



HeR HeaRT

Annual Report 2017

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Message from Founder & CEO

Dr. Linda Worrall-Carter

“Women were telling me that heart disease was not on their radar as their biggest killer.”

It has been another amazing year at Her Heart. We have been privileged to work with some outstanding women and men who are keen to make a difference and stop the needless death of women from heart disease. It is not acceptable that we lose 1 woman an hour in Australia, 1 woman every 10 minutes in the UK & Europe, and 1 woman every 80 seconds in the US. That is 1 in 3 women worldwide, a number that cannot continue.

When I get asked why I started Her Heart, I mention these statistics and people are shocked. I get told time and time again, that heart disease is not something that is on women's radar. It became increasingly clear during my research career that there needed to be a dedicated charity to raise awareness and educate women around their heart health, and that disseminating research was not enough.

Our community has only grown in response to this, we have now expanded our reach from 55 countries in our first year to more than double in 2017, and we are now in a staggering 128 countries which is amazing! We have almost 5,000 visitors a month



(including 20% men), many accessing the website to see if they are at risk and if they are, what they can do about it.

So please enjoy this annual report which brings together so many different aspects of our work, including our growing online platform, our increasing numbers of corporate and professional partners who are incredibly important to us. We have also been working with some key philanthropists and game changers such as Susan Alberti AC and Angela Wheelton & Paul Wheelton AM KSJ.

I feel incredibly blessed to work with our Board and a host of Advisors who give significant amounts of time and support to this important cause, as well as to me personally. I would also like to acknowledge our wonderful community leaders who have assisted us with our new Women In™ program which has been a great success.

I believe that we are able to do great things together and look forward to your ongoing support in 2018.

About Her Heart



1 IN 3

women globally will die from heart disease

8.6 million women die annually of heart attack or stroke



HEART DISEASE KILLS

1 woman every hour (AUS)

1 woman every 10 minutes (UK)

1 woman every 80 seconds (US)

WHY ONLY WOMEN?

Heart disease is the biggest killer for both men and women. The facts are:

- 90% of Australian women have 1 risk factor, many have 2 or 3.
- The biggest increase is in women aged 25–40. 40% of women won't experience the typical crushing chest pain.
- A significant number of heart attacks in women are misdiagnosed, and as a result, women receive fewer angiograms, less surgery (or bypass), and fewer stents.
- Women are twice more likely (than men) to die after a heart attack in their first year.

PREVENTION IS POSSIBLE

80% of heart disease is preventable through lifestyle changes such as healthy eating, regular exercise, controlling your blood pressure and blood glucose levels, sleeping well and stopping smoking.

OUR COMMUNITY

Her Heart was established by Dr. Linda Worrall-Carter in 2015 with the aim of reducing the heart disease death toll in Australia by 50% by 2025. Dr. Worrall-Carter is a leading authority on women's heart health after over 15 years of research in this area. She concluded that further research alone was not the answer and more women needed to be made aware of their risk.

Her Heart is leading the way for women. In the first 6 months, Her Heart had over 5000 online subscribers a month and was impacting over 55 countries. By 2017, the numbers have more than doubled to 128 countries. Her Heart is the ONLY global charity dedicated to promoting women's heart health providing up to date evidence-based content.

As a virtual charity we are accessible to women anywhere, anytime on any smart device. We offer opportunities for women to get together, such as the Women In™ program, where our community leaders run third-party events in support of Her Heart. We host campaigns and programs as well as the 'share your story,' which opens up opportunities for engagement. We also have an active social media community on Facebook, Twitter and Instagram.

OUR VISION

To fight heart disease in women around the world. Starting in Australia, we aim to decrease the deaths from heart disease by 50% by 2025.

OUR MISSION

Her Heart is a health promotion charity that speaks to women, about women, for women as we seek to empower women to learn, support healthcare professionals to know the signs and act, and encourage the Australian public, business, government and media to drive change.

Executive Members



DR. LINDA WORRALL-CARTER (RN, BED, MED (PRELIM), PHD, FCSANZ) – FOUNDER AND CEO

Linda is the Founder and CEO of Her Heart. She is a leading authority on heart health for women, has a background in nursing, teaching, research and held executive positions in hospitals, universities and the NFP sector. Linda has received funding of over 9 million dollars; has co-published over 90 publications and presented over 160 conference papers. For her efforts in raising awareness about heart disease in women, Linda was a winner in the Female Entrepreneur Awards and Her Heart won the Casey Kinnaird Community Award in late 2015.



MS. CASSANDRA KELLY – BOARD MEMBER

Cassandra is an entrepreneur, philanthropist, former CEO of Pottinger, global advisor, speaker, board director and coach to leaders throughout the world. She is a passionate supporter for women and is the founder of The Glass Elevator. Cassandra has been recognised as one of the top 100 Women of Influence in Australia and has won many awards including the Women's Instyle Business Award.



MS. ANGELA WHEELTON – BOARD MEMBER

Angela has an extensive background as a senior business leader. She has a passion for health and wellbeing, having worked in an executive role within the corporate sector, specifically the dental industry for many years. More recently, Angela has had involvement in Wheelton Philanthropy aiming to educate the broader community about the possibilities and opportunities in all areas of the philanthropic sector.



MR. JAMES HUTTON – BOARD MEMBER

James is a leading practitioner in the provision of corporate advisory services and specializes in capital markets and merger and acquisition issues. He has 25 years of experience in equity and hybrid capital raising, corporate finance transactions and public and private M&A dealings. James has a strong reputation as a strategic corporate advisor to public company boards, independent directors and government bodies and known for his commercial and practical approach in complex corporate matters.



MS. MEREDITH THORNTON – BOARD MEMBER

Meredith is a business woman and has a background as a physical education teacher. She has a strong community profile, supporting many local businesses over the years. This has extended to being on committees and supporting fundraisers for which she has been acknowledged in receiving many awards. Meredith was founding director of Warrandyte Community Bank, which has given over \$10 million to the community.

Advisory Group



DR. SUSAN ALBERTI (AC)

Dr. Alberti is one of Australia's pre-eminent philanthropists, having donated millions of dollars to medical research and other charitable causes over her successful business career. Susan was awarded the Companion of the Order of Australia Award in 2016, in recognition of her eminent service.



DR. NOEL BAIREY-MERZ (MD)

Dr. Bairey-Merz is a professor of medicine and holds the Women's Guild Chair in Women's Health. She is also the director of both the Barbra Streisand Women's Heart Center and the Preventive and Rehabilitative Cardiac Center at Cedars-Sinai's Heart Institute. She is a global authority on women's heart health.



MR. ANDREW MORELLO

Andrew is Head of Business Development at Yellow Brick Road, a wealth management company. Andrew was the winner of the first season of The Apprentice Australia and is a passionate philanthropist and supporter of charities.



DR. MUKESH HAIKERWAL (AC)

Dr. Haikerwal is a professor at the School of Medicine in the Faculty of Health Sciences at Flinders University in Adelaide and also a general medical practitioner in Melbourne. He has received numerous awards and was made an Officer of the Order of Australia for his work for distinguished service to medical administration and promotion of public health.



MS. DENNI FRANCISCO

Denni is the owner and Director of Qualia Global Learning Network and Qualia QI, who is committed to assisting people achieve higher levels of performance. These programs have been implemented by multinational organisations around the world. Denni has held the role as a CEO of three small to medium enterprise businesses.



MR. ALAN CASTLEMAN

Alan is a professional company Chairman, Director and Executive with involvement in ASX listed, mutual, government and overseas owned companies and on a number of public sector or not for profit advisory boards. He has substantial experience covering many industries, especially in corporate governance and management roles.



DR. DEEPAK HAIKERWAL (PHD)

Dr. Haikerwal is Director of Cardiology at Western Health and is a founding partner of Heartwest, one of the largest private cardiology services in the western suburbs of Melbourne. Dr. Haikerwal is on a number of committees and is a passionate supporter of philanthropy.

Her Heart Supporters



DR. AZIZ RAHMAN (MBBS, MPH, PHD)

Dr. Rahman is a public health specialist, who has published several papers with Dr. Worrall-Carter around heart disease for women, and has an interest in how this can be translated into strong awareness programs that have an impact on women's heart health. Dr. Rahman has supported Her Heart since mid 2015.



MS. ASHLEIGH ROBERTSON

Ashleigh is a qualified chartered accountant, she works with a number of charities making it her mission to help these organisations meet their obligations and focus on business development with a strong financial position. Ashleigh has supported Her Heart since September 2016.



MS. LIZ ROWELL

Liz is Founder and Managing Director of Red Ark, an integrative creative agency. She offers support around branding, content creation, campaigns and media advertising. Liz has served on a number of boards and mentored young women through a variety of foundations. Liz has supported Her Heart since May 2017.



MS. KERENI WHITE

Kereni is the Creative Director of White Sites Website Development and has over 13 years specialising in web development and maintenance, SEO, Google marketing and IT support. Joining Her Heart in mid-2015, Kereni has offered ongoing website and IT support.



MS. NATASHA HAWKER

Natasha is the Founder and Managing Director of Employee Matters with over 20 years of experience in human resource management. Natasha helps small to medium-sized enterprises hire the right people and increase engagement, she has supported Her Heart since April 2016.



INTERNS

Her Heart continues to offer a strong internship program. This has included health promotion and graphic design students from Deakin University, Swinburne University and Academy of Design Australia. Special thanks go to Emily Flynn, Lauren Hertogh, Belinda Hogg, Emily Hull, Sarah Mullaly, and Kirsty Nixon. Particular acknowledgment goes to Belinda Hogg and Emily Hull who receive the Katherine Smith Outstanding Student Award.

Her Heart Community



128

countries have accessed
our website



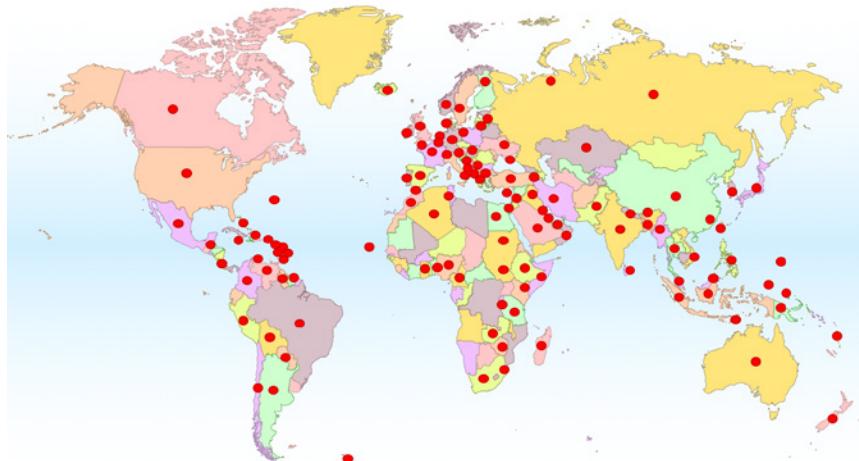
53k

website visitors



125k

page views



Her Heart's mission is to reduce the rates of heart disease in women through raising awareness around this issue and empowering women to take action. We source the most recent heart health information (based on the latest evidence) in order to show women that simple lifestyle changes can make a big difference. Our aim is to provide information that is interesting and easy-to-read including an array of resources – engaging women in different ways through reading, listening, watching and other forums. We have designed the website to be simple to navigate with user-friendly tools that can be downloaded and printed when necessary.

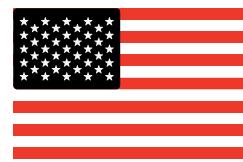
On an individual level, we want to show women how to identify if they are at risk, then empower them to go to their GP or physician, have a heart health check and if they need to look at making small changes, offer ongoing advice and support.

For this year, the website has gained over 125,438 page views, receiving an average of over 5,000 visitors every month from 128 countries. Her Heart still remains a global 'go-to-place' for information on women's heart health.

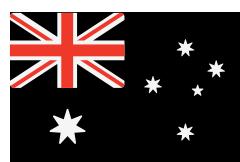
Who You Are



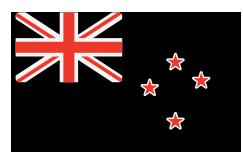
46.34%
United Kingdom



26.16%
United States



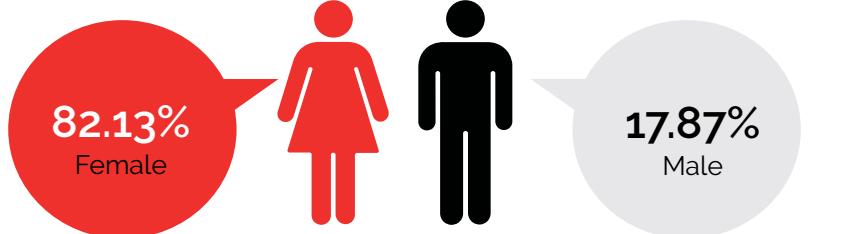
19.43%
Australia



4.42%
New Zealand



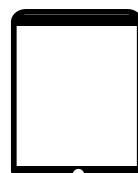
2.02%
Other Countries



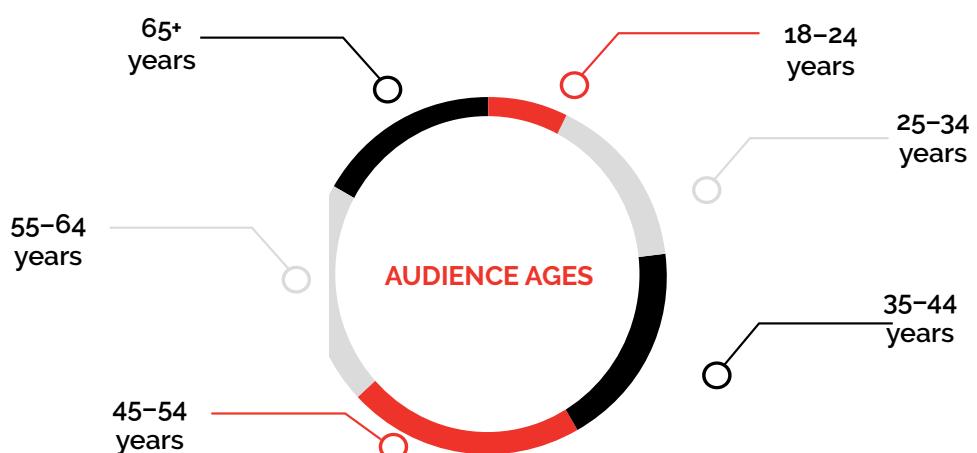
43.25%
Computer Access



41.15%
Mobile Access



15.60%
Tablet Access



125, 000
Total Page Views

53, 000
New Visitors

53, 500
Total Users

59, 000
Total Sessions

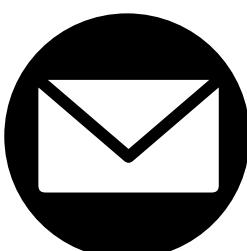
Connecting with You

Her Heart is primarily a digital charity and as such, our online presence is extremely important. Also, given that women are the biggest users of social media we aim to be able to deliver information across multiple channels. Below are the multiple ways that we connect with our community.



WEBSITE

This year, the Her Heart website has been accessed from over 128 countries, with an average of over 5,000 visits every month. The most frequent visitors were those from United Kingdom, United States, and Australia.



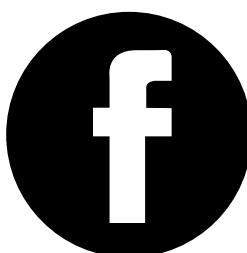
COMMUNITY BULLETIN

The Community Bulletin provides monthly updates on what's happening at Her Heart. This includes events, current and future campaigns, any recent partnerships, and new tools such as checklists.



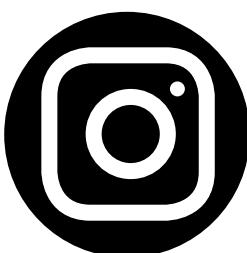
NEWS

The Her Heart News is an online newspaper style editorial that gives you the latest information on heart health for women - including the latest research findings and current studies.



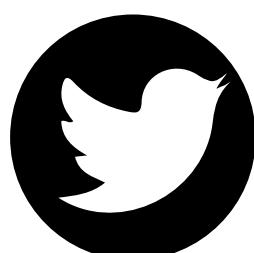
FACEBOOK

We have a growing community on Facebook and here we share the latest campaigns, photos taken from our events and also heart related days such as World Heart Day.



INSTAGRAM

As the biggest increase in heart disease is in the 25-40 aged group, we want to engage our community where they are! We love Instagram and while it is Her Heart's most recent social media platform we are growing our following.



TWITTER

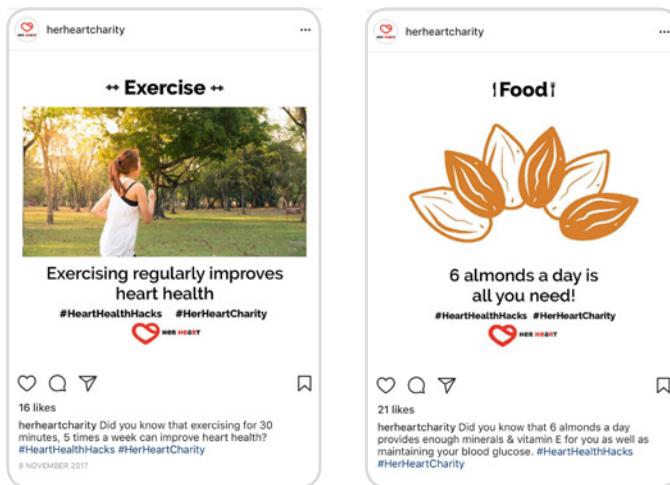
Her Heart aims to be up-to-date with what's happening and share important news and events with its Twitter followers.

What We Offer



TWO MINUTE TUESDAYS

This series featured short, snappy videos every Tuesday for several weeks. We asked our community what questions they would like answered, and Dr. Linda Worrall-Carter gave suggestions as to how to tackle these challenges.



SHARE YOUR STORY

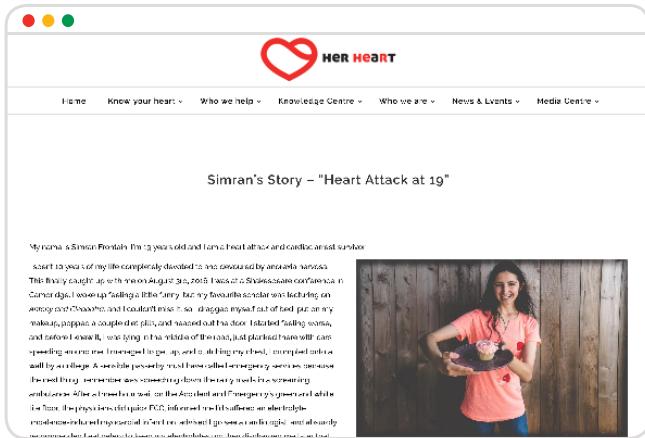
We enjoy hearing from our community who regularly contact us in order that they can share their stories to help other women. When people read stories from our community, they realise that women experience different symptoms to men, which can make it less likely to recognise them. They also sometimes wish they had acted sooner and not delayed in getting help.

OUR ONLINE RESOURCES

Heart Healthy Tips, GP Checklist, Fact Sheet;
These printable PDF documents serve as
a great resource of facts about heart disease and
helpful information needed in wellness check-ups
These materials can be downloaded from the Her
Heart website.

ONLINE SOCIAL MEDIA CAMPAIGN

The Heart Health Hacks campaign was in response to our community telling us that there was never enough hours in the day! We decided to look at some short, quick and easy "hacks" or tips based on evidence. For example, if you eat only a small handful of almonds a day it will give you all the Vitamin D you need.



A Snapshot of 2017



February 14th
Launch of Her Heart Day
on Valentines Day



February 22nd
Dr. Susan Alberti appointed
as a Her Heart advisor



May 11th - 13th
Global Summit of Women
Tokyo, Japan



September 5th
Ms. Julia Banks MP refers to
Her Heart in Parliament
Canberra, Australia



November 17th
Women In™ Finance Lunch
YBR Women & Macquarie Bank
Sydney, Australia



Belinda Hogg
Social Media Intern
Deakin University

February 16th
Appointment of Ms.
Angela Wheelton to
the Her Heart Board



March 25th
Miss Muddy event
Melbourne, Australia



June 14th
Heart Foundation
Research Forum
Sydney, Australia



October 25th-27th
iHHUB Congress
Madrid, Spain



December 5th
Women In™ Super
Christmas Lunch
Melbourne, Australia



December 15th
The Katherine Smith
Outstanding Student Award
presented to interns

Emily Hull
Design Intern
Swinburne University

Events

MARCH 2017 – MISS MUDDY

Her Heart partnered with the Miss Muddy fun run event held in March at the Ladbrokes Park in Melbourne. It was a 5km fun run and included a range of obstacles and inflatables in the muddy course. There were lots of teams that ran in this event which promoted an active, healthy lifestyles among women whilst raising awareness about the importance of heart health. Miss Muddy supported Her Heart by donating \$10 for every ticket sold using the checkout code HERHEART and a further donation for each Her Heart volunteer who helped out at the event.



Ms. Harriet Worrall-Carter (centre) with some of our enthusiastic volunteers.



Getting ready to start.

NOVEMBER 2017 – YBR WOMEN IN™ FINANCE

Ms. Effie Nicol is a Her Heart Community Leader who has supported Her Heart's work for some time now. Effie co-ordinated the very successful YBR Women In™ Finance 'Women & Wellness' event held in Sydney on the 17th of November hosted by Macquarie Bank. The event raised over \$5,000 and had a number of speakers, including Dr. Linda Worrall-Carter and a panel discussion. All speakers emphasised the importance for women to balance their work whilst maintaining a healthy lifestyle and importantly looking after their heart health.



Presenation by our CEO, Dr. Linda Worrall-Carter.



Dr. Linda Worrall-Carter with Mr. Mark Bouris (Executive Chairman, Yellow Brick Road) and Ms. Effie Nicol (Principal and Wealth Manager, Yellow Brick Road).

DECEMBER 2017 – WOMEN IN™ BUSINESS EVENT

The Women In™ Business event was hosted by Cheryl Meikle (Branch Manager) Dee Dickson (Community Liaison Officer) of the Bendigo Community Bank. It was held on the evening of 21 December 2017, Dr Worrall-Carter spoke to the group and over \$350 was raised at the event.



An informal gathering.



Ms. Cheryl Meikle, Ms. Dee Dickson and Dr. Linda Worrall-Carter with Ms. Lynette Hookey (Warrandyte Football Club) and Jackie Austin (Warrandyte Football Club).

DECEMBER 2017 – WOMEN IN™ SUPER CHRISTMAS LUNCH

The Women In™ Super lunch held their annual Christmas event held at The Plaza Ballroom (Regent Theatre in Melbourne) with 530 women and guest speaker, comedian Denise Scott. Many thanks to Chair of the Melbourne committee Ms. Roz Shaw (Willow Blue Consulting) and the Women In™ Super committee members as it raised over \$4000. It was an incredible event and Her Heart was honoured to be selected as the charity of choice.



An afternoon filled with Christmas cheer.



Ms. Cate Wood (Chair and National Spokesperson, Women In Super), Dr. Linda Worrall-Carter and Ms. Sandra Buckley (Executive Officer, Women In Super).

Professional Events

JUNE 2017 – THE HEART FOUNDATION'S WOMEN AND HEART DISEASE FORUM

In June 2017, Julie Anne Mitchell co-ordinated a professional forum in Sydney around women and heart disease. There were a number of health professionals from different sectors attended and some excellent presentations around the latest research. There were also panel discussions, including our CEO Dr. Linda Worrall-Carter.



Ms. Julie Anne Mitchell (NSW Director of Cardiovascular Health Programs, Heart Foundation).



The Heart Foundation mascot, Happy Heart, with forum speakers and attendees.

SEPTEMBER 2017 – WOMEN'S HEALTH WEEK

Her Heart was involved in a number of campaigns during Women's Health Week encouraging women to think about their heart health and make it a priority. In an address during Women's Health Week to the House of Representatives in Canberra, Julia Banks MP, spoke about and the need to improve the health and wellbeing of all women in Australia. Julia recounted a recent meeting with CEO, Dr. Linda Worrall-Carter and how surprised she was at hearing that we lose 1 women every hour in Australia to heart disease. Here is a short quote from her speech:



Ms. Julia Banks MP mentions the efforts of Her Heart in her speech in Federal Parliament.

"I applaud Dr. Worrall-Carter's work and passion to raise awareness of heart disease so that women's lives across Australia can be saved. The vision of Her Heart, a not-for-profit organisation, is to work with women to raise awareness of heart disease, the biggest killer of Australian women, and increase women's chances of avoiding and/or surviving this silent killer. By 2025 they aim to decrease the deaths from this disease by 50%."

- Julia Banks, MP

OCTOBER 2017 – iHHUB IN MADRID, SPAIN

iHHub is the world's first non-profit organization of patient advocacy groups that promotes and supports awareness of heart disease. Her Heart CEO Dr. Linda Worrall-Carter was one of 20 global members of iHHub invited to attend the Inaugural Congress in Madrid, Spain. There were a number of key presentations including Professor Manuel Martinez-Selles, cardiologist from the Gregorio Maranon Hospital in Madrid, Dr. Patrice Lindsay from World Stroke Organization, as well as Ms. Maite San Saturnino, President Corazon Sin Fronteras around how we can look towards amplifying the consumer and patient voice in our work. A major aim of the Congress was to explore ways to amplify the consumer and patient voice in our work.



Attendees of the iHHub Inaugural Congress.



Dr. Susan Campbell (MPH, Vice-President of Public Policy at WomenHeart) with Dr. Linda Worrall-Carter.

Professional Network



Our Network

SUPPORTERS



MinterEllison



Pottinger

serco



Women in Finance
Powered by YBR Group



SPONSORS



How You Can Help



SPREAD THE WORD

Help us spread the word through our social media, actively fundraise or simply start a conversation with your friends and family about the importance of looking after your heart, you might even save the life of someone you know.



DONATE

Help comes in many forms and any amount will make a difference. Please consider donating to Her Heart as we require funding for ongoing awareness programs as well as other activities.



PARTNER WITH US

Our partnerships are the cornerstone on how we grow. If you are a professional group, or would like to explore a corporate partnership, we would love to hear from you.



SPONSOR US

You can help through sponsorship of programs, and naming Her Heart as your preferred charity at an event. Please contact us and enquire about our Sponsorship Pack so that we can look at how we can work with you.



SHARE YOUR STORY

It may be you or a loved one living with heart disease or you may be a carer, health professional or mourning the loss of a loved one. Everyone's story is precious and we would love to tell others about your experience.



INTERNS WITH US

Here at Her Heart, we have a highly successful and sought after internship program. We value our interns who make an incredible contribution to our organisation and cause.



HeR HeaRT

We love hearing
from you!

Please don't hesitate to get in touch if
you have any questions about what Her
Heart does or how you can help.

ONLINE

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hello@herheart.org

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