



**AORTIC
HOPE**

*CONNECTING HEARTS
ONE BEAT AT A TIME*

ANNUAL REPORT

2023



aortichope.org

**CELEBRATING 5 YEARS
AS A PATIENT-LED,
NON-PROFIT
ORGANIZATION**

**Spreading HOPE
Creating AWARENESS
Providing SUPPORT**



Aortic Hope's board and volunteer pool are comprised of patients, survivors and caregivers living with aortic disease.

Our 2023 Board of Directors:

- **Carin Andersen** - President/Founder/Director of PR and AHTV Host
- **Bill Barnhart** - Director of Community Relations/Marfan Liasion
- **Terri Cook** - VP/Director of Fundraising
- **Deb Joly-Warcholik** - Director of Volunteer Services
- **Maryanne Leister** - Treasurer
- **Jeni Shaffer** - Director of Administrative Services
- **Tammy Warner** - Secretary/Director of Community Relations





Our 2023 Non-Board Members and Directors:

- **Adham Ahmed** - Retail Operations/Medical Social Media Administrator
- **Charlotte Fee** - Support Services (Caregivers)
- **April Kee** - Support Services (Bereavement)
- **Kat Langer** - Support Services (Bereavement)
- **Tim O'Reilly** - Support Services
- **Ryan Rodarmer** - Genetic Education
- **Robb & Mindy Seltzer** - Culinary Nutrition Educators
- **Molly Thomas** - Social Media
- **Melissa Yee** - Support Services
- **Ben Youdelman, M.D.**- Medical Advisor

Our 2023 Administrators:

- **Sharon Carr** - Fundraising
- **Duc Giao** - Medial Social Media
- **Nikki Matyasi** - Social Media
- **Shaun Nicole** - Social Media
- **Bruce Waldrop**- Fundraising

The journey continues...

Aortic Hope strives to **Connect
Hearts, One Beat At A time**



2023: Help Us Help You Be the Best You Can Be



CONFERENCES/EVENTS ATTENDED:

- **STS** San Diego, CA
- **Aortic Symposium** Houston, TX
- **RFTH** Minneapolis, MN
- **ECTSS** West Palm Beach, FL
- **Sirius XM Doctor Radio** New York, NY



LIVE EVENTS

- **Amy Wagner, LCSWS** (Mental Health)
- **Chef Robb & Mindy** (Cooking & Nutrition)
- **Amy Klumpp, DPT** (Physical Therapy)
- **Doherty Cella Keane & Associates** (Navigating Disability)
- **Tara Cohen, EVP** (Lauren's Hope)

2023: Help Us Help You Be the Best You Can Be



LIVE EVENTS

- **Dr. Kristin Watson** (Pharmacy)
- **Dr. Siddharth Prakash** (Exercise/Aorta)
- **Dr. Luke Laffin** (Exercise)
- **Dr. Tim Churchill** (Exercise)
- **Dr. Ben Youdelman** (Aorta 101)
- **Dr. Stacy Fisher** (Cardiology & Genetics)



AWARDS RECEIVED

- **Platinum Level with Candid**
- **Great Non-Profit Seal**
- **Proclamation from Frederick County, MD (AD Awareness Month)**
- **Proclamation from OH (AD Awareness Month)**
- **Proclamation from VA (AD Awareness Month)**



President's Corner



***“Aortic Hope celebrated their 5th year as a non-profit organization and I couldn’t be more proud of the dedication and love from each and every board member and volunteer.*”**

***It’s heartwarming to know that we have 430 people registered with our support groups and 125 people signed up to be volunteers.*”**

Allowing us to help you, helps us. I can’t wait to see what the next 5 years will bring. Thank you for trusting us to be with you on your aortic journey.”

~Carin Andersen, Founder/President

MEMBERSHIP REPORT

SOCIAL MEDIA COMMUNITY	2023 TOTALS	2022 TOTALS	2021 TOTALS
FB Members	4,431	3,998	3,519
NEW FB Members	527	524	511
FB Reach	80,096	85,106	103,755
FB Visits	33,226	16,202	7,977
LinkedIn	507	N/A	N/A

MEMBERSHIP REPORT

SOCIAL MEDIA COMMUNITY	2023 TOTALS	2022 TOTALS	2021 TOTALS
Instagram Reach	7,524	N/A	N/A
Instagram Visits	1,869	1,131	N/A
Instagram Followers	1,187	N/A	N/A
AHTV YouTube	610	N/A	N/A


MEMBERSHIP REPORT

SUPPORT GROUPS/LIVE EVENTS	2023 TOTALS	2022 TOTALS	2021 TOTALS
Survivor Support	76	24	24
Caregiver Support	24	24	24
Bereavement Support	6	6	0
Live Events	21	27	25
Survivor Series	21	24	24



DONATIONS AT WORK

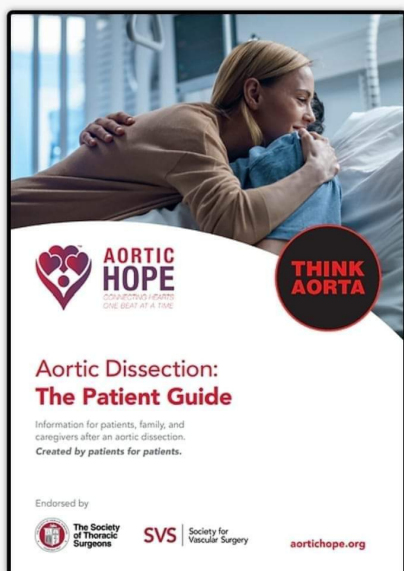
# Items Sent Out	2023	2022
Care Packages	34	25
Hope Mail	350	268
Hope Swag	268	179
Patient Awareness Posters	380	N/A



GRANTS AT WORK

# Items Sent Out	2023
Aortic Dissection: The Patient Guide (Downloads)	3,180
Aortic Dissection: The Patient Guide (Individual Copies)	92
Aortic Dissection: The Patient Guide (Bulk Orders of Guides)	1,250

Aortic Dissection: The Patient Guide

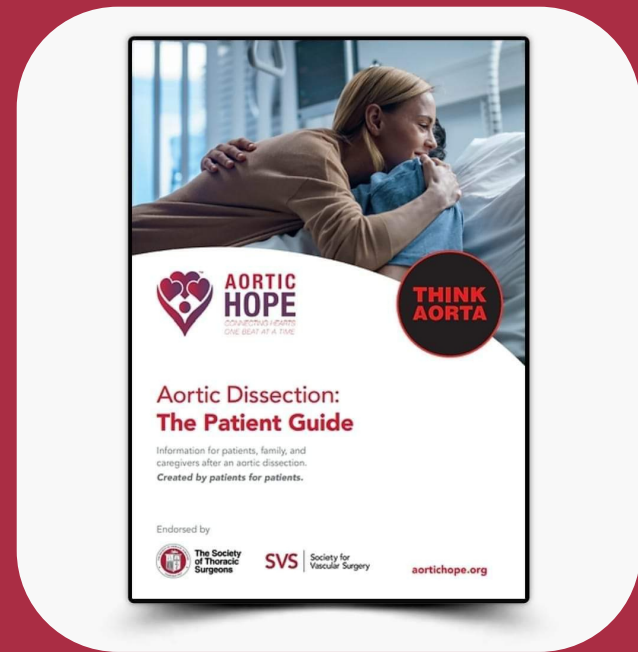


“I am so glad that this is now available to survivors and their care team. Wished it would have been available sooner. I’m grateful to Aortic Hope for making this guide. I believe this took a great amount of time, thought, and collaboration. Really a job well done in it’s accuracy and education.”

~Anonymous

Aortic Dissection: The Patient Guide has been received in 28 states and a variety of medical/aortic disease centers such as:

- Cleveland Clinic
- Cedars Sinai
- Penn Medicine
- Johns Hopkins
- Baylor Scott and White
- Einstein Medical
- Maimonides Medical Center
- Memorial Hermann
- ...*just to name a few*



FINANCIALS	2023
General Donations	\$27,242
Hope Swag	(\$2,015)
Rack Cards	(\$586)
Attendance at Conferences	(\$10,172)
Business Exp	(\$3,848)
General Expenses	(\$9,991)



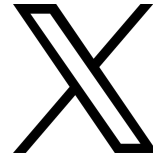


GRANT FUNDING	2023
Grants	\$20,000
Expenses <i>(books to market)</i>	(\$13,435)
Shipping	(\$1,100)
Promotion	(\$372)



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