



2015
ANNUAL
REPORT



Dear Friends,

Like many, I have been personally affected by stroke. My father, a former military pilot who was strong – both mentally and physically, survived a stroke and saw his world turned upside down. I have spent the last 7 years by his side as we have navigated this life-changing experience, but also celebrated his many recovery accomplishments. When I accepted the opportunity to join National Stroke Association in January 2016, I was passionate about reducing the number of strokes in the U.S. But, having been a caregiver for my own father, I understood the critical need for more support for the survivor community.

While National Stroke Association has made great strides in the last 32 years, I know that there is still so much more that we must accomplish. Each year, more than 795,000 people will survive a stroke in the U.S. Even more alarming, that number is projected to increase to 3.4 million by 2030. With your partnership, we are uniquely positioned to build upon our foundation in supporting this underserved community.

In 2015, your support brought meaningful improvement in the quality of life for stroke survivors and caregivers through Stroke Recovery Navigator . This groundbreaking program empowers survivors and caregivers to co-create a plan with their trained Navigator that focuses on the challenges unique to their stroke recovery experience.

While stroke recovery can be very challenging, survival is a reason to celebrate. That said, the stroke community has long been without a symbol to stand behind. The Come Back Strong™ movement is igniting a nationwide conversation about stroke and rallying a largely under-celebrated community.

Stroke Recovery Navigator and Come Back Strong are just two examples of the many initiatives that you will learn more about as your read on. Your stories of personal triumph and success inspire me and our team to continue to push forward and find new ways to meet your growing and changing needs. With your continued support, we can and will do great things for this community.

Warm Regards,


Robyn Moore
Chief Executive Officer

THE DEVASTATING IMPACT OF STROKE

Stroke is the 5th leading cause of death in the U.S. and the 2nd leading cause of death in the world



Stroke is the leading cause of preventable disability in the U.S.



2 times more women die from stroke each year compared to breast cancer

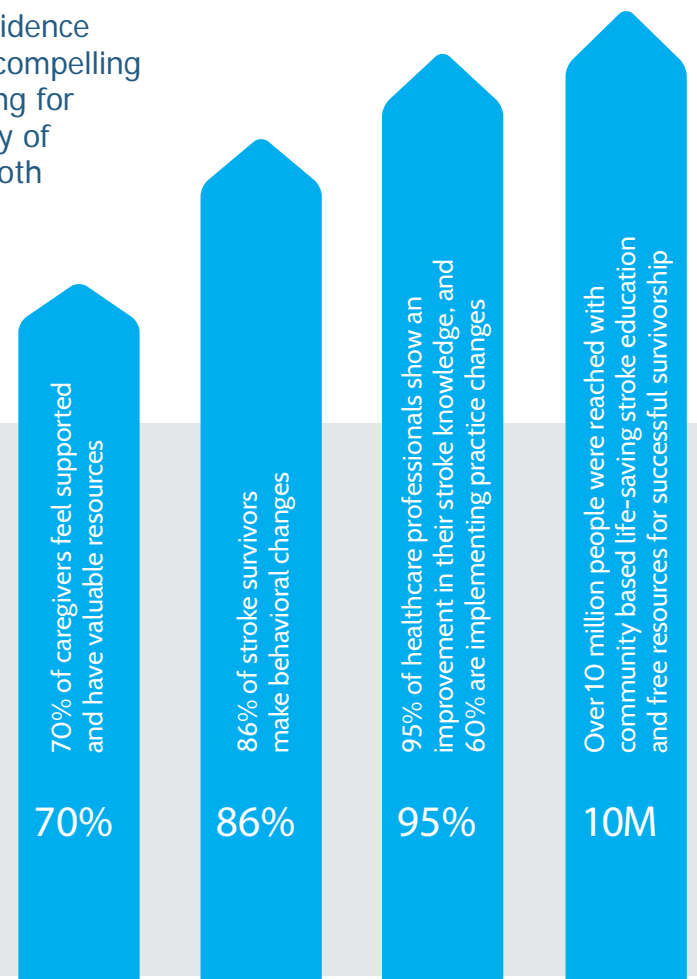


Stroke causes the death of one in four Hispanic males and one in three Hispanic women



OUR MISSION is to lower the incidence and impact of stroke by developing compelling community outreach programs, calling for continued improvement in the quality of stroke patient care, and educating both healthcare professionals and the general public about stroke.

BECAUSE OF THE MANY PROGRAMS YOU SUPPORT



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STORIES OF THOSE WE SERVE

AWARENESS

National Stroke Association increases awareness of life-saving stroke information and treatment.



Karl's Story Karl lived a very active lifestyle – busy with work, volunteer engagements, and a family. Last year, Karl's wife noticed that he was confused, but he didn't have any of the traditional signs of a stroke. She insisted that they go to the hospital, where it was discovered that Karl had experienced a stroke sometime in the days prior.

Karl quickly returned home to recover, but because he could no longer drive and participate actively in his community, he was left feeling isolated from the outside world. Having enrolled in the Stroke Recovery NavigatorSM program when he was discharged from the hospital, Karl began receiving calls from a Navigator at National Stroke Association.

He is now making progress on his personal recovery goals and volunteers one day a week in our offices in Centennial, Colorado.

“ Just to know that someone would care about my progress in recovery and would call each week to ask questions, offer positive feedback, helpful resources, and provide encouragement gave me a weekly point of accountability and a weekly dose of encouraging motivation. ”



Billy's Story Billy was a high school athlete when a stroke threatened to sideline him for good. He wasn't a typical stroke survivor. Slowly, each day he'd wake up unable to do something else. Brush his teeth. Tie his shoes. Eventually, he even lost the ability to walk without assistance. After four weeks, Billy's entire left side was neurologically paralyzed, a state that persists today.

For several years, Billy coasted along simply trying to survive. Then in 2009, he attended a transformative summer camp where he was urged to push himself and unlock his true potential. He returned home a changed man, ready to Come Back Strong.

During the next two years, he participated in as many disabled sports as he could find. In 2011, he got on a bike for the first time since his stroke. He soon realized he had the potential to relearn every aspect of the sport.

Today Billy is a triathlete, cycling national champion, and a member of the U.S. Paralympic Cycling Team. His bike is specially modified to function using only his right hand.

“ Seeing the accomplishments and dedication of those I train with has shown me what is possible. I have never felt as alive as I do now. ”

Come Back Strong™

Unlike other survivor communities, there has been no unifying symbol and color for a disease that impacts millions in the U.S. This year, we asked members of our community to share with us their personal stories of challenge and success, setbacks and victory. But each story, while personal and unique carried a common thread – stroke is a sudden and shocking loss. At the heart of this loss, hope emerges. Survivors fight towards a new normal and come back strong.

Come back strong is a symbol for stroke recovery, hope, and survivorship. The return symbol reflects the opportunity that each survivor has to rebuild — intentionally left open to reflect the reality that stroke creates a new normal.



“ I like the message it [Come Back Strong] portrays – battling, struggling, fighting hard, make a full recovery by being strong. Come out of this stronger than you ever thought possible. I fought myself to a near 100% recovery — stronger now than I was before — physically, mentally, spiritually. A stronger person having to go through things at a young age. ”

- Lauren L. (St. Peters, MO), Stroke Survivor

National Stroke Awareness Month



There are nearly 130,000 stroke deaths each year in the U.S., accounting for 1 in 20 deaths. Although not all risk factors are controllable, there are steps you can take to reduce your chances of stroke. During May, National Stroke Awareness Month, the powerful message of our Make Your Choice campaign challenged our community to reduce their personal risk for stroke through changing healthy eating habits, increased physical activity, and working with their healthcare professionals to identify medical risk factors. The Make Your Choice campaign featured a website, video, resources, and the Step It Up for Stroke Pledge empowering users to make changes and create a positive effect on their long term health and quality of life. All steps taken towards reducing your risk for stroke, no matter how small, have an important impact on your health.

During May, more than 100,000 People Participated in the Make Your Choice Campaign.

In the three months after taking the Step It Up For Stroke Pledge

54% of those who pledged to work on healthy eating stuck to their goal

61% of those who pledged to be more physically active stuck to their goal

24% of those who pledged to get their medical factors under control stuck to their goal

FAST Initiative

Our FAST initiative is facilitated through partnerships with Public Health facilities in stroke belt states – those with a stroke incident rate that is 18% higher than the national average. This initiative reached more than 20,000 people with life-saving stroke symptom education and the need to urgently act FAST when stroke occurs. Nationally, less than 1/3 of people can recognize more than one stroke symptom.



97% of participants recognize at least 3 warning signs of stroke immediately following the program

78% of participants retained knowledge of 3 warning signs, during a 3-month follow-up

National Stroke Association empowers survivors and their circle of care to thrive after stroke and celebrate new milestones and achievements of survivorship.

SURVIVAL

Thank you to the generous individuals, foundations and corporations who have provided significant support to National Stroke Association's stroke prevention and survivor support programs. In order to deliver upon our commitment to those we serve, we rely on the support of many hard working friends and volunteers.



Stroke Recovery NavigatorSM

During the pilot phase, Stroke Recovery Navigator Program outcomes exceeded expectations

Stroke Recovery NavigatorSM partners with stroke survivors and caregivers during the critical 6 month period post discharge. Together, they co-create an individualized plan to help them identify and overcome their stroke-related barriers, attain self-advocacy skills, and access pertinent support and resources. **Stroke Recovery Navigator** plans focus on challenges unique to each client.

In 2015, Navigators supported clients as they were faced with:

- Feelings of isolation or depression
- Financial difficulties due to a lack of or insufficient health insurance
- Inability to return to work quickly
- Lack of access to transportation due to physical or cognitive deficits
- Building an extended support network
- Reconciling their past and current relationships, and more

4%	of stroke survivors were readmitted to the hospital due to stroke, compared to a recent study average of 15%
95%	of participants found the program to be a valuable service
85%	reported that the program made them feel better equipped to make decisions about their health
99%	of stroke survivors reported an increased ability to resume the activities they previously engaged in socially and within their community
94%	of caregivers reported a decrease in the burden created when they stepped into the caregiving role

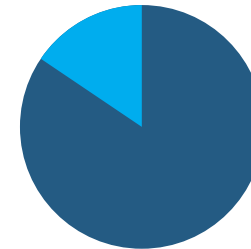
55+
Volunteers
4,500
Service Hours

110
People raised awareness and funds in their communities

Nearly **1,000**
People registered for the inaugural **Comeback Trail** community action day - representing 48 states

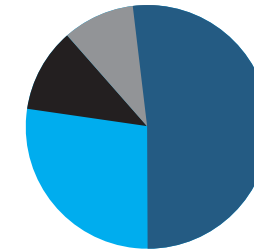
2015 Financials

Assets \$1,755,224



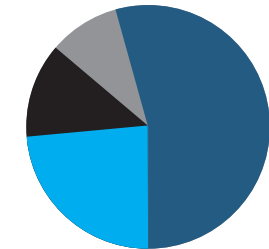
Total Net Assets \$1,476,806
Total Liabilities \$278,418

Revenue \$3,386,861



Grants \$1,755,836
Contributions \$996,893
Professional Membership \$374,661
Other Revenue \$259,471

Total Expenses \$3,827,447



Public Education \$2,072,636
Professional Education \$913,693
Fundraising \$500,472
Administrative \$340,646

Stroke Advocacy Network

This year, **Stroke Advocacy Network** engaged in activities that enacted Stroke Systems of Care legislation in 13 states, collaborated to successfully extend the Medicare Therapy Cap exemption, and enacted Telemedicine parity laws in 27 states.



Stroke Advocacy Network is National Stroke Association's legislative advocacy program, engaging 13,000 advocates across the U.S. It provides a voice to stroke survivors, their family members, friends, and healthcare providers to advocate for policies and programs affecting the stroke community at both the state and federal level. This program advocates public policy positions that improves stroke survivor access to quality care; increases survivor and caregiver support; and increases and assists preventative and awareness efforts that reduce the long-term impact of stroke.

In addition to actions taken by individual program advocates, National Stroke Association speaks for the needs of the collective stroke community to decision makers in all parts of the healthcare system – government, non-profit, and private sector. Currently, National Stroke Association represents the stroke community on 21 coalitions that enable like-minded organizations to combine resources to amplify their voice for a common goal.

Without the commitment of these highly engaged donors, we would not be able to meet the growing and changing needs of the at-risk and stroke survivor communities.

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