



American
Heart
Association.

AMERICAN HEART ASSOCIATION MATCHING GIFTS GUIDE

MATCHING GIFTS

Thousands of companies make matching gifts to the American Heart Association / American Stroke Association on behalf of their employees. Matching gifts are ...



Quick to
set up.



Easy to
submit.



Can greatly increase your
donation's potential.

To find out if your company participates, visit

www.matchinggifts.com/aha

Follow the links to the matching gifts website to download forms.

Once completed, mail to:
American Heart Association
5 Brookside Drive
Wallingford, CT 06492
ATTN: Matching Gifts

Or submit electronically to:
FDAMatchingGift@heart.org

FREQUENTLY ASKED QUESTIONS

Q: My company isn't listed on the website above. Does that mean they don't match gifts?

A: If you don't see your company listed, please contact your Human Resources representative. Companies wishing to establish a matching gifts program with the American Heart Association can contact FDAMatchingGift@heart.org.

Q: Do matching gifts count towards fundraising events (Heart Ball, Go Red For Women®, Heart Walk, Kids Heart Challenge)?

A: Absolutely! Matching gifts can help you double your fundraising opportunity. Once we verify the eligible matching gift, it will be added to your fundraising total.

Q: Can matching gifts be used as payment towards the purchase of sponsorship, tickets or an auction item for an event?

A: No. Your employer's matching gift cannot be applied towards the purchase of tickets or items that carry a fair market value or sponsorship benefit.

Q: How do I ensure that my matching gift will be applied to the event in which I participate?

A: To ensure your company's matching gift will be applied correctly to your local fundraising event, please follow these steps:

- Hand write the name of the event on the form before submission.
- Include the event name in any comment or project designation fields that are available to you via your company's electronic portal.
- Include the name of the event in the body of the email when forwarding any matching gifts confirmation requests to FDAMatchingGift@heart.org.

Q: What are the maximum and minimum gift amounts that can be matched?

A: Each company has different requirements on what is considered an eligible match. Please contact your Human Resources representative or visit www.matchinggifts.com/aha to identify those limits. Every eligible gift, no matter the size, can make a positive difference in saving lives from heart disease and stroke.

HAVE ADDITIONAL MATCHING GIFTS QUESTIONS? | Email us at: FDAMatchingGift@heart.org

THANK YOU FOR SUPPORTING OUR MISSION!