

2019 Go Red for Women Luncheon



YOUR BEST **WEALTH** IS YOUR BEST **HEALTH**

CONSULT | HR
partners

2019 ROI Report

2019 Las Vegas Go Red for Women Luncheon

Friday February 22, 2019

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FEB

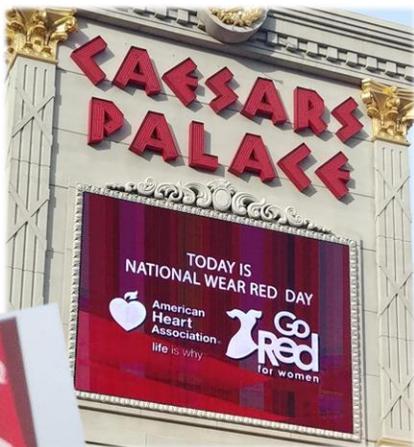
2019 Wear Red Day

Landmarks that went red for Wear Red Day:

- Neon Meseum
- Welcome to Las Vegas Sign: Lights Go Red

Caesars Entertainment properties:

- Caesars Palace
- The Linq



Snapshot of Our Local Success

On the first Friday of every February, the nation comes together, igniting a wave of red from coast to coast. From landmarks to news anchors and neighborhoods to online communities; this annual groundswell unites millions of people for a common goal: the eradication of heart disease and stroke. Such groundbreaking national success would not be possible without the support generated in communities across the country.

With the help of companies like yours, we celebrate the accomplishments of the local movement:

- Total dollars raised for the cause for 2019: \$364,890**
- Local participating sponsors: **32** and **3** media sponsors
- Local companies participating in Wear Red Day fundraising: **25**
- Number of Luncheon attendees: **430**

Thank you for helping to make Wear Red Day a success!



ROI DASHBOARD

FACTS & FIGURES

86

SOCIAL MEDIA
POSTS

2,118

SOCIAL MEDIA
USERS ENGAGED

46,848

SOCIAL MEDIA
USERS REACHED



789

PEOPLE REACHED

68

ENGAGEMENTS



#LVGoRed

194 USES

1,305,521 REACHES

22
FEB

Table Sponsorship

2019 Go Red for Women

Las Vegas, Nevada

The American Heart Association's signature women's initiative, Go Red for Women, is a comprehensive platform designed to increase women's heart health awareness and serve as a catalyst for change to improve the lives of women globally. It's no longer just about wearing red; it's no longer just about sharing heart health facts. It's about all women making a commitment to stand together with Go Red and taking charge of their own heart health as well as the health of those they can't bear to live without.

The generous \$5,000 sponsorship from **Consult HR Partners** helped raise the funds needed to reach our goal. With your help, the Las Vegas Go Red for Women Luncheon was able to bring together more than 430 business executives, medical professionals and community leaders together for this impactful lunch. Guests enjoyed a heart healthy lunch while listening to our featured speakers:
Kerry Bubolz, Ann Simmons Nicholson, Katie Lever, and Punam Mathur



YOUR CONTRIBUTION	
\$5,000	Consult HR Partners Sponsorship
\$364,890	Dollars Raised to Date



EVENT SUMMARY

- 430 Attendees
- 3,256 Invitations
- 9,768 Emails Sent





Mission Impact

Go Red for Women National Success

Financial support from corporations helps fund the AHA programs and initiatives to advance the mission to build healthier lives, free of cardiovascular diseases and stroke. The AHA is always seeking ways to increase communication with the public and to create tools and resources to help them manage and prevent heart disease.

As a partner to the cause Consult HR Partners donated \$5,000 in sponsorship to the American Heart Association. Below are some statistics for funds raised and participation the American Heart Association can perform thanks to YOU!

Funds donated to Go Red For Women have impacted women across the nation.

- ♥ More than 2 million women have learned their personal risk of developing heart disease by taking the Go Red Heart CheckUp
- ♥ More than 200,000 healthcare provider offices have received critical patient information on women and heart disease
- ♥ More than 900,000 women have joined the fight. Women who join Go Red For Women receive important information that allows them to take action to improve their health:
 - ♥ More Women involved in Go Red For Women eat a healthy diet. More Go Red women are more likely to follow their doctors' advice – from losing weight to taking medications.
 - ♥ 91% of women involved in Go Red For Women visited their doctor in the last 12 months (compared to 73 percent of all U.S. women).
 - ♥ 64% follow a regular exercise routine.
 - ♥ 84% have talked to friends about their heart health.
 - ♥ 90% have had their blood pressure checked in the last year.
 - ♥ 75% have had their cholesterol checked in the last year.



The Impact of Your Dollar

The American Heart Association funds more research than any U.S. organization except the federal government. In all, we spend nearly 80 cents of every dollar on research, education and community outreach.

38.8% Public Health Education

19.3% Research

15.6% Professional Education & Training

11.3% Fundraising

7.7% Management and General

7.3% Community Service





Local Programs in Our Community

- Teens Cook with Heart
- CPR in schools
- Complete Streets
- Kids Heart Challenge
- Healthy School Meals



American
Heart
Association.

THANK YOU

