The faces depicted on the cover represent the children of Parent Heart Watch as of 2019, those lost in black and white and survivors in color. This represents a mere fraction of youth stricken by sudden cardiac arrest each year.
It has been both a challenging and rewarding year for Parent Heart Watch. On a national and local level, together we continue to elevate the groundswell of demand for better sudden cardiac arrest prevention protocol where youth live, learn and play. And yet, we continue to witness youth lost to what we know in our hearts and minds can be prevented.

This year, we came together to support our national movement, which in turn, has ensured continued progress to protect young hearts. Parent Heart Watch continued to raise awareness, place AEDs and implement cardiac emergency response plans in schools across the country through Get Charged Up! Our co-founded Call-Push-Shock campaign attracted significant attention, including the opportunity to present and promote it at national and international conferences. We perpetuated hard-hitting social media campaigns that engaged a record number of families in the dialogue to improve SCA prevention. The Cardiac Safety Research Consortium pilot got the green light to commence, and we look forward to participating in an inaugural effort to ultimately establish a meaningful cardiac risk assessment standard for all youth.

As a national movement we take great pride in each other’s accomplishments. And with one, unified voice, we will realize our vision to eliminate preventable deaths and disabilities from sudden cardiac arrest in youth by 2030.

Karen Acompora, Chair, Board of Directors
Parent Heart Watch is the only national voice solely dedicated to protecting youth from sudden cardiac arrest (SCA) and preventable sudden cardiac death. Founded in 2005 by four mothers who lost their seemingly healthy child to an undetected heart condition, PHW has grown from a grassroots network into a national movement to protect young hearts.

Parents who have lost a child to SCA or whose child is an SCA survivor or is living with a heart condition are joined by medical professionals and other passionate advocates to advance life-saving initiatives that drive the national dialogue on prevention.

Studies show that 1 in 300 youth has an undetected heart condition that puts them at risk. The lack of national prevention standards much less education around what sudden cardiac arrest victims weren’t even being counted. Reports now indicate progress, from an estimated 16,000 youth stricken in 2009, to 12,500 in 2013, to 9,500 in 2014 to around 7,000 currently.

Our pride resonates in this evidence of lives saved thanks in part to our passionate and unwavering commitment to protect young hearts where kids live, learn and play.

But the momentum of our mission to lead and empower others by educating and advocating for change has triggered research, registries and prevention initiatives to change the paradigm of youth lost. In fact, prior to our founding, young sudden cardiac arrest victims weren’t even being counted. Reports now indicate progress, from an estimated 16,000 youth stricken in 2009, to 12,500 in 2013, to 9,500 in 2014 to around 7,000 currently.

Our pride resonates in this evidence of lives saved thanks in part to our passionate and unwavering commitment to protect young hearts where kids live, learn and play.
Our Programs

Operation Prevention
Operation Prevention is a dynamic and transformative education program:

**WE CULTIVATE LOCAL CHAMPIONS**
who create life-saving community programs that drive the groundswell of demand for the prevention of sudden cardiac death in youth.

**WE ARCHITECT COLLABORATIONS**
that convert passive heart safety protocols into proactive prevention strategies in education, sports, and medical communities.

**WE EQUIP CAREGIVERS**
with the knowledge and tools to protect the young hearts with which they are entrusted.

Educational Advocacy

We educate stakeholders in school, sports and medical communities on the critical need for better sudden cardiac arrest prevention practices and protocol anywhere youth congregate. We forge meaningful partnerships with and make annual presentations to thousands of members of regional and national organizations across the country. As an information storehouse, we track youth lost to sudden cardiac arrest, which was the underpinning of our ability to catalyze the national Sudden Death in the Young Registry. We partner on research studies to affect policy change, and we co-author statements and resources to highlight the critical need to establish prevention protocol.

Heart to Heart

This dynamic three-day education platform kicks off Operation Prevention each January through a total immersion in the latest research and best practice protocols from industry experts on SCA prevention. Attendees include Parent Heart Watch members who advocate for SCA prevention in youth in their communities through professional work, education and outreach and service programs. To date champions have provided thousands of free or low-cost youth heart screenings, CPR/AED training and AEDs. Together these national champions fuel our movement to protect young hearts.

Get Charged Up

As co-author with the American Heart Association and 12 national health and safety organizations of the Cardiac Emergency Response Plan for Schools policy statement, template and implementation resources, this program models the importance of automated external defibrillators (AEDs) and Cardiac Emergency Response Plans (CERPs) in schools. In collaboration with allied health professional associations, PHW mentors schools in CERP implementation, which in turn earns them a free AED and accessories. To date CERPs have been implemented in 94 schools in 30 states.
Moving Pictures

Our national campaign in collaboration with SCA Foundation to champion a universal call to action is being perpetuated by 35 co-partners (and growing!) eager to respond to the Institute of Medicine’s call to action to leave our silos and work together to engage bystanders in how to save a life. The research-driven campaign was invited to be featured at national and international conferences in the coming year.

Call • Push • Shock

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Spreading the Word

More than 34,000 free materials were requested from prevention champions around the country, enabling us to educate thousands about warning signs, risk factors, early detection heart screenings and the cardiac chain of survival to protect young hearts.

We Got Charged Up!

Working with Northeastern University School Health Academy and SHAPE America, Year 3 of our program equipped 27 schools in 17 states with new AEDs after they worked with PHW to implement a Cardiac Emergency Response Plan on their school campus. Earning 5-heart accolades from participants, the program inspired the majority to pursue ongoing activities, such as CPR/AED training, drills, speakers and lesson plans on prevention.

Highlights of 2019

Spreading the Word

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Highlights of 2019
Back to School

PHW is working with Northeastern University School Health Academy to develop a CNE for school health professionals on how to implement a cardiac emergency response plan at school to combat the leading cause of death on campus. The training module development will be informed by a needs assessment survey that captured responses from 500+ participants.

The survey revealed that:
- School nurses are predominantly responsible for managing cardiac preparedness.
- More than half of schools don’t have a cardiac emergency response plan beyond calling 911.
- Their biggest challenge is not just funding an AED but ongoing maintenance costs.
- One third of school staff and the majority of students and parents don’t understand that an SCA victim’s heart has stopped.
- Two-thirds of staff and nearly all students and parents don’t realize that gasping or movement does not mean an SCA victim is breathing.
- One quarter of staff and three quarters of students and parents don’t understand that immediate bystander intervention is critical to survival.
- About half the population of school communities are not aware that CPR can triple the chance of survival, nor that anyone can use an AED—it will not hurt the victim.

SCA Advocacy

Presentations, training, staff development, keynotes, panel participation or testimony on SCA prevention was given across the country to thousands of key stakeholders.

- Brevard County Public Schools Board, Viera, FL
- Project ADAM National Meeting: National Partnership Initiative, Ann Arbor, MI
- National School-Based Health Care Convention, Washington, DC
- “Raising an Athlete” by Vidant Medical, East Carolina Prevention Center, Greenville, NC
- Ocoee Middle School, Ocoee, FL
- 11th Annual Go for the Greens, Orlando, FL
- Resuscitation Science Symposium, Philadelphia, PA
- Cardiac Arrest Survival Summit, Seattle, WA

Additionally, PHW supported the Walters Family at multiple community events to raise awareness and provide skills training following the death of their son, Hezekiah, at school, during football practice.

The Voice of SCA in Youth

American Academy of Pediatrics
- Section of Cardiology and Cardiac Surgery Advocacy and Public Policy

National Cardiac Arrest Collaborative
- Following the recommendations of the Institute of Medicine to leave our silos and come together to create a universal message on bystander engagement in a cardiac emergency, PHW is a member of this collaborative.

Sudden Cardiac Arrest Foundation
- Ongoing collaboration to grow the Call-Push-Shock movement, including its presentations at national and international conferences.

Cardiac Safety Research Consortium
- The National Cardiac Screening Warehouse Pilot Study is fully funded and commencing with the support of PHW and several of its member screening programs to ultimately establish a national screening data warehouse.

SHAPE America
- PHW collaborated for a third year on a program to engage physical educators in championing cardiac preparedness on their school campus.

Northeastern University School Health Academy
- PHW is collaborating with these academic experts in school health to identify resources to help make more campuses heart safe.

Parent Heart Watch advocates for SCA prevention in youth in collaboration with numerous national organizations and working groups.
Special Thanks to our Donors

$50,000 & Above
Dave & Susan Fiorelli

$15,000–$49,999
Louis J. Ascomora Memorial Foundation
Cardiac Science Corporation
Firehouse Subs Public Safety Foundation

$2,500–$14,999
Abbott
Andy Anderson & Martha Lopez-Anderson
Atran Foundation
Avive Solutions
Boston Scientific Corporation
Theresa Covington
Phillip & Jenne Deakymple
Max & Victoria Dreyfus Foundation
Facebook Donors
Swan Fisher Memorial Foundation

$1,000–$2,499
Michael & Taffi Abt-Lizzy Brait
Cardio Partners
Justin Carr Wents World Peace Foundation
Jonathan R. Cowley Memorial Fund
Kimberly Harmon

$500–$999
Jeffrey Bosman Heart Fund
Bertha & Joyce Campbell
Pat & Mary DeBake
James and Karen Dolan
Jonathan Drum
Laurie & John Finlayson

$100–$249
Michael & Taffi Abt-Lizzy Brait
Cardio Partners
Justin Carr Wents World Peace Foundation
Jonathan R. Cowley Memorial Fund
Kimberly Harmon

Thank You to Our Donors

Includes donation period of October 1, 2018–September 30, 2019
2019 Financial Report

**INCOME**

<table>
<thead>
<tr>
<th>Source</th>
<th>2019</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Individual Contributions</td>
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<tr>
<td>Foundation Support</td>
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<td>Corporate Support</td>
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<td>Gifts in Kind</td>
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<td><strong>Total Public Support</strong></td>
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**OTHER REVENUE**

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<td>Grants</td>
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<td>Conference Registration &amp; Sales</td>
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<td>Membership Dues</td>
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<td>Miscellaneous Income</td>
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<td><strong>Total Other Revenue</strong></td>
<td>$94,693</td>
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<td><strong>Total Income</strong></td>
<td>$297,666</td>
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**PROGRAM SERVICES**

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<td>Annual Conference</td>
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<td>Educational Advocacy</td>
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<td>Equipping Caregivers-Outreach</td>
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<td>Get Charged Up!</td>
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<td><strong>Total Program Services</strong></td>
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**SUPPORT SERVICES**

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<tr>
<th>Service</th>
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<td>Administration</td>
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<td>Fundraising</td>
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<td><strong>Total Support Services</strong></td>
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<td><strong>Total Expenses</strong></td>
<td>$272,353</td>
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76% of our expenses dedicated to programming.

FY2019 financials include October 1, 2018—September 30, 2019

**Heroes for Young Hearts Awards**

This outstanding group of sudden cardiac arrest prevention champions was honored at the 14th Annual National Heart to Heart in Houston for their dedication and commitment to the cause.

- **Susan Fiorelli**
  - Texas
  - Founders’ Award

- **Thomas DeBauche, MD**
  - Cody Stephens Go Big or Go Home Memorial Foundation
  - Medical Professional Advocacy Champion

- **Amy Walker**
  - Heart of a Husky, North Carolina
  - Adult Advocacy Champion

- **Xavier Hendrix**
  - Who We Play For, Florida
  - Youth Advocacy Champion

- **Lexi Sima**
  - Who We Play For, Florida
  - Young Survivor Champion

- **Women’s Auxiliary, Texas**
  - Dana Holden, Shari Juniel, Melody Stephens & Amy Travioli
  - Local Hero Champions

- **Scott Driscoll**
  - Quinn Driscoll Foundation
  - Hero In Memoriam