Taking STEPS

2011 ANNUAL REPORT
On average, someone in the U.S. has a stroke every 40 seconds. Every single day, National Stroke Association is taking steps to support and educate the at-risk public and the stroke community to change this startling statistic. As 2012 begins, I am heartened as I reflect back on the growth and many successes making us the leading national organization committed to reducing the incidence and impact of stroke.

Over the past year, we adopted “Taking Steps” as a theme to guide us in continued growth and remind us of the millions that we have yet to reach. It’s fitting because we are always taking steps to equip the public with the knowledge to prevent strokes and to arm those already impacted with recovery resources. We need you by our side as we take the next steps toward developing an empowered network that can influence the public at large to become better protected against stroke.

I encourage you to read more about the programs and offerings that make up who National Stroke Association is today and how we are positioning for the future. With you as our partner, we can walk together towards a world free of stroke.

Sincerely,

Jim Baranski
Chief Executive Officer
NATIONAL STROKE ASSOCIATION OVER THE PAST YEAR+

- Audiences served:
  1. 55,000 survivors
  2. 12,000 caregivers
  3. 60,327 healthcare professionals

- 7,000,000+ U.S. survivors
- 795,000 strokes occurred or 1 every 40 seconds
- Up to 80% of strokes can be prevented

- 1,361,000 unique website visitors
- 11,000 Facebook “likes”
- 90,000 StrokeSmart™ issues
- 755 support groups
- 2,954 volunteer hours
- 1,200 direct calls to customer relations

STROKE OVER THE PAST YEAR+

- Stroke cost $73.7 billion in the U.S.
- The mean U.S. lifetime cost of ischemic stroke = $140,048
- U.S. women are twice as likely to die from stroke as from breast cancer each year
Mission

To reduce the incidence and impact of stroke by developing compelling education and programs focused on prevention, treatment, rehabilitation and support for all impacted by stroke.

Brief History

Founded in 1984, National Stroke Association is the only national organization in the U.S. that focuses 100 percent of its efforts on stroke. National Stroke Association is based in Centennial, Colo., and sustains itself through individual donations, sponsorships, memberships and grants.

We work diligently to carry out the organization’s strategic plan. In congruence with our mission, we collaborate with our local and national partners to ensure:

- All people have access to life-saving stroke care no matter their socio-economic status or geographic location.
- The general public is aware of stroke warning signs and is able to act FAST and save lives.
- Knowledge of controllable stroke risk is part of regular healthcare professional and patient communications.
- Access to post-stroke resources is readily available.
- Stroke survivors and caregivers have a peer-to-peer community that evokes dignity and provides support to all people affected by stroke.
- The stroke community has a voice on a national and state level to advocate for improved access, stroke care and rehabilitation resources.
“June 23: Lobby Day gave us a chance to make a difference for 7 million survivors. We shared our stories, our challenges and hopes that funding would be maintained for researching stroke and other neurological diseases.” – Maurine, Stroke Survivor
The Stroke Advocacy Network provides a venue for stroke champions to communicate directly with elected officials, all so they better understand how healthcare and policy changes can not only prevent strokes, but also improve lives.

In just over a year, our member advocates have grown from a modest 117 participants to more than 5,000. Advocates have ignited their communities, leveraged 60 congressional meetings in Washington, D.C., and sent more than 10,000 communications to Congress.

We are tackling big issues like awareness of high-level stroke risks, implementing stroke care guidelines, federal funding for stroke research and access to rehabilitation coverage. It is still a long road ahead to bring stroke to the forefront of a national conversation. But we can, and will, get there together.
“I got to ask questions no one else would answer. I learned so much about stroke from many experts. It made me a much better caregiver and I wanted to share that with other caregivers I know.”
– Caregiver
On Jan. 19, 2011, National Stroke Association hosted its inaugural Virtual Health Fair. To ensure accessibility for all people across the country, this stroke educational event was hosted online using interactive virtual technology. The online setting enabled attendees to learn at their own pace and gain live, exclusive access to stroke experts and free downloadable education—all at no cost.

The event featured a webcast series with live expert Q&A across diverse stroke issues, virtual educational booths and access to hundreds of free educational downloadable materials, prizes, coupons and video. The live day was recorded and available on demand for three months.

Exceeding all expectations and beating industry standards, more than 2,000 individuals attended, spending an average of 2.5 hours in the event. People came to learn about stroke but more importantly, the event led to positive behavior change—31 percent of surveyed participants took action to better their health based on their experience.
“Knowledge is power. The more you spread information about stroke to the people, the more they can prevent what happened to me.”
– Mark McEwen, Event Emcee
Most people in the U.S. are unable to identify any stroke warning signs. That’s why raising stroke awareness is a top priority at National Stroke Association—we know that knowledge can save lives.

The RAISE Awards was instituted in 2011 as a national awards program that recognizes individuals and groups for taking stroke awareness to new and creative heights. The program features several categories and encourages people engaged in community-level awareness-raising activities directly supporting National Stroke Association’s mission.

Nominations opened in May during National Stroke Awareness Month. On Oct. 28, 2011, the inaugural RAISE Awards dinner event brought together 92 attendees to recognize five winners—delightfully presented by our celebrity guests Henry Winkler and Mark McEwen.

The goal of recognizing the stroke community for their awareness activities is to encourage others to either begin or continue their creative awareness outreach, because everything matters—no matter the size or reach. By supporting the many already engaged in unique and effective ways, the RAISE Awards program aims to establish a long-term devoted and organized community.
“I tell my story to raise awareness that stroke can happen to anyone at any age.” — Shari
Faces of Stroke is a multimedia public awareness campaign that aims to show the personal side of stroke and educate the public about important stroke facts by sharing personal stories of stroke champions. The campaign launched in 2011 and hundreds stepped forward to share their experiences and take on a vital role in the act of raising awareness.

These stories are a great way to prove that no one has to face the aftermath of stroke alone. From a teenager grappling with her new identity as a survivor to a 52-year-old man who beat a diagnosis that he would never walk again, the people participating in this campaign have become a community of inspiration.

As Faces of Stroke continues to grow we expect powerful outcomes, such as building a large, engaged community of stroke champions educating others by sharing their stories and refining how the public views stroke. We believe there is much power in being aware and sharing—it will create a much-needed and powerful role for the stroke community in the act of raising awareness.
Millions of people seeking stroke information and up-to-date education have visited National Stroke Association’s website over the years. We understand the importance of easy access to stroke education and awareness, which is why we provide that free information on our website.

In a concerted effort to make our website more accessible and user-friendly, National Stroke Association overhauled www.stroke.org and launched an updated version in late 2010. Coupled with a new strategic outreach plan, our website received 1.2 million visitors this last year—a 23 percent growth over 2010.

Unique visitors from across the globe came seeking education for themselves and downloadable stroke information for distribution in their families, workplaces and communities. In fact, a vast majority of site visitors were seeking information about stroke warning signs—information that can save lives.

With the demand so high for stroke education, we are compelled to perpetually update our comprehensive online resources to help us and the communities we serve take steps toward life without stroke.
May is a time for those involved in stroke to be a proud and empowered community.
National Stroke Association received a presidential proclamation in 1989 to honor each May as **National Stroke Awareness Month**. In May, we amplify stroke awareness efforts by offering tools, resources and encouragement to everyone—no matter their reach or abilities—to raise awareness in their own ways. We also ask everyone to join our national efforts through multimedia campaigns like **Faces of Stroke**, so that we reach the public in an integrated fashion.

In 2011, a new online Stroke Awareness Resource Center was launched, resulting in the fifth most trafficked webpage on www.stroke.org during May. The Center features an awareness e-kit, tools for how to host events, the **Faces of Stroke** campaign and much more.
This free publication is published five times a year and filled with inspirational real-life stories of people impacted by stroke, as well as caregiver experiences. The magazine updates readers on new science and helpful products and tips for recovery and lifestyle. A 2011 survey revealed that 93 percent of readers look forward to reading each issue.

National Stroke Association strives to raise stroke awareness and become a partner in stroke recovery to survivors and caregivers. StrokeSmart™ helps us take the necessary steps to reach even further into the communities we serve. By providing free subscriptions to individuals, support groups, hospitals and rehabilitation centers, each issue of the magazine reaches 100,000 who need it across the U.S.
“Outstanding presentation in support of telestroke; gave me data to support improving our system” – Participant
National Stroke Association has always taken steps to ensure that the at-risk public and stroke survivors have access to the best possible stroke care. During the last year, we conducted 28 professional education programs touching nearly 10,000 healthcare professionals in an effort to assure they have the most up-to-date information on best practices and research breakthroughs.

Our 2011 programs focused on important medical topics such as how to reduce the impact of in-hospital strokes, improving recurrent stroke prevention methods, optimizing clinical and fiscal stroke center performance, how to build and sustain a telestroke network, best practices for patient care focusing on nurse education and much more.
“As a nurse practitioner working with stroke survivors and their families, I consider National Stroke Association a partner in this endeavor.” – Marta
PROFESSIONAL MEMBERSHIPS

National Stroke Association has made excellence in stroke care our passion. Through three key membership programs, we are reaching healthcare professionals across the continuum of stroke services.

**Stroke Center Network™** was developed 25 years ago for health organizations committed to developing centers of excellence for stroke care. In 2011, National Stroke Association boasted more than 200 participating organizations.

**Stroke Rehabilitation and Recovery Network** is an association of organizations committed to quality stroke rehabilitative care and supporting survivors and their families through the challenges of recovery. At the end of 2011, we had recruited more than 50 centers.

**Professional Society** is our individual membership program for individual healthcare professionals seeking stroke training. Nurses, physicians, rehab staff and even students have found great benefits in this membership.

Representing more than 4,500 of the healthcare professionals we touch nationwide, these memberships are a testament that we are making a real difference in reducing the impact and incidence of stroke.
“If the hospital my father went to did not have telestroke technology, I could have lost him forever. When you’re treating a stroke every minute counts.”

– Dr. Aaron Heide, Neurologist
According to the American Medical Association, there is only one neurologist for every 25,000 people in the U.S. Telestroke is an innovative technology that uses Internet video and electronic information sharing to connect hospitals to a remote neurologist, thereby bringing faster stroke diagnosis to rural and underserved areas. In 2011, National Stroke Association began investing in a study to improve and increase the use of telestroke that will vastly increase the reach of expert doctors and neurologists.

We offer up-to-date education on emerging science and best practices through many channels, including live education programs called grand rounds. Healthcare facilities across the country offer grand rounds opportunities as a way to provide staff with continuing education credits while focusing on important topics. Our program outcomes reveal that on average, 95 percent of participants see improvements in stroke knowledge. More than 80 percent of participants claimed they would immediately implement and update their practice to improve patient outcomes.

In 2011, grand rounds programs included:

- Post-Stroke Spasticity: An Update on Diagnosis & Treatment Research
- Managing Atrial Fibrillation to Prevent Stroke
Equip yourself with valuable information to make informed decisions about your post-stroke recovery.
There are more than 7,000,000 stroke survivors living in the U.S. But this number does not totally reflect the scope of stroke. Stroke is often a family event, and millions of spouses, parents and children live with and care for stroke survivors.

Recovery from stroke can be a lifelong process. For many people, it begins with formal rehabilitation, which can restore independence by improving physical, mental and emotional functions. At National Stroke Association, it is important to provide support for individuals and families affected by stroke and to prove that there is always hope.

National Stroke Association creates programs that target the greatest areas of need: dealing with the effects of stroke—both how to recover and how to cope, becoming a patient advocate, returning to work, preventing another stroke, medication adherence, caregiver needs and much more.

In addition to our free, accessible programs, National Stroke Association also offers a large support group registry including more than 700 support groups nationwide that constitute a massive network across the U.S.
“It gave me a lot to think about.”
— Viewer

“The numerous suggestions on how to help patients communicate (helped me).”
— Viewer
iHOPE was developed to empower stroke survivors and caregivers by equipping them with the knowledge to take an active role in promoting post-stroke recovery. iHOPE is a series of webinars and Ask the Experts Q&A sessions led by experts on stroke recovery issues. The program is designed for an individual experience—allowing users to learn at their own pace and gain specific knowledge for personal needs. Content for each event is developed by an expert in the field, offering information about stroke-related conditions and how to assess, treat and manage them at home.

With more than 2,800 participants, iHOPE is a continuing success. On average, 86 percent of participants agreed that the programs helped change or improve their perspective and practice of stroke recovery and rehabilitation.

iHOPE is available free and on demand to anyone interested in learning more about stroke. The program includes 15 archived webinars, three Ask the Experts sessions and two discussion guides on topics such as:

- Aphasia
- Atrial Fibrillation
- Depression and Other Emotional Issues
- Fatigue
- Medication Adherence
- Mobility
- Nutrition Post-Stroke
- Navigating the Nutrition Facts Label and the Grocery Store
- Pain
- Preventing Another Stroke
- Pseudobulbar Affect
- Rehabilitation at Home
- Spasticity Post-Stroke
- Stroke...Explained
- Vision
“This is a great place to talk and let your feelings be known.”
– Yolanda
Most stroke survivors are discharged from hospitals to their homes where they are cared for by a caregiver. A caregiver’s role may start immediately post-stroke or evolve over time—no matter when the role begins, it can be challenging.

A recent study found that between one-third and one-half of family caregivers reported being inadequately prepared for the experience of caring for a stroke survivor. National Stroke Association is committed to assisting caregivers during their journey alongside the survivor. A 2010 quantitative survey of caregivers found that they want more information and support when it comes to time management, goal setting, financial issues, self-care and strategies for caring for the stroke survivor.

Careliving is a program designed specifically to help support the millions of caregivers of stroke survivors. It features a comprehensive Caregiver Guide and Careliving Community, an online social network that boasts nearly 1,000 members. Additionally, several caregiving-focused webinars will be available throughout 2012 with live expert Q&As.

Careliving gives caregivers information and support that enables them to care better for stroke survivors and themselves, thus helping to reduce the impact of stroke on families and friends.
"I am happy, honored and proud to be running the marathon in honor of my dad. My mom recognized the signs of stroke and acted fast. Not everyone is as lucky as my dad. It’s the least I can do to find the strength within myself to run 26.2 miles and raise money every step of the way to help educate others about stroke."

– Ilana Semel

"About four years ago, my sister Alicia found an 85 percent block of her carotid arteries due to a regular scan. We felt the awareness of the causes of stroke saved our sister’s life."

– Jim Suridis
WALK WITH DINAH

In 1998, the Suridis family lost their mother to complications from a stroke. In 1999, they began a legacy. To keep their mother’s memory alive, raise awareness and battle against stroke, the family began the Annual Walk with Dinah. Fourteen years later their walk is still going strong. On Nov. 5, 2011, the family raised an astounding $14,000 to support stroke awareness outreach at National Stroke Association. To date, the Suridis Family has partnered with us to raise more than $150,000 to support our mission.

ING NEW YORK CITY MARATHON

Year after year, our endurance team participants raise awareness and funds for stroke while lowering their own risk. This past year, 26 members of our community stepped up to take the New York City Marathon challenge and raised $93,000 to help fight stroke.
**TOTAL REVENUE — $3,429,084**

- Contributions: 73%
- Professional Memberships: 12%
- Grants: 8%
- Earned Income: 6%

Per 2010 audited financial statements.

**TOTAL EXPENSES — $2,840,784**

- Professional Education: 43%
- Administrative: 7%
- Fundraising: 14%
- Public Education: 36%

Per 2010 audited financial statements.
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<th>Vice Chairman:</th>
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The following generous foundations, corporations and individuals have awarded support to National Stroke Association’s stroke education and prevention services.

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IN MEMORY OF GEORGE DAVIS, BOARD CHAIRMAN EMERITUS
A champion for stroke, his dedication to stroke prevention, education and awareness was unmatched. Thank you to those supporters who help his legacy live on.

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BEQUESTS
A special thanks to those whose legacies live on through bequests that support National Stroke Association’s ongoing fight against stroke.

Mr. John Bensen
Ms. Margaret Saks
Ms. Ruth Goodman
Ms. Stella Wilder Leneker
Congratulations and thank you to our fundraisers and endurance teams! Thank you for your continued support.

TRIBUTE GIFTS
Generous contributions have been made to create these keepsake tributes in memory and honor of individuals who have touched our lives.

ENDURANCE TEAMS / FUNDRAISERS
Congratulations and thank you to our fundraisers and endurance teams!