

WE



34,121
Hearts Screened

ARE



527
Cardiac Abnormalities

TAKING



165
AEDs Placed

PREVENTION



292,265
Hearts Protected

TO



139
Took Free SCA Prevention
Training for Sports Programs

HEART



328
Took Free Medical Training

ANNUAL
OUR INITIATIVES &
REPORT
ACCOMPLISHMENTS
2020



114
Students Learned SCA
Prevention Curriculum



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. The pandemic paused our free screenings to identify cardiac abnormalities that put 1 in 300 youth at risk for SCA, but we are planning to restart in 2021. With COVID's impact on heart health, screening has become even more important.



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. During the pandemic we continued to place AEDs and mentor organizations to implement cardiac emergency response plans.



Keep Their Heart In the Game

With youth sports on hold due to COVID, we took the opportunity to promote compliance with our two state sudden cardiac arrest prevention laws (AB1639/379) so sports communities would be prepared to protect student athletes. We now provide free compliance resources, including mandated SCA information sheets in nine languages and SCA prevention training for coaches and athletic trainers.



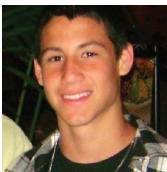
Prescription for Prevention

Hundreds took our free, accredited, on-demand medical training to help primary care practitioners incorporate robust cardiac risk assessment into their practices. With the majority citing a lack of confidence in recognizing warning signs and risk factors of a potential heart condition, post-testing showed they learned something new and planned to make changes in their well-child exams and sports physicals.



Smart Hearts Don't Miss A Beat

To change the SCA survival rate, this public health crisis requires a new approach to a time-worn problem. We need to create cultures of prevention where youth learn so the next generation grows up knowing how to protect young hearts. We piloted this curriculum in San Diego County with health pathway students and will plan to take the program to the next level in 2021 for both independent and classroom study.

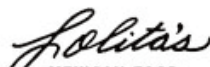


Eric was a healthy teen looking forward to being on his high school varsity wrestling team. An outgoing, energetic, charming young man who lived life, his family and friends, Eric was known for his smile. He was passionate about being a change-maker. He wanted to be a police officer. In July 2009, as 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



2020 INCOME/EXPENSE REPORT

Purpose

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.

Financial Narrative

- Program to operating expense ratio remains at a healthy 75:15 percent.
- Permanent Endowment continues to contribute to the sustainability
- Assets acquired through generous stock donation in 2016 continue to augment income and support new initiatives
- COVID-19 impact on operations affected a 27% decrease in expenses, specifically targeting Screen Your Teen program due to pandemic shutdown
- COVID-19 impacted 2020 renewal of previously received grants and sponsorships so income was supplemented with the release of our foundation's temporarily restricted funds
- 2020 net income reinvested in 2021 initiatives to support SCA prevention



Income	2020	2019	2018
Individual Contributions	108,240	182,130	104,055
Grants	46,500	50,500	30,500
Sponsorships	26,500	54,450	87,480
Special Events	N/A	N/A	40,433
Other Income*	195,933	165,139	140,464
TOTAL	\$377,173	\$452,219	\$402,932
Operating Expenses	55,457	102,242	86,382
Program Expenses			
Save A Heart, Save A Life AED Program	33,286	62,362	94,652
Free AEDs for schools and youth centers with cardiac emergency response planning education. Includes AEDs, cabinets, program coordination			
Screen Your Teen	60,948	194,193	195,619
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**	154,166	70,578	26,444
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	\$303,857	\$327,133	\$316,715
TOTAL EXPENSE	\$377,173	\$429,375	\$403,097
NET INCOME	\$73,316	\$22,844	-\$165

*Interest, Dividends, Investment Return, Release of Temporarily Restricted Funds

**Includes Keep Their Heart in the Game, Prescription for Prevention and Smart Hearts Don’t Miss A Beat as well as other expenses related to our mission.



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