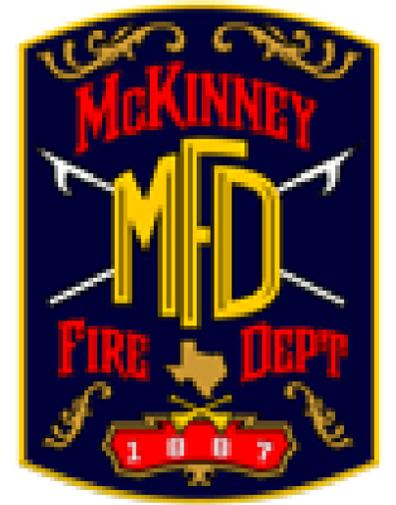


# The Neighborhood Hero Program



Empowering McKinney  
with the **4-Minute Lifeline**

A Community-Based Cardiac Arrest Response Initiative

**MCKINNEY**  
TEXAS

UNIQUE BY NATURE

“

**The 4 Minute Community Program has the potential to save more lives than I will have saved in my entire career and life's work as an emergency responder.**

Dr. Dan Bledsoe | EMS Medical Director, UPMC

# Sudden Cardiac Arrest strikes closest to home



**350,000+**

Americans experience out-of-hospital cardiac arrest annually.



**90%**

Occur in a residential setting—precisely where traditional AEDs are rarely deployed.



**62 Years**

The average age of a Sudden Cardiac Arrest victim.

Every single year, 118 people in the City of McKinney suffer from Sudden Cardiac Arrest.

# Time is the relentless enemy of survival



Time is the enemy. Survival decreases 7-10% for every single minute without CPR. Relying solely on the 911 dispatch of traditional first responders leaves a deadly gap.

Be a lifesaver. You can help more people survive Sudden Cardiac Arrest.

# A connected community bridges the deadliest gap

## The Traditional Approach

911 is called



Bystanders wait helplessly



EMS arrives in 8+ minutes



Outcome: Low survival probability.  
Irreversible brain injury occurs.

## The Neighborhood Hero Approach

911 is called



GoodSAM app alerts a nearby trained resident



Resident retrieves an Avive Connect AED  
and starts CPR in 3 minutes



Outcome: Survival rates can double or even triple.

The people most likely to save a life are those already nearby.  
When CPR and defibrillation start immediately, the paradigm shifts.

# Technology transforms bystanders into immediate responders

## Hardware

### Avive Connect AEDs

Next-generation, cellular-connected defibrillators strategically placed in McKinney neighborhoods.



## Software

### GoodSAM App

Smartphone integration that ties directly into the 911 dispatch center to geofence and alert nearby responders.

## People

### Neighborhood Heroes

A vital network of local, citizen volunteers trained in hands-only CPR and AED use.

# The four-minute lifeline in action



## 1. Emergency Occurs

A 911 call reports a possible out-of-hospital cardiac arrest.



## 2. Smart Alerting

The GoodSAM app instantly identifies trained volunteers within a highly localized radius.



## 4. Immediate Action

The volunteer initiates lifesaving hands-only CPR and defibrillation minutes before professional EMS units can arrive.



## 3. Guided Response

The app provides GPS directions to both the victim and the nearest Avive Connect AED.

Be a lifesaver. You can help more people survive Sudden Cardiac Arrest.

# Public safety is foundational to economic resilience

Businesses and top talent seek out communities that are safe, resilient, and proactive.



## Attracting Investment

A city prioritizing advanced health and safety infrastructure becomes a magnet for families, top employers, and long-term commercial investment.



## Community Ownership

Fosters a direct, collaborative relationship between local businesses, residents, and public safety agencies.



## Innovative Leadership

Cements McKinney's reputation as a forward-thinking smart city that utilizes tech for proactive crisis prevention.



# Building the 4-Minute Community in McKinney

## Expand Access

Deploy advanced, connected AEDs across strategic public and private locations throughout the city.

## Connect the Network

Leverage cellular and WiFi technology to instantly bridge the gap between 911 and nearby bystanders.



## Educate & Empower

Deliver widespread, accessible hands-only CPR and AED training to McKinney residents.

## Save Lives

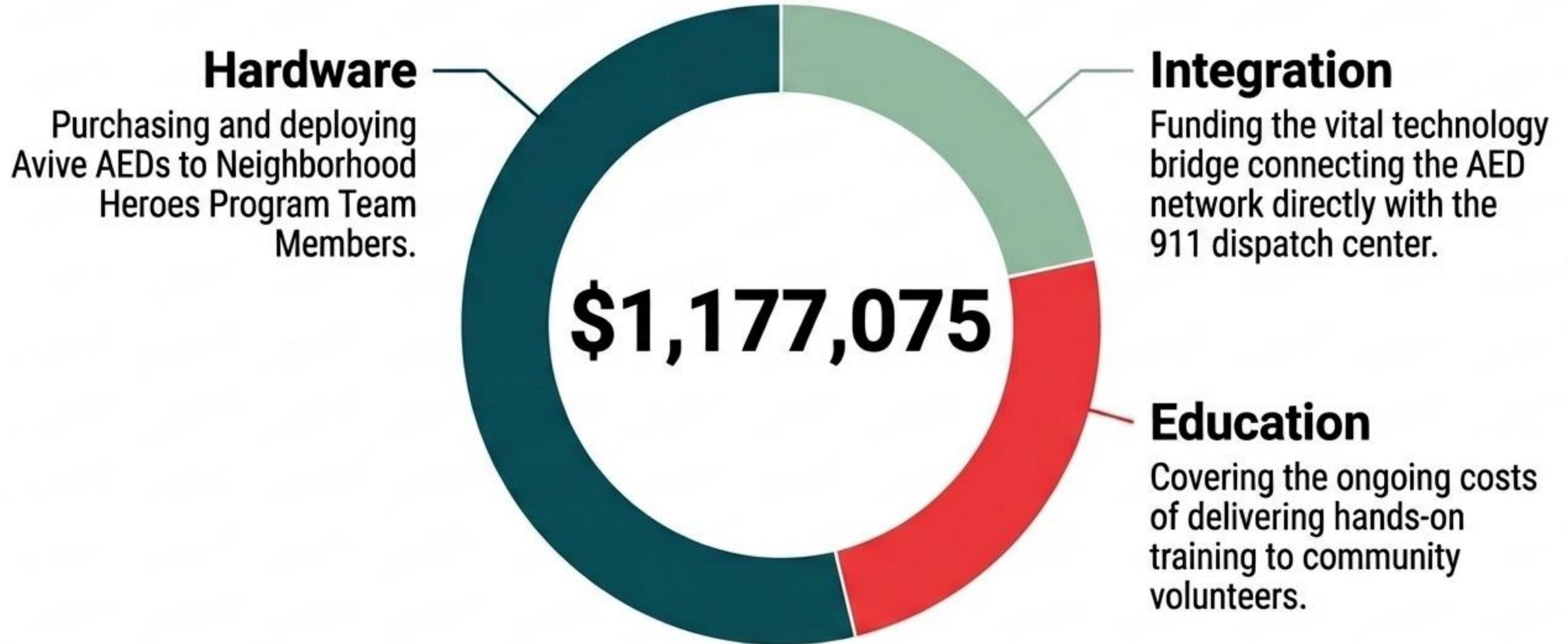
Ultimately improve survival rates by ensuring rapid, effective intervention within the critical four-minute window.



# Phoenix Event

Celebration of Cardiac Arrest Survivor

# The investment required to protect our city



# Strategic Partnership Opportunities

Benefits	AED Sponsor (\$3K)	Bronze (\$50K)	Silver (\$150K)	Gold (\$300K)	Platinum (\$500K)
Name on AED & Life-save recognition	✓	✓	✓	✓	✓
Social media & newsletter recognition		✓	✓	✓	✓
Logo at community trainings & Steering committee seat		✓	✓	✓	✓
Inclusion in promo videos & Webinar panelist		✓	✓	✓	✓
High-profile launch event & Press release inclusion			✓	✓	✓

All tiers include the base 5-year cost of AED, supporting technology, and ongoing training.



# Donations

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# Join the network that saves lives

Every AED placed and every citizen trained increases the likelihood that someone will be there when a life depends on it. Demonstrate your organization's commitment to our community's health, safety, and economic resilience.

[mckinneyfire.org/hero](https://mckinneyfire.org/hero)

