



American
Heart
Association®

Heart Walk®

LEADERS WITH HEART

CREATING A COMMUNITY OF LIFE SAVERS





Our Current Challenges: **The Facts**

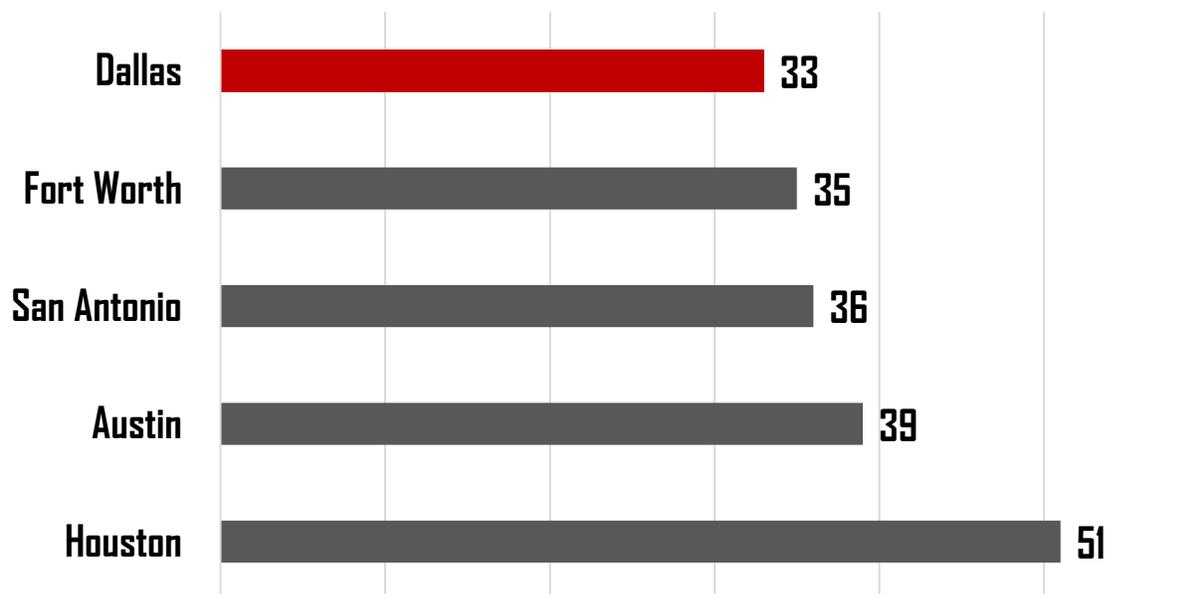
Hundreds of thousands of Americans experience sudden cardiac arrest each year outside of the hospital- most in their own homes – About **90%** of these incidents are fatal

Only **33%** of people who suffer a sudden cardiac arrest in Dallas receive CPR from a bystander
➤ **Dallas is last in major cities in Texas**

WHY CPR

Bystander CPR can **triple** the chance of survival

Bystander CPR rates in Texas



Together Dallas can go from **Worst to First!**



Heroes aren't born, they are trained

\$100,000 Level

Raise **\$1,400,000** to fund breakthroughs in bystander CPR training to save lives.

\$50,000 Level

Increase Dallas' bystander CPR rate from 33% to 53%. How will you make an impact? Here's how you could help us

Go from Worst to First

\$25,000 Level

- Fund and place CPR Kiosks
- Fund CPR trainings within your company
- Fund CPR Anytime Kits

\$10,000 Level

How it works: Commit to a Challenge Level and work with AHA staff to raise that amount between now and September. We'll celebrate your success at our Heart Walk on September, in front of your peers and thousands of Dallasites.

\$5,000 Level

You are the answer. Join the challenge today and invest in the mission of the AHA.

THE BENEFITS

LEADERS WITH HEART EXCLUSIVE BENEFITS



- ❖ Recognition at the 2018 Dallas Heart Walk
- ❖ Invitation to our VIP Breakfast with valet parking
- ❖ Name listed in the Leaders with Heart congratulatory spread to be placed in Dallas Business Journal —\$25,000+ members, headshot will be included
- ❖ Receive an exclusive Leaders with Heart lapel pin from the American Heart Association

COR VITAE EXCLUSIVE BENEFITS

Cor Vitae, Latin for *the heart of life*, is the American Heart Association's recognition society for individuals and couples who contribute a personal gift of \$5,000 or more annually. It celebrates these generous donors by providing them with unique opportunities to enjoy special educational programs, experiences and acknowledgement at signature events throughout the year.

- ❖ Regular updates featuring news of the latest research and science breakthroughs
- ❖ Signature Cor Vitae lapel pin
- ❖ Exclusive invitations to Cor Vitae events and programs
- ❖ VIP access to the American Heart Association's signature events
- ❖ Special recognition as an honored donor on our office Tribute Wall and at all signature events
- ❖ Opportunities to engage with fellow Cor Vitae donors and American Heart Association partners
- ❖ Insider communications from Nancy Brown, AHA's CEO, and other national leaders highlighting the impact of philanthropy