

2015 ANNUAL REPORT

Eric Paredes Save A Life Foundation

Our Vision

That Sudden Cardiac Arrest (SCA) will be exposed as a grave and overlooked health risk affecting young people, which will lead to mandatory cardiac screenings and the required placement of AEDs in schools and youth centers.

Our Purpose Saving lives is paramount to our mission and prevention is the goal.

- ▶ Facilitate awareness and education of the signs and symptoms of SCA
- ▶ Coordinate frequent heart screenings to identify youth at risk
- ▶ Connect at-risk youth to medical and emotional support services
- ▶ Outreach to diverse and underserved youth
- ▶ Encourage CPR/AED training in the Cardiac Chain of Survival
- ▶ Contribute AEDs to schools and youth centers in need
- ▶ Advocate for SCA awareness and prevention legislation
- ▶ Contribute to the national dialogue on SCA prevention in youth

Our Mission

Through awareness, education and action, our mission is to influence families, educators, elected officials and the medical community to recognize the incidence of youth SCA and the importance of preventative heart screenings, equipping schools with automated external defibrillators (AED) and CPR/AED training.

At A Glance Since 2010

Nearly **18,000** youth screened



365 Cardiac abnormalities identified requiring followup

155 at risk for sudden cardiac arrest



Participating youth came from nearly



10 AEDs placed in schools or youth centers



Youth heart screening events



Recognized by nearly a dozen regional and state elected officials



ANNUAL REPORT 2015 in Review



Screenings

Six free youth heart screenings hosted in **four** school districts

Half of parents surveyed were not aware of the risk of sudden cardiac arrest to their youth

39% female and **61%** male, **82%** are student athletes

These in-kind partners added significant value to our screenings:
Suja Juice • Jersey Mike's • Z90.3 Radio • KUSI-TV • Cox

Screening Year	Teens Screened	Hearts with Abnormalities	Teens Found at Risk
2010	961	31	11
2011	2,699	64	31
2012	2,155	51	25
2013	3,924	67	33
2014	4,091	85	35
2015	4,090	68	22
Total	17,950	365	155

Awareness



More than **30 news stories** on broadcast, radio and print outlets in San Diego



Over a dozen presentations to community groups on Sudden Cardiac Arrest



Increased Facebook fans by **46%** and reached nearly **400,000**



Nearly 1,500 SCA prevention TV and radio public service announcements



Nearly 25,000 website visitors; a 22% increase over 2014



People are talking about us, motivating **25%** of screening participants via **word of mouth**

Mentored Screenings

We proudly mentored these exceptional organizations to support their initiative to create screening programs in their communities



YUMA REGIONAL MEDICAL CENTER



VIA HEART PROJECT



SAVING HEARTS
FOUNDATION



45% of screening participants are motivated by communication from our school champions



Distributed SCA prevention information to **tens of thousands** of families

CPR/AED Education



Placed 4 AEDs in 2015

Hands-only CPR and AED demonstrations to **nearly 7,500** youth & parents

Support

Introduced **Connected by Hearts** to local families with youth found at risk or living with a heart condition

Created Heart Partner team to reach out to youth and families

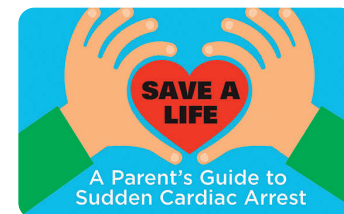
Connected By Hearts
A Program of Parent Heart Watch



Outreach

Half of screened youth represent **diverse ethnicities**

40% of youth from moderate to extremely low-income households. Hundreds without regular doctors and dozens without health insurance



Produced A Parent's Guide to Sudden Cardiac Arrest Prevention video

Advocacy

Sudden Cardiac Arrest Prevention Act

Collaborated with California Assemblymember Brian Maienschein to introduce legislation in 2016 to raise awareness of SCA warning signs and risk factors in schools statewide



Partnerships

California Interscholastic Federation (CIF)

On January 30, 2015 the CIF Federated Council voted unanimously to amend CIF Bylaws 22.B.(9) and 503 to include language enacting new training and education protocol on SCA prevention that is now incorporated into high school sports programs statewide



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Funding



Income

Donors	\$48,949
Screening Events	14,215
Grants.....	69,500
Golf Tournament.....	47,661
Sponsorships.....	18,850
Indirect Income	692
Mentored Screenings	16,727
Total	\$216,594

Programming

CPR/AED Program	\$3,927
Equipment	5,867
Liability Insurance	1,710
Awareness	35,909
Program Coordination	48,975
Screening Supplies	20,526
Mentored Screenings	4,234
Truck/Storage	19,887
Subtotal	\$141,035

Operations

Bank/Bookkeeping	\$3,218
Executive Director	21,667
Expenses	6,943
Fundraising	23,864
Scholarships	2,500
Training.....	11,028
Subtotal	\$69,220
Total Expenses.....	\$210,255

In-Kind Donations

Nearly 1,000 medical and lay volunteers contributed over 5,500 hours valued at \$196,000
 Professional CPA and legal services valued at more than \$3,000
 Golf Fundraiser support valued at more than \$14,000

EP Save A Life 5-Year Funding History

	2011	2012	2013	2014	2015
Grants	\$0	\$0	\$0	\$65,000	\$69,500
Sponsorships	\$30,000*	\$0	\$20,000	\$32,000	\$18,850
Donations	\$5,600	\$13,250	\$24,800	\$44,500	\$63,250
Silent Donor	\$160,000	\$50,000	\$75,000	\$90,000	\$0
Special Event**	\$72,600	\$60,750	\$32,250	\$83,500	\$48,000
Mentored Screening	n/a	n/a	n/a	n/a	\$17,000
Total	\$268,200	\$124,000	\$152,050	\$315,000	\$216,600

*2012 \$15,000 sponsorship renewed in 2011 calendar year

**alternates between gala and golf event every other year

Our Funding Partners

Walter J. & Betty C. Zable Foundation
 David C. Copley Foundation
 Cristian's Big Heart 5K
 Scripps Health
 Driven to Care/Discount Tire
 Sycuan
 Zodiac
 CECO
 Heartland Associates
 Ramona Community Foundation
 Realty Executives
 McDonald Family Foundation
 Soapy Joe's Carwash
 Sprouts Chula Vista/Eastlake
 Whitmarsh Foundation
 Michael A. Zupfer CPA
 Nth Generation
 Blue Shield
 Jersey Mike's Subs
 WAI
 Qualcomm
 Polaris
 Domanica Foundation
 J Public Relations
 In-Line Collision
 Adovocare
 CalCoast Escrow
 City National Bank
 Copper Electric, Inc.
 Hollywood Estates
 Mortgage One Lending
 Shaffer Dental
 Southwest Sports Medicine
 Via Foundation

Plus more than 250 individual donors who have become sudden cardiac arrest champions.