

# ANNUAL REPORT 2024

LATEST INFORMATION AND UPDATES  
ABOUT HEARTBROTHERS FOUNDATION



Team HeartBrothers Symposium 2024

# TABLE OF CONTENTS

**1** Letter from CEO  
Mike Ashworth

**2** 10 Year Review  
10 years of strength, resilience, and unwavering support

**3** Program Highlights  
Support Groups

**4** Program Highlights  
HeartBrothers House

**5** Program Highlights  
Team HeartBrothers

**6** Program Highlights  
Patient Assistance

**7** Program Highlights  
HF Awareness Campaign

**8** Program Highlights  
Patient Education

**9** Fundraising Highlights  
2024

**10** Fundraising  
Opportunities

**11** Impact Stories

**12** Call to Action

# A WORD FROM OUR CEO



**Dear Friends & Supporters,**

**As we reflect on 2024, we're filled with gratitude for all we've accomplished together. This year has been all about GROWTH—expanding our reach and impact for heart failure patients, transplant recipients, and their families. Here are the highlights:**

- **Support Groups:** This year we launched new support groups for Caregivers and HeartSisters, and hosted 25 free support group sessions including our Patient Support Group.
- **Symposium:** Our 10th Annual Symposium united nearly 50 transplant survivors, caregivers, and experts to share advancements in heart failure care and honored our late co-founder, Pat Sullivan.
- **Outreach:** Through campaigns, events, and webinars, we reached thousands with messages of heart health and organ donation advocacy.
- **The HeartBrother House** has helped over 140 of families this year.
- **Financial Assistance:** Your generosity provided over \$170,000 to families, easing financial burdens during critical times.
- **Fundraising Events:** We hosted six successful fundraisers, including the inaugural O'Brien Benefit. Save the date for the 2nd Annual O'Brien Benefit this February, featuring a \$10,000 raffle!

**Thank you for your support. Together, we're transforming lives and building a stronger community.**

**With gratitude,**

**MIKE ASHWORTH**  
**US@HEARTBROTHERS.ORG**  
**PRESIDENT & CEO**

# 10 YEAR REVIEW

---

## Over \$525,000 Granted to Heart Failure Patients

- Supporting heart failure patients through vital financial grant assistance during one of the hardest times of their lives – as we know first hand.

## An Astounding 47 Events and Fundraisers

- Raising awareness and critical funds for the heart failure community through fundraisers and community events.

## Over 50 Free Support Groups

- Providing ongoing connection, comfort, and support for those affected by heart failure through 3 groups.

## 10 Years of Heart Failure Education

- In conjunction with some of New England's top cardiologists we have offered consistent, reliable information to empower patients and caregivers including sharing over 195 blogs, a heart failure awareness campaign reaching over 4 million impressions, and 27 webinars.

## Team HeartBrothers: 90+ Strong

- A growing team of heart transplant survivors and caregivers dedicated to supporting our mission through visits, calls, and more.

## The HeartBrothers House

- Two dedicated units have helped over 400 heart failure patients and their loved ones in need of short-term housing—offered at only \$100 in Boston.

**When the HeartBrothers Foundation was founded nearly 10 years ago, our goal was simple: to help just one person facing the overwhelming challenges of heart failure.**

**Today, that vision has blossomed into a vibrant community of support, touching countless lives across the country.**

**As we celebrate our first decade of service, we are filled with gratitude for the individuals, caregivers, and supporters who have been part of this journey. But we're not done yet.**

**Here's to the next 10 years  
of hope, healing, and helping—one heartbeat at a time.**



# SUPPORT GROUPS



## PATIENT

*A monthly Support Group for Patients and their loved ones.*

**"Six years ago, I received a heart transplant, starting a challenging journey filled with questions. During recovery, I joined the HeartBrothers Foundation's Patient Advisory Group. Meeting monthly, this group offers inspiration, strength, and support through shared experiences. It's a powerful reminder of resilience and has become my extended family."**

**- Bob Mickolsz, Transplant Survivor**



## CAREGIVER

*A monthly Support Group just for Caregivers.*

**"The HeartBrothers Caregiver Support Group has been an emotional lifesaver for me. My husband was transplanted so quickly I felt alone in my worries and feelings. We had an abundance of support from family and friends, but it wasn't until I met this beautiful group that I truly felt understood. This tribe has become my heart family."**

**-Jennifer O'Brien, Caregiver**



## HEARTSISTER

*A monthly Support Group dedicated to Young Women & Mothers.*

**"During my hospitalization, I'd heard about HeartBrothers but was too sick and overwhelmed to connect with them. Two years later at an event, I visited the HeartBrothers booth and reintroduced myself. As we chatted, I became emotional to the point of tears—it hit me that this was the missing piece: finding connection with others who share a similar journey. The HeartSister Group is filling that void."**

**- Melissa Cunningham, Transplant Survivor**

**OPPORTUNITY:** We are looking for one Sponsor to support each of the Support Groups at the \$10,000 level. This sponsorship is first come, first served. That means:

- 1 Patient Support Group Sponsor
- 1 Caregiver Support Group Sponsor
- 1 HeartSister Support Group Sponsor

← This Could be you.

# HEARTBROTHERS HOUSE

The HeartBrothers House has been a dream of ours since we underwent our own heart transplants years ago—we had witnessed first-hand how challenging it was to cover spouses' astronomical lodging costs as they traveled back and forth while we received critical care, had LVADs implanted, waited for donor hearts, and recovered from our transplants. HF doctors, nurses, and social workers we've asked have consistently identified short-term housing costs and availability as the greatest gap in care for HF patients and their families.

Launched in 2020, the HeartBrothers House offers two fully furnished apartments at a cost of just \$100 per night to HF families. The operating costs of running our units exceed \$118,000 annually, while the amount we recover is approximately \$56,000, leaving a deficit of \$62,000. With your support, we can bridge this gap and continue operating the units or even reduce the nightly fee. Thank you for your consideration.

*"We arrived to Boston for my daughter, Anna's, heart transplant evaluation from Charlottesville the day after Christmas with a tentative admission date. Anna is 27 and has a developmental disability and restrictive cardiomyopathy. Our flights were delayed and then her admission was delayed by a day. We had stayed in the apartment before and it was such a comfort to be in a familiar place during such a stressful time. Thank you so much for making these apartments available at such a great price."*

*-Kathy and Anna, House Guests*



**OPPORTUNITY:** Support the HeartBrothers House today:

- 12 Months (Both Units)= \$100,000
- 12 Months of Housing= \$50,000
- 6 Months of Housing= \$25,000
- 3 Months of Housing= \$12,500
- 1 Month of Housing= \$4250

Email: [us@heartbrothers.org](mailto:us@heartbrothers.org) for more details

# TEAM HEARTBROTHERS

Team HeartBrothers, now over 90 strong, is a remarkable group of heart transplant survivors and caregivers dedicated to supporting those navigating the challenges of heart failure. Each member brings a wealth of personal experience and empathy, creating a unique and meaningful connection with the patients and families they serve.

Through compassionate support calls, Team HeartBrothers provides a lifeline for heart failure patients, offering guidance, encouragement, and understanding during their most challenging times. These calls are a testament to the power of shared experiences in fostering hope and resilience. In addition to remote support, the team visits all New England transplant centers, working closely with medical teams to provide in-person encouragement and resources. These visits bring comfort and inspiration to patients and their families, reminding them that they are not alone in their journey.

At the core of Team HeartBrothers is a deep commitment to embodying the mission of the HeartBrothers Foundation. Their dedication, strength, and compassion serve as living proof of the impact of community, support, and resilience in overcoming the challenges of heart failure.

The Team also participates in an annual Team Symposium, an event fostering connection and educating members on the latest heart failure advancements. Featuring presentations from top cardiologists and pharmaceutical companies, the symposium ensures the team stays at the forefront of care. We kindly ask that you sponsor the Team Symposium at the \$10,000 level.



◀ **JAY TOLAND, TEAM HEARTBROTHERS LIAISON**  
**FUN FACT: JAY HAS VISITED OVER 200 PATIENTS IN LESS THAN TWO YEARS.**



# PATIENT ASSISTANCE

The HeartBrothers Foundation is committed to easing the financial burden faced by heart failure patients and their families. Our Patient Financial Assistance Program provides support for essential, non-medical expenses such as transportation, lodging, and other costs that can arise during treatment and recovery.

In 2024 alone, we aided over 210 patients through our Patient Grant Program, providing more than \$170,000 in assistance. By addressing these challenges, we aim to alleviate stress and ensure patients can focus on their health and healing. This program is made possible through the generosity of our donors and sponsors, whose contributions directly impact the lives of those navigating the complexities of heart failure.

# 213

The total number of grants given in 2024.

# \$170K+

In 2024, over \$170,000 was awarded to patients during one of the most challenging periods of their lives—before and after heart transplants.

# \$525K+

The total contributions made by the HeartBrothers Foundation over the past decade.

## OPPORTUNITIES:

Become a Corporate Sponsor to support this program and other essential initiatives. Sponsors will have their logos featured on our website, eblasts, and highlighted on social media throughout November with a gratitude post. Additionally, all Corporate Sponsors will receive semi-annual updates from the HeartBrothers Foundation.

- **Platinum+ Sponsorship \$100,000**
  - 1 available
  - 1 feature in quarterly newsletter
  - Large logo on website, eblasts, and newsletters.
- **Platinum Membership \$50,000**
  - 3 available
  - Large logo on website, eblasts and newsletters.
- **Gold Membership \$30,000**
  - Medium sized logo on website, eblasts and newsletters.
- **Silver Membership \$15,000**
  - Small logo on website, eblasts, and newsletter.
- **Bronze Membership \$10,000**
  - Extra Small logo will be on website, eblasts, and newsletters.

Email [us@heartbrothers.org](mailto:us@heartbrothers.org) to learn more.

# HEART FAILURE AWARENESS CAMPAIGN

Did you know 1 in 5 people will develop heart failure (HF) in their lifetime? Many cases can be prevented with better awareness and education—and that's where our Heart Failure Awareness Campaign comes in.

Launched in 2023, this Awareness Campaign has already made waves, with over 4 million ad impressions and 200,000+ website visits. Our campaign page offers clear, engaging info on HF prevention, warning signs, treatment options, and everyday management, helping to save lives and improve outcomes for patients and families.

We promote this vital content through e-blasts, social media, newsletters, hospital brochures, and targeted online ads, tracking every step with data to maximize impact.

Now, we're gearing up to make an even bigger difference in 2025—and we need your help!

## OPPORTUNITY:

Sponsor our Awareness Campaign at \$10,000, you'll be fueling this life-changing initiative, helping us reach more people, and create a healthier future. All sponsors will be featured on our Heart Failure Awareness webpage.

**META  
2024**

**1.9 M**  
Meta Reach

**3.1 M**  
Impressions

**GOOGLE  
2024**

**1.8 M**  
Google Reach

**600,000**  
Google Impressions

# PATIENT EDUCATION

Heart failure patient education is a critical component of improving outcomes and quality of life for individuals living with this challenging condition. With nearly 80% of heart disease attributed to lifestyle factors such as diet, exercise, and stress management, empowering patients with knowledge can significantly impact their ability to manage and prevent complications.

Education provides patients and caregivers with the tools to understand their diagnosis, navigate treatment options, and make informed decisions about their care. It also fosters a sense of control, reducing feelings of helplessness and improving mental well-being. Patients who are well-informed are more likely to adhere to prescribed therapies, recognize early warning signs, and adopt healthier habits that can enhance their overall health. We will work with our sponsors to provide education regarding topics such as: Symptoms, Treatment Options, HCM, LVADs, Emerging Therapies, Co-Morbidities, and More.

## OPPORTUNITIES:

### Cardio Chat Patient Guide

Cardio Chats have patients submit their heart-related questions to cardiologists, nurses, and other healthcare professionals. These expert responses are compiled into a comprehensive, easy-to-read downloadable patient guide. The guide provides valuable insights and practical advice, empowering patients with the knowledge they need to manage their heart health effectively.

- \$1000 per Cardio Chat (1 per month)
- \$12,000: Sponsor the year; 1 available

### HeartWise Social Posts

Sharing knowledge for healthier hearts with weekly social media posts focused on carefully curated topics. Topics listed above such as: symptoms, LVADs, HCM, or other mutually agreed upon topics.

- 1 Month - \$1200
- 2 months - \$2400
- 3 months - \$3500

### Ask the Cardiologist Videos

"Ask the Cardiologist" features pre-recorded videos with expert cardiologists answering questions submitted by our audience. These videos will be shared on our website and YouTube channel, providing valuable insights and guidance in 20-30 min segments. 6 Max.

- \$2000 per episode
- \$12,000: Sponsorship for the entire year (6 segments); 1 available

### Add Ons

You can also include additional features such as targeted ads and reels.

- \$1000 per reel (30 sec or less)
- Ads in any amount (\$500 min recommended)

# 2024 FUNDRAISERS



## O'BRIEN FUNDRAISER (FEB)

The inaugural event hosted by Mike O'Brien, a 27-year Quincy police officer and U.S. Marine veteran, and his wife Jenn, took place in February 2024 and was a resounding success. Thanks to the overwhelming generosity of the O'Briens and their supportive community of family and friends, the event raised an impressive \$55,000. These funds directly benefited heart failure patients, advancing The HeartBrothers Foundation's mission to provide vital support and resources to those in need.



## HEARTBROTHERS RUN/WALK (MAY)

The 2024 HeartBrothers virtual event, held over 7 days from Saturday, May 18 to Saturday, May 25, raised over \$28,000 to support heart failure patients in need. The event offered a convenient, healthy, and exciting opportunity for the greater Heart Failure community to come together, regardless of geographic location or athletic ability. Participants were able to complete the 5k (3.1m) distance at their own pace, wherever they chose, and even split the distance over multiple days. This event not only raised crucial funds but also united a community dedicated to helping those affected by heart failure.



## WOODRUFF GOLF CLASSIC (MAY)

The 2024 HeartBrothers virtual event, held over 7 days from Saturday, May 18 to Saturday, May 25, raised over \$28,000 to support heart failure patients in need. The event offered a convenient, healthy, and exciting opportunity for the greater Heart Failure community to come together, regardless of geographic location or athletic ability. Participants were able to complete the 5k (3.1m) distance at their own pace, wherever they chose, and even split the distance over multiple days. This event not only raised crucial funds but also united a community dedicated to helping those affected by heart failure.



## GUSTIN GOLF CLASSIC (AUG)

For eight remarkable years (2016-2024), the Gustin Family dedicated themselves to the annual Mike Gustin Memorial Golf Classic, transforming it into a powerful force for good. Through their tireless efforts and the incredible generosity of their community, the Gustins raised over \$580,000, funding critical initiatives and providing hope to heart failure patients in need. Their unwavering commitment has profoundly impacted the lives of countless heart failure patients. We are deeply grateful to the entire Gustin family for their extraordinary dedication and lasting legacy as the 2024 Classic will be their final year.

# FUNDRAISERS CONT.



## CONTROLOGY CLASSIC

The 1st Annual Contrology Classic at Lake of Isles on September 10, 2024, was a tremendous success, raising an impressive \$90,000 in support of heart failure and transplant patients. This remarkable achievement was made possible through the hard work and dedication of Michelle Fisette and Tommy Hardiman, whose efforts were instrumental in bringing the event to life. Their commitment to the cause helped ensure the event's success, making a meaningful impact in the lives of those affected by heart failure and transplant needs.

## 2025 FUNDRAISING OPPORTUNITIES:

### O'BRIEN FUNDRAISER (FEB)

- Event Sponsor - \$5000 (1 available)
- Entertainment Sponsor - \$3000 (1 available)
- Table Sponsor - \$1000

### 2025 HEARTBROTHERS RUN/WALK (MAY)

- \$10,000 - Stride Level
- \$5,000 - Pace Level
- \$2,500 - Cool Down Level

### WOODRUFF CLASSIC\* (MAY)

- Dinner Sponsor - \$6000 (1 available)
- Hat Sponsor - \$3500 (1 available)
- Corporate Sponsor - \$2000 (2 available)

### CONTROLOGY CLASSIC\* (AUG)

- Dinner Sponsor - \$6000 (1 Available)
- Cocktail Sponsor - \$3000 (1 Available)
- Table Sponsor - \$1000

\*Additional golf tournament sponsorships are available, please email [us@heartbrothers.org](mailto:us@heartbrothers.org) to learn more.

# IMPACT STORIES

**"The HeartBrothers Foundation has been an incredible resource for my family during my dad's heart failure journey and extensive hospital stay. They have not only gone above and beyond for my dad, but they have for our family as well! They are constantly visiting my dad in the hospital, calling him, and sending him inspirational messages to keep his spirits up. Every time they come to visit my dad in the hospital, they always check in to see if they bring in anything—Plenty of times they have stocked up his fridge with all his favorites!**

**They also offer a wonderful Caregiver Support Group. The caregivers have a monthly Zoom meeting but are available via phone for genuine support as well. It is so incredible to have a network of Heartbrothers and their caregivers, as we navigate the highs and lows of heart failure. Since they entered our life over a year ago they have always been there going above and beyond. They are always a phone call away for whatever we need. Our family is sincerely grateful for all the support they have shown our family during this challenging time."**

**Gina Lagrotteria, Caregiver>**



**"The people who came into my life from my first day at Tufts have truly been life-changers. I find myself talking about the HeartBrothers Foundation daily—the caregivers I've met, the support I've received, and the connections I've made. Thanks to their help, this journey didn't feel as overwhelming as it could have. Whenever I had questions or needs, the HeartBrothers were there to provide answers or meet them—sometimes in the simplest yet most thoughtful ways. I once mentioned craving pickles, and the very next day, pickles appeared in my fridge.**

**The HeartBrothers offer so much more than financial support; the emotional encouragement they provided to me and my family is immeasurable. This journey gave me not only a new heart but also a bigger family. The HeartBrothers are there to walk with you through your journey for a new heart, and their impact is something that stays with you forever."**

**<Sam Hiscoe, Heart Transplant Survivor**



# CALL TO ACTION+ FINANCIALS

Thank you for taking the time to learn about the HeartBrothers Foundation and the programs that are changing lives for heart failure patients and their families. Now, we ask for your support to help us continue this vital work.

Whether it's through a financial contribution, volunteering, or becoming a partner, your involvement makes a real, tangible difference. Here's a review of the **OPPORTUNITIES** you can support today:

- Support Groups
- The HeartBrothers House
- Team HeartBrothers Volunteers
- Patient Assistance Grants
- Heart Failure Awareness Campaign
- Patient Education
- Fundraisers

Your support means hope, relief, and community for those who need it most. Together, we can ensure that no one faces heart failure alone. Will you join us?

Email: [us@heartbrothers.org](mailto:us@heartbrothers.org) to partner with us today!

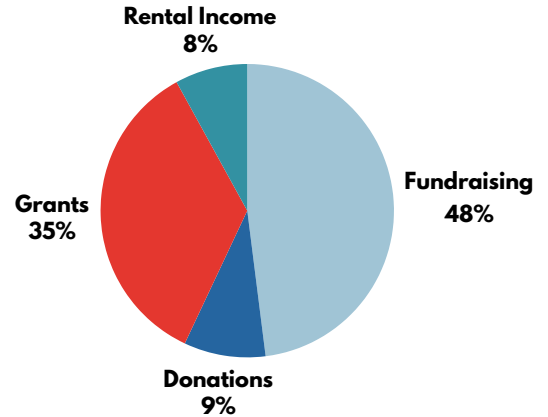
## CONNECT WITH US



[heartbrothers.org](http://heartbrothers.org)

[800.262.0931](tel:800.262.0931)

### INCOME



### EXPENSES

