

Annual Report 2020

WOMENHEART: THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient-centered organization serving the millions of American women living with or at risk for heart disease – the leading cause of death in women. WomenHeart is devoted to advancing women's heart health through advocacy, community education, and a patient support network for women living with heart disease.

FACING A GLOBAL PANDEMIC

Amidst the challenges that 2020 presented, WomenHeart never stopped fighting for women's heart health. We helped women with heart disease triumph with resilience, perseverance and grace. We provided education about the risk of heart disease and COVID-19 – always with a clinician's expertise and a patient's perspective – and we advocated for policies that responded to the unique needs of women living with and at risk of heart disease during a public health crisis. Like



other organizations, we re-designed our in-person activities to be all virtual, from support network meetings to our annual Wenger Awards gala and National Hospital Alliance Conference to our Science & Leadership Symposium, where we trained 29 new volunteers to become *WomenHeart Champions*. WomenHeart prioritized the needs of our community, and during that time of uncertainty there was a fundamental truth that gave us hope - together we can do extraordinary things.

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.

In 2020, WomenHeart was able to:

| | | |
|---|---|--|
| 45 | 140 | 32,000+ |
| Host nearly 45 virtual support networks across the country | Provide 140+ volunteer hours per month to support women with heart disease | Support more than 32,000 women virtually at meetings and community events |



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EDUCATE

Throughout 2020, WomenHeart remained steadfast in our commitment to providing exceptional educational materials to women living with and at risk of heart disease, especially when there were so many questions about what COVID-19 means for people with chronic conditions like heart disease. Despite having to cancel all in-person activities, we found innovative and creative ways to continue providing our vital programs and educational resources. We utilized technology to amplify our impact and to reach women with heart disease in their homes. In 2020 WomenHeart:

- Converted our signature Science & Leadership Symposium into an online training program, with faculty from the Mayo Clinic and multiple live sessions to engage with the new class of *WomenHeart Champions*.
- Produced two PSAs, one educating on **cholesterol and heart disease** and the other focused on **the impact of WomenHeart**. They have informed and been watched by thousands of women since their launch.
- Developed and promoted an online education and wellness series called HeartTalks. These webinars covered COVID-19 and heart disease, healthy eating, staying active during the pandemic, and mental health.

HEARTTALKS

- WomenHeart hosted a webinar on Heart Failure and COVID-19, in partnership with the with the American Association of Heart Failure Nurses (AAHFN), and a Facebook Live on what women need to know about managing cholesterol.
- Created a **webpage** with resources dedicated to COVID-19, including guidance for keeping safe and healthy.
- Launched new story videos as part of **How We Fight**, a campaign empowering women with heart failure which is nationally supported and sponsored by Novartis.

WomenHeart Champions distributed **20,698** Red Bags of Courage and **1,323** Spanish-language Red Bags of Courage primarily during February's Heart Month, before the pandemic caused a nation-wide shut down that prevented most in-person events for the rest of the year. Our HeartTalks series and other virtual education programs garnered over **5,300** participants and views on YouTube, with thousands more being exposed to the events on social media.



Group photo of our newly trained WomenHeart Champions during their Science & Leadership Symposium Graduation.



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ADVOCATE

WomenHeart advances federal policies that support women living with and at risk of heart disease. Early in the year, we launched Advocacy Corps, a new effort for *WomenHeart Champions* to become skilled patient advocates who influence public policy to support women living with and at risk of heart disease. As part of this multi-year effort, in year one we recruited over 40 Champions to participate, held several meetings, and released a legislative toolkit on how to be an effective patient advocate, along with a Healthy Equity Advocacy resource.



WomenHeart's advocacy efforts aim to advance federal policies that support women living with and at risk of heart disease. In 2020, we saw two bills that we supported become law - to improve access to clinical trials and to help curb surprise medical bills for patients. Two other bills were passed in the House of Representatives - to raise awareness of the high rates of heart disease among South Asian Americans and to expand access to Medicaid to women postpartum, a growing policy priority for WomenHeart. In early March, WomenHeart hosted a briefing on Capitol Hill, in partnership with the American Heart Association, which focused on heart health and pregnancy. In addition to *WomenHeart Champion* Cecily Foster telling her heart story, other speakers included Congresswoman Robin Kelly (D-IL) and NHLBI Director Dr. Gary Gibbons.

In 2020, WomenHeart:



(L-R) Dr. Manisha Gandhi, Cecily Foster, Celina Gorre, Rep. Robin Kelly, Dr. Gary Gibbons speak at a Hill briefing about pregnancy and heart disease in March 2020.



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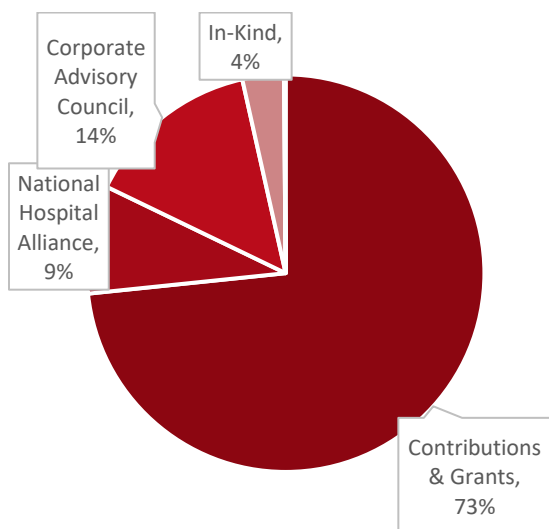
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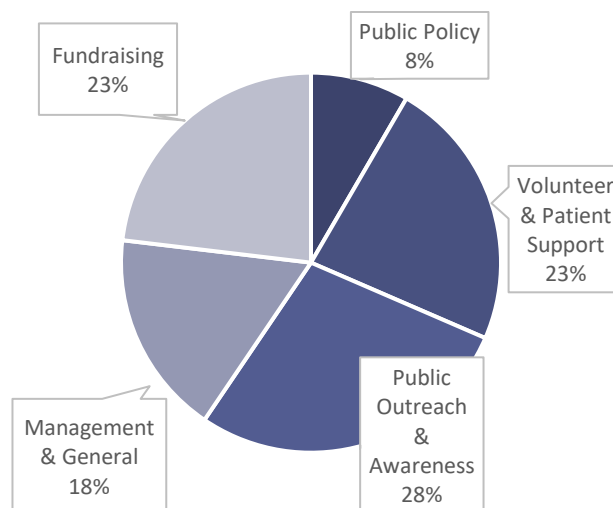


FINANCIALS

Revenue – \$ 1,674,327



Expenses – \$ 1,912,398



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