

Heart & Stroke Key Messaging

Key Facts About Heart & Stroke

- Every 7 minutes, heart disease and stroke take a life in Canada
- 1.6 million Canadians are currently living with heart disease and stroke
- 9 in 10 Canadians have at least one risk factor for heart disease and stroke
- Virtually all of us have been touched by heart disease and stroke at some point in our lives

Key Facts – Women’s #TimeToSeeRed Campaign Key Messaging

- 53% of women who experience heart attack symptoms have them go unrecognized
- 59% of all deaths from stroke in Canada are women
- 2/3 of all heart disease and stroke clinical research focuses on men
- #1 cause of premature death in women in Canada is heart disease and stroke

Ride For Heart

- The Ride for Heart is Heart and Stroke’s largest and most prominent annual fundraising event, raising over \$6 million for vital heart disease and stroke research
- Since the first Ride for Heart in 1988, thousands of committed participants have raised more than \$65 million, which is helping to improve and better the health of all people in Canada

The Work We Do

1. Funding Medical Breakthroughs

Every year, Heart and Stroke funds over 800 of the best Canadian researchers at universities and hospitals across the country. We invest in research with the most potential to prevent disease, save lives and promote recovery.

2. Preventing Disease

Heart and Stroke works to empower Canadians of all ages to learn about and establish healthy lifestyle choices. Our goal is to reduce key factors for heart disease and stroke, including high blood pressure, obesity, unhealthy diet, lack of physical activity and smoking.

3. Saving Lives

Heart and Stroke works to enable faster, better cardiac emergency and stroke response and treatment. Since introducing CPR in Canada in 1976, Heart and Stroke partners each year to train every day Canadians in basic CPR and first aid. In 2017 we trained more than 323,000 clinicians, first responders, and other personnel across Canada to update their skills for responding to cardiac emergencies.

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4. Promoting Recovery

Heart and Stroke contributes to increasing quality of life by enhancing supports for survivors and their care partners when it is most needed. Through our e-registry network, Heart and Stroke engages over 900 people who have experienced heart disease, heart failure or stroke, and their caregivers.

Where Donor Dollars Go

In fiscal 2017 we invested \$32.6 million in life-saving research, and \$38.0 million in advocacy and health promotion initiatives.

- 56% of every dollar donated goes to our mission
 - 26% goes to research to fund more than 800 researchers across Canada
 - 30% goes to support advocacy, education and health promotion programs
- 41% is invested in our core community fundraising programs that not only raise additional dollars for research and advocacy but connect and educate Canadians of all ages and backgrounds across the country
- Only 3% goes to administration, including accounting and information technology for our operations across Canada

For more key messaging and the work of Heart and Stroke, go to www.heartandstroke.ca.

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