Solve the Heart Hero Missions

HEART HEROES

2020-2021 VOLUNTEER GUIDE
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.

**GIVE-BACKS** to support physical education with US Games equipment and a grant program.

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

**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.

**HEART HERO**

Finn was born with multiple heart defects and spent the first eight months of his life in the hospital. Finn has had 14 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.

**FINN, AGE 6**
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YOUR CHOICE OF MOVES

There’s something for everyone with:

• Jumping rope
• Shooting hoops
• Warrior obstacles courses
• Dancing
• And much more!

We’ve teamed up with the American Dance Movement to produce instructional videos featuring some of the top names in dance!

MORE FUNDS FOR YOUR SCHOOL

Need wins to further your students’ physical and emotional well-being? You’ll receive:

• Certificates for fitness equipment and resources, plus free shipping on orders. Earn US Games certificates and get 10% off the expanded catalog, plus FREE shipping.
• Cash awards. Your school can earn cash rewards. We’ll cut you a check to spend how you want.
• Grant opportunity. Apply for a Kids Heart Challenge Grant for even more funding that benefits kids.

CURRICULUM OPEN

We’ve partnered with Open to provide you exclusive curriculum* that will help you get your kids active in class.

• New components: Dance and warrior features are now part of our PE-focused modules.
• Professional development

*Only available through the Kids Heart Challenge Teacher Resource website.

LESSON PLANS

• Whole child: Expanded curriculum focuses on the whole child — including social, emotional and physical well-being.
• Heart & Brain Resources: Activities address the important roles of the heart and brain in helping bodies function and what students can do to keep them healthy.
• Brain Boosts: Short breaks to get your students up and moving while learning fast facts.

TRENDY TECH

Kids interact with characters that teach physical and social wellness.

• Augmented reality
• Awesome app
• Easy online fundraising

SUCCESS SUPPORT

• More tools now available online.
• Educator social communities share best practices, stories and successes.
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.

PE IS A PRIORITY!

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

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.

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.

DOLLARS RAISED HELP FUND COMMUNITY INITIATIVES, EDUCATION, RESEARCH AND QUALITY OF CARE – ALL TO FIGHT THE NO. 1 KILLER IN THE WORLD, HEART DISEASE.

22% Research
33% Public Health and Education
18% Professional Education and Training
7% Community Services
8% Management and General
11% Fundraising

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FIRST THINGS FIRST — YOUR MATERIALS

LET’S CONFIRM WHAT YOU’VE RECEIVED:

- Student Collection Envelopes (50 per pack)
- 2 Coordinator Event T-Shirts (check sizes)
- 12 Jump Ropes
- 1 Playground Ball
- All Instant Schools: Wristbands, Dash, Sam, Iker, Kai, Journey, and Taye
- 3 Instant Schools: Wristbands, Dash, Sam and Kai
- One sample set of ALL of the Heart Hero characters for you to wear and show!

In the Volunteer Folder:

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

In School Event Timeline

Before Kickoff/Assembly

• Log in to your website at heart.org/KHC.
• Send electronic 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.

We Want to See Videos of YOUR EVENT! Post & Tag #KidsHeartChallenge

WEEK 1

• 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.
• Set a SCHOOL GOAL to GET MOVING and invite families to join the Family Move More Challenge by committing to move 150 minutes every week. Use our KHC Move More Tracker to monitor participation and progress to goal.

WEEK 2 & 3

• Share Heart Facts and Heart Hero videos during morning announcements.
• Email parents from your Online HQ using the templates provided for you.
• Promote the Classroom Challenge and Family Challenge.
• Finalize your event day details.
• Invite parents to your event day.

WEEK 4 & 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.
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**

**Move More Tracker.** Challenge families to be physically active together for 150 minutes each week. Watch their progress on our Move More Tracker.

**Move More Thank-You Gifts.** More gifts that encourage getting moving more than ever.

**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!

**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

**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
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

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 #KidsHeartChallenge
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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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.
- Basketballs
- Basketball Hoop

5 SELECT ACTIVITIES

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

- 3 vs. 3 Tournament
- March Madness Brackets
- Hot Shot
- Horse
- Tricks
- Slam Dunk Contest
- Dribbling Competition
- Teachers vs. Students Game
- Most Free Throws

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 #KidsHeartChallenge
It's Kids Heart Challenge Event Day. You are bringing the obstacle course craze to your students. You turn on the lights. The obstacles 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:
- 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.
- Turbo Scooters
- Tape
- Hula Hoops
- Jump Ropes
- Cones
- Floor Discs
- Balance Beam
- 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, Cone Jump
- Balance Beam
- Limbo
- Hurdles
- Pull Ups
- Rope Climbing
- Bear Crawl

**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 #KidsHeartChallenge
**BEGINNER COURSE**

- **Start**
- Hop Scotch (tape or floor discs)
- Hurdles (jump rope and cones)
- Slalom Course (tape or cones)
- Balance (tape)
- Bear Crawl (hula hoops)
- **Finish**

**INTERMEDIATE COURSE**

- Limbo (jump rope)
- Hurdles (jump rope and cones)
- Hop Scotch (tape or floor discs)
- Hula Hoop x10 (hula hoop)
- Bear Crawl (hula hoops)
- **Finish**

**ADVANCED COURSE**

- **Start**
- Balance Beam
- Slalom Course (cones and turbo scooters)
- Pull Ups
- Rope Climb
- Bear Crawl (hula hoops)
- **Finish**
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 #KidsHeartChallenge
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/KidsHeartChallenge 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 Move More! We’ll be setting a goal as a school and tracking participation with the free KHC Move More Tracker. 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/KidsHeartChallenge. 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/KidsHeartChallenge 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!
• Move More, Be Kind and Choose Water! 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.

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!

HEART HERO
When Peyton was 11 months old, her doctors found a heart murmur when they were listening to her heart. Peyton needed open-heart surgery to fix the holes the doctors found in her heart. Since then, Peyton has had to be extra careful with her special heart. When she was 6 years old, Peyton’s heart got an infection, so she went back to the hospital to help her heart get better. Today, Peyton is 10 years old and takes care of her heart by getting plenty of rest and eating healthy foods. Peyton likes to play outside, ride bikes, skate and go for walks. She also plays soccer and competes on the gymnastics team to keep her heart strong. Peyton thinks it is very important for people to support research by fundraising through the Kids Heart Challenge.

PEYTON, AGE 10
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 $3,500 in funding for your school.

HOW WE SELECT
Peer-reviewed by teachers like you!

“"I love being an advocate for kids with health challenges and being a volunteer in my community.”" — SOPHIA, AGE 11

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:

<table>
<thead>
<tr>
<th>SCHOOL RAISES</th>
<th>US GAMES REWARDS</th>
<th>DIRECT CONTRIBUTION TO SCHOOLS</th>
<th>TOTAL INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500 to $2,999</td>
<td>$100</td>
<td>+</td>
<td>$160</td>
</tr>
<tr>
<td>$3,000 to $4,999</td>
<td>$200</td>
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</tr>
<tr>
<td>$25,000+</td>
<td>$1,300+</td>
<td>+</td>
<td>$2,100+</td>
</tr>
</tbody>
</table>

If your school raises more than $25,000, you will receive EVEN MORE gift certificates!
INTRODUCING THE HEART HEROES

DISTRIBUTING CHARACTERS (IDEAS)

- **PE Class** – Have Dash, Sam, Kai 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 HIS EXCLUSIVE YELLOW WRISTBAND.

USE THE DECODER ON THIS PAGE TO REVEAL FINN’S SECRET MESSAGE PRINTED ON THE WRISTBAND!

THANK-YOU GIFTS

- **Register Online Wristband**
- **Raise $5 Dash**
- **Raise $10 Sam**
- **Raise $15 Spaghetti YO-YO**
- **Raise $25 Iker**
- **Raise $40 Kai**
- **Raise $50 T-Shirt**
- **Raise $75 Playground Ball**
- **Raise $100 Journey**
- **Raise $200 Taye & Scout**
- **Raise $250 Socks**
- **Raise $500 Ball Launcher**
- **Raise $1,000 Speaker**

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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!

Gabe was born with only half of a heart and needed three surgeries to help his special heart work. While he sometimes tires out a little faster than other kids, Gabe doesn’t let that slow him down. He likes to play golf and baseball and he enjoys fishing and taking his dog for a walk. He also plays Minecraft and “freeze tag” with his friends. At school, Gabe’s favorite activity is PE, which helps his special heart stay healthy. Gabe also participates in the Kids Heart Challenge because he likes that other kids learn about his heart and want to help more kids like him.
IDEAS TO MAKE YOUR EVENT A SUCCESS!

HAVE FUN. GIVE BACK.
COORDINATOR’S CHALLENGE — WHAT ARE YOU GOING TO DO?

1. SLIME
2. PIE-IN-FACE
3. HEART HERO DAY
4. DYE HAIR
5. SILLY STRING
6. WATER SOAKERS
7. ROOF CAMPING
8. DODGEBALL
9. 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.
HEART-HEALTHY SCHOOL

TOP FUNDRAISING STUDENT

ROOKIE OF THE YEAR

HEART-HEALTHY SCHOOL

OUTSTANDING TEAM OF THE YEAR

“OPEN DOOR” AWARD

VIRTUAL EVENT

YOUNG HEART LEADERSHIP

ADMINISTRATOR OF THE YEAR

OUTSTANDING COORDINATOR

TOP 10 FUNDRAISING SCHOOLS

JUMP, HOOPS, DANCE, WARRIOR & DUAL EVENTS

NAYA, AGE 10

Naya was born with a congenital heart defect called hypoplastic left heart syndrome, which means her smaller heart has to work for her whole body. She has needed eight open-heart surgeries to help her special heart work the best it can. Even though the surgeries have been hard, Naya stays positive knowing they help make her heart work better. Now 10 years old, Naya likes ballet, horseback riding, playing games and making crafts. Naya likes the Kids Heart Challenge because she can exercise with her friends while helping the American Heart Association raise money to help kids’ hearts get better.
THANK YOU!

A Relentless Force for a World of Longer, Healthier Lives.