

2015 ANNUAL REPORT



Letter from the HeartMath Institute President

Dear Supporters and Friends,

Oh my, summer already! What a busy year 2015 was, not to mention this year so far. I hope you are as proud as I am of what you and HeartMath Institute were able to accomplish together and what we are continuing to accomplish in 2016.

- It was a year of providing tools to people around the world to help them connect with themselves and improve their lives.
- It was a year for exploring new horizons in our ongoing quest to show how all things are interconnected.
- It was a year of success.

Among other successes, HMI piloted a new youth education program and developed another. We installed a new Global Coherence Initiative Sensor Site on the other side of the world and relocated another. We launched a project to study the emotional states of dogs and continued preliminary work on another in search of new potentials among trees.

HeartMath has our donors, supporters and friends like you to thank for what we've accomplished. We salute you for your care, energy and generosity. We extend our heartfelt invitation to continue this journey as we venture toward new vistas while applying and improving upon what we have learned.

So, peek inside the 2015 Annual Report to review HeartMath's and your year of success.



Sincerely,

A handwritten signature in blue ink that reads "Sara Childre".

Sara Childre,
President and CEO, HeartMath Institute

Statement of Accomplishments

Education

Pilot programs for Smart Brain Wise Heart for Boys & Girls Clubs, a HeartMath social and emotional learning program for ages 9-16, were developed and successfully launched.



Research

HMI researchers conducted a new study to replicate and expand on the findings of a study examining relationships between solar and geomagnetic activity and human emotions and health.



Veterans

Claudia Weber, a HeartMath Certified Trainer and Veteran's Resilience Program Manager for Intel, trained more than 100 veterans employed with the technology firm.



Global Coherence Initiative

In the continuing effort to track the effects of solar and geomagnetic activity on humans, staff with the Global Coherence Monitoring System installed a new magnetic sensor site in South Africa.



Fundraising

HeartMath's First Responders Recognition Project, established several years ago, continued providing special scholarships and training to help first responders cope with the tremendous stress and demands of their professions.



Actualizing Research



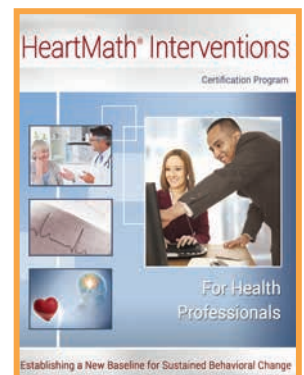
For 25 years, HeartMath Institute has conducted scientific research aimed at improving people's personal lives and making the world a better place to live. HMI researches heart-brain communications, especially to reach new understandings about human stress and to develop solutions for managing it. We have conducted studies on heart-rhythm coherence and how increasing it can improve our health and well-being and deepen the connections to ourselves and others.

In recent years, our scientists have explored the magnetic fields of humans, the earth and sun in pursuit of answers to how all things are interconnected.



Following are some of the endeavors and successes of the HeartMath Institute Research Center and team in 2015:

1. Analyzed and provided 2,293 autonomic assessment reports, 2,500 psychometric survey reports for organizations and independent researchers.
2. Created and published a free two-hour e-course on the basics of heart rate variability.
3. Revised slides and content delivered in the HeartMath Interventions certification program for health professionals. This revision included the addition of a new course to the series.
4. Conducted a new study to replicate and expand on the findings of a study that examined the relationships between solar and geomagnetic activity and human autonomic nervous-system dynamics as reflected in heart rate variability (HRV). The results of this 30-day study suggested that participants were synchronizing their heart rhythms to an external signal – on a global scale. The authors concluded that the results showed we are synchronized not only with each other, but also with Earth's energetic systems.



Actualizing Research

- Installed a new Global Coherence Monitoring System Sensor Site in Kwazulu Natal, South Africa, completed repairs at the Saudi Arabia Sensor Site and conducted testing for a potential new site in Costa Rica. GCMS staff also maintained and collected continuous data from Global Coherence Monitoring System Sensor Sites in the United States, Saudi Arabia, Canada, New Zealand and Lithuania.



- Conducted Phase I of a new project to detect the emotional states of dogs. This included testing various physical locations on dogs from which the ECG, or pulse signals could potentially be obtained as well as collecting HRV data from a number of dogs in different contexts and conditions.

- Continued recording tree potentials throughout the year from two trees and initiated a new multitree recording project that is currently under way.



- Among the numerous HMI, collaborative and independent research articles and studies published in professional journals in 2015 were the following: *Issues of the Heart*, in *The Neuropsychologist*; *Human heart rhythm sensitivity to earth local magnetic field fluctuations*, in *Journal of Vibroengineering*; *The Energetic Heart: Biomagnetic Communication Within and Between People*, in *Bioelectromagnetic and Subtle Energy Medicine, Second Edition*; *The Global Coherence Initiative: Investigating the Dynamic Relationship between People and Earth's Energetic Systems*, in *Bioelectromagnetic and Subtle Energy Medicine, Second Edition*; and *Effects of Heart Rate Variability Biofeedback on EEG Alpha Asymmetry and Anxiety Symptoms in Male Athletes: A Pilot Study*, in *Applied Psychophysiology and Biofeedback*.

- The HMI research team provided 778 24-hour autonomic assessment reports (AAR); 86 10-minute short-term autonomic assessment reports; 2,500 pre- and post-psychometric survey reports for individuals, organizations and independent researchers (POQA-R4).



Connecting Hearts in Education



HMI's commitment to giving children social-emotional skills to help them lead happy and successful lives was never more evident than in 2015. We developed three important programs[†] through grants that challenge children to learn with the brain in their head and the brain in their heart. The programs' tools and technology emphasize qualities of the heart such as care, compassion appreciation and love. Children learn that relying on these qualities gives them the power to self-regulate their emotions and behavior for more positive outcomes at school, home and in their social lives.

Smart Brain Wise Heart – A series of pilots for the Smart Brain Wise Heart social and emotional learning program for ages 9-16 were conducted. Pilot programs were given in several Boys and Girls Clubs of America, the Optimist Youth Homes & Family Services in Los Angeles and Big Brothers, Big Sisters of the Okanagan in British Columbia, Canada. Designed for small classes supported by telementors, the program uses whiteboard animations, informative articles, worksheets, posters and HeartMath tools to teach core concepts and positive behaviors.



Sunshine Secret e-Learning Program – This innovative and highly interactive program for ages 3-7 uses an entertaining animated story and today's computer technology to engage and gently challenge children. A series of interactive support activities teaches them how to recognize, self-regulate and control their emotions. Virtual puzzles, coloring, emotion face-matching and emotion vocabulary all contribute to a learning experience kids loved during beta testing.



"I am a school counselor working in an urban school district in Racine, Wis. Last spring one of my supervisors sent me to a workshop on HeartMath and I was very excited. ... I purchased a PC laptop because I could see the power behind (HeartMath)." – Deborah Renna, Racine, Wis.

[†]Smart Brain Wise Heart and Sunshine e-Learning programs are scheduled to be released this fall. The new Early HeartSmarts and HeartSmarts programs are planned for release in 2017.

Connecting Hearts in Education

More From the Education Division

- ▶ HMI's education team began redesigning the Early HeartSmarts and HeartSmarts learning programs, focusing on implementing video-based platforms around heart health, nutrition, exercise, emotion recognition and emotion-regulation themes.



"The emWave is awesome. It lets me find and activate my happy place. ... I hope I can stay peaceful for a long time." – 11-year-old student in Rödabergsskolan public school, Stockholm, Sweden

- ▶ Last year 143 people received HeartMath coach/mentor certification; 45 received HeartMath Interventions Program certification; and 62 people became HeartMath certified trainers.
- ▶ Among the many clinics and/or educational centers partnering with behavioral health centers that used HeartMath education technology and skill sets to enhance offerings in 2015 were:
 - Apple FamilyWorks, a mental health and education agency serving 11 Bay Area counties, received HeartMath emWave devices and TestEdge and HeartSmarts materials through the HMI Education Division project fund.
 - Rawhide Ranch in Wisconsin began using emWaves for young men who have been through the court system.
 - Colorado Springs nonprofit AspenPointe, which provides families and individuals mental health, substance abuse, career development, education, housing, jail diversion and other services employ several HeartMath Interventions-trained clinicians who utilize emWave® Pro site licenses.
- ▶ Among numerous educational and other institutions around the world that have implemented HeartMath technology and programs in various ways are:
 - Monroe Community College, Rochester, N.Y., which teaches 80-plus students using HeartMath's *The Inside Story* booklets.



Connecting Hearts in Education

- Christina Choi and husband, Peck Cho, continued their work in South Korean orphanages, teaching children to use the emWave2 and emWave® Pro. They have certified more than 100 HeartMath trainers in South Korea.



- Three staff members with Slater Middle School in Pawtucket R.I. who were certified in the Resilience Advantage™ program, trained other staff to use HeartMath tools. They began working with some students in the special education program, including teaching them to use emWave technology.
- More than 150 third-, fourth- and fifth-graders in Waterford Graded Schools in Waterford, Wis. used the TestEdge learning program.
- HeartMath conducted certification training at Florida Atlantic University for 27 trainers and entered a five-year contract to institutionalize HeartMath throughout the university.
- Albert Einstein College of Medicine as part of a training and research project has trained and is conducting research on 250 individuals.

► HMI partnered with or helped train people to deliver programs to active-duty military and veterans and law enforcement:

- More than 100 personnel with Special Forces Group at the Fort Campbell Army installation in Kentucky and Tennessee used the emWave2.
- The Blue Courage law enforcement leadership training program trained more than 3,000 personnel in a special two-hour module of HeartMath's Resilience Advantage Program.
- 911 Wellness Foundation trained 200-plus 911 call center staff in a modified version of the Resilience Advantage Program.



- The United States Air Force made 200 emWave devices available to service members and their families.
- Two Washington State Criminal Justice Training Commission trainers were certified to train 80 of the commission's instructors in a special module of the Resilience Advantage Program.

Connections and Public Service Training



It is truly gratifying to know that each day so many people worldwide were able to benefit from HeartMath's tools, technology, practices and programs in 2015. Individuals, families, schools, active-duty military, veterans, businesses, law enforcement, social-services agencies and countless others were improving their lives with emotion self-regulation and coherence-building practices and resilience training.

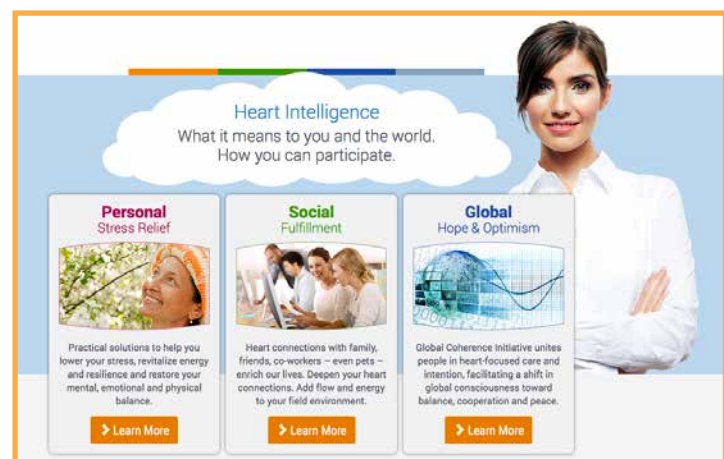
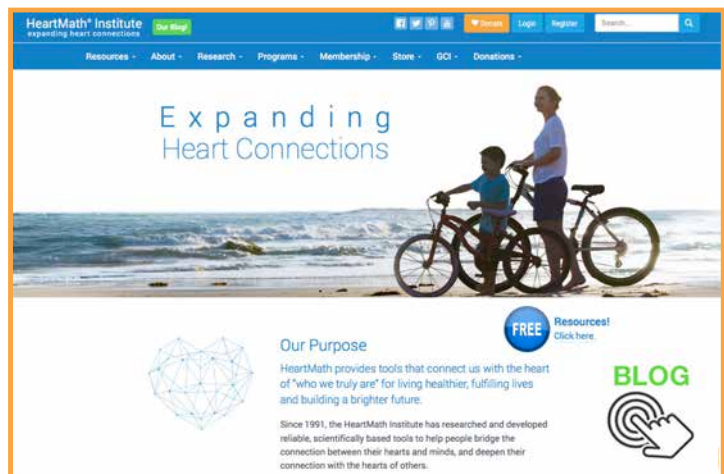
Each year we set out to expand our international HeartMath Community by utilizing traditional and online networking resources to connect with new people and new places. The number of our Facebook friends for HMI and HeartMath for Troops, Veterans and Families continued to grow in 2015, as did our followers on Twitter, fans of HeartMath My Kids! and subscribers of HeartMath on YouTube.

HMI Blog

Last year we saw a spike interest for our blog articles, which cover a wide range of topics we think our readers would like to explore or learn more about. For instance, a piece about contributing to HMI's Interconnectivity Tree Research Project had more than 45,000 views in a little over a week.

Free Resources on Demand

HMI remains committed to providing a host of free resources to the public in conjunction with our mission. In 2015, this included free tools for adults and children such as the Quick Coherence and Shift and Shine techniques; selected educational webinars; the Stress & Well-Being Survey; and the Stress Solutions pages for quick advice on today's major stressors, such as anxiety, sleeplessness and job stress, among others.



Connections and Public Service Training

Membership

Being a member of HeartMath Institute is a good place to be, not only because HMI is a caring community of likeminded people who share a desire for a better world, but also because of all the great benefits. These include the My Member Page, which is filled with free e-booklets, webinars, scientific monographs, e-music, special product discounts and much more. The popular choose-your-own membership fee remained in effect in 2015.



Outreach

HMI maintained its highly accessible and easy-to-navigate website containing simple and immediate solutions to many of today's stressors as well as voluminous information with content suitable for both laypeople and professionals.

Our outreach efforts also cast a wide net on multiple levels. HMI presented frequent and free public webinars on diverse topics that included the science of interconnectivity, military and veterans programs and heart-to-heart communication with horses. The Global Coherence Initiative's (GCI) Global Care Rooms connected caring people in many nations simultaneously in our monthly Care Focuses for planetary healing. GCI staged the fourth annual Mexico Adventure of the Heart program in the Riviera Maya on Yucatan Peninsula.

HMI and GCI speakers, researchers, experts and other staff presented at numerous scientific events and conferences around the world and hosted a number of free teleseminars and webinars.

HMI's Ongoing Donor-Supported Sponsorship Funds

HeartMath Education Project Fund

This special fund provides heart-focused tools and programs to public- and private-school regular classrooms and special education and gifted programs. Sponsorships are awarded to teachers, parents, counselors, psychologists, administrators and others involved in educating children. In 2015, we distributed 35 sponsorship awards.

"I have experienced a greater capacity for self-control when I feel anger and stress in front of any situation that bothers me. The heart-focused breathing has unimaginable benefits, and it really help us to be more conscious about our present."

– Vanessa, second-grade teacher, Liceo Pino Verde (school), Pereira, Risaralda, Colombia



Connections and Public Service Training



Military Service Appreciation Fund

The fund was created to give back to those who've given so much by awarding scholarships for HeartMath services, programs and materials to veterans in need of assistance.

HeartMath awarded 21 of these sponsorships last year along with 840 free H.E.A.R.T. (HeartMath Education and Resilience Training) DVDs to active-duty personnel, veterans and their families.



"Practicing my HeartMath, I was able to knock out three college classes this summer. Two of them were math classes, which has always been the toughest subject for me – with my learning disability."

– Hugh Peterson, veteran and volunteer for veterans counseling center, Mound House, Nev.

HeartMath for Communities Project

HeartMath Institute has assisted communities in a variety of ways for a number of years through the fund. It supports communities and people in need of a caring hand, including nonprofit organizations, senior care facilities, social-service agencies and rescue, police and firefighter personnel. Four sponsorships were awarded last year.



Stories We Love to Share

Read what some people are doing and the places they're doing it so they can share HeartMath tools and technology with children and adults. Visit [Stories We Love to Share](#).

Global Coherence Initiative



- HMI's [Global Coherence Initiative](#), continued to promote peace, harmony and a shift in global consciousness in 2015.
- Maintenance and data collection and analyses continued at GCMS's sensor sites in the United States, Saudi Arabia, Canada, New Zealand and Lithuania.
- Staff with GCI's [Global Coherence Monitoring System](#) (GCMS) installed a new magnetic sensor at a site in South Africa.
- The Global Coherence Initiative maintained its presence on Facebook, Twitter and YouTube, continuing to keep friends and followers up to date on GCI's activities.

- Virtual visitors from around the world continued to flock to the [Global Care Room](#) for the synchronous heart-coherence sessions, and especially for the hosted monthly Care Focuses.

- GCI and HeartMath provided free information, webinars, training and resources to thousands of GCI followers and supporters worldwide.



- There were 85 participants at the fourth annual Mexico Adventure of the Heart! program, whose theme was *Expanding the Heart of Humanity: The Science and Practice of Heart-Connected Living*.

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

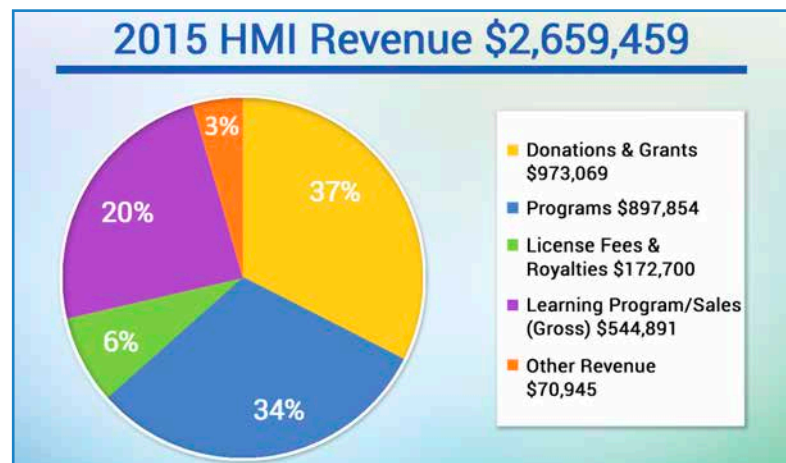
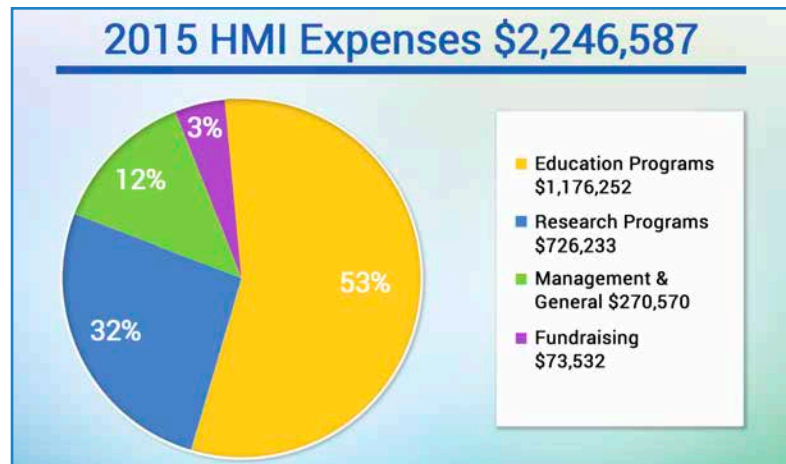
As in every year, our donors and supporters' generosity, energetic support and confidence in our mission were at the heart of all our achievements in 2015. As we work to improve people's lives by educating them about the principles and intelligence of the heart and provide tools, programs and services, 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 non-profits 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 \$400,000 fund surplus includes \$325,000 restricted grant funds to be paid in 2016.



HeartMath Vision • Stay Connected • Ways to Support Us

The HeartMath VISION

A global consciousness shift is under way in people's attitudes and treatment of one another and the planet. As people make deeper heart connections within and with others and engage in their preferred coherence-building practices the shift will gradually unfold, generating a higher global vibrational consciousness field.

HeartMath was founded to help individuals, organizations and the global community make this shift in consciousness. HeartMath tools and technologies can help us be still and listen. Read the [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.
- ▶ 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 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/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 <https://www.youtube.com/user/HeartMathInstitute> and <https://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

We salute our many wonderful volunteers for the time and energy they donated in 2015.

The many individuals who oversaw the operations, organization and missions of HeartMath Institute and the Global Coherence Initiative guided us lovingly through another busy 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.

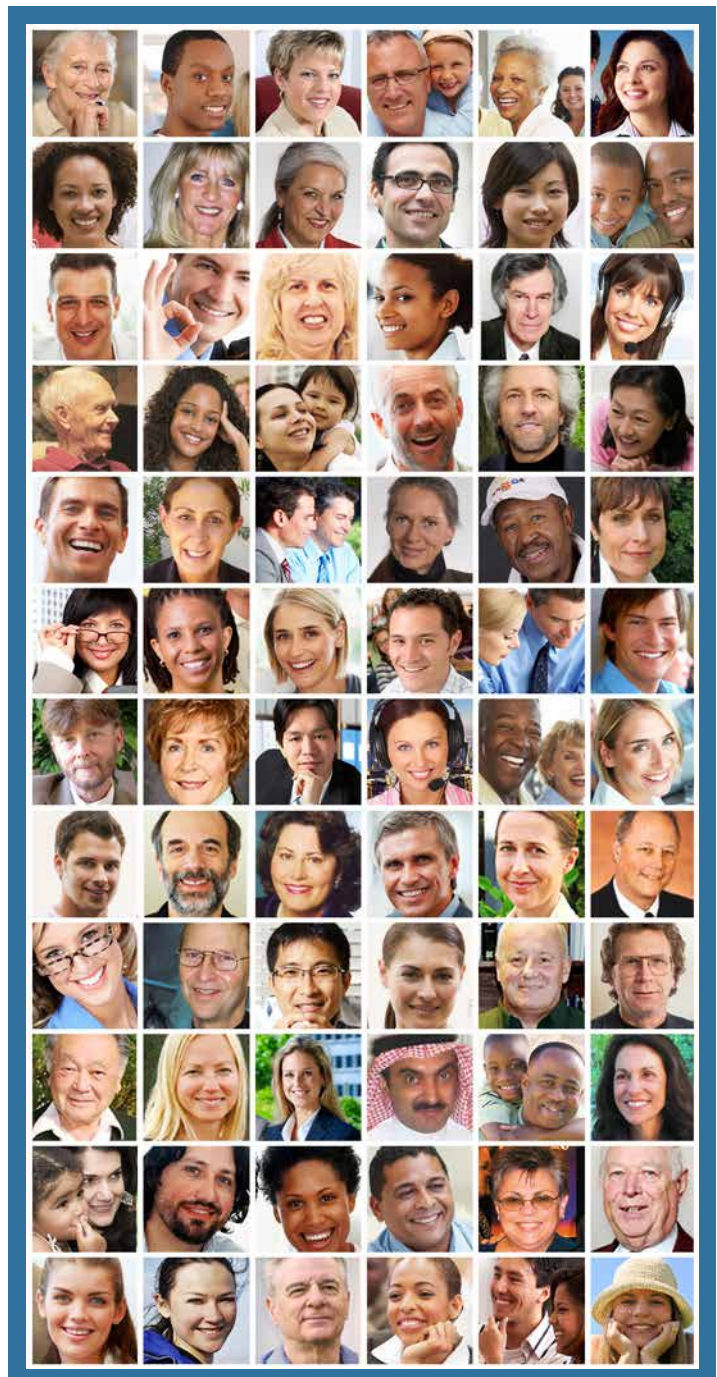
HMI Board of Directors: Chairwoman Katherine Floriano. Directors Brian Kabaker, Donna Koontz, Jeddah Mali, Toni Roberts, Sandra Royall and Claire Shafe.

HMI Scientific Advisory Board: Chairman Doc Childre, Dr. Abdullah Alabdulgader Alabdulgade, Maria Lourdes Arguelles, Dr. John Andrew Armour, Linda Caviness, Murray Gillen, William C. Gough, David Joffe, Joseph Camiya, Rollin McCraty, Dr. T. Gregory Quinn, Dr. Richard Rahe, Dr. Paul J. Rosch, Deborah Rozman, 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 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, Dr. Abdullah Abdulrahman Alabdulgader, Mike Atkinson, Annette Deyhle, Jim Huffman, Bruce H. Lipton, Roger Nelson, Dean Radin, and Marilyn Mandala Schlitz and William E. Vosteen.



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expanding heart connections

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