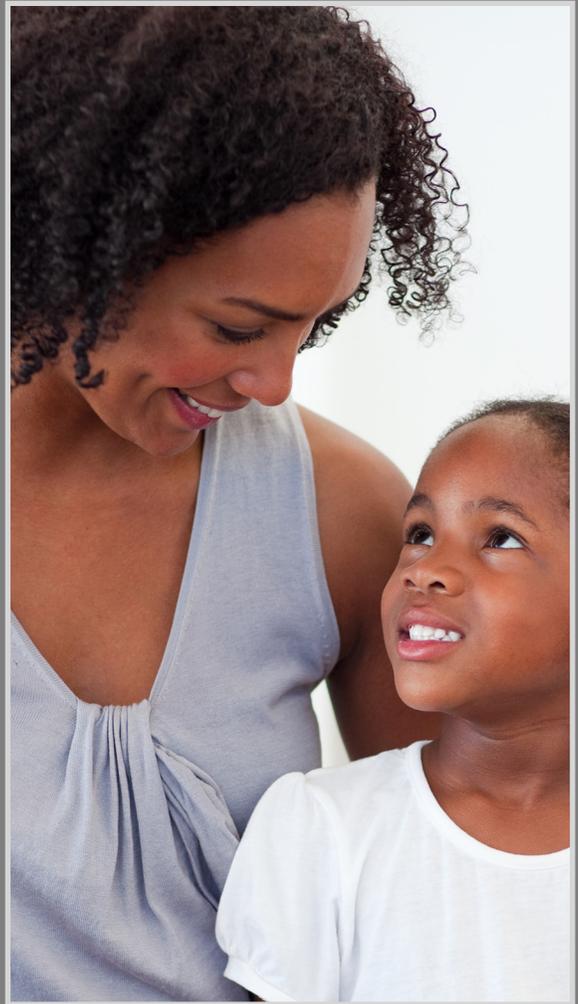


# ANNUAL REPORT 2013

Institute of HeartMath  
Expanding Heart Connections



INSTITUTE OF HEARTMATH®  
Expanding Heart Connections

# Letter from the Institute of HeartMath President

Dear Supporters and Friends,

I am pleased to report, 2013 was a success. The Institute of HeartMath was caring and forward-thinking, standing as a beacon of hope in a world facing tremendous challenges. HeartMath exists because the challenges of violence, poverty, hunger and environmental neglect threaten the well-being of millions of people. Our mission and resolve to *activate the heart of humanity* led HeartMath to touch the lives of thousands.

Over the last 12 months, HeartMath provided valuable training programs, tools, technology and other resources to individuals and organizations. Our education programs sparked confidence and a desire to learn in children, giving them social and emotional skills for future success. Young people and adults struggling under the weight of so many stressors in today's complex and fast-paced world increased their coherence and emotional balance through HeartMath training programs.

Scientific research, a mainstay of the HeartMath story since its founding in 1991, was conducted on several fronts in 2013. IHM's scientists initiated or completed vital new and ongoing research in the areas of heart-rate variability, inner connectedness and the effects of geomagnetic and solar activity on human behavior. Also in the area of research last year, IHM and GCI launched the successful Adopt a Scientist campaign, which resulted in the hiring of a new scientist: Thank you.

Beginning last year, the number of troops abroad were reduced in large numbers. With so many thousands of our men and women transitioning to civilian life, HeartMath was proud to deliver an array of training programs and services to military service members and their families as well as veterans.

We understand and sincerely appreciate that our donors and supporters' energy and generosity fueled our efforts in 2013 to help people connect with heart, mind and spirit. Besides each individual who made a financial contribution last year, I want to thank so many others: participants in Global Care Focuses, HeartMath webinars and other events and everyone who told another about a HeartMath tool. You all are the heart and energy of what we do.



Sincerely,

*Sara Childre*

Sara Childre,  
President, Institute of HeartMath



2013 was important for HeartMath. IHM and its for-profit partner, HeartMath LLC, underwent an intensive *branding* process during the year. We emerged stronger than ever, unified in our purpose. Going forward, the fruits of this labor will come alive in exciting ways. We will tell the HeartMath Story with renewed energy, communicate what we stand for in new and clear ways and vigorously communicate the care and aspirations we hold for every individual. We will share the HeartMath solutions – new ones and those proven over time to alleviate pain and suffering, inspire hope and transform lives.

Among other accomplishments in 2013, HeartMath boosted the incentive of its certified trainers by authorizing graduates of its training programs to begin providing services to individuals, organizations and the general public on a fee-for-services basis.

April 2013 saw the online release of the Institute of HeartMath video, *The Heart's Intuitive Intelligence: A path to personal, social and global coherence*. This inspiring presentation about the essence of HeartMath touched the hearts of people eager to make deeper connections in their lives. The video soon went viral, garnering nearly 250,000 views by late January 2014.

Sixty-five HeartMath sponsorship awards went to educators, school counselors, veterans, military therapists, families, social workers and representatives of nonprofits. The recipients have been learning and instructing others in HeartMath's coherence, resilience and emotion-management tools.

Heather Connery, who we were able to hire following the successful Adopt a Scientist Campaign so generously supported by our donors, has been hard at work. Connery has been analyzing data from our Global Coherence Initiative Sensor Sites measuring human coherence, social, environmental and health outcomes and activity in the earth's magnetic field.



# Connections and Public Service Training



Although HeartMath has been on social media for some time, the thrill of hearing from newcomers or longtime practitioners never diminishes.

An interview of HeartMath LLC executive Howard Martin, who also volunteers as a spokesperson for IHM, elicited many comments and thousands of views on YouTube in the fall.

*“This is so amazing and exciting for me to see,”* one commenter said of the Emergence of a Heart-Based Society video. *“What a wonderful world we will all have to live in when the example of this video goes viral.”*

We vastly improved the ease of finding our free resources, programs and products on our websites and made terrific strides in enhancing our online presence. We doubled the number of Facebook

pages for IHM and GCI. All of these efforts resulted in some impressive numbers. There was a surge in activity on Facebook pages for IHM, HeartMath My Kids!, the Global Coherence Initiative and HeartMath for Troops, Veterans and Families: Their combined total of “Likes” increased by 170% from the previous years, going from 206,620 to 380,496. The combined number of “Subscribers” for IHM and GCI’s YouTube pages rose 170% over 2012, increasing from 3,017 to 8,150.

Activity on HeartMath’s Care2 pages is where IHM President Sara Childre contributes a weekly column and recipes from the HeartMath kitchen. Care2 ([www.care2.org](http://www.care2.org)), which has 24.8 million members, is an online organization whose mission is to make the world a better place “by connecting individuals, organizations and responsible businesses.”

HeartMath’s caring initiatives and public service training reached distant shores, including 30,000 South Korean teachers with the Resilient Educator® Program. Service members at U.S. Army Garrison-Vicenza Base in Vicenza, Italy are learning coherence- and resilience-building skills with the care of 12 certified trainers who graduated from the Coherence Advantage® Program.

Nearly 2,000 H.E.A.R.T. DVDs – HeartMath Education and Resilience Training Program – were distributed at no cost to active-duty military, veterans and colleges.

IHM has awarded scholarships for several years to individuals and organizations needing assistance, including 65 in 2013 and we look forward to awarding more this year. Our recipients’ appreciation is heartwarming. A soldier awarded a Military Service Appreciation Fund scholarship in the past said this about HeartMath’s transformative influence:

*“I have noticed a decidedly calmer presence about myself, especially when confronted with stressful situations or emotional moments.”*

## Connecting Hearts in Education

In a major development for its research, the U.S. Health and Human Services' National Registry of Evidence-based Programs and Practices (NREPP) recognized three IHM studies. NREPP recognized the *TestEdge® National Demonstration Study*, the *Early HeartSmarts® Program for Preschool Children* and the *Coherence Training in Children With ADHD* studies.

*Heart to Heart: Connecting with Your Child*, a book with HeartMath techniques that was published in the fall, takes a gentle approach to raising children – relying on the heart's wisdom.

Licensed social worker Barbe Creagh, a 2013 recipient of a Heart-Based Education Sponsorship Fund grant, greatly appreciated how Early HeartSmarts helped in her work with grieving children in Park Ridge, Illinois. *“Learning HeartMath coping skills leaves a child equipped not only for handling their grief, but also for subsequent changes in their lives.”*

IHM donated materials, mentoring and training to a counseling department at the University of North Texas, Dallas to work with World Vision to help families and children devastated by the tornado-ravaged city of Moore, Oklahoma.

The efforts and contributions of HeartMath's local communities are important and graciously appreciated. Johnnie's Harborside Restaurant in Santa Cruz, near the HeartMath Research Center, hosted a successful fundraiser to partially finance a HeartSmarts program with cross-age mentoring. It's being piloted this spring at the community's Boys and Girls Club.



# Actualizing Research

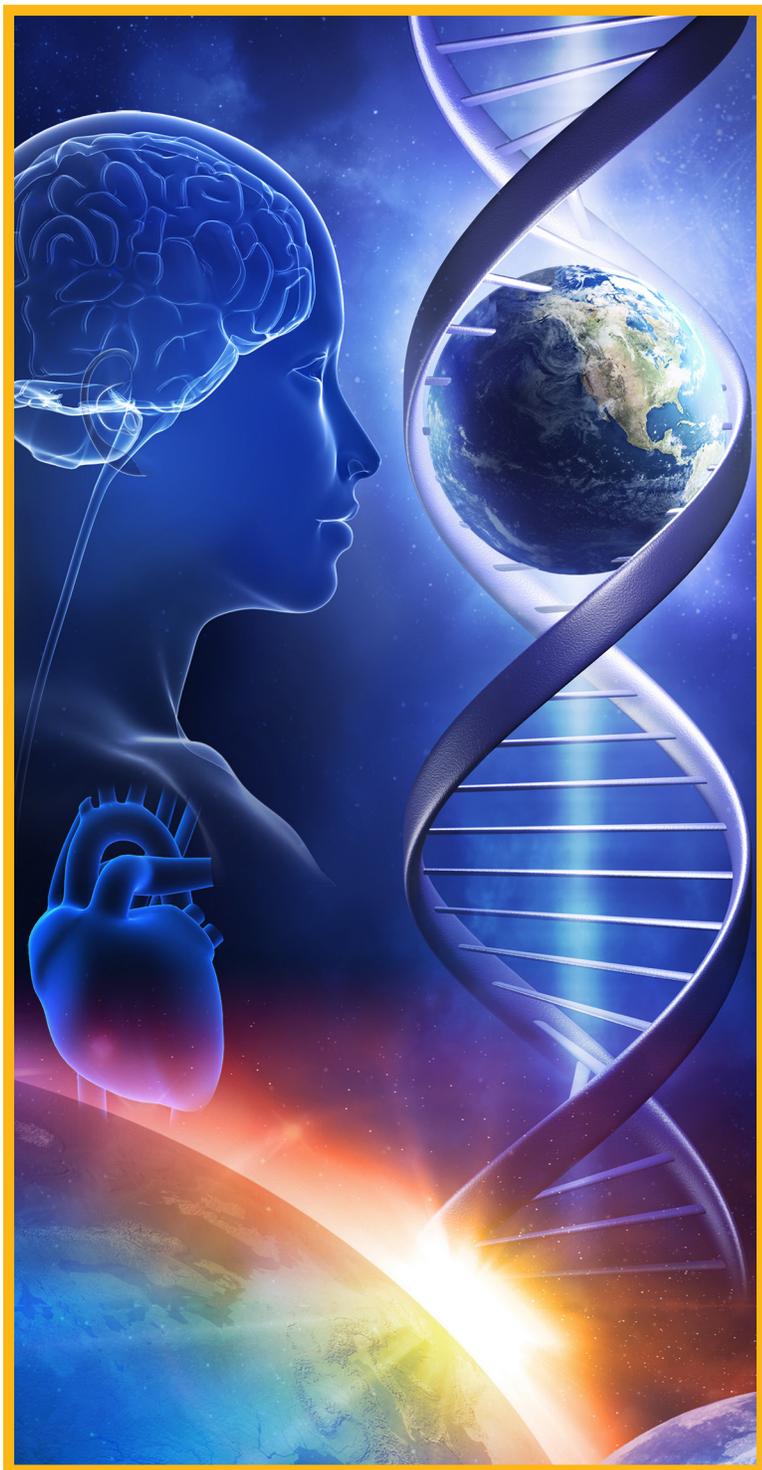
IHM's core focus, investigating emotional physiology, optimal function, resilience and stress management through basic scientific research and outcome studies, was very much in evidence in 2013. The institute's research routinely is conducted at the IHM Research Center or in distant venues.

Resilience, sleep, stress and academic performance outcomes for advanced Navy corps members trained in HeartMath methods are currently being analyzed by IHM researchers and results are expected soon. The analyses come in the wake of a completed collaborative study HeartMath and the United States Navy conducted.

A heart-rate variability (HRV) study completed by HeartMath and the Prince Sultan Cardiac Center in Eastern Province, Saudi Arabia was in its final stage in late 2013. Researchers were poring over data on the effects of solar and geomagnetic activity on human nervous systems.

IHM's Research Center conducts 24-hour HRV analysis/autonomic assessment reports for clinics and research entities and analytic services for studies utilizing IHM-developed psychometric surveys for organizations and independent researchers.

The electrophysiology of intuition and how humans are globally interconnected via electromagnetic and biofields are key IHM focuses. Additionally, data analysis was being completed from another study on how solar and geomagnetic activity affected the nervous systems of 10 participants whose HRV was monitored 24 hours daily for a month.



# A Special Project of Institute of HeartMath



It was a busy and productive year for this special IHM project, highlighted by GCI presentations at 10 events around the world and the previously mentioned Adopt a Scientist campaign.

The world was surrounded with collective, coherent energy radiated by countless thousands of people around the planet during GCI's 12 Global Care Room Focuses. The popular Care Rooms became mobile friendly in 2013 and accessible on Facebook.

Maintenance of Global Coherence Monitoring System Sensor Sites in the United States, Saudi Arabia and Canada went smoothly throughout the year and will produce more important and exciting data in coming months.

GCI's website had more than 100,000 unique visitors; Facebook, Twitter and YouTube site activity was high; and the videos, *Together in the Heart* and *The Sun, Moon & People, It's All Connected* were widely distributed and well received.

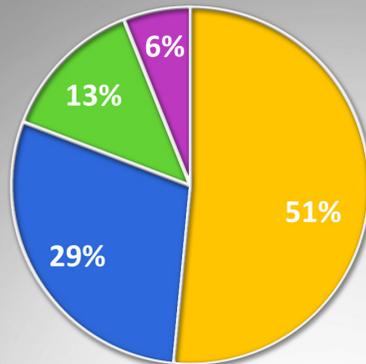


The caring hand of every contributor is present every time HeartMath helps touch someone's life.

The generosity of IHM supporters in 2013 was critical to its success. The day-to-day education of people about the principles of heart-based living happens because of and is directly tied to and dependent on that support. The caring hand of every contributor is present every time HeartMath helps touch someone's life. Again, thank you.

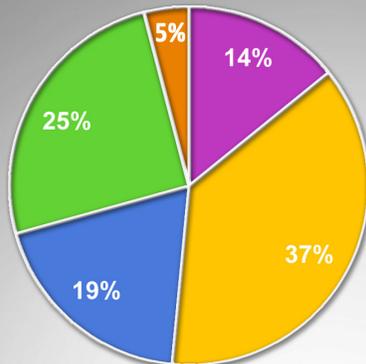
HeartMath's contributions come from individuals, corporations, other nonprofits and a wide variety of public and private institutions and organizations. The Revenue and Expenses are from our pre-audited Financials and will be updated, if needed, after our annual audit.

## 2013 IHM Expense \$1,897,207



Education Programs	\$971,643
Research Programs	\$554,678
Management & General	\$250,494
Fundraising	\$120,392

## 2013 IHM Revenue \$1,695,354



Donations & Grants	\$234,719
Programs	\$634,950
License Fees & Royalties	\$329,268
Learning Program Sales (Gross)	\$425,353
Other Revenue	\$71,064

## THE HEARTMATH VISION

The Institute of HeartMath helps people live healthier, happier, more fulfilling lives and believes everyone can remake their future and the world.

A global consciousness shift is under way. Millions of people deeply desire a more compassionate, caring and harmonious world. This desire forms the essence of HeartMath's commitment to foster this shift through science-based research, education and solutions.

HeartMath's research shows harmful stress and negative emotions hurt us individually and are the principal drivers of barriers that separate individuals, groups and nations. Conclusive evidence shows everyone possesses a profound inner guidance borne of the intelligence and intuitive voice of the heart.

Accessing this inner guidance is key to forging the heart-based social and global alliances necessary for co-creating intuitive solutions for the challenges we face. HeartMath's tools and technologies help people access their inner guidance and connect with their own and others' hearts by learning to reduce harmful stress and negative emotions through coherence- and resilience-building practices.

## WAYS TO SUPPORT

HeartMath's work and success begins with our supporters, so we constantly strive to provide as many ways for people to contribute, including:

- Making a personal donation through cash, stocks, bonds, real estate or dividends.
- Participating in employers' corporate matching-gift programs.
- Becoming a Monthly Donor.
- Making an in-memory contribution on behalf of a loved one.
- Making a donation to acknowledge special people that are doing good work, or designating a gift for birthdays, holidays or other occasions.
- Helping to fulfill the IHM Wish List for in-kind donations.
- Participating in IHM's Planning Giving Program, which benefits HeartMath for generations to come and donors during their lifetime.

## STAY CONNECTED TO HEARTMATH

There are lots of ways to stay connected with HeartMath and keep on top of all we have to offer.

Subscribe to our News and Tools on IHM's web site: [www.heartmath.org](http://www.heartmath.org).

Become an IHM Member on IHM's web site: <http://www.heartmath.org/get-involved/become-a-member/member-benefits.html>.

Become a GCI Member on GCI's web site, [www.glcoherence.org](http://www.glcoherence.org), or join with others in the Global Care Room at <http://www.globalcarerooms.org/rooms/login/gci>.

Like us on Facebook: <https://www.facebook.com/InstituteofHeartMath>.

Don't forget our other Facebook pages at <https://www.facebook.com/GlobalCoherenceInitiative>, <https://www.facebook.com/HeartMathMyKids> and <https://www.facebook.com/heartmathtroopsveteransfamilies>.

Follow Us on Twitter: <https://twitter.com/InstHeartMath> and <https://twitter.com/GlobalCoherence>.

Watch our numerous videos on YouTube at <http://www.youtube.com/user/HeartMathInstitute> and <http://www.youtube.com/user/GlobalCoherenceInit>.

**Have a question?** Give us a call at (831) 338-8500 or toll free (800) 711-6221. Support HeartMath with your contributions by visiting <http://store.heartmath.org/Donations> or calling us toll free at (866) 221-6339 or e-mailing us at [info@heartmath.org](mailto:info@heartmath.org) or [info@glcoherence.org](mailto:info@glcoherence.org).

# Our Volunteers and Boards

The heartfelt contribution of our volunteers in 2013 was greatly appreciated. We salute and recognize them for the many hours they donated.

The many individuals, diverse in background knowledge and expertise, who oversaw the operations, organization and missions of IHM and GCI guided us lovingly through a wonderful year. The gift of their dedicated service helps to form the fabric of the Institute HeartMath's programs, services and outreach and promises even greater future success.

## **IHM Board of Directors:**

Chairwoman Katherine Floriano. Directors Brian Kabaker, Donna Koontz, Jeddah Mali, Toni Roberts, Sandra Royall and Claire Shafe.

## **IHM Scientific Advisory Board:**

Dr. Abdullah Abdulrahman Alabdulgade, Maria Lourdes Arguelles, Dr. John Andrew Armour, Linda Caviness, Murray Gillin, William C. Gough, David Joffe, James R. Johnston, Dr. Joseph F. McCaffrey, Joseph Chilton Pearce, Dr. Karl H. Pribram, Dr. T. Gregory Quinn, Dr. Richard Rahe, Elizabeth A. Rauscher, Dr. Paul J. Rosch, Deborah Rozman, Dr. Donald H. Singer, Keith A. Wesnes, Dr. Bruce C. Wilson, Dr. Tony Yardley-Jones.

## **GCI Steering Committee:**

Chairman Doc Childre. Members Gregg Braden, Jeddah Mali, Howard Martin, Rollin McCraty, Deborah Rozman and Claudia Weiss.

## **GCI Advisory Board:**

Jack Canfield, Jill S. Dodd, Joseph R. Giove, Mark Hempel, Barbara Marx Hubbard, Charles B. Inlander, Larry Kuechler, Alex Mandossian, Lynne McTaggart, Marci Shimoff, Lynne Twist, Nina Rothschild Utne and David Whalen.

## **GCI Scientific Advisory Board:**

Dr. Abdullah Abdulrahman Alabdulgader, Bruce H. Lipton, Roger Nelson, Dean Radin and Marilyn Mandala Schlitz.

## **Global Monitoring Systems Development Team:**

Rollin McCraty, Mike Atkinson, Annette Deyhle, Jim Huffman, Alfredo Knecht, Elizabeth Rauscher and William E. Vosteen.

