

2019 ANNUAL REPORT



Letter from the HeartMath Institute President

Dear Supporters and Friends,

As 2019 came to a close at HeartMath Institute, none of us, and indeed the world, could foresee the enormous challenges our planet would face in 2020. As the community of nations continues to battle the COVID-19 pandemic, it is our heartfelt hope the HeartMath community and their families across the globe remain safe and lovingly look out for each other.

In this 2019 Annual Report, I will highlight some of HeartMath's achievements, which, as always, we owe to and sincerely thank you for your continued support and generosity. Our dedicated scientists, master trainers, education specialists, operations staff and boards, program developers and others worked hard to achieve one primary goal: **Improve the lives of as many people as possible around the world.**

- We are elated with the new HeartSmarts Adventure™ interactive learning program for children.
- Researchers conducted several new studies in 2019, including one validating one of HeartMath's most popular tools, the Heart Lock-In® Technique.
- Our education learning programs reached thousands more children last year.
- HeartMath's Add Heart campaign, launched the previous year, continued to grow in 2019 as we expanded our social media outreach.

I look forward to sharing the 2019 Annual Report with you, and sincerely wish you and your loved ones stay safe and have a good year in these challenging times.

Take care,



Sara Childre

Sara Childre,
President and CEO, HeartMath Institute

Statement of Accomplishments

HeartSmarts Adventure

HeartMath unveiled its new HeartSmarts Adventure™ fully online program for children ages 4-6. The blended social-emotional learning program, which had been in development for a couple of years, takes children on a journey in which they explore the physical heart, heart health and the feeling heart. HeartSmarts Adventure instructs children in how the heart works and habits for keeping it healthy and strong. Equally important, it teaches them about their emotions and ways they can manage them, such as how to get “unstuck” when they are sad or angry. The program’s chief developer was HMI Education Specialist, Jeff Goelitz.



30-School Intervention

The U.S. Centers for Disease Control awarded a three-year grant to NORC at the University of Chicago (National Opinion Research Center), the University of Texas Galveston Medical Branch and HeartMath Institute to conduct a 30-school intervention of approximately 2,000 seventh-grade students. HMI will design a five-part video series to instruct parents that will parallel the student intervention; design a 20-class session implementation plan using its Smart Brain Wise Heart™ learning program and the emWave2® training system; and support and collaborate on a research design that will measure the mental health of students.



The HeartMath for Communities Project

The HeartMath for Communities Project awarded \$14,775 in scholarships to 14 recipients serving a combined 1,910 people. This fund supports communities and giving people in need a caring hand. Among the groups this special fund supports are nonprofit organizations, senior care facilities, social-service agencies and rescue, police and firefighter personnel.



Statement of Accomplishments

HMI's Military Service Appreciation Initiative

HMI's Military Service Appreciation Initiative, which provides veterans, military service members and their spouses with resilience-building programs and emotion-regulation technology, awarded \$13,685 to eighteen recipients serving more than 1,403 veterans military personnel and their families.



HeartMath Education Projects

HeartMath Education Projects distributed \$7,588 to 17 recipients serving more than 6,000 students and teachers. This fund helps children receive support for learning self-regulation and self-awareness skills to become self-empowered and by extension, supports teachers, parents, counselors, psychologists, administrators and others who care about children.



GuideStar Nonprofit Profile Update

Last year I reported that HeartMath had reached GuideStar's gold-level status. Now I am pleased to report that we are platinum! That is the GuideStar Nonprofit Profile Update Program's highest level of recognition.



Research Study Validates Heart Lock-In Technique's Effect

A research study validated the Heart Lock-In® Technique's effect on synchronization between the heart and geomagnetic activity. This finding was significant because synchronization between the heart and geomagnetic activity is associated with better health. Among those who conducted the study, *The influence of heart coherence on synchronization between human heart rate variability and geomagnetic activity*, were HMI Director of Research, Rollin McCraty and HMI scientist, Mike Atkinson.

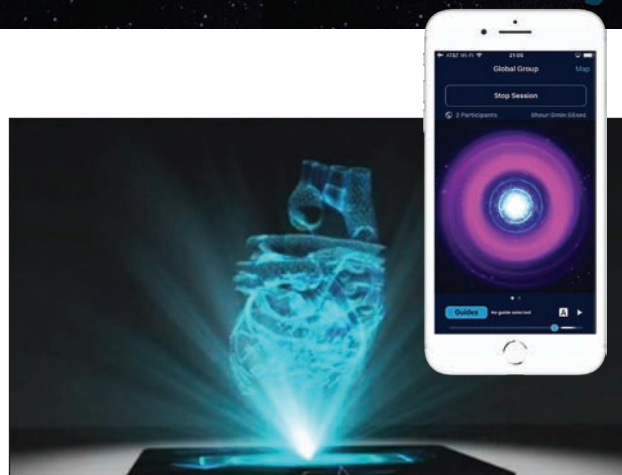


Research Accomplishments



Global Coherence App

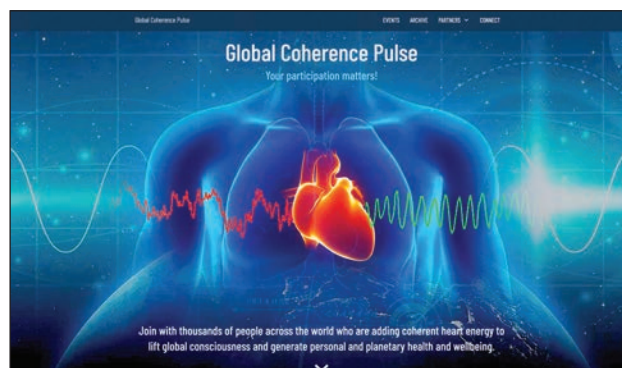
The HeartMath Institute Research Division conducted extensive testing on and made improvements to the new Global Coherence App, which assesses heart coherence in groups and connects people in a world-wide network focused on adding heart energy to the global field environment. The app has led to new collaborations with organizations that share the mission of increasing global coherence and consciousness.



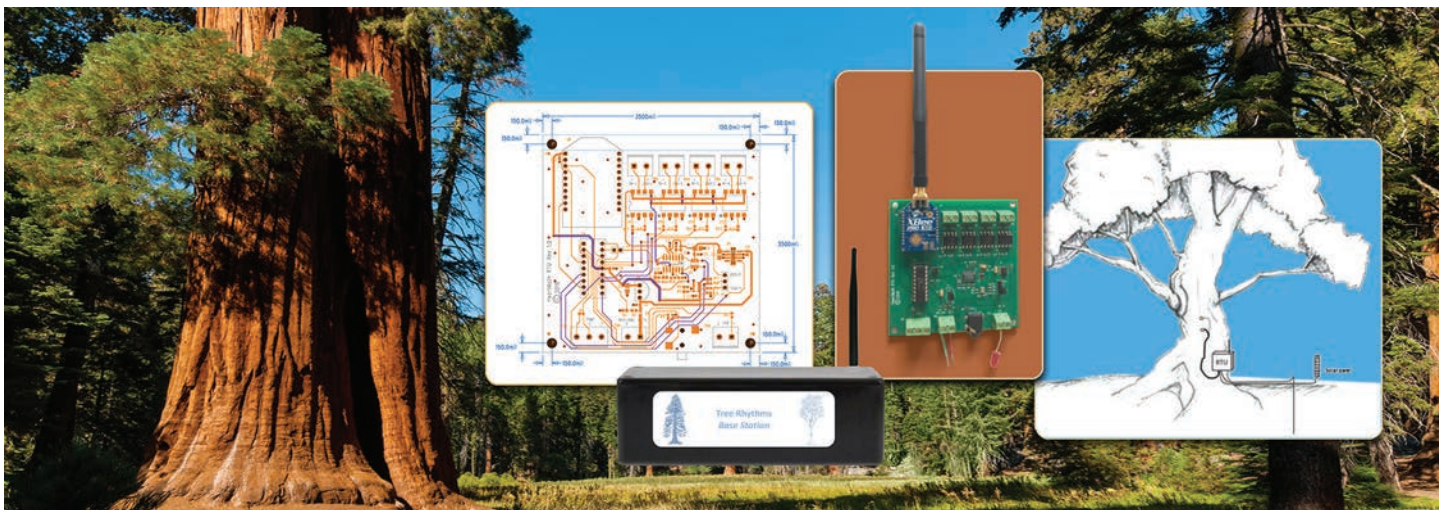
Global Coherence Pulse

The Global Coherence Pulse is a new collaboration among partner organizations that formed to collectively organize thousands of people across the world to pulse coherent heart energy into the global field environment on a regular rhythm. The collaborators include the Institute of Noetic Sciences, UNIFY, Awake TV Network, Resonance Science Foundation, Earth Dance, Coherence Hot Spots among many others.

Citizen scientists among the participants can choose to actively take part in coordinated, results-oriented scientific experiments that can help illuminate the connection between the personal and the planetary environment, expanding our understanding of reality in ways that elevate modern culture.



Research Accomplishments and Publications



Global Tree Monitoring System

HeartMath researchers made significant progress on developing the hardware, software and public website for the Global Tree Monitoring System. The key system components have moved from the prototype stage to the first production devices, which were planned to be tested early this year. As research suggests that Earth's magnetic fields affect and connect every living organism on the planet, including trees, our scientists examine if and how collective human emotions affect trees. For example, they want to know whether large numbers of people radiating heart-centered states of love and compassion affect trees.

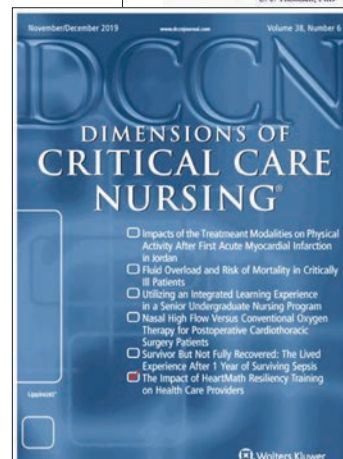
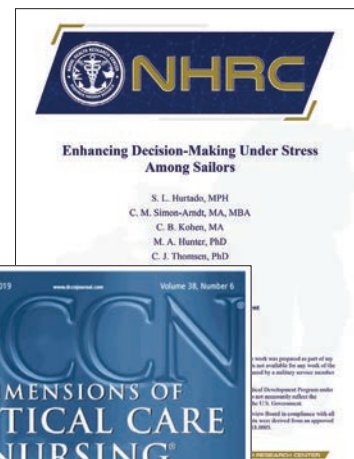
Research Publications

Enhancing Decision-Making Under Stress Among Sailors

At the eight-week follow-up of this study participants demonstrated increased information processing speed and improved decision-making, and reported decreased depression and anxiety.

The Impact of HeartMath Resiliency Training on Health Care Providers

This study supports existing evidence that HeartMath techniques are effective in managing stress and increasing resiliency. These techniques also are valuable tools for healthcare providers to use with patients and their families in the management of symptoms such as pain, anxiety and sleeplessness related to hospitalization and illness.



One-minute deep breathing assessment and its relationship to 24-hour heart rate variability measurements

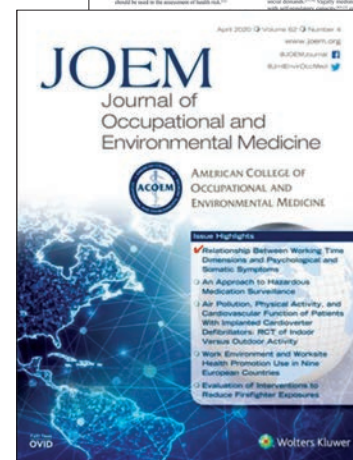
Findings suggest the 1-minute paced deep-breathing protocol is an ideal short-term assessment that can be used in a health-risk screening.

A 6-Week Worksite Positivity Program Leads to Greater Life Satisfaction, Decreased Inflammation, and A Greater number of Employees with A1C levels in Range

Improvements were recorded in life satisfaction as well as in seven of 10 cardiovascular and inflammatory biomarkers. Data suggest that engaging in six weeks of a workplace positivity program may improve employee life satisfaction, blood-sugar levels and some markers of cardiovascular inflammation.

More Research Published in 2019...

- ▶ *Emotion regulation after acquired brain injury: a study of heart rate variability, attentional control, and psychophysiology*
- ▶ *Heart rate variability: New perspectives on assessment of stress and health risk at the workplace*
- ▶ *Cognitive Rehearsal, HeartMath, and Simulation: An Intervention to Build Resilience and Address Incivility*
- ▶ *Empirical and Heuristic Phenomenological Case Study of the HeartMath Global Coherence Initiative*
- ▶ *Clinical sport psychological, HeartMath training intervention for twelve-year-old boy*
- ▶ *A randomized control trial of stress management for caregivers of stem cell transplant patients: Effect on patient quality of life and caregiver distress*
- ▶ *Interactions between Earth's local magnetic field and cardiovascular system parameters of women, performing sedentary work, during their workweek*
- ▶ *Correlations between acute atrial fibrillation and local earth magnetic field strength. Journal of Complexity in Health Sciences*
- ▶ *The local earth magnetic field changes impact on weekly hospitalization due to unstable angina pectoris*
- ▶ *Pre-service teachers and stress during microteaching: An experimental investigation of the effectiveness of relaxation training with biofeedback on psychological and physiological indices of stress*



Education Achievements



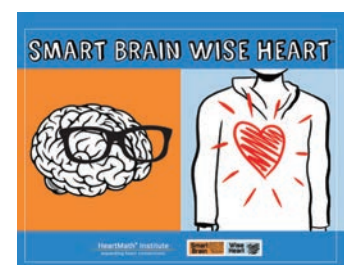
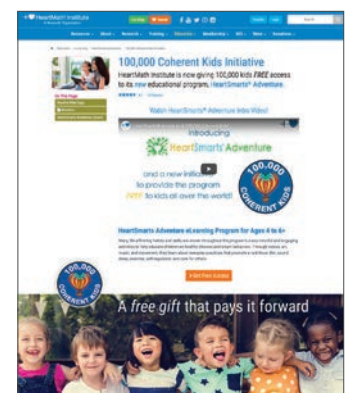
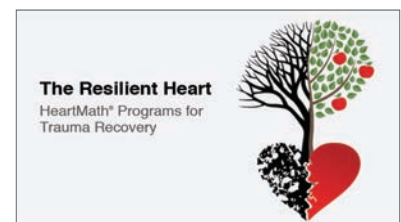
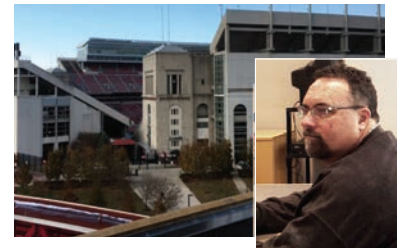
- ▶ **HeartMath unveiled its new HeartSmarts Adventure™** online program for children ages 4-6 in fall 2019. The blended social-emotional learning program, which was in development for a couple of years, takes children on a journey in which they explore the physical heart, heart health and the feeling heart. HeartSmarts Adventure instructs children in how the heart works and habits for keeping it healthy and strong. Equally important, it teaches them about their emotions and ways they can manage them, such as how to get “unstuck” when they are sad or angry. The program’s chief developer was HMI Education Specialist and master trainer Jeff Goelitz.



- ▶ **The U.S. Centers for Disease Control awarded a three-year grant** to NORC (National Opinion Research Center) at the University of Chicago, the University of Texas Galveston Medical Branch and HeartMath Institute to conduct a 30-school intervention of approximately 2,000 seventh-grade students. HMI will design a five-part video series to instruct parents that will parallel the student intervention; design a 20-class session implementation plan using its Smart Brain Wise Heart™ learning program and the emWave2® training system; and support and collaborate on a research design that will measure the mental health of students.
- ▶ **HeartMath Education Specialist and senior trainer** Jeff Goelitz and licensed and board-certified behavior analyst Jessica Minahan hosted the Helping Children Reduce Anxiety in School and at Home webinar in August. The two discussed how anxiety is the leading mental health issue among today’s youth. Minahan shared several preventive tools, strategies, and interventions for reducing anxiety and negative thinking, increasing self-regulation, executive functioning and self-monitoring.

Education: Presentations, Webinars and Conferences

- ▶ **A new study with NationwideChildren's Hospital**, a teaching hospital in Columbus Ohio, which is affiliated with Ohio State University, will utilize HeartMath's Inner Balance™ Sensor, emWave® Pro Plus and the Smart Brain Wise Heart® learning program. The study, funded by the National Institutes of Health, involved 80 children from the ages of 8 to 18 who suffer from Inflammatory bowel disease.
- ▶ **Education Specialist Jeff Goelitz** gave presentations and attended meetings August 9-21 at Encina Preparatory High School in Sacramento, Calif. to discuss establishing a research partnership with Samuel Merritt University, an Oakland, Calif. private university focused on health sciences.
- ▶ **HMI met with Paul Granello, Asst. Professor of Education Studies at Ohio State University**, to discuss his grants, research and an expanded use of the emWave® Pro Plus, a system for coherence training to reduce stress and achieve personal balance, optimal performance and personal growth.
- ▶ **In April, HMI hosted a webinar, *The Whys and Hows of Implementation in a School District***, with Rachelle H. Finck, coordinator for social and emotional learning at Round Rock Independent School District in Round Rock, Texas.
- ▶ **A trauma video for the new Resilient Heart Project** was produced and released last year. This humanitarian project is aimed at bringing heart and healing to those affected by trauma. HMI will use donations to the project to provide programs for humanitarian-aid workers; mental-health practitioners and other professionals who work with trauma survivors; heart-focused resources that inform parents and schools about trauma; and first responders.
- ▶ **The institute's 100,000 Coherent Kids initiative** was developed in the second half of 2019 for an early 2020 launch. The initiative, with funding from Fetzer Institute, is a marketing campaign for HeartMath's new HeartSmarts Adventures® online learning program that includes giving away copies to educators, parents, first responders and youth agencies.
- ▶ **A partnership was being established** between Beautiful Minds of Australia, a pre-teen and teen training company, and the national Australian YMCA. The goal of the partnership was to repurpose HeartMath's Smart Brain Wise Heart learning program for children ages 8-12 and create two short trauma-informed videos for parents as part of a larger online, game-platform program. The plan was to formalize the partnership in late Spring, 2020, when an agreement and funding were to be released. A pilot program at one YMCA site was slated to be launched as early as sometime this fall or winter.



Training the Trainers



HeartMath Institute certified 251 trainers, coach-mentors and clinicians in 2019. Our certified trainers are licensed to deliver a variety of HeartMath programs, tools, techniques and interventions and instruction in its technologies.

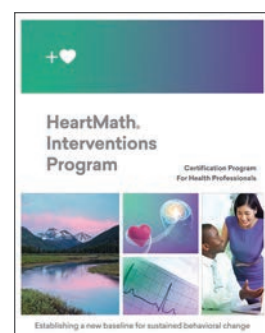
HeartMath® Certified Trainer Program

HMI certified 81 individuals, who now are qualified to deliver the Resilience Advantage™ workshop, which incorporates research-based self-regulation techniques and technologies that reduce symptoms of operational stress and promote sustained resilience. These newly certified trainers, depending on the type of license they obtained, may give the workshops within or on behalf of their organizations, or to the corporate, education, nonprofit, government, law-enforcement, military, general public and health-care sectors.



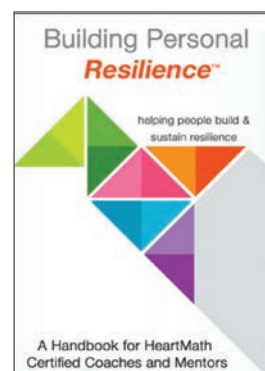
HeartMath Interventions Program Certification

HMI certified 66 health professionals, including doctors, nurses, psychologists, therapists, counselors, social workers and others who intend to use HeartMath techniques, the emWave® and Inner Balance™ technologies, HeartMath books and other resources in their practices and work. Their new certification qualifies them to use these interventions to help patients and clients learn self-regulation and emotion-management skills to help with stress, anxiety and many other conditions.



Coach/Mentor Program/Building Personal Resilience™ Certification

HMI certified 104 individuals, including mentors, coaches, facilitators, instructors, consultants and others who work in one-on-one or small-group settings. These newly certified coach-mentors will help those with whom they work learn HeartMath's resilience and energy-regulation skills and how to apply them in their daily lives.



Training the Trainers

Stress and Well-Being Assessment Certification

HMI certified 117 individuals to administer HeartMath's Stress & Well-Being Assessment, which allows them and their clients to do an overview of the level of stress they may be experiencing and an assessment of their well-being and resilience.

This certification, exclusively for HeartMath certified trainers and coaches/mentors, instructs participants in helping clients identify what may be holding them back, focus on transforming stress and increasing resilience and track their improvement over time.



Activating the Heart of Teams™ Certification

HMI certified 27 individuals to *activate the heart of teams* large and small. This new certification seeks to empower its recipients to help individuals identify blocks to fulfilling a high state of being and provide evidence-based strategies and skills to keep individuals connected with their passion and then infuse that energy into their team's dynamics.

Graduates of two pilot programs in 2019 (official launch is slated for 2020) came from various countries, including the United States, Italy, Canada, Netherlands, Mexico, South Korea, Colombia and Costa Rica. They represented sectors that included education, sports, healthcare, energy, military, first responders, spiritual centers, government, therapy, public health, social justice and public performance.



Another Year of Service and Sales ...

- ▶ Naval Special Warfare Development Group
- ▶ Rural Opportunity Institute, rural Eastern North Carolina
- ▶ Blue Courage police and law enforcement training and education
- ▶ Boys & Girls Club of New Bedford, Mass.
- ▶ Naval Special Warfare in Coronado, Calif.
- ▶ Embry-Riddle Aeronautical
- ▶ Army Wellness Center, Stuttgart, Germany
- ▶ Counselors and social workers, Mesa County Valley School District 51, Grand Junction, Colo.
- ▶ City of Dallas, Texas first responders
- ▶ Army National Guard, Wisconsin Military Academy
- ▶ Ontario Ministry of Community Service and Corrections facilities, Canada

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.*

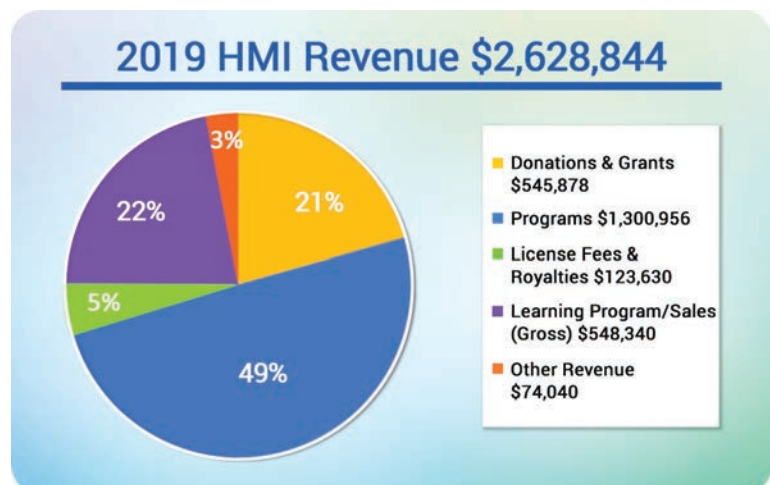
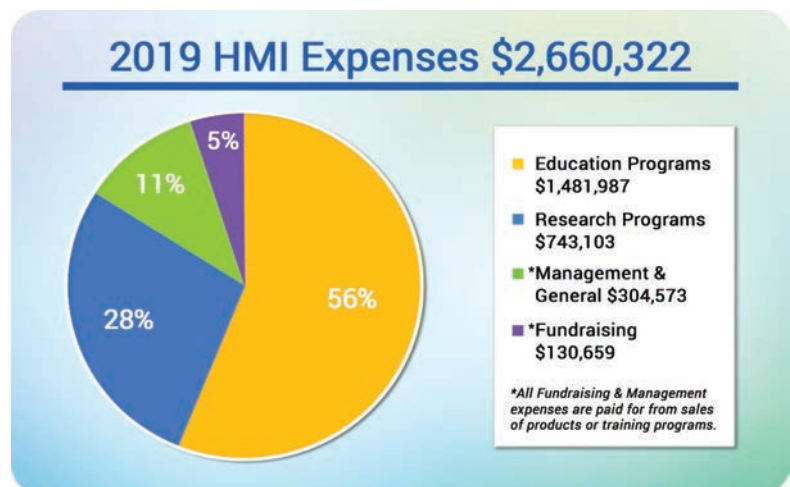
All of us at HeartMath Institute thank you, our donors and supporters for a successful 2019. Your trust and generosity makes all that we do possible. Our pledge to you is to educate people about HeartMath and provide them with the tools, programs and services that can empower them to manage their mental, emotional and physical well-being as they strive to reach their full potential.

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.



Lives We Touched Through Sponsorship

HeartMath Institute maintains three ongoing sponsorships funds. These caring funds, which are 100% donor-funded, assisted more than 8,700 people in 2019.

Education Projects Fund

HMI awarded 17 sponsorships totaling \$7,588 and benefitting 6,007 students. Here is what some of them said.

- ▶ “This is my 8th year using HeartMath as a counselor. It’s always amazing and never loses its power. I love that I can see the kids calm down so quickly in front of me.” *—school counselor*
- ▶ “Just suggesting a visit to the HeartMath station alone calms them down.” *—schoolteacher*
- ▶ “I did my HeartMath breathing on the playground and I didn’t hit today.” *—student with impulsivity*
- ▶ “Please express our gratitude to the donors! Our team is excited about integrating HeartMath into the work we do with our students. HeartMath will impact 120 students with communication, learning and/or emotional challenges. Smart Brain Wise Heart™ will be implemented during students’ study strategies. It is our intention to build student resilience.” *—speech therapist*

HeartMath for Communities Project Fund

The HeartMath for Communities Project fund awarded 13 sponsorships totaling \$14,665 and benefitting 1,910 people, including 1,370 first responders.

- ▶ “HeartMath will be used in our PAL (Police Athletic League) program to help youth of the program who struggle with challenging home environments, assisting them to break the violence cycle they may be exposed to.” *—police sergeant*
- ▶ “I will use HeartMath to train staff that deal with

emergency situations, high-stress situations and time-critical response situations in how to handle/manage and recover from stress.” *—police chief*

Military Service Appreciation Fund

HMI awarded 18 sponsorships totaling \$13,526 and benefitting 1,401 veterans and current military personnel.

- ▶ “I will use HeartMath to change the lives of individuals I serve with. I know that it can make a difference in the lives of active duty military members. I appreciate this support!” *—member United States Air Force*
- ▶ “I am someone who learns best by seeing things. When I started spreading joy to others in the group, I saw my coherence go up. When I had the thought, ‘I have nothing to give others,’ I saw my coherence go down. Then I went back to the technique, and saw it go up; then I had the thought again, and I saw it go down. It is really helpful to see how my thoughts impact me.” *—combat veteran, Purple Heart recipient, United States Army*
- ▶ “I meditated for many years, but stopped meditating since 2011. Using Heartmath helped me remember the mind-body connection, and how quickly in a moment I can impact my physiology and emotional state, even with my chronic pain and difficult life situation.” *—combat veteran, United States Army*

Note: HeartMath distributed 277 H.E.A.R.T. (HeartMath Education and Resilience Training) downloads and DVDs at no cost to veterans, military personnel and their families. H.E.A.R.T. is a three-hour online program that provides comprehensive instruction in our research-based self-regulation techniques and technology.

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 With In-Kind Donations

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.
- ▶ Participating in HMI's Planned Giving Program, which benefits HeartMath for generations to come and donors during their lifetime.
- ▶ Becoming a monthly donor.
- ▶ Making an in-memory contribution on behalf of a loved one.
- ▶ Include HMI in your will as part of your legacy.
- ▶ 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 with in-kind donations.

Stay Connected ...

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 Emmissary on HMI's website, <https://www.heartmath.org/gci>, or join others in the Global Care Room at <https://www.globalcarerooms.org>

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/HeartMathInstitute> and <https://www.youtube.com/GlobalCoherenceInit>

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

Follow 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 <https://www.heartmath.org/Donations> or calling us toll free at (866) 221-6339 or emailing us at info@heartmath.org

Our Volunteers and Boards

With gratitude and heartfelt thanks we salute our many volunteers for the time and energy they donated in 2018.

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, executive vice president, office of philanthropy.

HMI Board of Directors:

Chair: Katherine Floriano. Directors: Brian Kabaker, Donna Koontz, Jeddah Mali, and Diana Govan.

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, Minvydas Ragulskis, Ph.D., Abdul Qahar Sarwari, Ph.D. and Alfonsas Vainoras, M.D., Ph.D.

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, 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., William E. Vosteen and Jude Currivan, Ph.D.





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