Dear Parent/Guardian:

Our school is proud to partner with the American Heart Association through Jump Rope/Hoops For Heart! These community service programs teach our students the importance of heart health (exercise, nutrition and living tobacco free) while engaging in fun, physical activity. Students also have the opportunity to raise funds for the American Heart Association to fund research and educational materials to lower the risks of America’s #1 and #5 killers: heart disease and stroke. You’re the cure and together, we CAN SAVE LIVES!

American Heart Association Mission: to build healthier lives free from cardiovascular disease and stroke

MISSION FOCUSED: When your child understands the reason for participating in Jump Rope/Hoops For Heart (such as a lost loved one or a family history of heart disease), it helps them to connect the dots to a healthier life and might even inspire a few other family members to live heart healthy too!

ZOO CREW! GET WILD ABOUT HEART HEALTH! Students who raise life-saving funds for the American Heart Association will earn members of the Zoo Crew! Each member shares a heart healthy message with our students and reminds them that they are HEART HEROES!! Collect all six! See envelope for details.

LIFE-SAVING DONATIONS: Use the attached collection envelope to track your donations.
- In person, practice sharing your heart health message using the script on your collection envelope.
- Use our smart phone app to send text messages to friends and family! Search Jump/Hoops in the app store.
- Join our online team by creating a webpage and sending emails to your friends and family
  - Go to www.heart.org/jump or www.heart.org/hoops
    - see back side for instructions
  - E-Card Challenge: Create an e-card and take the heart healthy challenge!
    Send your e-card to 10 people and earn Rory’s Zoo Crew Badge!

Students that receive 10+ donations online will be entered in an AHA Western States Affiliate drawing to win a GoPro!!!

TURNING IN YOUR DONATIONS: Please convert cash to checks and make checks payable to American Heart Association. You can even check with your place of employment to see if they offer a matching gift.
Raise life-saving donations using your computer, iPad, tablet or smartphone!

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.

Thank you for helping kids with special heart!

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.
JOIN THE ZOO CREW

Return Coupon to earn Rory, the lifesaving lion.

Online Fundraising to earn Mr. Tusker and take the Zoo Crew Ecard Challenge.

Ask for donations by sending emails and Ecards.

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.

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

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!
Thank-You Gifts

LEVEL 1
$5 to $14.99
RORY McFIERCELY III AND LANYARD
BONUS
RAISE $20.00 AND GET JADE SHOOTS

LEVEL 2
$15 to $49.99
JUMP ROPE
BONUS FOR FIRST ONLINE DONATION
Mr. Tusker
PLANNING TOUGH TIMES
Jump rope should be used for its intended purpose only.
Recommendation ages 5+
PLUS GIFT LEVEL 1

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

LEVEL 4
$75 to $149.99
PLAYGROUND BALL
ONLINE BONUS: Savanna Bolt
BONUS
Raise $85 and Get Finley Chillerton

LEVEL 5
$150 to $249.99
MOON DOGGLE
BONUS
Raise $200 and Get The Baby Giraffe

LEVEL 6
$250 to $499.99
ZOO SAND
PLUS GIFT LEVELS 1-5

LEVEL 7
$500 to $999.99
AIR POWER SOCCER
PLUS GIFT LEVELS 1-6

LEVEL 8
$1,000 and UP
EZY ROLLER
PLUS GIFT LEVELS 1-7

Join the Zoo Crew! Collect all 6 Characters!

Your teacher has these 3 characters NOW!
Rory McFiercely III $5
Mr. Tusker
First Online Donation
Savanna Bolt
$85 Online
Jade Shoots
$20
Jenny Kicks
$35
Finley Chillerton
$100

Help Others
Eat More Vegetables
Avoid Tobacco
Be Physically Active
Avoid Sugary Beverages
Watch Out for Salt