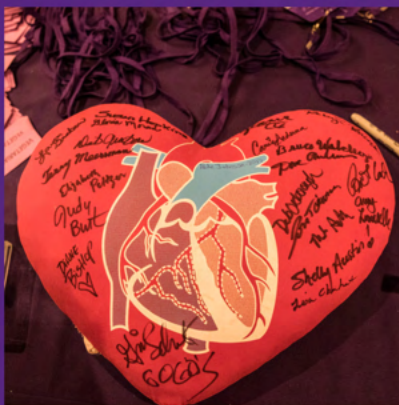


# 2025 IMPACT REPORT

ROCK FROM THE HEART®





# A MESSAGE FROM OUR FOUNDERS

## BIG DREAMS

As we reflect on 2025, we are humbled by how far Rock from the Heart has come and energized by the lives we continue to impact. What started as a personal journey has become a growing national movement to raise awareness of aortic and heart valve disease through education, support, and music.

This year, we introduced our first-ever free community heart screening in Saint Paul, an important new step in providing early detection resources and access to care. We continued to host two live Aortic Ed symposiums—in Saint Paul and Fargo-Moorhead—offering in-person and livestreamed sessions that made expert-led education available to people across the country.

Our reach extended far beyond event walls. We served as the flagship event for National Heart Valve Disease Awareness Day, and received official proclamations from both the State of Minnesota and the State of North Dakota, recognizing the importance of our mission. The I-35W bridge lit up red to amplify our message, and our growing online presence continues to bring vital education and support into homes across the country.

Your support made all of this possible. With your continued partnership, we will keep building momentum, expanding access, and standing with families affected by aortic and heart valve disease. Thank you for being a part of the Rock from the Heart family.

With gratitude,

Pete and Amy Johnson  
Founders, Rock from the Heart

***More than 11 million Americans are living with heart valve disease, yet 3 out of 4 Americans know little to nothing about it.***



## HUMBLE BEGINNINGS

Rock from the Heart was born from a vision of hope and determination as Pete lay in his hospital bed prior to surgery.

Faced with a life-altering aortic disease diagnosis, he and his wife, Amy, found strength in their love for each other and their shared passion for music. Amid the uncertainty and fear, the couple envisioned a way to bring awareness to aortic health and support others on similar journeys.

This vision grew into Rock from the Heart, a nonprofit organization that combines the power of music with a mission to educate and inspire. Today, Rock from the Heart hosts events that raise awareness about heart disease, provide resources for patients and families, and culminates in an annual benefit concert where they rock from the heart.

Their story shows how a spark of hope in the darkest of times can ignite a movement that touches countless lives.

- ***Up to 80% of people with undiagnosed aortic aneurysms show no symptoms before a rupture occurs.***
- ***Approximately 25,000 people in the U.S. die each year from ruptured aortic aneurysms.***





### OUR VISION

Our vision is a world where everyone affected by aortic and heart valve diseases has access to the resources, support, and knowledge needed to manage their condition effectively. We envision communities that are informed, engaged, and supportive, leading to improved outcomes and enhanced well-being for patients and their families.

### OUR MISSION

Rock from the Heart's mission is to proactively educate people about aortic and heart valve disease, bridge the gap between impacted families and the support they need, connect those diagnosed with vital resources, and inspire all through the healing power of music.

### OUR GOALS

- **Education and Awareness:** Increase public understanding of aortic and heart valve diseases, including risk factors, symptoms, diagnostic methods, and treatment options, through targeted educational campaigns and community events.
- **Patient Education:** Provide comprehensive and accessible educational resources to empower patients and their families to make informed decisions about their health and treatment options.
- **Advocacy:** Advocate for policies and initiatives that promote awareness, research funding, and improved access to care for patients with aortic and heart valve diseases at local, national, and international levels.
- **Support Services:** Develop pathways to professional support resources to help individuals affected by aortic and heart valve diseases navigate their journey and cope with the challenges they may face.
- **Partnerships and Collaboration:** Foster collaborations with healthcare providers, patient advocacy organizations, research institutions, and government agencies to advance research, improve patient care, and address the needs of the aortic and heart valve disease community.





# Aortic Ed Sessions

## St. Paul, MN - February 21, 2025

- Hosted 150 attendees at the Saint Paul Hotel
- Welcomed 14 speakers including doctors, researchers, survivors, and wellness professionals
- Topics covered include guidelines for aortic disease diagnosis and management, introduction to open heart surgery, Visible Heart Lab® presentation, mindfulness, and mental health impacts of heart disease

## Moorhead, MN - May 2, 2025

- Hosted 100 attendees at the Courtyard by Marriot Hotel
- Welcomed 11 speakers including cardiologists, surgeons, researchers, wellness professionals, and survivors
- Topics covered included causes and management of aortic disease, emergency medicine, women's heart health, medications, and rural health care initiatives

## St. Paul, MN - February 22, 2025

- Hosted over 500 concert goers at the Palace Theater in St. Paul to see opening act, Aortic Fire (Rock from the Heart House Band) and headliner, Sebastian Bach
- Welcomed over 100 attendees to the Rockin' Hearts Pre-party
- Raised over \$5000 in donations for Rock from the Heart in auction and merchandise sales

## Fargo, ND - May 3, 2025

- Hosted over 500 concert goers at the Avalon Events Center in Fargo to see opening act, Aortic Fire, with special guest Gina Schock from The GoGos, and headliner, Rick Springfield
- Welcomed 150 attendees to the Rockin' Hearts Pre-party
- Raised over \$10,000 in donations for Rock from the Heart in auction and merchandise sales





# Patient Education Videos

## Expanding Impact Through On-Demand Education

To extend the reach of our mission beyond in-person events, Rock from the Heart records all Aortic Ed sessions and makes them available on our YouTube channel. These educational videos feature expert presentations on aortic and heart valve disease, covering topics such as diagnosis, treatment options, mental health, and patient experiences. By offering this content free and on-demand, we are breaking down barriers to access and ensuring that lifesaving information is available to anyone, anywhere. This digital library serves as a lasting resource that continues to educate and support long after the event ends.



Mike Preston, Survivor | Aortic Ed Sessions Fargo, ND 2025

52 views • 2 weeks ago



Jason GO, MD, FACC: Aortic Valve Stenosis | Aorta Ed Sessions Fargo, ND 2025

35 views • 2 weeks ago



Joshua Wynne, MD, MBA, MPH, Professor of Medicine: Rural Health Trends in Valves and Blood...

7 views • 2 weeks ago



Daniel Gwynn, PharmD, BCCP: Trends in Valves and Blood...

6 views • 2 weeks ago



Jeremy Grindeland, PharmD, BCPS: Emerging Trends in Medication...

13 views • 2 weeks ago



Amy Johnson, Founder Rock from the Heart | Aortic Ed Sessions Fargo, ND 2025

38 views • 2 weeks ago



Shelly Austin, Survivor & Volunteer | Aortic Ed Sessions Fargo, ND 2025

3 views • 2 weeks ago



Gina Schock, Legendary Hall of Fame Drummer, Go-Go's | Aortic Ed Sessions Fargo, ND 2025

56 views • 2 weeks ago



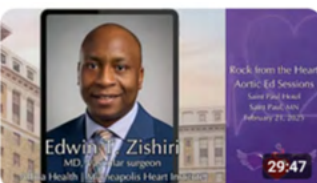
Amy Johnson: Rock from the Heart call to action | St. Paul, MN 2025

3 views • 2 months ago



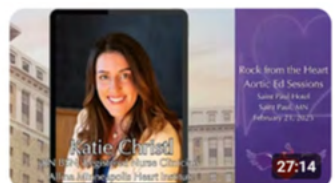
Elliot Stephenson, MD: Abdominal Aortic Aneurysm (AAA)...

21 views • 2 months ago



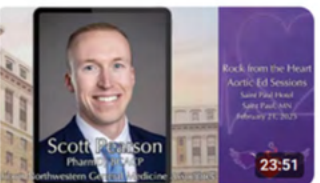
Edwin Zishiri: Aortic Root & Arrhythmias a review of cardiac...

33 views • 2 months ago



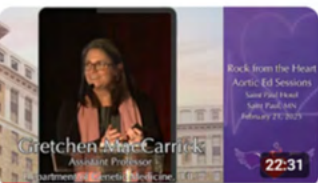
Katie Christl, RN BSN: Navigating Aortic Emergencies: The Patient...

18 views • 2 months ago



Scott Pearson, PharmD, BCACP: Medication Considerations for...

4 views • 2 months ago



Gretchen MacCarrick: Aortic Disease and Genetic Testing: what...

18 views • 2 months ago



Robyn Peacock: Survivor Story | St. Paul 2025

12 views • 2 months ago



Barbara Ablitt: Survivor Story | St. Paul 2025

24 views • 2 months ago

# TESTIMONIALS



*Thank you so much for all you did to make the symposium event happen!! The information presented was so helpful and I'm really looking forward to going back over the material, learning as I listen. I have a new diagnosis of aortic aneurysm and aortic bicuspid murmur. While they are both in the early stages, I've been told that surgery will be necessary in the future so I'm learning to live with this waiting stage. The symposium gave me perspective and hope. -H.J*

*I'm glad our organization has supported Rock from the Heart. Last week, I was diagnosed with an aortic aneurysm, and because of your work, I knew who to call for support. Now YOU will be supporting me. Thank you for doing this work. The road ahead is less scary for my family because of Rock from the Heart. Thank you. You have a supporter for life. -T.J.*

*Thank you, Amy and Pete, for putting Rock from the Heart together!*  
*I attended the symposium. It was the best, worthwhile, heartwarming, educating, enlightening four hours I've spent in years. I was diagnosed with BAV in May 2018. Told to come back in a year. I've had a heart murmur since birth. Previous echoes didn't show the BAV. I wasn't satisfied with the call from the doctor's nurse regarding my diagnosis. My family, on both sides, has very crappy heart disease. So I started my research.*

*I found out about the event via the internet and thus the symposium. The cardiologist from the Heart Institute were awesome, I plan to seek their care. I wouldn't have known about either without all your efforts to put together the symposium. I gained so much from that afternoon. A million thanks! 🌸 --J.M.*

*Before watching the Rock from the Heart symposium my husband wouldn't even talk about his heart situation. He had a "let's wait and see" kind of attitude. The information and the survivor stories shared on Friday were priceless. My husband and I have had more open and honest conversations than we had in months! - J.O*



# DIGITAL REACH AND ENGAGEMENT MILESTONES

Rock from the Heart, now in its eight year, has achieved significant milestones in its online and social media presence. We proudly grew our social media following to 7500, garnered over 2.1 million impressions across all platforms, and had our videos watched for a total of 1,300 hours. Additionally, our content reached 457,000 people, resulting in 21,000 link clicks and 35,000 unique site visits. These accomplishments have greatly amplified our mission of aortic health awareness and education, showcasing remarkable progress for our young charity.



In 2024, Rock from the Heart continued to grow and make meaningful strides in the face of ongoing economic and logistical challenges. Our ability to adapt and innovate allowed us to expand our impact and deepen our connection with the community. Highlights from the year include:

- Increased social media engagement through organic growth and strategic content, despite continued high advertising costs
- Expanded our digital presence and strengthened brand recognition in a crowded online space
- Boosted audience interaction and video watch time by delivering relevant, high-quality educational content
- Successfully launched our first community heart screening, providing critical access to care in underserved areas
- Adapted marketing strategies to align with changing online behaviors and platform algorithms
- Maintained consistent operations while managing staffing and scheduling challenges
- Secured new partnerships and grant funding to support our expanding programs

These achievements underscore our resilience, creativity, and ongoing dedication to saving lives through education, awareness, and support for those affected by aortic and heart valve disease.



7500 FOLLOWERS



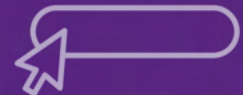
2.1 MILLION IMPRESSIONS



1 MILLION REACH



21,000 LINK CLICKS



1300 HOURS WATCHED



35,000 SITE VISITS



# MEDIA PARTNERSHIP

Through our partnership with Audacy/104.1 Jack FM, Rock from the Heart has significantly expanded its reach and impact. Leveraging the station's broad audience base, our marketing efforts have delivered an impressive 7,534,800 gross impressions, achieving a 33% reach among adults aged 21 and older. With an 8.4 frequency, our message of awareness and education about aortic conditions has resonated deeply with listeners, helping to further our mission of saving lives and supporting patients and families. This partnership has been instrumental in amplifying our cause and enhancing community engagement.

ROCK FROM THE HEART



ROCK FROM THE HEART



## Support for Rock From The Heart

Promotional Announcements: 822 minimum

Gross Impressions: 7,534,800

Reach: 33%

Frequency: 8.4

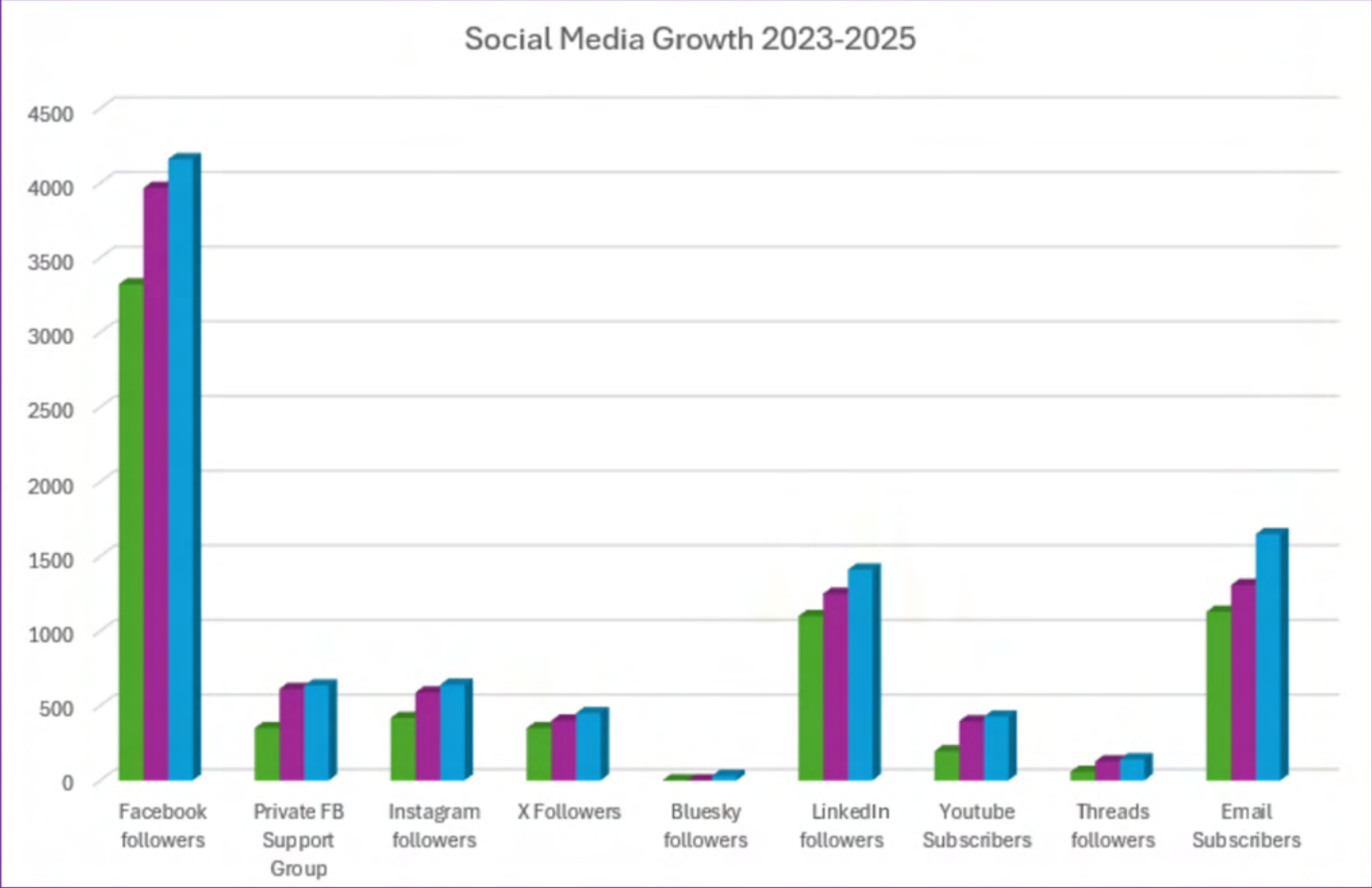
Source: Nielsen PPM; Persons 21+; Includes over the air, streaming and HD listening





# DIGITAL GROWTH TRENDS

Rock from the Heart has demonstrated consistent growth in its digital following over time, leveraging a strategic blend of engaging content, active community management, and targeted outreach. By regularly sharing compelling stories, educational resources, and updates about their initiatives, they keep their audience informed and inspired. The organization has also embraced social media trends, utilizing platforms such as Facebook, Instagram, X, YouTube, and LinkedIn to reach a broader audience. Interactive elements like live Q&A sessions, virtual events, and collaborations with influencers and healthcare professionals further amplify their reach. Additionally, a robust email marketing campaign ensures that followers remain engaged with personalized content and regular updates. This multifaceted approach not only attracts new followers but also fosters a loyal community dedicated to spreading awareness about the mission of Rock from the Heart, as evidenced by the accompanying graph showcasing their steady digital growth.





# COLLABORATION AND PARTNERSHIPS

SANFORD  
HEALTH



Edwards



GE HealthCare

ARTIVION



Heart Valve  
Voice US



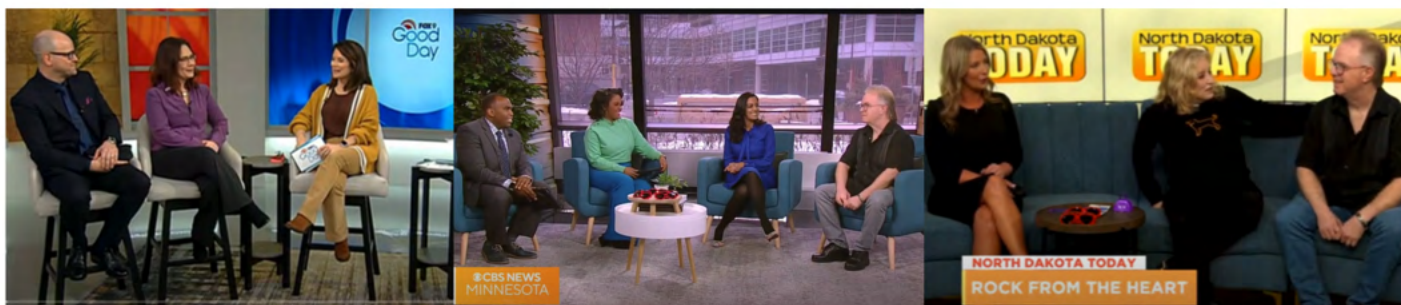
At Rock from the Heart, our partnerships with organizations sharing our mission have significantly boosted our impact. By collaborating, we've expanded our reach and improved our support for aortic and heart valve disease. These joint efforts have allowed us to combine resources and expertise, ensuring our initiatives are effective and sustainable. The success we've achieved together highlights the power of partnership, showing that through collective effort, we can drive lasting change in the communities we serve.

## MEDIA

At Rock from the Heart, we have successfully attracted media attention across various platforms, including:

- **Television:** Appeared on **7** major networks highlighting our events, patient stories, and awareness campaigns for aortic and heart valve disease.
- **Radio:** Secured **7** interviews and segments on popular radio stations, spreading our message to diverse audiences and engaging listeners in discussions about heart health.
- **Print:** Appeared in **8** articles in leading newspapers and online publications, showcasing our initiatives, success stories, and the impact of our work within the community.

This broad media presence has helped us raise awareness and garner support for our cause, furthering our reach and impact.





# THANK YOU



Dear Sponsors and Donors,

On behalf of the entire Rock from the Heart family, we extend our heartfelt gratitude for your continued support in 2025. Your generosity fuels our mission to save lives through awareness and education about aortic and heart valve disease—and allows us to use music as a powerful platform to bring people together and inspire hope.

Because of your support, we've reached more individuals and families affected by aortic and heart valve conditions through expanded educational programs, new partnerships, and life-saving outreach initiatives. This year marked a milestone for our organization as Rock from the Heart was recognized as the flagship event for national Heart Valve Disease Awareness Day, a reflection of how far we've come together.

Your contributions helped us:

- Launch our first free community heart screening, increasing access to early detection in underserved communities
- Host Aortic Ed symposiums in Saint Paul and Moorhead, delivering expert-led education in person and online
- Create and share new survivor stories and medical insights through our growing digital library
- Continue using music as a bridge to awareness and healing through our annual benefit concert and outreach events

Your support not only sustains these efforts—it inspires them. You are helping build a stronger, more informed, and more compassionate community for those facing the challenges of aortic and heart valve disease.

Thank you for being part of this journey. Together, we are making a real difference—one beat, one voice, one life at a time.

With sincere appreciation,  
Amy & Pete Johnson  
On behalf of the Board of Directors  
Rock from the Heart















# ROCK FROM THE HEART:

USING MUSIC TO INSPIRE  
AND BRING HOPE TO  
PEOPLE AFFECTED BY  
AORTIC DISEASE

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