

AORTIC HOPE ANNUAL REPORT 2024





A WORD FROM THE PRESIDENT

CARIN ANDERSEN
FOUNDER

An annual report is like a yearbook for an organization—it tells the story of everything that happened over the past year. It highlights achievements, shows where money came from and went, and shares the impact the organization made. It's not just about numbers; it's about celebrating progress, being transparent, and giving everyone a clear picture of the road ahead. Plus, it's a great way to thank supporters and inspire more people to get involved. Think of it as a mix of a highlight reel and a roadmap for the future!

The collaborations and relationships we've built this year have been incredible and will bring so much value to the community. One of the highlights was being invited to speak at an international conference—an opportunity I didn't realize was a personal and organizational milestone until it happened. It marked a huge step in solidifying Aortic Hope's global recognition.


But this annual report isn't about me—it's about you. Your generosity, not just financially but through your active participation, has made all the difference. Whether it's engaging on social media, providing support in group meetings, sharing your survival stories, or registering as Hope Ambassadors, you've helped make this our most successful year yet. Thank you for being the heart of everything we do!

How do we measure success? It's not about financials—it's about the lives we've been able to positively impact. Over the past year, **our community grew by an incredible 72%**. Surveys about *Aortic Dissection: The Patient Guide* showed **94% of respondents were extremely satisfied**.

The community told us what they needed, and we delivered by expanding support group meetings. Aortic Hope now offers 102 meetings a year, 12 of those are in Spanish. We also created a new avenue for our friends in Canada to receive support, and they now hold monthly meetings. **This growth and connection are the real measures of success!**

Since the beginning of Aortic Hope, no one on our board or among our volunteers has ever been compensated. Every single dollar donated goes directly toward our initiatives, and we're incredibly proud to uphold this commitment. This approach allows us to keep meeting the needs of the community while staying true to our mission.

We succeeded in inspiring everyone to "Be More in 2024," and now it's time to take it up a notch and "Strive to Thrive in 2025"!

Thank you again for your support—

Board of Directors:



2024 BOARD OF DIRECTORS:

- Carin Andersen
- Bill Barnhart
- Nicole Blackburn
- Terri Cook
- Deb Joly-Warcholik
- Jeni Shaffer
- Tammy Warner

2024 Directors (Non-Board Members)

- **Adham Ahmed - Retail Operations**
- **Teri Ali - Support Services**
- **Sarah Coupland - Marketing**
- **April Kee - Support Services
(Bereavement)**
- **Mark Martucci - Support Services**
- **Ryan Rodarmer - Genetic Educator**
- **Robb & Mindy Seltzer -
Culinary/Nutrition Educator**
- **Molly Thomas - Social Media**
- **Kathleen Whitmore - Support Services**
- **Melissa Yee - Support Services**
- **Dr. Ben Youdelman - Clinical Consultant**

2024 Administrators

- **Tom Bassarear - Mindfulness**
- **Diane Bishop - Aortic Artist**
- **Sharon Carr - Fundraising**
- **Samantha Colon - Medical Social Media**
- **Dr. Duc Giao - Medical Social Media**
- **Nikki Matyasi - Social Media**
- **Shaun Nicosia - Social Media**
- **Thomas Nowetner - Community Liason**
- **Christina Nowlin - Administrative**
- **Scott Paulsen - Community Liason**
- **Claire Platt - Distribution**
- **Kevin Songer - Qi Gong**
- **Bruce Waldrop - Fundraising**

**Aortic Hope strives to
Connect Hearts, One Beat At A Time.**



**BE
MORE
IN 2024**

CONFERENCES AND EVENTS ATTENDED



Society of Thoracic Surgeons
San Antonio, TX



American Association for
Thoracic Surgery
New York, NY



Society for Vascular Surgery
Chicago, IL



American Association for
Thoracic Surgery
Toronto, Canada



ADAUKI
Edinburgh, Scotland



International Aortic
Symposium
Orlando, FL



Global Heart Hub Master Class
Milan, Italy



Global Heart Hub Summit
Dublin, Ireland



2024 PARTNERSHIPS AND COLLABORATIONS



ADAUKI

Aortic Dissection Collaborative

Edwards LifeScience

GADA

Global PAD

Global Heart Hub

Heart Health Community

Heart Valve Voice

Help Texts

Medical Device Innovation Consortium

Rock from the Heart

R U Relentless & Unstoppable

Terumo

The Marfan Foundation

The Way to My Heart

Think Aorta

Think Aorta US

ADDITIONAL ACCOMPLISHMENTS



- **Added new Seat Belt Covers and Aortic Hope Car Decals**
- **Added Spanish Support Group**
- **Created Aortic Hope Canada and Support Group**
- **Created Aortic Dissection: The Patient Guide in Spanish**
- **Created and Launched ACE Your Healthcare Journey**
- **Created Aortic Dissection: The Patient Guide in Audible**
- **Featured in Endoscopy Today**
- **Featured in Baltimore Magazine**
- **Featured in WMAR Good Morning Maryland**
- **Featured in TSMA Thoracic Surgery Medical Student Association 'X' Live Podcasts**
- **Featured in RU Relentless & Unstoppable Podcast**
- **Featured in The Way to My Heart Podcast**
- **Featured as key Speaker in ADAUKI Scotland**
- **Received Platinum status on Candid/GuideStar for 2024**

ACE your Healthcare Journey

A Two Way Street for Success

A Advocate

- Speak up for your wants and needs as a patient or for your patient
- Speak up for your specialty and the treatment of others with the same disease

C Communicate

- Share information with your physician about how you are honestly feeling
- Share information with your patients

E Educate

- Educate yourself on the disease
- Educate your physicians about your disease
- Encourage your physicians to educate their colleagues

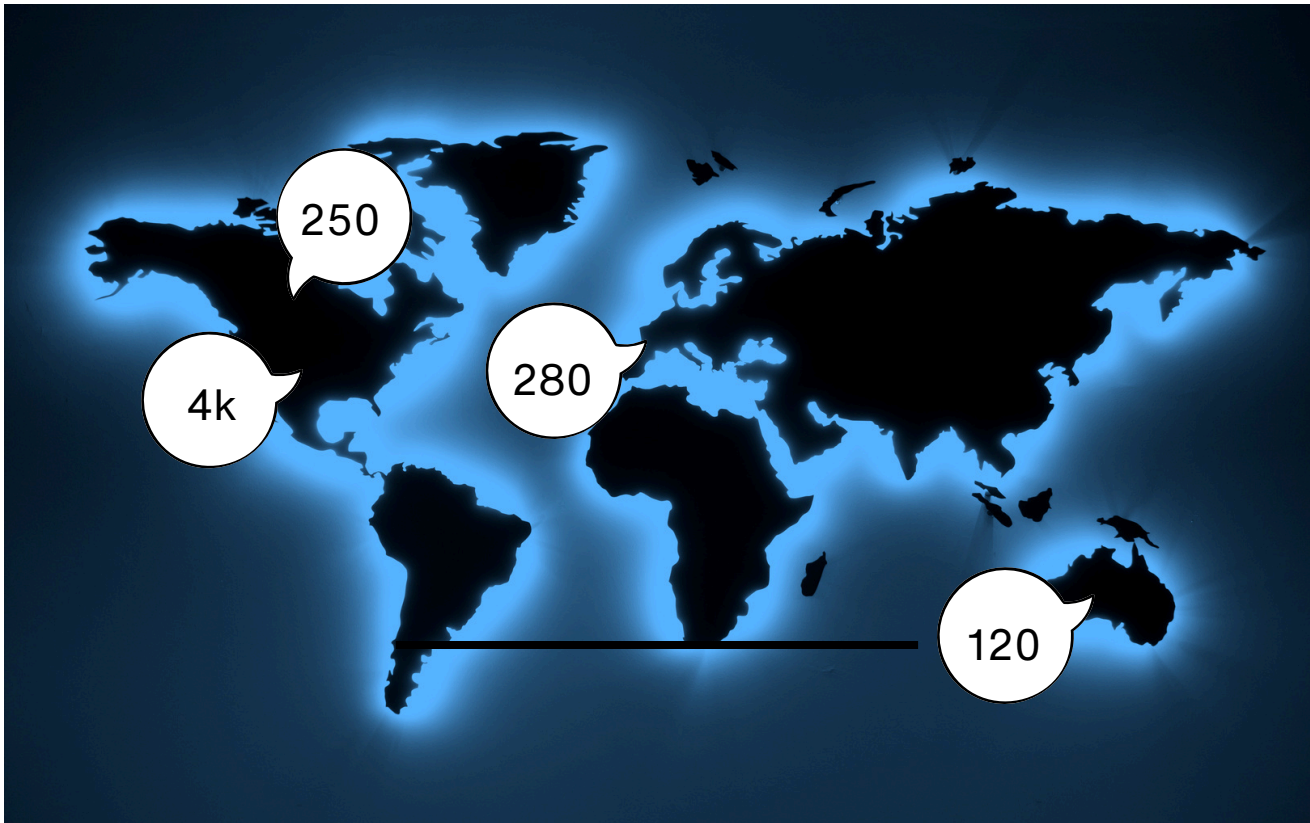


**AORTIC
HOPE**
CONNECTING HEARTS
ONE BEAT AT A TIME

Power balance NOT power struggle



A GLOBAL REVIEW



Aortic Hope's license is based out of Herndon, VA and has a second location in Abingdon, MD. However, Aortic Hope is globally recognized around the world.

Their second largest groups of community members are located in the UK, Canada and Australia. Aortic Hope created the Aortic Hope Canadian Private Forum Facebook page in 2024 as a place where over 70 community members (and growing) come together, with the support of Think Aorta Canada, to share their concerns with Aortic Disease.

We also have followers from: the Philippines, India, Sweden, South Africa, Pakistan, Ireland, Caribbean and more.



STATISTICS - 38+ LIVE EVENTS

Over the past four years, we've seen a consistent increase in the number of live events available on our AHTV YouTube channel.

- Dr. Alan Braverman*
- Dr. Pedro Catarino
- Dr. Kyle Eudailey
- Dr. Stacy Fisher
- Dr. Van Iterson*
- Dr. John Martin
- Dr. Jorge Mascaro
- Dr. Dianna Milewicz*
- Dr. Charles Roberts
- Dr. Tyler Wallen
- Dr. Kristin Watson
- Dr. Benjamin Youdelman
- Dr. Kyle Eudailey
- Sarah Khatau - Help Texts
- Joanna Ten-Kate - Global Heart Hub
- Stephen Page - Heart Health
- Doherty Cella Keane Law Firm
- Rosie Paulsen - Medicare
- Tara Cohen - Lauren's Hope
- Kym McNicolas - The Way to Your Heart
- Brad Wray - NYC Marathon Runner*
- Brian Morel - NYC Marathon Runner*

**notes events in conjunction with Aortic Athletes*



Aortic Hope started as a Facebook page full of inspirational quotes and now offers so much more beyond our educational information.

We offer a community created by patients, for patients and caregivers.

Mindfulness, Qi Gong, Aortic Kitchen, Aortic Artist, Live Therapeutic Thursdays, mindfulness, Qi Gong, Aortic Kitchen, Aortic Artist, Live Therapeutic Thursdays and more.



MEMBERSHIP REPORT

Social Media Community	2024	2023
Facebook Members	5.1K	4.4K
Facebook NEW Members	663	527
Facebook Reach	414.4K	80.1K
Facebook Visits	49.1K	33.2K
Linked In Members	1.8K	507



MEMBERSHIP REPORT

Social Media Community	2024	2023
Instagram Followers	1.4K	1.2K
Instagram Reach	20.3K	7.5K
Instagram Visits	2.6K	1.9K
AHTV YouTube	1.1K	610



MEMBERSHIP REPORT

Support Groups Offered	2024	2023
General Incl Spanish & Canadian	60	76
Caregiver	36	24
Bereavement	6	6

DONATIONS AT WORK



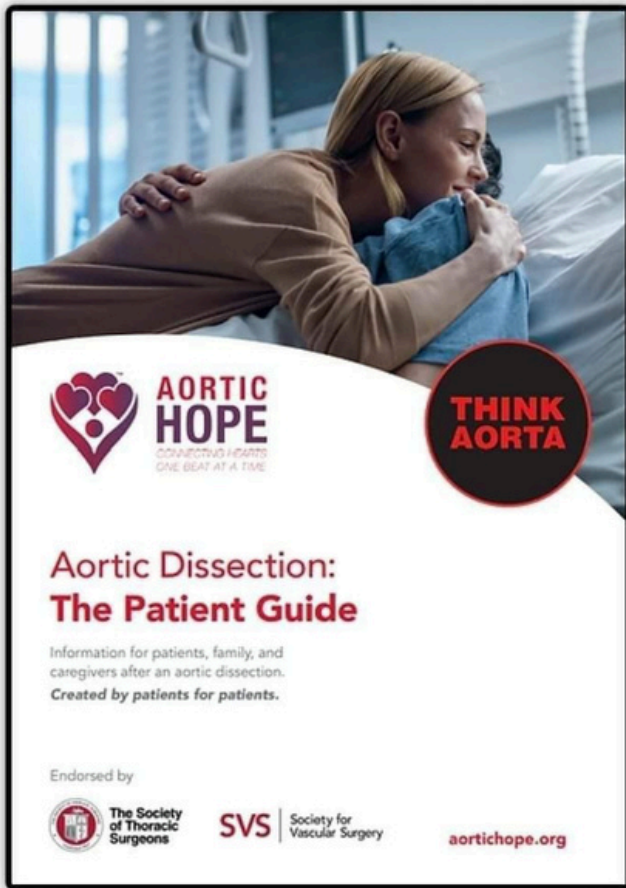
DONATIONS AT WORK

# of Items Sent	2024	2023
Care Packages	28	34
Hope Mail	313	350
Hope Swag	143	268
Patient Awareness Posters	630	380

GRANTS AT WORK

# of Items Sent	2024	2023
Aortic Dissection: The Patient Guide (Downloads)	2540	3180
Aortic Dissection: The Patient Guide (Individual Copies)	145	92
Aortic Dissection: The Patient Guide (Bulk Orders of Guides)	2075	1250

Responses to *Aortic Dissection: The Patient Guide*



- I was never aware of Aortic Dissection until a family member who is attending medical school brought the subject to my attention. The guide was easy to read and very informative. I now have more than a basic understanding of the subject and I commend Aortic Hope for spreading awareness and support for all Aortic Dissection patients and their families.*

- I am so glad that this is now available to survivors and their care team. Wished it would have been available sooner. I'm grateful to Aortic Hope for making this guide. I believe this took a great amount of time, thought, and collaboration. Really a job well done in it's accuracy and education.*
- The guide prompted me to step up research on my condition. I wish I had it when I was discharged. I think this will benefit new Warriors in countless ways. Thank you for everything you do for all of us survivors.*
- Gave me a lot of insight and education on something I knew nothing about.*
- Thank you for supporting survivors and their families. This guide would have been an AMAZING resource right after my husband's dissection. Now, this confirms what we have learned over the last two years. It would have saved us a ton of time researching!*
- I am the Mother of the patient. It's been hard to get him involved in reading information on his condition so I ordered the book. He has had 2 Aortic Dissections and 4 Open Heart Surgeries. I found it very informative.*

FINANCIAL SUMMARY

Category	2024	2023
General Donations	\$23,665	\$27,242
Hope Swag	145	(\$2015)
Patient Awareness Posters	2075	(\$586)
CarePackages	(\$658)	N/A
Education/Awareness	(\$10,590)	(\$10,172)
Contests	(\$1,700)	(\$1500)
Business Expenses (Legal, Insurance, Website etc.)	(\$4,611)	(\$3,848)
General Expense	(\$2,172)	(\$9,991)
FAM (Fundraising, Advertising, Marketing)	(\$4,656)	Was not broken out for 2024

FINANCIAL SUMMARY

Grant Funding	2024	2023
Grants Received	\$27,552	\$20,000
Expenses (Books to Market)	(\$16,680)	(\$13,435)
Distribution	(\$8,358)	(\$1,100)
Promotion	(\$1,763)	(\$372)



*Strive to
Thrive*
in 2025