



iamHeart

ANNUAL REPORT 2023 – 2024



The Future is Heart-Centered

READY TO INSPIRE HEARTS?

Our transition over the past few years to an online community, combined with the ever-increasing sentiment of isolation and uncertainty worldwide calls us at iamHeart to act now in order to advance healing in our communities.

It is time for each of us to ask ourselves, beyond our individual heartwork, "how can I reach others and start them on their own heart-centered journey?"

Over the past year, we have been focused on training new HRM Facilitators, graduating more iamUniversity students and diving deep on the subject of mysticism with Graduates.

We have been refining the tools we use such as the Breath & Heart app and Hurqalya Healing directory to prepare for reaching more hearts.

Our mission to inspire, educate and uplift remains steadfast, and now, we have the tools and community to amplify our impact.

“The world needs the Heart & we are ready to facilitate HRM education in many formats” - Puran Bair

With your continued support and influence, we can harness technology to create more meaningful experiences, foster deeper connections, and make a real difference in people's lives.

Thank you for being part of this journey. The future is bright, and we're just getting started.

With gratitude,

Gerred Clarke, Executive Director
Susanna Bair, Co-founder
Puran Bair, Co-founder

CONNECTING WITH HEART

Developing Heart-Centered Leaders



We are thrilled to announce the successful launch of Connecting with Heart Certification, a new cornerstone in our offerings designed to deepen the practice of Heart Rhythm Meditation (HRM) and equip participants with the skills to guide others in this transformative journey.

Developed by iamHeart teachers, mentors and volunteers, based on the original HRM courses and updated with the understanding we have accumulated throughout the years of offering the program. This program reflects a profound commitment to expanding our community's ability to engage with and share the benefits of HRM meditation.

With personalized mentoring and an emphasis on experiential learning, participants gained a grounded awareness of their inner resources, and the ability to create environments that support others on their heart-centered journeys.

Over 20 students are on their way to certification, and many of those will spread the practice of HRM, guiding their clients, social or private groups and loved ones supporting our mission to heal the world.

BREATH & HEART APP

The Breath and Heart app, launched only two years ago and developed by iamHeart staff and teachers, has grown to include over 300 guided meditations & breath techniques to promote affordable access to Heart Rhythm Meditation, allowing individuals to start meditation on their own.

Plans for 2025 include upgrading the onboarding experience to better reach students outside of iamHeart, and to elevate the highest quality content to address user needs such as anxiety, celebration & heart connection.

Most Completed Meditations



**Being Lighthearted
(with Talk)**
10min



Quick Calm Down
7min



Let your Light Shine
7min

Unique Users Continue Rising

since tracking started May 2024



HURQALYA HEART HEALING

The future of Hurqalya healing lies in an open, inclusive model, starting with the simple but profound desire to heal. We've redesigned our lesson plans to begin with the foundations of Heart Rhythm Meditation (HRM) and heart-centered healing, recognizing that the heart is the source of Hurqalya's unique, bi-directional power focused on manipulating the heart's electromagnetic field.

In line with our broader vision for iamHeart, we are creating a welcoming and accessible online community for new Hurqalya students.

Initially, you will find a variety of Hurqalya events within our network, making it easy to attend and explore. As we grow, a library of instructional videos and guided courses will be available, leading students from beginners to Certified Hurqalya Healers, and beyond.



HEART NUMBERS

80% PROGRAMMING
16% DONATIONS
4% GRANTS

.88
MILLION

FY 23-24
REVENUE

55% PROGRAMMING
45% ADMIN

.92
MILLION

FY 23-24
OPERATING
EXPENSES

\$82,450 IN FINANCIAL
AID GIVEN.

41

OF FA
RECIPIENTS

HEARTS IN-PERSON

Our advanced graduate students came together in Scottsdale this past July to celebrate the message of the heart via in-person studies, meditation, and connection with our growing community of Heart Rhythm Meditation students and teachers.



LEADING HEARTS

The iamHeart board gives broad direction to the purpose and function of the organization. What is our mission? Who are we? Why are we doing all of this work? The board gives this direction, offering guidance to those who are on the ground effecting the change. This year the board has further clarified our mission, vision and elevator speech, which are as follows:

What is iamHeart?

By placing you at the centre of ancient practices, iamHeart gives you skills to unravel the mysteries of your Heart, accompanying you in the journey of soul's discovery and its design for you.

Mission Statement:

To nurture each Heart attracted to iamHeart in the skills and practices which assist in its unfolding, and in so doing awaken each energetic being to the absolute within, and to its unity with all there is.

Board of Directors



Steven Winn
Chairman



Puran Bair
Board Treasurer



Susan Shawn
Board Secretary



Susanna Bair
iamHeart President



Dee O'Niel
Legal Counsel



Linda Turner
Director of Education



Frank Cluck
Board Member



Jack Carpenter
Board Member

THE FUTURE IS HEART- CENTERED

Living heart-centered is a call to action—a movement to heal the world by healing our hearts. We find ourselves struggling with division, stress and disconnection, and our hearts have borne the weight.

Emotionally and physically, we've been wounded. Heart Rhythm Meditation (HRM) offers a path to restore not only your heart's natural rhythm but also the heart of humanity. By healing your heart, you contribute to the healing of the world.

We know the heart is not just an organ; it's the center of courage, compassion and creativity.

Imagine if each one of us unlocked these qualities within ourselves. Emotional regulation, harmonious relationships, and boundless energy would become the norm.

Living heart-centered equips you to not only transform your own life but also to be a source of strength and light for others.

**In 2025, iamHeart is
setting a bold goal -
1,000 new HRM
practitioners.**

Imagine communities where people draw on the energy of the heart to support each other, uplift each other, and create together.

This is the power of Heart-centered living—a collective awakening, a revolution of courage and compassion. For this reason, iamHeart is setting a bold goal of reaching 1,000 new HRM meditators over the next year.

If you are ready, join us and bring along your loved ones. Together, we can create change—one heart at a time.

HOW YOU CAN INSPIRE HEARTS

Click Below to Learn More

DOWNLOAD
App

DONATE
To Growth

ATTEND
Retreats

REFER
Loved Ones

JOIN
Events

ADVANCE
Your Studies