Mission of Executives with Heart:
We hope you will join the 2020 Executives with Heart campaign! Our goal is to raise $500,000 through Heart Walk by engaging local leaders to donate or raise $5,000+ to fund the mission of the American Heart Association.

Executives with Heart that give or raise $5,000:
- Inclusion in EWH communications to area executives
- Invitation to EWH virtual kick-off – September
- Feature in Executive Row on Heart Walk Facebook page

Executives with Heart that give or raise $25K:
- Provide sneak peeks on the latest research from the AHA
- Provide special corporate wellness resources for their companies
- Recognition in the Healthy for Good newsletter – by name
- Opportunity to be a part of a VIP “behind the scenes” experience virtually with our celebrity/professional athletes involved in our One Heartbeat productions in December and May.

Executives with Heart that give or raise $50K:
- All of the above as well as:
- A bi-annual exclusive national networking/leadership development opportunity with other Executives with Heart who raise $50K+ led by National Chair (also provides a national sponsorship opportunity)
- Potential for Individual highlight story in the Healthy for Good newsletter

Executives with Heart that give or raise $100K+:
- All of the above as well as:
- Spotlights in Nancy Brown’s emails
- Opportunity to be a part of our National Executives with Heart Advisory Council
- Exploring potential for company and/or individuals to be included in a national ad in a national business magazine likes Forbes, Businessweek, Fortune, etc.

Please contact Kaitlyn.Salazar@heart.org with additional questions.
The Impact of Heart Walk

**Your employees:**
- Promotes teambuilding within your organization
- The health of your employees reflects positively on the reputation and culture of any organization

**Your organization:**
- Healthy employees can reduce overall healthcare costs to the company
- Aligning your organization with the AHA’s highly recognizable brand and mission
- Corporate Social Responsibility (CSR) is one of the best ways to shape the culture of your organization
- CSR shows future hires that your organization is serious about giving back

**Your community:**
- Approximately 2,200 Americans die of cardiovascular disease (CVD) each day, an average of 1 death every 40 seconds
- CVD is the #1 cause of death in the U.S., costing our nation $1 billion a day
- Despite these overwhelming costs, currently just 4% of the NIH budget is dedicated to heart research
- When you join Heart Walk, you join more than a million people across America in taking a stand against heart disease, the #1 killer of men, women and children