Our Mission:
Building healthier lives, free of cardiovascular diseases and stroke.
• Heart disease is America’s #1 killer. Stroke is No. 4.
• More than 2,200 Americans die from cardiovascular diseases every day.
• 1 in 3 Americans lives with cardiovascular diseases.
• Risk factors for cardiovascular diseases and stroke remain high.
• Cardiovascular diseases cost our nation more money than any other illnesses.

• Heart disease is America’s #1 killer. Stroke is #4. Annually, more women die of heart disease than all forms of cancer combined.
• Risk factors for cardiovascular diseases and stroke remain high, including physical inactivity, poor diet, obesity, smoking and high blood pressure.
• Founded in 1924, the AHA is the nation's oldest and largest voluntary health organization dedicated to fighting cardiovascular diseases
• The American Stroke Association was founded as a division in 1998.
• The AHA is an international organization with about 150 local offices across the U.S. and 2,700 full-time employees; 3 international offices. (Belgium, Dubai, Hong Kong)
• Is a Volunteer-driven organization with over 22 million volunteers. The AHA’s Board of Directors and board appointed committees are staffed solely by volunteers.
• In 1997, the AHA consolidated from 56 separately incorporated entities into 1, headquartered in Dallas.
• It’s Total Revenue for Fy11-12 was $630m
• It’s Net Assets at 6/30/12 $674m (NFP form of Shareholder’s Equity)
We Fund Innovative Research:
• We fund more research into cardiovascular diseases and stroke than any U.S. entity outside the government (over $3.4 billion since 1949).
• Scientific breakthroughs we’ve funded include the first artificial heart valve, implantable pacemakers, cholesterol inhibitors, CPR techniques and standards, microsurgery and drug-coated stents.
• We have funded 13 Nobel Prize winners, nine of whom won for work funded by the association.

Professional Ed:
• Train scientists and healthcare professionals with
• AHA approved scientific statements and guidelines
• Professional Journals with the latest science and research outcomes
• Annual Scientific conference that hosts over 25k medical professionals, as well as other smaller specialty conferences
• Hosts 13 Scientific councils – professional associations similar to the IIA
• Step by step scientific guidelines that help Hospitals improve quality of care and eliminate health disparities
• Hospitals can qualify for certification that identifies they are prepared specifically for treatment of stroke and heart disease
• Incorporating this into the Emergency Management System ensures patients are taken to the appropriate hospital.

Consumer Health & Education:
Educates the public to prevent heart disease and stroke and Creates programs to help people improve their health
- More than 13 million people trained in lifesaving CPR techniques every year
- Life’s Simple 7 – interactive tool to assess your risk and simple actions to improve your heart health
Advocacy:
• We can make the biggest impact on people’s lives by advocating for stronger public health policies, like the
• Smoke-free laws established across U.S.
• Improved nutritional labeling
• And in schools, requiring Healthier foods, more P.E. and CPR training

Cause Initiatives
• programs designed to reach those most at risk, including women, African-Americans and Hispanics
• Go Red For Women - Heart disease is the No. 1 killer of women, taking more lives than all forms of cancer combined. Yet only 1 in 5 women believe heart disease is their greatest health threat. February is the month we focus on raising awareness about heart disease and Go Red in new and bold ways - turning every landmark, every Main Street, every organization and social media page RED to shine a spotlight on the No. 1 killer of women.
• Power To End Stroke - an education and awareness campaign that unites people to help make an impact on the high incidence of stroke within their communities.
• My Heart My Life - interactive tools and tips for making healthy choices on physical activity (there’s even a walking path app), nutrition (delicious recipes, heart checkmarks on foods & restaurants), weight management, stress mgmt & smoking cessation

Fundraising:
• Special Events – Individual & Corporate Sponsors support Heartwalks, Heart Balls, Go
Red For Women events

- Youth focused activities - Jump Rope For Heart and Hoops for Heart – provide fun activity, lessons on the heart and nutrition, as well as raise funds
- Employee Giving through Employers or the United Way
- Individual Giving, Memorials and Tributes
- Direct Response/Mail – Dear Neighbor program
- Corporate Sponsorships
- Government Grants and Contracts
Our Audit & Consulting Services (ACS) department reports

- functionally to the A/C and the CEO.
- And administratively to the CAO/CFO.

We function as staff support to the A/C with our annual risk assessment and audit plan and active participation at each AC meeting.
• Audit Committee members are volunteers who bring their expertise from senior level positions at companies located across the US.
• Some are retired CEOs, public accounting partners and General Counsels
• They meet 4 times a year
We ensure the quality of our audit operations through various governance, professional practice and communications activities.
Our audit objectives include the traditional focus of operations, compliance, financial and fraud reviews, as well as a focus on strategic alignment with the AHA’s mission and goals and risk assessment. We carry the objectives out in both audit and consulting projects.

### ACS Audit Objectives

- **C**ompliance with laws, regulations, policies, procedures, contracts, agreements
- **A**ccomplishment of Management Objectives
- **R**eliability of Financial Statements
- **E**valuation of Effectiveness & Efficiency of Operations
- **S**afeguarding of Assets & Strategic Alignment
Management has indicated they’ve found extra value in these areas:

- As the in-house champions of risk assessment, we guided the AHA in formalizing its ERM processes last year. Today in year 2, we continue working with management to assess their risks, controls and monitoring steps. Receiving very favorable feedback.
- We’re frequently called on to provide training on various topics, like risk assessment & fraud risk management.
- These next two value-adds were initially performed for our own benefit, but because management found such value in them, we’ve begun leaving them with them. And they love it.
• We have direct and regular involvement with the Audit Committee members
• Management is supportive of the IA function in both word and action
• There’s lots of variety, which gives lots of opportunity for us to do what we do best.
• Minimal travel
• We have a work environment that includes flex hours and working from home a couple days a week
• With staff and volunteers from all walks of life, we get to meet many interesting people
• But best of all, the AHA has been awarded the Best Non-Profit to Work For for 3 years by the Non-Profit Times.
We’re excited about serving the American Heart Association’s internal audit needs.
• Check out the AHA’s informative & interesting website for information on heart disease and stroke, tips for getting healthy, delicious recipes and tools like Life’s Simple 7 - simple tool so you know where you stand on your road to good health and simple changes that make a difference.

• To talk to a live person, call our National Service Center – it’s open 24/7.

• Go Red For Women during the month of February – Learn the warning signs and share with the women in your life.

• Learn CPR – it’s quick and easy and it could make you a Hero. Here’s a quick video to show you how.

• http://www.youtube.com/watch?v=n5hP4DIBCEE