



American
Heart
Association.

THE HEART OF
BOSTON

2024 - 2025

IMPACT & ENGAGEMENT REPORT



A Year In Review

Adelphi



American Heart Association
Heart and Stroke Ball
Boston

A YEAR IN REVIEW

**ADELPHI GROUP &
THE AMERICAN HEART ASSOCIATION**

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**Thanks to
Adelphi Group**





Special Thanks from our Executive Director

Your Impact, Our Gratitude

Our mission is to be a relentless force for a world of longer, healthier lives. As we move into the second century of our work, we are advancing health and hope for everyone, everywhere.

In our first century, led by our volunteers, the American Heart Association helped change the world from one where cardiovascular disease cut short the lives of nearly everyone it touched. Today, as we look at the landscape of transformational medical discoveries and health solutions that are saving the lives of millions, we are boldly setting a vision for continuing our legacy of life-saving work.

Building on over 100 years of trusted leadership in cardiovascular and brain health, by 2028 the AHA will drive breakthroughs and implement proven solutions in science, policy and care for healthier people and communities. The greatest discoveries in health must reach people where they are.

Through the Heart of Boston Campaign this year, you funded research and met critical immediate community health needs like installing blood pressure screenings in public libraries, places of worship and community health clinics. Your support enabled us to set up Cardiac Emergency Response Plans, install AEDs, and teach CPR to children and adults alike. Donors like you provided refrigeration for food pantries to increase their capacity to offer heart-healthy produce and proteins. Together, we addressed medical and healthy lifestyle support for tens of thousands of Massachusetts residents.

As a bronze sponsor in Massachusetts, I want to sincerely thank Adelphi Group for your vital role in the 2025 Heart of Boston Campaign's success. Together, we are a relentless force for a world of longer, healthier lives.

With heart and gratitude,

A handwritten signature in black ink that reads "Karen A. Whitefield".

Karen Whitefield
Executive Director

American Heart Association in Massachusetts

SUPPORTING SCIENCE

Adelphi Group

Thank you for funding critical research

The findings of research that the AHA funds afford our community hospitals the medical advancements and knowledge they need to treat cardiovascular (CVD) and cerebrovascular illnesses. As the largest non-profit funding source of CVD and stroke research next to the federal government, AHA research impacts nearly every aspect of treatment because we help contribute to the basic understanding of systems underlying normal function and disease.



When the American Heart Association funds research, it improves cardiovascular health and outcomes through innovative approaches to research. And when early career investigators are funded by the Association, it is a catalyst for their career trajectory.

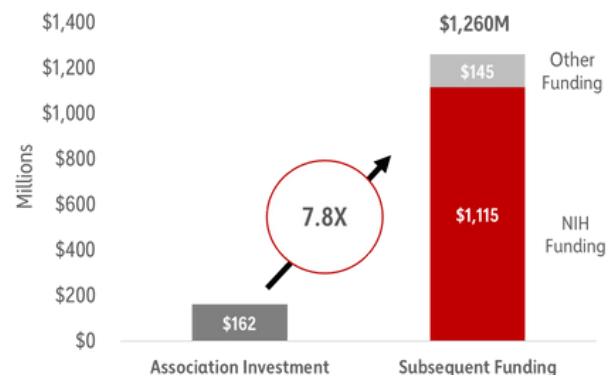
ENHANCING CAREERS - THE MULTIPLIER EFFECT

A recent analysis found that about 60% of Association early career awardees receive subsequent funding from the National Institutes of Health.

ONGOING NEEDS - UNFUNDED RESEARCH

In 2022-23, the AHA funded 885 new projects, totaling \$177.6 million.

However, an additional 2,890 applications, **totaling \$570 million**, were not funded.



SCIENCE IS IN OUR DNA

It's a pillar upon which the American Heart Association was founded and will always be a part of our ongoing legacy.



AHA FUNDED RESEARCH ENHANCES CAREERS

It's a pillar upon which the American Heart Association was founded and will always be a part of our ongoing legacy.



AHA FUNDED RESEARCH DRIVES INNOVATIVE RESULTS

Forward-thinking approaches to research lead to advancements in cardiovascular care.



American Heart Association

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HARNESSING HEALTH FOR ALL

Adelphi Group

PATIENTS

Reducing Chronic Conditions



Every person deserves the opportunity for a long, healthy life. For the 100 million+ Americans who live with hypertension, high cholesterol, or type 2 diabetes, that opportunity may not exist. Our quality improvement and registry programs connect local hospitals with current evidence-based guidelines and accurate measurement tools to help them achieve their goal of providing excellent care to patients experiencing these conditions.



HEALTHY LIVING

Food Security



When people lack access to healthy food, they face an increased risk of obesity, heart disease, diabetes and

some types of cancer. We are raising awareness about how diet can impact overall health. We are also providing resources to make healthy meals at home and advocating for access to healthy, affordable food in communities where it can be hard to find.



COMMUNITY RESPONSE

CPR Training & AED Access



If performed immediately, CPR can double or triple the chance of survival after cardiac arrest. Unfortunately, only 46% of people who experience an out-of-hospital cardiac arrest receive care from a bystander. This rate is even lower among Black and Latino adults and women. That's why we're training people to step up and help in an emergency.



TOBACCO & VAPING

Eliminating Use



Massachusetts became the first state in the country in 2020 to eliminate the sale of flavored tobacco products. The state has also increased taxes on e-cigarettes, expanded access to programs to help people quit tobacco, and increased fines for businesses caught selling tobacco products to

minors. In 2019, we successfully pushed Massachusetts to increase the minimum age to purchase tobacco products from 18 to 21.





BRAND RECOGNITION

Heart of Boston Campaign

Thank you for sponsoring the 2025 Heart of Boston Campaign. In gratitude for your generous support of our mission, your company was included on all promotional materials from the date of your pledge, shared with an audience of over 1,000 Boston community companies and business leaders.



BOSTON HEART & STROKE BALL

April 5, 2025

Thank you for joining over 400 guests and generously giving from your hearts to enable the Heart of Boston Campaign to raise nearly \$1 Million. Your support invests in the vast reach of the American Heart Association's work, represented at this year's event as four chambers—EQUITY, KNOWLEDGE, DISCOVERY and ADVOCACY. We are forever grateful for you – the Boston community. Your truly are champions for the mission of the AHA: to be a relentless force of a world of longer and healthier lives.



421
Event Attendees



15
Event Sponsors



Nearly \$1
Million
Raised



American
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**THE HEART OF
BOSTON**

**THANK YOU FOR MAKING A LARGE
IMPACT IN OUR COMMUNITY!**



Adelphi