

# SOURCE's Partner of the Month – December 2013

**Name of Organization:** American Heart Association

**Mission:** To build healthier lives free of cardiovascular disease and stroke.

**Programs and Services:**

**Heart Ball-** A black tie gala for Baltimore to come together to raise money through sponsorships, personal donations and auction purchases to support the fight against heart disease and stroke.

**Recess Baltimore** - A school year education program designed to empower kids in Baltimore to make healthy behavior changes and become leaders and advocates for healthy eating and physical activity. According to the Center for Disease Control, Baltimore high school students are 40% more likely to be obese than other high school students statewide. The program consists of teaching 10 heart-healthy lessons to over 400 children in 12 different park and rec centers. Lessons are taught by Recess Educators or AHA volunteers who were recruited through SOURCE.

**Heart Walk-** An annual fundraising event to promote physical activity and heart healthy living in a fun, family and dog friendly environment.

**Go Red for Women** - Activities focusing on expanding awareness, promoting health & nutrition education, building passion and raising funds for women-specific heart & stroke research.

**Inspiration:** The Recess Baltimore program is inspired to reach the children who have a lack of green space to play and live in “food deserts” where access to healthy food options is limited.

**Greatest Asset:** Our greatest asset is also our biggest challenge. We have great volunteers that go into recreation centers to teach the Recess Baltimore lesson. Some of the issues we have faced is the difficult schedule of a JHU student which impacts their ability to consistently teach the lessons as well high turnover (due to people graduating and moving out of the area/getting a job where they can no longer teach)

**Involvement Opportunities:** Baltimore Heart Ball: February 1, 2014- Baltimore, Marriott Waterfront Hotel. *Volunteers needed for the entire day to help with set up, handling the Silent Auction, Registration, and other aspects of the night of event. If you are interested, please contact Christine de Benedictis*



## AMERICAN HEART ASSOCIATION

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