



American Heart Association®
Field Day

Work Hard. Play Harder.

Thank you for participating in the American Heart Association's Field Day initiative!

Never Stop Playing. Think Elementary School. Think Field Day. It was the Best Day Ever as you had fun and competed with fellow students in silly, active games.

The American Heart Association is excited to offer a way to put some **playspace into your workspace** while raising critical funds to end heart disease and stroke.

By hosting Field Day, you are helping your employees alleviate stress and burnout and better their heart health through a campaign that includes having fun and giving back.

This guide will provide your Field Day steering committee with a "how to" guide to help set your event up for success. AHA staff will be available to provide guidance, support and a turnkey fundraising website.



We're here to help! Questions about Field Day?

AHA Contact:

Phone Number/Email:

What is Field Day?

Field Day will become a highly anticipated tradition at your company. This fun event engages teams of employees to focus on their physical and mental well-being while competing for the ultimate bragging rights – **winning the 1st place trophy by saving lives.**



A Field Day Executive Champion at your company selects a steering committee of 5-10 members to coordinate Field Day. ERG (Employee Resource Groups) and YP (young professional) members are great candidates for this committee.



The event can be held In-person, virtual, or a hybrid of both on the day of your choice. Field Day can be held any time of the year. It's completely up to you!



Employees form teams and raise money leading up to the event through a Fundraising Challenge (worth the most points!)



Let the games begin! Hold your Field Day where teams will compete and have a final opportunity to earn points & win the trophy!

How does it work?

- The company Steering Committee selects the date and time to hold the Field Day Event. Select if you'd like to hold your Field Day in-person, virtually, or a hybrid of both
- \$25 per person registration fee (+ fundraising)
- Points are earned through:
 - *Fundraising Challenges*
 - *Proper Prep Challenges (in-person option only)*
 - *Field Day Event Games*
- Top teams are celebrated at the end of your Field Day event, and the winning team gets a trophy to display for the year.



3 WAYS TO EARN POINTS!



FUNDRAISING CHALLENGE

Earn points by raising funds pre-event!



PROPER PREP CHALLENGE

Earn points by participating in pre-event activities (in-person event option)!



DAY OF EVENT GAMES

Earn points with your team during your Field Day Event!

Why Your Support is Needed

- Every **34 SECONDS**, someone has a **HEART ATTACK**.
- Every **40 SECONDS**, someone has a **STROKE**.
- **ONE IN THREE AMERICANS** has some form of **CARDIOVASCULAR DISEASE**.
- **CARDIOVASCULAR DISEASE** is the **NATION'S MOST COSTLY ILLNESS**, accounting for \$298 billion in direct and indirect costs each year.



WHERE DO YOUR CONTRIBUTIONS GO?

- Getting up-to-the-minute research into doctors' hands so they can better present and treat heart disease among patients.
 - Groundbreaking pediatric heart and stroke research that is key to saving babies' lives.
 - Providing information that can save a life—like how to eat better, how to recognize the warning signs of a heart attack, and how to talk to a doctor about critical health choices
 - Funding research programs that have contributed to many important scientific advances, such as the first artificial heart valve.
- Educating heart and stroke patients to understand how COVID-19 could uniquely affect them and arming them with the research and knowledge on how to best protect themselves.

OUR MISSION.
TO BE A RELENTLESS FORCE
FOR A WORLD OF LONGER, HEALTHIER LIVES.

Why Participate in Field Day?

By participating in **Field Day**, you are helping your employees alleviate their workplace stress and burnout by introducing “play” breaks into their workday. The **Field Day** games and challenges are designed to introduce easy steps to better their overall health and provide a way to give back. Oh, and did we mention they are going to have fun while saving and improving lives?



EMPLOYEES AREN'T MOVING ENOUGH

Many employees spend more time sitting at their desk than they do sleeping each night. Sitting still for too long can erode any progress being made by working out.



EMPLOYEES ARE STRESSED

Two out of three employees say work is a significant source of their stress. This can lead to health complications and lost productivity.



HEALTHCARE COSTS ARE RISING

In the U.S., more money is spent on work-related stress and poor mental health than the entire annual GDP of Ireland. U.S. companies bear half of that burden.



LACK OF PHYSICAL ACTIVITY IS KILLING US

In the time it takes one of your employees to pour a cup of coffee, someone in the world has died from lack of physical activity.