



COMMUNICATION ON ENGAGEMENT

BRAVE HEART

23.10.2019 TO 23.10.2021

I. Statement of continued support by executive

To our Stakeholders,

I am pleased to confirm that Brave Heart reaffirms its commitment to the United Nations Global Compact and its Ten principles in the area of Human rights, Labor, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its content.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global compact and its principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Rama Fakhouri
Fundraising Manager

II. Description of Action

- Brave Heart is a grassroots fundraising initiative providing financial assistance to underprivileged children diagnosed with Congenital Heart Disease (CHD) since 2003 without any discrimination. 100% of all donations are used to cover the cost of surgeries and medical interventions.
- Brave Heart is the first patient fund that was created at the American University of Beirut Medical Center (AUBMC) dedicated to pediatric cardiac care and is affiliated with the Children’s Heart Center (CHC), the most comprehensive pediatric cardiac center in Lebanon and a leader in the region.
- Brave Heart’s mission is to work towards the day when “**no child should die of heart disease because of a lack of funds**”. Our Goal is to provide financial assistance to underprivileged children suffering from Congenital Heart Disease (CHD) and to increase awareness about CHD.
- **SDG 3: Good Health and Well Being –**
A world without disease (physical as well as mental) achieved through high quality health care systems, which cover and protect all people. SDG 3.2 aims to reduce the mortality of neonates to less than 12 deaths per 1000 live births and the mortality of children to less than 25 deaths per 1000 live births. SDG 3.4 aims to reduce premature mortality due to non-communicable diseases (NCDs) by one-third by 2030.
Congenital heart disease accounts for nearly one-third of all congenital birth defects and, therefore, the focus on congenital heart disease is integral to eliminating preventable child deaths and NCDs in the SDG era. (Zheleva B, Atwood JB. The invisible child: childhood heart disease in global health. *Lancet* 2017; **389**: 16–18.)
As Brave Heart provides immediate financial support to underprivileged families for their child’s cardiac care, children are diagnosed early and provided care on-time, allowing for better medical outcomes, and avoiding complications which would have resulted from delayed diagnosis and care.

- **SDG 1: No Poverty and SDG 10: Reduced inequalities -**

Brave Heart helps cover the cost of hospitalization and surgeries for children whose families qualify for financial aid without any discrimination to gender, nationality or religious affiliation. Every 12 hours in Lebanon a baby is born with Congenital Heart Disease, but many families are unfortunately compelled to postpone their child's surgery due to lack of resources. Brave Heart aims to provide an immediate and perpetual funding source for underprivileged children with CHD, so they have access to highly qualified medical care in order to treat their congenital heart defect successfully.

- **SDG 17: Partnership for the goals –**

Today, increasingly difficult economic conditions make philanthropic support more important than ever. In order to achieve its goals, Brave Heart partners with different organizations and platforms locally and internationally, including the Lebanese Ministry of Public Health, the Beirut municipality, international organizations which provide support to refugee children (UNHCR, UNRWA, Mercy US Aid and Palestinian Children Relief Fund).

Brave Heart is a founding member of Global ARCH, a non-profit global alliance whose mission is to improve worldwide life-long outcomes in childhood onset heart disease through empowering patient and family organizations.

Brave Heart is also a part of the global Giving Tuesday movement and a founding member of Giving Tuesday Lebanon. Giving Tuesday is a global generosity movement that inspires hundreds of millions of people to give, collaborate and celebrate generosity. It gives Brave Heart the power of voice to spread and increase awareness about CHD locally and internationally.

III. Measurement of outcomes

- Since 2004, Brave Heart has funded the **heart surgeries of more than 4,308 children and more than 4000 diagnostic tests to date** in Lebanon, including **202 lifesaving surgeries in 2020** amidst the pandemic, economic crisis, and aftermath of the Beirut explosion.
- **This year, Brave Heart has covered 88 heart interventions and surgeries to date** despite the harsh socio-economic challenges we are facing in Lebanon today. (Data up to August 23, 2021)
- **97% success rate:** with a survival rate of 97%, the Children’s Heart Center at the AUBMC with its outstanding team of pediatric cardiac doctors and surgeons, has earned worldwide recognition as a leading center of excellence in Lebanon and the region.
- Brave Heart funds **over 65%** of the country’s surgical and interventional pediatric cardiac load.

- **Awareness:** Brave Heart is the only local NGO that organizes a yearly awareness campaign during Congenital Heart Disease week every February. The multi-media awareness campaign’s goal is to raise awareness about the devastating impact congenital heart defects can have on infants, children, teens and their families and to encourage early detection. With its life-partner award-winning communications agency Impact BBDO, Brave Heart has launched multiple campaigns including the:
2019 campaign entitled “Born again” and commemorated 15 years of saving lives.
2020 campaign entitled “Badda Aleb” or “It takes a Heart” and touched on the added difficulties during the pandemic and socio-economic situation.
2021 campaign entitled “Ma titfaraj ... tbara3” or “Don’t stare passively ... Donate” which tackled a year into the pandemic and the continuous need for the support of children with Congenital Heart Disease.
With the support of local TV outlets, and multiple media companies (billboards, magazines, radios) Brave Heart’s annual awareness campaign has a significant impact.

On an international level, Brave Heart was also part of Global Arch’s global campaign celebrating World Heart Day on September 29, 2021.

Furthermore, Brave Heart collaborates with multiple schools and universities in Lebanon to raise awareness for CHD in the classroom and to encourage students to participate in local sports events, and run the Beirut Marathon every year. Brave Heart’s team of runners and volunteers has won several awards over the years.