This report represents National Stroke Association's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

The content of this Charting Impact Report is the sole product and responsibility of National Stroke Association. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

National Stroke Association is the only national nonprofit 100 percent dedicated to stroke. Since 1984, the organization has become the trusted source for free resources, tools and education for the stroke community. Together with advocates across the United States, National Stroke Association empowers survivors and their circle of care to thrive after stroke. National Stroke Association's goals are to:
- Increase awareness of life-saving stroke information
- Impact survivor empowerment and improve quality of life for our stroke community
- Build a national platform for the 5th leading cause of death in the U.S.

2. What are our strategies for making this happen?

National Stroke Association will accomplish its goals by delivering:
- Programs, tools and services that respond to and anticipate the growing needs of the stroke community
- Programs that are timely and driven by the latest scientific evidence and advances in the fields of medicine, technology and stroke
- Host awareness events across the nation to educate the public about stroke
- Opportunities for constituents to engage with the organization and the stroke community
- Strategic collaborations that further build awareness of stroke and stroke-related information
- Host a stroke helpline

3. What are our organization's capabilities for doing this?

National Stroke Association has a strong history of providing trusted resources and education for the stroke community. The organization receives guidance from a medical advisory board and engages thought leaders across the United States. Further, the organization regularly surveys and interacts with patients, caregivers, healthcare providers and others in the stroke community to solicit their input on programs. Given the organization's extensive experience working with the stroke community, it is well positioned to continue progress to its goals.

4. How will we know if we're making progress?

National Stroke Association recognizes the need to track overall progress against stated impact goals by:
- Developing programs and services with outcomes measurements that track back to specific organizational impact goals
- Collecting feedback from the stroke community through surveys and other channels
- Tracking and analyzing website and social media analytics
- Measuring stroke symptom awareness in the general population

The organization is dedicated to transparency and focused on communicating its impact results to its funding partners, advocates, and the stroke community at large.

5. What have and haven't we accomplished so far?

National Stroke Association has established a solid position as a trusted source for resources, tools and education for the stroke community. Organizational programs are proactively sought after by healthcare providers, stroke support group leaders, stroke survivors and caregivers. The organization's strategic planning process will continue to identify innovative opportunities that meet the growing and ever changing needs of the stroke community.