



## **MISSION:**

**To make our cities & states more Heart-Safe through CPR training/  
AED placement & advocacy.**

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# OBJECTIVES:

- ♥ To make the public aware of the importance of CPR (Cardiopulmonary Resuscitation & AED (Automated External Defibrillator) Training in saving the lives of more Sudden Cardiac Arrest victims by giving immediate bystander CPR/AED help
  - ♥ To get as many folks trained as possible in CPR & AED use
  - ♥ To make the public aware that just one person can make a difference & save a life by immediately calling 911, starting CPR & using an AED- ideally, all within 3-5 minutes of a collapse
  - ♥ To strive to have AEDs become as common as fire extinguishers and to register all public AEDs & encourage AED Link mapping for 911 systems
  - ♥ To have REALTORS® participate in & champion this universal life-saving initiative
  - ♥ To have the Public identify REALTORS® as “REALTORS® with Heart”
  - ♥ To launch the “REALTORS® with Heart” initiative state-wide through OAR (Ohio Association of REALTORS®)
  - ♥ To launch “REALTORS® with Heart” initiative nationwide through NAR (National Association of REALTORS®)
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## **REALTORS® WITH HEART RATIONALE:**

- ♥ REALTOR® membership in our Cincinnati area alone numbers between ~4,000 to 5,000 REALTORS® offering the scale & ability to make a significant difference & impact the city
- ♥ REALTORS® are inherently “people” persons
- ♥ REALTORS® cover our entire geographic region
- ♥ This initiative has the potential to impact ALL of our clients and ALL of our members - young, old, rich, poor, all ethnicities, etc.
- ♥ REALTORS® are good ambassadors for all cities and regions. They can be effective in saving lives through “REALTORS® with Heart”
- ♥ State-wide, there are over ~30,000 REALTORS®
- ♥ Nation-wide, there are over ~1 Million REALTORS®

## **SUMMARY:**

REALTORS® have the scale in numbers, the geographic presence, the diversity, the salesmanship and the heart to succeed in this effort to positively affect EVERYONE in a significant way.



**“This initiative can be transformative; not only for everyone who gets involved in REALTORS® with Heart, but for this entire State and Beyond.” -Laurie Nippert Leonard**

The REALTOR® response to this initiative has been outstanding. It was also amazing how many of our Directors immediately jumped in to participate in this. It is key to the success of any endeavor to have its leaders step up and become early adopters to inspire others to do the same. EVERYONE should know CPR & how to use an AED.

Many companies are incorporating Social Entrepreneurship into their business plans and reaping increased rewards not only for the good they are doing in the community but also to their own balance sheets and raising their own marketing profile as a result.

The strength of REALTORS® with Heart CPR/AED Training is its universal mission – as it can positively affect ALL of our clients; the focus is clear; it’s easy to learn; it emphasizes the caring nature of all those involved; the metrics are easily measured; and we have expert partners in our local hospitals and EMS/Fire Departments. **There is no service to others higher than saving their life or the life of one of their loved ones!**



REALTORS® are a natural to champion this initiative as they geographically cover the entire country, they are “people” persons, they are service-oriented, and, with a nation-wide membership of over 1 million strong, we have the scale to be significant change agents in this cause that can touch everyone in our communities and exponentially grow it even more by taking it on to OAR and NAR.

*“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.” – Margaret Mead*

*“We are here to put a dent in the universe.” –Steve Jobs*

**One Person can make a huge difference**...thank you to each of you for stepping up to be a person that will make a difference in helping make our state a more heart-safe community. AEDs should be as common as fire extinguishers, registered and 911 Dispatch should be able to tell callers in need where the nearest AED is located!



Bring REALTORS® with Heart to your Board & City by contacting any one of us...



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♥ Visit our website: [www.cabr.org/RWH](http://www.cabr.org/RWH)



## **REALTORS® WITH HEART ACCOMPLISHMENTS**

♥ We have donated AED's to the following Locations:

♥ The Aronoff Center ♥ Findlay Market ♥ Krohn Conservatory ♥  
Carol Ann's Carousel ♥ Art Academy of Cincinnati ♥ Turner Farms  
(2 AEDs) ♥ Gorman Heritage Farm ♥ Fountain Square ♥ Washington  
Park ♥ McDonald Commons Park ♥ NorthChurch ♥ Keehner Park ♥  
Cincinnati Nature Center ♥ International Friendship Park ♥ Saint  
Ursula Academy ♥ Camp Allyn ♥ Stepping Stones Given Road

♥ We have trained 2,600 people in CPR and AED usage

♥ We have made 4,840,100 more Heart-safe!