REVENUE GENERATION

UPDATED 11.26.18

Sources of Revenue Philanthropic Channels Mission-Aligned Businesses

Sale of products and services **Donations**

Types of Revenue

Restricted

Unrestricted

Designated for a specific purpose

Supports all work of the AHA

\$933M in 2017-18

\$165M **Emergency Cardiovascular Care**

CPR and first aid training

Advancement

Gifts of \$100,000 or more from

individuals and foundations

\$59M Investment Income

\$42M

\$51M Direct Response

Estate Settlement

Gifts provided through a

person's will or estate plan

\$82M

Direct Mail. Neighbor Campaign, Digital Strategies

\$364M

Raised mostly from the seven affiliates through core special events: Heart Walk, Heart Ball, Go Red for Women, Cycle Nation, Life is Why We Give

Field Campaign

\$55M Other

\$82M

Mission

Scientific Meetings, Scientific Publishing, Food Certification, Professional Membership, Consumer Publications, Workplace Health, Government Grants

In-Kind Donated goods or services

Relations Large scale corporate sponsorships and partnerships

Corporate

\$35M

Functional Allocation of Expenses in 2017-18



21%

Research

34% **Public Health**

& Education

18% Profession **Education &**

Training

9% Community Services

6% Management & General

12% Fundraising

Charity Watchdog Ratings



Charity **Navigator Four-Star** Charity



Better Business Bureau Wise Giving Alliance Accredited Charity



National Health Council Standards in **Excellence Certified** **STRATEGIC VALUE PROPOSITION:** THE AHA IS A CATALYST TO ACHIEVING MAXIMUM IMPACT IN EQUITABLE HEALTH AND WELLBEING.

UPDATED 11.26.18











CHANGING POLICY

LEADING BREAKTHROUGHS IN SCIENCE & TECHNOLOGY **CHANGING SYSTEMS**

TRANSFORMING HEALTHCARE

TRANSFORMING COMMUNITIES















Association-Wide Advocacy Enterprise

- Supporting community advocacy priorities in priority markets with dedicated community advocacy staff
- Collective Impact work in communities to drive policy changes
- State advocacy through representation in 50 states and building issue expertise
- Federal advocacy and regulatory agency relationships

Local

My Research Legacy enrollment (current market pilots)

National

- Research funding
- Strategically Focused Research Networks
- Institute for Precision Cardiovascular Medicine
- My Research Legacy
- Center for Health Technology and Innovation
- One Brave Idea
- Center for Accelerated Drug Discovery / Lawrence Livermore National Laboratory strategic relationship
- Science & technology strategic business relationships
- World Economic Forum Center for 4th **Industrial Revolution**
- Cardeation Capital
- Brain Health / Healthy Aging initiatives

Creating an End-to-End Healthcare Strategy for the AHA

Local

- Get With The Guidelines
- Hospital Accreditation
- Mission: Lifeline STEMI and Stroke
- Stroke Systems of Care
- Target: BP (and other Target programs)
- o Check. Change. Control. Cholesterol

National

- · Redefining Pillars of Primary Health Care
- Emergency Cardiovascular Care
- **RQI** Partners

- Collective impact work to be "of the community"
 - Community assessment to understand unique community needs
 - Supporting community-informed priorities that may not be traditional AHA focus
 - Achieving policy, systems, and environmental changes aligned with unique community and AHA priorities
- Community education and training
 - Leading innovative strategies to address chronic disease management, nutrition, and physical activity
 - CPR training strategies (kiosks, CPR in schools kit distribution, community CPR strategies)
- o Blood pressure strategies (kiosks and Target: BP)
- Local communications with Communities @ Heart positioning
- Engaging volunteers and partners to drive and be part of community change

Quality Suite Value in Healthcare

- Check. Change. Control. (Blood Pressure)

- Workplace Health Solutions
- Hospital Accreditation

- Accreditation and certification initiatives (food, healthcare, etc.)
- Changing food supply (restaurants, food and beverage companies)
- Strategic alliances and partnerships

KEY PLATFORMS: GO RED FOR WOMEN AND EMPOWERED TO SERVE

VOLUNTEERISM • REVENUE GENERATION • CORE CONTENT