Dear Friends,

Since 1984, National Stroke Association has become the trusted source for free resources and education for both the public and stroke community. Together, with you and other advocates across the United States, we empower survivors and their circle of care to thrive after stroke.

As an organization, we are constantly inspired by the stories you share—the messages of hope, perseverance and determination continue to drive us to serve you better. Within each program that we create is a small piece of you and others that truly need our support. But we know you need more. The needs of the stroke community are growing. 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.

In the pages that follow, you’ll learn more about the many ways we impacted the stroke community in 2013. It is because of the support of you—our many partners, donors, advocates and supporters—that we are able to continue to grow and meet the needs of the stroke community.

We are thrilled to share with you a look back at the last year, but to also let you know that in many ways, this is just the beginning. Thank you for being part of the journey.

Sincerely,

Michael D. Walker, MD
Chairman, Board of Directors
We are 100% FOCUSED ON STROKE

Stroke is 4th LEADING CAUSE OF DEATH and a LEADING CAUSE OF ADULT DISABILITY

The community we serve

At Risk Population

Healthcare Professionals

Stroke Survivors

Caregivers and Family Members

Total Assets: $1,960,439
- Current Liabilities: $183,256
- Total Liabilities: $183,256
- Total Net Assets: $1,777,183
- Current Assets: $1,866,225

Total Revenue: $3,264,106
- Professional Memberships: $389,187
- Net Assets Released from Restrictions: $407,059
- Grants: $1,073,307
- Contributions: $1,264,428
- Other Income: $130,125

Total Expenses: $3,410,196
- Administrative: $310,492
- Fundraising: $578,097
- Professional Education: $894,533
- Public Education: $1,627,074

Click here for full financial information.
Our community awareness efforts focused on the importance of understanding risk, recognizing stroke symptoms and acting FAST. These messages were promoted at community events, in online campaigns and much more. Our most significant community awareness effort happened in May, National Stroke Awareness Month, where we focused on sharing the FAST messaging to help save more lives. Additionally, by sharing the inspirational stories submitted through the Faces of Stroke program, we utilized the experiences of the stroke community to spread important stroke education and messages of hope.

UP TO 80% of strokes can be prevented through a reduction in risk factors

MORE THAN 50,000 reached with FACES OF STROKE STORIES

National Stroke Association helps me spread awareness to others in my community.

Michelle B., stroke survivor

57,460 FAST Wallet Cards

57,465 Stroke Risk Assessment Score Cards

50% MORE WOMEN DIE FROM STROKE EACH YEAR, COMPARED TO BREAST CANCER
Providing stroke education to healthcare professionals is one of the most important responsibilities of National Stroke Association. Our goal is to increase the recognition of stroke, treatment for stroke and the support that the healthcare community can provide to stroke survivors and their families. We’re dedicated to providing both live and enduring events through webinars, Internet Point of Care, ask-the-experts sessions, self-guided case studies and grand rounds. We provide education to the healthcare community at large, with additional resources and benefits for our exclusive Stroke Center Network (SCN) membership program.

SCN members represent stroke centers of all sizes and at all stages of development. Membership benefits are developed in direct response to member needs and are available to all employees affiliated with the member organization.

“"The stroke community prefers to get their information from their healthcare providers.""

Community Assessment survey

Every 40 seconds someone in the U.S. has a stroke

UP TO 83% SURVIVE A STROKE
400,000 FREE subscriptions of StrokeSmart® magazine distributed in 2013

12,249 HOPE: A Stroke Recovery Guides distributed

Over 1,600 Stroke Support Groups registered: a 100% increase in 2013

3,404 iHOPE viewers

Over 350 Programs-in-a-box distributed on topics related to stroke

187,954 Journal of Stroke & Cerebrovascular Diseases article downloads

RECOVERY: Stroke Survivor & Caregiver Support

Recovery from stroke is a lifelong process. National Stroke Association aims to provide hope for stroke survivors and their families. But, hope is only part of the plan. To help minimize the burden that stroke places on a family, we have increased our free resources and tools to support each person on their individual road to recovery.

Most popular in 2013 were our iHOPE webinars on the topics of sex and sexuality and incontinence, Program-in-a-box (for Stroke Support Group Leaders) launch, StrokeSmart® magazine and the Lifelong Education and Advocacy Program (LEAP) that focuses on post-stroke education for survivors and caregivers.

“...You help me cope by reading what other people are going through and makes me aware that it’s not just me feeling the way I do.”

Judy M., caregiver
GETTING INVOLVED

Our goal was to empower the stroke community to engage in a variety of activities that can help spread stroke awareness, provide a platform on which to share their story and raise funds to support the continued fight against stroke. The stroke community was a powerful group of passionate individuals that sent more letters to congress, hosted more community fundraising events and provided greater support to one another through social media and the Careliving™ Community than ever before.

One of our most notable successes of the year involved an effort to expand our legislative reach. Stroke Advocacy Network launched the State Advocacy Action Center, where one can find a variety of information about their state legislature and the stroke-related bills their legislators are talking about.

As a young survivor, it’s helpful to me to know I’m not alone.

Karen K., stroke survivor

56,982 letters sent to Congress by Stroke Advocacy Network

11,149 advocates took action on 88 bills and resolutions in 34 states and the District of Columbia

2,715 active Careliving Community members: a 25% increase in members in 2013

$240,000 raised through volunteer fundraising activities

MORE THAN 4,000 VOLUNTEER HOURS GIVEN

MORE THAN 200 PEOPLE ENGAGED IN FUNDRAISING, hosting an event or joining the Stroke Challenge team
ANNUAL GIVING

We give special recognition to the generous donors who made significant investments to support our mission. Thank you for your continued support.

Jayne Abshire
Caren Afflitto
Stephen Albert
Gregory Alessandra
Pamela Alexander
David Allen
Robert Alonso
Dick And Mona Alonzo
Linda-Jo Amaniera
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Bruce Anderson
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Timothy Brindle
Erik Brink
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Andrea Geglia
Stuart Gelfond
August Gerecke
Jeanne Gerson
BEQUESTS

Thank you to those whose legacies live on through bequests that support National Stroke Association.

Carmen Becker Trust
Sylvia Dellar Trust
The Estate of Mildred Jackson
Bonnie Kaltenborn Estate
Trust of Clara E. Kolschowsky
Barry Litchfield Trust
Janet Maxine Ryan Trust
Thomas Smith Jr. Revocable Trust
Bertha Tomaska Trust Agreement

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Harriett Wilkens
Valerie Wilkinson
Angie Williams
Frances Williams
Anna Willox
Dian Wilson
Al Wilson
J. Greg Winchester
Steven Winner
John Wohlgemuth
Tom Wolf
Women of the Moose Lynchburg Chapter 1335
Helen Wong
Jerry & Joan Wright
Phyllis Yale
Norio Yamada
Nancy Zovnic
Katherine Zundel
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Stewart Strawbridge
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Tim Van Biesen
Michael Walker
William Wiegmann
Gail Wiegmann
Jenny Zhang
Pfizer, Inc.

COMMUNITY FUNDRAISERS AND STROKE CHALLENGE TEAM

A special group of individuals took extra engagement by hosting community fundraising events and joining our Stroke Challenge team to raise awareness and funds in support of National Stroke Association.

Caitlin Almer
Mark Anzalone
Jenny Bertagnoli
David Bertagnoli
Timothy Birnbaum
Lisa Blackwell
Blackwell
Carole Boletti
Tara Burkle-Silverman
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Amanda Dahlgren
Michael Darling
Kathy Donley
Joseph Duero
Mary Egan
Ryan Elder
Debra Ferguson
Ryan Flanagan
Meredith Galante
Roxana Gib
Dr. Annie Green
Jenkins Howard
Natalie Grybiene
GEORGE DAVIS SR. LEGACY FUND

The family of George Davis Sr. have carried on his commitment to help prevent stroke and to improve the lives affected by it by the creation of this fund. Thank you to those that have kept his legacy alive through their gifts.

TRIBUTE GIFTS

Generous contributions have been made in tribute of loved ones affected by stroke. Our tribute honorees are listed below.

Giovanni Agnoli
David S. Allejn
Louise Allen
Carolyn Louise Almer
Aunt Anna
Herbert Atkins
Stanley Baker
Henry K Banach Jr
Richard Barancho
Ernest Baumgart
Barbara Baumstein
Howard Beck
C.F. Bedford
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Benavidez
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Elizabeth Strawbridge
Suridis Family
Lise Sutherland

Phil Tetreault
Robert Toon
Teri Trahan
Tim Van Biesen
Tamara Vukomanovich
David Welborn
Linda Welborn
Holly Wheeler
Michael Williams
Catherine Wilson
THANK YOU!
NATIONAL STROKE ASSOCIATION’S MISSION

is 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.

STROKE HELP LINE
1-800-STROKES (787-6537)

www.stroke.org