

ANNUAL REPORT 2014

HeartMath Institute
Expanding Heart Connections



Letter from the HeartMath Institute President

Dear Supporters and Friends,

Each year it is my hope I can report to you that HeartMath Institute (HMI) has had another busy year. It is a message that fills my heart with joy because I know it means another year of helping people connect with their deeper hearts. It means providing them with tools and services our scientific research has shown can improve their lives and help them unfold who they truly are.

I can report to you that 2014 was such a year and that my heart is filled with joy once again. So much happened in fact, that the work of 2014 carried over to 2015, even to the point of delaying this report. But that is good.

HMI touched the lives of more people than ever through HMI's Caring Initiatives for communities and organizations. We served tens of thousands of young people and adults with our education and military service special outreach projects. Thousands of people benefited from our many training programs, and more than 100,000 people visited the Global Coherence Initiative's Global Care Room. Our connections with old friends and new and curious visitors continued at a brisk pace on HeartMath's social networking sites, including Facebook, Twitter and YouTube. All of these connections help to ensure that our message of heart and hope are continuing to circulate around the world.

So, I invite you to take a little time to browse through HeartMath Institute's achievements last year. It is our hope that you will find all of us at HMI are using your precious financial and energetic contributions wisely and in ways that help you to unfold who you truly are. We are deeply grateful for and value our connection with you and sincerely thank you for making possible all that we do.



Sincerely,

A handwritten signature in blue ink that reads "Sara Childre". The signature is written in a cursive, flowing style.

Sara Childre,
President and CEO, HeartMath Institute

Statement of Accomplishments



There's a lot to report about HeartMath Institute's (HMI) 2014 activities and achievements in research, education projects, the Global Coherence Initiative and other areas. Here are some of the year's highlights, followed by more detailed discussion in subsequent sections of this year's annual report.

- Research on how all things are connected received a big boost, with initial funding secured to expand ongoing interconnectivity research with a new study in 2015.
 - The data analysis scientist we contracted thanks to the [Adopt a Scientist campaign](#) has become an important part of our interconnectivity research.
 - [Global Coherence Initiative](#) (GCI) scientists installed a new magnetic sensor site, relocated another and began preparations for yet another in 2015.
- Efforts to educate young people about improving their lives by self-managing emotions and reducing stress were successful on several exciting fronts.
 - A concerted effort began to update and revise the HeartMath Education and Resilience Training (H.E.A.R.T.) DVD program for service members, veterans and their families.

Veterans have been using HeartMath tools and technology for a number of years to help them manage a variety of debilitating conditions resulting from their military service.

"I feel as if I am able to shift into a better state of mind throughout the day at will. ... I find myself becoming more aware of how my body reacts to what my mind is focused on, and it brings me great joy when I am able to stop myself from becoming so frustrated all the time." – Mark Plantz, Navy veteran

- HMI partnered with a host of organizations and public agencies to train people on how to deliver HeartMath programs.
- HMI and Global Coherence Initiative researchers, speakers and other staff connected with many thousands of new people around the world in a variety of ways. Our dedicated staff and partners introduced them to an organization that truly cares about their current and future well-being and happiness.
- Social networking continued to be an important element in our efforts to introduce people to HeartMath. Moreover, these critical connections help keep those who know and value the work we do engaged in conversation and up to date about what is new and exciting at HeartMath.

Connections and Public Service Training



We start out each year with a plan for ways HeartMath can connect with hundreds of thousands of people. Ultimately, we want to teach people about coherence, self-managing their emotions, creating more ease in their lives and increasing access to their hearts' intuitive intelligence to benefit themselves, friends, families and the global community.

A Florida health professional has found that patients respond well to HeartMath's Inner-Ease Technique for creating a state of ease and flow.

"Inner-Ease is working really well. They feel like they are in a hurricane, so they relate to being the 'eye of the storm.' People feel they are being pulled in too many different directions. Inner-Ease is the tool they can relate to the most." – Shelly Scamardo Kantor, health promotion supervisor,

Tampa General Hospital, Tampa, Fla.

Our goal is to reach those who know about and support us, have heard of us and may want to know more and, of course, who have no familiarity with HeartMath.

If we only measured our success in reaching a rich cross section of society by way of our social networking sites, we could confidently report being thrilled with last year's results. We had a total of 349,240 fans on HMI Facebook, 31,964 followers on HMI Twitter, 132,066 HeartMath My Kids! fans, 51,818 fans on HeartMath for Troops, Veterans and Families/Facebook and 12,610 subscribers of HeartMath on YouTube.

HMI takes into account much more, however, in assessing how effective we are at connecting with people. We work on many fronts to ensure we are maintaining and increasing the levels and types of exposure we believe are necessary to benefit people and our organization.

For example, HMI produced and presented a number of free public webinars last year, for which 15,891 people registered. The Global Coherence Initiative held 12 monthly Care Focuses in the Global Care Room, where synchronous heart coherence sessions brought in 101,157 unique visitors. GCI staged the third annual Mexico Adventure of the Heart program in the Riviera Maya on Yucatan Peninsula.

Our speakers, researchers, experts and other staff spoke at 15 scientific events and conferences around the world in addition to numerous free teleseminars and webinars. We also gave presentations at seven national education conferences.

Connecting Hearts in Education



Welcome Recognition

The Center for Study of Social Policy (CSSP), an important and widely recognized Washington D.C.-based think tank, recognized the Early HeartSmarts Pre-K learning program for ages 3-6 as an “effective program and practice guide for expectant and parenting youth in foster care.” A CSSP report will be distributed to the child welfare field.

Early HeartSmarts trains teachers to guide and support young children in learning emotion self-regulation and key age-appropriate socioemotional competencies.

Get Smart, Be Wise

Substantial funding was secured for an exciting new educational program called Smart Brain Wise Heart (SBWH) for ages 9-16, scheduled for launch in late 2015 or early 2016. SBWH teaches children to utilize their brains and hearts “to make smarter decisions, gain greater self-control and navigate the academic and social dimensions of life with greater ease.” The program incorporates concepts and techniques used in other HeartMath education programs validated as “evidence-based” by the National Registry of Evidence-based Programs and Practices. We hope to bring Smart Brain Wise Heart soon to 2,250 kids in 30 Boys and Girls Club of America chapters and 5,000 kids with Clemson University’s Youth Learning Institute.

More From the Education Division

Funds were also received for redesigning and updating the Early HeartSmarts program and HeartSmarts for grades 3-5. HeartSmarts teaches upper-elementary students how to manage stress, improve learning, strengthen relationships and to bridge academic and emotional learning. The revised programs will be available in 2016.

Also in 2014, HeartMath assisted 10,604 students and hundreds of educators and gave 28 educational sponsorship awards; professional staff delivered HeartMath Certified Training Programs to 93 trainers, resilience training to 91 mentors and the HeartMath Interventions program to 30 trainers; 6,400 *Heart to Heart – Connecting With Your Child* books were given to Florida Department of Children and Families.

A Connecticut boy practicing HeartMath techniques and using the emWave program learned to prepare for the “intense” moments in his life.

“I feel that I have become much calmer in intense situations. ... With these skills, I will be more prepared for even bigger intense moments in life and perhaps be completely calm.” –14-year-old boy, Stamford, Conn.



How it all Connects

The staff at HMI's Research Division were very excited late in the year upon receiving word that a new study, *Investigating the Dynamic Interconnectivity Between Humanity and Earth's Energetic Systems*, was approved to begin in 2015. The study, which expands on the interconnectivity research HMI began conducting in 2011, will monitor heart-rhythm synchronization among groups of people in multiple locations. HMI researchers hypothesize that the heart rhythms of all participants in the groups, regardless of location, will synchronize with one another. Moreover, they believe their heart rhythms also can synchronize with rhythms in the local and global magnetic fields.

Adopt a Scientist

Related to HMI's interconnectivity research, we began working on retaining the services of the data analysis scientist we were able to contract with in 2014 thanks to the successful Adopt of Scientist campaign launched in the previous year. This scientist helped to organize and analyze a lot of the huge amount of data collected by the magnetic sensors of the Global Coherence Monitoring System. Going forward, the data collected at magnetic sensor sites in various locations around the world will help scientists determine various aspects of human interconnectivity. Learn more about this continuing campaign at [Adopted Scientist – Interconnectivity Project](#).

Other Research Activities

- The research staff published six scientific papers and gave presentations at seven scientific conferences and symposiums.
- Related to the institute's research of heart rate variability, the research team analyzed 814 autonomic assessment reports, 4,418 psychometric survey forms and 2,741 pre- and post-psychometric survey reports for individuals, organizations and independent researchers.
- HMI's video, *The Heart's Intuitive Intelligence, A path to personal, social and global coherence*, continued to educate the public last year about our research on the intelligence and role of the human heart. There were 328,986 views of the video in 2014.



Global Coherence Initiative



- HMI's [Global Coherence Initiative](#), which is working to promote peace, harmony and a shift in global consciousness, was quite active in 2014.
- [Global Coherence Monitoring System](#) (GCMS) staff established a new magnetic sensor site in New Zealand and relocated its United Kingdom sensor to Lithuania. Identification of potential sites and testing arrangements began for a sensor in South Africa, set for installation 2015. Maintenance of and data collection and analyses from GCMS's other sensor sites in the United States, Saudi Arabia and Canada continued.

GCI by the Numbers:

- The [Global Care Room](#) had more than 100,000 unique visitors to synchronous heart-coherence sessions.
- Free information, webinars, training and resources were provided to more than 57,000 GCI followers worldwide.
- [GCI on Facebook](#) had 165,818 fans; [GCI on Twitter](#) has 21,471 followers and [GCI on YouTube](#) had 1,560 subscribers.



- The third Mexico Adventure of the Heart program for 60 participants was presented in Mexico's Riviera Maya. Preparations began late in the year for the 2015 program.
- GCI gave presentations at 15 events and conferences around the world and hosted numerous free teleseminars and webinars.

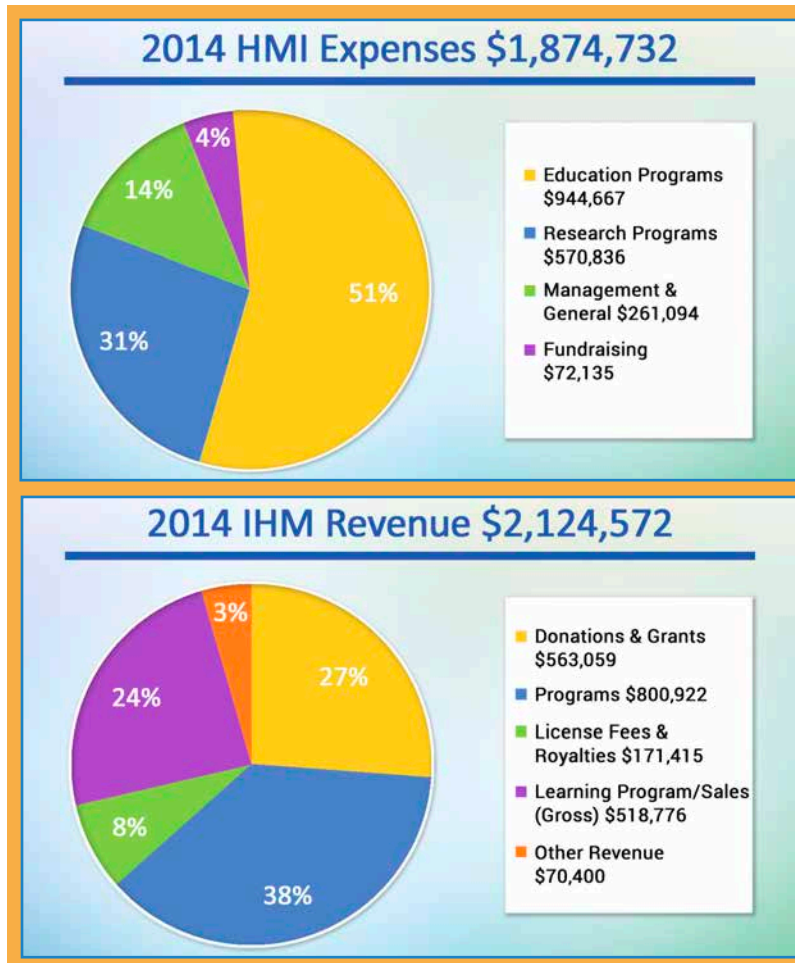
The caring and hopeful spirit of contributors like you is present every time HeartMath touches someone's life. We truly appreciate your generosity.

As in every year, our donors and supporters' generosity, energetic support and confidence in our mission were at the heart of all our achievements in 2014. As we work to improve people's lives by educating them about the principles and intelligence of the heart and provide tools, programs and services, we never forget who makes it all possible. We are sincerely grateful for your contributions and support and thank you for all you do.

HMI's donations come from individuals, corporations, other nonprofits and a wide variety of public and private institutions and organizations.

The 100% Donation

The nonprofit HeartMath Institute uses 100% of the donations it receives to fund initiatives, public programs and research projects. We use product sales and licensing fees to cover administrative and fundraising expenses, so each contributor's donations can be used solely for projects that help people.



The HeartMath VISION

There is a global shift is under way in people's attitudes and how we treat one another and the planet. This shift involves forming a deeper connection with our own and each other's hearts. As these connections are established, HeartMath believes the world we live in will be transformed. Coherent, heart-centered interactions will generate a higher vibrational consciousness field globally, increasing individual, social and global coherence and resonance.

HeartMath was founded to help individuals, organizations and the global community to make this consciousness shift with ease and establish these inner and outer connections. At the same time, people can improve their personal lives and toward that, HeartMath provides tools they can use to connect with their inner guidance and technologies to help them be still and listen. Read the entire [HeartMath Institute Mission and Vision](#).

Ways to Support HMI and GCI

We know HeartMath's work and success begins with our supporters, so we constantly strive to provide as many ways as possible 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 who are doing good work, or designating a gift for birthdays, holidays or other occasions.
- » Helping to fulfill the HMI wish list for in-kind donations.
- » Participating in HMI's Planned 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 HMI's website: www.heartmath.org.
- » Become an HMI Member on HMI's website: <https://www.heartmath.org/membership/>.
- » Become a GCI Member on HMI's website, <https://www.heartmath.org/gci/>, 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 emailing us at info@heartmath.org or info@glcoherence.org.

Our Volunteers and Boards

With gratitude and heartfelt thanks we salute our many volunteers for the time and energy they donated in 2014.

The many individuals, diverse in background knowledge and expertise, who oversaw the operations, organization and missions of HeartMath Institute and the Global Coherence Initiative guided us lovingly through a wonderful and productive year. Their dedicated service is integral in our ability to offer programs, services and outreach.

HMI Leadership Team: Doc Childre, founder; Sara Childre, president and CEO; Rollin McCraty, executive vice president, director of research; Brian Kabaker, chief financial officer, director of sales; Katherine Floriano, vice president of advancement of major and planned gifts.

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

IHM Scientific Advisory Board: Doc Childre, Dr. Abdullah Abdulrahman Alabdulgade, Maria Lourdes Arguelles, Dr. John Andrew Armour, Linda Caviness, William C. Gough, Joseph Camiya, Rollin McCraty, Ph.D., Dr. T. Gregory Quinn, Dr. Richard Rahe, Dennis Robbins, Dr. Paul J. Rosch, Deborah Rozman, Ph.D., 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, Mark Hempel, Barbara Marx Hubbard, Larry Kuechler, Lynne McTaggart, Marci Shimoff, Lynne Twist, Nina Rothschild Utne and David Whalen.

GCI Scientific Advisory Board: Rollin McCraty, Ph.D., Dr. Abdullah Abdulrahman Alabdulgader, Mike Atkinson, Ph.D., Annette Deyhle, Ph.D., Jim Huffman, Bruce H. Lipton, Ph.D., Roger Nelson, Ph.D., Dean Radin, Ph.D., and Marilyn Mandala Schlitz, Ph.D., and William E. Vosteen.

