

THE heartbeat TIMES

La chaîne de l'espoir

2019

Save
the Date

Gala Dinner
April 12
Concert
April 13 - 14

Doing It The Heart Way

Many children of financially deprived families are born with heart disease. You can feel pity and pray for their unlikely recovery. Or you do something.

You donate some money for the treatment of infant patients and their eventual surgeries. Or you put together a volunteer-based charity organization involving medical professionals and the community-at-large with the goal to not leave behind a single needy child with a weak heart.

You get involved in raising funds for the charity and book a band for a fundraising event. You can call your family members, friends and coworkers asking for donations. Or you get them involved and organize the best music show in the country with dozens of volunteering musicians, singers, and dancers, many of whom are doctors and medical professionals.

You can collect funds and pay the hospital. Or you develop a full-fledged medical unit dedicated to children with heart disease, with the best-trained medical professionals and equipment.

You can treat the few children that come to you and be content knowing that one alone cannot solve a national medical issue. Or you can reach out to all communities in the country and treat every case presented, completely free of charge to parents. No one is turned away.

You can deal with this the easy way. Or you can do it the heart way.



Reach
for the Heart
and make their
dreams come true

Heartbeat Committee

Tony Abdel Massih, M.D. | Ramzi Ashoush, M.D. | Khalil Assha | Anne Sophie Azzi, M.D. | Rim Baltaji | Rania Bassil Eter, M.D. | Elie Bekhazi | Caline Chaya Chaoul | Basile Choueiri | Nathalie Dimas Guerboyon | Ramzi El Hafez | Fadi El Hage, D.D.S. | Anne-Marie El Hage | Alfred Irani | Manel El Mallat | Antoine Fadel | Nicole Gebara, M.D. | Hovsep Guerboyon | Cynthia Habib Ashoush | Jad Habib, M.D. | Manal Ghandour Haddad | Rim Hitti | Daisy Jazzar | Victor Jebara, M.D. | Jessy Karam | Najib Khairallah | Nada Klink Abi Saleh | Maia Maatalani Fayad | Carla Mokbel Zahlan | Paula Mokbel Mteini | Roula Moujaes Ghostine | Gabriel Menassa, D.D.S. | Elie Sawan, M.D. | Wadih Renno

290

Lebanese
Children
Treated

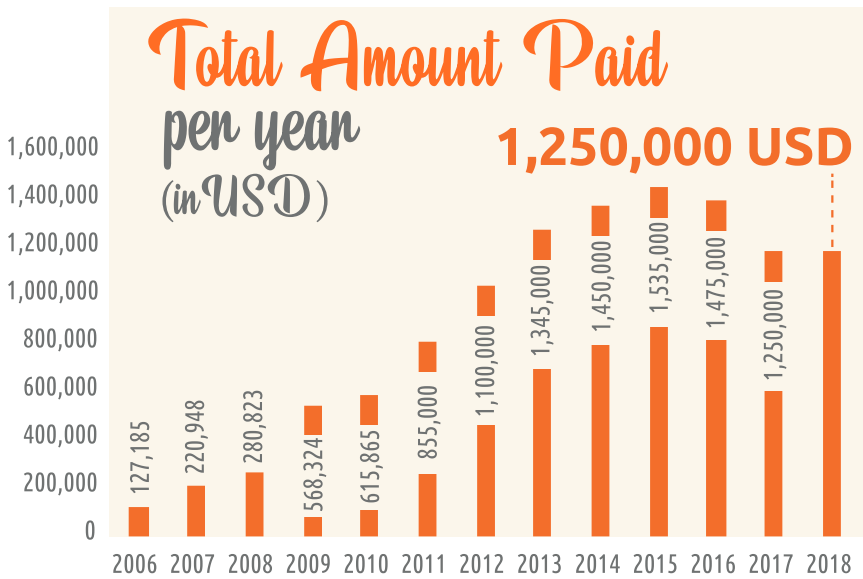
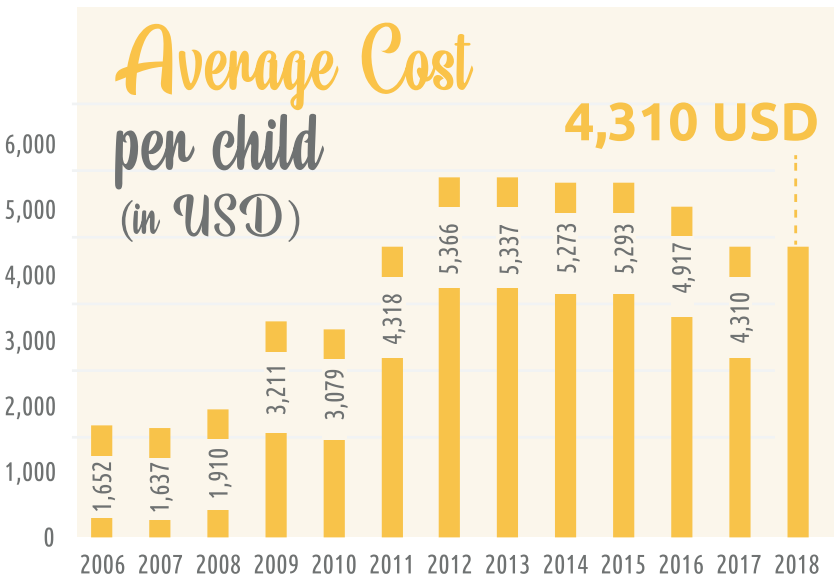
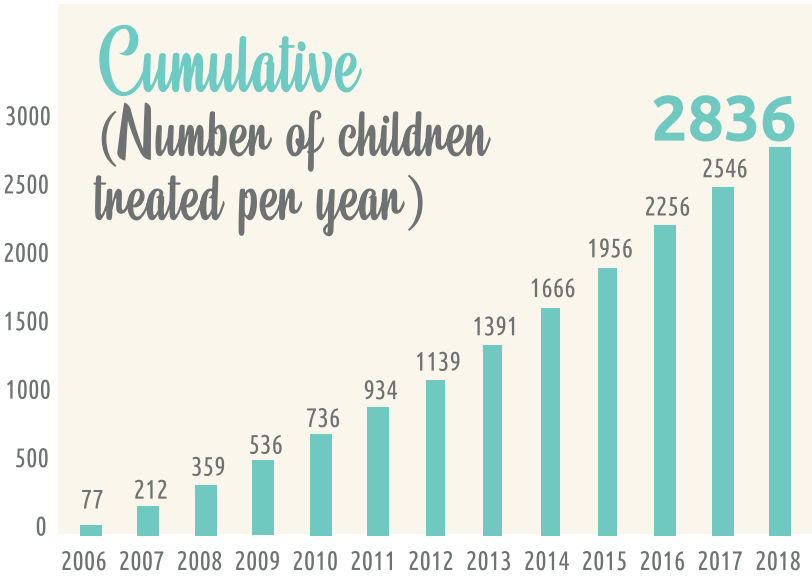
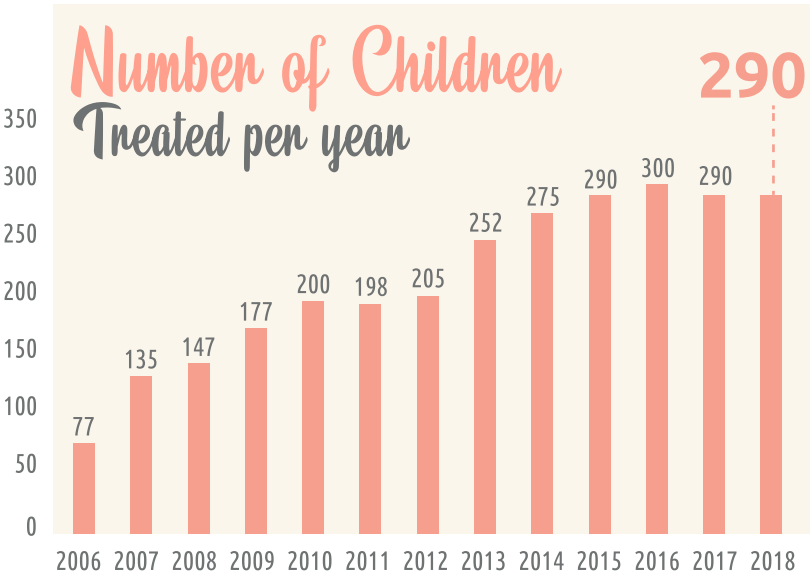
With Heartbeat
Funds & Partners
in association with
the Ministry of
Public Health and
the National Social
Security Fund

Where Does the Money Come From?

Concert & Gala Dinner, BIEL	Proceeds	\$1,250,000
	Concert Ticketing	225,000
	Gala Dinner Ticketing	200,000
	Auction & Lottery	325,000
	Sponsoring (incl. Bank Audi)	350,000
	Donations	150,000
Alwaleed Philanthropies		110,000
Other Contributing Associations		65,000
Other Donations & Specific Events		50,000
Total		\$1,475,000

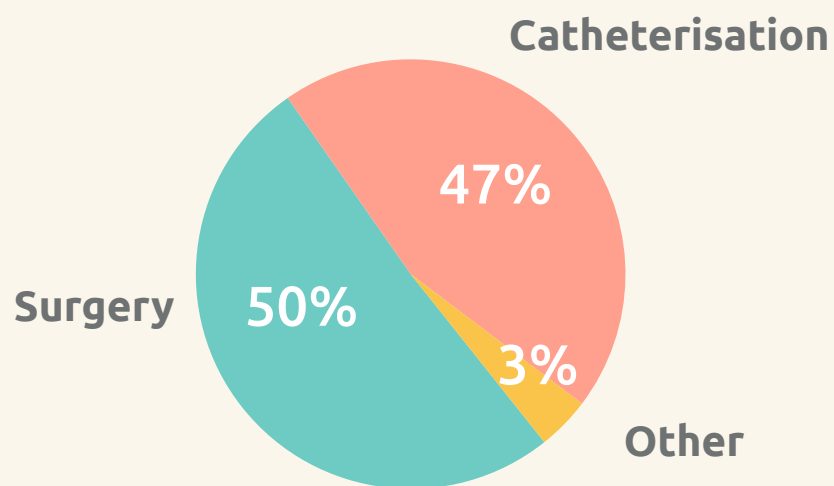
Where Does the Money Go?

Medical Support for 290 Lebanese Children (in hospital)	\$1,250,000
Medical Support for 2000 children (outpatient)	130,000
Running Cost of the Association	35,000
Concert & Gala Dinner Biel	Expenses 180,000
	Venue & Catering 110,000
	Fees, Rehearsals, Equipment 20,000
	Production & Logistic Fees 50,000
Additional Expenses	20,000
Total	\$1,615,000

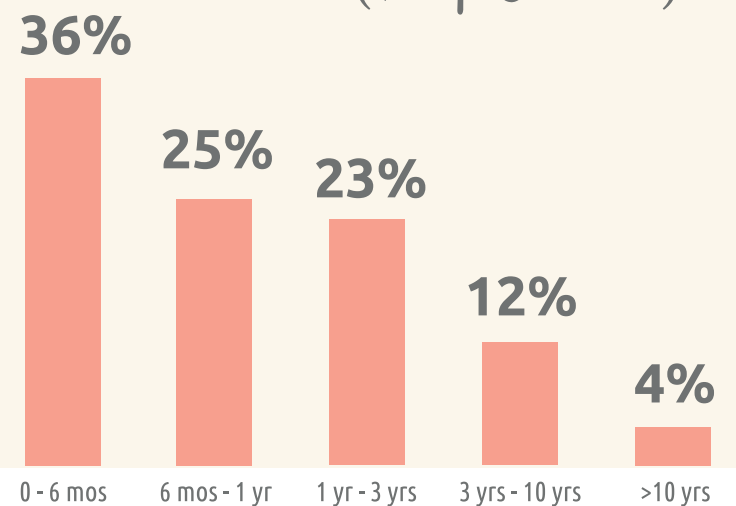


Heart Disease in Children

Type of Medical Procedure



Patient Age Distribution (% of Children)



Hospitals

MAIN

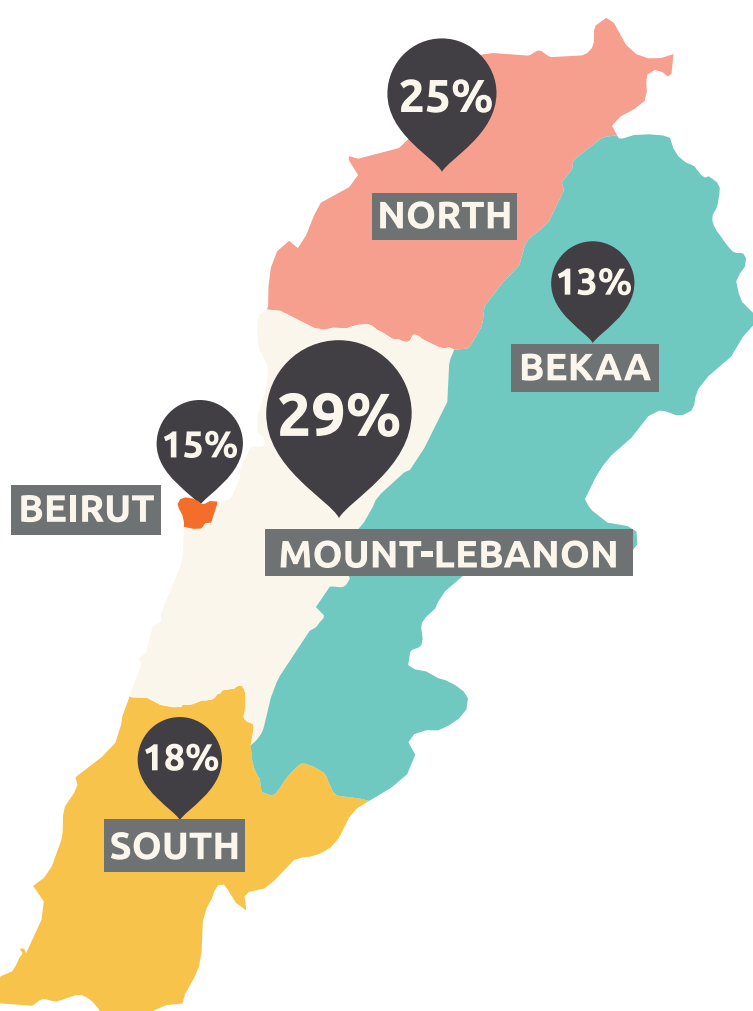
Hotel- Dieu de France
Cardiac Surgery & Interventional
Catheterisation

SUPPORT

LAU Medical Center
(Rizk Hospital) Cardiac Surgery

Notre-Dame des Secours
Interventional Catheterisation

Regional Distribution (% of Children)



75

Non-Lebanese Children Treated

With International Funds

Syrian refugee children are treated
with international funds from:

- The United Nations High Commissioner for Refugees (UNHCR)
- La Chaîne de L'Espoir - France (CDE)

Al Waleed Bin Talal Humanitarian Foundation & Heartbeat

An alliance to save the lives of children

Among the most significant examples of strong, consistent and effective cooperation is the one that links Heartbeat to Al Waleed Bin Talal Humanitarian Foundation. The foundation's support for Heartbeat is based on a full and comprehensive plan that ensures a substantial financial contribution towards the cost of hospitalization at Hotel-Dieu de France Hospital of Beirut and ensures the best treatment for children by helping to provide medical equipment of the highest technology available, during all phases of medical management, diagnosis, surgery and postoperative intensive care.



This collaboration, still going strong for more than 13 years, remains solid and durable, whatever the circumstances may be, for the noblest of all causes: saving the lives of sick children. This is due to the full support, close supervision, and personal care of H.E. Leila Solh Hamade, Vice-president of the Al Waleed Foundation, who oversees every humanitarian project that the Foundation carries out in Lebanon. Her special and unique touch helps make this collaboration more humane and efficient.

For Heartbeat, having the support of Al Waleed Bin Talal Humanitarian Foundation is the best guarantee of excellence and reliability.



Together for the Same Mission

Once again, Heartbeat partnered with Let It Beat, a foundation based in Switzerland that also treats underprivileged children suffering from heart disease. USD 30,000 was offered to help treat 12 Lebanese children under the age of 16. Let It Beat operates in the children's countries of origin by partnering with qualified local medical teams, with the coordination of Prof. Beghetti, head of pediatric cardiology of the Cantonal Hospital of Geneva (HUG). Children who cannot access necessary treatment in their countries are transferred to HUG for the appropriate procedures. Heartbeat and Let It Beat started working together in 2015, and have saved the lives of 21 Lebanese and Syrian children suffering from heart malformations. All surgeries were performed at Hotel-Dieu de France hospital in Beirut. Heartbeat is grateful for the trust and support of Let It Beat, and looks forward to future collaboration.

Ministry of Public Health

Despite a difficult economic situation, the Lebanese government is working hard to provide healthcare for the needy, and to help cover the major part of a patient's hospital bill. For deprived families, Heartbeat helps to cover all remaining expenses, as well as outpatient bills and follow-up costs. Heartbeat eliminates any financial issues that occur with the administration of the hospital or the Ministry of Public Health.

In this collaboration with public organizations, mainly the Ministry of Public Health and Social Security, Heartbeat ensures that no child with heart disease is left untreated due to a lack of funds.

The Children Heart Centre



On the third floor of the Madet building at Hôtel-Dieu hospital, next to the paediatrics department, you will find a door bearing the sign 'Centre du Coeur de l'Enfant'. Step through this door, and enter an oasis in the heart of the hospital. Beyond the lovely colourful furniture, the welcoming and smiling staff, and dedicated doctors, children with heart disease come here to benefit from comprehensive ambulatory tests.

The Children Heart Centre uses the most sophisticated equipment, including the most advanced echocardiography machine in the world—unique to the entire Middle East—which was offered by the Al Waleed Bin Talal Foundation. The centre hosts, on average, more than 150 children per month for diagnosis and follow-up, as well as pregnant women for antenatal screening of heart defects in the foetus.



Saving Hearts In Memory of Philippe El Hage



Heartbeat missions are multiplying. Heartbeat and its volunteers reached out to the most underprivileged areas of Lebanon throughout 2018 in an effort to save more lives, just as they have over the last four years. They raised awareness of the dangers of cardiovascular disease, and carried out screening campaigns. The initiative, in memory of Philippe El Hage, was first conducted at Rayak (Bekaa) in March and at Mtolleh (Chouf) in October. Nearly 80 volunteering cardiologists, medical specialists, surgeons, residents and nurses worked together on each mission to help around 160 patients. They offered free medical days that

included clinical consultations, electrocardiograms, diabetes and cholesterol tests, blood pressure measurements and osteoporosis screenings. It also included dental consultations, nutritional advice and information about the dangers of smoking cigarettes. Nothing was spared. Heartbeat volunteers wrapped up their year in December in Mansourieh with a mission for the elderly, hosted by the Association Amour et Partage. Since 2015, our army of volunteers looked after more than 1,000 patients. They are currently preparing for their next mission to a disadvantaged area of the country.



Patrons

H.E. Mrs. Leila Solh Hamade, Alwaleed Philanthropies
H.E. Mr. Raymond Audi, Chairman of Bank Audi
Mr. Tony Salame, C.E.O., Aïshti Group
Mrs. Rose Antoine Choueiry, Choueiry Group
Mr. Tony Nasrallah

Pantnens

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Alessi (Sel & Poivre)
Bank Audi
InfoPro
MIDIS Group
Sylvie Saliba
Tamer Frères sal
Tewtel Group

Contributors & Donors

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Berytech	La Libanaise des Jeux	Saradar Bank
Café Najjar	L’Orient-Le Jour	Telltale PR Events
Cat & Mouth Catering	Libanpost	The Wonderful Bureau
Ets. Antoine Massoud & Fils	Max Factor (KFF)	Universal Media

Our thanks also to

Abela Freres	Exotica	Mediline
Adduha High School	First National Bank	Mitsulift
Ali Kedami	General Medical Equipment	MSD Holdings LTD
Anghami	Georges Najjar	Nabil Bustros
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BankMED	Intelmed sarl	Pierre Azar
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Bouchra Boustany	Joseph & Monie Kassouf	Samir & Claude Abillama
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Butler’s Bottle	K Matters	Société Libano Suisse
Byblos Bank	Kawas Consulting	Sohat
Capital Insurance	Ets. F.A. Kettaneh	Sodicom
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Casper & Gambini’s	Khalil & Amal Ibrahim	Tabbah
Christine Babikian	KidzMondo	Talaih Mar Gerges el Dekwaneh
Circle Exhibition Services	Kurban Travel	The Cotton Mall
Classic Burger Joint	Les Créneaux	The Mac Shop
Collège des Sœurs des Saints- Cœurs Ain Najm	LIA Insurance	The Skinclinic
DJ Nad	Louma Rabah	The Unicorn
École Zahrat Al Ihsan	LWIS School	Ticketing Box Office
Eddy Traboulsy	Marie Achkar	Tinol Paints
Effat Kreidieh	Mark Hachem Gallery	Urban Retreat Gym
Eliane & Joe Zougheib	Maroun Chammas	Wondereight
Elie Bekhazi	Mounir Doueidy	Youssef Abilamaa
	Medco	Youssef Soukarieh

Main Contributors

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Alfa
Bank of Beirut
Dar El Handasah
Droguerie de l’Union
Ghazi Baker
Hussein Madi Foundation
IBL Bank
Let It Beat
LIFCO (Original Marines)
Nada Chemaly Doumit
Raouf Rifai
Raymond & Aida Najjar
Strawberries & Champagne
Ziad Antar

Media Pantnens

MAGAZINES & NEWSPAPERS	
Ad-Dyar	L’Hebdo Magazine
Al-Akhbar	L’Officiel
Al-Joumhouria	L’Orient-Le Jour
Al-Mustaqbal	Lebanon Opportunities
An-Nahar	Mondanité
Commerce du Levant	Noun
Elle Orientale	Snob
Executive	Spécial
Femme	The Daily Star

TV	OUTDOORS
Future TV	MediaGram
Jadeed	Primedia
LBCi	Screens
OTV	Vivad
ONLINE	RADIO SPOTS
DMS Online	Dan Harper
MTV	Tanguy Faucon
Promofix	

RADIO	PHOTOS
Light FM	Elie Bekhazi
Mix FM	Najib Khairallah
Radio One	Pulse Production
Virgin	SkyBeirut
VRL	
TVC	VIDEO
Ramy Tannous	Light & Shadow
Roger Moussaed	Production

DISTRIBUTION	PRINTING
eCouriers	Bookstop
Pink Dot	Eid Printing Press
	Impressions
	Khawam Group
	Photogravure Vartan
	Print Works

Auction 2018



Mr. Brainwash
Chaplin and the Kid
Mixed Media
91,5 x 61 cm



Jean-François Larrieu
Love butterflys, 2016
Acrylic on canvas
140 x 140 cm



Jean-François Larrieu
Cèdre du Liban ciel rose, 2016, Acrylic on canvas
81 x 65 cm



Amine El Bacha
A banana and an apple
Watercolor, 42 x 52 cm,
Framed



Raouf Rifai
Darwich Abou El Chanab, 2017, Acrylic on canvas
120 x 120cm



Ghazi Baker
Cornucopia III, 2017
Acrylic on canvas, 180
x 180 cm, Offered by
Mark Hachem Gallery



Louma Rabah
Sunflower Vase
Acrylic on canvas
70 x 100 cm



Ziad Antar
Dark Matter V
104 x 140 cm, Inkjet on
archival co on photo
paper, edition 1/5 + 1 AP



Hussein Madi
Black Bull in black iron
95 x 53 x 23 cm
Offered by Hussein
Madi Foundation



Nayla Romanos Iliya
L for Love, 2014
Resin, mirrored stainless
steel, 63 x 58 x 58 cm
Limited Edition of 8+2 A.P.



**Najjar Raqwa and
Georges Maktabi**
Heartbeat of Beirut
28 x 32 x 37 cm
Limited Edition



Fendi
Mint crocodile agatato
Mini Peekaboo bag with
metal handle
Offered by Aishti



H.Stern
Paola Earrings
in white gold 18CT and
white diamonds
Offered by Sylvie Saliba



H.Stern
Eclipse Pendant
18K Gold
Diamonds 1.38CTS
Offered by Sylvie Saliba



H.Stern
Eclipse Ring
18K Gold
Diamonds 1.45 CTS
Offered by Sylvie Saliba

Artistic Team

Abboud Saadi
Alexandra Sawaya
Amanda Abirached
Anne-Sophie Azzi, MD
Anthony Touma
Aren Joe Bizdikian, med
Basile Choueri
Davina Malek, med
Georges Mjaess, med
Hady Hatem
Ingrid Naccour
Jad Atallah
Jad Habchi
Jad Habib, MD
Jean Sakr
Jessica Nicolas, med

Karl Metrebian
Kristian Abouanni
Lea Chahine
Lea Ghorayeb
Manel Mallat
Marcelle Fayad
Maria Demian
Marie Jo Noon
Maurice Khoury
Mikhael Makhoul, med
Myriam Chami
Nayla Saliby, med
Omar Dilati
Pascale Farhat, med
Peter Maalouf, MD
Raffi Mandalian

Ralph Asfour
Ramzi Ashoush, MD
Raya Sakr
Roody Madi
Roy Achkar
Sarah Aouad
Serena Abi Nader
Tarek Chreif
Toni Hachem
Tony Ghanem, MD
Vatche Djemdjemian
Vicky Baz Elyesh
Walid Tawil
Special Appearance
Valerie Abou Chacra

Asmar Saliba
Cats Production
Chadi Akiki
Celine Habchi
Cynthia Karam
Eric Deeb
Maria Moukarzel
Mélisha Chalhoub

Pietro El Hajj
Production Factory
Raya Njeim
Roger Bakhos
Roxane Touma
Sarah Sakr
Seaside Developments
Serge Harmouche

Adnan Darwich
Ali Oleik
Ali Rammal
Amine Fikani, MD
Andrew Takchi
Anna Daou
Anna Zein El Din
Anthony Kerbage
Aya Karam
Berna Boueiry
Carla Sleilat, MD
Caroline Fiani, MD
Celina Boutros
Celina Doueiri
Charbel Boueiry
Charbel Zakhour
Chloe Kharsa
Christelle Mourad
Christelle Rahme
Claire Chidiac
Cyndi Markbawi
Cynthia Demian, MD
Cynthia Haddad
Cyril Kai, MD
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Dany Nassar
Darine Sleiman
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Feriala Abou Hassoun
Gaby El Hachem
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Hassan Harb
Hassan Said
Hiba Hammoud
Imane Feghaly
Imane Salem
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Jad Mitri
Jad Nicolas
Jamilie Kortbawi
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Jeanette Waked
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Joe Abi Nader
Joe David Azzo
Joe Rassi, MD
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Lea Karam
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Nathalie Ashoush
Nehmat Houayek
Nicolas Sayegh

Nicole Lahoud
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Nour Nassour
Pamela Abboud
Pamela Freiha
Pascale Boustany
Raia Doumit, MD
Ramy Bardawil
Rana Tannous
Rebecca Hassoun
Reina Issa, MD
Rhea Naccouzi
Riam Hijazi
Rita Bou Chebel
Rita El Hage
Rita Sidawi
Rouba Rahhal
Rudy Mrad
Rustom Alezemian
Sabah Moubarak
Sahar Haidar
Samer Sidawi
Sandy Allam
Sara Hindieh
Sarah El Hage
Sarah Haddad
Stephanie Khazzaka, MD
Tasha Ghorayeb
Valeria Abou Ghazale
Zoya Achkar

Production Team



Heartbeat 2018 Gala Dinner

Heartbeat held its 10th fundraiser gala dinner on Friday April 13, 2018 at the Seaside Arena of Beirut as part of its mission to treat children born with heart disease. One thousand guests were mesmerized by the event, which was elegantly decorated by Strawberries & Champagne. They were greeted at their tables by flower arrangements offered by Ikebana, delicious 'nd' chocolate by Nathalie Dimas, and complimentary gifts by Sel & Poivre, specially designed for the occasion by ALESSI. Dr. Ramzi Ashoush opened the magnificent show, 'A Heartbeat Story'. The narrative engaged attendees in an emotional rollercoaster of happy and tragic moments experienced by parents of children born with heart disease. More than 50 volunteer singers, musicians, and dancers - many of whom were doctors and medical students - performed on stage. Mrs. Nada Boulos El Assaad and the hosts of the evening, Heartbeat ambassadors Maxime Chaya and Daniella Rahmeh, held a live auction of 15 items. The beautiful artworks and accessories sold were generously

donated by Sylvie Saliba Jewelry, Hussein Madi Foundation, artists Ziad Antar, Amine El Bacha, Raouf Rifai and Ghazi Baker, Mr. Georges Maktabi, Mrs. Louma Rabah, Mrs. Nayla Romanos, Aishti, Mark Hachem Gallery, Najjar Raqwa, and Opera Gallery. World acclaimed adventurer and sportsman Maxime Chaya introduced his team of 'Ambassadors Running for a Cause', who support Heartbeat at Beirut Marathon. The evening ended with the anticipated lottery. Winners received valuable gifts from Aishti, J.M. Weston, Kurban Travel, The Mac Shop, Urban Retreat Gym, Elie Bekhazi and Marie Achkar. Supporters of the event included the First Lady H.E. Mrs. Nadia Aoun, H.E. Mrs. Mona Hraoui, H.E. Mr. Ghassan Hasbani, H.E. Mrs. Leila Solh Hamade, H.E. Mr. Raymond Audi, and H.E. Fouad Makhzoumi. Also present were Mrs. Lara Hanna Debs, Mrs. Lena Choueiry Nahas, Mr. Tony Salame, Mr. Tony Nasrallah, as well as other political and social personalities and loyal partners of Heartbeat, including Tamer Frères, Ets. EAM, and many more.





The Annual Concert

A Heartbeat Story

The Heartbeat gala dinner was followed by the main concert, 'A Heartbeat Story', on April 14 and 15. Created and directed by Dr. Ramzi Ashoush, this year's show was based on a narrative rather than a theme. More than 4,000 attendees were engaged in a heartfelt journey of mixed emotions, from the playful moments of a couple falling in love, to the romance of their wedding, and the anticipated bright future when their daughter is born. The story takes a dark turn when their baby is diagnosed with a deadly heart disease. Distressed and helpless, the parents feel that their world is collapsing. But hope is restored with the presence of Heartbeat.

The child undergoes surgery—she's alive! She goes on to live a healthy and joyful life, and volunteers with the association to save more sick hearts.

More than 50 volunteer singers, musicians and dancers brought the story to life. Among them were many doctors and medical students, and Miss Lebanon 2015 Valerie Abou Chacra made an appearance.

The production team at Cats Production, the choreography of Lea Chahine, the staging of Manel Mallat and Kris Abouanni, as well as the remarkable presence of Ingrid Naccour, Ralph Asfour and, of course, that of Anthony Touma, deserve special mention.





**Ali Kedami's new challenge:
Running around the planet**

After achieving great success in raising funds for Heartbeat with the De-feet Runners in 2015, ultra-marathon champion Ali Kedami has raised the bar even higher for his new solo challenge. His goal: contest four prestigious races around the world within one year!

Ali successfully accomplished his first challenge in the Oman UTMB race. Dubbed the 'World's toughest race', reaching the finish line is considered an achievement in itself, as few participants manage to make it to the end. "Honestly, if it weren't for Heartbeat and its children, I don't think I would have completed the race", Ali said. "I'm afraid of heights, and I really had to pull all my physical and mental strengths together to climb 1,250m after running 110 km in hard conditions." The Lebanese champion covered 137 km and over 8,000 m of altitude in less than 44 hours, ranking 22nd in his category. Ali has begun training for his next challenge, 'Racing the Planet', a 250km trail crossing the mountains, glaciers, lakes and volcanoes of New Zealand. The challenge will continue in the mountains of Italy at the 'Tor des Géants' 330 km race, and end in the homeland, where Ali aims to complete the Lebanon Mountain Trail in less than 6 days. Thank you, Ali, for your impressive effort and dedication to save sick little hearts.



**Beirut Marathon 2018:
Ambassadors running
for a cause**

Heartbeat Ambassador Maxime Chaya and more than 10 ambassadors and their spouses formed a relay team at the 16th edition of the Beirut Marathon to raise awareness about Heartbeat and children suffering from congenital heart disease. Determined and dedicated to the cause, they all trained as a team, and come race day, some ran the whole distance while others relayed one-another to cross the finish line of the 42 km race. From the bottom of the little hearts: "Dear ambassadors, thank you for your efforts!"



**CSR
Initiatives**

Abela Frères mobile app

A new app was launched, which has a points redemption system that allows pharmacists to convert their collected points into donations to Heartbeat.

My Medco mobile app

As part of their CSR program, Medco allows customers to redeem points, which can be converted into donations to Heartbeat whenever they use Medco gas station services.

Caspresso by C&G

Caspresso introduced a limited edition coffee capsules package, inspired by the Heartbeat theme 'Music Saves Lives'. A portion of the sales proceeds will be given to the association.

Students Helping Children



Learner's World International School (LWIS)

The school involved all its students in an initiative to raise funds for children born with heart disease. They organized several projects, including a bake sale, a tombola sale and a Christmas arts and crafts activity. The Heartbeat team shared more information about the cause, and participated in the tombola draw.

Collège des Soeurs des Saints Coeurs - Ain Najem

For the second year in a row, EB6 students adopted the cause of congenital heart disease as their school social project. Through an interactive presentation with the Heartbeat team and pediatric cardiac surgeon, they learned about heart problems in children and the work of the association. The students also organized a full day's event, selling homemade cakes and accessories to raise funds for the sick hearts.

Collège Zahret El Ihsan

After dedicating their school social project to Heartbeat in 2017, 11th grade students devoted their efforts once again in 2018 to support children born with heart disease. They organized a food sale at their school to spread awareness and raise funds, and helped with the Heartbeat fundraising event.

Talaih Mar Gerges el Dekwaneh

Members of Talaih Mar Gerges El Dekwaneh visited Heartbeat's patients at Hotel-Dieu de France Hospital to spread joy among the sick hearts. The program included arts and crafts, music and surprise gifts. Heartbeat's doctors held a presentation about the association's mission and work, prior to the visit.



Adduha High School

As part of the initiative 'From the Heart month' organized by the school, students of different ages worked together to raise funds and help the sick hearts. They visited the center Cœur de L'Enfant at Hotel-Dieu de France hospital where they met the doctors and learned more about Heartbeat's mission and work.

Saint Mary's Orthodox College

Students organized a fundraiser at their school in support of Heartbeat, where they gave a heart-themed handmade accessory to every person who donated to the cause.

Lebanese American University: Social media workshop with Lana El Sahely

Heartbeat has been invited by LAU – Beirut and Bouchra Consultancy to participate in the workshop 'How to take your business online', organized for business and fashion students. Social media fashion influencer Lana El Sahely (L'Armoire de Lana) shared stories and insights from her online journey and her efforts to give back to society. The Heartbeat team presented work of the association featuring past collaborations with Lana.



HEARTBEAT PRESENTS

DR EAM MS



LIVE CONCERT SAT 13 SUN 14 APRIL

THE ANNUAL
GALA DINNER
BIEL FURN EL CHEBBAK | FRI 12 APRIL



heartbeat

treating children with heart disease