



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 PE equipment and your child can earn fun thank-you gifts!

Start today to enjoy educational, fun online experiences and raise funds. Everything can be done easily online with our Kids Heart Challenge app or website. Send emails, texts and post social media messages to collect donations online. Make a pledge to move more as a family and track your progress with our free online Move More tracker. *Tip: if you receive checks, use the app to scan them and have the amount immediately added to your child's total.*

To learn more on what the American Heart Association is doing to make an impact during the COVID-19 pandemic, visit: heart.org/coronavirus.

Digital envelope [here](#).

Register [here](#).

Replay your kickoff [here](#).

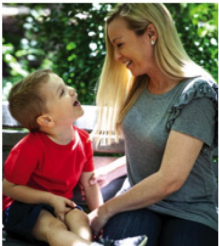
Steps to Get Started:

1. Download our app or visit heart.org/KHC to register.
2. Ask your child to select a personal health challenge: *move more, be kind or choose water.*
3. Set a fundraising goal with your child and send



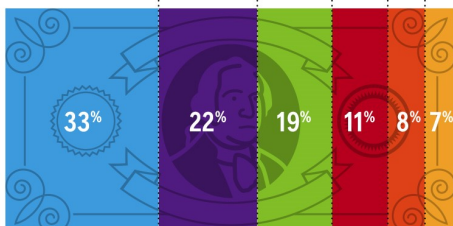
Donations collected will help kids like Finn.

HEART HERO



Finn, age 6, Virginia

Finn was born with multiple heart defects and spent the first eight months of his life in the hospital. Finn has had 14 heart surgeries and last year underwent a customized procedure to correct his special heart anatomy and give him the gift of life. Today, an energetic Finn loves to have fun.



33% **PUBLIC HEALTH EDUCATION**
 22% **RESEARCH**
 19% **PROFESSIONAL EDUCATION AND TRAINING**
 11% **FUNDRAISING**
 8% **MANAGEMENT AND GENERAL**
 7% **COMMUNITY SERVICE**

Your student can also earn the following thank-you gifts.



REGISTER ONLINE wristband

RAISE \$5 DASH



\$10 SAM
plus lower-level gifts



\$15 SPAGHETTI YO-YO
plus lower-level gifts



\$25 IKER
plus lower-level gifts



\$40 KAI
plus lower-level gifts



\$50 T-SHIRT
plus lower-level gifts

\$75 PLAYGROUND BALL
plus lower-level gifts



\$100 JOURNEY
plus lower-level gifts



\$200 TAYE & SCOUT
plus lower-level gifts



\$250 SOCKS
plus lower-level gifts



\$500 BALL LAUNCHER
plus lower-level gifts



\$1,000 SPEAKER
plus lower-level gifts



Complete Finn's Missions online to earn his exclusive yellow wristband!



HANG ONTO THIS DECODER. You'll need it to decode mystery messages on your wristbands.

