

AWARENESS

Reducing risk, acting FAST,
and saving lives



UP TO 80%

can be prevented through
reduction in risk factors



50% MORE WOMEN

die of stroke each year
compared to breast cancer



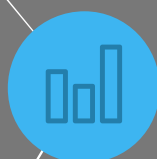
SURVIVAL

Empowering survivors and
their circle of care



UP TO 83%

of people survive a stroke



A LEADING CAUSE
of adult disability



2014 ANNUAL REPORT

DEAR FRIENDS,



National Stroke Association was founded in 1984 with the clear mission to increase awareness and education about stroke while supporting stroke survivors as they navigate their unique road to recovery. Since then, we have become the trusted resource for the stroke community.

As we reflect back on 2014, I am encouraged by the many lives that have been impacted by the work of National Stroke Association. We have seen the continued growth of StrokeSmart® magazine, the launch of our new website, increased engagement of the stroke community through our Stroke Advocacy Network, and continuation of the many programs that support and touch the stroke community. It is because of you that we are able to continue this important work.

Since joining National Stroke Association last September, you have inspired me through the determination and passion you share for raising stroke awareness and meeting the growing needs of the stroke community. As the only national nonprofit 100 percent dedicated to stroke, we feel the responsibility to find new ways to increase awareness, improve quality of life, and change the conversation about stroke.

As you read through these pages, you'll learn more about the many ways you helped us impact the stroke community in 2014. It is because of the support of you—our many partners, donors, advocates, and supporters—that we are able to continue to provide life-saving stroke information to the community and free tools and resources to survivors and their circle of care.

We are proud to share this 2014 reflection with you, but also want you know that our work is not nearly done. Thank you for being part of the journey.

Sincerely,



Matt Lopez – CEO

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Matt Lopez

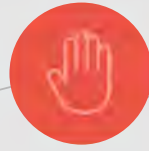
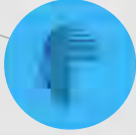
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* Indicates Executive Committee Member

STROKE IS

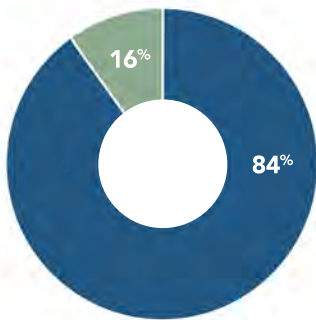


THE 5th LEADING CAUSE OF DEATH

A LEADING CAUSE OF ADULT DISABILITY IN THE U.S.

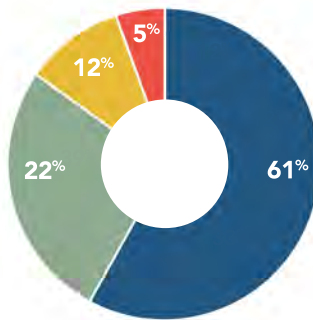


Total Assets: \$2,288,546



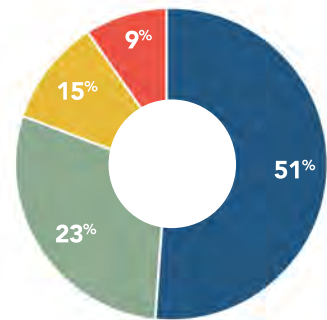
- Total Net Assets: \$1,917,392
- Total Liabilities: \$371,154

Total Revenue: \$3,479,872



- Grants: \$2,138,748
- Contributions: \$738,070
- Professional Memberships: \$410,429
- Other Income: \$192,625

Total Expenses: \$3,339,663



- Public Education: \$1,731,382
- Professional Education: \$779,905
- Fundraising: \$515,266
- Administrative: \$313,110

THE COMMUNITY WE SERVE

STROKE SURVIVORS
AT RISK POPULATION
HEALTHCARE PROFESSIONALS
CAREGIVERS & FAMILY MEMBERS



AWARENESS

National Stroke Association works to increase awareness of life-saving stroke information.

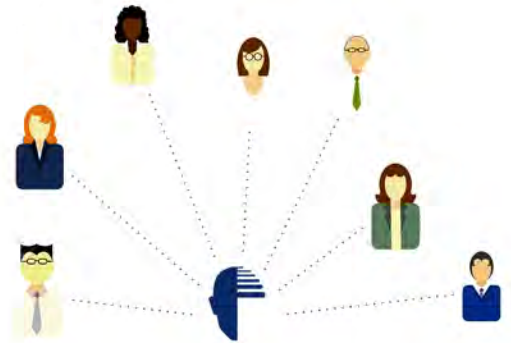


National Stroke Awareness Month

During May, National Stroke Awareness Month, our Minorities and Stroke video infographic, available in English and Spanish, was designed to creatively educate the public about the risk of stroke and the need to act FAST, especially for women, Hispanics, and African-Americans. Over 46,000 people received this life-saving information.

Stroke Center Network (SCN)

Stroke Center Network (SCN) is a membership program of organizations committed to developing centers of excellence for acute and rehabilitative stroke care. It boasts 270 member facilities—reaching more than 10,000 professionals with education aimed to increase quality of care.



RAISE Awards - The RAISE (Raising Awareness in Stroke Excellence) Awards recognizes individuals and groups across the country for taking stroke awareness activities to new heights. Annually, seven awards are given.

FAST program in a box pilot - This awareness program was piloted in Arkansas, Georgia, and Mississippi to teach vulnerable populations about the urgency to act FAST when stroke occurs. Over 34,000 people were reached through this initiative.



WOMEN, HISPANICS AND AFRICAN-AMERICANS IN THE U.S.

have higher stroke risks and lower recognition of stroke warning signs compared to other populations. Women are 50% more likely to die of a stroke than breast cancer.

MAUREEN F.

In 2006, Maureen began experiencing light headedness and dizziness. After waking up with a massive migraine, she was confused and dazed. Her husband noticed she was slurring her words, but she brushed him off blaming it on the migraine.

Several hours later, Maureen's speech got worse and her migraine was out of control. Her husband convinced her to go to emergency room. Just after arriving at the hospital, she lost all physical ability on her right side and suffered an ischemic stroke.

Maureen has regained most of her speech. And, with continued with outpatient physical therapy and she was determined to walk "normal" again. But, it will take a very long time.

Now, Maureen embraces her new life after stroke, treasuring time spent with her husband, kids, and grandchildren.

“ As a stroke survivor myself, I want other stroke survivors to know that you must be your advocate on your road to recovery. Remember to celebrate all accomplishments – no matter how big or small. ”



KATHI K.

Driving home one evening in 2005, Kathi suffered a debilitating stroke that led to a head-on collision. Kathi was lucky: she survived, but ended up spending weeks in the hospital followed by a lengthy stay in a rehab center.

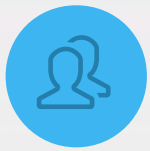
When she finally came home, Kathi faced years of outpatient and in-home therapy. She was only 48 years old.

Then, just last year, Kathi noticed her speech again slurring. A quick trip to the hospital revealed that she had experienced a transient ischemic attack—a TIA or mini-stroke. Fortunately, for Kathi, this time her rehabilitation experience was vastly different.

When she was about to leave the hospital her nurse asked if she would like someone from the Stroke Recovery Navigator program to check in with her to help with recovery. Now, each week a navigator at National Stroke Association calls Kathi with encouragement, helps in finding resources, and answers to her questions.

“ National Stroke Association has helped me get back on my feet. The navigator has given me a reason to get up in the morning. I am so thankful for the help. ”





SURVIVAL

National Stroke Association strives to empower survivors and their circle of care to thrive after stroke.

THE STROKE RECOVERY NAVIGATOR



The Stroke Recovery Navigator pilot was launched in partnership with three hospitals to enroll stroke survivors and caregivers upon discharge from the hospital. This program fills a major gap in stroke services by helping survivors and caregivers find local resources and support during their recovery and rehabilitation.

“ In the hospital, I was talked at, with you I am talked to. Thank you for listening and explaining things to me. ”

“ I didn't know that all these services existed, this will make life so much easier. ”

STROKE ADVOCACY NETWORK



The **Stroke Advocacy Network (SAN)** is the voice of the stroke community. Thousands of stroke survivors, caregivers, and other stroke partners who share their experiences, challenges, and needs with policy makers make **SAN** a powerful tool for change.

SAN members impact public policy outcomes by influencing decision makers through writing letters, signing petitions, meeting with their legislators, and much more. More than 13,000 advocates sent 48,452 letters to elected officials about legislation affecting stroke.





FRIENDS & PARTNERS

5,600+
hours given from over
100 volunteers

3,404
iHope Viewers

110+
people raising
awareness and funds
in their community



Thank you to the generous corporations, foundations and individuals who have provided significant support to National Stroke Association's stroke prevention and education programs and services.

ACORDA Therapeutics, Inc.
Adc Stroke Support Team
Allergan, Inc.
Allergan Foundation
Sue Anschutz-Rodgers
Frank Auman
Avanir Pharmaceuticals, Inc.
Sara Badler
Bloomberg L.P.
Nancy Blum
Boehringer Ingelheim
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STROKE HELP LINE
1-800-STROKES
(787-6537)



ONLINE
www.stroke.org



ADDRESS
9707 E Easter Lane Suite B
Centennial, CO 80112



National Stroke Association's mission is to reduce the incidence and impact of stroke by development compelling education and programs focused on prevention, treatment, rehabilitation and support for all impacted by stroke.