

2017 ANNUAL REPORT



Letter from the HeartMath Institute President

Dear Supporters and Friends,

Again, it's that time when I get to review for you our endeavors during the previous year. It's always a joy for me to share highlights of our ongoing/new projects and initiatives. I know you have many choices for your donations, and the nonprofit HeartMath Institute always strives to exceed your expectations. So, review the 2017 Annual Report, and see how we did in our shared goal of improving our world and planet.



With care,
Sara Childre
Sara Childre,
President and CEO,
HeartMath Institute



HeartMath Institute continued funding and working with the International Institute for Psychosocial Development (IIPD) last year in its compassionate care of thousands of Syrian refugees. HeartMath-trained caregivers began their work with IIPD in 2016 at refugee aid centers in Lebanon and Jordan.

The caregivers instructed refugees in the use of HeartMath tools and technology, and in 2017 administered the following programs: Self-Regulations Skills for children and women; the Shift and Shine Program™ for children; and Women's Health and Motherhood. These programs assisted children and women in overcoming the tremendous fear, anxiety and horrors they experienced in their war-torn country.



Statement of Accomplishments



Smart Brain Wise Heart™

Students ages 9-16 learn at their own pace in this online social/emotional blended learning program. SBWH draws on the best of their brains and hearts, promotes smarter decision-making and greater self-control, and helps youth successfully navigate life's academic and social dimensions.



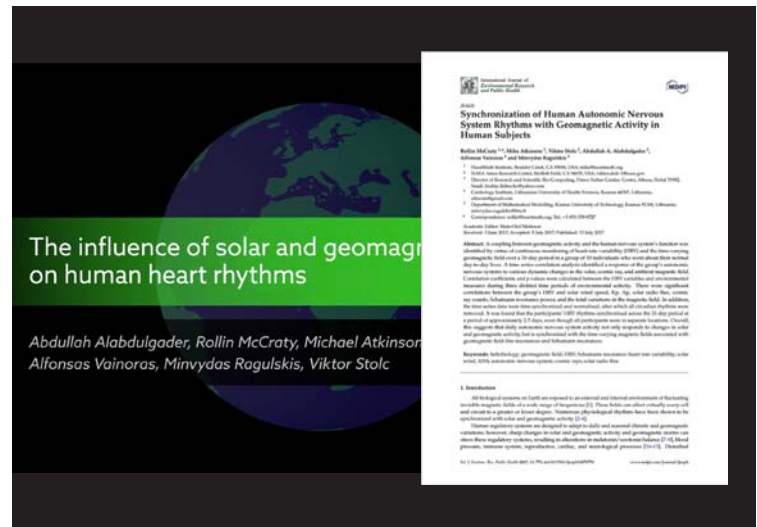
Humanitarian Heart Awards

The second annual awards were presented to three worthy recipients: Dave Grace of Toronto, Katherine Anne Barkley of Guadalajara and Debbie Lassiter of Milwaukee. The Humanitarian Heart Awards were presented during a November ceremony in Mexico.

Statement of Accomplishments

Synchronization of Human Autonomic Nervous System Rhythms with Geomagnetic Activity in Human Subjects

A research team led by HeartMath Institute Director of Research Dr. Rollin McCraty conducted this study. Published in the International Journal of Environmental Research and Public Health, the study added further evidence to scientific understanding of how human autonomic nervous systems respond to environmental influences.



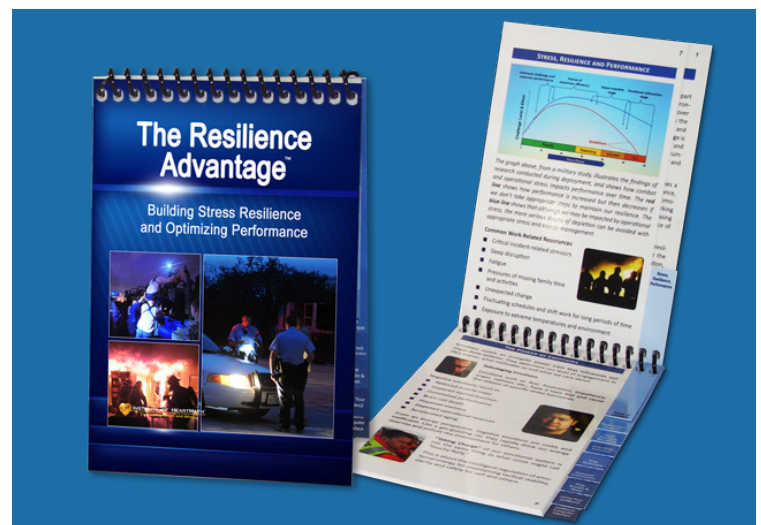
Building Shipboard Resilience®

HeartMath created the Building Shipboard Resilience program in 2017. Professional trainers certified 10 sailors in how to mentor fellow sailors and helped reinforce their resilience training. In conjunction with this training, the Naval Health Research Center is conducting a study to assess improved decision-making, performance and stress reduction.



Resilience Advantage®

About 6,000 police and correctional officers completed HeartMath's Resilience Advantage training program through HeartMath certified trainers and qualified HeartMath certified trainers with the Blue Courage® leadership program. This training, also offered overseas, qualified these officers to provide resilience training to fellow officers within their organizations.





Synchronization Study. HeartMath Institute (HMI) published three research papers in 2017. Among them was the study, *Synchronization of Human Autonomic Nervous System Rhythms with Geomagnetic Activity in Human Subjects*. It was published in the International Journal of Environmental Research and Public Health.

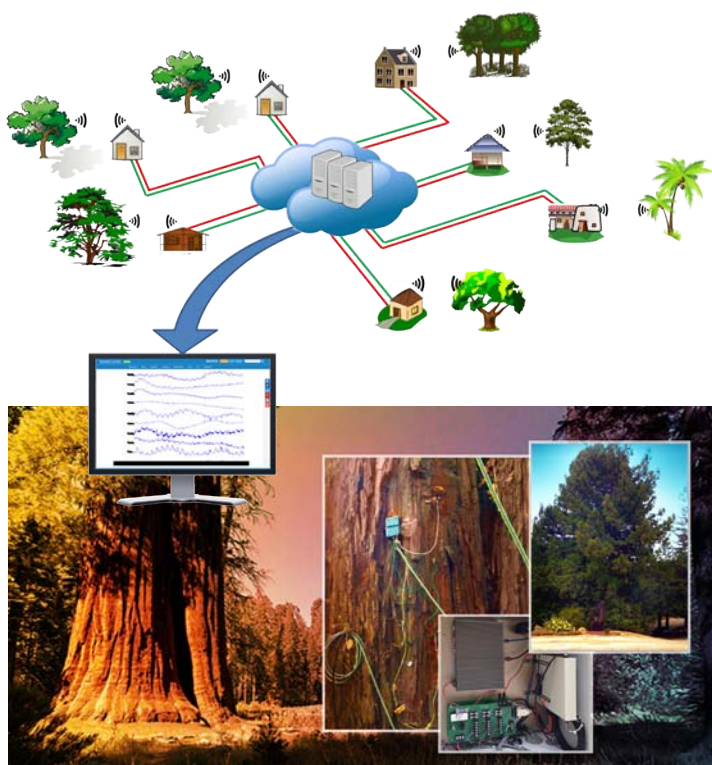
The study's research team, led by HeartMath Institute Director of Research Dr. Rollin McCraty, found that geomagnetic and solar activity, cosmic rays and other environmental influences could affect various aspects of study participants' autonomic nervous systems, including their parasympathetic nervous system activity. Additionally, researchers observed that participants' heart rate variability (HRV) rhythms synchronized with one another over the more-than-four-week study period. It was a remarkable finding because all participants were in separate locations.

Researchers were encouraged with this study that the findings along with related future research could one day lead to improvements in human health and well-being.

Increasing Social Coherence. HMI's Research division made significant progress in its development of a heart rate variability-based technology platform for assessing group coherence. It will allow researchers to evaluate any organization's team and group social coherence levels and measure its progress toward improving teamwork and, ultimately, resilience, health and well-being.

In particular, our scientists made excellent progress in the development of a new psychometric assessment tool for measuring changes in social-coherence metrics in groups and teams. Ultimately, our team's work, which includes helping individual group members increase their personal heart coherence, is aimed at increasing the group's social coherence.

In conjunction with this, researchers compiled a scientific survey and distributed it to a large group of people whose responses are helping them to develop tools that can aid groups of people in learning to build and enhance their social-coherence skills.



Global Tree Monitoring Network. In our ongoing exploration into the mysteries and “potential” of trees, HMI’s scientists achieved progress during Phase II of the Tree Research Project on the development of equipment for tree-potential monitoring. Scientists continued development of additional hardware and communications protocol software for transmitting data.

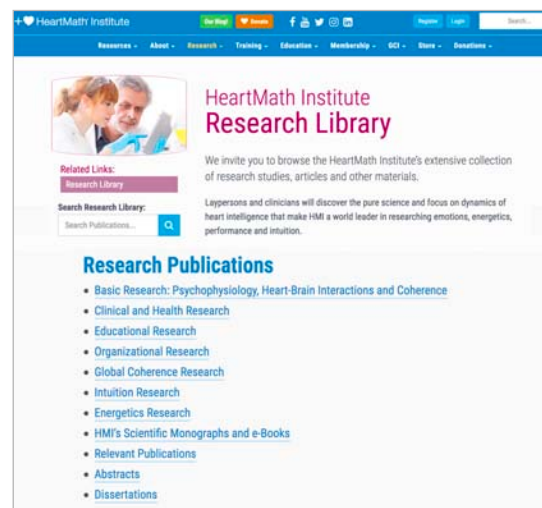
This equipment will collect a variety of data from multiple types of trees, such as how location, temperature, light, the gravitational pull on the earth and changes in the earth’s magnetic fields affect tree potentials/electrical responses. This data will be transmitted to HMI’s Research Laboratory in Boulder Creek, California.

Studies, Publications, Presentations, Conferences and Symposiums. Besides HeartMath Institute’s own studies, many others conducted by independent researchers who incorporated HeartMath practices appeared in professional journals in 2017.

Among these were: *The Effects of a Mindfulness and Biofeedback Program on the On- and Off-Task Behaviors of Students with Emotional Behavioral Disorders* and *Contemplative investigation into Christ consciousness with Heart Prayer and HeartMath practices*.

McCraty and research collaborators published a number studies or articles. Key among them were the synchronization study mentioned above and *New Frontiers in Heart Rate Variability and Social Coherence Research: Techniques, Technologies, and Implications for Improving Group Dynamics and Outcomes; and Identification of a Group’s Physiological Synchronization with Earth’s Magnetic Field*.

When he wasn’t conducting research and writing scientific articles, McCraty was giving scientific presentations for HeartMath that took him to cities around California, Seattle, Las Vegas, Mexico, Spain and the United Kingdom.



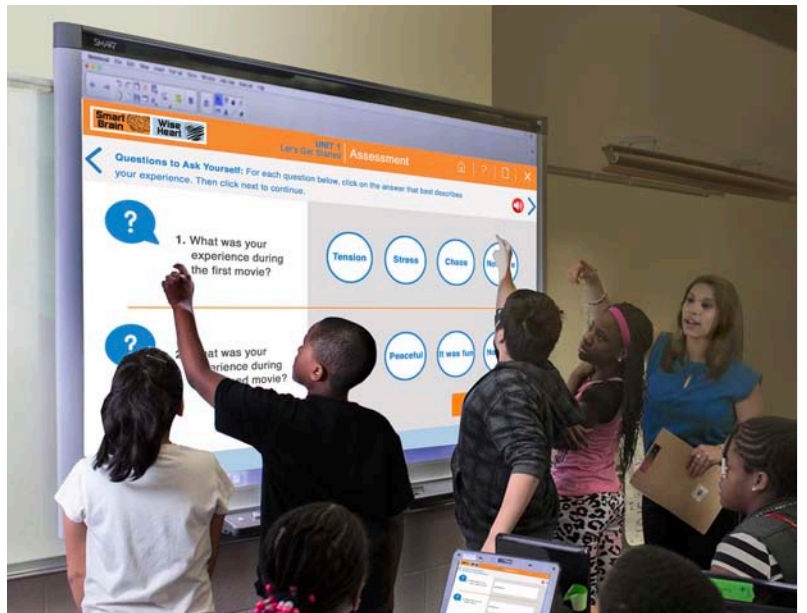
heartmath.org/research-library/

Connecting Hearts in Education



A Very Smart Program for Youth. After years in the planning, HeartMath's Smart Brain Wise Heart® e-Learning Program for home and classroom use was finally released. Based on more than 20 years of research, SBWH, for ages 9-16, is an online social/emotional blended learning program that promotes smarter decision-making and greater self-control. It was designed to help youth navigate life's academic and social dimensions successfully.

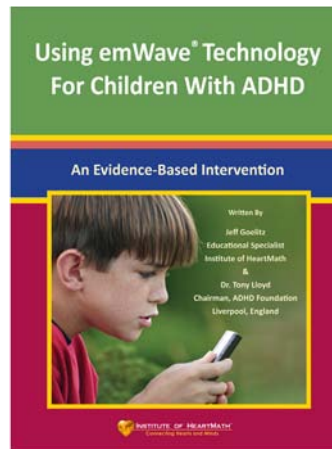
Decades of research at HeartMath informed our staff that achieving such success would be greatly enhanced by incorporating the intelligence of both the brain and the heart into the program. So, when we explain to educators, parents and students that "SBWH draws on the best of their brains and hearts," we mean precisely that: This is a learning program that combines the latest heart-brain-body neuroscience with practices for building self-regulation and resilience skills which are so vital for a student's growth. <https://www.heartmath.org/research/>



HeartMath Publications. In our continuing Education outreach efforts to students and instructors, HeartMath issued several instructional publications last year. HeartMath has issued a number of publications for various groups on how to use and get the most out of the revolutionary emWave® technology, and in 2017, we added *The emWave® Pro Guide for Students, Using emWave® Technology For Children With ADHD* and an Inner Balance® training instructions guide for college students at Florida State University to those publications.

Connecting Hearts in Education

An example of the quality of content that goes into these materials is the guide for children with ADHD. Geared for professionals who work with and care for those diagnosed with ADHD who are ages 7 to 18, it includes suggested best practices, protocols from two studies, and clinicians' comments about how they use emWave with ADHD clients. It discusses the science behind the emWave and the relationships between the brain, nervous system and heart, and provides support resources for better understanding and improving skills for using the technology with those diagnosed with ADHD.



<https://www.stress.org/wp-content/uploads/2011/08/coherence-training-in-children-with-adhd.pdf>

Touching Lives. Whether through our programs for students in public- and private-school classrooms or home-based programs for those learners in nontraditional settings, HeartMath's social-emotional and heart-based methods, materials and technology continue to reach more young people each year. In 2017, HeartMath reached into an estimated 3,000 schools, 100 youth agencies and 50 mental health clinics where young people were treated. We are excited to have been able to serve an estimated 100,000 students during the year.



Among the many different ways we touched young people's lives were with the Sunshine Secret Interactive Learning Program® for classroom or home, *College DeStress Handbook*, Smart Brain Wise e-Learning Program, *The Inside Story: Understanding the Power of Feelings* e-booklet, emWave2® and



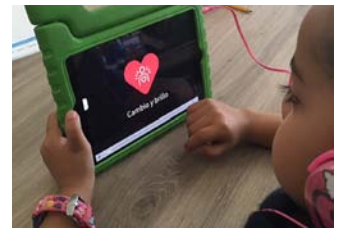
Connecting Hearts in Education

emWave® Pro technology and the Ride the Wild Heart® board game for the whole family.

From the Hearts of Students. A Massachusetts mental health youth counselor shared these student experiences with HeartMath:

- ▶ “A 12-year-old girl reported that she received a failing grade in the beginning of the school year, but after practicing HeartMath with the emWave program, she raised her F to a B in a few weeks.”
- ▶ “A 7-year old boy reports that the HeartMath (Heart-Focused Breathing™ Technique) helps him when he feels sad, but when he feels angry, it ‘happens too fast’ for him to remember to breathe. So, we have been working with him to practice HeartMath breathing during calm moments and good memories as a way to make breathing a habit.”
- ▶ “A 14-year-old girl reported that when she trains her puppy she uses the HeartMath breathing technique, and she observed that she and her puppy both feel more calm. She also reports that it helps her sleep at night.”

HeartMath in Mexico. The Knotion® education program, based in Michoacán, Mexico, incorporated several HeartMath techniques and tools into its educational curriculum. An estimated 14,000 students in the first year received this curriculum which was developed for elementary and middle schools.



Smart Brain Wise Heart Studies. Plans are under way for two studies related to the program. A junior high counselor at a large school outside of Columbus, Ohio will conduct a study with 800 seventh- and eighth-graders to assess baseline levels of trauma and anxiety alongside physiological measures. Students whose measures show them to be at a greater risk than others will be part of a pullout group of 120 kids who will go through the SBWH program. They will participate in groups of 10 over nine 35-minute class sessions. A post-assessment and eventually a published research study will follow. The school's principal and the district superintendent hope SBWH will help those students struggling with coping skills and academic performance.

California State University, Fullerton piloted a 16-hour Smart Brain Wise Heart class in 2017 for 10 seventh-graders who were performing below grade level. The goal was to work out any kinks and scheduling issues in preparation for a Spring, 2018 formal research intervention aided by six graduate students.





Certifying Law Enforcement, Clinical Workers and Others. HeartMath has been delivering programs for more than a decade to people in the United States and around the world, highlighting the benefits of building heart coherence, personal and organizational resilience and self-regulate emotions to improve their health and well-being.

In 2017, HeartMath ...

- ▶ Certified seven police officers in the Las Vegas Police Department, in conjunction with its officer assistance program, to be certified trainers who can give HeartMath's Resilience Advantage™ workshops to other law enforcement personnel and first responders.
- ▶ Certified 59 Florida Department of Corrections officers to deliver the first-responder version of the Resilience Advantage workshop, including the newly created Hidden Processes module for first responders.
- ▶ Certified 83 individuals through the Resilience Advantage™ training workshops.
- ▶ Supported a study related to resilience training and mentoring of 100 Milwaukee Police Department recruits.
- ▶ Certified 45 Clinicians in HeartMath Interventions Program.
- ▶ Certified six educators in Palm Beach, Florida. in a customized education version of the HeartMath Resilience Advantage workshop.
- ▶ Certified 137 individuals in the Building Personal Resilience – HeartMath Coach-Mentor Program
- ▶ Delivered the Add Heart Facilitator™ Program to 355 individuals.

New Certification Program. HeartMath created the Building Shipboard Resilience Program in 2017. Our professional trainers certified 10 sailors in how to mentor fellow sailors and helped reinforce their

resilience training. In conjunction with this program, the Naval Health Research Center is conducting an evaluation study to assess improved decision-making, performance and stress reduction.

Project BLEND. Staff presented the second annual Resilient Leaders event, Project BLEND, *Building Leadership Excellence for Needs-Based Districts* in a collaborative with State University of New York, Oswego.

Twenty-five education administrators were selected to learn the current best practices and leadership theory for being effective and remaining in high-needs school districts in Upstate New York. Project BLEND will continue for the remainder of 2018.

A new biweekly newsletter created and published in 2017, *Your Coherent Minute*, provides follow-up and sustainability of practice for the school-district leaders. These newsletters appear on the SUNY Oswego Project BLEND website.

Who We Trained. Each year, HeartMath receives requests from and reaches out to thousands of people across the United States and around the world[†] who want to receive HeartMath training. This training is provided either through HeartMath's own highly skilled staff or independent trainers certified to deliver our programs.

In 2017 ...

- ▶ About 6,000 police and correctional officers in the United States received Resilience Advantage training through the independent Blue Courage leadership program.
- ▶ 8,000 police officers in the Netherlands received resilience training through HeartMath Benelux.
- ▶ 1,500 individuals received in-depth resilience training through independent trainers.
- ▶ 1,475 individuals received in-depth HeartMath resilience mentoring through independent mentors.
- ▶ 65 city-of-Philadelphia managers received Resilience Advantage workshop training and mentoring.
- ▶ Dr. Ignacio Londono from Colombia trained over 100 people, patients and the general public, in Resilient Advantage workshops, amid the post-conflict period between the government and FARC – Revolutionary Armed Forces of Colombia – People's Army. He began working with a large, social-based institution that has nearly 20,000 affiliates that receive medical, psychological and social-working programs and is also working with sports psychologists.

[†] About 12% of those certified through HeartMath training in 2017 came from outside the U.S. Among the countries where they lived were Mexico, Canada, Poland, Slovenia, Lithuania, Japan, Australia and New Zealand.



Through groundbreaking research on the interconnection between humanity and Earth's magnetic fields and energetic systems, GCI continues to demonstrate that increasing heart connections will lead to intuitive solutions for global challenges and transformation of our world and consciousness.

- ▶ The GCI Facebook, Twitter and YouTube sites continued to enjoy great success at informing thousands of new people about GCI's international effort to help activate the heart of humanity and promote peace, harmony and a shift in global consciousness.
- ▶ The GCI Live Data site, <https://www.heartmath.org/research/global-coherence/gcms-live-data/> remained a popular destination last year. Visitors here view live data from GCI's Global Coherence Monitoring System, the worldwide network of magnetometers that collect a continuous stream of information from Earth's magnetic field.
- ▶ A favorite site and feature throughout the year were the [Global Care Rooms](#) and GCI's monthly synchronized Care Focus.
- ▶ There were 97 participants at the sixth annual *Mexico Heart Adventure!* in the Riviera Maya on the Yucatan Peninsula. All profits of the 2017 program, *Activating the Global Heart: Facilitating the Planetary Awakening*, are supporting GCI's mission.



Financial Report

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

All of us at HeartMath Institute offer sincere thanks to our donors and supporters, whose generosity, energetic support and continued confidence in our work made all of our successes in 2017 possible. Once again this year, we are using all of our supporters' contributions toward improving people's lives by educating them about the principles and intelligence of the heart and providing tools, programs and services.

Donations to the institute come from individuals, corporations, other nonprofits and a wide variety of public and private institutions and organizations.

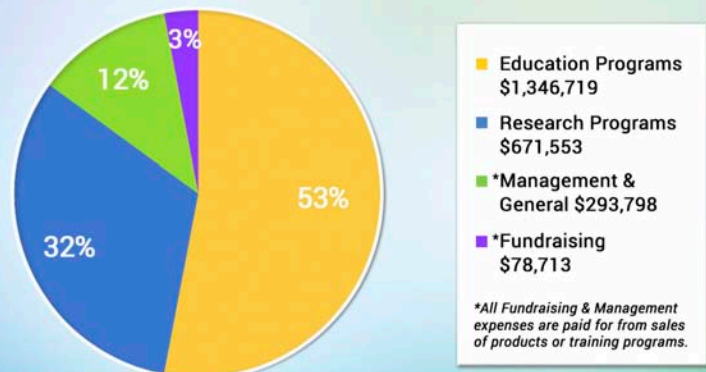
100% Donation

HMI is a nonprofit that 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.

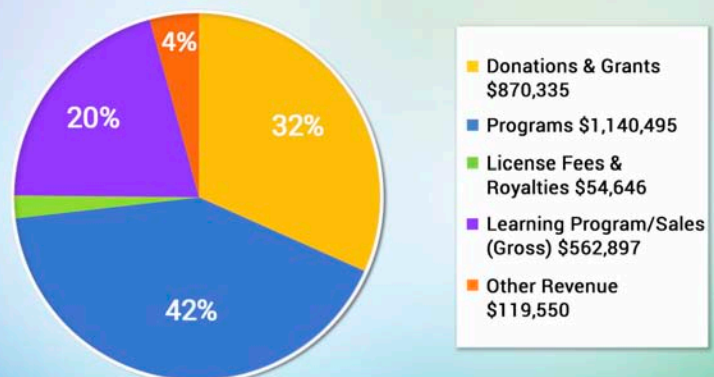
Every child, woman and man HeartMath is able to empower to improve their lives has contributors like you to thank. For them and all of us at HeartMath, thank you. We truly appreciate your generous spirit.



2017 HMI Expenses \$2,390,783



2017 HMI Revenue \$2,747,923



HeartMath Vision • Stay Connected • Ways to Support Us

The HeartMath VISION

There is a global shift 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 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 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 Ambassador on HMI's website, <https://www.heartmath.org/gci/>, or join others in the Global Care Room at <http://www.globalcarerooms.org/rooms/login/gci>

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

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/HeartMathInst> and <https://twitter.com/GlobalCoherence>.

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

Follow us on Instagram: <https://www.instagram.com/heartmathinstitute/>

Join us on LinkedIn: <https://www.linkedin.com/company/heartmathinstitute>

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 2017.

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, Diana Govan, Sandra Royall and Claire Shafe.

HMI Scientific Advisory Board: Doc Childre, Dr. Abdullah Abdulrahman Alabdulgader, Dr. John Andrew Armour, Linda Caviness, William C. Gough, Rollin McCraty, Ph.D., Dr. Richard Rahe, Dr. Paul J. Rosch, Deborah Rozman, Ph.D., David Joffe, Carlo Ventura and Dr. Tony Yardley-Jones.

GCI Steering Committee: Chairman: Doc Childre. Members: Gregg Braden, Jeddah Mali, Howard Martin, Rollin McCraty Ph.D., Deborah Rozman, Ph.D. and Claudia Welss.

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, Annette Deyhle, Ph.D., Jim Huffman, Bruce H. Lipton, Ph.D., Roger Nelson, Ph.D., Dean Radin, Ph.D., Marilyn Mandala Schlitz, Ph.D. and William E. Vosteen.



HeartMath® Institute

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