

| Coke's Shifting Heart Health Spending (2010 – 2015) | | | | | | | |
|---|--|---|--|---|---|---|--|
| Organization | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | Total |
| Foundation for the National Institutes for Health | \$58,384 <i>Heart Truth</i> | \$1,098,062 <i>Heart Truth</i> | \$188,000 <i>Heart Truth</i> | \$158,000 <i>Heart Truth</i> | \$50,000 <i>Heart Truth</i> | | \$1,552,446 |
| Ogilvy Public Relations (on behalf of NHBLI) | \$440,000 <i>Heart Truth</i> | | | | | | \$440,000 |
| Brigham & Women's Hospital | | | | \$600,000 ClimbCorps | \$635,000 ClimbCorps | | \$1,235,000 |
| American College of Cardiology | \$250,000 Cardiosmart.org | \$250,000 Cardiosmart.org & Community Screenings | \$1,380,000 (\$500K Heart Truth Red Dress Fashion Show; \$880K Cardiosmart.org & Community Screenings) | \$375,000 Cardiosmart.org & Community Screenings | \$450,000 Cardiosmart.org & Community Screenings | \$450,000 Cardiosmart.org & Community Screenings | \$3,125,000 |
| Preventive Cardiovascular Nurses Association | \$25,000 Corporate Membership | \$25,000 Corporate Membership | | \$318,500 (\$271K Heart Healthy Toolbox & \$47.5 Corporate Membership & Educational Support) | \$15,000 Corporate Membership | | \$383,500 |
| American Dietetic Association | \$330,000* Heart Truth and other activities | \$350,000* Heart Truth and other activities | \$425,000* Heart Truth and other activities | | | | \$1,105,000* Heart Truth and other activities |
| Total: | \$1,103,384* | \$1,723,062* | \$1,993,000* | \$1,451,500 | \$1,150,000 | \$450,000 | ~\$7,840,946 |

*Coca-Cola combined *Heart Truth* activities with other activities healthy eating programs in its disclosure for its donation to the American Dietetic Association. The total amount reported is used here.