



NEW YORK CITY YEAR-END REPORT

JULY 2022–JUNE 2023

FY 23



American
Heart
Association.



LETTER FROM OUR LEADERS

Dear Friends of Heart,

This past year has truly been remarkable for the American Heart Association here in New York City. Through the generosity of our incredible volunteers, supporters, donors, and alongside relentless community partners dedicated to improving health outcomes and saving lives we impacted more New Yorkers and raised the most money of any market ever- in the 99 years of our organization.

Why does that matter? Because the dollars we raise allow us to drive our mission forward. They elevate and accelerate our commitment to ensure equity access to care for all. We are fortunate to have impressive advocates, clinical leaders, community partners, and volunteer leaders who give of their time and talent. Their commitment guided us to this unprecedented year of both financial successes and sustainable community impact that will benefit New Yorkers for years to come.

Together we:

- Worked with more than 90 hospitals and clinics to enroll in our ambulatory recognition program, Target BP™. This program serves to elevate patient care and to improve the quality of life for nearly 1.5 million New Yorkers.
- Supported the work of the NYC Department of Health and Mental Hygiene and the Take the Pressure Off, NYC coalition and helped to launch self-measured blood pressure programs in the community directly benefiting 32,000 New Yorkers with added clinical strategies that are benefiting nearly 105,000 patients across our city.
- Escalated our collaboration with community-based organizations to address gaps in healthy food access, connectivity to food benefit programs and the ability for our partners to store and distribute healthy, perishable food items, benefiting nearly 24,000 individuals from our city's most under resourced neighborhoods.
- Continued to advocate for the passage of priority legislation – Intro 577 – which

will close this loophole around menthol cigarettes. Over the past year, we have secured support from the majority of the NYC Council, prioritizing those members who represent the most impacted communities from the Black, Latino and Asian Caucus.

- Helped to pass legislation that requires the NYC Department of Health and Mental Hygiene to identify where the public can access blood pressure kiosks across the city, and more importantly require new kiosks to be located where gaps in access are uncovered. The new law also requires DOHMH to make self-measured blood pressure equipment available at federally qualified health centers in five high-need areas across the city.
- Educated more than 100,000 New Yorkers through Hands Only CPR demonstrations through corporations, our community partners, and our schools.
- Engaged over 11,000 people and 275 companies in our Campaigns achieving \$2.765m new dollars. Our NYC Communications team was able to secure more than 270 million impressions, 13,000 engagements on our social pages, stories ran on all our local channels and in many of our daily and weekly newspapers and highlighted CPR, stroke, women and heart disease and tobacco.

As we approach the American Heart Association's centennial celebration of lifesaving achievements and shared vision to equitably advance heart and brain health, we are grateful for your continued partnership and support. You are the heartbeat of all we do, and you set the foundation for where we are going.

With heartfelt appreciation,

Meg Gilmartin
Executive Director, SVP

David Chubak
Board Chair

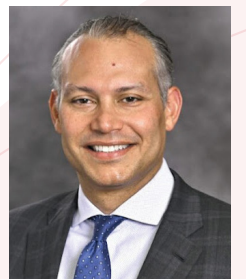
Rafael A. Ortiz, MD
Board President



Meg Gilmartin
Executive Director,
Senior Vice
President



David Chubak
Board of Directors
Chair



Rafael A. Ortiz, MD
Board of Directors
President



THE MISSION

The American Heart Association is on a mission to be a relentless force for a world of longer, healthier lives.



DRIVING COMMUNITY IMPACT

The American Heart Association is committed to driving equitable health impact in New York City through key priority areas: **reducing risk in women, addressing community need, ending e-cigarette & tobacco use, controlling blood pressure and improving nutrition security and building health & well-being.** Equity is always at the center of our work, and it will continue to guide all that we do.

To learn more, please visit easternstates.heart.org/nyccommunityimpact.



2024 IMPACT GOAL

Every person deserves the opportunity for a full, healthy life. As champions for health equity*, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.

*Addressing the drivers of health disparities, including the social determinants of health and structural racism, is the only way to truly achieve equitable health and well-being for all.



MANAGING UNCONTROLLED BLOOD PRESSURE

IMPACT REPORT

High Blood Pressure is a leading cause of heart disease and stroke, which together kill more New Yorkers than any other disease.

Prior to the COVID 19 Pandemic, 2.5 million adults or 31% of New Yorkers reported having high blood pressure. That's ten times the capacity of Yankee, Citifield, Met Life, and Dodger stadiums combined. It's anticipated that this number is even higher now, nearly 4 years later.

And this concern does not hit us all equally. According to the New York City Department of Health and Mental Hygiene, more than one in four New Yorkers report being diagnosed, and Black and Latino adults are more likely to have high blood pressure than people of other races/ethnicities. The rate of hypertension hospitalizations is more than three times higher in low-income neighborhoods than in more affluent communities in New York City. These staggering numbers are just indicative of those who are aware they have high blood pressure. Countless more are burdened by this 'silent killer,' which often does not include signs or symptoms until it is too late.

With a priority focus to highlight best practices in clinical care for our city's outpatient service, we worked with more than 90 hospitals and clinics to enroll in our ambulatory recognition program, Target BP. This program serves to elevate patient care for nearly 1.5 million individuals diagnosed with high blood pressure.

The American Heart Association continues to support the work of the New York City Department of Health and Mental Hygiene and the Take the Pressure Off, New York City coalition. In 2022-2023, we helped to launch self-measured blood pressure programs with clinical referral strategies in the community directly benefiting 32,000 New Yorkers. Working with our city's healthcare leadership, we implemented several initiatives that expanded self-measured blood pressure programs in clinical settings as well as the required use of Validated Device List registries for the procurement of the most appropriate blood pressure monitoring equipment. These clinical strategies are benefiting nearly 105,000 patients across our city.

Key Collaborators in FY23:

- Baruch College, The City University of New York
- Community Health Action of Staten Island
- Community Healthcare Network
- Damian Family Care Centers
- Food Bank for New York City
- Metro Community Health Center
- Muslims Giving Back
- Red Hook Initiative
- The Parish of St. Charles Borromeo



The members of the New York City Community Impact and Centers Health Care team at an event to educate New Yorkers about high blood pressure.



IMPROVING NUTRITION SECURITY

IMPACT REPORT

A significant number of New Yorkers, our friends and neighbors, are struggling to provide healthy meals for their families. When a family's food budget falls too short to secure adequate, nutritious food year-round, it is referred to as a meal gap. Our city had a pre-pandemic meal gap of more than 201 million in 2019.

The onset of COVID exacerbated this challenge. Since COVID, 74% of food pantries and soup kitchens have reported an increase in the overall number of visitors compared to the year prior. Anecdotally, our partners in the emergency food network continue to face unprecedented demand on their resources.

While the cost of groceries typically increases by just 0.1% year to year, since the pandemic we have seen these costs escalate by more than 3%. This dramatic uptick sharply limits the food purchasing power of households and ability to purchase healthy food.

Almost 20% of the city's population relies on the Supplemental Nutrition Access Program (SNAP) which helps low-income families afford the healthy food items that are vital for good health and well-being. Further supporting these 1.7 million New Yorkers is a cornerstone of the American Heart Association's mission. This past year, we escalated our collaboration with community-based organizations to address gaps in healthy food access, connectivity to food benefit programs and the ability for our partners to store and distribute healthy, perishable food items. Together, these initiatives are now benefiting nearly 24,000 individuals from our city's most underinvested neighborhoods.

Our city had a pre-pandemic meal gap of more than **201 million** in 2019.

Since COVID, **74%** of food pantries and soup kitchens have reported an increase in the overall number of visitors compared to the year prior.

Improving nutrition security at a farmstand in the Bronx with Rose Caiola.

Key Collaborators in FY23:

- Commonpoint Queens – Elmhurst
- Commonpoint Queens – Woodside
- Commonpoint Queens – Great Neck
- Community Health Action of Staten Island
- GrowNYC
- Muslims Giving Back
- People in Need
- Redemption Church
- The Parish of St. Charles Borromeo



We are founding members of the Menthols Kill NYC coalition, a collective of more than 100 community groups dedicated to protecting our city from the dangers of tobacco addiction. For nearly 15 years, the American Heart Association has been working to remove flavored tobacco products in New York City. We first removed most flavors of tobacco in 2009. A decade later, we restricted access to flavored electronic cigarettes. However, the most dangerous form of tobacco – menthol or mint-flavored cigarettes – remains on the market.

Menthol flavored tobacco has been used by Big Tobacco for generations to target young people and people of color. Menthol is the most common product young people use to start smoking, and far more addictive than regular tobacco because it is easier to smoke. This leads to wildly disproportionate rates of death and illness for people of color in New York.

In the 1950s, menthol smokers accounted for 5 percent of Black smokers; now, it's 85 percent.

The American Heart Association continues to advocate for the passage of legislation – Intro 577 – which will close this loophole around menthol cigarettes. Over the past year, we have secured support from about half of the New York City Council, mostly from the Black, Latino and Asian Caucus. This legislation does not criminalize the use of menthol tobacco, but rather places fines on retailers who continue to sell it. Join our www.youarethecure.org community to help move this campaign forward!



In New York City, **89%** of Black adults who smoke and **68%** of Latino adults who smoke us menthol cigarettes — compared to only **32%** of white smokers.

Coalition event in Times Square to help pass menthol tobacco legislation.

ELIMINATING TOBACCO AND VAPING USE

IMPACT REPORT



Building a Nation of Lifesavers

This past year, we directly witnessed the power of the Chain of Survival when immediate response to a cardiac emergency saved a life as millions of people witnessed Damar Hamlin's collapse on national TV. The facts are that over 75 percent of cardiac arrests happen at home and you too can save a life by calling 911 and initiating chest compressions for family member or friend.

CPR can double or even triple the likelihood of someone surviving a cardiac arrest.

While educating the vital skills of Hands-Only CPR has always been an organizational priority, the unprecedented surge in outreach at the start of 2023 dramatically escalated this awareness. And in June we launched the Nation of Lifesavers™, a new multi-year initiative that will ensure 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. The long-term goal: to ensure that in the face of a cardiac emergency, anyone, anywhere is prepared and empowered to perform CPR and become a vital link in the chain of survival.

The American Heart Association provided Hands-Only CPR demonstrations and training to thousands of New Yorkers this past winter. We have placed over 175 CPR First Aid Anywhere kits across all five boroughs. It is estimated that over 35,000 New York City students have been trained annually. We have placed over 1,000 CPR Anytime

The American Heart Association provided Hands-Only CPR demonstrations and training to **thousands** of New Yorkers this past winter.



The American Heart Association takes over WCBS-TV to demonstrate hands-only CPR.



The American Heart Association in New York City takes hands-only CPR to our community to demonstrate how easy it can be to save a life.

ADDRESSING COMMUNITY NEED

IMPACT REPORT

ADDRESSING COMMUNITY NEED



Group photo at WCBS-TV after a successful day of demonstrating hands-only CPR.



The American Heart Association continues to build a nation of lifesavers all over New York City.

kits with the New York City Transit Authority and conducted on-site, Hands-Only CPR training for 500 employees. Through the placement of CPR First Aid Anywhere kits and CPR Anytime kits we have trained over 20,000 corporate employees throughout New York City. Additionally, we have placed over 150 CPR Anytime kits in the communities serving Washington Heights, Brooklyn and the Bronx. The American Heart Association in New York City has also placed automated external defibrillators (AEDs) and implemented Heartsaver AED training in several sites across the City.

We are also connecting with workplaces across the city to support cardiac emergency response plans. By empowering employees to know Hands-Only CPR, ensure accessibility of lifesaving automated external defibrillators and supporting emergency management needs, the American Heart Association seeks to address health inequities that persist for women, immigrants and low-income communities in our city. One of our community impact organizations, People in Need, launched a new organizational standard that staff and volunteers will learn Hands-Only CPR as part of their annual training requirement.



Hands-only CPR demonstration at an office in New York City.

We have placed over **175** CPR First Aid Anywhere kits across all five boroughs. It is estimated that over **35,000** New York City students have been trained annually. We have placed over **1,000** CPR Anytime kits with the New York City Transit Authority and conducted on-site, Hand-Only CPR training for **500** employees.

Volunteer Melinda Murray-Nyack interviewed by PIX11.





ADVOCATING FOR PUBLIC POLICY

IMPACT REPORT

Our advocacy team working at City Hall.

In 2023, the American Heart Association successfully lobbied City Council in support of several organizational priorities. While our efforts to curb access to menthol flavored cigarettes gained momentum over the year, we also witnessed the City Council's championship grow on other issues.

Our advocates helped to pass legislation that requires the Department of Health and Mental Hygiene (DOHMH) to identify where the public can access blood pressure kiosks across the city, and more importantly require new kiosks to be located where gaps in access are uncovered. Additionally, the new law requires DOHMH to make self-measured blood pressure equipment freely available at federally qualified health centers in 5 high-need areas across the city. The Association will work to secure the needed funds to support this new initiative in the next budget negotiation.

Leveraging the public momentum around cardiac emergency response, the American Heart Association sought to secure funding from City Council to improve the implementation of a 2015 Chancellor's Regulation requiring Hands Only CPR training in New York schools as a graduation requirement. Many schools have reported challenges in meeting this standard, either due to lack of resources or lack of awareness. While the organization was not able to secure the requested appropriation this year, City Council leaders continue to prioritize this issue and are seeking opportunities to support the Association's goals around improving the Chain of Survival in New York City.



Tabitha Ellis, AHA volunteer, takes it to heart when we ask her to raise her voice regarding legislative issues in New York City.

Policy Agenda 2022-2023

Tobacco Free

- **Eliminate the sale** of all flavored tobacco products in New York City, including menthol, mint, and wintergreen.
- **Secure public funding** for New York City tobacco prevention and cessation programs.

Quality Systems of Care

- **Secure public funding** for New York City schools to properly implement CPR training to meet the New York State high school graduation requirement.

Healthy Eating

- **Ensure NYC restaurants** offer children's meals that meet healthy nutrition standards.
- **Secure public funding** to expand New York City Supplemental Nutrition Assistance Program (SNAP) healthy food incentive programs that encourage fruit and vegetable consumption.

Health Equity

- **Secure public funding** to expand New York City programs targeted at the treatment of hypertension.

Liz Elting's long-time commitment to helping women business leaders and early-stage social entrepreneurs has been the grounding force in her steadfast volunteer leadership with the American Heart Association.

A multi-year commitment of \$5M from Liz Elting, Michael Burlant, and the Elizabeth Elting Foundation established the Elizabeth Elting Fund in New York City, a named fund within the American Heart Association's Social Impact Fund program.

The Fund's goal is to ensure the long-term success of the innovative non-profits and social enterprises working to fill the gaps in current systems, and to prioritize support for women-led organizations and entrepreneurs from New York's under-resourced communities. The Fund opened its first cycle in Spring 2023, with selection of final investees this past fall.

Building upon a previous gift that also supported the AHA's Social Impact Funds, Liz's continued support has helped catalyze the growth and success of New York area social enterprises dedicated to creating solutions that drive economic resiliency, address food and housing insecurity, and that aim to close the achievement gap and improve educational performance.



“Breaking down systemic barriers and building bridges toward a path of true equality, is vital to the fight for health equity. Entrepreneurs, small businesses, and grassroots organizations are doing the critical work to tackle economic and social barriers to health within their communities, and I am honored to stand with them alongside the American Heart Association. Social entrepreneurs and community changemakers are paving the way for a brighter future for all – it's up to us as leaders to step up and support their efforts.”

– Liz Elting

Founder and CEO of the Elizabeth Elting Foundation

THE ELIZABETH ELTING FUND

IMPACT REPORT

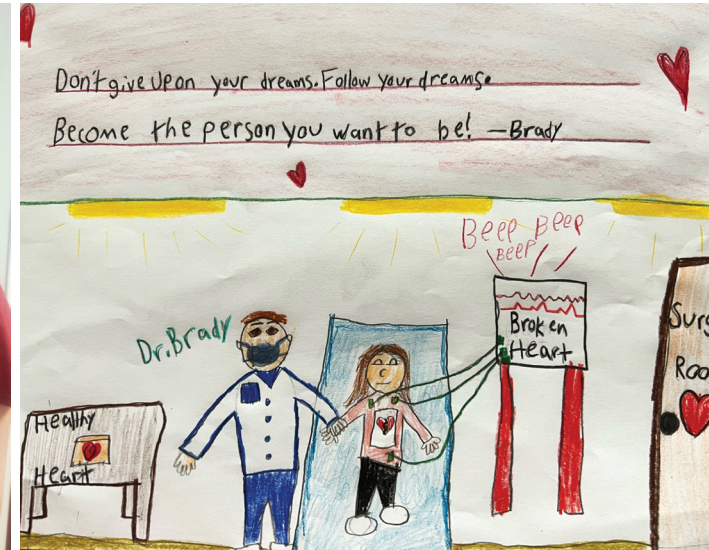
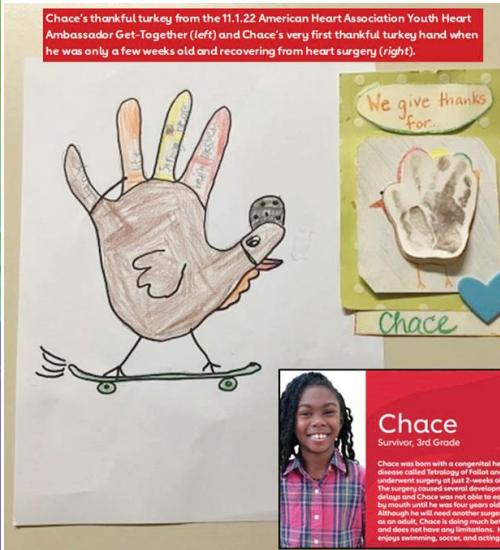


133 schools registered to participate in FY23 representing a total enrollment of over 90K students.

2,780 families registered online receiving our communication and resources.

418 learned CPR through our website.

384 learned stroke warning signs.



YOUTH ENGAGEMENT

IMPACT REPORT





Our Signature Campaigns are the driving force behind our fundraising and impact in the New York City community. These campaigns raise awareness, funds, and engage organizations and individuals to be champions of health + well-being in our community. All are championed by an Executive Leadership Team and culminate with celebratory events that showcase stories of those impacted by heart disease and stroke, highlight our local and national impact, and engage and highlight our sponsors and supporters.

American Heart Association®



GO RED FOR WOMEN
Go Red for Women Experience
STEM Goes Red

\$1.5M
RAISED



THE HEART OF
NEW YORK CITY

HEART OF NEW YORK CITY
Heart & Stroke Ball
Counsel for a Cause

\$2.4M
RAISED



HEART CHALLENGE
Wall Street Run & Heart Walk
NYC Marathon Team Heart & Stroke

\$3.85M
RAISED

NYC STEM GOES RED

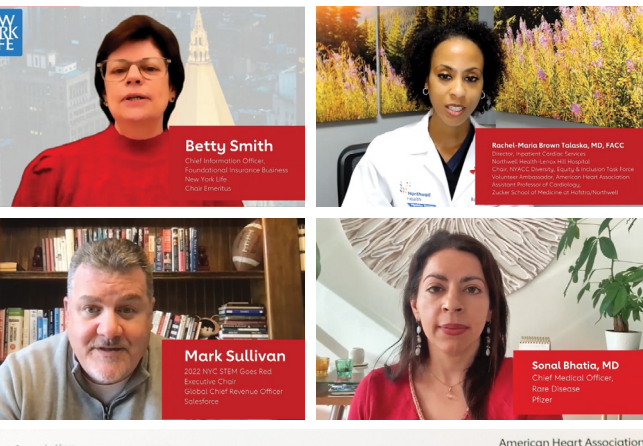
The American Heart Association is working to engage more women in STEM through STEM Goes Red. The program draws from the Association's strong legacy of science, education and discovery to help propel young women into rewarding STEM careers.

STEM Goes Red brings interesting careers in science, technology, engineering and mathematics to life for young women while also empowering them with the tools and resources they need to live long, healthy lives. By giving students access to leading employers and experts, they have the chance for an insider look at what they do. STEM Goes Red attendees gain firsthand experience, connect with inspiring professionals and learn about jobs across STEM fields. Students can walk away feeling like a whole new world of STEM has been revealed — a world in which they can truly love what they do and make a tremendous impact.

Date

11.15
2022

180+
Students



NEW YORK CITY GO RED FOR WOMEN® EXPERIENCE

Since 2004, the American Heart Association's signature women's initiative, Go Red for Women, has addressed the awareness and clinical care gaps of women's greatest health threat, cardiovascular disease (CVD). Moving forward we are prepared to meet the evolving needs of women now, and at every age, every stage, and every season of their lives as their trusted, relevant source for credible, equitable health solutions. CVD continues to be the No. 1 killer of women — claiming more lives than all forms of cancer combined. Additionally, women experience unique life stages such as pregnancy and menopause that can increase their risk of developing CVD. Even more startling is the fact that less than half of women are aware that cardiovascular disease is their greatest health threat. Go Red for Women is dedicated to educating and empowering women to take action to protect themselves from the threat of CVD and helping all women reduce their risk by removing the barriers they face to better health and well-being. As the American Heart Association enters its next century, we know the future of heart health is in good hands because when women come together with passion and purpose, there is nothing they can't achieve.

Date
**4.19
2023**

500
Attendees

Nearly **45%** of women over age 20 are living with some form of cardiovascular disease (CVD).



COUNSEL FOR A CAUSE

The Counsel for a Cause campaign unites leaders from the legal industry in New York City to drive equitable health impact in our community. This campaign raises awareness and funds that drives research to fuel scientific discovery, removes barriers to access and quality care, and ensures that all New Yorkers have an equal opportunity to lead a healthy life. This campaign serves as an outlet to bring together the top members of the legal industry in New York City to empower the work of the Association and culminates at the Counsel for a Cause Celebration each spring. Together, we are relentlessly focused on driving equitable health for every member of our community and propelling the mission of the Association forward.



THE HEART OF
NEW YORK CITY

Date

5.3.2023

250

Attendees



HEART CHALLENGE

We believe everyone deserves the opportunity to be healthier and happier, and that every company deserves to have a fully engaged workforce. HEART CHALLENGE is a suite of initiatives offered by the American Heart Association that are designed to help employees be more engaged, connect with colleagues, get in their physical activity, support a great cause and have a lot of fun doing it. For NYC, these events include the Wall Street Run & Heart Walk, New York City Marathon Team Heart & Stroke, CycleNation, and Field Day as a celebration of the year-round engagement around mission education and community impact.

Date
**5.18
2023**

165
Companies

10,851
Participants



HEART & STROKE BALL

The Heart of New York City campaign brings the work of the American Heart Association to life and culminates at the Heart & Stroke Ball celebration. The campaign is relentlessly focused on standing for all by driving equitable health for every member of our community. The New York City Heart & Stroke Ball is a celebration of the community's success making strides towards health equity while also raising awareness and funds for critical issues.

Date
**6.8
2023**
350
Attendees



Marketing Campaigns

268,379,310 media impressions

Social Media

12,981 total engagements for the year

267,981 platform reach

4.845% engagement rate



@AHANewYorkCity



@AHANewYorkCity



@AHANewYorkCity

News Coverage

News Coverage



Wear Red Day on Fox 5.



Dr. Jennifer Mieres and Dr. Stacey Rosen interviewed on WCBS-TV.



Discussion of sudden cardiac arrest and the importance of CPR on Fox 5.



New York City's Go Red for Women event had everyone dancing.



Star-studded annual Red Dress Collection returns to New York City.

Pets can also help save a cardiac arrest victim.



American Heart Association New York City takes over Nasdaq.



American Heart Association.

100

years

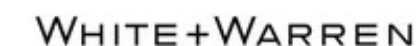
SECOND CENTURY CAMPAIGN

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 the support of our donors and volunteers, we're building toward our second lifesaving century as a relentless force for equitable health for all.

CORNER STONE SUPPORTERS:



SECOND CENTURY SUPPORTERS:



\$100,000+

\$25,000+



\$50,000+

Collaborative Foundations





FY 2022–2023 NEW YORK CITY LEADERS

NEW YORK CITY BOARD OF DIRECTORS

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<p>SONAL BHATIA, MD Chief Medical Officer, Rare Disease <i>Pfizer</i></p> <p>ROSE CAIOLA Principal <i>Bettina Equities Company</i> Founder and CEO <i>Rewire Me, LLC</i></p>	<p>JOANNE DUNBAR Community Member Volunteer <i>Retired, Ernst & Young</i></p> <p>SENTHIL KUMAR Senior Executive Vice President and Chief Risk Officer <i>BNYMellon</i></p>	<p>LISA ROGERS Managing Director, Healthcare Banking <i>Barclays Investment Bank</i></p> <p>VARINDER P. SINGH, MD, FACC, FSCAI Senior Vice President, Cardiology Western Region <i>Northwell Health</i></p>
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NEW YORK CITY HEART CHALLENGE

<p>CO-CHAIR LINDA FOGGIE <i>Citi</i></p>	<p>CO-CHAIR JAMIE ERGLE <i>Cushman & Wakefield</i></p>
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EXECUTIVE TEAM

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FY 2022–2023 NEW YORK CITY LEADERS

NEW YORK CITY GO RED FOR WOMEN

<p>CHAIR JACKIE MARKS <i>formerly, Condé Nast</i></p>

EXECUTIVE TEAM

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NEW YORK CITY STEM GOES RED

<p>CHAIR MARK SULLIVAN <i>Salesforce</i></p>
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EXECUTIVE TEAM

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FY 2022–2023 NEW YORK CITY LEADERS

THE HEART OF NEW YORK CITY

CHAIR

JOE IENUSO
New York–Presbyterian

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- THOMAS AHN**, *Mount Sinai Health System*
- CHRIS HARIEGEL**, *Crothall Healthcare, Compass One Healthcare*
- JAMES JUSTICE**, *DVM Industries*
- PAUL KILLION**, *Crothall Healthcare, Compass One Healthcare*
- BARRY PARASRAM**, *Thirty Five Ventures and Boardroom*
- DAVID POTACK**, *Unitex*
- MANNY SAEZ, PHD**, *NYC Health+Hospitals*
- JOE SIMONE**, *Simone Development Companies*
- RICHARD W. TULLY, JR.**, *Interstate Mechanical Services, Inc.*

NEW YORK CITY COUNSEL FOR A CAUSE

CO-CHAIR

CHRIS MACHERA
Weil, Gotshal & Manges

CO-CHAIR

DAVID THOMAS
Goldman Sachs

EXECUTIVE TEAM

- | | | |
|---|---|---|
| ALEJANDRO CANELAS FERNANDEZ
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<i>Management Inc.</i> | Marty Schmelkin
<i>Schulte Roth & Zabel LLP</i> |
| Michael Carbone
<i>JetBlue Airways</i> | Christina von Poelnitz
<i>The Carlyle Group</i> | Aditi Schretzman
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