



WE



33,382
Hearts Screened

ARE



520
Cardiac Abnormalities

TAKING



3
SCA Prevention Bills in CA

PREVENTION



143
AEDs Placed

TO



52,600
CPR/AED Trained

HEART



300,000
Hearts Protected

ANNUAL
OUR INITIATIVES &
REPORT
ACCOMPLISHMENTS
2019



National CME
SCA Prevention in Youth



Screen Your Teen

Heart screenings are not part of well-child exams or sports physicals, even though SCA is the #1 killer of student athletes and the leading cause of death on school campuses. Screenings include a cardiac risk assessment, EKG, echocardiogram and consultation with a cardiologist. We provide free screenings to youth ages 12 to 25 to identify cardiac abnormalities that put 1 in 300 youth at risk for SCA.



Call Push Shock

We provide interactive demonstrations of hands-only CPR and how to use an automated external defibrillator (AED)—the only life-saving measures once SCA strikes. When minutes can mean the difference between life and death, we are preparing the next generation of lifesavers by empowering youth to respond to a cardiac emergency. Studies show bystander CPR can triple an SCA victim's chance of survival.



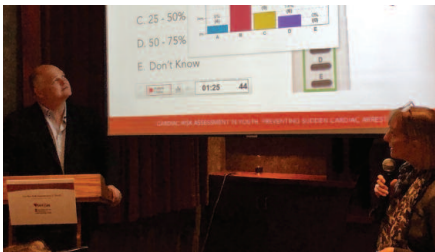
Save A Heart, Save A Life

AEDs are the only way to restart a heart in cardiac arrest, but they're not mandated in schools and youth centers. Every minute's delay decreases the chance of survival by 10%, which is why communities must be as well-practiced in cardiac response as they are fire drills. We place AEDs and advocate for the implementation of cardiac emergency response plans anywhere youth congregate.



Keep Their Heart In the Game

Through AB1639 and AB379, we've sponsored landmark legislation that mandates youth athlete safety protocol in California's K-12 school-sponsored athletic activities and community sports programs. SCA resources are included in the 2019 revision of the Health Education Framework, and new legislation through AB1933 hopes to standardize cardiac risk assessment and inform parents about EKG testing.



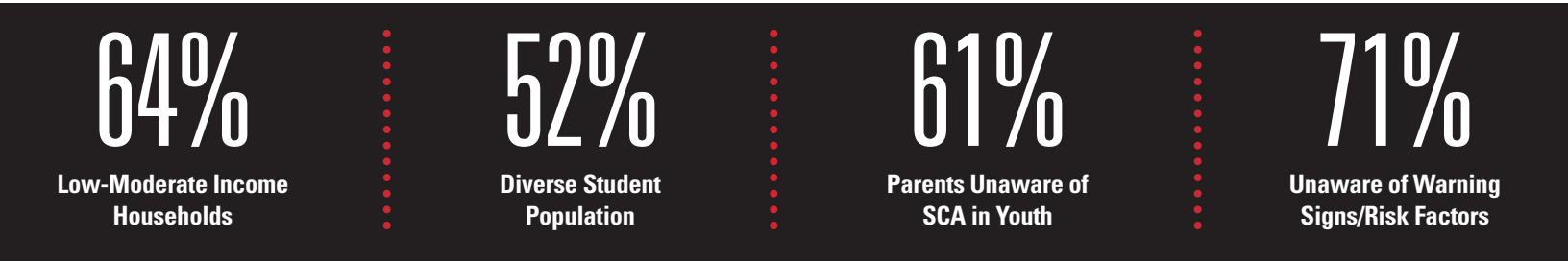
Prescription for Prevention

In partnership with SDSU's Institute for Public Health and UC Irvine, we produced the first CME/CNE on incorporating Sudden Cardiac Arrest prevention into primary care practices. Studies show cardiac consideration is an often overlooked area of assessment. The training module reviews SCA warning signs, risk factors and recommended diagnostic testing protocol.



Taking Prevention to Heart

Through presentations, exhibits, research, working groups and collaborations with colleagues in San Diego, California and the nation, we are advancing a culture of prevention at home, in school, on the field and at the doctor's office. The footprint of Eric's legacy will drive comprehensive systemic change in health literacy, medical practice and policy, that will impact the State of California and beyond.



Eric was a healthy teen looking forward to being on his high school varsity wrestling team. An outgoing, energetic, charming young man who lived life, his family and friends, Eric was known for his smile. He was passionate about being a change-maker. He wanted to be a police officer. In July 2009, as the family prepared for a family vacation, his mom left the house for an appointment and his dad came home for lunch 20 minutes later. He found Eric collapsed on the kitchen floor and started CPR, but it was too late. Eric had become a victim of Sudden Cardiac Arrest. Life changed that day, forever.

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Recognizing our Generous Community Partners



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2019 INCOME/EXPENSE REPORT

Financial Narrative

- Program to operating expense ratio remains at a healthy 76:24 percent
- Program expenses augmented by adoption of new strategic goal to launch initiatives to standardize SCA prevention practice and protocol
- Operating expenses augmented by increase in staff from 1 to 1.5 FTE to accomplish expanded objectives
- Permanent Screen Your Teen Endowment continues to contribute to the program’s sustainability
- Income from assets acquired through a generous stock donation in 2016 continue to augment income and support new initiatives
- Financial health of organization enabled foundation to focus on donor/volunteer “give back” versus fundraising via special events to mark the foundation's 10th anniversary
- EOY income reinvested in 2020 initiatives to support SCA prevention



Income	2019	2018	2017
Individual Contributions	182,130	104,055	105,378
Grants	50,500	30,500	126,204
Sponsorships	54,450	87,480	7,000
Special Events	N/A	40,433	23,312
Other Income*	165,139	140,464	80,289
TOTAL	452,219	\$402,932	\$342,183
Operating Expenses	102,242	86,382	46,433
Program Expenses			
Save A Heart, Save A Life AED Program	62,362	94,652	647
Free AEDs for schools and youth centers with cardiac emergency response planning education. Includes AEDs, cabinets, program coordination			
Screen Your Teen	194,193	195,619	201,549
Free youth heart screening events with CPR/AED training and SCA education for youth ages 12 to 25, including outreach, collateral, media, screening supplies, signage, truck/storage, liability insurance, IT, webmaster/design services, program coordination, expenses			
Taking Prevention to Heart	70,578	26,444	18,194
Initiatives to standardize SCA prevention practices, including development of free SCA educational resources; free CME primary care training module; advocacy through state legislation; local and state professional association presentations; program coordination and expenses			
SUBTOTAL	\$327,133	\$316,715	\$220,390
TOTAL EXPENSE	\$429,375	\$403,097	\$266,823
NET INCOME	\$22,844	-\$165	\$75,360

*Interest, Dividends, Investment Return, Donated Stock Sale, Release of Temporarily Restricted Funds