



Dear Parents & Potential Sweethearts,

Thank you for your interest in our 2018-2019 Sweetheart Program. This program is designed for strong leaders who are community minded, and have a desire to be advocates for heart health.

Did you know that cardiovascular diseases and stroke claim the lives of more Americans than the next seven leading causes of death combined? The Sweethearts Program is designed to educate and empower high school sophomore girls while engaging them in the American Heart Association's Mission: *Building healthier lives, free of cardiovascular disease and stroke*. Sweethearts participate in educational programs and activities over the course of the school year while becoming heart advocates. Participants also develop team building concepts, earn volunteer hours, and gain valuable leadership skills.

Sweetheart activities begin in August and culminate in May of 2019 at the Northwest Arkansas Heart Ball, where the Sweethearts are highlighted as valuable volunteers and young women of strength and character. The experience and knowledge received through the Sweethearts Program have an immediate and positive impact on the participants and our community!

Registration Process Details:



Complete the application, agreement, and payment plan.

Deadline for submission is **June 15, 2018**.

- Return these items by mail or email to: **_kaley.schwab@heart.org**

**American Heart Association
108 East Sunbridge Drive
Fayetteville, AR 72703**

As you and your daughter consider her participation in the Sweetheart Program, please feel free to contact me with any questions that you may have.

Sincerely,

Kaley Schwab
Corporate Market Director

Enclosures:

**2018-2019 Sweetheart Program Overview; Sample Program Calendar; Sweetheart Application;
Sweetheart Agreement (MUST BE SIGNED BY A PARENT OR GUARDIAN RESPONSIBLE FOR PAYMENT)**



Sweetheart Program Description & Mission

The American Heart Association Sweethearts are high school sophomores who (from August through May) actively participate in a program designed to teach them about heart healthy lifestyles and about the prevention of heart disease through education and volunteerism. Through this program, these young ladies learn that heart disease is the number one killer of Americans. During their tenure as Sweethearts, they learn the mission of the American Heart Association and how to implement those goals on a daily basis.

The mission of the Sweethearts Program is to empower a new generation with lifesaving knowledge while developing a genuine commitment to life-long heart health, community service and leadership. Sweethearts accrue volunteer hours, learn valuable leadership skills and the concepts of team building as well as fundraising to support important research for heart disease and stroke. They are trained in Hands Only CPR and learn other heart health related information. After successfully completing the program, the Sweethearts are presented at the Heart Ball to highlight their achievements throughout the year.

Sweetheart Financial Commitment:

The program fee is **\$2,000**. This must be paid in full by **April 10th, 2019**. You can pay it in monthly or quarterly installments, or all at once. Payments can be made as soon as you sign up, and we can set up the payment options that work best for your family.

***A \$250 deposit is due by June 1, 2018.**

We also set a **fundraising goal** for each Sweetheart of **\$1,000**. This is not mandatory, and if your daughter does not raise the full \$1,000, you are not responsible for paying the difference. We help the girls reach their goal through letter writing campaigns, telethons, give-back nights, and other fundraisers throughout the year.

Program Value:

2 Sweetheart t-shirts, welcome bag & notebook	\$100
Leadership Retreat	\$200
CPR Anytime Training + Take-home Kit	\$50
Sweetheart End of the Year Gift	\$150
Heart Ball Tickets (Sweetheart & 2 guests)	\$900
Administrative & Program Costs	\$600



Sweetheart Activities + Community Service Hours

Sweetheart activities begin August 2018-May 2019. We ask that the Sweethearts attend as many “Core” activities as possible, but also understand that school and family conflicts will arise. We ask the girls to complete **25** community service hours. They earn these hours by attending core Sweetheart events, volunteer opportunities given on their program calendar, additional volunteer opportunities that will be shared as they arise, and even social media postings! The American Heart Association will provide an opportunity to earn 40+ hours through various events and programs listed on their calendar.

- *The Sweetheart that completes the most hours will be presented an award at Heart Ball.*

Sweetheart Fundraising

Sweethearts are given a goal to raise \$1,000 for the American Heart Association outside of the program fees. A fundraising kick-off will be held in the fall that combines a telethon party and a letter writing campaign. Sweethearts will also be supplied with an online fundraising page in August and additional tools to help reach their goal.

The deadline to reach the fundraising goal is **April 20th, 2019**.

- *The Sweetheart with the most successful fundraising campaign will be presented an award at Heart Ball.*

Northwest Arkansas Heart Ball

The Northwest Arkansas Heart Ball is the premier social event consisting of dinner, dancing, entertainment and an auction. The event attracts the area’s leading corporate executives and community leaders. This event will be for all Sweethearts who have successfully completed the program.

Each Sweetheart member receives **three** seats to the Heart Ball for herself and two parents/guardians. These three tickets are included in the program cost. Sweethearts can purchase a maximum of six *additional* seats to attend the Heart Ball at a discounted rate. All purchased tickets must be paid for when the order is placed with the American Heart Association.



Heart Ball Gown Requirements

The Heart Ball is considered a black-tie social event, and Sweethearts must adhere to the guidelines listed below.

- ✓ **Color of your choice; floor length only; no high slits; no full beading; no backless; no spandex; no gloves; no low necklines**
- ✓ **Gowns need to be purchased and altered by March 1, 2019 so they can wear them for the Citiscapes photo shoot.**

Sweetheart Photographs

A CitiScapes photographer will take individual and group photographs of the Sweethearts in their Heart Ball gowns in March 2019. Individual portraits will be used for the Heart Ball Program. Group photographs will be used in an article featured in the May 2019 issue of CitiScapes Metro Monthly Magazine.

**ALL Sweethearts are required to attend the photo shoot. Make-up sessions will only be scheduled for Sweethearts who are out of state for school or team reasons.*

Parent or Guardian Volunteers

We would be delighted to get interested parents or guardians more involved. There will be volunteer opportunities available throughout the year at many activities and AHA events. Please let us know if you are interested in becoming more involved.

Sweetheart Attire

Sweethearts should dress appropriately for all activities. Bare stomachs should not be visible during any Sweetheart event. Shorts and skirts should be of a respectable and reasonable length. Casual attire (sweetheart shirts + jeans) will be appropriate for the majority of their activities.

Social Media

As a Sweetheart, the young women will be representing not only themselves, but the American Heart Association as well. There will be an expectation of class and leadership to be shown not only during AHA events, but all the time, including posts on social media. Social media accounts will be monitored, and if a post does not display the values and character expected of a Sweetheart, parents and Sweethearts will be contacted.

**Below is the current Sweetheart Program calendar to give you an idea of what their schedule looks like*

2017 – 2018 Program Calendar

***** ALL DATES/TIMES SUBJECT TO CHANGE**

KEY:

Blue = CORE EVENT

RED = Deadlines & Due Dates

GREEN = Volunteer Opportunities

Aug 20 <i>Sunday</i>	Meet & Greet for Sweethearts and Parents 2:00-4:00pm at She Said Yes in Rogers *2 Service Hours Available
Aug 26-27 <i>Overnight event</i>	Leadership Retreat, CPR Anytime Training Saturday 9:00am – Sunday 10:00am *4 Service Hours Available Mount Sequoyah Retreat Center, Fayetteville
Sept 10 <i>Sunday</i>	Northwest Medical Center Cath Lab Tour, Nutrition presentation 2:00-4:00pm at the Springdale Location *2 Service Hours Available
Sept 15 <i>Friday</i>	Addresses + Names Due for Fundraising Letter Writing Campaign Address forms to be sent via email or mailed to AHA office
Oct 15 <i>Sunday</i>	Healthy Cooking Demonstration 2:00-4:00pm at Whole Foods in Fayetteville *2 Service Hours Available
Oct 28 <i>Saturday</i>	Vestido Rojo 7:00am-2:00pm at Holiday Inn, Springdale *7 Service Hours Available
Nov 1 <i>Wednesday</i>	National Healthy Eating Day Take a photo with a group at school eating a healthy meal or snack & send to an AHA staff member *1 Service Hour Available (if you post the photo on social media, you can earn 2 service hours)
Nov 12 <i>Sunday</i>	Fundraising Kick Off Party & Telethon 2:00-4:00pm at the AHA Office *2 Service Hours Available
Dec 10 <i>Sunday</i>	Ecotools My True Beauty Holiday Party + Ice Skating 2:00-5:00pm at Paris Presents Office and Downtown Bentonville outdoor ice skating rink *2 Service Hours Available
Jan 14 <i>Sunday</i>	VIP Shopping Event 1:00-5:00pm at She Said Yes in Rogers *2 Service Hours Available

February 2018 National Heart Month

- Feb 2**
Friday **National Wear Red Day**
Take a photo with a group at school wearing red & send to AHA staff member ***1 Service Hour Available (if you post the photo on social media, you can earn 2 service hours)**
- Feb 3**
Saturday **Painting the Horses for Heart Month**
9:00-12:00pm at the Bentonville or Fayetteville location ***3 service hours available**
- Feb 26**
Thursday **Go Red for Women Set-Up*****
Anytime from 9:00am-3:00pm at John Q Hammons Center ***Service Hours Available**
- Feb 27**
Friday **Go Red for Women Event*****
9:00am-1:00pm at John Q Hammons Center ***Service Hours Available**
- March 3rd & 10th**
Saturday **Professional Photographs for Heart Ball with Citiscapes Magazine**
11:00am-3:00pm – Joe Witkop’s Studio – Fayetteville
- April 6**
Friday **Deadline for Heart Ball Seating**
Send names for 3 tickets, including Sweethearts, and order additional seats if necessary
- April 14**
Saturday **NWA Heart Walk**
6:00am-12:00pm at the Amp in Rogers ***6 Service Hours Available**
- April 20**
Deadline to reach \$1,000 Fundraising Goal, Deadline for 25 hours of community service
- May 11**
Friday **NWA Heart Ball Event Set Up *****
9:00-4:00pm at John Q Hammons Center
MANDATORY REHEARSAL: 4:30pm, Grand Ball Room
- May 12**
Saturday **NWA Heart Ball**
5:00 – 11:00pm at John Q Hammons
- June**
Sunday **Sweetheart End of the Year Celebration!**
Time, Date, & Location TBD



2018-2019 Sweetheart Application

Sweetheart Name:

Mailing Address:

Sweetheart Cell Phone (Required):

Sweetheart Email (Required):

Birthday: _____

School: _____

T-Shirt Size: _____

Instagram name: _____

Sweethearts MUST provide 2 references below. At least one must come from a teacher, administrator, or coach. I will contact the references listed and ask them to fill out a quick survey that shouldn't take longer than 5 minutes to complete.

Please list your references below:

Reference 1: _____

Email/Phone: _____

Reference 2: _____

Email/Phone: _____



Parents' or Guardians' Information – please complete all those that apply.

1. **Primary** Contact:

Relationship to Applicant: _____

Address: _____

Cell Phone: _____ Email: _____

Employer/Occupation: _____

Matching Funds Available: YES NO

2. **Secondary** Contact:

Relationship to Applicant: _____

Address: _____

Cell Phone: _____ Email: _____

Employer/Occupation: _____

Matching Funds Available: YES NO

Please list any important additional contacts with phone numbers below:

Name/Phone Number: _____

Name/Phone Number: _____

Name/Phone Number: _____



SWEETHEARTS APPLICANTS - PLEASE READ AND SIGN

I realize that being a member of the Sweethearts program places me in a leadership position in my peer group. It is my intention to uphold the honor of representing my community, my family, and the American Heart Association. If chosen to become a Sweetheart, I pledge to refrain from smoking and to exhibit a heart-healthy attitude during my reign. I also pledge to attend **at least 8 of the 12** official Sweethearts activities, including the Heart Ball in May of 2019.

Witness

Parent or Guardian Signature

Date

Applicant

Potential Sweethearts Signature

Date



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American Heart Association
108st Sunbridge Drive
Fayetteville, AR 72703
- ✓ Deadline for submission is **June 15, 2018.**

Sweetheart Payment Plans

Please check the options you prefer below

Option A

June 1, 2018	\$250 Deposit
July 1, 2018	\$175
August 1, 2018	\$175
September 1, 2018	\$175
October 1, 2018	\$175
November 1, 2018	\$175
December 1, 2018	\$175
January 1, 2019	\$175
February 1, 2019	\$175
March 1, 2019	\$175
April 1, 2019	<u>\$175</u>
	\$2,000

Option B

June 1, 2018	\$250 Deposit
August 1, 2018	\$350
October 1, 2018	\$350
December 1, 2018	\$350
February 1, 2019	\$350
April 1, 2019	<u>\$350</u>
	\$2,000

Option C

June 1, 2018	\$250 Deposit
October 1, 2019	\$585
January 1, 2019	\$585
April 1, 2019	<u>\$580</u>
	\$2,000

Please keep my credit card on file and charge my card on the 1st of every month according to the payment plan I chose.

Name on Card _____

Credit Card # _____

3 digit code: _____ Expiration: _____

I plan to mail a check for each payment.

None of these payment plans fit our family and I need to create my own.

