

## **COMMUNICATE the Heart and Stroke Foundation Mission:**

To maximize the value and success of your event, educate your participants on the facts associated with heart disease and stroke, the great things that the Heart and Stroke Foundation is doing and how their hard earned fundraising dollars will get results that change lives.

### **Did you know...**

- Every seven minutes in Canada, someone dies from heart disease or stroke, making it the leading cause of death in Canada.
- Being physically active is vital for good health and well-being; regular physical activity can lower your risk of heart disease, high blood pressure, stroke and diabetes
- Unfortunately, 47% of Canadians are physically inactive, increasing their health risk

**As a leading funder of heart disease and stroke research in Canada**, the Heart and Stroke Foundation supports hundreds of world-class research teams in hospitals, universities and research institutions, while also providing millions of Canadians with information on how to both prevent and manage these diseases.

- Since 1956, we've invested over \$1.2 billion in research and health education.
- Annually, we invested more than \$59 million in heart disease and stroke research.
- We fund only the best and the brightest researchers, ensuring every dollar spent is a wise and effective investment.

### **While You Play, Your Dollars Get Results**

Whether it's delivering breakthrough medical advances, effecting social change, or educating consumers and healthcare professionals on how to prevent and manage heart disease and stroke, every dollar gets results that change lives. Consider what your donation is contributing to the health of Canadians right in your community:

#### **1,000 Donations of \$25**

Provides 3,000 Heart&Stroke manuals for parents of children born with congenital heart disease, helping them provide the most caring and effective homecare possible for their cherished sons and daughters.

#### **200 Donations of \$100**

Gives more than 13,000 stroke survivors and their families a rehabilitation workbook that is an essential tool in helping improve their quality of life after stroke.

#### **24 donations of \$250**

Funds a medical student for four months of research training in heart disease or stroke – building the research minds of tomorrow.