

MATCHING GIFTS

KIDS HEART CHALLENGE. AMERICAN HEART CHALLENGE. MAKING STUDENTS HAPPY ONE MATCHING GIFT AT A TIME.

Thousands of companies make matching gifts to the American Heart Association on behalf of their employees. Did you know that these additional funds are added to your student's fundraising immediately? Don't stop there, if you are a parent spending an hour or more volunteering or fundraising for your school, your company could monetarily match your time too!

AS A PARENT, WHAT DO I NEED TO DO to have my employer's matching gift funds credited to my child's fundraising page?

- Make your gift and complete the match when presented with instructions. Information is provided in the "Thank You" page of your donation, if eligible. Follow the steps in the reminder email and let us know you have completed your portion.
- Always include the school's name, city/state, and student's name in any note section when applying.
- You don't have to wait for the company to pay, just forward your confirmation to MatchingGifts@heart.org to have your match credited.
- As a parent, if you spend an hour or more volunteering or fundraising, your company could monetarily match your time. Go to www.heart.org/matchinggifts and search for your employer's name, follow the directions and send your confirmation to MatchingGifts@heart.org. Don't forget to include your school and student's name so we can add the funds to their fundraising page.

AS A COORDINATOR, WHAT DO I NEED TO KNOW to ensure matching gifts are applied to the student?

- Matching gifts will be automatically applied to student fundraising by our team once we receive a valid confirmation.
- Forward all matching gift related emails from parents to MatchingGifts@heart.org as you receive them.
- Scan and forward all paper forms to MatchingGifts@heart.org for processing as you receive them.
- Company checks received as payment for a matching gift should be separated in the fundraising envelope and marked as "Matching Gifts".

WHAT IS THE IMPACT matching gifts make?

- Double the donation, increasing the impact to our mission!
- Students can reach their fundraising goals faster – more prizes!
- Schools can reach their fundraising goals faster – more certificates!

WHO DO I CONTACT if I have matching gift related questions?

MatchingGifts@heart.org