

Dear Parent/Guardian,

It's time for Jump Rope For Heart or Hoops For Heart, American Heart Association programs that teach students in 38,000 schools nationwide valuable lessons that will last a lifetime, such as:

- 1** YOUR CHILD learns about the importance of taking care of their heart and how it works. Did you know that heart disease is the leading cause of death in America? We can change that — 80 percent of risk factors for heart disease are preventable. Each member of the Zoo Crew teaches healthy habits for life!
- 2** YOUR CHILD learns the importance of helping others through this service learning project. Did you know that a lion's roar can be heard from five miles away? Your child has the ability to make a difference and share their ROAR for heart health loud and clear! We're challenging them to take their own heart challenge through our Zoo Crew E-Card and asking them to share that message with others. When they take the challenge and send it to 10 people, they will earn Rory's Zoo Crew Badge.
- 3** YOUR CHILD feels good for making a difference in people's lives! Funds raised support the American Heart Association's research and education initiatives that save lives in our community. Additionally, the school earns money for PE equipment so we can keep our kids MOVING!

We've made it easy for your child to ask for donations in person, or by sending messages online or through our free mobile app!

- In person—practice sharing your heart-health message using the script on your collection envelope.
- Mobile App or online— download the free mobile app by searching Jump/Hoops in the app store or log onto heart.org/jump or heart.org/hoops.

As they share the message of heart-health and raise money, students will earn members of our Zoo Crew!

We look forward to celebrating at the event! Thank you for your support!

EVENT DATE: APRIL 19, 2017

Envelope Due Date: APRIL 19, 2017



SHAPE, Hoops and the American Heart Association are proud to be the Jump Rope For Heart and Hoops For Heart sponsors.

**Your Support
Can Save Lives!**

The American Heart Association is second only to the U.S. government in funding research in heart disease and stroke.

Join the Zoo Crew! Collect all 6 Characters and Rory's Zoo Crew Badge

Your teacher has these NOW!



Rory McFiercely III

\$5



Mr. Tusker

First Online Donation



Savanna Bolt

\$85 Online



Rory's Zoo Crew Badge

E-Card Challenge



Jade Shoots

\$20



Jenny Kicks

\$35



Finley Chillerton

\$100

All Students will participate as part of Physical Education.

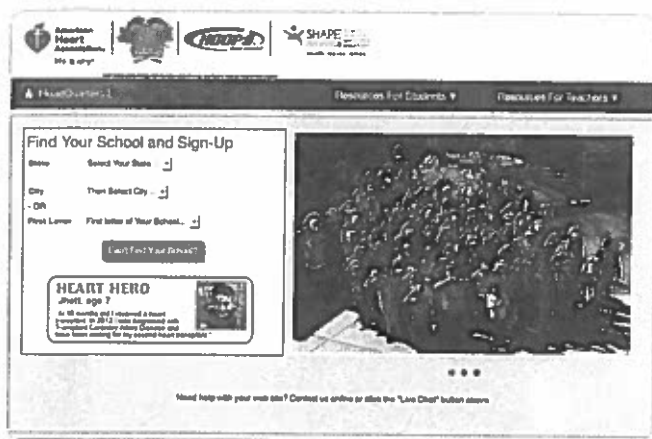
REGISTER ONLINE today! Here's how...

Step 1: Go to heart.org/jump or heart.org/hoops.

Step 2: In the **Find Your School and Sign Up** area, click on your state or enter the city where your school is located. Click on the first letter of your school's name. Once you find your school, click on **Join Team**.

Step 3: Create your Username, Password and answer a security question. **Click Continue.** (*Be sure your Username and Password are easy to remember.*)

Step 4: Fill out the registration form. Review the **Online Waiver** and click the box to accept it. Once you're done, click the **Continue** button.



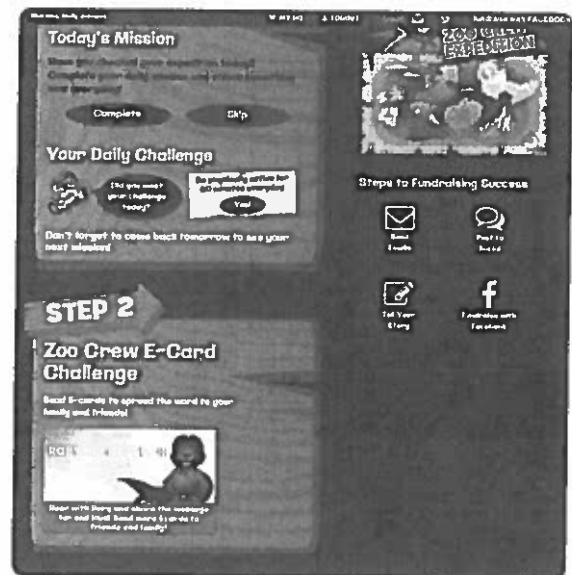
And then send your E-Card! Here's how...

Step 1: Once you're registered, log in to your HeadQuarters and click on the E-Card under Step 2.

Step 2: Choose your character, background and personalize your card with your own picture (optional).

Step 3: Take a challenge.

Step 4: Add a personalized message or use the one provided and send to as many friends and family as possible. You can also share on social media and have friends support you that way.



- Please make checks payable to American Heart Association.
- Ask your sponsors if they work for a company that matches the contributions of their employees. They can provide you with their company's matching gift form to include in your collection envelope.
- For the safety of our children, we ask that your child **NOT** go door-to-door or ask strangers for donations.



HEART HERO

Jaeven, age 11

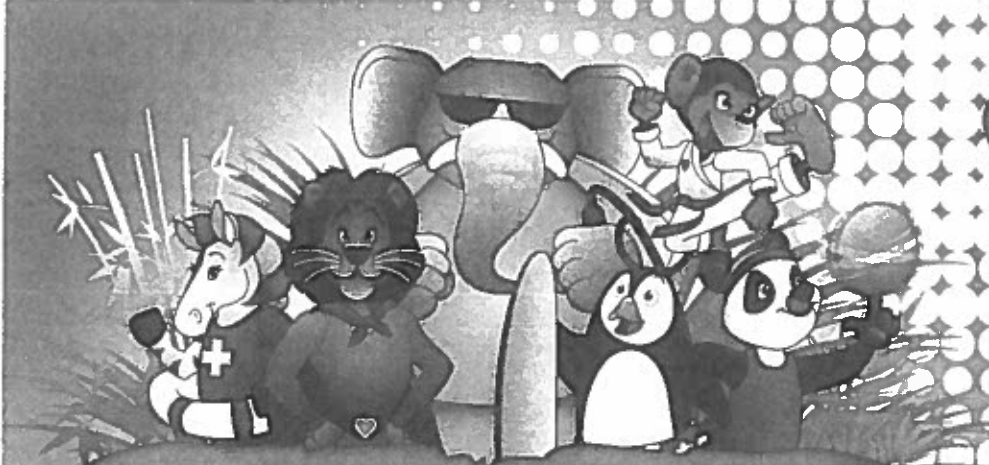
I have two brothers, Mikey and Jadrien. I have a rare heart condition named Total Anomalous Pulmonary Venous Return. I was only 2 weeks old when doctors performed a surgery to help my heart function correctly. I'm not allowed to play rough sports like football or hockey and cannot eat too much salt or fat.

I feel great now. I always play basketball when I get home from school and eat healthy foods. I hope kids with heart conditions can have a normal life like me when they get older.

For the past 2 years, I have been the top fundraiser at my school. My wish is to be the top fundraiser again this year because it is such an important cause to me.



American Heart Association
life is why™



JOIN THE ZOO CREW



- R** Return Coupon to earn Rory, the lifesaving lion.
- O** Online Fundraising to earn Mr. Tusker and take the Zoo Crew Ecard Challenge.
- A** Ask for donations by sending emails and Ecards.
- R** Reach 10 friends and family members and challenge them to take the pledge, too.

HEART HEROES



Michael, Age 8 and Big Sister, Grace, Age 10

When I was just a few hours old, I stopped breathing and I had some big stuff wrong with my heart. I had my first open heart surgery when I was 37 hours old. I've had six surgeries and my big sister has been by my side. I still have regular EKGs and echocardiograms, but having a special heart doesn't slow me down at all! I like to run around, play super heroes, take karate classes and do everything other boys like to do. I am glad that the American Heart Association does research to help doctors figure out how to heal special hearts like mine.

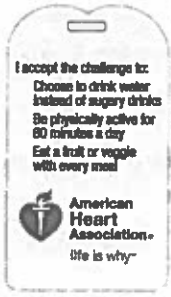


SHAPE America and the American Heart Association collaborate on the Jump Rope For Heart program.

Parents,
When your child raises \$5 for Jump Rope For Heart — fill out this coupon, tear it off and send it back to school with your child. They will receive their first Zoo Crew character, Rory, as well as a lanyard!



When you take the ZOO CREW ECARD CHALLENGE and share with 10 people, you'll get **Rory's Zoo Crew Badge** to add to your lanyard.



heart.org/jump

Heart Attack Warning Signs

- Uncomfortable pressure, squeezing, fullness or pain in the center of the chest that lasts more than a few minutes or goes away and comes back.
- Pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- Shortness of breath with or without chest discomfort.
- Breaking out in a cold sweat, nausea or lightheadedness.

Not all of these warning signs occur in every heart attack. If some start to occur, get help immediately. Heart attacks are a medical emergency — CALL 9-1-1.

Homeroom Teacher _____ Grade _____

My child _____
has raised at least \$5 in donations for
Jump Rope For Heart.

Signed by _____
(his/her parent)

Rory Donation



JUMP ROPE FOR HEART

Parent/Guardian Permission

As the parent or guardian of the student listed below ("Child"), I hereby understand and agree that:

1) Events — My Child and I expressly assume all risks, including potential personal injury and fatality, which may arise out of my Child's participation in any school events that are sponsored by or affiliated with the American Heart Association ("AHA"). Such events may include but are not limited to Football For Heart, Hoops For Heart, Jump Rope For Heart, Red Out, and any other similar sponsored activities that my Child's school may offer ("Events"). My Child's school may on its own develop Events that follow the heart-healthy programs of the AHA, may involve online charitable fundraising for the AHA, and any such Events are also covered by this Form.

2) Being Prepared — It is my sole responsibility to ensure that my Child's clothing and any equipment are properly fitted and appropriate for use in any Event, and that my Child is physically fit and able to participate in any Events. Prior to any Event, I will instruct my Child to stop and request assistance if he/she experiences any adverse physical symptoms such as, but not limited to, dizziness, excessive fatigue, shortness of breath, pain or any other conditions that would make it difficult or unsafe to continue in the Event.

3) Optional Online Participation — Some of the Events may offer the option of my Child being able to register for an AHA online fundraising program. This program allows students to track their individual and team's progress while having access to the AHA's educational and fundraising resources. My Child would have the option of including a photo on his/her site as well as sending out emails to family and friends in support of his/her participation. For more information, go to www.heart.org/jump. I acknowledge the Direct Notice to Parents and Children's Privacy Statement on that site. I understand and agree that if I do not want my Child to participate in such online activities, then it is my sole responsibility to prevent my Child from doing so.

Release and Indemnity Agreement

I agree, for myself, my Child/Ward, and our heirs, executors and administrators, to not sue and to release, indemnify and hold harmless the American Heart Association, Inc., its affiliates, officers, directors, volunteers and employees and all sponsoring businesses and organizations and their agents and employees, from any and all liability, claims, demands, and causes of action whatsoever, arising out of my Child's participation in any American Heart Association sponsored or affiliated school Events and related activities, including but not limited to online activities, whether it results from the negligence of any of the above or from any other cause. This agreement shall be as broad and inclusive as is permitted by the State in which the event is conducted. If any portion of it is held invalid, the balance shall continue in full force and effect. I have read, understand and agree to the terms of this Release and Indemnity Agreement.

Media Release

I authorize the use, copyright, or publication of my Child's name, image or voice while participating in any Event and related activities, as may be captured by photograph or recording in any medium for any purpose, including illustration, promotion or advertisement.

I am the parent or legal guardian of the participant, and I hereby consent to his/her participation in Events and related activities. I have read and explained this Form to my Child, and I hereby agree to all of its terms and conditions on behalf of myself and my Child.

Parent/Guardian's Printed Name _____

Signature _____

Date _____

Yes, I will be a parent volunteer and help with this event. I may be reached at this phone number: _____

Student's Printed Name _____

Home Room Teacher's Name _____

Date _____

Student's Signature (required if 18 years or older) _____



This seal signifies that the American Heart Association - National meets the BBB Wise Giving Alliance's Standards for Charity Accountability.

DONATION FORM



STUDENT'S FIRST NAME _____ STUDENT'S LAST NAME _____

GRADE _____ ROOM # _____ TEACHER'S NAME _____

NAME OF SCHOOL _____

EVENT DATE _____ RETURN THIS ENVELOPE TO TEACHER BY THIS DATE _____

I'M JUMPING IN HONOR OF _____

I WANT TO GIVE MORE, SO PLEASE DO NOT SEND GIFTS. PLEASE CONVERT ALL CASH TO A CHECK(S) PAYABLE TO THE AMERICAN HEART ASSOCIATION. All donors who make donations online will receive a donation receipt.

Don't forget to share your challenge with others. Here's a script you can use:

My school is participating in Jump Rope For Heart where I am learning how to keep my heart healthy. I accepted a challenge to:

- Choose to drink water instead of sugary drinks
- Be physically active for 60 minutes a day
- Eat a fruit or veggie with every meal

Will you accept this challenge with me? I've also set a goal to raise \$___ to fund lifesaving research and programs that help our community. Please support me by making a donation to the American Heart Association.

Paid	Donor's Name and Challenge	Cash/Check or Money Order Donation	Online Donation	Company Matching Gift Forms*	TOTAL Donations
<input checked="" type="radio"/>	<i>Julie Jump Rope-Eat a fruit or veggie with every meal</i>	<i>\$25.00</i>	INCLUDE DONATION REPORT	<i>\$0</i>	<i>\$25.00</i>
<input type="radio"/> 1.					
<input type="radio"/> 2.					
<input type="radio"/> 3.					
<input type="radio"/> 4.					
<input type="radio"/> 5.					
<input type="radio"/> 6.					
<input type="radio"/> 7.					
<input type="radio"/> 8.					
<input type="radio"/> 9.					
<input type="radio"/> 10.					
<input type="radio"/> 11.					
<input type="radio"/> 12.					
<input type="radio"/> 13.					
<input type="radio"/> 14.					
TOTAL DONATIONS		\$	\$	\$	\$

If you have raised \$50 or more, you've earned a T-shirt! Please mark your size:

Youth: S M L Adult: S M L XL XXL 3XL

*Double Your Donations! Ask your sponsors if they work for a matching gift company and ask for their company form to include in this envelope. Example: \$25 donation = \$50 for your total donation. (FORM MUST BE INCLUDED WITH DONATION) Check out matchinggifts.com/AHA for more information!

Thank-You Gifts

If any item becomes unavailable, we reserve the right to offer an alternate item of equal value. These gifts meet the requirements, where applicable, of the Consumer Product Safety Improvement Act and other product safety regulations.

LEVEL 1
 \$5 to \$14.99
RORY McFIERCELY III AND LANYARD
Later-free. Not for children under 3 years.



LEVEL 2
 \$15 to \$49.99
JUMP ROPE
Jump rope should be used for its intended purpose only. Recommended ages 5+.
PLUS GIFT LEVEL 1

BONUS FOR FIRST ONLINE DONATION

Mr. Tusker
Later-free. Not for children under 3 years.



BONUS
RAISE \$20.00 AND GET JADE SHOOTS
Later-free. Not for children under 3 years.

RAISE \$35.00 AND GET JENNY KICKS
Later-free. Not for children under 3 years.

BONUS



LEVEL 3
 \$50 to \$74.99
JUMP T-SHIRT
PLUS GIFT LEVELS 1-2




LEVEL 4
 \$75 to \$149.99
PLAYGROUND BALL
Recommended ages 3+
PLUS GIFT LEVELS 1-3

Raise \$85 and Get ONLINE BONUS Savanna Bolt
Later-free. Not for children under 3 years.



BONUS
RAISE \$100.00 AND GET FINLEY CHILLERTON
Later-free. Not for children under 3 years.



LEVEL 5
 \$150 to \$249.99
MOON DOGGLE
Recommended ages 3+
PLUS GIFT LEVELS 1-4

Raise \$200 and Get BONUS Gas the Baby Giraffe
Recommended ages 3+



LEVEL 6
 \$250 to \$499.99
ZOO SAND
Recommended ages 3+ depending on set recommended.
PLUS GIFT LEVELS 1-5



LEVEL 7
 \$500 to \$999.99
AIR POWER SOCCER
Recommended ages 6+
PLUS GIFT LEVELS 1-6



LEVEL 8
 \$1,000 and UP
EZY ROLLER
Checking Hazards-Small Parts. Recommended ages 4+.
PLUS GIFT LEVELS 1-7



Join the Zoo Crew! Collect all 6 Characters!

Your teacher has these 3 characters NOW!

 Help Others Rory McFiercely III \$5	 Be Physically Active Mr. Tusker First Online Donation	 Avoid Sugary Beverages Savanna Bolt \$85 Online	 Eat More Vegetables Jade Shoots \$20	 Watch Out for Salt Jenny Kicks \$35	 Avoid Tobacco Finley Chillerton \$100
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