



American Heart
Association.

**KIDS
HEART
CHALLENGE™**

2021-2022
**VOLUNTEER
GUIDE**

JUMP ON BOARD WITH THE
**HEART
HEROES**





FINN, 1ST GRADE

Finn was born with multiple heart defects and spent the first eight months of his life in the hospital. Finn has had 18 heart surgeries and last year underwent a customized procedure to correct his special heart anatomy and give him the gift of life. Today, an energetic Finn loves to have fun.

The KIDS HEART CHALLENGE™ prepares elementary students for success by supporting their **PHYSICAL & EMOTIONAL WELL-BEING**.



HEART-PUMPING ACTIVATIONS

such as jumping rope, shooting hoops, dancing and doing warrior obstacle courses.



OPEN CURRICULUM

that provides a series of classroom-based physical activity plans and resources that support social and emotional learning.



GIVE-BACKS

to support physical education with US Games equipment and a grant program.



FUN & EASY

online fundraising to benefit the American Heart Association.



FLEXIBLE FORMAT

with videos and online content, allowing seamless integration into both home and school environments.





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GET HEARTS Pumping!

Kids with special hearts share their stories in this legacy service-learning opportunity dedicated to raising awareness of and funding for the fight against heart disease. Your students will enjoy interactive technologies and activities to learn about heart, brain, lung and social and emotional health.

PROGRAM HIGHLIGHTS:



STUDENT HEALTH & FITNESS

- Social emotional learning resources
- Variety of physical activities
- Focus on moving more, choosing water & avoiding tobacco
- Be Active Family Challenge
- Videos (mindfulness, dance and more)
- Heart, brain, lung & vascular health information



LESSON PLANS

- Whole child
- STEM
- Brain boosts
- Social emotional learning
- Heart, brain, lung & vascular health
- Bilingual resources
- Augmented experiences



OPEN LEARNING

- Year-round professional development opportunities
- PE-focused modules



FACE TO FACE, VIRTUAL & HYBRID READY

- Multiple ways to implement
- Turnkey format
- Online resources & videos
- Virtual field trips through the body



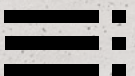
INTERACTIVE TECHNOLOGY

- Free user-friendly app
- Virtual reality field trips
- Scannable QR codes connect to videos and more
- Online resources hub
- Educator social support communities



SCHOOL GIVE-BACKS

- US Games certificates
- Teacher incentives



PARTNERING WITH The AHA

WHAT THE DOLLARS DO

The American Heart Association works hard to tackle what matters most to educators and parents — preparing children for success through **physical and emotional well-being**.



HEALTHY FOOD = HEALTHY KIDS!

- We help ensure that 44 million school meals meet dietary guidelines.
- We advocate for all restaurant meals marketed to children meeting nutrition guidelines.
- We work for safe routes to schools, and healthy snacks in them.
- We fight for access to healthy foods for all families.



PE IS A PRIORITY!

- We fight for quality physical education in schools.
- We advance policies that prioritize students and staff well-being.



WE LIKE TO MOVE IT, MOVE IT!

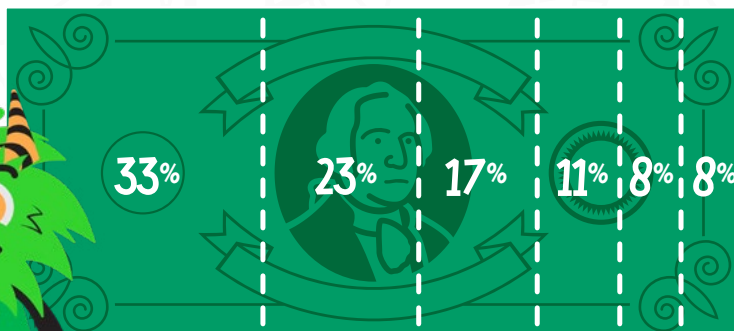
- We've teamed up with the NFL to create NFL Play 60 to teach the importance of getting 60 minutes physical activity daily.
- Together, we have helped more than 5.5 million students get physically active.
- We help teachers buy more PE equipment through US Games give-backs.



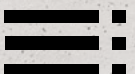
A GENERATION OF LIFESAVERS!

- CPR in Schools trains millions of students and teachers to save lives.
- We helped pass laws requiring CPR training for graduation in 39 states.
- CPR can double or even triple the chance of surviving cardiac arrest.

Dollars raised help fund community initiatives, education, research and quality of care – all to fight the No. 1 killer in the world, heart disease.



- 33% Public Health Education
- 23% Professional Education & Training
- 17% Research
- 11% Fundraising
- 8% Management & General
- 8% Community Service





American Heart Association.

**KIDS
HEART
CHALLENGE™**

CHECKLIST OF Materials

FIRST THINGS FIRST – YOUR MATERIALS



SAMPLE SET

WHAT'S IN THE BOX:

- Student Collection Envelopes (50 per pack)
- 2 Coordinator Event T-Shirts (check sizes)
- 12 Jump Ropes
- 1 Playground Ball
- Wristband, Crew, Sky, Lee, Flash, Amor & Banks
- NEW! Mystery Gifts

T-SHIRT

JUMP ROPE



WRISTBAND



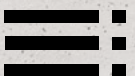
HEART HEROES



PLAYGROUND BALL

IN THE VOLUNTEER FOLDER:

- Promotional Posters: Heart Heroes & Thank-You Gifts
- Wrap-Up Materials: 2 Prepaid Envelopes





American Heart Association.

**KIDS
HEART
CHALLENGE™**

SETTING UP A Successful Event



- Log in to your website at heart.org/KHC.
- Send Save the Date email.
- Hang gift and educational posters throughout the school with optimal visibility for parent and students with emphasis in main entrance/door area.
- Communicate goal on the Heart Heroes goal poster.
- Share with faculty to get entire school involved.



Templates, videos, heart facts and more can be found in your Teacher Resources on the coordinator's website.



• IN SCHOOL EVENT TIMELINE



WEEK ONE:

- **Kickoff Assembly**- face to face or video.
- Send home **Envelopes** (in your box)
- Establish a distribution management plan for your Heart Hero characters and wristbands.
- Check online/app regularly
- Promote **Kids Heart Challenge** by engaging a Parent Ambassador and your school's communications/social media leads. Ask them to share information with parents using school newsletters, website, outdoor marquee, Facebook, Twitter, text, phone and/or emails.
- See your **Volunteer Guide** for additional ideas, and visit your online **Headquarters** for templates already created for you.



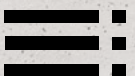
WEEK TWO AND THREE

- Share **Heart Facts** and **Heart Hero videos** during morning announcements.
- Email parents from your **Online HQ** and/or all school communication, [using templates provided to you.](#)
- Promote the **Classroom Challenge** and **Family Challenge**.
- Finalize your event day details.
- Invite parents to your event day.



WEEK FOUR AND BEYOND!

- **Event Day! Celebrate!**
- **Wrap Up Your Event:** Count donations, convert cash and coins to money order and send in using your prepaid envelope.
- **Order your thank-you gifts online** (they arrive 4-6 weeks after donations are received).
- **Share your successes**, videos, photos and student stories in our social media communities.





American Heart Association.

**KIDS
HEART
CHALLENGE™**

YOUR KHC Virtual Event



This year has brought many changes and uncertainties to our schools and communities. But **Kids Heart Challenge** is still here — ready and excited to keep students physically active, learning about how to be healthy and experiencing the reward of helping others. Utilizing videos, technology and flexible formats we are bringing the content and experience you have come to know and expect directly to your students' homes.



GETTING FAMILIES MOVING

- Challenge families to be physically active together for 150 minutes each week.
- More gifts that encourage getting moving more than ever.



TECH TOOLS

- **Virtual Planning Tool.** Our new interactive planning tool allows you to explore and click to receive video tips and more.
- **Interactive Mission Experience.** Families can enjoy a unique KHC experience online full of activities to promote physical activity and social and emotional health.
- **Kids Heart Challenge App.** Manage your event easily and on-the-go with our app.
 - Check your team's progress and email team members
 - Add students
 - Manage gifts



SOCIAL EMOTIONAL RESOURCES

- **Lesson plans.** Expanded curriculum addresses the whole child.
- **Videos.** Engaging videos provide in-home instruction on yoga, jumping rope and much more!
- **Posters/Print Outs.** Daily affirmations, easy ways to be kind, be well, be me and more can be printed at home or in school for daily reminders.



SCHOOL FUNDS

To show our appreciation and further support the health of your school, we're pleased to offer the following funding opportunities:

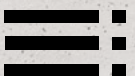
- **US Games.** Earn US Games Certificates and 10% off the expanded catalog, plus FREE shipping.
- **Grants.** Apply for a Kids Heart Challenge Grant for even more funding that benefits kids health and fitness.
- **Funding.** You can earn funds for your school. The more you raise, the more you earn!



SUPPORT

Your Teacher Resources. This section of the KHC Headquarters includes additional resources, such as:

- OPEN curriculum
- Professional development
- Lesson plans now in editable PDF format to make it easy to complete at home
- Whole child-centered materials



JUMP!

ACTIVATION GUIDE

It's **Kids Heart Challenge** Event Day. The kids are going to **JUMP!** It's tradition, expected and it's one of the best days of the year. You pick up one of the jump ropes and remind yourself that jumping rope has so many health benefits. It burns calories, builds agility and quickness and it increases bone density. It's also good for your brain. You look around one more time to make sure everything is where it should be. Your students are coming in now. It's time to get the music going and pump up the fun. So, let's **JUMP!**

1 SELECT A LOCATION

- Common locations include:
- Gym
- Blacktop
- Classroom
- Field
- At home
- Other _____

2 CHOOSE SIZE OF EVENT

Determine if your event will take place during class time vs. an all day event.

- Scheduled class time
- Each grade individually
- Bring together entire school

3 CHOOSE EVENT FORMAT

Determine if it will be free play or structured. Common formats include:

- Open gym
- Timed Competition
- Stations

4 IDENTIFY EQUIPMENT NEEDED

Below is a list of common equipment, but other items may be needed depending on the activities you choose/your inventory.

- Jump Ropes
- Stop Watch

5 SELECT ACTIVITIES

- Pick your activities.
- Consider creating stations for each activity to engage the most kids at one time.



Jump Over Wiggle Snakes
Most Single Jump



in 1 minute



Jump the Longest



Jump Relays



Tricks



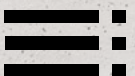
Double Dutch



Partner Jumping

6 CELEBRATE YOUR STUDENTS

- Recognize school Heart Heroes
- Celebrate students taking a challenge
- Recognize top fundraisers
- Take photos and videos and share on social media with **#KIDSHARTCHALLENGE**



HOOPS!

ACTIVATION GUIDE

It's **Kids Heart Challenge** Event Day. You know that playing basketball or just shooting **HOOPS** does not build character — it reveals it. In a few hours, your students will be aiming, shooting, cheering, agonizing, celebrating. Shooting hoops is not only fun, it's good for your students' emotional well-being as well. Your students are starting to line up now. They look at you. They look at the ball. They look up at the net in a bit of either panic or "I got this." But you know one thing's for sure — it's time to shoot some **HOOPS!**

1 SELECT A LOCATION

- Common locations include:
- Gym
- Blacktop
- Classroom
- Field
- At home
- Other _____

2 CHOOSE SIZE OF EVENT

Determine if your event will take place during class time vs. an all day event.

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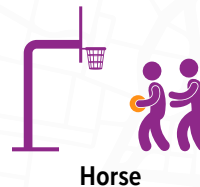
4 IDENTIFY EQUIPMENT NEEDED

Below is a list of common equipment, but other items may be needed depending on the activities you choose/your inventory.

- Basketballs
- Basketball Hoops

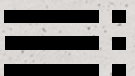
5 SELECT ACTIVITIES

- Pick your activities.
- Consider creating stations for each activity to engage the most kids at one time.



6 CELEBRATE YOUR STUDENTS

- Recognize school Heart Heroes
- Celebrate students taking a challenge
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- Take photos and videos and share on social media with **#KIDSHARTCHALLENGE**



WARRIOR! ACTIVATION GUIDE

It's **Kids Heart Challenge** Event Day. You are bringing the **obstacle course** craze to your students. You turn on the lights. The obstacle course is set up. In a few hours, your students will be crawling, jumping, running, laughing, cheering — and having a great time. As the event gets going, feelings of achievement and strength fill the room. Your students learn to support each other. Cheer for each other. Push themselves a little harder. So pull out those cones, hoops, balls and ropes and **let the games begin!**

1 SELECT A LOCATION

- Common locations include:
- Gym
- Blacktop
- Classroom
- Field
- At home
- Other _____

2 CHOOSE SIZE OF EVENT

Determine if your event will take place during class time vs. an all day event.

- Scheduled class time
- Each grade individually
- Bring together entire school

3 CHOOSE EVENT FORMAT

Determine if it will be free play or structured. Common formats include:

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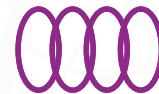
- Turbo Scooters
- Cones
- Tape
- Floor Discs
- Hula Hoops
- Balance Beam
- Jump Ropes
- Rope Climb

5 SELECT ACTIVITIES

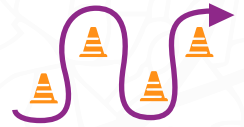
- Pick your activities.
- Consider creating stations for each activity to engage the most kids at one time.



Hop Scotch



Hula Hoops as a Tunnel



Cone Run, Cone Slalom, and/or Cone Jump



Balance Beam



Limbo



Hurdles



Pull Ups



Rope Climbing



Bear Crawl

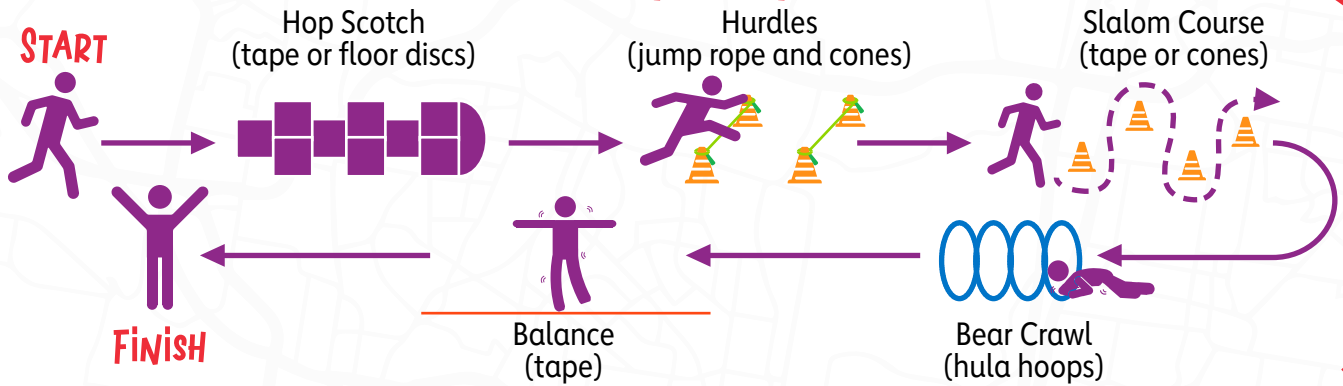
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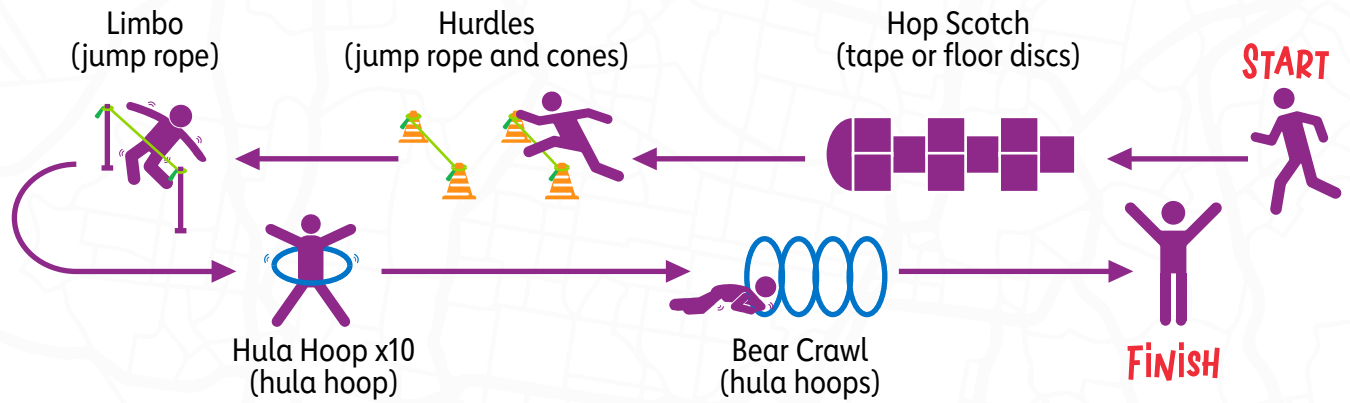
WARRIOR!

SUGGESTED LAYOUTS

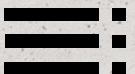
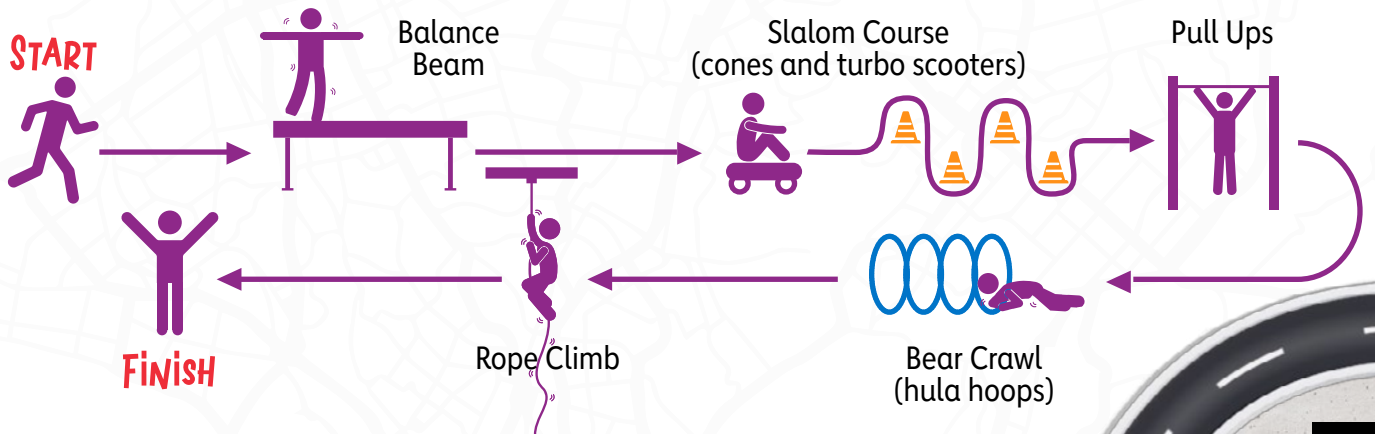
BEGINNER COURSE



INTERMEDIATE COURSE



ADVANCED COURSE





DANCE!

ACTIVATION GUIDE

It's **Kids Heart Challenge** Event Day. You've been planning for weeks. In a few hours, your students will be moving, laughing and focused as they **DANCE!** As the event gets going, a good feeling starts in your students' minds and makes its way to their feet. Your students learn that while dance is a physical movement, it also teaches self-confidence, creativity and collaboration. All you need to make **DANCE** happen are the videos through **OPEN**, sneakers and a music player. So pump up the music and **DANCE!**

1 SELECT A LOCATION

- Common locations include:
- Gym
- Blacktop
- Classroom
- Field
- At home
- Other _____

2 CHOOSE SIZE OF EVENT

Determine if your event will take place during class time vs. an all day event.

- Scheduled class time
- Each grade individually
- Bring together entire school

3 CHOOSE EVENT FORMAT

Determine if it will be free play or structured. Common formats include:

- Open gym
- Timed Competition
- Stations

4 IDENTIFY EQUIPMENT NEEDED

Below is a list of common equipment, but other items may be needed depending on the activities you choose/your inventory.

- Play List
- Speakers
- Glow Sticks
- Video Screen/ TV/ Projector
- Wheel

5 SELECT ACTIVITIES

- Pick your activities.
- Consider creating stations for each activity to engage the most kids at one time.



Dance Off

Two people battle it out on the dance floor.



Spin Wheel

Test your luck to find out what dance to do.



Shadow Me

Copy the movements of the leader.



Glow in the Dark

Turn off all the lights and turn on a black light for a fun party!

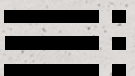


Roll Dice

Each side of the dice has a different dance. Roll the dice to determine your moves!

6 CELEBRATE YOUR STUDENTS

- Recognize school Heart Heroes
- Celebrate students taking a challenge
- Recognize top fundraisers
- Take photos and videos and share on social media with **#KIDSHARTCHALLENGE**



SAMPLE Messaging

SAMPLE EMAIL TO PARENTS

Subject: Get ready for the Kids Heart Challenge!

Parents, it's time for your child to show heart! The Kids Heart Challenge is your child's chance to be a Heart Hero by learning about heart health, spreading the word and raising funds to help other children. Download the free mobile app or visit heart.org/KHC to register and have your child take one of three healthy challenges. Then, ask friends and family for donations, helping your child earn thank-you gifts and PE equipment for our school! Be sure to also join our Family Challenge to Be Active!

Thank you for supporting students' physical and emotional well-being and helping collect donations for the American Heart Association.

SAMPLE LAUNCH MESSAGE TO FACULTY AND PARENTS

Subject: The Kids Heart Challenge is here!

If you haven't already, please register for our school team by downloading the Kids Heart Challenge app or visiting heart.org/KHC. Our students are participating in physical and emotional health activities, learning how their hearts work, how to stay healthy, hearing from kids with special hearts and raising donations to help kids like them. Plus, the American Heart Association is supporting the health of our students by giving back to our school with US Games certificates and direct contributions.

We are a healthy and service-minded community – join us!

WRAP-UP SAMPLE MESSAGE TO FACULTY AND PARENTS

Subject: We're in the Home Stretch for the Kids Heart Challenge

The Kids Heart Challenge is wrapping up! It's not too late to help our school fight heart disease. Download the Kids Heart Challenge app or visit heart.org/KHC to join our school team.

We are so proud of our students for learning how to stay healthy, gain confidence and help others by raising money for the American Heart Association.

Thank you for your support!



SAMPLE TWITTER MESSAGES

- Helping kids with special hearts! #KidsHeartChallenge
- Taking the #KidsHeartChallenge to improve our health! heart.org/KHC
- Each year 40,000 U.S. infants are affected by congenital heart defects. Our kids are making a difference #KidsHeartChallenge
- Our school is wiping out heart disease through #KidsHeartChallenge. Donate today.

SAMPLE MARQUEE MESSAGES

- Kids Heart Challenge is here!
- Be Active and Be Kind for Kids Heart Challenge!
- Be a Hero! Kids Heart Challenge!

STEP-BY-STEP Guide to Online Fundraising

WE PUT THE **FUN** IN FUNDRAISING



IT'S EASY!

In a few clicks, students can join their school's online team which has already been set up by the American Heart Association.



IT'S SAFE!

Our website is secure. Student and donor information is protected. Because it's done online, there's no cash or checks to collect. Donors are automatically emailed receipts.



IT'S FUN!

Students take daily health challenges, learn about children with special hearts and how to take care of their own hearts.

MEET A HEART HERO!

“I was born with Transposition of the Great Arteries. My mom found out when she was 5 months pregnant. I had open heart surgery when I was a week old and then I had a heart attack the next day. My amazing doctors and nurses took very good care of me! I am healthy now and can do everything!”

The American Heart Association helps kids like me get better so we can have fun and do normal kid stuff. Kids Heart Challenge is awesome and fun! It helps me stay healthy and teaches me about my heart and about making healthy choices.”



CLELIA, AGE 8



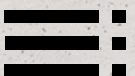
GETTING STARTED

- Log in to your website (it's already set up!), set your goal and personalize your page.
- Encourage students to register online and earn their wristbands!
- Announce your online incentive to get students excited.
- Check daily to recognize students who have earned instant gifts.
- Use the mobile app to raise money! Parents can send a link to their child's page for fast fundraising. Parents can also set a goal and follow their progress. Teachers can follow their school's progress and review online reports.



THIS APP IS AWESOME

- Students can see their wristbands, kickoff stickers and Heart Heroes come to life. They can even take selfies with their favorite Heart Heroes.
- Students can scan their checks and deposit in their HQ. It counts as online and there's no need for them to turn in the check!



INCENTIVES AND Give-Backs

THE MORE YOU RAISE, THE MORE YOU EARN

Your school will receive a gift certificate for **US Games**, plus a direct contribution back based on the total raised. Here's the breakdown:

SCHOOL RAISES	US GAMES REWARDS		DIRECT CONTRIBUTION/US GAMES REWARDS TO SCHOOLS		TOTAL INVESTMENT
\$1,500 to \$2,999	\$100	+	\$60	=	\$160
\$3,000 to \$4,999	\$200	+	\$100	=	\$300
\$5,000 to \$7,499	\$300	+	\$200	=	\$500
\$7,500 to \$9,999	\$400	+	\$300	=	\$700
\$10,000 to \$14,999	\$500	+	\$350	=	\$850
\$15,000 to \$19,999	\$800	+	\$500	=	\$1,300
\$20,000 to \$24,999	\$1,000	+	\$700	=	\$1,700
\$25,000+	\$1,300+	+	\$800+	=	\$2,100+

If your school raises more than \$25,000, you will receive **EVEN MORE** gift certificates!



"I LOVE BEING AN ADVOCATE FOR KIDS WITH HEALTH CHALLENGES AND BEING A VOLUNTEER IN MY COMMUNITY."

GRANTS FOR SCHOOL

? WHAT IT IS
The American Heart Association supports the health and well-being of our nation's students. That's why we're awarding grants to educators as part of the Kids Heart Challenge and American Heart Challenge.

⚙️ HOW IT WORKS
Have your kids participate in the Kids Heart Challenge and apply for up to \$2,500 in funding for your school.

🏆 HOW WE SELECT
Peer-reviewed by teachers like you!



INTRODUCING THE Heart Heroes!

THANK-YOU GIFTS



REGISTER ONLINE
WRISTBAND



RAISE \$5
CREW*



RAISE \$10
SKY*



RAISE \$15
JUMP ROPE*



RAISE \$25
LEE*



RAISE \$40
FLASH*



RAISE \$50
T-SHIRT*



RAISE \$75
PLAYGROUND BALL*



RAISE \$100
BANKS*



RAISE \$200
AMOR & MAX*



RAISE \$250
SOCKS*



RAISE \$500
BALL LAUNCHER*



RAISE \$1000
SPEAKER SET*

*plus lower-level gifts



DISTRIBUTING CHARACTERS (IDEAS)

- PE Class – Have Crew, Sky, Lee or all the characters ready to give out during class.
- “Heart Heroes” Days - Designate specific days for students to receive Heart Heroes.
- Distribution Site Ideas:
 - Heart Heroes Booths: Set up a booth before school or during recess and lunch times where students can turn in money and get Heart Heroes.
 - Heart Heroes Store: Set up a store led by the parents in the front office to give Heart Heroes.
 - Library: The librarian can call students each morning to pick up their Heart Heroes.
 - Student Council: They can announce the Heart Heroes earners and deliver them to classrooms.
 - Daily Heart Heroes Call: Ask volunteers to announce and distribute Heart Heroes at the start of each PE class.
 - PTO or PTA: Ask volunteers to put the Heart Heroes in the homeroom teachers’ mailboxes.



TRACKING CHARACTERS

- Online Tool: In your HQ, students who have earned characters will already be in the system. Just check off their names.
- The App: Use it to mark the characters you’ve delivered. Remember, e-checks count as online.



COMPLETE FINN'S MISSIONS

Complete Finn’s Missions to earn Finn’s Lifesavers Award!



BONUS MYSTERY GIFTS

Earn a NEW Mystery Gift for every \$50 raised! Students can earn up to 20 mystery gifts to share with family or trade with friends.



COMPLETING Finn's Mission!

1

Download the Kids Heart Challenge app or visit heart.org/KHC to register.



2

Complete Finn's challenges to learn how to save a life with CPR, discover the dangers of vaping, and raise awareness and funds to change lives!



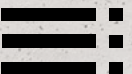
3

Earn his Exclusive Finn's Lifesavers Award!



FINN, 1ST GRADE

Finn was born with multiple heart defects and spent the first eight months of his life in the hospital. Finn has had 18 heart surgeries and last year underwent a customized procedure to correct his special heart anatomy and give him the gift of life. Today, an energetic Finn loves to have fun.





American Heart Association.

**KIDS
HEART
CHALLENGE™**

FINN'S SPLASH PARTY!

A special celebration for the students in the **Top Grade or Top Class** for all their Heart work!

HOW TO:

1

Pick Splash Party Day!

Pro-Tip: the day before a holiday or 1/2 day.

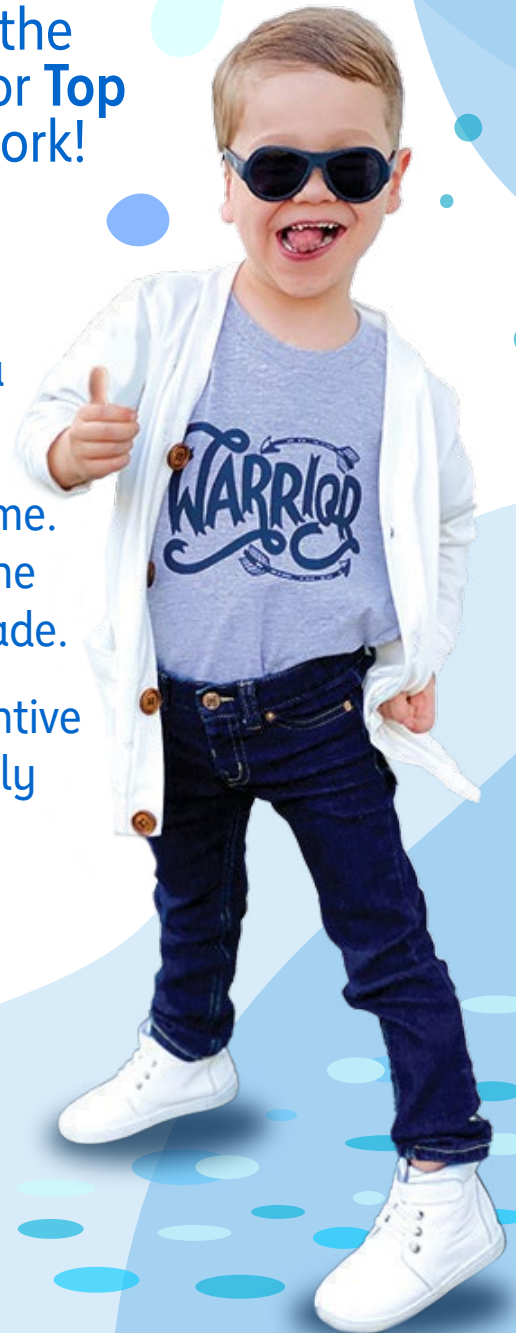
2

Scheduling: Ancillary Time.

Swap the last grade of the day with the winning grade.

3

Promotion: Include incentive in your Kickoff and weekly messaging! Highlight Grade/Class in the lead each week!



STATION IDEAS:



- 1 Amor & Max Beach Ball Relay
- 2 Sky's Water Balloon Toss
- 3 Banks' Water Balloon Spoon Race
- 4 Flash's Water Balloon Batting Practice
- 5 Crew's Fill the Bucket Challenge
- 6 Sky-High Water Balloon Relay
- 7 Captain's Balancing Act Obstacle Course
- 8 Finn's Water Balloon Colander Toss
- 9 Local Heart Hero Water Balloon Darts
- 10 Coach/Principal Pop the Balloon Relay



SUGGESTED MATERIALS:



Water Balloons, Hula Hoops, beach balls, Water blasters, Wooden Spoon, Plastic Bats, Colander, Towels, Buckets, Sponges, Cones...etc.



MAKE CLEAN-UP A GAME!

- 1 Ask teams to pick up broken balloon pieces and the team with the most pieces gets first dibs on Popsicles!
- 2 Have a "Balloon" guard—have a volunteer trade each filled balloon for 2 pieces of burst balloons.

MORNING Announcements



NEW! Prerecorded morning announcements with fun heart facts, music and Kids Heart Challenge messaging. **CLICK HERE!**

HEART FACTS FOR THE MORNING ANNOUNCEMENTS

End each message with “This heart fact is brought to you by the Kids Heart Challenge!”

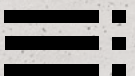
1. No tobacco product—including cigarettes, e-cigarettes, or vapes is safe. They are all linked to problems with attention, moods, learning and impulse control. They can damage your lungs and cardiovascular system. The only safe option is to stay away from all tobacco products.
2. The heart pumps out about 83 gallons of blood each hour. That’s one hardworking organ!
3. The average heart beats about 108,000 times per day. That’s about 3 billion heartbeats in a lifetime.
4. Did you know that doing something nice for someone helps you feel good?
5. Capillaries are the smallest blood vessels in the body. How small are they? It takes about 10 of them to equal the thickness of one human hair.
6. 9 out of 10 Americans age 2 and up eat too much sodium. Watch out for sneaky sodium hiding in foods like pizza, bread and rolls, cold cuts and cured meats, savory snacks, sandwiches and cheese.
7. Physical activity doesn’t just build strong muscles, it strengthens your bones and can improve your emotional well-being.
8. Did you know a 16-ounce soda can have as much sugar as 20 sugar cubes? To burn off all the calories from just one soda, a kid has to ride a bike for about 30 minutes - watch out for those sugary sodas and sip water instead!
9. Eating the right amount of fruits and vegetables can be good for your heart health!
10. Try to eat a colorful plate with 4-5 servings of both fruits and vegetables every day.
11. Being kind is as simple as smiling! Did you know, it’s easier to smile than it is to frown?
12. Smiling reduces blood pressure too!



JAEDEN, 6TH GRADE

MEET A HEART HERO!

Jaeden was born with ventricular septal defect along with congestive heart failure. At two months old he had open heart surgery to make repairs and close the hole. Just after his surgery he smiled for the first time, which told his family he was feeling better. Occasionally his heart beats a little fast or irregularly, but he is a healthy middle school kid.





American Heart Association.

**KIDS
HEART
CHALLENGE™**

IDEAS TO Make Your Event A Success!

COORDINATOR'S CHALLENGE — WHAT ARE YOU GOING TO DO?



SLIME



PIE-IN-FACE



HEART HERO DAY



DYE HAIR



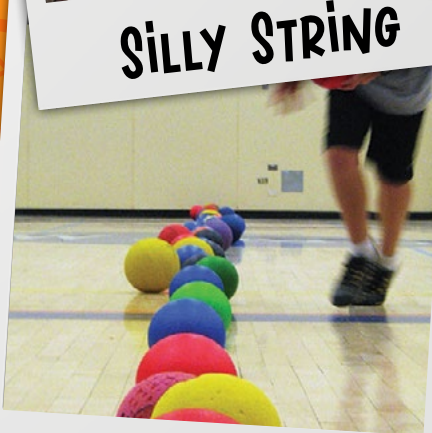
SILLY STRING



WATER SOAKERS



COLOR BLAST



DODGEBALL



DUCT TAPE TO WALL



EVENT Wrap-Up!

HOW GREAT WAS THAT?
Now count your donations and celebrate!



1 ORDER THANK-YOU GIFTS

- From your **Online HQ**, click **Thank-You Gifts** under **Steps to Fundraising Success**.
- Enter your student donations.
- Click **Manage Thank-You Gifts** to keep track of students who've gotten instant gifts.
- Order your school's thank-you gifts by clicking **Submit**.

2 COUNT & PROCESS DONATIONS

- Convert any cash to a check or money order.
- Put any **Matching Gift Forms** in your white postage-paid envelope. Donors receive these forms from employers and turn them in to you. Forms must be included, but you don't need to fill anything out on them.
- Even if thank-you gifts were ordered online, please mail the completed **Summary Gift Order Form** (can be printed directly from the online ordering dashboard) along with all your checks, money orders and Matching Gift Forms in one of the white postage-paid envelopes provided. A second envelope is included for late donations.
- Print the **Enter Student Donations** page so you know how to distribute thank-you gifts when they arrive.
- For legal purposes, please keep envelopes and permission slips for one year.

3 ANNOUNCE YOUR SUCCESS

Let the school know the outcome and thank all those involved. Here are a few ideas:

- Announce the total raised in the morning announcements or at an assembly!
- Send an all-staff email announcing total donations plus highlights from your event.
- Post event results and photos on your school website.
- Post your fundraising total on the school marquee.
- Work with students to create thank-you cards for any special volunteers, sponsors or donors.

4 FOLLOW THROUGH

Did you set school challenges or student incentives? Try to honor these challenges within a few weeks so they stay fresh in the students' minds.

5 DISTRIBUTE THANK-YOU GIFTS

- Student thank-you gifts should arrive within four to six weeks after you send off your donations.
- Try to distribute the gifts as soon as you receive them. If you have issues with sizes or quantities, contact your American Heart Association representative.

2021-2022 AMERICAN HEART ASSOCIATION National Awards

LEARN MORE ABOUT AWARDS IN YOUR ONLINE HQ OR SPEAK TO YOUR AMERICAN HEART ASSOCIATION REPRESENTATIVE.



ADMINISTRATOR OF THE YEAR



OUTSTANDING TEAM OF THE YEAR



"OPEN DOOR" AWARD



YOUNG HEART LEADERSHIP



TOP FUNDRAISING STUDENT



OUTSTANDING COORDINATOR



ROOKIE OF THE YEAR



TOP 10 FUNDRAISING SCHOOLS



HEART-HEALTHY SCHOOL



VIRTUAL EVENT

MEET A HEART HERO!

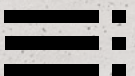
"Slade's heart journey began on August 19th, just 12 days after his first birthday. I got a phone call and somebody had gotten a hold of his EKG and told me that they had seen signs of Brugada Syndrome. Brugada Syndrome is a genetic heart condition that leads to sudden cardiac arrest. That following Monday, he would undergo heart surgery to have an ICD placed.

With his great care team and the American Heart Association continuing to raise awareness and our great support system, I know that this is something that we're going to be able to get through every single day."

— Carly, Slade's Mom



SLADE, 18 MONTHS





American Heart Association.

**KIDS
HEART
CHALLENGE™**

THANK YOU!



American Heart Association.



Charity Navigator
Three-Star Charity



Better Business Bureau
Wise Giving Alliance
Accredited Charity



National Health Council
Endorsed by
Excellence Certified



GuideStar
Nonprofit Seal of
Transparency