

Annual Report 2019

WOMENHEART: THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE



WomenHeart is a national, patient-centered organization that supports, educates, and advocates for women living with and at risk of heart disease. We celebrated our 20th anniversary in 2019, embracing positive changes while carrying on our legacy programs.

OUR 20TH ANNIVERSARY

After a year-long search, the Board of Directors announced Celina Gorre as the new CEO of WomenHeart in May 2019. A public health leader, Celina brought more than 15 years of experience in global health, corporate social responsibility, and research funding to the organization. Earlier in the year, WomenHeart launched a new logo and a revamped, more modern website. In keeping with our legacy, WomenHeart trained 26 women living with heart disease at the 2019 Science and Leadership Symposium to support women in their local communities.



SUPPORT

Providing support to women living with heart disease is a fundamental priority of WomenHeart. Annually WomenHeart provides emotional support and guidance to women heart patients through peer-to-peer engagement with WomenHeart Champions through local support network meetings, patient visits and SisterMatch.

WomenHeart Champions reached **7,214** women through Support Network meetings, in-hospital patient visits and one-on-one support. Champions also hosted **517** Support Network meetings held nationwide, **900** patient visits and distributed **2,407** HeartScarves.



EDUCATE

WomenHeart develops educational materials and campaigns to raise awareness about heart disease for women, to inform about specific diagnoses and to empower women with the information they need to advocate for themselves. In 2019, WomenHeart:

- Debuted a national education PSA, “The Race to Save Lives,” to raise awareness of the signs and symptoms of heart disease in women. It reached over 1 million impressions in 34 states and was awarded two (2) Telly Awards for Public Service/Social Responsibility and Public Interest/Awareness.
- Launched How We Fight, a campaign empowering women with heart failure. Nationally supported and sponsored by Novartis, the campaign featured 20 videos of women with heart failure answering commonly asked questions and offering inspiration.
- Hosted four Facebook Live events focused on patients’ rights about health insurance denials, heart failure risks and management and how to thrive with heart failure.
- Released infographics on cardiac diagnostic testing and on cholesterol and heart health.

WomenHeart Champions distributed **48,010** Red Bags of Courage© and **4,514** Spanish Red Bags of Courage. Champions participated in **280** Community Event reaching **70,307** people.



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ADVOCATE

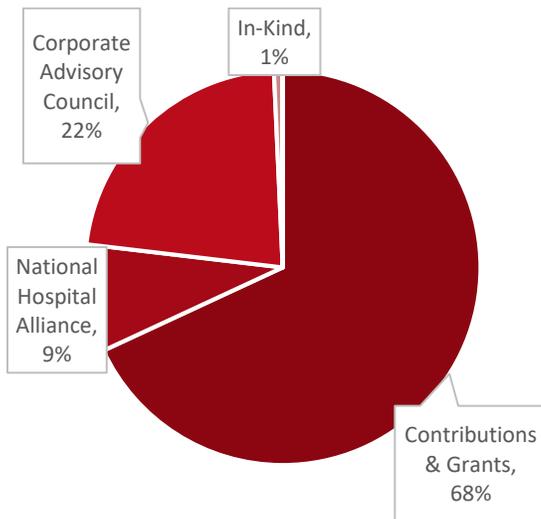
WomenHeart advances federal policies that support women living with and at risk of heart disease. WomenHeart engages *WomenHeart Champions* as patient advocates and storytellers in order to impact policies. In 2019, WomenHeart released a Federal Policy Agenda to guide our priorities in the 116th Congress (2019-2020). WomenHeart hosted two Congressional briefings focused on (1) women’s participation in clinical trials and (2) the impact of Peripheral Artery Disease (PAD) on women.

In 2019, WomenHeart generated:

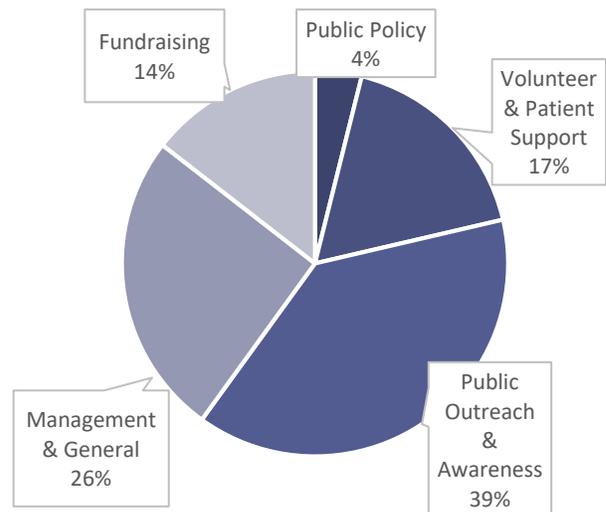


FINANCIALS

Revenue – \$ 2,084,286



Expenses – \$ 3,154,914



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