2016 Annual Report
OUR VISION
We will promote equality and support for all impacted by stroke.

OUR MISSION
We strive to reduce the incidence and impact of stroke by delivering education and programs focused on prevention, treatment, rehabilitation and support for all impacted by stroke.

OUR VALUES
We serve and support all impacted by stroke.

We believe in raising the voices of stroke survivors by advocating for equal access to care.

We believe that education and support enriches every aspect of the recovery journey and enhances the dignity and equal treatment of stroke survivors.
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Dear Friends and Supporters,

Looking back over the past year, I am extremely proud of what the National Stroke Association has accomplished as we continuously endeavor to support and advocate for stroke survivors and their circle nationwide.

Over 30 years ago, we were founded as the only national nonprofit organization 100 percent dedicated to raising awareness about stroke, as well as supporting the life-long recovery journey of stroke survivors. These fundamental principles still drive our mission, vision and values today. We know that stroke survivors nationwide come back strong and return to a highly functional and enjoyable life, while making significant and valuable contributions to their communities.

In 2016 we worked on a broad national scale to serve the needs of those affected by stroke and increased awareness by distributing life-saving stroke information, products and services that improved the quality of life for stroke survivors and caregivers. We also engaged constituents to impact policy on a federal and state level, and provided programs that advanced the training of healthcare providers across the nation.

During our four board meetings in 2016 we had the privilege to approve three new board members to join the Association’s board in 2017, with two located in Denver and one in the Chicago area. We are excited about our newly developed 2017-2019 strategic plan that will continue to identify innovative opportunities that meet the growing and ever changing needs of the stroke community. We are driving towards continued organizational growth via four fundamental operational pillars focused on providing maximum support to stroke survivors nationwide.

We made continued progress on a number of critical projects such as the expansion of the nationwide Comeback Trail 5K Walk and Fun-Run event series, and the broadening of our stroke survivor helpline to drive more relevant national support.

We allocated our funds ethically and in a responsible manner that exceeds the rigors of America’s most experienced Charity Evaluator, the Better Business Bureau. The Association also holds a GuideStar, Charity Navigator seal of approval.

I am looking forward to 2017, and I am confident that we will continue to raise awareness and expand our reach and accomplishments to provide an even broader platform to help those we serve.

I am especially grateful to our dedicated volunteers, generous donors, engaged sponsors, my National Stroke Association staff, plus the many other supporters who have helped support our mission.

Together we will continue to build on the 2016 momentum we have created.

Warm Regards,

Robyn Moore
Chief Executive Officer
800,000 people will have a stroke in the U.S. each year.

Approximately 7 million adult stroke survivors in the U.S.

On average, every 40 seconds someone in the U.S. has a stroke.

THE NATIONAL STROKE ASSOCIATION FISCAL YEAR 2016 ANNUAL REPORT details mission-related accomplishments presented within the main strategic objectives of the Association. These key initiatives drive the Association’s efforts to raise stroke awareness and support stroke survivors, caregivers and healthcare providers nationwide.

PROGRAMS, SERVICES AND COMMUNITY EVENTS

WE ARE MAKING A DIFFERENCE:

- **86%**
  - of stroke survivors make behavioral changes as a result of our programs

- **95%**
  - of healthcare professionals show an improvement in their stroke knowledge, and 60% are implementing practice changes as a result of our programs

- **70%**
  - of caregivers feel more supported and have valuable resources as a result of our programs

In 2016 the National Stroke Association continued to offer timely, unparalleled learning activities and provided numerous resources and tools to help survivors, caregivers and healthcare professionals. As an advocacy organization we work hard to earn trust, build relationships, and deliver pertinent stroke information and resources nationwide. We focus on areas that advocate learning about stroke and support recovery paths as well as treatment, rehabilitation, and adjusted living after stroke.
James Finch always challenged himself running obstacle races in the Colorado mountains that took him through freezing rivers and tested his stamina.

He was training for a marathon in New Mexico when on March 3, 2016 he suddenly stumbled into the break room before work, collapsed to the floor and could barely call for help. His boss called 9-1-1 and within minutes he was whisked to the hospital where doctors administered tPA, the clot-busting drug; James had a stroke.

“It shocked everybody that I had a stroke,” said Finch, 39, of Lakewood, Col. “Here I am doing everything right and I had this thing happen.”

Finch was in ICU for nine days and in the hospital for 30 days.

“Just walking 100 feet in the hospital was an accomplishment – even with my history this was one of the hardest things I ever did,” said Finch.

After countless hours in rehab and miles of walking the hospital floor, Finch left the hospital and within 60 days walked in the National Stroke Association’s 5K in 2016.

“When I did the Comeback Trail 5K, it was an accomplishment just being there. It doesn’t matter if it takes you 30 minutes or two hours, you’re doing it and your loved ones are doing it with you,” said Finch. “It’s building strength by numbers. The more people we see doing it, the stronger we will be.”

Finch attends a stroke support group and regularly meets with stroke survivors soon after their strokes to offer encouragement.

“You can’t let the stroke define you,” said Finch. “I visit people who had strokes to show them there is life afterwards. I try to help others and empower people.”
AWARENESS EVENTS

COMEBACK TRAIL 5K EVENT SERIES OF NATIONAL WALKS AND FUN-RUNS – In 2016 the inaugural Comeback Trail 5K Walk and Fun-Run event series was launched with three events hosted in Denver, Ft. Lauderdale and Long-Island, NY. These fun events are designed to celebrate and support the stroke recovery journey and are rapidly becoming a flagship awareness program. Additionally, a series of “Your Trail, Your Way” walks-in-a-box were developed for anyone willing to host a personalized version of the Comeback Trail to help spread hope and celebrate survivorship for all impacted by stroke. The 2016 events had more than 760 registered participants, coupled with 10M media impressions raising stroke awareness nationwide.

DYSPHAGIA AWARENESS WEEK – Dysphagia can affect up to 65% of stroke survivors. To raise awareness of this condition we offered tips on living with Dysphagia and shared inspirational stories on stroke.org/dysphagia.

NATIONAL STROKE AWARENESS MONTH – In May we mark one of the National Stroke Association’s pillar awareness programs and strive to increase public awareness about warning signs, risk factors, and challenges faced by stroke survivors; in average reaching about 100,000 online viewers.

RAISING AWARENESS IN STROKE EXCELLENCE (RAISE) AWARDS – Our annual award series, in seven categories, recognizes exemplary efforts by individuals and groups raising awareness about stroke across the continuum in their communities - including stroke prevention strategies, warning signs recognition and stroke recovery support. One of the 2016 RAISE Awards winners was Austin Speech Labs. Austin Speech Labs was founded by two speech therapists who saw a gap between services covered by medical insurance and what stroke survivors truly need. This lab provides a supportive environment for their clients so that they can complete intensive, individualized speech therapy required for optimum stroke recovery.”

WORLD STROKE DAY – Every year on Oct. 29th we join global world stroke organizations in their call to everyone to join the fight against stroke. The 2016 campaign focused on taking action, driving awareness and pushing for better access to stroke treatments.

CAREGIVERS AND FAMILY – Caregivers play an important role throughout the post-stroke recovery process. Caregivers can be a family member, friend, neighbor and/or a healthcare professional. Each November we celebrate National Caregiver Month to acknowledge caregivers’ hard work, dedication, selflessness, and recognize and honor all their efforts. Visit stroke.org/careliving to view the extended online caregiver community.
SURVIVOR PROGRAMS AND SERVICES

FAST PROGRAM-IN-A-BOX – Our bilingual program ensures that the public is equipped with the knowledge and educational resources needed to effectively recognize the warning signs of stroke and access medical care quickly. Since its inception in 2014, this program has reached 109,500 individuals with lifesaving information.

PROGRAMS-IN-A-BOX – Educational kits are available on a variety of post-stroke conditions including a webinar, brochures, fact sheets and other resources. Topics include: AFib, Incontinence, PBA, and Spasticity.

These are great programs-in-a-box to present the pertinent information to support groups, and I would like to continue receiving these, in order to make the people in my group more aware of subjects which pertain to them. – Barbara

RETURN TO WORK – After a stroke, the road back to work can be challenging. With nearly one third of all strokes occurring in people under the age of 65, this program was developed to help those seeking to return to the workforce.

STROKE AND TECHNOLOGY – Technology plays a critical role in stroke prevention and detection as well as rehabilitation and stroke recovery. Since technology in the stroke world is ever-evolving this new program delivers information on important topics and provides a starting point for research.

YOUNGER STROKE SURVIVORS – Our newly-launched initiative aims to engage stroke survivors between the ages of 18–45 by providing them with a one-stop platform for relevant stroke information.

GAMES AND APPLICATIONS

BEATING YOUR ODDS HEALTH GAME – A new and innovative model to deliver health information on AFib and its connection to stroke. Visit stroke.org/beating-your-odds.

COMEBACK STRONG MOBILE APPLICATION – This customizable mobile app was developed for stroke survivors and their caregivers to manage medication, teach common medical terms relevant to stroke, and improve their rehabilitation through video instruction.

FOODSMARTS™ MOBILE APPLICATION – This app helps manage nutritional needs, including recipes and best options when dining out. Visit Apple and Google stores to download.

MOBILITY MISSION HEALTH GAME – This online game is geared toward stroke survivors and caregivers and provides useful information on post-stroke mobility.
HEALTHCARE PROVIDER PROGRAMS AND SERVICES

The National Stroke Association is committed to providing the most current stroke education, stroke related training, and tools to healthcare providers to assist them in providing the highest level of care for their patients.

THE CERTIFIED STROKE REHABILITATION SPECIALIST (CSRS) program enables therapists to become preeminent stroke clinicians through a rigorous set of courses. The number of CSRS certificates awarded has been steadily increasing year-over-year. Nearly 600 certificates were awarded nationwide and we saw an 81% re-certification rate.

ACCREDITED PROFESSIONAL EDUCATION – More than 9,200 physicians, nurses, and other healthcare professionals participated in educational programs that included topics such as Acute Stroke: Missed Diagnosis, Care Team Opportunities for Impact: Cardiac Monitoring and Cryptogenic Stroke.

THE STROKE RECOVERY NAVIGATOR PROGRAM – is a recent pilot community-based, telephone stroke recovery navigation program that seeks to improve patient reported outcomes of returning to daily living and caregiver perception of burden. Upon graduation from the program, navigators ensure the stroke survivor or caregiver is connected with support systems to continue their post-stroke recovery and further reintegrate them into their communities.

In 2016 this program moved into a national study phase with the intention of finding evidence supporting the need for community-based, telephone navigation for stroke survivors and caregivers in order to improve health outcomes in the stroke community.

About 180,000 pieces of educational materials such as wallet cards and brochures were provided to healthcare facilities nationwide.
STROKE SUPPORT GROUPS provide a forum for learning, listening and socializing with other survivors and caregivers. The National Stroke Association provides an online searchable registry and supporting materials for 835 stroke support groups and their leaders; including tips on starting a support group, group facilitation and a program-in-a-box, which has a variety of topics on post-stroke conditions.

THE CARELIVING COMMUNITY saw an 13.5% increase in users in 2016 and currently empowers over 4,000 caregivers to take time to care for themselves by providing a safe space for discussion, connection and support at careliving.stroke.org.

STROKE SURVIVOR HELP & RESOURCE LINE – This newly launched project focuses on providing broader individual support to the thousands of stroke survivors, caregivers, and other members of the community we serve. The 2016 conception phase built the groundwork for the 2017 operational phase that will redefine the helpline services and expand assistance to better serve our community.

It is estimated that there will be more than 10 million adult stroke survivors in the U.S. by 2030.

PARTNERSHIPS AND ALLIANCES

AFib ALLIANCE – This alliance was forged by advocacy organizations recognized as leaders in AFib education, including the National Stroke Association, Relevate Health Group, Mended Hearts, Preventative Cardiovascular Nurses Association, and Heart Rhythm Society. It is focused on bringing a multi-faceted approach to providing patients, caregivers and family members, with education, tools and resources. Visit alittlefib.org for more information.

SPASTICITY ALLIANCE – This alliance of advocacy organizations including the National Stroke Association, Brain Injury Association of America, Multiple Sclerosis Association of America, United Cerebral Palsy and United Spinal Association aims to raise awareness about spasticity, empower people living with spasticity, and serve as a resource hub for information about spasticity, condition management, and treatment. Learn more at spasticityalliance.org.

VOLUNTEERS AND SUPPORTERS

The National Stroke Association depends on our talented, dedicated and passionate volunteers and supporters to advance our mission and help the nationwide stroke community. With more than 4,700 volunteer hours logged at 25 events and countless operational functions by 131 nationwide volunteers in 2016, we have made a concerted effort to shift the focus of each volunteer project to a highly engaged activity. Many of our volunteers deliver key core business functions such as management of StrokeSmart magazine subscriptions, thank-you note distribution, stroke support group database maintenance, and more. Our volunteers are passionate about our mission and are excited to use their skills to help. Their help is truly mission critical and there are no words to appropriately express our gratitude.

"The best way to find yourself is to lose yourself in the service of others." — Ghandi
GOVERNMENT AFFAIRS AND ADVOCACY

Stroke is a leading cause of serious, long-term disability in the U.S.

There was a spike of 44% in the number of younger Americans (45) hospitalized due to stroke over the last decade.

We are well on our way to becoming a leading voice for stroke advocacy and successfully fighting for critical care at the state and federal levels. We relentlessly make an effort to make stroke care a national priority by mobilizing advocates in the movement for better care to get the word out about this devastating disease.

In 2016, Stroke Advocacy Network (SAN) advocates took action on seven federal bills critical to the stroke community. The bills addressed such issues as funding for the NIH, Telehealth, and support for stroke survivors return to the workforce. At the end of 2016, we participated in a strong push that resulted in the successful passage of the 21st Century Cures Act to promote medical research and spur the advancement of new therapies across a range of diseases. In all, thousands of SAN advocates sent tens of thousands of messages to Congress in support of stroke survivors, their families, and caregivers. Combined with dozens of in-person meetings with members of Congress and their staff by National Stroke Association representatives, 2016 was an impactful year for healthcare policy and advocacy for the stroke community on Capitol Hill.

During the 2016 state legislative season, we tracked legislation with the potential to impact the stroke community. In total, the National Stroke Association tracked over 100 bills in 34 states and sent nearly 2,000 letters to state legislators to educate them on stroke and to urge those legislators to support legislation that supports the community of those affected by stroke.

Strokes in children, teens, and young adults are increasing at an alarming rate in the U.S.

Drinking 6-9 cocktails in one night raises your stroke risk the next day by 30%.
In 2016 we delivered a solid strategy to gain a broader print and digital presence to expand our information delivery and fundraising efforts into all communication channels.

A foundational give and get strategy on TWITTER increased our Twitter followers by 6.4% from the previous year, totaling 1,048,235 organic impressions and approximately 24,000 followers. Our main Twitter audience presents a 50-50 split between male and female, the main demographic segment age is between 25-54.

Our main FACEBOOK audience is 77% female and 23% male with a small increase in the male audience during 2016. We reached 6,382,260 users on Facebook and increased our posts by 11.5% to gain 8% more Facebook Fans, totaling 109,187. By delivering more timely and relevant information we saw a 22% increase in our organic views on Facebook.

A total of four major PRESS RELEASES were released in 2016, that resulted in about 1.6 million coverage views and more than 25,000 social shares.

STROKESMART MAGAZINE reached approximately 75,000 subscribers each quarter during 2016, and we increased individual readership by 1,500 readers, successfully attracting more advertisers with useful products and services that raised advertising revenue for the magazine by about 9% during the fiscal year.

The Association’s monthly clinical journal, THE JOURNAL OF STROKE AND CEREBROVASCULAR DISEASES gained more than 7% new international subscribers in 2016.

MAIN WEBSITES ARE:
stroke.org
comebackstrong.org
strokesmart.org
alittlefib.org
spasticityalliance.org

We increased online users on stroke.org by 13% (average 3.6 million sessions) including new visitors by 14.57%. We grew comebackstrong.org by 35% with 176% new visitors, while strokesmart.org grew by 15% (approximately 300K sessions), including 18.26% new visitors. Alittlefib.org grew by 41% (approximately 65K sessions) with 133% of new visitors, while the brand new SpasticityAlliance.org site grew to 22K users.

Our GOOGLE ADWORDS ADVERTISING STRATEGY yielded 8,992,625 impressions and nearly 380,000 interactions that drove visitors to tools, downloads and stroke information on our various web pages.
To fuel the association’s efforts we received contributions through numerous fundraising and sponsorship activities, as well as other funding channels nationwide.

Individuals, corporations and foundations further our mission through their dedicated support and generous donations. Donors support the mission through individual, family, memorial and estate gifts, demonstrating their powerful and ongoing commitment to supporting stroke survivors nationwide.

**FINANCES & SUPPORT**

Our generous supporters and sponsors, plus various grants received supported 30 educational programs and services, generating $1,087,494 in revenue.

We had 8,369 donations from individuals generating $904,202.24. We saw an increase of 18% in the number of individual gifts to support our mission driven programs and services.

Working together with generous, dedicated supporters, we have helped thousands of extraordinary individuals come back strong from a stroke.

**ASSETS**
- Total Net Asset $1,014,658
- Total Liabilities $237,599

**REVENUE**
- Grants $901,793
- Contributions $1,098,477
- Professional Membership $323,124
- Other Revenue $243,469

**EXPENSES**
- Public Education $1,297,922
- Professional Education $977,190
- Fundraising $441,042
- Administration $312,857
MAJOR CORPORATE SUPPORTERS

$100,000-$499,999
Avanir Pharmaceuticals Inc.
Boehringer Ingelheim
Bristol-Myers Squibb/Pfizer
Genentech
Janssen Pharmaceutical
Mallinckrodt Pharmaceuticals
Merz Pharmaceuticals

$10,000-$24,999
Acorda Therapeutics
Allard USA, Inc.
Allergan Foundation
Daichi Sankyo
iRhythm Technologies
REACH Health

Up to $9,999
1-800-FLOWERS
Adler Aphasia Center
Amazon Smile Foundation
Bravelets, LLC
CoreScan
Clearview Healthcare
Ekso Bionics
Fourleaf Chopped Salads
HealthSouth Rehabilitation Hospital of Littleton

MAJOR PRIVATE DONORS

$50,000-99,999
Estate of Josephine Ricketts

Estate of Josephine Ricketts

$20,000-49,999
Lynne M. Harkness
Sue Anschutz-Rodgers

$10,000-19,999
Barry Litchfield Trust
Dave Sproat
Dr. Michael Walker
Hon. Samuel K. Lessey, Jr.
J. R. Gibson
Roy and Charlene DeGroot
Sylvia Dellar Trust

$5,000-9,999
Deborah Pines
E. Bruce Dunn
Edward Cox
Estate of Judith C. Edwards
Estate of Sara Toll
Frank M. Ewing Foundation, Inc.
Gilbert Maurer
Gordon H and Karen M Millner Family Foundation
Grosh Scenic Rental, Inc
Indianapolis Colts, Inc.
Irving Fenster
Phyllis Coors
Robert Shapiro
Stephen Koch
Tim van Biesen

$1,000-4,999
Adam Handwerker
Amy Nardone
Augusta Petrone
Barbara Judson
Betsy Schmalz Ferguson
Bloomberg L.P.
Brownsville Associates in Neonatology
Charles Doherty
Christina Chepel
Cindy Ketchum
Claudia Rinschler
Colorado Bankers Life Insurance Co.
Daniel Jo
Darrell Looney
David Speedie
David Williamson
Dick and Linda Livingston
Dorron Lemesh
Dr. Daniel Hanley
Dr. Philip Gorelick
Ellen Wasserman
Enterprise Holdings Foundation
Erik Hultquist
Evan Prager
Garret Thunen
Han Young Park
James Peake
James Prugh
Jay and Lois Miller
Jennifer Nellis
Jerry Owens
Jim Cook
Joe Rhodes
Judith Goldman
Kaufman Foundation Inc.

KRG Capital Management LP
Kristina Miele
Lewis Largent
Lewis M. and Esther Perlstein Family Foundation
Lydia Thompson
Marie Le Bon
Marilyn Sumner
Matthew Akers
Max Lousada
Megan Acosta
Merna Cirillo
Michael E. and Doreen H.R Sproule
Michael Zitoone
Minneapolis Clinic of Neurology
Mimahill Foundation
Moonachie Police Department
Patricia Mansfield
Priya Hot Yoga
Raymond Hofelder
Regeis Care Center
Robert Leeds
Robert Pratt
Ruth Dinowitz
Sarah Hindley
Shari Vuoso
Steve and Barbara Kessler
Susan O’Connor
Thomas Ferguson
Valerie Ireland
Vicki Diambri
Virginia M. Walker
“SUPER FINLEY”

There’s a super hero in Englewood, Col. His name is “Super Finley” and at 5-years-old he presented his cape at the National Stroke Association’s Comeback Trail 5K in Littleton, Col.

Finley experienced a stroke while in his mother’s womb during her long hours of labor. He wasn’t breathing when he was born, but was immediately resuscitated. “It was absolutely shocking to us,” said his mother Megan. “We didn’t know that babies had strokes.” His parents started reading everything they could get their hands on. “Neurologists told us there was no reason he had a stroke which gave us some peace, and then we started figuring out a course of action.”

At the Children’s Hospital Stroke Clinic, “everyone worked together as a team.” Early on Finley worked with physical and occupational therapists. “We are a super active family so he sees mom and dad have a real active life and he wants one too. We explore his interests and he’s got incredible perseverance. He’s had to work 100 times harder than anyone else but he always wants to do it right. Things that people think are important aren’t really all that important to us. We get to celebrate milestones with our family and we see him as our super hero,” said his mom. “Every day we are overly impressed by what he has accomplished.”

At least 50% of American women are not able to recognize stroke warning signs.