

# 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 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](mailto:MatchingGifts@heart.org) as you receive them.
- Scan and forward all paper forms to [MatchingGifts@heart.org](mailto: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](mailto:MatchingGifts@heart.org)