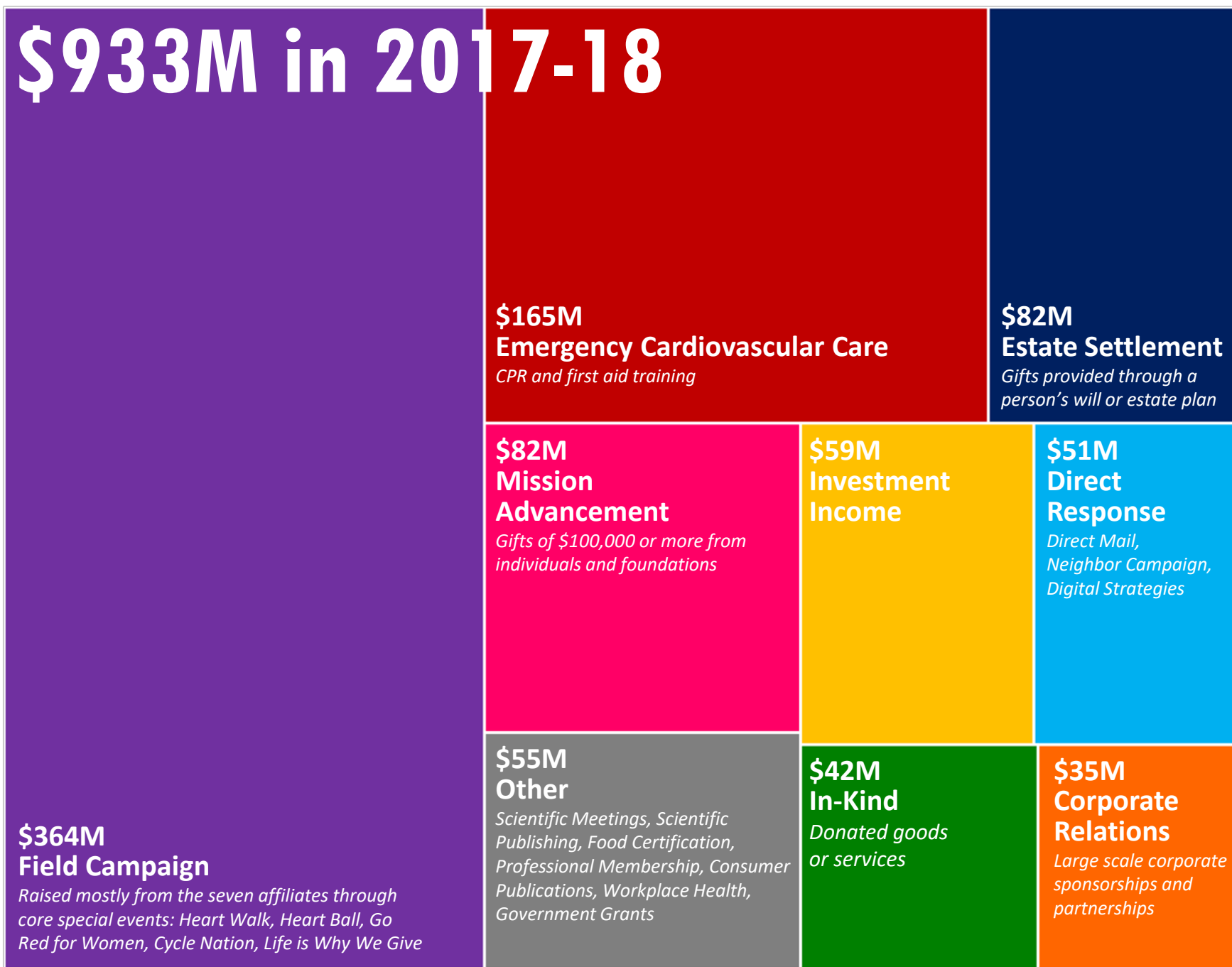


Sources of Revenue	
Philanthropic Channels	Mission-Aligned Businesses
Donations	Sale of products and services
Types of Revenue	
Restricted	Unrestricted
Designated for a specific purpose	Supports all work of the AHA



Functional Allocation of Expenses in 2017-18



Charity Watchdog Ratings



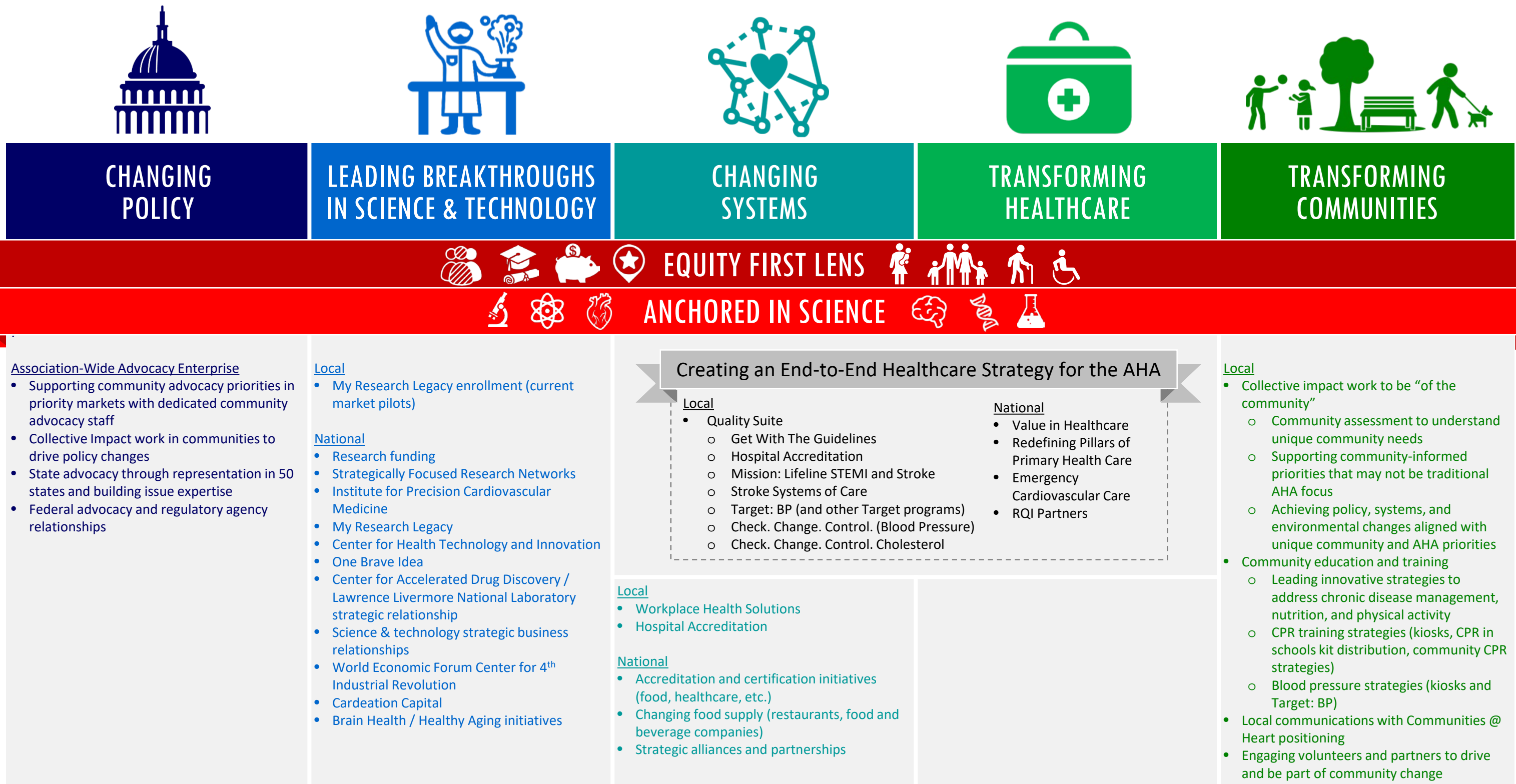
Charity Navigator
Four-Star Charity



Better Business Bureau Wise Giving Alliance
Accredited Charity



National Health Council
Standards in Excellence Certified



KEY PLATFORMS: GO RED FOR WOMEN AND EMPOWERED TO SERVE

VOLUNTEERISM • REVENUE GENERATION • CORE CONTENT