

Fundraising Recommendations

Ideas for fundraising for AEDs include:

- Ask parents for donations
- Add a set dollar amount to the registration fees for "Safety Equipment"
- Raffles
- Superbowl Squares
- March Madness Brackets
- Apparel Sales
- End of Season Equipment Sales
- Donation jars around the community
- Fundraising Events
 - Car washes
 - Pancake breakfasts/spaghetti dinners hosted by a local business or organization
 - Candle, bracelet, trash bag or wrapping paper sales
 - Bake sales
 - Neighborhood yard/garage sales

INTERESTED DONORS MAY INCLUDE:

- Team sponsors
- Local businesses
- Doctor's offices or pediatricians; Hospitals or health systems
- Private donors/families
- Health insurers
- Private foundations
- Family foundations or non-profits
- American Heart Association and American Red Cross
- AED companies
- Corporate foundations and giving programs (i.e. Walmart, insurance companies, grocery store chains)
- Local and/or National Civic Organizations (Fire, Police, EMS, Masons, Kiwanis, Rotary, Lions Club, American Legion, Knights of Columbus, women's clubs and leagues, among many others)
- State/federal grants
- Ask your local Project ADAM coordinator for local non-profits that may donate AEDs

FUNDING/GRANT IDEAS FOR EMERGENCY PREPAREDNESS EQUIPMENT:

- **Project AED 365**
- **Firehouse Subs** - Firehouse Subs Public Safety Foundation is dedicated to improving the life-saving capabilities and the lives of local heroes and their communities.
- **GotAED** - GotAED is a crowdfunding site dedicated to placing AEDs in schools and wherever kids learn and play.
- **CPR Savers & First Aid Supply**
- **Union Pacific** - Limited to organizations located in the western & southwestern United States; Union Pacific is committed to helping prevent and prepare for accidents and emergencies and equipping residents to effectively respond to incidents if or when they occur.

TIPS:

- Communicating to parents the importance of an AED and why you need it
- There are also many funding opportunities that support local organizations in their states and communities. We encourage you to research opportunities available in your community/state or ask your local Project ADAM representative.
- Consider asking a parent to spearhead fundraising efforts – parental involvement is essential. Many parents have experience fundraising and connections throughout the community.
- Consider asking the league or the venue where your team practices/plays/performs, if they can provide an AED on site or share the cost with your team.
- Share the costs between different seasonal athletics (ie: summer/winter, spring/fall)
- Consider offering recognition to the donor (parent, company, foundation) by displaying their name or logo publicly (ie: your website, social media, a sign, apparel)
- General upkeep (such as ensuring the wall-mounted case is intact, no tampering has been noted, the unit is fully stocked with the necessary supplies).
- It is always a good idea to write down the pad and battery expiration dates in your school calendar at the beginning of each year.
- Remember not to buy these supplies too far in advance because they do have expiration dates.
- The vendor from whom you purchased your AED unit(s) may offer an electronic maintenance program which will send the school coordinator automated email reminders regarding the unit's maintenance.
- Weigh out your options and discuss pricing with the vendor to ensure the cost of the maintenance program stays within your budget.

Dear _____

The _____ has taken the initiative to combat a serious health problem in and around the country: Sudden Cardiac Arrest (SCA). There are more than 350,000 people who suffer a cardiac arrest each year. SCA is the #1 cause of death for student athletes. The good news: early defibrillation from an Automatic External Defibrillator (AED) along with bystander CPR can save a life.

People of any age, including children, can be affected by SCA. Often people are undiagnosed until they suddenly collapse. Sudden cardiac death happens in minutes and rescuers have 3 to 5 minutes to save a life before potential brain damage begins, making cardiac emergency response plans and AEDs critical.

The treatment for SCA is provided by rapid and good quality CPR and early defibrillation from an AED. AEDs are portable devices about the size of a lunch box and provide brief but powerful electrical stimulation to a person's chest, helping to restore the heart's natural rhythm. The user simply places the AED pads on the victim's chest and follows the prompts, letting the machine do the rest.

The _____ will protect the community by implementing a Project ADAM Heart Safe program. The program recommends the purchase of AEDs and implementation of cardiac emergency response training for coaches, volunteers and athletes.

We are asking for financial support from _____ to make this life-saving project a reality.

Thank you for your consideration. You can learn more about Project ADAM and the national impact we can make together to save more lives at www.projectadam.com.