

IN PACT REPORT

GREATER PHILADELPHIA

JULY-NOVEMBER 2023

OPENING LETTER

Dear Friends and Supporters,

As we reach the midpoint of our 2023/2024 fiscal year, our dedication to the Greater Philadelphia community remains unwavering. Taking a moment to review the impact we've made since July, I want to express my heartfelt gratitude for your remarkable commitment and valuable contributions that consistently fuel and energize our mission.

In Greater Philadelphia, the work of the American Heart Association is sustainably addressing key issues of increasing nutrition security, removing barriers to CPR and AED training resources, improving hypertension control rates and improving maternal health. In Philadelphia, where 250,000 people face food insecurity and the bystander rate for performing CPR is lower than the national average by almost half, your support is critical.

As you'll see throughout this report, we have been very active over the past several months, culminating with our Philadelphia Heart Walk, Scientific Sessions and STEM Goes Red events in November.

We are thrilled to announce our 2024 centennial campaign chairs, who are leading us into the next century with bold leadership and innovation. The 2023-2024 Greater Philadelphia centennial chairpersons include:

- Joseph G. Cacchione, M.D., Chief Executive Officer of Jefferson Health and Thomas Jefferson University Hospital – 2024 Heart Ball
- Stephanie Austin, Philanthropist and Cardiac Arrest Survivor and Barbara Wadsworth, Executive Vice President and Chief Operating Officer, Main Line Health – 2024 Philadelphia Go Red for Women
- Scott Allen, Managing Director | Northeast Regional Market Leader | Project Management at CBRE – 2024 Hard Hats with Heart
- Gregory E. Deavens, Chief Executive Officer, Independence Blue Cross 2024 Heart Challenge

Since 1924, the American Heart Association, devoted to a world of healthier lives for all, has saved and improved lives, pioneered scientific discovery and advocated for healthy public policies in communities across the country and right here in Greater Philadelphia. These bold moves have helped transform the nation's health and significantly reduce heart disease and stroke death rates. This January we kick off the American Heart Association's centennial year.

As we approach the American Heart Association's centennial year in 2024, we celebrate the lifesaving achievements and a vision for an even more transformative second century.

We extend our heartfelt appreciation to our Second Century donors and supporters, lighting the pathway to our second century of work:

Cornerstone Supporter:

Bank of America Charitable Foundation

Second Century Supporters:

Anytime Fitness Bentley Systems Independence Blue Cross Infor Jefferson Health Main Line Health Penn Medicine Stephanie and Matt Austin, M.D. Sarah E. Bouchard and Frank Fesnak Sidney & Sandy Brown Peter M. DiBattiste, M.D. Kenneth & Andréa Frazier **Devon Mitchell** Kernika Gupta & Vishal Patel (Brave Lights Foundation) Soma & Sowmya Somasundaram Thomas P. Windsor & Ramona Rodgers Windsor

To learn more about opportunities to support our Second Century campaign, please contact me and I can share with you the exciting opportunities ahead during our Centennial Celebration.

As we embark on this historic year of celebration and reflection, let us cherish the progress we've achieved and the relationships we've built. Together, we will continue to shape a healthier future for Greater Philadelphia, leaving a legacy that will endure for generations to come. Wishing each of you and your loved ones a joyous and healthy holiday season and new year.

With Heart and Gratitude,



Jennifer Litchman-Green Senior Vice President & Senior Executive Director, Greater Philadelphia Region American Heart Association

MISSION:

To be a relentless force for a world of longer, healthier lives.



IMPACT SPOTLIGHTS

GIVING TUESDAY

GIWINGTUESDAY



Be the INSPIRATION for our Giving Tuesday Campaign! On Tuesday, November 28 the American Heart Association is participating in Giving Tuesday, an online giving extravaganza across the nation! Our organization is committed to being a relentless force for a world of longer, healthier lives, and Giving Tuesday helps amplify our message.

We're excited to present a wonderful opportunity that will effectively double the impact of your charitable contributions. Your generosity in joining the Cor Vitae Society before Thanksgiving will serve as an inspiring challenge match for our annual Giving Tuesday campaign! We kindly invite you to consider making a gift today to help us achieve a \$625,000 impact this giving season. Your support will continue to drive groundbreaking research discoveries and promote quality healthcare accessibility and healthy choices for our local community, both now and in the future. To learn more, please contact David Morris at david.morris@heart.org.

VOICES FOR HEALTHY KIDS



We are thrilled to announce the release of the Voices for <u>Healthy Kids 10-Year Progress Report</u>. This report highlights the momentum of the Voices for Healthy Kids initiative, reflects on major milestones and lessons learned over the last decade, and offers a look at what's ahead.

Over the last 10 years, we've made an equitable impact at the tribal, local, state and federal levels by improving access to nutritious foods and drinks, creating healthy and equitable schools, protecting supports for expectant parents, infants and toddlers, and preventing states from blocking local actions that promote the health and well-being of communities.

SCIENTIFIC SESSIONS



A Recap of the Powerhouse 2023 Scientific Sessions in Philadelphia

The recently concluded 2023 Scientific Sessions held at the Pennsylvania Convention Center in Philadelphia from November 10-13th was nothing short of a powerhouse of knowledge and innovation! This year's conference focused on revitalized connections and enthusiastic discussions, highlighting the most groundbreaking updates in cardiovascular clinical, basic, and population science across various scientific disciplines.

At the threshold of the American Heart Association's centennial in 2024, a new vision guides our path: Advancing health and hope for everyone, everywhere. Presenters showcased more than 4,000 science abstracts (79 of them late breaking) during more than 700 sessions spanning cardiovascular and stroke topics from bench to bedside.

The first Late-Breaking Science abstract released at this year's Scientific Sessions announced the results of a large, international clinical trial focused on the effects of Semaglutide on people with a history of cardiovascular disease and overweight or obesity without diabetes. Why is this an important distinction? This is the first time that any medication or lifestyle therapy has been proven to reduce cardiovascular events in adults with existing cardiovascular disease and overweight or obesity who did not have Type 1 or Type 2 diabetes. Prior research focused on the benefits in people with Type 2 diabetes.

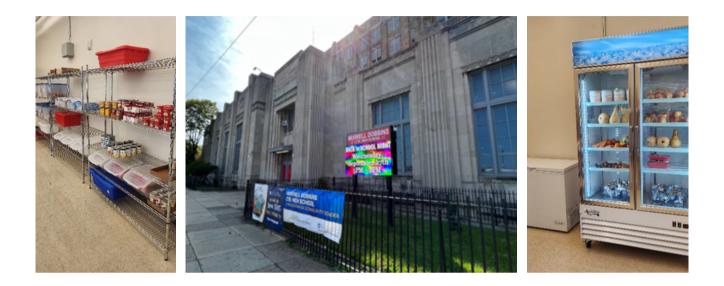
Keynote speakers graced the stage, sharing invaluable insights that left us inspired and motivated to drive positive change in the scientific landscape. Their wisdom echoed in the corridors long after the sessions concluded, leaving a lasting impact on all who attended.

Focusing on I health equity in the workforce, in collaboration with Deloitte Health Equity Institute and the Society for Human Resource Management (SHRM) Foundation, launched a national <u>initiative</u> for employers to advance health equity in the workforce. Prominent senior executive leaders and experts from Philadelphia's business community exchanged of impactful dialogue and emerging actionable strategies to advance health equity in the workforce. <u>Click here</u> to download the Health Equity in the Workforce Employer Resource Guide.

As we reflect on the success of the 2023 Scientific Sessions, let's carry this momentum forward. Together, let's continue to push the frontiers of science, break new ground, and foster a community that thrives on collaboration and innovation.

#AHA23 #InnovationInScience #CollaborateInResearch #heart #stroke #heartresearch #Philadelphia

COMMUNITY IMPACT



American Heart Association and Dobbins CTE High School Partner to Address Food Nutrition and Blood Pressure

In Northwest Philadelphia (zip code 19132), where Dobbins Career and Technical Education (CTE) High School is located, there is an increased prevalence of hypertension at 42.5% and diabetes prevalence at 18.2%. While the poverty rate in this zip code is 43.5%, children <18 years of age experience poverty at a rate of 57.4%. A healthy diet is vital in preventing and managing cardiovascular disease. These disparities have highlighted the need for Dobbins CTE to provide healthy foods to their community to combat hunger and associated health concerns commonly associated with poor economic status.

The American Heart Association and Dobbins CTE have teamed up to address nutrition security by identifying opportunities to increase the capacity for Dobbins CTE High School to store and serve fresh/frozen fruits and vegetables, through sustainable environmental changes. To achieve this necessary intervention, the Association provided Dobbins CTE with a stipend to purchase a commercial refrigerator, freezer and shelving. The increased refrigerated/freezer space will allow Dobbins to accept additional pallets of fresh produce from their procurement partner Philabundance and thus serving more families. Community Schools Coordinator, Sowshan Moore expressed "The American Heart Association's generous donation to Murrell Dobbins CTE High School has made a huge impact in changing the narrative surrounding food insecurities students face by supporting our efforts in creating a sustainable food pantry."

The Association has also provided education on the importance of a Food and Nutrition Policy, how the policy can align with the Healthy Eating Research (HER) Nutrition Guidelines for the Charitable Food Systems, and steps for implementation at their on-site food pantry. The Association will continue to support Dobbins with technical assistance around healthy lifestyle modifications for patrons and establishing a comprehensive food and nutrition policy to improve the quality of the foods distributed.

TARGET: BP



Target: BP™ is a national initiative formed by the American Heart Association (the Association) and the American Medical Association (AMA) in response to the high prevalence of uncontrolled blood pressure (BP).

Target: BP helps health care organizations and care teams, at no cost, improve BP control rates through an evidence-based quality improvement program and recognizes organizations committed to improving BP control.

We are proud to recognize the following Health Centers for their commitment to improving blood pressure control through accurate measurement among their adult patients.

Congratulations to the 2023 Greater Philadelphia Region Target: BP Silver Level Award Recipients:

- ChesPenn Health Services
- Delaware Valley Community Health
- Delaware Valley Community Health Inc.- Fairmount Primary Care Center
- Delaware Valley Community Health, Inc.- Fairmount Primary Care Center at Girard Medical Center
- Delaware Valley Community Health Inc.- Maria de los Santos Health Center
- Delaware Valley Community Health Inc.- Norristown Regional Health Center
- Einstein Healthcare Network, Jefferson Health
- Family Practice and Counseling Network
- Philadelphia FIGHT

COMMUNITY IMPACT



Collaboration for Equitable Health

The American Heart Association Greater Philadelphia (the Association) teamed up with Bank of America, the American Diabetes Association[®] (ADA), the American Cancer Society (ACS), and the University of Michigan School of Public Health (UofM) to address historic health disparities driven by access, education, and advocacy gaps, particularly in communities of color.

On July 26th the organizations held a joint press conference to highlight the local work being done through the Collaboration for Equitable Health. An Engagement Council of representatives from fifteen different Philadelphia organizations has been established to amplify the collaboration's reach and impact.

Jeffrey Salvatore, Vice President of Community Impact of the American Heart Association Greater Philadelphia, emphasized the initiative's potential to address barriers to health equity and promote economic mobility through collaboration.

Over the past year, the Collaboration recruited community partners in Philadelphia to implement three key pillars: Access, Activate, and Advocate. On October 16, 2023 the collaboration held its inaugural community forum at North10 in Philadelphia. The forum stressed the importance of creating sustainable models for nurturing neighborhood advocates, building trust within communities, and identifying potential local policy solutions.

This event marked one of the first steps in the Philadelphia Collaboration for Equitable Health's strategy to leverage advocacy for improved health outcomes and aiming to create stronger and healthier communities in the city for years to come.

NATION OF LIFESAVERS



The American Heart Association's Hands-Only CPR Kiosk has been a resounding success since its launch in February 2020.The kiosk, sponsored by Independence Blue Cross and hosted by Penn Medicine's Perelman Center for Advanced Medicine, has provided nearly 10,000 people with the opportunity to learn and practice hands-only CPR and receive feedback from the kiosk during the hands-only CPR skills test.

The good news is that this Hands-Only CPR Kiosk will continue to be available through the end of 2023, ensuring that more individuals have access to this vital training.

But that's not all – we have exciting plans for expansion. Thanks to the generous support of Independence Blue Cross and Jefferson Health, we will be introducing our first two Mobile Hands-Only CPR kiosks to the greater Philadelphia region. These mobile units will play a crucial role in increasing our Community Readiness efforts by rotating through three different sites each year for the next three years throughout the Greater Philadelphia Region.

Starting this December, the first stop for the Independence Blue Cross hands-only CPR mobile kiosk will be the Wells Fargo Center, and Jefferson Health's hands-only CPR mobile kiosk is currently hosted by the Pennsylvania Convention Center.

These developments mark significant progress in our mission to create a nation of life-savers. We are committed to removing barriers to CPR and AED education and ensuring that more people are equipped to respond in cardiac emergencies.





LOCAL ACHIEVEMENTS

GO RED FOR WOMEN



As we move forward into an exciting new year, we're thrilled to share some important updates and highlights from the Philadelphia Go Red for Women campaign.

Our journey began in September with the 2023 Go Red for Women Kickoff event. During this event, we introduced our dedicated co-chairs, Stephanie Austin and Barbara Wadsworth who will be leading the charge in our mission to raise awareness about the importance of women's heart health. Their passion and commitment are truly inspiring, and we're grateful for their leadership.

The Faces of Heart initiative continues to be at the heart of our campaign and nominations are open for submission! Through the stories, experiences, and voices of survivors, caregivers, and advocates, we shed light on the importance of heart health and the impact it has on women's lives. We are constantly inspired by the incredible individuals who share their journeys with us. If you know someone who is a heart disease or stroke survivor, <u>please nominate them today</u>!

We're also thrilled to announce that the 2024 Philadelphia Go Red for Women event will take place on May 3, 2024 at the prestigious Bellevue Hotel in Philadelphia, Pennsylvania. Save the date and prepare to join us for a memorable day dedicated to women's heart health! Special thanks to our Philadelphia Goes Red Champion Sponsor, Main Line Health, for your continued leadership and support of Go Red for Women which has spanned over 15 years!

As we look forward to the 2024 Philadelphia Go Red for Women event, we invite you to stay engaged with our campaign and help us make a difference. February is Heart month and National Wear Red Day is Friday, February 2, 2024. We encourage you to not only wear red in support of women's heart health and tag us @ahapennsylvania or use the hashtag #goredphilly!

Together, we can raise awareness, promote prevention, and support women's heart health. Stay tuned for more updates and opportunities to get involved. We can't wait to see you at the Go Red for Women Luncheon.

STEM GOES RED

The 2023 Philadelphia STEM Goes Red event was a transformative gathering that underscored the significance of empowering young minds in the fields of science, technology, engineering, and mathematics.

The event was held at the Pearleman Center at the University of Pennsylvania, a prestigious venue that provided an ideal backdrop for the celebration of STEM education. The state-of-the-art facilities complemented the forward-thinking spirit of the event.

Angela Curry, representing Bentley Systems, served as the STEM Chair for the event. Her leadership and passion for STEM education were truly inspiring, and she played a pivotal role in guiding the event to success.

One of the most heartening aspects of the STEM Goes Red event was the participation of 150 young girls from the School District of Philadelphia. These future innovators and scientists were at the heart of the event, representing the promising talent within the city's educational system. Students had the opportunity to meet with over 30 local women in the STEM field during the mentor breakfast before gathering for the program.

Samantha T. Mitchell, the CEO of Black Women in Aviation, delivered an impactful keynote address. Her speech resonated with the young attendees, sharing her journey and emphasizing the importance of diversity and representation in STEM fields. Her speech served as a beacon of motivation, emphasizing that the future of STEM is bright, diverse, and inclusive. The event inspired all attendees to continue their pursuit of knowledge and innovation in the world of science and technology. This event will undoubtedly leave a lasting impact on the next generation of STEM leaders.



SNJ GO RED LUNCHEON

The 2023 Southern New Jersey Go Red for Women Luncheon was a remarkable event that successfully combined fundraising, awareness, and community engagement. The Luncheon had the privilege of hosting Virtua Health as the presenting sponsor. Our sponsors commitment to the cause demonstrated the widespread recognition of the importance of improving women's heart and brain health.

The event brought together over 150 influential leaders from local companies and the community, all of whom share a deep passion for women's health. The room was filled with a diverse group of individuals committed to making a positive impact on women's lives.

One of the standout achievements of the luncheon campaign was the impressive amount raised – nearly \$90,000. This financial support will undoubtedly contribute to the vital cause of improving women's health and well-being in Southern New Jersey.

The Go Red for Women campaign was led by Brittany Knapp from AtlantiCare, who inspired the audience with her dynamic and compassionate leadership. The luncheon concluded with a panel of five women representing healthcare organizations from across the area. They addressed questions from the audience, focusing on two critical aspects: maternal health and women's heart health.

This event serves as a testament to the power of collective action and the unwavering dedication to enhancing the well-being of women in Southern New Jersey.



HEART WALK

Hosted at Citizens Bank Park, the 2023 Philadelphia Heart Walk united over 10,000 Heart Walkers and community members from across the Greater Philadelphia region on Saturday, November 4 to Walk to Save Lives!





The Walk was kicked off by local NBC 10 news anchor Jacqueline London, adding an element of community involvement and media support to the event. Her participation helped spread the message of heart health to a broader audience. Even Swoop and the Philly Phanatic got their steps in!

This year's chair, Kate FitzPatrick, a survivor herself, shared her personal story of resilience and survivorship. Her inspiring journey resonated with all attendees, reminding them of the importance of heart and brain health and the impact of their contributions to campaigns like the Heart Walk.

The event was generously supported by dozens of sponsors who lined Citizens Bank Way, showing their commitment to the cause. <u>Check out our sizzle reel here</u>.

Post-walk, hundreds of top supporters, top walkers and executive volunteers were treated to an exclusive brunch and behind-the-scenes tours of the ballpark. This special experience added an element of excitement and exclusivity to the event. Attendees even had the opportunity to take a backstage tour of Citizens Bank Park!

The event concluded with the passing of the Heart Walk torch from Kate FitzPatrick to Gregory E. Deavens, President and CEO of Independence Health Group, who was announced as the 2024 Heart Walk Chair. This symbolic transition marks the continuity of the Heart Walk's mission and its promise for the future. The 2023 Philadelphia Heart Walk was a day filled with hope, inspiration, and the collective effort to combat heart disease and stroke., remembering those we've lost along the way and celebrating those survivors still here to walk alongside of us. With the tremendous funds raised and the passing of the torch to the next chair, the future looks bright for the Philadelphia Heart Walk!

This year's top companies included Penn Medicine, Jefferson Health, Main Line Health, ES Community Teams and Temple Health System. The top 5 walkers included Daniel Astolfi, Jack Lynch, Tom Belmont, Raymond Singer and Leroy Miles. Congratulations to our 2023 top fundraising companies and top walkers!

EXECUTIVES WITH HEART

The 2023 Executives with Heart initiative was an extraordinary showcase of corporate and community leaders joining forces to make a substantial impact on heart health.

Gina Marone, Vice President of Healthcare Services & Chief Nurse Officer from Jefferson Health took the helm as the leader of this influential group. She played a pivotal role in guiding these leaders through an 8-week fundraising push, connecting with and motivating them along the way. Her leadership served as a source of inspiration for the entire campaign. To view the full list of participants, <u>click here</u>.

The campaign saw active participation from CEOs and other C-Suite executives from outstanding companies across the region. Over 56 corporate and community leaders took the challenge, each with a shared commitment to the cause. These leaders represent a diverse range of organizations and backgrounds, all with a common goal of promoting heart health. This year, Executives with Heart raised a staggering \$288,718.

The 2023 Executives with Heart campaign was a testament to the impact that corporate and community leaders can have when they unite for a common cause. Their impressive fundraising efforts demonstrate the power of collective action and their unwavering dedication to promoting heart health in the Philadelphia region. With the generous funds raised, this campaign will undoubtedly contribute to the well-being of the community.

HARD HATS WITH HEART

To celebrate the successful conclusion of the 2023 Hard Hats with Heart Campaign, a Cocktail and Networking Reception was held October 5, 2023 at Yards Brewing. This event was an opportunity to express gratitude and share inspiring stories.

Chair Scott Allen, a passionate advocate for the American Heart Association's mission, took the stage to share a deeply personal story. He opened up about his family's experience, detailing how his father had suffered multiple heart attacks before tragically losing his life at a young age. This poignant experience has fueled Scott's dedication to the mission. He passionately advocates for everyone, particularly within the construction industry, to have more time with their families by focusing on their heart health.

The highlight of the evening was Scott's announcement that the 2023 campaign had raised an impressive \$300,000! This remarkable achievement was a testament to the unwavering commitment and dedication of all those involved. Scott, with enthusiasm, declared his aspiration to surpass this total in the year 2024, demonstrating his determination to continue supporting the cause as our 2024 Hard Hats with Heart chairperson.

CYCLENATION





The American Heart Association-Greater Philadelphia held its annual CycleNation event at Logan Square and Fountain View on Thursday, October 12th. This high-energy event not only got hearts racing but also warmed the hearts of many; this dynamic event combines the joy of stationary cycling with the purpose of raising awareness and funds to fight stroke, the nation's number five killer.

Cyclists of all skill levels joined in for three 30-minute rides, and the enthusiasm was contagious. Sponsored by Fountain View at Logan Square and Marquis Health Consulting Services, more than 60 people making up 15 teams were led through several fun and energetic rides.

The goal of this year's event was to encourage Greater Philadelphia residents to use cycling to improve heart and brain health, while raising funds to support vital community programs, research, and advocacy efforts to end heart disease and stroke. Nearly \$40,000 was raised through this campaign and the audience was deeply

moved by a compelling and inspirational guest speaker, Bethann Harris, who courageously shared her journey as a two-time stroke survivor. Her story was a powerful reminder of how important it is for women to advocate for themselves and listen to their bodies.

Bethann's firsthand account of her experiences with stroke not only served as a testament to the resilience of the human spirit but also emphasized the importance of awareness, prevention, and early intervention in cases of stroke. Her presence at the event reinforced the urgency of the cause and left a lasting impact on all those in attendance, motivating them to continue supporting the mission of the American Heart Association.

HEART BALL



We are pleased to announce Dr. Joseph Cacchione, Chief Executive Officer of Jefferson Health, as chairperson for the 2024 Philadelphia Heart Ball campaign. The Heart Ball campaign is a year-round initiative aimed at raising lifesaving funds for research and innovations in cardiovascular science, advancing health equity, and to save and improve lives throughout the Philadelphia/South Jersey region.

The campaign culminates with the annual Heart of Philadelphia Heart Ball, a black-tie event that celebrates progress made through the dedication and passion of all who support the American Heart Association's Heart of Philadelphia. This year's event will be held on Saturday, March 23, 2024 at the National Constitution Center.

SERVE DAY



On October 26th the Heart Ball campaign kicked off with Serve Day! With over 200 passionate participants, we came together for a virtual hands-only CPR educational event to kick off our Greater Philadelphia Heart Ball Serve Day!

Serve Day is all about community wellness and action, bringing the Philadelphia Heart Ball beyond the ballroom. Our goal is to engage employees in meaningful volunteer activities, supporting the mission and health equity work of the American Heart Association. Thank you to our Board President, Dr. Glassberg, our Heart Ball chair, Dr. Joseph Cacchione, and our VP of Community Impact, Jeff Salvatore, for being our guest speakers and presenters. Thank you to our Serve Day sponsors, Jefferson Health, Independence Blue Cross, Infor and NFI Industries for helping us create such an incredible event. Together, we're creating a nation of lifesavers.

LEADERS OF IMPACT



Thank you very much to our 2024 Leaders of Impact nominees! Leaders of Impact is a 7-week philanthropic competition for leaders in our community. Our four amazing nominees formed a powerful team to engage their networks to raise critical awareness and funds for the Association.

We celebrate our nominees for their overall impact and support of our lifesaving mission and we look forward to highlighting them at our 2024 Philadelphia Heart Ball on March 23, 2024! In keeping the excitement going, we are very excited to share that not only is Devon Mitchell our 2024 Philadelphia Leaders of Impact winner, but he is also the 2024 National Leaders of Impact winner! Congratulations again to our four nominees and thank you for joining us in support of the mission of the American Heart Association.





SUPPORTERS & VOLUNTEERS

COR VITAE SOCIETY

Cor Vitae, Latin for the heart of life, is the American Heart Association's annual recognition society of more than 6,600 individuals nationally whose significant personal commitments of \$5,000 or more are helping to change and save lives. Their extraordinary generosity propels pioneering research and transforms communities.

It is with heartfelt gratitude that we thank these individuals for their ongoing support, driving the American Heart Association to be a relentless force for a world of longer, healthier lives.

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SECOND CENTURY



The American Heart Association has saved and improved lives for nearly 100 years through scientific research, work in communities, advocacy for healthy public policies and much more. And we're just getting started. With Bold Hearts[™] and the support of our donors and volunteers, we're building toward our second lifesaving century as a relentless force for equitable health for all.

Reaching bold goals is made possible because of like-minded individuals and organizations who share in the vision of better health for Greater Philadelphia. Greater Philadelphia donors have pledged support of donations of time, talent, and funds as Second Century campaign donors.

The leading organizations and generous individuals include:

Cornerstone Supporter:

Bank of America Charitable Foundation

Second Century Supporters:

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