



American
Heart
Association.



Get Ready for KIDS HEART CHALLENGE!

Dear Parent or Guardian,

It's time for the American Heart Association's Kids Heart Challenge™! By participating in **Kids Heart Challenge**, your child will raise funds to help kids with special hearts and make all communities healthier. They'll also learn about taking care of their hearts and participate in cardio-pumping challenges. Plus, your school can earn money for PE equipment and your child can earn fun thank-you gifts!

Supporting Kids Heart Challenge is easier than ever. You can set up your child's own personal fundraising page, send emails and collect donations through their site. If you do receive checks, you can use the app to scan them and have the amount immediately added to your child's total.

Steps to get started:

- ① Download our app or visit heart.org/KidsHeartChallenge to register.
- ② Ask your child to select a personal health challenge: be kind, move more or be ready.
- ③ Set a fundraising goal with your child and send emails to invite friends and family to support it.

Thank you, from the bottom of our hearts!

Donations collected will help kids like Alexa.

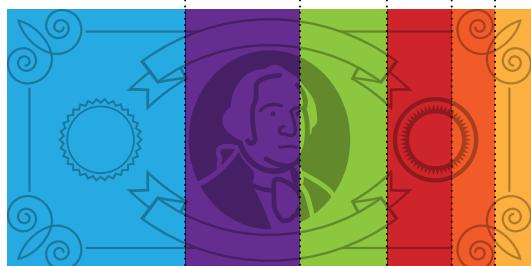
ALEXA, AGE 8,
HOUSTON, TEXAS

"If you come in touch with kids who have heart problems, don't be scared at all. And for kids like me, I want them to keep being brave like me and do the things they want to do."

Alexa was born with a hole in her heart. She had heart surgery before she was one year old and another when she was seven. She loves unicorns, rainbows, rock climbing, gymnastics and anything sparkly!

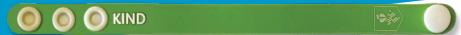


Dollars raised help fund community initiatives, education, research and quality of care – all to fight the No. 1 killer in the world, heart disease.



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|-----|-------------------------------------|
| 34% | PUBLIC HEALTH EDUCATION |
| 21% | RESEARCH |
| 18% | PROFESSIONAL EDUCATION AND TRAINING |
| 12% | FUNDRAISING |
| 9% | COMMUNITY SERVICE |
| 6% | MANAGEMENT AND GENERAL |

When you raise funds for **KIDS HEART CHALLENGE** your school can receive PE equipment and funding to support student health. Plus, your child will earn the following thank-you gifts.



REGISTER ONLINE Get a wristband

RAISE \$5 Get PERRIE



\$10 ONLINE Get KNOX
plus lower-level prizes



\$15 Get JUMP ROPE
plus lower-level prizes



\$25 Get NICO
plus lower-level prizes



\$40 ONLINE Get SOFIE
plus lower-level prizes



\$50 Get T-SHIRT
plus lower-level prizes



\$75 Get KICK BALL
plus lower-level prizes



\$100 Get CRUSH
plus lower-level prizes



\$200 Get SUNNY
plus lower-level prizes



\$250 Get STRETCH
plus lower-level prizes



\$500 Get BALL LAUNCHER
plus lower-level prizes



\$1,000 Get EAR PODS
plus lower-level prizes



Did you know?

HEART DISEASE is the **NO. 1 KILLER** of all Americans, but **80%** of it may be preventable through lifestyle changes.

An estimated **40,000** babies are born each year with congenital heart defects.