



IMPACT REPORT



January 2024

LETTER FROM *Damar*



This past year has been an incredible journey for my family and I, and the growth of my charity – through the generosity of people like you – is a great blessing to me. In addition to returning to the NFL this fall, I've spent time creating the mission of my charity, which is focused on empowering youth and lifting up people who face adversity.

One of the things that has inspired me most is the real-life stories of people who were inspired to be CPR trained because of my experience, then turned around and saved the life of another this year. It's a blessing to be a blessing, and I'm so grateful to have this platform to give back to others, like people have done for me growing up.

During the last year, we've worked hard to have an impact. Our efforts have involved things like:

- Creating the Chasing M's CPR Tour – with events in Pittsburgh, Buffalo, Cincinnati, and London, reaching thousands of people.
- Reaching Kids through Community Events – we held a series of events to reach kids, inspire them and offer them the kind of support I received growing up.
- Advocating for Legislation to Protect Kids – this year, I joined lawmakers and advocates for a press conference on Capitol Hill to champion the bipartisan Access to AEDs Act.





- Launched the Cincinnati Heroes Scholarship – these ten annual scholarships will help support kids who are considering college or a career in the trades.

On behalf of my family and I, thank you for being an important part of this incredible journey. We're proud to partner with so many people to make an impact and appreciate your support.

I'm humbled, honored and deeply committed to driving change that will protect kids. Thank you for being part of my journey. Together, we are just getting started.

With love,

Damar



Everything that happened to me was all a part of a bigger plan, a bigger picture.

DAMAR HAMLIN



DAMAR HAMLIN'S STORY

NFL player. Entrepreneur. Philanthropist.

Damar Hamlin has always put his family and his community first.

He began playing football at a young age in the Sto-Rox community of Pittsburgh, and then attended the University of Pittsburgh. While he was still in college, Hamlin launched his popular Chasing M's clothing brand and created The Chasing M's Foundation as a way to give back to his community through toy drives, kids camps, back-to-school drives, and more. In 2021, he was drafted by the Buffalo Bills as a safety, and has stood out as a leader on the team early in his NFL career.

Years later, during a Monday Night Football game on January 2, 2023, Hamlin completed what looked like a routine tackle, only to collapse on the field moments after. He had experienced a cardiac arrest – and received swift medical attention as teammates and fans looked on in shock. His heartbeat was restored on the field, and he was rushed to emergency care.

As he recovered, he communicated by writing on a clipboard due to his breathing tube. Damar asked, "Did we win?" His surgeon replied, "Yes, Damar, you won. You won the game of life."

In a global show of support, fans donated millions of dollars to the charity Damar had set up before he made it to the NFL. What transpired in the days that followed was nothing short of extraordinary – a testament to the power of community, empathy, and a shared commitment to making a difference. Hamlin is dedicated to using the funds donated to lift up others.

Since January 2, 2023, Damar's family and faith have helped him overcome obstacles. Today, Damar has returned to the football field and is building his charity's programs and initiatives, which are focused on impacting young people.



PAYING IT FORWARD

In addition to returning to the NFL, Hamlin has spent time creating the mission of his charity, which is focused on empowering youth and lifting up people who face adversity.



One of the things that has inspired me most are the real-life stories of people who were inspired to be CPR trained because of my experience, then turned around and saved the life of another person. As more lives are saved, I realize that it is a blessing to be a blessing, and I'm so grateful to have this charity as a way to give back to others.

DAMAR HAMLIN

During the last year, Hamlin and his charity team have worked hard to have an impact. Chasing M's efforts have involved things like:

- Chasing M's CPR Tour
- Community Events
- Advocating for federal, state, and local legislation
- Cincinnati Heroes Scholarship Program





CHASING M'S *CPR Tour*

Hamlin's Chasing M's CPR tour was launched in 2023, with events in Pittsburgh, Buffalo, Cincinnati, and London, reaching thousands of people. In collaboration with the American Heart Association—the world's leading voluntary organization focused on heart and brain health—the tour provided Hands-Only CPR training and education. A total of \$340,000 worth of AEDs were distributed to youth sports organizations, which will protect kids for years to come. Beyond those cities, Chasing M's built strong partnerships with youth sports teams, NFL teams, community partners and many organizations that are focused on protecting kids.



“Interest in CPR education and awareness information continued into and throughout American Heart Month in February 2023, as well as CPR Awareness Month in June 2023, and continues today – so many people are still interested and engaged in joining the Nation of Lifesavers to learn CPR and how to respond in an emergency.

AMERICAN HEART ASSOCIATION





Damar also joined forces with the Carolina Panthers, collaborating with their owners, the American Heart Association, and the Tepper Sports & Entertainment staff. Together, they successfully provided hands-on CPR training to 200 individuals. Additionally, Damar participated in the New York Yankees Hope Week event alongside former Fordham softball player Sarah Taffet. Both were honored and threw ceremonial first pitches at an event designed to teach hands-only CPR to 50 participants. The event garnered global media exposure, reaching millions and emphasizing the crucial message of creating a chain of survival through CPR and AEDs.



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NATIONAL AMBASSADOR

American Heart Association Nation of Lifesavers™

Damar also served as the National Ambassador for the American Heart Association Nation of Lifesavers™ initiative, which reached millions of people in 2023 to encourage them to learn CPR. Partnering with the American Heart Association's CEO Nancy Brown and her team, a #3forHeartChallenge was launched with the goal of reaching 3 million people to watch the Hands-Only CPR video and learn CPR. The effort was a resounding success, as millions tuned in to learn. In addition, the American Heart Association's web traffic increased 620% in interest in CPR in the week immediately following Damar's cardiac arrest, showing expanded impact as people read about CPR, tapped resources, and viewed courses and kits that are available to help save lives.



Nancy Brown and Damar Hamlin



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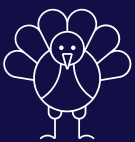
Across the nation and even around the world, Damar has galvanized and motivated people to become lifesavers and learn the extraordinary skill of CPR so that everyone, everywhere has the same chance of survival that he did. We have seen dramatic, sustained increases in the number of people who have been CPR trained, inquired about training and reached out for information about AEDs or CPR as a result of his experience. A true inspiration, Damar Hamlin has turned surviving into recovery and recovery into action.

NANCY BROWN
CEO, AMERICAN HEART ASSOCIATION



REACHING YOUTH THROUGH *Community Events*

Throughout the year, Chasing M's worked with community partners to hold a series of events to reach kids, inspire them and offer them the kind of support Damar received growing up. This included a football camp, back-to-school drive, a turkey drive at Thanksgiving and Hamlin's 4th annual Chasing M's Toy Drive, which is something he began with his mom in his hometown of Pittsburgh, before he made it to the NFL.



Turkey Drive

100 meals given to families in underserved communities of Buffalo.



Back to School Drives

460 youth in two cities received new backpacks & school supplies



Toy Drive

Over 2,000 toys given to families in underserved communities of Pittsburgh.



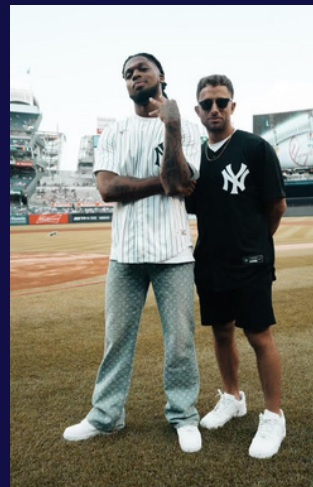
3-Day Event in Pittsburgh

Chasing M's hosted a 3-day event in Pittsburgh that started with a youth football camp at Cupples Stadium.



On Saturday, he held a charity softball game at Pitt that was attended by luminaries such as Aaron Donald, Tyler Boyd, James Conner, and Dane Jackson.

Sunday's event at PNC Park, however, might have been the centerpiece of the weekend. Held in conjunction with the American Heart Association Nation of Lifesavers™ initiative, Hamlin welcomed hundreds to PNC Park for free, Hands-Only CPR training and the distribution of AEDs to youth sports groups. Dozens of coaches from youth sports organizations attended to learn Hands-Only CPR and received AEDs from Hamlin's charity to protect kids in their communities. The weekend culminated with a high school football All-Star game at Highmark Stadium on Sunday night.



Chasing M's also supported a health and wellness initiative that provided access to an elite athlete training program for fifty youth, four days a week. Held at the UPMC Rooney Sports Complex, the training involved speed and conditioning to build mental and physical strength and instill a commitment to hard work. Chasing M's plans to grow the program to reach more young people in 2024.



ADVOCATING FOR

Legislation to Protect Kids

This year, Hamlin joined lawmakers and advocates for a press conference on Capitol Hill to champion the bipartisan Access to AEDs Act. This important legislation would improve the chain of survival in elementary and secondary schools by creating a federal grant program to support the purchase of AEDs and related equipment, CPR and AED training, and the development of Cardiac Arrest Emergency Response Plans (CERPs).



It is exciting to see legislative change take place in states across the country, including New York, which recently passed a law that requires every camp and youth sports program to have an AED implementation plan. As someone who grew up playing sports, I don't recall knowing where an AED was on the field, or knowing what to do if something happened to one of my teammates. Today, it's an honor for me to help change that, so kids who experience cardiac arrest are protected.

DAMAR HAMLIN

Hamlin, the American Heart Association, and the NFL are also working closely as part of the Smart Heart Sports Coalition, advocating for states to adopt and implement policies that would prevent fatal outcomes from sudden cardiac arrests among high school students. Those policies include:

1. Emergency Action Plans (EAPs) for each high school athletic venue
2. Clearly marked AEDs at each high school athletic venue
3. CPR and AED training for coaches



CINCINNATI HEROES

Scholarship

This year, Hamlin launched a scholarship program that is really special to him. The ten annual scholarships will help support kids who are considering college or a career in the trades. Each scholarship is named after one of the ten members of the medical team that helped to save his life on the field on January 2, 2023.



It was a thrill this year for me to surprise the medical team that helped save my life by telling them that the scholarship program I have created has been named in their honor. Growing up, I received a scholarship that changed my life, so this opportunity to give back is really special to me. Each year, this scholarship program will help ten kids as they explore their life journey, whether that includes college or a career in the trades, by providing help with books, tuition or housing.

DAMAR HAMLIN





BY THE NUMBERS

3M+

people learned about CPR, through campaign partnership as Ambassador of AHA Nation of Lifesavers movement

620%

Increase in American Heart Association web traffic

1,509

Individuals trained in CPR

\$340K

worth of AEDs given to communities in need

12

States enacted legislation to make CPR and AEDs more accessible





THE “DAMAR EFFECT”

Damar Hamlin Backs Law for AED Plans in Youth Sports, Camps | Shabbir Ahmad

New York Governor Kathy Hochul has signed new legislation that requires the establishment of Automated External Defibrillator (AED) implementation plans.

NewsBreak Original / Nov 25, 2023

The Damar Hamlin Effect: Revolutionizing CPR and AED Training Nationwide

In an unexpected turn of events, Buffalo Bills football player Damar Hamlin has become a driving force behind a nationwide transformation in CPR and AED training, following his life-threatening cardiac arrest during a Monday Night...

UC Health

How Damar Hamlin's cardiac arrest affected the sporting world

Hamlin's near-death experience became a springboard for myriad education and training programs.

ESPN / Nov 4, 2023

Damar Hamlin's toy drive fundraiser tops \$3 million in donations in hours after his on-field collapse

An online toy drive fundraiser started by Buffalo Bills safety Damar Hamlin topped \$3 million in donations in the hours after the NFL star collapsed on the field during a game Monday night.

CNN / Jan 3, 2023

'The Damar Effect' -- the nationwide backorder on a lifesaving machine and the 620% increase in CPR

The AHA says they saw a 620% increase in page views to the "Hands-Only CPR" pages on its website along with a 145% increase in page views to their "What is CPR" page.

ABC News / Aug 17, 2023

Hamlin kicks off 'lifesaving' CPR tour in Buffalo

Damar Hamlin kicked off his CPR tour in Buffalo on Saturday, distributing AEDs like the one used to save his life on Jan. 2 when he experienced cardiac arrest in a game against the Cincinnati Bengals.

ESPN / Jun 3, 2023

Buffalo Bills safety Damar Hamlin hosts first international stop of CPR Tour in London

"It's a new calling for me," Damar Hamlin said. "It's a new mission for me, to truly get out here and make an impact."

Buffalo News / Oct 6, 2023

Damar Hamlin launches scholarship program for Cincinnati students

Buffalo Bills safety Damar Hamlin is launching the Cincinnati Heroes Scholarship program, through his Chasing M's Foundation, to support underserved students in the Cincinnati, Ohio, area.

Cleveland / Nov 6, 2023

This life-saving medical device isn't required at all schools. Damar Hamlin wants to help change that

Buffalo Bills safety Damar Hamlin said on Wednesday that growing up as a child who played football, he never thought about CPR or where an automated external defibrillator (AED) was at his school or on the field.

CNN / Mar 30, 2023

12 days after learning about CPR and AEDs, an NFL coach used his knowledge to help save a 3-year-old

Los Angeles Rams defensive coordinator Raheem Morris teamed with an ER doctor to revive Wyatt Stanley after he nearly drowned in a Las Vegas swimming pool.

heart.org / Jun 26, 2023

Damar Hamlin Backs Law for AED Plans in Youth Sports, Camps | Shabbir Ahmad

New York Governor Kathy Hochul has signed new legislation that requires the establishment of Automated External Defibrillator (AED) implementation plans.

NewsBreak Original / Nov 25, 2023

Buffalo Bills' Damar Hamlin launches scholarships to honor 'my Cincinnati heroes'

The individual scholarships will be named after the 10 first-responders, nurses and doctors who treated Hamlin after he went into cardiac arrest.

newyorkupstate / Nov 5, 2023



Chasing M's Foundation is an independent 501(c)(3) (charity), dedicated to the development, health, & safety of youth through sports, engagement activities, training, and programming.

 chasingmsfoundation.com

 [@chasingms_foundation](https://www.instagram.com/chasingms_foundation)

