



# Raising Awareness: A Meaningful & Impactful Volunteer Experience



The American Heart Association urgently needs volunteers to help raise awareness about critical heart health issues. Unlike direct service, the AHA's volunteer efforts focus on educating and empowering people to spread essential knowledge on topics like blood pressure, CPR, nutrition security and mental well-being.

A key part of the volunteer experience is dedicating time to learn about these issues, then taking action to share that information with others. Awareness-raising is a powerful form of service: it equips communities with life-saving information and inspires further action.

Together, we can create lasting impact for heart health in our communities.

Through our corporate volunteer activities, employees make a meaningful impact by becoming the voices that carry our mission forward.

The power of raising awareness as a volunteer should not be underestimated—it can literally save lives.

For more information, contact [corporatevolunteerism@heart.org](mailto:corporatevolunteerism@heart.org)

# Customizable and Turnkey Volunteer Activities Available



## Nation of Lifesavers CPR Awareness Activity

Companies can rally employees to participate in a turnkey virtual or face to face Hands-Only CPR Awareness activity and share what they've learned with others!



## Gratitude Event

Employees create and deliver thank you cards, along with mental well-being resources, to organizations and individuals. Examples include teachers, nurses, volunteers, etc.



## Healthy Food Drive

Companies can provide a local food access organization nutritious food items that our neighbors need to live full, healthy lives.



## Blood Pressure Awareness Challenge

Employees learn about complete a series of outreach and awareness activities designed to educate as many people as possible about this "silent killer" over a two-week period

## Volunteering with the American Heart Association is Good for Companies and Employees....



Research shows that employers who encourage and promote volunteering boost employee morale, improve the workplace atmosphere and enhance the perception of their brand.



Studies show that purpose-driven companies had 40% higher levels of workforce retention than their competitors.



Another study found that turnover dropped by an average of 57% in the employee group most deeply connected to their company's giving and volunteering efforts.



71% of surveyed employees say it is imperative or very important to work where culture is supportive of giving and volunteering.