

2024



IMPACT REPORT

EMPOWER! MOTIVATE! EDUCATE!

**HEART
- OF A -
GIANT**
FOUNDATION

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HEART OF A GIANT FOUNDATION

Welcome to Heart of a Giant Foundation's 2024 Impact Report. This year, we've expanded our reach, strengthened community ties, and made significant strides in improving cardiac health outcomes for our communities. Through your unwavering support, we've empowered individuals, strengthened communities, and created lasting change. This report celebrates the stories of impact, resilience, and hope that define our journey in 2024 as we work together to build a future where everyone has access to the resources and knowledge needed to lead heart-healthy lives.



Mission

To improve early detection, diagnosis, and management of cardiac risk factors in at-risk communities.

Heart of a Giant Foundation (HGF) **improves cardiac health outcomes** by addressing social determinants of health and providing culturally responsive programs, education, and support. Through technology and coaching, we empower individuals to prevent and manage heart conditions for a better quality of life.

Vision

Our vision is a future where **everyone, regardless of background, has equitable access to cardiac care, education, and resources**, empowering them to lead healthy lives free from heart disease.



FOUNDER & EXECUTIVE DIRECTOR LETTER

Reflecting on 2024, **Heart of a Giant Foundation** stands resilient, more determined than ever to drive community health and wellness forward. This year marked my second-anniversary post-heart transplant, a journey that underscores our mission to bring quality heart health education, prevention, and care to communities most of which are underserved or marginalized. Our programs grew, our partner-ships dee-

pened, and our reach extended to more individuals and families facing or at-risk of heart health challenges.

None of this would be possible without our dedicated supporters, volunteers, and partners. Together, we continue to strengthen our communities and empower individuals on their paths to wellness.

With gratitude



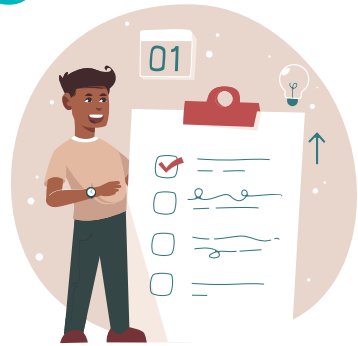
Somaneh Bouba Diemé
Founder, Heart of a Giant

**Amplifying Patients Voices &
Championing Heart Health**

2024 HIGHLIGHTS: STRENGTHENING AND EXPANDING PROGRAMS

Heart Health Awareness Program

This program provided **educational resources, workshops, and awareness campaigns** aimed at early prevention and lifestyle changes.



Community Health Screening & Education

Focused on early detection, this program provided **heart health screenings & health coaching in communities**, identifying risk factors for heart disease, diabetes, and hypertension.

802 screenings were conducted at 58 events across 11 neighborhoods, engaging 635 individual participants. 134+ participants attended follow-up screenings, highlighting strong health engagement.

ON-SITE HEALTH MONITORING

Through on-site clinics at partner location across Boston, **we offered free health monitoring, workshops, and resources for hypertension and diabetes management**, partnering

with local health departments to reach underserved and marginalized communities.

LIVING WITH HEART DISEASE PODCAST & VIRTUAL HEALTH MEETINGS

We produce podcasts and a virtual health meeting series to further our reach—shared stories of resilience, expert insights, and practical advice.

PREVENTION AND MANAGEMENT FOR HEART PATIENTS AND EXPECTANT MOTHERS

This program supports hypertensive and heart failure patients, as well as mothers and babies, **through remote physiological monitoring (RPM), health coaching, and resources.** Aiming to help 80% achieve stable health metrics, it reduces risks and improves quality of life.

PARTNERSHIPS & COLLABORATIONS

Key Partnerships in 2024

MASS DEPT. OF PUBLIC HEALTH, CARDIOVASCULAR DISEASES

Provided **funding and technical support for health screenings** and community events.

COMMUNITY & WELLNESS VENDORS

Engaged partners for event support, wellness activities, and healthy meal provisions for events.

FOUNDATIONS AND CORPORATE PARTNERS

Provided generous funding to advance our mission & expand our programs.

Organizations like the Lenny Zakim Fund and The Boston Foundation also provided crucial training in non-profit leadership and management. Furthermore, Boston Scientific's management staff facilitated our non-profit strategic planning session.

Our collaborations ensured that HGF had the resources & community reach needed to make a sustainable impact.

2024 By the Numbers

AWARENESS AND EDUCATION PROGRAMS

Highlights of our community educational initiatives to promote early heart health awareness.

1.500+ INDIVIDUALS served through community screenings, workshops, and events.

OVER FIVE NEW PARTNERSHIPS

with healthcare providers, wellness vendors and community organizations.

85+ EVENTS hosted throughout New England to bring awareness, preventive care, and education to at-risk communities.

DIGITAL OUTREACH CAMPAIGNS

reaching 5.000+ individuals, raising awareness on heart health and lifestyle.

SPECIAL EVENTS AND COMMUNITY ENGAGEMENT

THE INAUGURAL BOSTON COMMUNITY HEART WALK (OCTOBER 2024)

With over 200 attendees, the day featured wellness activities, a family walk, live music, and health resource vendors. **A peer fundraiser with 50+ participants raised \$10.000 for our programs.**



Image: Map highlighting neighborhoods served by the campaign.

HTN Statuses						
Neighborhood	Elevated	HTN Crisis	HTN Stage 1	HTN Stage 2	Normal	Grand Total
Boston	2		11	3	2	18
Braintree	2		8	10	10	30
Bridgewater	2		5	4	3	14
Brockton	1		1	3	2	7
Cambridge	4		6	11	9	30
Dorchester	7	6	25	39	21	98
East Boston	34	7	31	36	40	148
Jamaica Plain	13	1	18	20	30	82
Mattapan	29	5	75	109	106	324
Roxbury	6	1	13	21	16	57
South Boston	1		1	3	1	6
Grand Total	101	20	194	259	240	814

Table: HTN Prevalence per Neighborhood

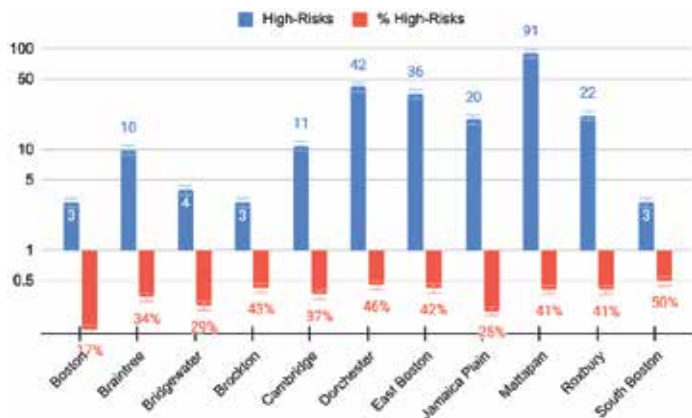


Figure: Neighborhood Heatmap: High-Risk Individuals

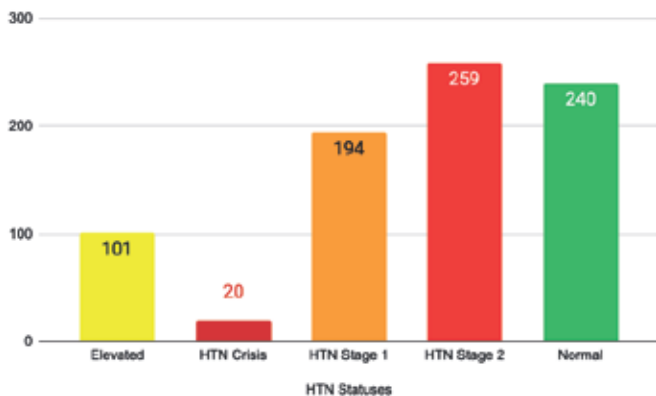


Figure: Hypertension Prevalence

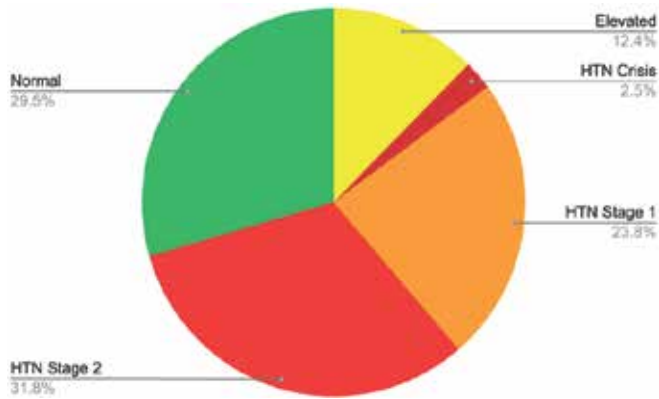


Figure: Hypertension Prevalence: Chart

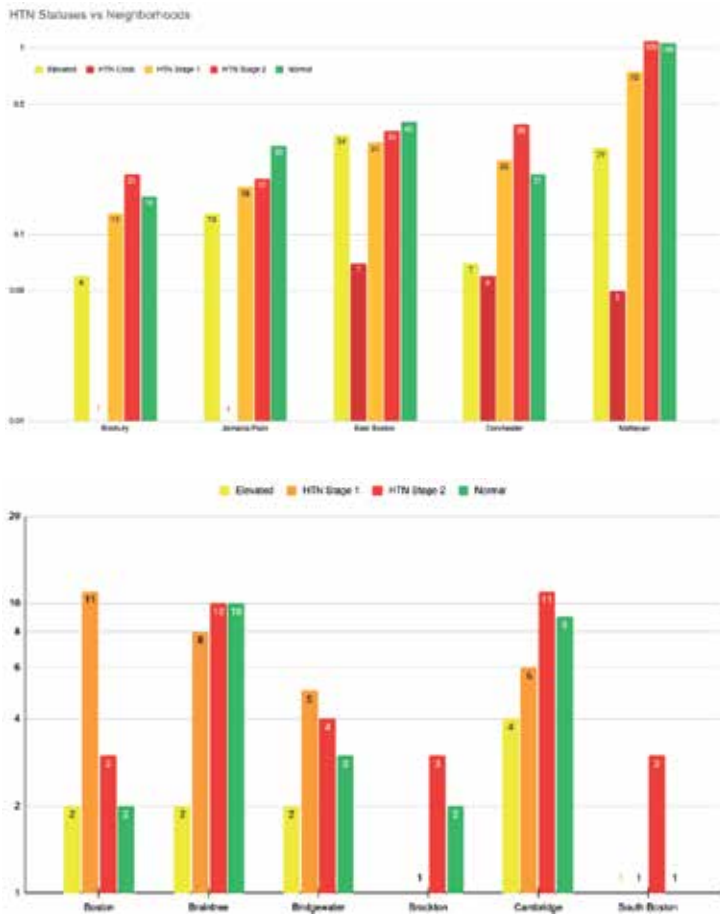


Figure: Neighborhood Heatmap

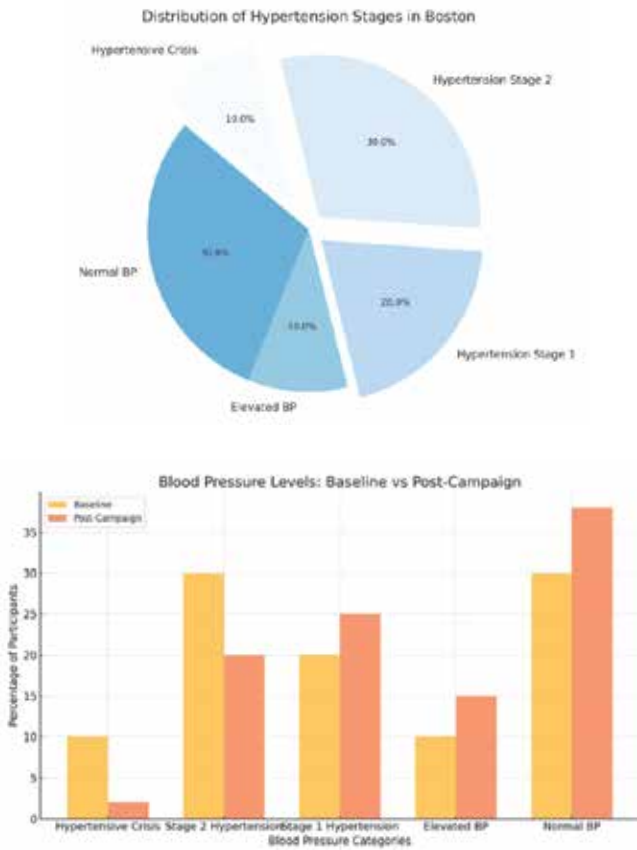


Figure: Continuous Blood Pressure Monitoring and Coaching



Figure: Illustration of HGF's Blood Pressure Screening and Education Equipment



Image: HGF Essyl CRM Login Page

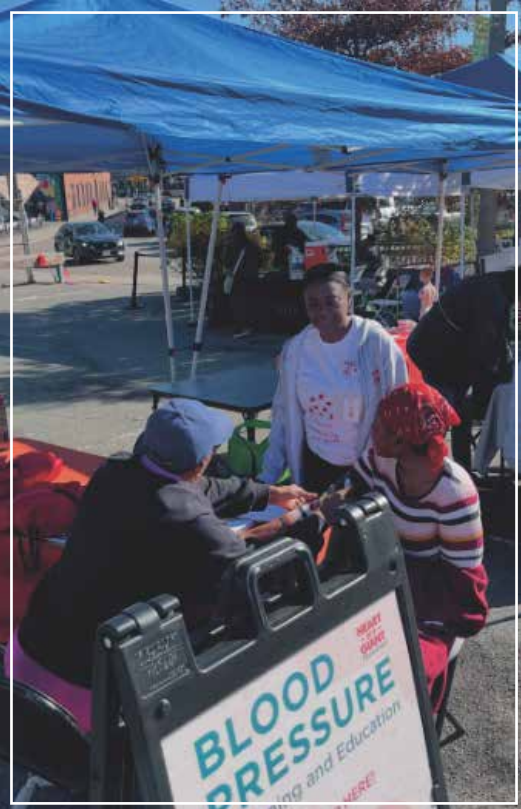


Image: Concept image of participants using tablets for health screenings









IMPACT STORIES AND SUCCESS HIGHLIGHTS

Here are stories showcasing how **Heart of a Giant Foundation** has empowered individuals and groups to improve blood pressure and diabetes management through knowledge and resources.



1. Maria's Journey to Managing Hypertension

BACKGROUND

Maria, a 64-year-old retired business owner, **struggled with high blood pressure for years** due to limited healthcare access and unclear guidance.

HGF'S IMPACT

Through our Community Health Program, **Maria accessed free screenings and received personalized diet and exercise guidance** from our health coaching team.

RESULTS

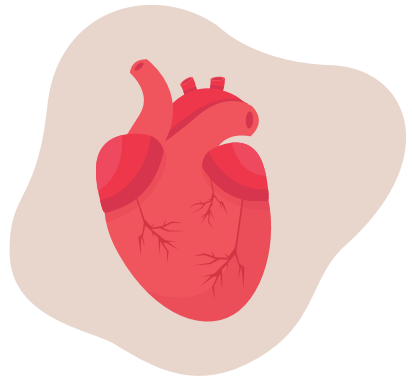
Blood Pressure: Maria's blood pressure **dropped from an average of 150/90 to a healthier 125/80** after six months.

Confidence: With coaching, **Maria began tracking her blood pressure**, improved communication with her provider, and now actively participates in our workshops, encouraging friends to join.



TESTIMONIAL

"I never understood why my blood pressure was high, but now I feel like I have control over my health. **Heart of a Giant Foundation gave me the needed knowledge and confidence.**"



2. Community Diabetes Support

BACKGROUND

In a neighborhood with high diabetes rates, residents faced challenges in care access, compounded by cultural, language, and health literacy barriers.



HGF'S IMPACT

We held bilingual workshops and screenings on diabetes management in Mattapan and East Boston, partnering with local leaders to provide accessible information and on-site blood sugar monitoring.



RESULTS

Diabetes Management: 70% of 50+ participants reported improved blood sugar levels within six months, and 50% adopted healthier lifestyle habits due to the coaching.

Confidence in Healthcare Navigation: Participants better understood the healthcare system, felt empowered to ask questions, and could confidently discuss their health with providers.



TESTIMONIAL

“This program changed my life. I used to be afraid of talking to doctors about my diabetes. Now, I feel in control and even help others in my community understand what they can do.”

Ahmed
Participant

3. Luis' Success Story in Hypertension and Weight Management

BACKGROUND

Luis, a 54-year-old father, had long struggled with both high blood pressure and weight management. Despite multiple attempts, he felt unsupported and overwhelmed in his journey toward a healthier lifestyle.

HGF'S IMPACT

Luis joined our Blood Pressure and Health Coaching program, receiving a blood pressure monitor to use at home, personalized coaching, regular checkins, and tailored guidance on diet and exercise. We also recommended he joins a peer support group, empowering him to manage his heart health effectively.

RESULTS

Blood Pressure: Luis successfully reduced his blood pressure from 160/100 to a safer range of 130/85.

Weight Loss: Through lifestyle coaching, Luis lost 20 pounds over eight months, which helped reduce his blood pressure further.

Increased Awareness: Luis now confidently uses his RPM device, tracks his blood pressure daily, and feels empowered to discuss his health goals with his doctor.



Blood Pressure

TESTIMONIAL

“I didn’t think I could make these changes alone. **Heart of a Giant Foundation team was like family**, and now I know how to keep my health in check.”

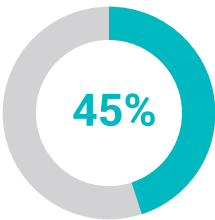


FINANCIAL OVERVIEW



Our funding came from grants, donations, corporate partnerships, and fundraising events. **Heart of a Giant Foundation is committed to transparency** and responsible stewardship of funds.

Total Revenue



Grants & Donations



Government Grants



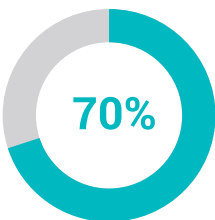
Corporate Sponsorships



Fundraising Events

THANK YOU \$120.000

Total Expenses



Program Delivery



Operations & Staffing



Marketing & Outreach



WITH SPECIAL THANKS TO

Our corporate sponsors, government, and community partners have made our programs possible.

Individual donors and families who continue to support us and help make our vision a reality.

Volunteers, health coaches, and medical professionals who dedicate their time and expertise.



TOGETHER, WE ARE THE HEART OF A GIANT, MAKING AN EXTRAORDINARY IMPACT.







GOALS AND PRIORITIES FOR 2025



In 2025, **Heart of a Giant Foundation** is entering a pivotal phase, **establishing an office, expanding our team, and equipping programs** with essential resources to scale operations, enhance delivery, and better support high-risk populations.

Program Growth and Expansion

BROADEN COMMUNITY REACH

Increase community engagement, **aiming to reach 3000-5,000 individuals** through health screenings and educational programs annually.



LAUNCH AND DELIVER RPM AND COACHING SERVICES

Deliver remote patient Physiological monitoring (RPM) technology and remote health coaching in partnership with local providers to **increase access for underserved populations.**

LAUNCH THE NEW HEALTHY BROWN BAG LUNCH HOUR

A biweekly virtual health series that **connects patients, caregivers, and healthcare experts**, providing a space for learning and community building.

Establish a Dedicated Office Space

We plan to open a ~ 1,000 to 1500 sq. ft. **office** for health education, capturing vital signs, education patients & families, workshops, events, and collaborative staff spaces.

Acquire Essential Equipment and Technology

We will invest in medical devices, **telehealth, RPM systems, CRM/EHR and IT infrastructure** to enhance clinics and virtual programs. A mobile health van will expand services to underserved communities.

Hire Full-Time Personnel to Lead Growth

CEO

Provides strategic leadership, builds partnerships, and drives fundraising efforts to align programs with our mission.

PROGRAM DIRECTOR

Oversees the design and implementation of initiatives like youth engagement and health programs, ensuring they address community needs.

HEALTH AND WELLNESS MANAGER

Manages health programs, screenings, and RPM services, increasing health-care access in underserved areas.

COMMUNITY HEALTH COORDINATOR

Supports event logistics, volunteer coordination, and outreach to strengthen community connections.



These roles will enhance leadership, foster program growth, and expand our impact on community health.

Strengthen Operational Infrastructure

ORGANIZATIONAL DEVELOPMENT

Invest in staff development programs to **support team growth, foster leadership, and improve service delivery skills** across roles.

ENHANCED DATA & REPORTING SYSTEMS

Implement a comprehensive data and reporting system to **track program outcomes, streamline grant reporting, and improve transparency** with donors.



VOLUNTEER NETWORK EXPANSION

Recruit and train 20 active volunteers to support community events, health screenings, and educational outreach, **ensuring we can meet our goals.**

With these foundational steps, **Heart of a Giant Foundation** is poised to **build a sustainable and impactful infrastructure** supporting our mission and community.

Thank You for Your Support!

We extend our heartfelt gratitude to every volunteer, donor, healthcare partner, sponsor, and community member who stood with us in 2024. Your generosity, support, and belief in our mission have touched countless lives, helping us bring care and create healthier, heart-strong communities. Heart of a Giant Foundation is truly a community effort, and each of you has played an invaluable role in building stronger, healthier futures. Thank you for being part of this journey.



For more information and updates or to get involved, please visit our website at www.heartofagiant.org or info@heartofagiant.org



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