

American Heart Association®



American Heart Association Impact

35M have access to healthier food in schools and workplaces
KIDS & ADULTS

CVD MORTALITY
↓ 70% since 1968

STROKE MORTALITY
↓ 36% 2002-2012

Funded **13**
NOBEL PRIZE WINNERS

800,000 African-Americans ARE MAKING A POSITIVE **IMPACT** AGAINST STROKE in their communities

FUNDED OVER \$4B IN RESEARCH since 1949

FUNDED LIFESAVING ADVANCEMENTS

ARTIFICIAL HEART VALVE

CHOLESTEROL-INHIBITING DRUGS

CPR & FIRST AID GUIDELINES

HEART TRANSPLANT CAPABILITIES

670,000 Women's Lives Saved IN 10 YEARS

An Ongoing Health Crisis

As the No. 1 killer of women -- claiming the lives of 1 in 3 -- cardiovascular diseases force us to consider that a woman we know and love may be affected at any age. Beating heart disease and stroke means more time for women to be change makers, business leaders and innovators, and more time to be moms, sisters, partners, and friends.

Fifteen years ago, the American Heart Association created Go Red For Women® to raise awareness of heart disease as the leading killer of women. Together, we unite as a relentless force for a world of longer, healthier lives by sharing stories and educating family and friends about prevention, diagnosis, and treatment.

Through STEM Goes Red, our new initiative that aims to empower young women to pursue science, technology, engineering, and math (STEM) careers, and arm them with tools and resources to experience good health and wellbeing, we are increasing the number of women pursuing STEM degrees in higher education and closing the gender gap in STEM careers.



*When you join us, you will build on our extraordinary progress
saving lives and offering hope and vitality
to women in our community.*

The Circle of Red Society is a dynamic group of committed and passionate individuals who have the influence and resources to significantly impact the local community. These ambassadors make a personal investment towards the Go Red For Women® movement, driving support to fund lifesaving research and educate women about their heart health across New York City's five boroughs.

By making a personal gift of \$5,000, you become a member of the **Circle of Red**. Your generous contribution helps to:

- ♥ Save lives. 30% more women today recognize their greatest health threat is heart disease. 91% of women engaged in Go Red For Women® have made healthy lifestyle changes.
- ♥ Empower women of all generations and backgrounds. Over 22 AHA markets nationwide are supporting the next generation of future female leaders through STEM Goes Red.
- ♥ Fund gender specific research. 320 research projects that focus specifically on women's health have been funded since 2007.
- ♥ Fight gender inequalities. More physicians recognize that women's symptoms and responses to medication differ from men's.
- ♥ Enable advocacy. The FDA is now required to publish gender-specific results in research. Women no longer pay higher premiums than men for the same health insurance coverage.

Your Donation



2019 Circle of Red Strategic Focus

Education continues to be one of the strongest indicators of cardiovascular disease outcomes. In the U.S., lower levels of educational attainment are associated with a higher prevalence of cardiovascular risk factors, higher incidence of cardiovascular events, and higher cardiovascular mortality.

Meanwhile, jobs available in science, technology, engineering, and math (STEM) are projected to grow to more than 9 million through 2022 without enough skilled workers to fill the positions.

Together, we will empower the next generation of brilliant female STEM leaders and innovators while simultaneously equipping them with the tools to be healthy. By growing the Circle of Red to 50 members, we will be able to provide four \$2,500 scholarship grants to female high school seniors to use towards their continued education.

Saves Lives



Join Us.

The American Heart Association knows that people are the best weapon against heart disease. Our mission—to be a relentless force for a world of longer, healthier lives—demands that we empower people to take control of their health.

As a Circle of Red member, you will receive:

- ◆ 2 tickets to attend the New York City Go Red For Women® Luncheon on International Women's Day (March 8, 2019)
- ◆ Special recognition at the New York City Go Red For Women® Luncheon including, but not limited to, a listing in the event journal, opportunity to participate in the Circle of Red photo
- ◆ Invitations to year-round Circle of Red activities
- ◆ Invitations to exclusive Go Red For Women® pop-up events throughout the year
- ◆ Opportunity to participate in AHA advocacy initiatives such as city, state, and federal Lobby Days

COMMITMENT FORM

Circle of Red

I pledge to join the Circle of Red, a passionate and committed group of women and men who have the influence and resources to impact their community by making a personal gift of \$5,000 to enable the American Heart Association to help more women live longer, stronger, and healthier lives.

Personal Information

Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Email _____

Payment Details

I've enclosed a check in the amount of \$5,000

Please charge my credit card in the amount of \$5,000

Card type Visa MC Amex

Card No. _____ Exp. _____ Security Code _____

Signature _____

Billing Address _____

City _____ State _____ Zip _____

All checks should be made out to the *American Heart Association* and mailed with the commitment form to
American Heart Association
Attn: Hayley Foster
122 East 42nd Street, 18th Floor
New York, NY 10168

For more information and for electronic submissions contact Hayley Foster at 212-878-5929 or hayley.foster@heart.org

For income tax purposes, your gift or pledge payments are tax deductible to the full extent allowed by the law. Please consult your tax advisor.

THANK YOU FOR YOUR SUPPORT!