



AUCTION GUIDELINES FOR VOLUNTEERS

UPDATED: February 2024

On behalf of the American Heart Association, thank you for dedicating your time and energy to securing auction items that align with our mission. Revenue from these items helps fuel the American Heart Association’s mission to be a relentless force for a world of longer, healthier lives. We work hard to avoid perceived product endorsement and will carefully review products and services for alignment with our guiding values and potential risk to AHA and our supporters. In staying true to these values, there are certain items we are unable to accept and others that we need to thoughtfully review before deciding.

Please keep these thoughts in mind as you are selecting items that are well aligned with our mission:

- 1) Does the item you’re planning to secure conflict with our mission in any way?
- 2) Is the item potentially dangerous, concerning or offensive to someone attending the event?
- 3) Could the item potentially give someone a negative view of our brand and what we stand for?

ITEMS THAT ARE NOT PERMITTED	BEFORE SECURING ONE OF THESE ITEMS, PLEASE TALK WITH YOUR AHA STAFF CONTACT
<ul style="list-style-type: none"> • Tobacco, vaping or other electronic nicotine delivery products • Marijuana and CBD products, including cosmetic products containing CBD, THC or any other cannabis derivatives • Any medical treatments performed by a physician or licensed medical practitioner, including Botox, Restylane, dermal fillers • Casinos that permit smoking onsite • Sugar-sweetened beverages, including sports drinks with sugar • Prescription or over the counter drugs • Dietary supplements such as vitamins, minerals, protein powders, cleanses, probiotics, fish oils, herbs, energy drinks or recovery drinks • Pets or other live animals (reputable shelters or other rescue groups may hold an adoption at the event) • Animal furs (faux furs are permitted) • Firearms, weapons or any kind of ammunition • Hunting trips that involve protected or endangered animals • Political items of any kind • Items secured on consignment where AHA must pay for the item or give a percentage back • Cash prizes • Aircraft rides, including but not limited to airplanes and helicopters, that are privately owned. (Flights provided through a commercial business would be acceptable.) • Blood pressure monitors that are not on the approved list by the American Heart Association and the American Medical Association. The list of approved medical device can be found here. 	<ul style="list-style-type: none"> • Any interaction with federal, state or local candidates or elected officials (must be approved by your Advocacy team and SVP of Ops) • At-home health or disease testing kits • Casinos that do not permit smoking • Automobiles or automobile leases • Non-Fungible Tokens (NFTs) • Diet or nutrition counseling services • Health-related technology products or services (ex: heart rate monitors, health apps, AEDs) must align with AHA science. • Any business where a major portion of their business is from diet products or supplements • Wine, winery experiences, brewery experiences, beer, liquor, distillery experiences, tavern, or bar • Gift cards can be accepted for restaurants and food companies that have products that align with AHA nutritional standards, which have been reviewed by the SVP of Ops as meeting AHA nutritional standards • Restaurants, food companies, and drink companies may provide donated items which have been reviewed by the SVP of Ops as meeting AHA nutritional standards. (See above guidance links) • Activities with elevated risks, (including but is not limited to): <ul style="list-style-type: none"> ○ axe throwing ○ hot air balloon rides ○ sky diving ○ hang gliding ○ rock climbing ○ ziplining ○ bungee jumping ○ rafting/sailing ○ mountain biking ○ go kart racing ○ ATVing ○ trampolines