

2016 ANNUAL REPORT



Letter from the HeartMath Institute President

Dear Supporters and Friends,

From an innovative e-learning program to the successful funding of the much-anticipated social coherence research project and our tree research, one of science's most fascinating areas of inquiry today, 2016 was busy and productive.

For those who follow HeartMath Institute regularly, this report will serve as a recap of highlights from the year's endeavors. For others, I encourage you to take a look at the important work we undertook. Your generous support helps to make it all possible.

Following are new or ongoing projects HMI worked on in 2016 and that I will discuss in this report:

- Sunshine Secret e-Learning Program
- Tree Research project
- Humanitarian Heart Awards
- Two free e-learning courses: Heart Rate Variability Basics and Scientific basis of the Coherence Model
- Online version of H.E.A.R.T. program for veterans
- Social Coherence Research Project

Please accept the sincere gratitude of everyone at HMI for your generous contribution. As a non-profit organization, they make what we do possible. Along with your positive energy that generosity fuels not only our research, education and outreach efforts, but also the commitment each of us brings to this work every day. Thank you.



With care,

A handwritten signature in blue ink that reads "Sara Childre". The signature is fluid and cursive.

Sara Childre,
President and CEO, HeartMath Institute

Statement of Accomplishments

Humanitarian Heart Awards

Toward the end of the year, HeartMath and the Global Coherence Initiative presented the first Humanitarian Heart Awards to six caring individuals during the fifth annual Mexico Adventure program on the Yucatan Peninsula. The honorees, Tammy Cunningham, Majd Kam Almaz, Michael J. Nila, Virginia Schoenfeld and Christina Choi and Peck Cho, utilized HeartMath techniques and technology in their tireless work with thousands of men, women and children.



Tree Research Project

A lot of people have been fascinated by and expressed interest in HeartMath's tree monitoring. So, we launched the Tree Research Project as part of HMI's interconnectivity research in which our scientists are exploring the ways in which all things are interconnected. HMI scientists began by developing tree-potentials monitoring equipment and software. They "hooked up" and monitored six redwood trees in a circular grove about a half mile from HMI's Research Center in Boulder Creek, California. This initial work set the stage for new phases in the project this year and a future Global Tree Monitoring Network and Citizen Scientist-Based Project.



Sunshine Secret e-Learning Program

In September, we launched the Sunshine Secret e-Learning Program for children ages 3-7. This interactive e-Learning program teaches children to recognize, express and self-regulate their emotions and behavior. These are vital skills that will help children navigate today's unique challenges. Kids, teachers and parents love the Sunshine Secret.



Statement of Accomplishments

Heart Rate Variability Basics and Increasing Self-regulatory Capacity: Scientific Basis of the Coherence Model Courses

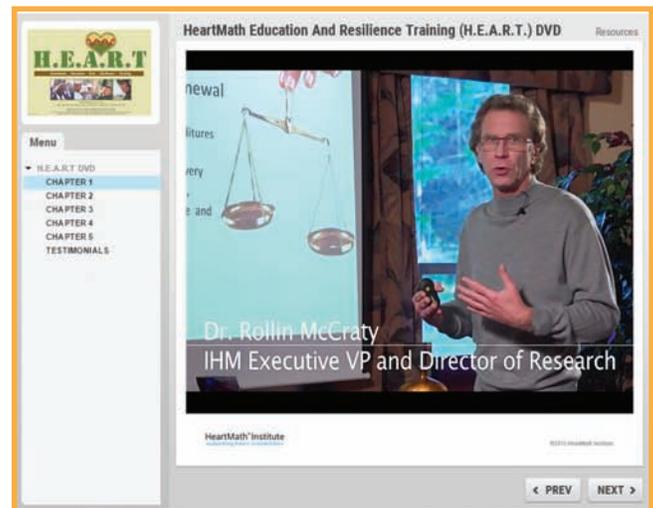
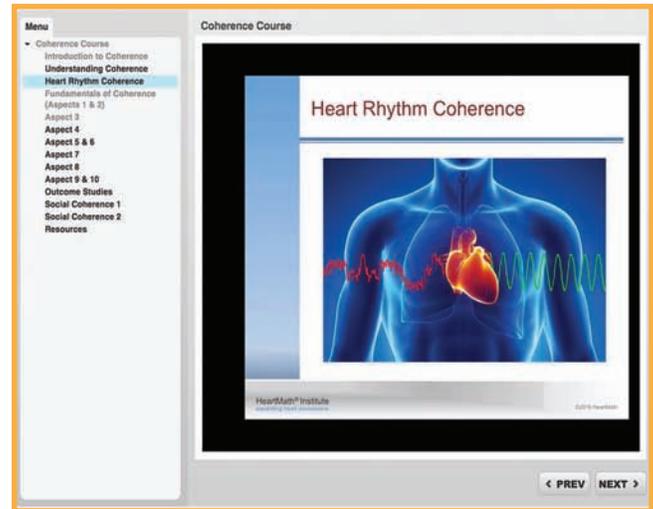
These e-learning courses, both presented by HMI Research Director Rollin McCraty, were offered at no cost to visitors on HMI's website. Heart Rate Variability Basics explains HRV – the beat-to-beat changes in heart rate – and its importance in your personal life, practice or research for professional clinicians. The Scientific Basis of the Coherence Model course explores many of the key concepts embraced by the term coherence and its importance for improving physiological, mental and emotional self-regulatory capacity. Social coherence and its role in our daily lives also are explored.

Online H.E.A.R.T. program for veterans

We presented a new online version of the three-hour H.E.A.R.T. program, which has been distributed to thousands of veterans, military personnel and their families, free. It is presented by professional trainers who are veterans and who provide comprehensive instruction in HeartMath's research-based, self-regulation techniques and technology.

Social Coherence Initiative

HeartMath secured funding for this important project thanks to our donors and matching dollars. Our goal in exploring the many facets and dynamics of coherence in various sectors of society is to develop tools for assisting various groups of people in learning to build and enhance their social coherence skills. Plans are to make these tools available to couples, families, classrooms, athletic teams, workplace teams, organizations and communities.



* Additionally in 2016, HeartMath Institute distributed scholarship awards to individuals through the following caring donor funds: HeartMath Education Projects, Military Service Appreciation Initiative and HeartMath for Communities.



HearthMath Institute Research Division staff enjoyed a busy and productive year. They completed the data collection and preliminary analysis for the study, *Investigating the Dynamic Interconnectivity Between Humanity and Earth's Energetic Systems*. The study measured the degree of heart-rhythm synchronization among groups of people in five different countries as well as the level of synchronization of the individuals' heart rhythms with the resonant frequencies in Earth's magnetic fields.

Study results have shown some surprising findings, indicating we are more interconnected with each other and Earth than previously imagined. These results are in the process of being written up for publication.

Social Coherence Initiative

Research staff were pleased to learn late in the year funding had been secured for the Social Coherence Initiative research project. It will focus on developing and scientifically validated programs and new technology to help increase social coherence. A key aspect of the initiative is development of group coherence assessment technology that provides real-time feedback on a group's collective coherence level and individuals' personal coherence levels. Data collected through this technology platform will allow researchers to investigate how collective heart-rhythm coherence correlates with increased social harmony, as indicated by the various outcome measures.



We will develop and validate new techniques, processes and tools for building and sustaining social coherence in families, classrooms, teams, communities and organizations. These techniques, processes and tools will build on the self-regulation techniques currently used for achieving personal coherence.



Data Analysis

The research team completed more than 1,600, 24-hour autonomic assessment reports from various internal and external sources. Collaborative research also yielded around 200, short-term – 3-to-10-minute – HRV reports.

Actualizing Research

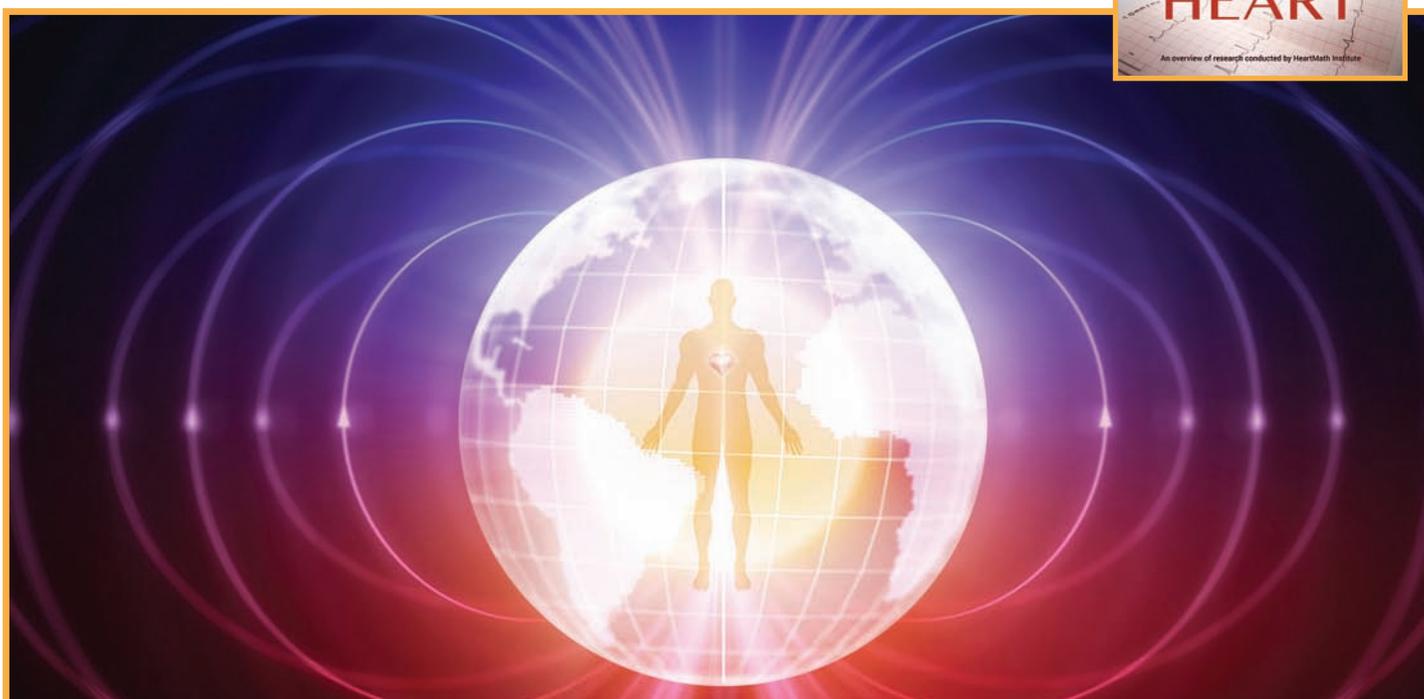
We continued to offer the POQA-R4 assessment for studies and certified trainers, and this year there was an influx of these from many more HeartMath coaches, Certified Trainers, 1-1 providers using the survey and many new international HeartMath associates. Thus, including both paper and online assessments, we processed 1,027 of these in 2016.

Other Research Activities

The research team's two free e-learning courses were described earlier in this report. The Heart Rate Variability Basics launched in 2015 had thousands of views. The other new free course is Self-regulatory Capacity Coherence: The Scientific basis of the Coherence Model.

A number of new independent research studies and Ph.D. dissertations were published that utilized various HeartMath content in a wide variety of applications, such as increasing performance in professional soccer players to increasing resilience in police officers.

Research staff published two new e-books. *The Science of Interconnectivity: Exploring the Human-Earth Connection* discusses the key hypotheses of the Global Coherence Project and current support for them in the scientific community. *Science of the Heart Vol 2* has 11 chapters that provide an overview of the basic research conducted at HMI, studies focused on improving health and improvements in educational and organizational settings.



Connecting Hearts in Education



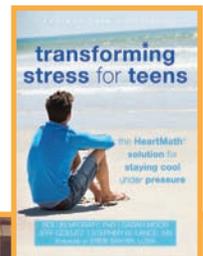
Following are highlights from the HeartMath Institute Education Division work in 2016.

Knotion Licensing Agreement – Knotion, a large educational curriculum company in Mexico, agreed to a licensing agreement with HeartMath Institute to use HeartMath’s education curriculum and best practices in its online school offerings using students’ iPads as the platform. Knotion officials expect up to 250,000 K-8, primarily private-school students to be introduced to HeartMath concepts and skill sets. The online programming is expected to be ready for rollout in the fall of 2017.

Youth for Tomorrow – This nonprofit agency, launched by former Washington Redskins head coach Joe Gibbs, serves at-risk youth in the Washington D.C. area. It has been actively using HeartMath skills and technology. In summer 2016, 150 youths were introduced to HeartMath at a summer camp.

SEDNET – SEDNET is a statewide collaboration in Florida that receives state funding for its work serving students with emotional and behavior disorders. SEDNET used HeartMath techniques and technology widely in hundreds of Florida schools in more than 25 counties to help youth improve self-regulation.

Transforming Teen Stress – Published by New Harbinger Press, the *Transforming Stress for Teens* book was released in 2016. Clemson University’s Youth Leadership Academy purchased 3,000 copies for the youth it serves.



HeartMath Partnership – HeartMath’s partnership with Florida Atlantic University and its College of Nursing and Health Sciences continued to make HeartMath skill sets and technology available to its nursing staff and students in 2016. This partnership also led to new research projects for the school and surrounding community in Boca Raton.



Connecting Hearts in Education

Resilience Advantage Workshops – The Texas Department of Public Safety provided a HeartMath Certified Trainer to give Resilience Advantage™ workshops to law enforcement recruits.

Project Blend – State University of New York at Oswego invited the HeartMath Education Division to participate in the first year of a three-year project, Project BLEND - *Building Leadership Excellence for Needs-Based Districts*. HeartMath's mission is to teach resiliency skills to 25 incoming education administrators– superintendents, principals and vice principals – who are earning degrees in administrative services for neighboring high-needs school districts.

South Korea – The HeartMath Institute Education Division continued working with Dr. Christina Choi in South Korea. In 2016, HeartMath provided resilience training to over 5,000 teachers.

Hidden Valley Elementary School – Nearly 350 kindergarten through fifth-graders in this Martinez, California school benefited from a HeartMath Education Projects sponsorship grant of \$1,500 for materials and equipment. The HMI Education Division matched that amount in providing an emWave® Pro lab that accommodates up to 32 children along with many other sets of materials for Martinez elementary school teachers and counselors.

The HeartMath System – More than 100 schools, colleges, universities, and 70 community, youth nonprofit organizations and various agencies began using HeartMath technology, curricula and techniques.



Connections and Public Service Training



As you may know, much of our work at HeartMath Institute revolves around research and education, but ultimately, it is our entire staff's aim to help people *connect* with the heart of who they truly are. HeartMath sincerely aspires to provide people with tools, technologies, programs, studies and articles and perhaps even spark engaging conversation that inspires them to make a deeper connection with themselves and others' hearts.

Following are some of the many ways we expanded heart connections in 2016:

- ▶ 2,157 people joined and participated in HMI's membership program.
- ▶ The HMI Blog, with articles, study and research summaries and announcements and much more, was a very popular item throughout the year.
- ▶ HeartMath maintained a strong presence across social media, especially Facebook. The institute also has accounts where we provide lots of interesting information, tips, opportunities and announcements on YouTube, Pinterest, Twitter and Instagram.
- ▶ We introduced the HeartMath Video Gallery in 2016 and posted the *Social Coherence* and *Sunshine Secret* videos among others.
- ▶ Our staff distributed 670 more free H.E.A.R.T. DVDs to veterans, active-duty men and women and therapists. The free program, H.E.A.R.T. Online for Veterans went live in November.
- ▶ The first-ever HeartMath Humanitarian Heart Awards were presented to six individuals during a ceremony at the annual Mexico Adventure program in December.
- ▶ HeartMath provided 46 scholarship awards; 25 HeartMath Education Projects sponsorships; 9 Military Service Appreciation Initiative sponsorships; and 3 HeartMath for Communities sponsorships. More than 16,500 children and adults were served because of these sponsorships.
- ▶ HMI Research Director Rollin McCraty and author Gregg Braden were the featured presenters for the *Awakening The Power of We* webinar, which aired twice and drew nearly 5,000 participants on Aug. 13. More than 1,300 people tuned in on May 14 for the *E-Learning, HeartMath and the Future* webinar hosted by HMI Education Specialist Jeff Goelitz and Kim Bent, host and producer of the PBS Rhode Island show, *Catch the Science Bug*.

Connections and Public Service Training



More Connections

- January – Rollin McCraty gave a two-day program in January for the Truim Group management-consulting firm in San Francisco.
- February – Feb. 11-14, HeartMath Inc. Co-CEO Deborah Rozman presented *The Heart of Resilience* program in Sedona, Arizona.



- March – Jeff Goelitz attended the Education Expo Conference in Las Vegas.
- April – Rollin McCraty led a workshop at the 2016 Leading to Well-Being Conference.
- May – Jeff Goelitz attended the Boys and Girls Club National Conference in New Orleans; and HeartMath Inc. Executive Vice President Howard Martin gave a presentation on HeartMath and GCI in Basel, Switzerland.
- June – HMI Director of Sales Brian Kabaker organized a four-day HeartMath exhibit at the International Association of Directors of Law Enforcement in Grand Rapids, Mich.



- September – Howard Martin gave a presentation on HeartMath and GCI in Australia; Rollin McCraty gave a presentation about HeartMath and GCI at the *Chaos and Ordering Conference* in Vienna. Jeff Goelitz gave two workshops to managers during a conference for Uplift Family Services in Campbell, California.



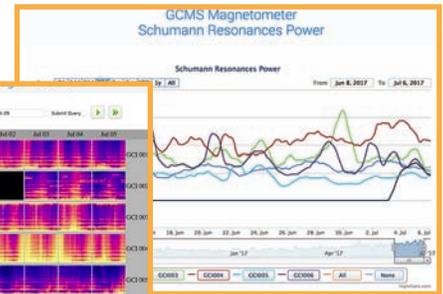
- October – Brian Kabaker exhibited at the International Association of Chiefs of Police Conference in San Diego; HeartMath Certified Training Program Manager Christiana Bishop gave a presentation at the Association for University College Counseling Centers Directors conference in Tampa, Florida; HMI Vice President of Advancement of Major and Planned Gifts Katherine Floriano exhibited at and Deborah Rozman presented at the Science and Nonduality conference in San Jose, California; Rollin McCraty attended the Transformational Technology conference in Palo Alto, California; and Rollin McCraty gave a Global Coherence Initiative presentation for the Diablo IONS community group in Pleasant Hill, California.

Global Coherence Initiative



▶ 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 82 participants at the fifth annual *Mexico Heart Adventure!* in the Riviera Maya on the Yucatan Peninsula. All profits of the 2016 program, *Activating the Global Heart: Facilitating the Planetary Awakening, are supporting GCI's mission.*



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 2016 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.

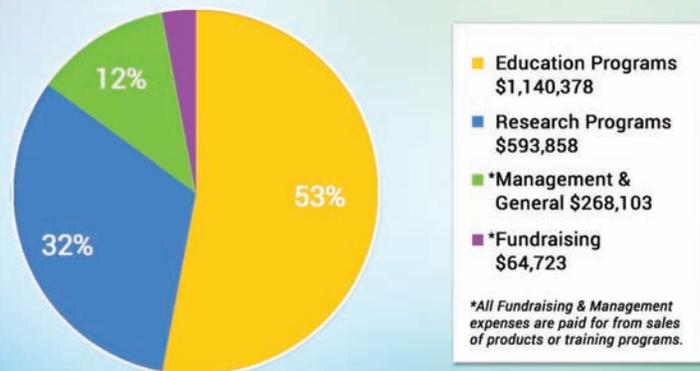
The 100% Donation

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.

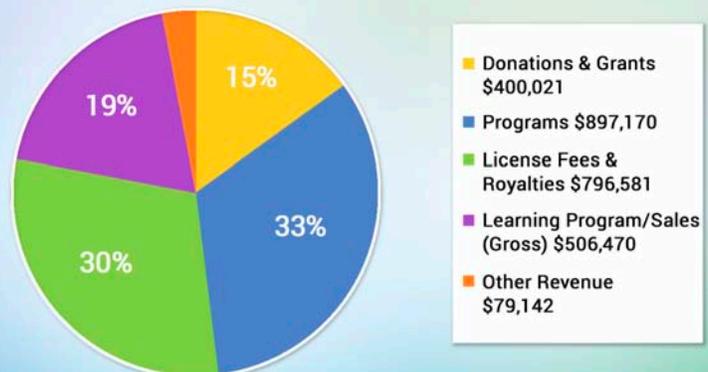
Every child, woman and man HeartMath is able to empower to improve their lives has contributors like you to thank. For them and all of us at HeartMath, thank you. We truly appreciate your generous spirit.



2016 HMI Expenses \$2,067,062



2016 HMI Revenue \$2,679,384



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

Ways to Support HMI and GCI

We know HeartMath's work and success begins with our supporters, so we constantly strive to provide as many ways as possible for people to contribute, including:

- ▶ Making a personal donation through cash, stocks, bonds, real estate or dividends.
- ▶ Participating in employers' corporate matching-gift programs.
- ▶ Becoming a monthly donor.
- ▶ Making an in-memory contribution on behalf of a loved one.
- ▶ Making a donation to acknowledge special people who are doing good work, or designating a gift for birthdays, holidays or other occasions.
- ▶ Helping to fulfill the HMI wish list for in-kind donations.
- ▶ Participating in HMI's Planned Giving Program, which benefits HeartMath for generations to come and donors during their lifetime.

Stay Connected to HeartMath

There are lots of ways to stay connected with HeartMath and keep on top of all we have to offer.

Subscribe to 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/heartinstitute> 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/institute-of-heartmath>

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 2016.

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

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

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

HMI Scientific Advisory Board: Doc Childre, Dr. Abdullah Abdulrahman Alabdulgader, Maria Lourdes Arguelles, Dr. John Andrew Armour, Linda Caviness, William C. Gough, Joseph Camiya, Rollin McCraty, Ph.D., Dr. T. Gregory Quinn, Dr. Richard Rahe, Dennis Robbins, Dr. Paul J. Rosch, Deborah Rozman, Ph.D., Dr. Bruce C. Wilson, Dr. Tony Yardley-Jones.

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

GCI Advisory Board: : Jack Canfield, Jill S. Dodd, Mark Hempel, Barbara Marx Hubbard, Larry Kuechler, Lynne McTaggart, Marci Shimoff, Lynne Twist, Nina Rothschild Utne and David Whalen.

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



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HeartMath® Institute

expanding heart connections

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