



American  
Heart  
Association.

The American Heart Association is busy evolving from a charity focused on fighting disease to an organization dedicated to promoting health and well-being for all.

## About

Founded in 1924 by six cardiologists, the AHA has grown into the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke with the help of 33 million volunteers supporting more than 3,400 employees, we have invested over \$4.1 billion in research and funded 13 Nobel Prize winners.

Heart disease is the No. 1 killer in the U.S. (of both men and women), congenital heart defects are the No. 1 birth defect, and stroke is the No. 5 killer and leading cause of long-term disability. While 80 percent of cardiovascular disease is preventable by healthy lifestyle choices, those choices – called social determinants of health including adequate affordable housing, access to healthy foods, safe spaces to be active, good education, transportation, adequate affordable health insurance and health care – are not equitably available to everyone. In addition to continued work on advancing research and improving guidelines-based health care, the AHA is now focusing on addressing social determinants including systems and policy change at the most local level.

**NEW Mission** – to be a relentless force for a world of longer, healthier lives.

**NEW Brand** – that is modern, bold and inclusive.

### Example Program Logos



## Volunteer Opportunities & Structure

**Twin Cities Board** – Every major market has a board comprised of healthcare professionals and business and community leaders. With a 3-year term, they guide the overall local priorities and activities to improve the cardiovascular health of their community – from health legislation to fundraising initiatives that expand and improve systems of care, research grants and education programs.

**Executive Leadership Team** – Each cause/event has a local annual fundraising campaign (i.e. Local Go Red For Women Luncheon, Local Heart Walk, Local Gala/Heart Ball, Counsel for a Cause, CycleNation etc.). Volunteers chair or sit as members of a local event-specific ELT and help AHA staff to connect with new local corporate sponsors, executive leaders, and major donors to contribute toward the local event's annual financial goal.

**Ambassador/Advocate** – There are various opportunities throughout the year to share a survivor story or speak as an expert health professional (via media interviews, social media, at small events, at the MN Capitol), to assist with day-of-event set-up, to fundraise by securing auction items or donating personally, and to join the “You’re The Cure” online network to help AHA pass various health policies with local, state and federal lawmakers at [www.yourethecure.org](http://www.yourethecure.org).

**Heart Walk Team Captain/Donor** – Take a leadership role within your company, community, organization or family by heading up a Heart Walk team and help encourage your team members in their fundraising goals toward your larger Heart Walk team. Visit [www.twincitiesheartwalk.org](http://www.twincitiesheartwalk.org)