

DEER PARK UNION FREE SCHOOL DISTRICT

John F. Kennedy Intermediate School

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Eva J. Demyen
Superintendent

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Dear Parents:

January 2018

Once Again, John F. Kennedy will be participating in the American Heart Association fundraiser “Jump Rope for Heart” and “Hoops for Heart.” Both of these community service programs raise funds for the American Heart Association.

We are joining in the fight against our nation’s number one and number three killers—cardiovascular diseases and stroke. Research shows that the habits and choices developed in childhood directly influence whether or not a person develops heart disease later in life. Reducing the risk of many forms of heart disease can be as easy as maintaining a regular exercise routine.

Our physical education teachers have designated two weeks in February to help our children learn about the importance of heart healthy exercise. “Jumping for Healthy Hearts” will begin the week of February 5th and “Shooting Hoops for Healthy Hearts” will begin the week of February 12th. All students will participate in both weeks of activities during their usual physical education classes. The third and the fourth grade will raise funds for “Jump Rope for Heart” and the fifth grade will raise funds for “Hoops for Heart.”

At the same time we invite all families and friends to help support the efforts of the American Heart Association by participating in this voluntary fundraiser. However, we ask that children do NOT go door-to-door to strangers for donations. Each student will receive a collection envelope. The amount of funds raised will determine the prizes your child is eligible to receive.

Checks should be made payable to the American Heart Association and placed in the fundraising envelope. Please make sure that your child’s name and their teacher’s name are clearly written on the envelope. Also, if you raise \$50.00 or more, please mark the size of the T-shirt you have earned. All fund raising envelopes must be returned to your child’s teacher by **Wednesday, February 14th!!!**

The money our school raises will help fund potential life saving research for heart and blood vessel disease and stroke. Last year we raised **\$12,716.00** which ranks us number nineteen on Long Island. Our goal this year is to raise \$15,000.00

Sincerely,

The JFK Physical Education Department



This year's fun theme is

Welcome to the Scare Squad: On the Prowl for Heart Health.

Jump Rope For Heart/ Hoops For Heart is coming up!

NEW! See the Scare Squad monsters come to life!

Search "jump/hoops" in your app store to download the **free mobile app** and see your wristband, tattoo, and monsters juggle, dance, jump, and play!

UNLOCK ME USING JUMP/HOOPS MOBILE APP

Bring this tattoo to life with your app.

Dear Parent or Guardian,

Is your child ready? It's time for Jump Rope For Heart or Hoops For Heart! This program teaches **heart-healthy habits** and helps the American Heart Association raise money for **research and education** that saves lives.

Here's how it works:

- Your child has received his or her fundraising envelope. Start by setting up a personal fundraising page — easy directions are on the back of this letter.
- Ask family and friends if they'd like to donate. Not sure what to say? Your child can use the simple script on the collection envelope.
- Encourage your child to get ready to jump, shoot hoops and have fun at his or her school event!

Heart disease is the leading cause of death in America, but 80 percent of the risk factors are preventable. **As part of Jump Rope For Heart and Hoops For Heart, your child will choose a heart-healthy message and share lifesaving tips.** There is even a parent corner with tips on keeping your children healthy at home!

There's more good news. Through Jump Rope For Heart and Hoops For Heart, your school can earn money for PE equipment and your child earns fun prizes that encourage him or her to keep up the good work for heart health. And that's something to jump up and down about!



	Register— Get a free WRISTBAND	GLOW Get it now!
Protect Your Health 	Raise \$5— Get JAX PLUS a monster clasp to clip to your backpack	NINJA POWER Get it now!
Help Others 	First online donation— Get CHARGER	GLOW Get it now!
Avoid Sugary Beverages 	Raise \$20— Get FINSTER	"FIN-TASTIC" Get it after the event
Be Physically Active 	Raise \$35— Get ROCKY	CRAZY HAIR Get it after the event
Color Your Plate 	Raise \$40 online— Get DISCO	PLUSH Get it now!
Avoid Tobacco 	Raise \$100— Get PETUNIA	PLUSH Get it after the event
Watch Out for Salt 	Raise \$200— Get BLASTER	PLUSH Get it after the event

Register at heart.org/jump
or heart.org/hoops

OR, in your app store, search
"jump/hoops".



Here's *Your* Homework

Help your child set up a personal fundraising page. They will **earn a fun glow-in-the-dark wristband just for registering.**



Here's what to do:

- Visit heart.org/jump or heart.org/hoops, or search “jump/hoops” in your app store and download the app. Find your school and join the team. *(Even if you've participated before, you'll need to start by finding your school.)* (image 1)
- Choose whether you're a new or returning participant. If you're new, fill out the form to set up your account. If you're returning, enter your user name and password and update your information. *(Hint: Make sure your username and password are easy to remember since you'll be able to use them again next year.)*

Now you and your child are ready to have some fun by customizing his or her personal fundraising page.

- Track your progress and kick things off with your own personal donation. (image 2)
- Send emails and ecards asking for donations. (image 3)
- Search “jump/hoops” in your app store to download the mobile app. You can fundraise with Facebook and unlock your monsters. (image 4)

Plus each time your child visits the headquarters, he or she will see badges earned and have a chance to unlock special surprises. More visits mean more chances to share messages about heart health and raise funds for the American Heart Association.

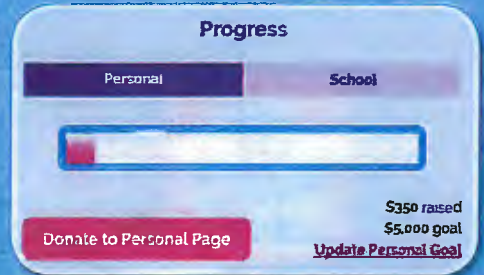
PS: Always fundraise the smart and safe way. Do not go door-to-door or ask strangers for donations. Please convert cash donations into checks payable to the American Heart Association and ask your donors if their employers match employees' contributions!

www.matchinggifts.com/aha

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Register at heart.org/jump
or heart.org/hoops
OR, in your app store, search
“jump/hoops”.

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