

# More Than Dollars & Cents

*How Jump Rope for Heart & Hoops for Heart are critical to achieving the mission of the American Alliance for Health, Physical Education, Recreation and Dance and the American Heart Association.*



*American Alliance for  
Health, Physical Education,  
Recreation and Dance*



*Learn and Live<sup>SM</sup>*



Each year more than *5 million children* participate in a JRFH or HFH event—uniting parents, students, the school, and the community in an important cause—

safeguarding lives and improving health *now* and in the *future*.

In 1978 the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) partnered with the American Heart Association (AHA) to launch a national schoolsite fund development program called Jump Rope for Heart (JRFH). This program was founded first and foremost to improve the health of American children and secondly as a fundraising program for the AHA and AAHPERD. At the time, no one anticipated the enormous success of this joint venture. In fact, the AHA and AAHPERD partnership has worked so well that a decade ago the two organizations partnered on a new basketball event for middle schools called Hoops for Heart (HFH).

A quarter century later JRFH and HFH continue to provide financial resources to reduce cardiovascular disease and stroke, educate children, and strengthen our national and state associations in Health, Physical Education, Recreation and Dance.

Under the original agreement, the funds raised by the JRFH program were to be split—90% of the funds going to the AHA and the remaining 10% being shared equally between the state AHPERD associations and AAHPERD. The American Heart Association would be responsible for all initial capital, staffing and materials to do the event, and all of the general overhead and other expenses.

AHA's affiliates receive 65% of the net funds, 25% goes to the national AHA headquarters, 5% to the state AHPERD associations and 5% goes to AAHPERD.

## MORE THAN JUST DOLLARS & CENTS

Heart and blood vessel diseases remain America's No. 1 killer. Stroke is the No. 3 killer and a leading cause of serious disability. And, as our population continues to age, more people are at higher risk of these diseases. Preventing heart disease and stroke is—and always has been—the AHA's first priority. The AHA has invested more than \$2.3 billion in heart and blood vessel research since 1949. Of this total, about \$273 million has come from JRFH and HFH.

The AHA's Impact Goal is to reduce coronary heart disease, stroke and risk 25% by 2010. The revenues from JRFH and HFH are critical to accomplishing these ambitious objectives.

While it takes dollars to reach these goals, JRFH/HFH is about more than just dollars and cents. JRFH is about saving lives in the fight against heart disease and

stroke—and this is done through supporting research, public education and professional education. JRFH/ HFH educate children on the importance of living a healthy lifestyle (“moving around enough, eating the right stuff, and staying tobacco free”<sup>1</sup>), how to recognize the signs of a heart attack and stroke, the importance of volunteering and community service, and the difference that one person can make.

Each year more than five million children participate in a JRFH or HFH event! And while these events are among the premier fundraising events for both the AHA and AAHPERD, they also unite parents, students, the school, and the community in an important cause—safeguarding lives and improving health now and in the future.

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<sup>1</sup> HeartPower

## WHERE DOES THE MONEY GO?

### The American Heart Association

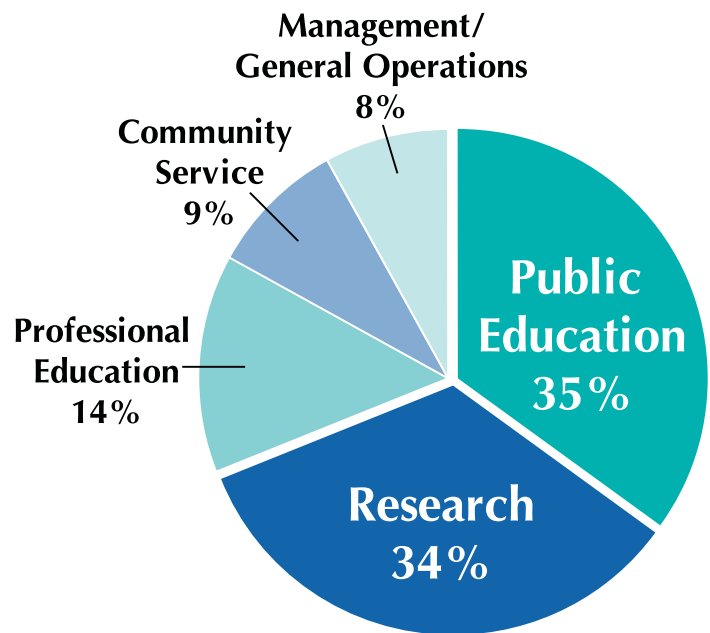
Both the AHA national office and the affiliates have a specific commitment to how they use money from their fundraising efforts. The chart on the right breaks out each item and the percentages allocated:

**Public Education:** These programs tell people how to reduce their risk of heart disease and stroke. Key messages include avoiding tobacco products, eating a healthy diet, enjoying regular physical activity, and maintaining a healthy weight. The AHA has programs for schools, businesses, and healthcare sites that reach millions of people every year. Through JRFH and HFH alone, education kits are given to every school that participates—that's 40,000 schools!

**Research:** Over the years cardiovascular disease and stroke research has yielded many important discoveries. These include CPR, life-extending drugs, pacemakers, bypass surgery, and surgical techniques to fix heart defects. Today's research lays the foundation for tomorrow's treatments and cures.

**Professional Education:** The AHA holds a variety of seminars and meetings in which leading medical researchers, scientists, and physicians present papers on the latest developments in cardiovascular medicine. This exchange of information increases the collective knowledge of heart disease and stroke and ultimately benefits patients and the public.

**Community Service Programs:** The American Heart Association provides the gold standard in scientifically researched international guidelines. Through the extensive network of American Heart Association instructors, AHA teaches CPR, Automated External Defibrillator (AED) use, and First Aid in local schools, workplaces, and community locations. They also provide training to local healthcare professionals in basic and advanced life support skills for the care of individuals who are experiencing cardiovascular emergencies. In addition, AHA is working to



AHA Use of Joint Project Funds (National and Affiliate levels).

improve the quality of the healthcare received in hospitals and doctors' offices by creating best practices for treating heart disease, stroke, high blood pressure, and other risk factors. One program, *Get With The Guidelines*, is designed to improve the quality of care cardiovascular patients receive in the hospital. It helps hospitals treat patients following American Heart Association evidence-based treatment guidelines.

**Management/General Operations:** The AHA controls costs to maximize funds available for research and education. The percentage of expenses used for fund raising and management compares favorably with that of other major nonprofit voluntary health organizations.

The AHA follows the standards of accounting and financial reporting for voluntary health and welfare agencies. These are set by the National Health Council, Inc., National Assembly of National Voluntary Health and Social Welfare Organizations, Inc., United Way of America, and the American Institute of Certified Public Accountants.

## AAHPERD & the States

Funds from the Joint Projects have made a dramatic difference in how both AAHPERD and the state associations are able to function and meet their respective missions. Because of the JRFH and HFH programs, AAHPERD and the states have had the opportunity to offer a variety of grants and endowments that support physical education. Additionally, these funds have been crucial to supporting research in the fields of health, physical education, recreation, and dance. Over the past seven years, HFH monies have been used to award over \$253,000 to researchers at more than 25 different universities through the Research Consortium's AAHPERD Research Grant Program.

And we continue to look for more ways to make the programs better. AAHPERD has instituted the new AAHPERD JRFH/HFH grant program, where at least 10 deserving JRFH/HFH coordinators receive \$2,500 in professional development opportunities and funds to enhance their physical education programs. Teachers are incredibly important to the success of the JRFH and HFH programs, and we want to recognize and reward those coordinators who have been instrumental in developing these programs over the past quarter century.

## Added Value

**Advocacy:** Fighting heart disease and stroke takes more than just new medications and treatments. It also takes new legislation. Bringing about new laws is hard work. It demands passion, persistence, and persuasion—people working together at the


grassroots level to lobby key policymakers to protect public health. Every year AHA's voice has grown stronger in Washington, D.C., state capitals and local communities. In 2004, AHA has worked on 1,264 pieces of legislation in states on issues ranging from increasing tobacco excise taxes to increasing the amount of time physical education is taught in schools. The AHA has also spent countless hours supporting important federal legislation that will save lives through better care and research. Every time we talk to policymakers in statehouses, we raise awareness. Every time we help pass a bill, we save lives.

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Additionally, both the AHA and AAHPERD have worked together to stress the importance of physical education in schools to policymakers at the local, state, and federal level. In supporting this priority, the senior leadership at AHA adopted a joint physical education goal for all states and each AHA affiliate has specific plans and objectives to meet this PE goal.

**Schools:** The American Heart Association, state AHPERD's, and AAHPERD all benefit financially from the success of JRFH and HFH. But beyond that, our school physical education programs also benefit.

When schools participate in JRFH and HFH we all win! Children learn about the importance of volunteering while being active. Money is raised to support the missions of AAHPERD and the AHA, children are educated on the importance of healthy active lifestyles, teachers receive new educational materials and jump ropes, and schools have the opportunity to receive valuable equipment vouchers to purchase physical education equipment.



**M**illions of dollars have been raised, millions of lives have been saved, and millions of people have been touched through these two amazing programs. 90/10 is much more than dollars and cents—it's about people, passion, and two extremely dedicated organizations making a difference in people's lives through the Jump Rope for Heart and Hoops for Heart programs.