

MAKING

A DIFFERENCE
INVESTMENT IMPACT



THE IMPACT OF YOUR DOLLAR

The American Heart Association funds more 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.



This chart depicts the financial activities of the American Heart Association, American Stroke Association, fiscal year ended June 30, 2014.

21.8% RESEARCH

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

36.4% 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

14.2% 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

6.7% 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

8.6% 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

12.3% 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.