



TANYA EDWARDS
Executive Vice President, SouthWest



A visionary nonprofit leader, Tanya Edwards has advanced through a progressive series of local, regional and national leadership roles throughout her 20 years at the American Heart Association, setting unprecedented standard for leadership, innovation and annual revenue growth. Her success in mobilizing volunteer leaders, donors, staff, corporate supporters and education and healthcare systems has created transformational changes within local communities through AHA's mission work aimed at improving public health.

In her most recent tenure as Executive Vice President of Community Development and Health, Tanya oversaw a newly integrated fundraising and community function for the organization responsible for revenue generation and mission impact through events, individual giving, field corporate relations, market development, national direct marketing and digital response including online fundraising and social giving. Signature campaigns including Heart Walk, Heart Ball, Go Red For Women, CycleNation, the Kids Heart Challenge and American Heart Challenge in schools or the point-of-purchase retail campaign, Life Is Why We Give, provide the opportunity for supporters of every age to find a personal and meaningful way to engage with the American Heart Association. Through the brand-new Heart Challenge, Tanya created a new solution for corporate and engagement, helping companies create a happier and healthier workforce. Each year, these campaign efforts deliver nearly half of the AHA's total annual revenue and set the pace for consecutive revenue growth enabling deeper mission impact. Since 2011, her efforts have generated \$127 million in new campaign dollars, representing a 34 percent increase for field campaign revenue. Her focus on creating innovative programs and fundraising strategies set a new trajectory for the organization of sustained growth from field campaign activities. Most recently, Tanya's vision to transform the organization's approach within communities created a sustainable collective impact model now active in 35 local markets. By addressing nutrition and food insecurities, physical activity, chronic disease, tobacco and e-cigarettes, social determinants of health and cardiovascular emergencies, more than 46 million Americans are living longer, healthier lives as a result of community-focused solutions supported by the American Heart Association.

In October 2019, Tanya was named Executive Vice President, SouthWest for the American Heart Association. In her new role, Tanya is responsible for all aspects of business operations, mission revenue, volunteer cultivation, staff development and community impact for the organization's field offices in Arkansas, Colorado, New Mexico, Oklahoma, Texas and Wyoming.