfathomable. Now, with today's advances, doctors can resolve many problems, even life-threatening ones, through procedures using a catheter snaked through a patient's wrist and into their heart.

Now we are at the cusp of another paradigm shift with artificial intelligence. And the American Heart Association, the world's largest non-governmental source of cardiovascular research funding, continues to expand the boundaries of what's possible by awarding \$10.5 million to two research teams studying novel ideas on how AI can improve and extend lives.

\$5.5 million to add valuable diagnostic information during CPR attempts

Imagine this: A person's heart stopped and they are receiving CPR. To know whether resuscitation attempts are working, emergency responders need to take the patient's blood pressure. But today, the methods for taking such a reading require too much time, effort and risk to the patient.

“All of us are on Earth for a very short period, so it is important that we leave it better than it was when we first came.”

— Joseph C. Wu, MD, PHD, FAHA, Immediate Past President

But what if the trained lifesavers could simply strap a sensor to a wrist or a finger? And what if that sensor delivered the information to a device powered by an AI algorithm that could provide this valuable metric? **That's what a team at the University of Michigan-Ann Arbor is working to find out.**

\$5 million to analyze information that's currently being overlooked

When a patient gets a heart ultrasound (also called an echocardiogram, or an “echo”), the image often captures the kidneys and liver. Cardiologists, however, are only trained to evaluate the heart. Any insight into the kidneys and liver is essentially lost, even though problems with those organs can affect the heart and vice versa. A team of researchers at Kaiser Permanente in Pleasanton, California, will explore whether AI can fill that void.

SCIENCE APPLIED: GUIDELINES ARE LIFELINES

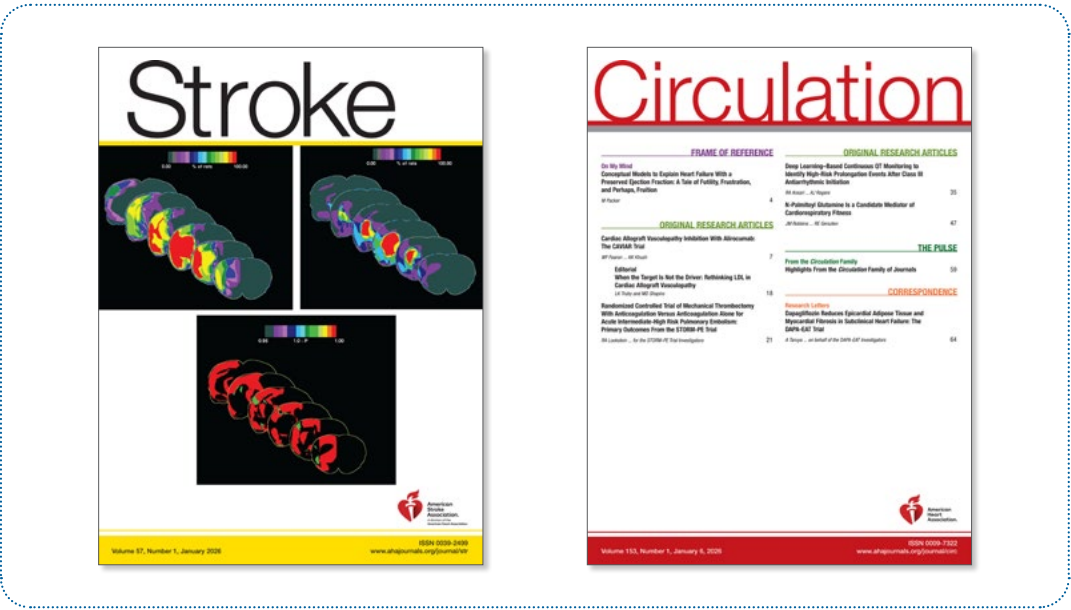
Health care professionals and emergency responders are, of course, required to follow the rules to diagnose, treat and manage conditions. These rules are formally known as clinical guidelines, and the medical community relies on the American Heart Association to provide the most current, evidence-based information.

In 2024-25, we released three clinical guidelines advancing cardiovascular care:

- The **Guideline for Perioperative Cardiovascular Management for Noncardiac Surgery** emphasizes shared decision-making and evidence-based risk management.
- The **Primary Prevention of Stroke Guideline** recommends lifestyle interventions, such as the Mediterranean diet and physical activity, that can reduce the risk of stroke.
- The **Guideline for Acute Coronary Syndromes** emphasizes safer procedures, better medication strategies and enhanced long-term care for the hundreds of thousands of people in the U.S. affected by conditions such as heart attack and angina.

In 2024-25, we produced more than 60 expert-backed, peer-reviewed **scientific statements**, including findings on how alcohol and smokeless oral nicotine products impact cardiovascular health.

We’re also accelerating science breakthroughs by boosting education and awareness about heart valve disease, which disrupts the heart’s ability to pump blood properly. A three-year grant from the Centers for Disease Control Strengthening Public Health Systems and Services through National Partnerships to Improve and Protect the Nation’s Health program is supporting that work.* The grant is funding a national communication campaign and professional education on heart valve disease, with a portion of the project focused specifically on women’s heart health. This is critical because nearly half of women 20 and older are living with some form of cardiovascular disease.



*This project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$2,995,045 to date with 100% funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S.

DONORS FUEL SCIENTIFIC DISCOVERY

With support from **The Rockefeller Foundation**, the American Heart Association is advancing its food is medicine initiative – Health Care by Food™ – that integrates nutritious food into health care to help treat, manage and prevent diet-related acute and chronic conditions. Health Care by Food is an ambitious national effort, coordinating scientific research to evaluate the efficacy and cost-effectiveness of produce prescriptions, medically tailored groceries and meals, and payor reimbursement for food as medicine interventions.

A heartfelt \$1 million gift from **Mark and Jennifer Sanders** is accelerating the American Heart Association’s efforts to advance heart transplantation science. This critical funding enables high-impact trials, builds vital research infrastructure and aims to reduce transplant rejection, bringing new hope to heart transplant survivors.

A remarkable \$3 million gift from longtime volunteer leaders and philanthropists **Valerie and Lee Shapiro** will help sustain the Association’s Millions Honoring Moms matching gift campaign for years to come while also providing critical support to the Go Red for Women® Venture Fund, fueling innovation and advancing research in women’s heart health. Inspired by their personal connection to cardiovascular disease and the life-extending care Val’s mother, Rachel Besser, received, the Shapiros are committed to advancing innovation and research so more families can share lasting moments with the women they love.

Lee and Valerie Shapiro





WORLD-CLASS: ELEVATING STROKE CARE IN INDIA

The reach of the American Heart Association and its division the American Stroke Association extends around the globe. Among the latest examples is our work in India, with the certification of the nation's first Comprehensive Stroke Centers.

In 2024-25, Apollo Hospital in Hyderabad, Aster Medcity in Kerala, Mahatma Gandhi Mission Trust in Navi Mumbai and M.S. Ramaiah Memorial Hospital in Bengaluru Karnataka were all certified as comprehensive stroke centers and comprehensive chest pain centers. This means they have met the Heart Association's highest standards for treating the most complex stroke cases, which includes having specialized teams, advanced imaging and 24/7 access to emergency interventions.



**More than
3,000 hospitals**
are enrolled in
our Get With
The Guidelines®
programs.



CKM PATIENTS GET CONTINUED SUPPORT

In October 2023, the American Heart Association introduced the concept of cardiovascular-kidney-metabolic syndrome, or CKM.

CKM formally recognizes the combined health effect of heart disease, kidney disease, diabetes and obesity. While that connection was long known, the formal label creates a channel for research to help diagnose, treat and prevent it.

We already know that CKM conditions impact women differently than men. Now, a nearly \$13.2 million, four-year research initiative across three major universities will study why, the first step toward strategies to improve diagnosis, treatment and prevention.

DID YOU KNOW?

**CKM syndrome puts
people at high risk
for heart attack, stroke
and heart failure.**





One of the benefits of the American Heart Association’s long, proud history is that we’ve touched the lives of practically every community in our country and well beyond. We do this by funding research, advocating for science-backed public policies and advancing professional training, and delivering programs that boost education and awareness.

Then there are grassroots efforts. We work alongside members of our communities so that together, we make a difference where people live, learn, work, pray and play.

A HEART FOR HELPING

Certain areas of emphasis can have a remarkable impact on achieving equitable health for all. Here are some examples of the Association’s focus and efforts.

High blood pressure: High blood pressure, also known as hypertension, is a silent killer because you can’t see or feel it. Yet it takes its toll on our bodies, raising a person’s risk of heart disease or stroke. In 2025, we engaged over 2,300 health centers in improving hypertension care via our **Target: BP™** initiative and supported nearly 1,000 community organizations in setting up blood pressure screening and referral hubs to help community members manage their health.

We’ve touched
the lives of practically

**EVERY
COMMUNITY**
in our country and well beyond.

DID YOU KNOW?

More than 70% of the sodium we eat in the U.S. comes from packaged or restaurant foods. Adding salt while cooking or eating accounts for only about 11% of sodium intake.

Nutrition security: Plates and pantries in communities nationwide are empty or lacking. Roughly 47 million people in the U.S., including more than 7.2 million children, lived with food insecurity in 2023, according to the U.S. Department of Agriculture. The American Heart Association supports policies and practices that promote healthy eating in workplaces and schools; encourage food producers, restaurants and retail establishments to make healthy choices widely available and more affordable; and provide Americans with guidance and information to make informed decisions.

We also collaborate locally. In 2025, we assisted nearly 600 community organizations in initiating food security screening and providing or expanding access to fruits, vegetables and other healthy foods people need.

These efforts are making a tangible difference. In 2024-25, 182 health centers and other care-focused organizations incorporated food security screening and referral into their standard protocols, helping identify and connect people in need with essential resources. The American Heart Association also partnered with 178 food banks and pantries to align their offerings with healthy nutrition guidelines. In addition, we helped 225 community organizations expand their capacity to provide fresh and frozen produce through infrastructure improvements, ensuring more people have access to the healthy foods they need.

Smoking: We continue to help clear the air for millions of people in America by advocating for public policies that help prevent people from using tobacco and nicotine and help people who use those products to quit. These policies include requiring smoke-free workplaces; improving access to evidence-based methods to quit tobacco use and fight nicotine addiction; raising tobacco taxes; and prohibiting tobacco and nicotine sales to people under age 21.

DID YOU KNOW?

The American Heart Association helped 225 community organizations expand their capacity to provide fresh and frozen produce.

“ Each day that I’m involved, I get to see the impact on lives across our country and, frankly, globally that we’re able to make. ”

— Raymond P. Vara, Jr., Immediate Past Chairperson



ADVANCING POLICY

ADVANCING POLICY: EMPOWERING ADVOCATES AND COMMUNITIES

Making Waves (the good kind). Point to a place on a map of the United States. Anywhere. Just about everywhere you look, the American Heart Association is working to support science-based public policies at the federal, state and community levels that lead to longer, healthier lives. The Association ran over 1,100 campaigns across 50 states that led to 210 policy victories. Our efforts are powered by the voices of more than 130,000 advocates nationwide who volunteer their time as part of the American Heart Association Heart Powered grassroots network.

Perhaps you've participated in a grassroots advocacy event on Capitol Hill or in your state capital. Or maybe you've spoken before your city council or emailed your elected representatives. Backed by our staff expertise in government relations, policy research, grassroots mobilization and advocacy communications, we ensure the voices of American Heart Association Heart Powered advocates are heard — leading to stronger public policies that improve health.

Since the beginning of our advocacy efforts more than 40 years ago, the Heart Association has been a trusted, nonpartisan voice guided by an ever-growing base of scientific evidence and the lived experiences of individuals, families and communities nationwide.



Our efforts
are powered by the
**VOICES OF
ADVOCATES**
nationwide who volunteer.



Our commitment to advocacy includes ensuring that schools nationwide are prepared to respond to cardiac emergencies. With support from Buffalo Bills safety and Nation of Lifesavers National Ambassador Damar Hamlin and thousands of other cardiac arrest survivors and their families, we advocated for congressional passage of the bipartisan HEARTS Act. The legislation creates a grant program to help schools provide CPR training, purchase automatic external defibrillators (AEDs) and develop cardiac emergency response plans. Children who experience cardiac arrest in schools with AEDs are about seven times as likely to survive as children in schools without them. The HEARTS Act will help ensure students and staff are prepared in the event of a cardiac emergency.

The National Football League's Smart Heart Sports Coalition is another way we're empowering more people than ever to help save lives. It joins advocates and sports leagues in support of state-level policies that ensure schools are prepared to respond to cardiac emergencies. The Heart Association is a founding member of the coalition, which includes Major League Baseball, Major League Soccer, the National Basketball Association, the National Collegiate Athletic Association, the National Hockey League, the National Women's Soccer League, the United States Tennis Association and more.

Working to ensure more students learn how to perform CPR and use an AED is another example of how our work touches every community on the map.

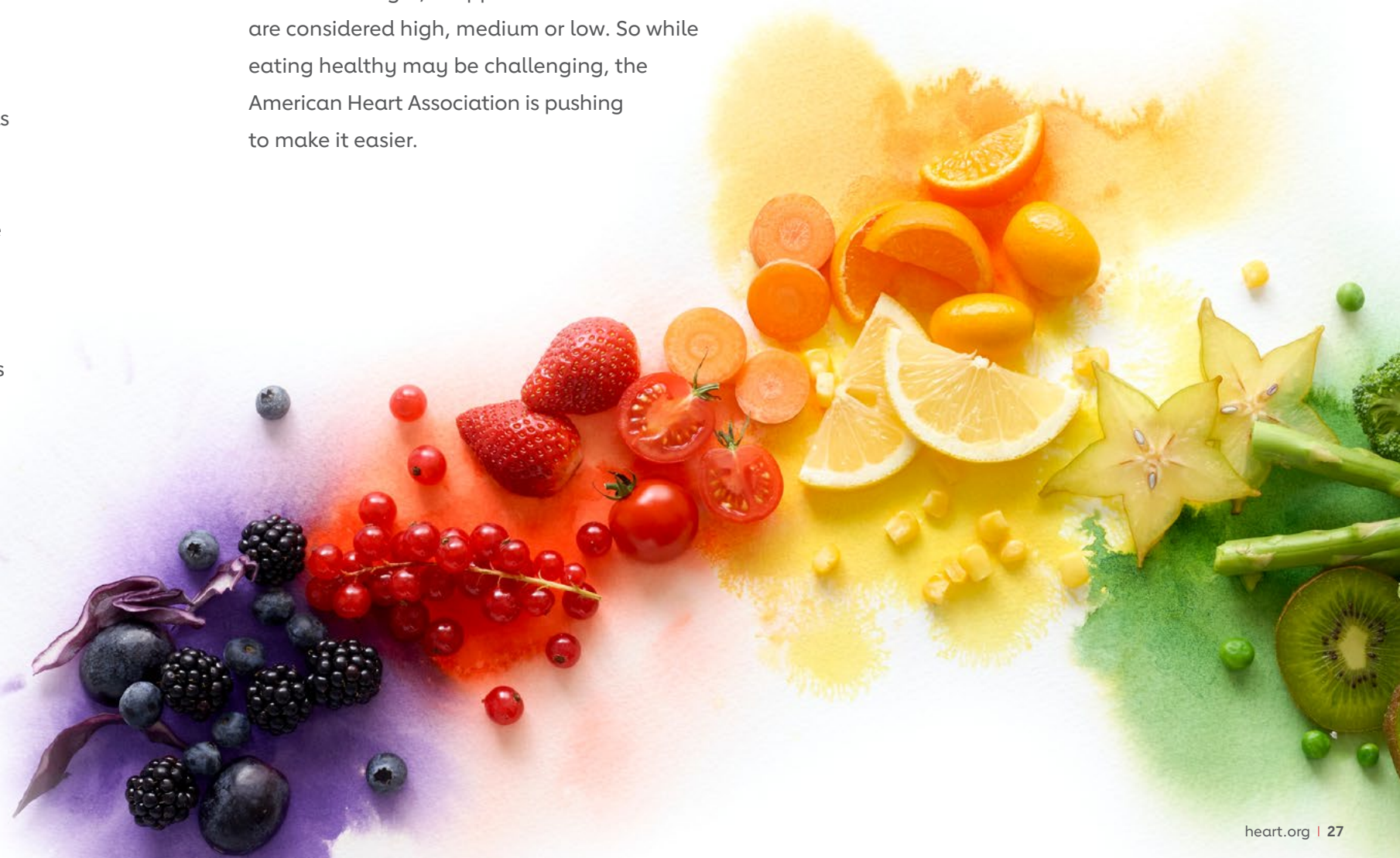
Food for thought.

Everyone knows a healthy diet and physical activity are powerful tools to a longer, healthier life. Eating right and working out can help prevent and manage cardiovascular disease. But too many people face barriers that keep nutritious choices out of reach. The obstacles range from food and nutrition insecurity to marketing practices, from affordability challenges to behavioral hurdles.

The American Heart Association is deeply committed to making the healthy choice the easy choice.

An example is advocating for the Food and Drug Administration to **finalize a rule** updating the requirements foods and beverages must meet to be labeled "healthy." Under the updated criteria, a product must contain a certain amount of food from at least one of the food groups or subgroups (such as fruit, vegetables, grains, fat-free and low-fat dairy, and protein foods) as recommended by the 2020-25 Dietary Guidelines for Americans. Products must also meet specific limits for added sugars, saturated fat and sodium.

Although the updated "healthy" claim is an important update to food labeling, it is voluntary and may only appear on a limited number of food and beverage packages. That's why the Heart Association continues to advocate for a mandatory, consumer-friendly front-of-pack labeling system. Nutrition Facts would move from the back of a pack to the front. In place of numbers indicating the amount of saturated fat, sodium and added sugar, shoppers would know if those values are considered high, medium or low. So while eating healthy may be challenging, the American Heart Association is pushing to make it easier.





INVESTING IN OUR CHILDREN'S FUTURE

Thanks to a visionary \$9 million investment from the **Pritzker Children's Initiative**, the American Heart Association is working to give every child what they need to thrive from the start. This grant strengthens the National Collaborative for Infants and Toddlers and powers Voices for Healthy Kids to lead a national effort improving outcomes for children from prenatal to age 3, a critical window for lifelong health and development.

Implementing taxes on soda and other sugary beverages can reduce consumption and generate funds for programs that improve health. For this reason, the American Heart Association has supported sugary drink taxes in communities nationwide. **Our latest success was in Santa Cruz, California, which in 2025 became the first U.S. city in seven years to implement a sugary drink tax.**

Our efforts to implement sugary drink taxes are always met with virulent opposition from the soda industry. No wonder: Taxes on sugary drinks reduce purchases of these drinks. In addition, cities that have implemented sugary drink taxes have generated tens of millions of dollars in revenue for health-related community improvements, from funding pre-K programs to expanding healthy food access to improving parks and recreation centers.

Our work to reduce sugary drink consumption includes support for removing sugary drinks from the Supplemental Nutrition Assistance Program (SNAP). We bring science expertise to the fight against the soda industry's effort to defeat proposals that can improve and save lives.

DID YOU KNOW?

A 20-ounce bottle of soda can contain the equivalent of approximately 16 teaspoons of added sugars.



An alarming almost 90% of students who use e-cigarettes prefer

FLAVORED PRODUCTS.

Another major threat is Big Tobacco's unyielding campaign to addict young people to nicotine, creating a new generation of people who become lifetime users of the industry's harmful and deadly products. Tobacco companies relentlessly market their products to kids with social media influencers and enticing flavors such as "sweet nectar" and "watermelon chill." The **2024 National Youth Tobacco Survey** reported that almost 90% of students who use electronic cigarettes prefer flavored products.

The Heart Association's efforts to protect and strengthen the Food and Drug Administration's regulatory authority over the tobacco industry received a boost when the U.S. Supreme Court ruled that the FDA properly rejected applications from two manufacturers of e-cigarette liquids to market fruit- and dessert-flavored products.

Another victory came in Denver with the passage of an ordinance that eliminated the sale of flavored tobacco products, including menthol. Denver joined seven other Colorado cities that have eliminated flavored tobacco and nicotine product sales.

The tobacco industry's campaign of addiction continues with the marketing of smokeless oral nicotine products, including nicotine pouches, which have grown in popularity among young people. An **American Heart Association policy statement** reviewed the latest science showing that nicotine, a highly addictive chemical, can increase blood pressure, heart rate, flow of blood to the heart and a narrowing of the arteries. Nicotine may also contribute to the hardening of the arterial walls, which can lead to a heart attack. The policy statement emphasizes the importance of public policies to prevent tobacco companies from targeting youth and other populations with these products.

DID YOU KNOW?

In 2024, an estimated 1.63 million U.S. middle and high school students were using e-cigarettes.

The American Heart Association is rooted in science and committed to helping people get the care they need.

Science is advanced through research, which is why we are deeply concerned by disruptions in federal medical research efforts and proposed deep cuts to the National Institutes of Health budget. Our American Heart Association **presidential advisory** released this year emphasized the medical and economic benefits of NIH-funded research and offered five principles to optimize the NIH's role as the world's pre-eminent medical research entity.

We also fought to extend the enhanced advanced premium tax credits that have helped make insurance plans under the Affordable Care Act more attainable for millions of people. In addition, we continued supporting the expansion of Medicaid in the 10 states that haven't taken that step, and defend Medicaid expansion in the 40 states and Washington, D.C., that have. Opening more doors to quality health care by giving people access to preventive care and screenings, reducing serious health issues and premature death and disability also remains a top priority.





ADVOCATING FOR HEALTHIER ENVIRONMENTS

Access to healthy, affordable foods. Safe drinking water. High-quality early childhood development. Family-friendly places for physical activity. This is essentially a checklist of basic needs our children deserve — and what Voices for Healthy Kids seeks to help deliver.

Voices for Healthy Kids believes every child — no matter their background, family income or ZIP code — deserves access to what they need to thrive. Together with community-based organizations, we advance policy solutions that strengthen families, improve maternal health and ensure nutrition security, starting where the needs are greatest. In this year alone that meant helping secure over \$1 billion dollars in public appropriations and almost 60 public policies.



HEARTFELT DONATIONS DATE BACK DECADES

The **John and Cheryl Korth Charitable Fund** made a \$1 million gift to advance the American Heart Association's mission to be a relentless force for a world of longer, healthier lives. After John's passing in 2021, Cheryl chose to honor their shared legacy of generosity by supporting organizations close to their hearts through the fund. Cheryl's support of the American Heart Association spans decades, beginning with a heartfelt \$5 donation in 1985.

GETTING KIDS OUTSIDE

The American Heart Association has long advocated for opportunities that help kids stay active and connected to nature. The United States' federal public lands, stretching from sea to shining sea, offer some of the most inspiring places to explore. Since 2015, the U.S. Department of the Interior has granted fourth-graders free access to these natural and historic treasures.

Originally slated to end in 2026, the program will now continue through 2031 after Congress passed the bipartisan Every Kid Outdoors Extension Act with the strong backing of the Heart Association.



MAKING A DIFFERENCE QUICKLY

The **Donald and Donna Adam Family Foundation** made a generous \$1.5 million gift to the American Heart Association that is empowering the Association to respond swiftly to emerging needs, drive innovation across cardiovascular research and advance lifesaving programs wherever the impact is greatest.

IMPROVING CARE

IMPROVING CARE: MAKING COMMUNITIES HEALTHIER

We're making measurable progress in communities across the country. From helping people better control their blood pressure to improving access to nutrition and equipping more individuals to act as lifesavers, these efforts are creating real, local impact, particularly in under-resourced and rural areas. A major strength of the American Heart Association and a point of deep pride is our role as a convener.

We work alongside thousands of schools, companies and public health organizations that share our commitment to building stronger, healthier communities.

Across the country, community partnerships made a measurable difference. Nearly 1,000 organizations offered blood pressure screening, education, and referral sites capable of identifying and connecting more than 3 million people to the care they need.



Alongside National Ambassador Damar Hamlin, the American Heart Association's Nation of Lifesavers initiative has accelerated efforts to increase awareness, education and implementation of CPR training and AEDs.

Through the **Nation of Lifesavers**, we have helped more than 450 communities, schools and workplaces enact cardiac emergency response plans. We also worked with many organizations to improve their CPR training policies and AED access. All told, the American Heart Association provides CPR training to 22 million people each year. The impact goes beyond our nation's borders. This year, trainings were conducted in more than 80 countries, reaching even more people with lifesaving information.

We've touched the lives of practically

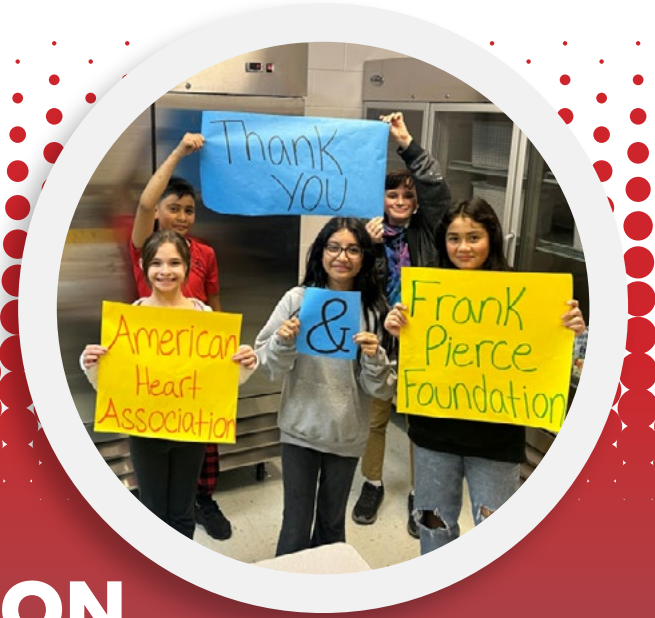
**EVERY
COMMUNITY**
in our country and well beyond.

DID YOU KNOW?

Offering fruits and vegetables at snack time, when kids are truly hungry, gives them a chance to discover flavors they enjoy and builds habits that can last a lifetime.

“It’s really about the patients that we take care of — because if we do that incredibly well, everything else takes care of itself.”

— Keith Churchwell, MD, FAHA, President



EXPANDING HEALTHY FOOD ACCESS & EDUCATION

The **Frank P Pierce Foundation** renewed its support of the American Heart Association with a \$1.2 million gift to improve the health of North Georgia communities. This investment will continue to increase access to fresh produce in schools and provide nutritious food to low-income families. The foundation also supports the American Heart Association’s Kids Heart Challenge – Leaders for a Resilient Generation, helping ensure all children and schools have access to resources that promote lifelong health and well-being.

The **Robertson Foundation** is leveraging the American Heart Association’s reach and expertise to educate the public about the health benefits of a plant-forward diet, thanks to a \$3 million gift. This support will help educate English- and Spanish-speaking consumers about how eating more vegetables, fruits, whole grains, legumes and nuts can reduce the risk of heart disease and support longer, healthier lives.

HEARTCORPS IMPACTED MORE THAN 54,000 PEOPLE



The American Heart Association launched HeartCorps™, a public health AmeriCorps program, to address the urgent need for health promotion and workforce development in rural and tribal communities, where people often face higher rates of chronic disease and have limited access to care. In its third year, **HeartCorps members reached more than 54,000 people** with nutrition security support, lifesaving CPR education, blood pressure self-monitoring assistance and wellness promotion.

With continued support from the

Truist Charitable Fund, The Leona M. and Harry B. Helmsley Charitable Trust, the Anonymous Trust and the Hearst Foundation, we are now launching an updated rural health and workforce development program, Rural at Heart. This initiative will build on the tremendous work of HeartCorps as we continue to develop local partnerships, engage community members and close critical health access gaps.

“The American Heart Association is an extraordinarily innovative organization, and we’re just getting started.”

— Jim Postl, Chairperson, 2017-19

Every hospital is driven to provide excellent patient care supported by the latest research that can be implemented in a clinical setting. That’s why the American Heart Association created **Get With The Guidelines®**.

By adding about 260 new hospitals this year, the program now includes over 3,000 hospitals; best of all, these hospitals reach more than 87% of people in the U.S. Get With The Guidelines also added over 450 unique rural hospitals and more than 730 total participants in the Rural Health Care Outcomes Accelerator.

Get With The Guidelines – Stroke marked 20 years of significantly improving acute stroke care, as measured by the most important metrics: better survival rates and more patients discharged home. The program has also helped reshape stroke systems of care nationwide, expanding access to advanced therapies and reducing disparities in treatment.

INVESTING IN HEALTHIER COMMUNITIES



The Leona M. and Harry B. Helmsley Charitable Trust continues its extraordinary \$15.9 million multi-year commitment to the American Heart Association Center for Telehealth. Telehealth is integrated into health care delivery with the highest clinical standards to improve outcomes for patients nationwide. The Helmsley Charitable Trust is also powering a new \$6.8 million Mission: Lifeline Hawaii initiative, building a coordinated, statewide system to ensure timely, high-quality treatment for stroke patients throughout Hawaii.

As one of the organization’s most impactful philanthropic partners, The Helmsley Charitable Trust continues to find ways to improve and extend lives in rural America and throughout the United States. Most recently, Helmsley awarded the American Heart Association \$2.5 million to strengthen community-level systems of heart and stroke care in rural and remote areas of Nevada.

Outpace CVD™ offers quality improvement and recognition opportunities for organizations providing outpatient care for hypertension, diabetes and cholesterol by supplying data insights, educational materials and regional staff support.

Participation across these programs, which emphasize cholesterol and Type 2 diabetes, has increased more than 30% overall. Also, our Outpace CVD registry, which compiles key health data to support new insights and to monitor adherence to guideline recommendations, has reached over 38 million people through more than 2,400 organizations.



Certifications represent another success

Our quality and care certification programs continue to expand their reach.

Here are a few examples:



We created a new program to standardize post-acute stroke care.

The Mount Holly Rehabilitation and Healthcare Center in New Jersey became the first facility to earn **Skilled Nursing Facility Stroke Rehabilitation Certification**.



Being a Certified Professional by the American Heart Association is one important way health care professionals can signal their expertise to patients. The program provides a vital supplement for continuing education in **digital cardiac health, telehealth, telehealth stroke and tobacco treatment**.



The number of post-acute facilities involved in **heart failure certification** rose to 220, a 162% increase from last year.



Quality and certification programs were added in 12 countries.

Certifications expanded internationally, with 18 new hospitals certified as stroke and chest pain centers, a **157% increase** outside the U.S. This included the first Comprehensive Heart Failure Center Certification in Taiwan, pilot sites in Japan and the first chest pain-certified center in Mexico.

Despite being a 101-year-old organization, the American Heart Association remains nimble as it continues to find new ways to best serve the public. In recent years, this has meant investing in companies to speed the path from breakthrough research and science to real-world impact.

We do this through **American Heart Association Ventures™** and its portfolio of funds: Go Red for Women Venture Fund, Social Impact Funds, Studio Red and Cardeation Capital.

Compared to traditional venture capital, the American Heart Association Ventures relies on funding from donors who want to see the organization's scientific expertise and clinical know-how translated into products and services that emphasize cardiovascular care.

The Go Red for Women Venture Fund made its first investment in Neura Health, a virtual neurology clinic that addresses conditions that can disproportionately and differently affect women. Migraines, for example, affect women three times more often than men, and those under age 45 who experience migraines with aura have an increased risk of ischemic stroke. Neura's care model provides rapid telemedicine access for those who don't require in-person treatment but do need clinical attention quickly.

FINDING SOLUTIONS IN MINNESOTA



With a visionary \$3.36 million gift, **Gary and Sue Ellis** expanded the American Heart Association's Social Impact Funds to the state of Minnesota and supported local community impact in the Twin Cities, where the couple are longtime Heart Ball attendees. This investment is driving targeted solutions in communities where access to quality health care, food and economic resources is urgently needed. Gary and Sue's gift also included support for the American Heart Association's full mission.

IMPACT INVESTING: ANOTHER WAY OF IMPROVING LIVES

The **Social Impact Funds** address the social drivers of health, which are essentially the conditions in the places where people are born, live, learn, work and age that affect a range of health, functioning and quality of life.

Since the Social Impact Funds were established in 2018, we have committed over \$31.2 million, which has improved the health of almost 2 million people. This year alone, we delivered nearly \$8.2 million in funding.



Sam Daniel (center), Howard College of Medicine, a recipient of the Underrepresented Racial and Ethnic Groups Travel Grant and Bernard Tyson Career Development Award, presented at the International Stroke Conference, February 2025. Also pictured are Erica Jones (left), UT Southwestern Medical School, Dallas, and Jose Romero (right), Boston University School of Medicine.

SUPPORTING OUR MISSION



SUPPORTING OUR MISSION: THERE IS NO US WITHOUT YOU

As a voluntary public health organization, everything we do is for the public. And we rely on the public for everything we do.

Because heart disease and stroke are so prevalent, nearly everyone is touched by these conditions, either directly or through someone they love. This often sparks the precious gifts of time and money, both of which are part of the lifeblood of our organization.

There is no us without you.

“

I lost my wife to stroke, and I lost my dad to heart disease in his early 50s. Both of those events have made me committed to the work of the American Heart Association.

”

— Bert Scott, Chairperson, 2019-21

The American Heart Association has been changing the future of health since 1924. And as this report shows, we're off to a strong start in pursuit of our goal of making our second century even more impactful than the first.

Our legacy is strong —

BUT OUR FUTURE IS STRONGER.



HEART WALK, is our signature community event and the leading fundraiser of its kind for the fifth straight year, according to the organization that tracks peer-to-peer events. This year, the combined total raised from all Heart Walks was about \$108 million.

What makes these events so successful goes beyond dollars. It's about bringing together corporate teams, families and others in a community-wide celebration of our efforts to improve and extend lives.

These gatherings are also an opportunity for education and awareness. Perhaps you've even learned Hands-Only CPR at our Heart Walk CPR Experience.



Above, left and right,
Heart Walk and Nation of Lifesavers activities



Another marquee event in many cities is our annual Heart Ball. From coast-to-coast, these galas raised over \$71 million while also providing a memorable evening of camaraderie, entertainment and mission-focused messages.



Atlanta Caretakers of the Torch



Birmingham Heart Ball



CycleNation participants in Wisconsin pedal their way to better heart health.



The slogan for CycleNation is, "Get on your bike and be moved." It's pedaling for a purpose, the cycling version of Heart Walk targeting the fight against stroke, while promoting brain health and prevention. These high-energy events across the country raised about \$2.5 million.



CycleNation gets rolling in New York City.



The Phoenix Go Red for Women community donned their best red attire to help fight heart disease.

Impact Campaigns

DELIVER LOCAL RESULTS.

Do you know a changemaker who is making an impact on the future of heart health? Maybe that's you? We bring together these dynamic people through our trio of Impact Campaigns: Leaders of Impact, Woman of Impact and Teen of Impact. By tapping into their combined skills and networks, this rapidly growing area of our outreach raised \$14 million.



Left to right above: New York City Woman of Impact Centennial nominees, Seattle Teen of Impact nominees, Seattle Woman of Impact nominees
Bottom: Nick Schellinger (bottom, center), Central Indiana Leaders of Impact winner



Through Go Red for Women, we raised over \$40 million to continue spreading the message that heart disease is the No. 1 killer of women, claiming more lives than all forms of cancer combined.

From our popular Go Red for Women luncheons to the Circle of Red giving society, we have built a movement that honors survivors while also empowering women to know their risks and encouraging them to take action.



**INSPIRING THE NEXT GENERATION:
SCHOOL PROGRAMS**

For almost 50 years, the American Heart Association has delivered heart-healthy information in a fun way to school children across the country.

We’ve been doing it for so long that some families are on their third generation of taking part in our programs.

This school year, nearly 16,200 schools participated in Kids Heart Challenge and American Heart Challenge. Together, they raised almost \$72 million, ranking fourth in peer-to-peer fundraising, just three slots behind the Heart Walk!

Standout schools fill the map. Zooming in on just one, there’s Greenfield Elementary School in Baldwin, Wisconsin, a town of about 4,300 residents.

In its ninth year of participating in Kids Heart Challenge, Greenfield surpassed the milestone of having raised \$100,000. More than 500 families participated this year, over half completing Finn’s Mission, which includes learning Hands-Only CPR.



American Heart Challenge activity

“Our students show up ready to make a difference for hearts everywhere.”

A passionate volunteer for Greenfield Elementary School, Baldwin, Wisconsin

DID YOU KNOW?

The Kids Heart Challenge and American Heart Challenge reach more than 11.6 million families annually.





Following the opening kickoff of the Super Bowl, a boy or girl runs out on the field, picks up the kicker's tee and returns to the sideline with a huge grin, soaking up the cheers of the fans and the spotlight of their effort being broadcast around the world.

The lucky kid is chosen through NFL PLAY 60, a program run by the National Football League and the American Heart Association that inspires youth to get moving for at least 60 minutes a day.



NFL PLAY 60

TYSON ABRAMS, SURVIVOR



Meet **Tyson Abrams**, a third-grader born with a congenital heart defect called transposition of the great arteries. As the name suggests, he was born with the two main arteries in his heart in the wrong place. This meant blood flowed the wrong direction, putting his life in jeopardy from the start. Thanks to early diagnosis, ongoing care and lifesaving research, Tyson is playing sports, cracking jokes and enjoying life.



ENGAGING DONORS AND WINNING HEARTS



At key moments and milestones throughout the year, we celebrate cardiovascular disease survivors and remember special people whose lives were claimed by heart disease and stroke. One of these moments is Giving Tuesday.

This year, **singer/songwriter Amy Grant** brought her personal heart journey to millions of homes across the country

through a direct response TV campaign. At a cardiology appointment for her husband, fellow musician Vince Gill, she discovered that she was the one with a rare, dangerous heart condition. Or, as the doctor put it, “You have a ticking time bomb.”

That was in 2020. Since undergoing open-heart surgery, she’s doing well and using her story to encourage others to be proactive about their own heart health, especially women. She also encourages supporting the mission of the American Heart Association.

This year, the Association reported income of almost \$1.3 billion, which was made possible by millions of people. Some give directly, perhaps in honor of a loved one who has died of a heart attack or stroke, or to celebrate someone whose life has been saved by a medical breakthrough.

Singer and songwriter Amy Grant

BROUGHT
HER JOURNEY
TO MILLIONS.



THANK YOU

Founding Sponsors **Novo Nordisk** and **Boehringer Ingelheim**, along with Supporting Sponsors **Novartis Pharmaceuticals Corporation** and Champion Sponsor **DaVita**, contributed funding support for the Cardiovascular-Kidney-Metabolic Health Initiative. This person-centered, integrated initiative will continue to leverage the American Heart Association's Cardiovascular-Kidney-Metabolic Health Compendium and will impact health systems, providers, patients and their caregivers across the U.S.

FOUNDING SPONSORS



SUPPORTING SPONSOR



CHAMPION SPONSOR



Walgreens will support the full mission of the American Heart Association and be recognized as the National Sponsor of Nation of Lifesavers through a \$15 million commitment. The Heart Association is committed to turning a nation of bystanders into lifesavers, with a goal of doubling the survival rate of sudden out-of-hospital cardiac arrest by 2030. Through Nation of Lifesavers, teens and adults can learn about CPR and AED use, share that knowledge with friends and family, and engage employers, policymakers, philanthropists and others to create support for a nation of lifesavers.



Supported by **Bayer**, the American Heart Association has launched IMPLEMENT-EF, a three-year quality improvement initiative to enhance in-hospital care for patients with heart failure with preserved ejection fraction (HFpEF) and mildly reduced ejection fraction (HFmrEF). The Heart Association will engage a cohort of 40 Get With The Guidelines®-Heart Failure hospitals to identify unmet clinical needs, optimize medication use, and improve adherence to evidence- and science-based therapies. Insights from participating sites will inform scalable, replicable care models and contribute to the Association's broader approach to improving heart failure outcomes nationwide.



Hypertrophic cardiomyopathy (HCM) is often underdiagnosed and inconsistently managed, leading to delayed or suboptimal treatment, an increased risk of complications and preventable morbidity. To improve patient outcomes and care, the American Heart Association is proud to announce an HCM Registry, Recognition and Site Certification initiative establishing a comprehensive HCM system of care anchored in evidence-based measures and quality thresholds, with **Bristol Myers Squibb** committing over \$8 million as the Founding Sponsor. This initiative aims to standardize the identification, assessment, referral and treatment of HCM, and to expand access to quality care for patients over this three-year initiative across the U.S.



THANK YOU

Through \$1.5 million from The **BNSF Railway Foundation** in support of Nation of Lifesavers, BNSF Railway and the American Heart Association are continuing their relationship to enhance chain of survival systems across the SouthWest Region, beginning with the state of Colorado. As part of the Nation of Lifesavers strategy in the SouthWest Region, Denver was selected as one of three pilot cities to implement groundbreaking, community-driven approaches to CPR education and emergency response.



Cytokinetics, Inc. pledged over \$8 million to expand the scope of the in-process HCM initiative to enhance patient outcomes by further strengthening a fully integrated HCM System of Care, striving for early detection, timely referrals and expert treatment across the care continuum. The expansion of the initiative supports the American Heart Association's scalability for registry and associated programs, such as patient navigation strategy and recognition, and will bring on 30 additional sites focused on community and referral hospitals to help capture the full HCM system of care.



Leveraging the contributions of **Deloitte**® and other collaborators, the American Heart Association seeks to improve the health and well-being of employees and communities by accelerating the adoption and scale of proven solutions — with a strategic focus on small businesses, workforce health and food is medicine — while advancing innovation and economic opportunity through social entrepreneurship. *Please see www.deloitte.com/us/about for a detailed description of our legal structure.



HCA Healthcare and **HCA Healthcare Foundation** have extended support of the **American Heart Association's Getting to the Heart of Stroke™** initiative with a commitment of more than \$3.9 million. This continued collaboration, which began in 2022, aims to deepen the understanding of the heart-brain connection to treat, beat and prevent stroke. Together, we are advancing cardiovascular and stroke care by increasing cardiology and neurology collaboration, deploying evidence-based education and interventions, expanding community outreach and addressing health-related social needs.



THANK YOU

The **NFL Foundation** continued its support of the American Heart Association by granting \$3.75 million in support of Nation of Lifesavers and Kids Heart Challenge with PLAY 60. Together, the NFL and the Heart Association are engaging millions of students and their families, and empowering today's generation to become tomorrow's leaders. Grounded in science, we are providing opportunities to build stronger bodies, healthier hearts and skills to save lives in schools across the nation.



Novartis committed \$2.5 million to add 10 more sites to the Lp(a) Community Health Centers Discovery Project (CHC) to seek understanding of current approaches and barriers to Lp(a) testing and conduct quality improvement consultations to facilitate expanded or new testing processes at community health centers. This is an expansion of the previously named Lp(a) Federally Qualified Health Centers Discovery Project and will expand to include 20 CHCs.



Stryker will provide \$2 million to support a quality improvement project that will focus on developing and testing ICH Stroke measures to identify barriers and successful workflow models around ICH care for quality improvement using minimally invasive surgical options.



Walmart Foundation granted about \$2.5 million in support of the American Heart Association's Health Care by Food initiative. Through their support, the Heart Association is partnering with states to shape and scale strategies through Medicaid Section 1115 demonstration waivers, driving innovation that improves health outcomes, reduces disparities and strengthens the evidence base for nutrition in health care.



Generous donations help us fund lifesaving research, advocate for healthier communities, improve patient care and work for equitable health for all people.

FINANCIALS

Financial Highlights

The figures on the next 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 July 1, 2024, through June 30, 2025.



Working toward —

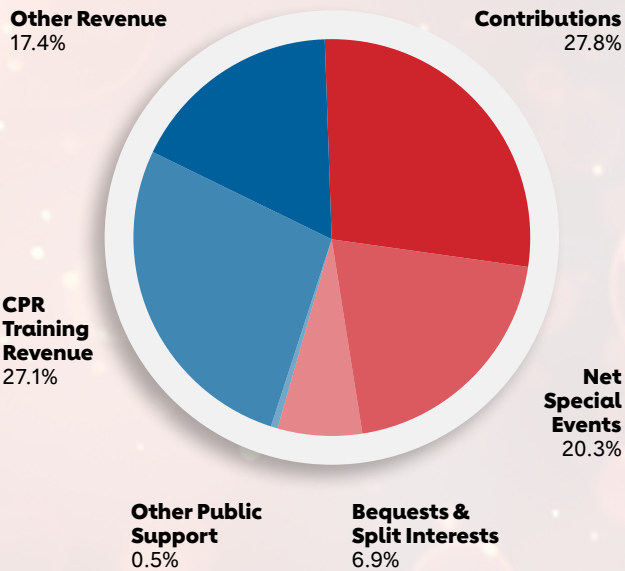
A HEALTHIER FUTURE TOGETHER.

American Heart Association, Inc. Financial Highlights

Fiscal Year July 1, 2024, through June 30, 2025

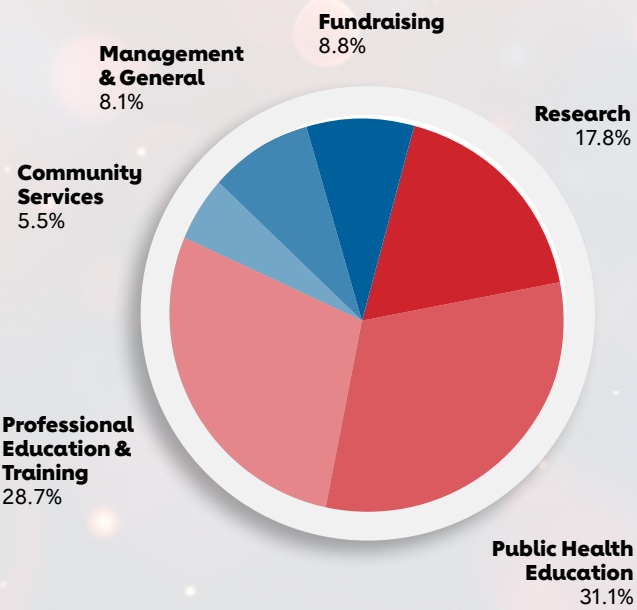
Public Support and Other Revenue
(in thousands)

Contributions	\$378,104
Net Special Events	\$276,667
Bequests & Split Interests	\$94,622
Other Public Support	\$7,053
CPR Training Revenue	\$369,529
Other Revenue	\$236,516
Total Income	\$1,362,491



Expenses (in thousands)

Research	\$226,255
Public Health Education	\$396,309
Professional Education & Training	\$365,044
Community Services	\$70,023
Management & General	\$102,757
Fundraising	\$112,646
Total Expenses	\$1,273,034



Statement of Financial Position as of June 30, 2025 (in thousands)

Assets

Cash, Cash Equivalents & Investments	\$1,296,358
Receivables	\$395,560
Beneficial Interest in Perpetual Trusts	\$176,451
Split-Interest Agreements	\$75,324
Operating Right-of-Use Assets	\$20,418
Property and Equipment, Net	\$88,041
Other Assets	\$44,276
Total Assets	\$2,096,428

Liabilities

Research Awards Payable	\$401,496
Accts Payable & Accrued Expenses	\$110,496
Operating Lease Liabilities	\$22,419
Other Liabilities	\$134,076
Total Liabilities	\$668,487

Net Assets

Without Donor Restrictions	\$610,203
With Donor Restrictions	\$817,738
Total Net Assets	\$1,427,941
Total Liabilities and Net Assets	\$2,096,428



FUTURE- FORWARD

We are
**LEADING
THE CHARGE**
to identify and implement real solutions
to real problems.

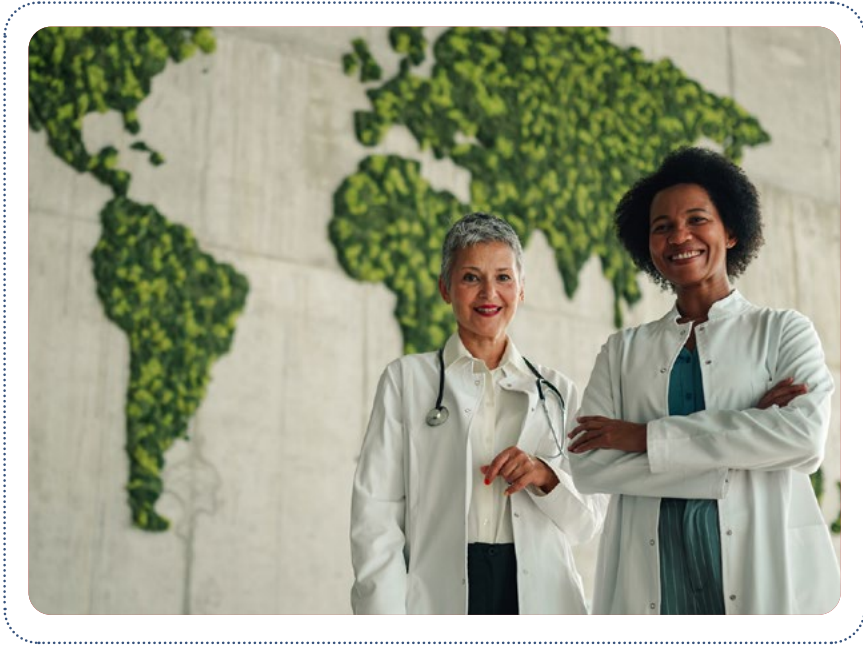
FUTURE-FORWARD: IMPROVING AND EXTENDING EVEN MORE LIVES

2024–25 was a historic year and a pivotal moment in changing the future of health. We reached our highest level of total revenue and support to date.

Because the American Heart Association is a public health organization, the true beneficiaries are you, your loved ones, your neighbors and communities across the nation.

The reason is simple.

Every program, every initiative and every sponsorship helps to shape a healthier future for everyone. We fuel groundbreaking research, expand life-changing programs, strengthen advocacy and advance the work that has made us the No. 1 organization fighting two of America’s leading killers.



As we look ahead, this report carries an inspiring promise. Our second century will be stronger and bolder, accelerating our path to change the future of health for everyone, everywhere. We hope you will join us on this remarkable journey.

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