

# EVERY CHILD



Parent Heart Watch®

ANNUAL REPORT | 2024





Dominic A. Murray Memorial 21 Foundation



Gray's Army Foundation



Greg Holthaus Memorial Fund



Louis J. Acompora Memorial Foundation

As a thought leader in sudden cardiac arrest prevention among children and young adults, Parent Heart Watch remained dedicated to its mission to educate and advocate for stronger prevention standards nationwide—ensuring safer environments where kids live, learn, and play.



This year, we partnered with the NFL's Smart Heart Sports Coalition to make AEDs more affordable for schools and youth sports teams. We collaborated with the American Heart Association and Project ADAM to enhance a free, evidence-based toolkit for cardiac emergency response planning. Through our engagement with the National Association of School Nurses, we advanced efforts to prioritize cardiac emergency preparedness on school campuses. Additionally, we provided free training on the International Criteria for ECG Interpretation in Athletes.

We began mentoring 22 schools and youth-serving organizations on implementing cardiac emergency response plans, enabling them to earn an AED through our Get Charged Up! program. Looking ahead, we are spearheading the first-ever National Youth Heart Screening Day, joining forces with organizations across 15 states to drive life-saving prevention.

As we approach our 20th anniversary of protecting young hearts, we proudly reaffirm our commitment: Together We Will.

Teresa Mago, Chair, Board of Directors  
Founder, Zac Mago Foundation, Indiana

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Marketing & Communications Manager  
Georgia



## Every Child. Every Heart.

### **Our Mission**

Parent Heart Watch is the leading national organization solely dedicated to protecting children and young adults from sudden cardiac arrest (SCA) and preventable sudden cardiac death (SCD) by educating and advocating for change.

### **Our Vision**

Eliminate preventable deaths and disabilities from sudden cardiac arrest in children and young adults.

### **Our Focus**

- Establishing a mandatory registry to accurately track the true incidence of SCA/SCD in youth
- Improving cardiac risk assessment by recognizing warning signs, risk factors and family heart history—both at home and with medical providers
- Promoting early detection of at-risk heart conditions through preventive ECG screening
- Empowering bystanders to Call-Push-Shock to save a sudden cardiac arrest victim
- Increasing AED access in schools and other youth-serving organizations to prevent a leading cause of death
- Implementing cardiac emergency response plans where kids learn and play
- Advocating for life-saving legislation and policies to elevate the standard of care

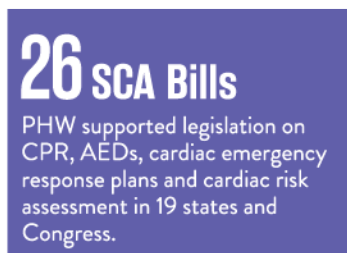
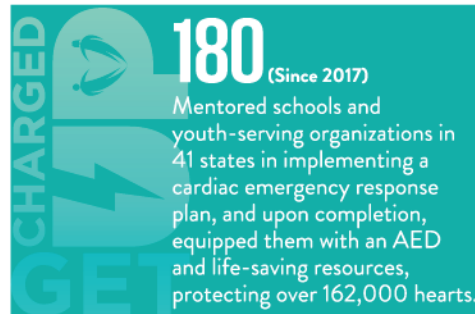
The SCA survival rate is just ~10%, with only ~41% of SCA victims receiving CPR from a bystander and a mere ~12% receiving a shock from a publicly accessible AED. Plus, just a fraction of the country's youth undergo a comprehensive early detection cardiac risk assessment. To save more lives we must make prevention a priority.

Our work is a tribute to the 23,000 families who lose a child to sudden cardiac arrest each year — and a promise to champion prevention for every child, every heart.

Our national movement is fueled by thousands of advocates spanning education, sports, medical and elected communities, along with parents who have lost a child or whose child survived. Together we are committed to protecting other families from the devastating impact of sudden cardiac arrest.



# By the Numbers



\*34% of PHW membership reporting on their activities



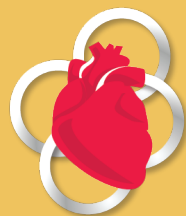


## Highlights of 2024



Parent Heart Watch's flagship event serves as a powerful platform, inspiring innovative collaborations to bridge critical gaps in youth health and safety protocols. This dynamic, three-day educational experience empowers and equips attendees to develop and sustain community prevention programs that have become national models for change (see By The Numbers).

Medical and allied health professionals, adult and youth advocates and sudden cardiac arrest survivors are honored as Heroes for Young Hearts for their dedication to advancing prevention in their communities. Ultimately, this annual conference drives initiatives to elevate the standard of care, with the potential to save thousands of lives year after year.



**CARDIAC SAFETY**  
RESEARCH CONSORTIUM  
**CSRC**

### Think Tank

In partnership with the Cardiac Safety Research Consortium, Heart to Heart featured a special pre-event: *Prevention of Sudden Death in the Young: A Pathway to Survival*. The think tank brought together medical, regulatory, industry experts along with individuals impacted by SCA and SCD, to examine barriers, advancements and strategies for establishing a national standard of care.







**FEB 1  
2025**



**NATIONAL  
Youth Heart  
Screening Day**  
EVERY KID. EVERY HEART.

## Highlights of 2024

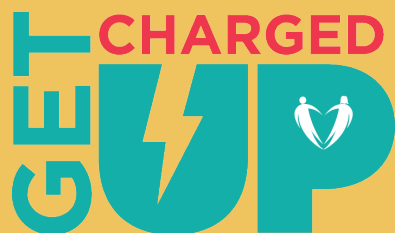
Inspired by strategic discussions at Heart to Heart, Parent Heart Watch began planning the first-of-its-kind sudden cardiac arrest (SCA) prevention event—a nationwide call to action to screen Every Kid. Every Heart.

Typical well-child checkups and preparticipation physical evaluations miss up to 90% of youth at risk for SCA. For nearly two decades, Parent Heart Watch and its member organizations have advocated for stronger prevention standards through comprehensive heart screenings that include an ECG with physician interpretation, which is known to increase the ability to detect fatal cardiac conditions to 94%.

Slated for the first Saturday of February 2025, this initiative aims to amplify awareness about the reality of SCA in children and young adults, and emphasize the importance of early detection through heart screenings.

Partnering with member organizations across the country to host free screenings for youth ages 12 to 25, the event will also underscore cardiac emergency preparedness by teaching thousands of participants how to perform hands-only CPR and use an automated external defibrillator (AED) to increase the chance of survival from sudden cardiac arrest.





ParentHeartWatch.org

Studies show CERP's can increase the survival rate up to 70%!

# Highlights of 2024

As co-author alongside 12 national health and safety organizations of the Cardiac Emergency Response Plan (CERP) and implementation resources for schools, Parent Heart Watch launched Get Charged Up! in 2017 to mentor organizations in implementing a CERP in their facilities. Upon successful implementation, participants earn a free AED and accessories.

Our efforts have been recognized by the Centers for Disease Control and Prevention as a public access defibrillation (PAD) resource. In 2024, Parent Heart Watch opened its sixth cycle, welcoming 22 new participants.

- Open to Schools & Youth Organizations
- Free AED and Accessories Earned Upon CERP Implementation
- Turn-key CERP Toolkit for Seamless Execution
- Online Orientation Webinar for Guidance
- Ongoing Mentoring to Support Program Milestones



180

AEDs in  
41 States



162,216

Hearts  
Protected



33%

First  
AED



61%

First Dedicated  
CERP



17%

Reported History of  
SCA on Campus

Our 2024 Sponsors:

**ZOLL**



**defibtech**  
Life-Saving Technology Within Reach



# Highlights of 2024

## The Voice of SCA In Children & Young Adults

Through state, national and international working groups and conferences, Parent Heart Watch drives momentum for its vision. As thought-leaders, we have a seat at the table with stakeholders in education, sports, medical and allied health communities, ensuring that youth SCA prevention remains a priority.

Our tracking of youth lost to SCA helped catalyze the Sudden Death in the Young Case Registry and continues to inform evidence-based research. In collaboration with experts, we partner on studies to influence policy change and co-author statements and resources and advocate for elevating the standard of care.

**Project ADAM**  
May 1 – 3, 2024

**National CPR/AED Awareness Rally & March**  
May 30 – June 1, 2024

**National Association of School Nurses 56th Annual Conference**  
June 28 – July 1, 2024

**Philips AED Distributor Summit – Policy/Legislative Panel**  
September 17 – 18, 2024

**Smart Heart Sports Coalition Stakeholders Conference**  
September 19 – 20, 2024

**American Academy of Pediatrics National Conference & Exhibition**  
September 28 – 30, 2024

**6th Annual Lifesaving Summit**  
October 8 – 10, 2024



More than 200 school nurses commended Parent Heart Watch's presentation on cardiac emergency response planning and came away ready to take action on their campuses.

**"I've been empowered to make sure my school community is prepared to act in a SCA event."**

# Highlights of 2024



The graphic features a dark blue background with red and white geometric shapes. In the top left, there is a circular logo with a heart and a pulse line, surrounded by icons of a heart, a brain, a gear, and a person. Below it, the text 'SMART HEART SPORTS COALITION' is written in small red letters. The main title 'AEDs for Youth Program' is in large white and red font. A paragraph of text describes the program's goal. To the right, there is a grid of dots. Below that, a large circular graphic contains the text 'AED' and 'Automated External Defibrillator' above a red heart with a white lightning bolt. A list of eligibility criteria is on the left. At the bottom left, there is a QR code and a paragraph of text. At the bottom right, there is a red button with the website address.

**AEDs for Youth Program**

SMART HEART SPORTS COALITION

The program aims to broadly expand access to life-saving equipment and protect students and young athletes from fatalities caused by sudden cardiac arrest (SCA), a leading cause of death among young people.

**Eligibility:**

- Public and private K-12 schools.
- Youth sports organizations serving children up to age 17.
- Must submit documentation verifying eligibility.
- No minimum or maximum purchase requirements.

All FDA-approved AEDs available for purchase at substantially discounted pricing. For additional information and AED Comparison Chart to help schools and youth sports organizations make purchases that fit their needs and budget visit:



[SMARTHEARTSPORTS.COM](https://smartheartsports.com)

## Smart Hearts Sports Coalition AEDs for Youth Program

As members of this groundbreaking coalition of like-minded thought leaders driving systemic change in school communities, we are advancing our 19-year vision to eliminate preventable deaths and disabilities from sudden cardiac arrest (SCA) in youth through key initiatives.

To date, 19 states have adopted three evidence-based policies to prevent fatalities from SCA among high school athletes, including:

An athletic emergency action plan that is venue specific, widely distributed, posted, rehearsed, and updated annually.  
Clearly marked AEDs at each athletic venue or within 1-3 minutes of each venue where high school practices or competitions are held.  
CPR and AED education for coaches.

In 2024, Parent Heart Watch played a pivotal role in launching the AEDs for Youth program, making new automated external defibrillators (AEDs) available at substantial discounts to public and private K-12 schools as well as youth sports organizations nationwide.



# Highlights of 2024

## Call-Push-Shock

The Centers for Disease Control has recognized Call-Push-Shock as a resource for peers, advocates, educators, patients and legislators to promote cardiac emergency preparedness. Our national movement, in collaboration with the Sudden Cardiac Arrest Foundation, champions a universal call to action for laypeople to respond to sudden cardiac arrest. With the support of 57 partners nationwide, we continue to expand our reach. Partners include businesses, nonprofit organizations, EMS agencies, hospital systems, medical associations, municipalities and universities. Given hands-only CPR can triple a victim's chance of survival, and using an AED within the first minutes of collapse can increase survival up to 90%, this campaign empowers everyone to save a life.

## Advocacy

### Historic HEARTS Act

Parent Heart Watch and its members supported the enactment of Public Law 118-176, known as the HEARTS Act, which amended the Public Health Service Act to enhance education, awareness, risk assessment, research, and prevention efforts related to cardiomyopathy and sudden cardiac arrest (SCA).

#### Key Provisions:

- Cardiomyopathy Education & Awareness
  - CDC will develop and distribute risk assessment materials for schools, families, and health professionals
- CDC Surveillance & Research – Increased reporting on SCA epidemiology and risk factors to identify at-risk individuals
- School-Based Grants – Funding for public schools to support:
  - CPR/AED program development & equipment purchase
  - CPR/AED training for staff & students

Cardiac Emergency Response Plan (CERP) implementation

### SCA Prevention Legislation Enacted

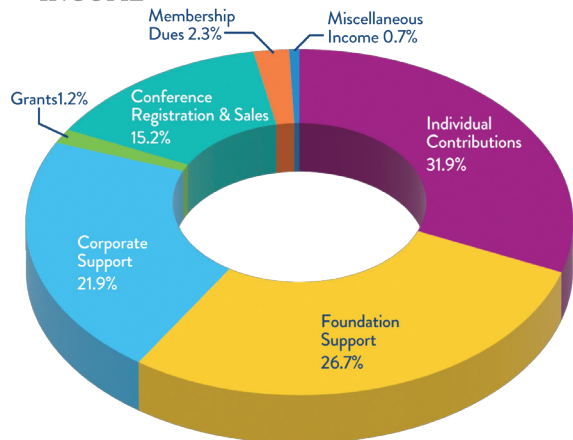
In 2024 Parent Heart Watch supported legislation across the country that prioritized various focuses of sudden cardiac arrest prevention:

- AED requirement in schools, sporting facilities, stadiums, youth-serving organizations and/or places of public assembly
- CPR training for school personnel, students, coaches
- Cardiac Emergency Response Planning in schools & during athletic games and practices
- SCA Prevention (warning signs & symptoms, removal from play until cleared by medical professional)

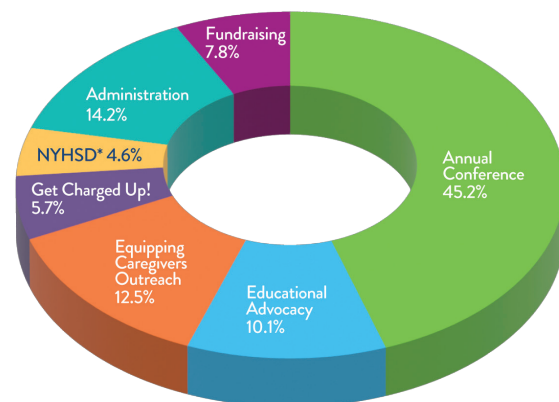
Overall, 26 bills were enacted in AL, CA, CO, GA, HI, IN, KS, KY, LA, MD, MI, MS, NY, OH, OK, TN, TX, VA, WV and Congress.

# 2024 Financial Report

## INCOME



## EXPENSES



\*National Youth Heart Screening Day

## PUBLIC SUPPORT

	2024	2023
Individual Contributions	128,555	120,468
Foundation Support	107,776	26,580
Corporate Support	88,250	33,580
Gifts in Kind	0	74,547
<b>Total Public Support</b>	<b>324,581</b>	<b>255,175</b>

## OTHER REVENUE

	2024	2023
Grants	5,000	15,000
Conference Registration & Sales	61,162	63,914
Membership Dues	9,361	9,459
Miscellaneous Income	2,927	2,259
<b>Total Other Revenue</b>	<b>78,450</b>	<b>90,631</b>
<b>Total Income</b>	<b>403,032</b>	<b>345,806</b>

## PROGRAM SUPPORT

	2024	2023
Annual Conference	130,593	115,613
Educational Advocacy	29,112	33,186
Equipping Caregivers-Outreach	36,187	79,676
Get Charged Up!	16,605	59,089
NYHSD*	13,238	0
<b>Total Program Services</b>	<b>225,734</b>	<b>287,564</b>

## SUPPORT SERVICES

	2024	2023
Administration	40,942	45,817
Fundraising	22,554	15,107
<b>Total Support Services</b>	<b>63,496</b>	<b>62,924</b>
<b>Total Expenses</b>	<b>289,231</b>	<b>350,488</b>

78% of our expenses dedicated to programming

FY24 financials include January 1 - December 31, 2024



# Special Thanks to our Donors

## \$50,000 and above

Susan & David Fiorelli

## \$15,000-\$49,999

Louis J. Acompora Memorial Foundation

American Fundraising Foundation

ZOLL Medical Corporation

## \$2,500-\$14,999

American Red Cross

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Eric Paredes Save A Life Foundation

Sharon Ryan

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Jennifer Sarmento

Aidan's Heart Foundation

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Championship Hearts Foundation

Heart for Athletes

Kyle E's "Keep Us Kind" Foundation

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Caterpillar Foundation Matching Gifts Program

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Peyton Walker Foundation

Kristy Brindley

Cody Stephens Go Big or Go Home Memorial Foundation

Jill L. Katz

Christy Marshall-Silva

Marilyn Neal

Karen Pierce

Simon's Heart

Josh Thibodeau Helping Hearts Foundation

Who We Play For



# Special Thanks to our Donors

## \$100-\$249

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Scott Anderson	Antonino Azzizzo	JoAnne and Dave Babbitt	Catherine Bame
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Julie Thompson			

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Scott Stephens	Jacob Stevens	Sarah Stuebe	Vita Terenzio	Caryn Thomas
Ann Thompson	Melinda Truax	Julietta Valdes	Darla Varrenti	Kathy & Chuck Walburn
Lisa Wormer	Jill Yates	Leisha Zak		

# Heroes for Young Hearts Awards

This outstanding group of sudden cardiac arrest prevention champions was honored at the 19th Annual National Heart to Heart for their dedication and commitment.



Medical Advocacy  
Champion

**Steven Kelley, MD**  
Jump Start Your Heart  
Louisiana



Youth Advocacy  
Champion

**Reese Evans**  
Hero Project  
Texas



Adult Advocacy  
Champion

**Michelle Temple**  
Gray's Army Foundation  
Louisiana



Young Survivor  
Champion

**William Owens Marbray**  
Maryland



Local Advocacy  
Champion

**Salim Idriss, MD, PHD,  
FACC, FHRS**  
Project ADAM  
North Carolina



Local Advocacy  
Champion

**Danielle Sturkey**  
Project ADAM  
North Carolina



Founders' Award

**Karen Acompora**  
Louis J. Acompora  
Memorial Foundation  
New York





Louis J. Acompora Memorial Foundation



Sam Yates Community Foundation



Heart for Athletes



Gray's Army Foundation



Eric Save A Life Foundation



Heart4Kids/MN