

Heart Health Round - Make it Red Club Participation Kit

February, 2024



Thank You. Your Support is truly Life-Saving!

#MakeitRed national awareness campaign that turns sporting grounds across Australia **RED** for heart disease and sudden cardiac arrest is an initiative of the Heartbeat of Football Foundation.

Let's tackle this critical national health issue together.

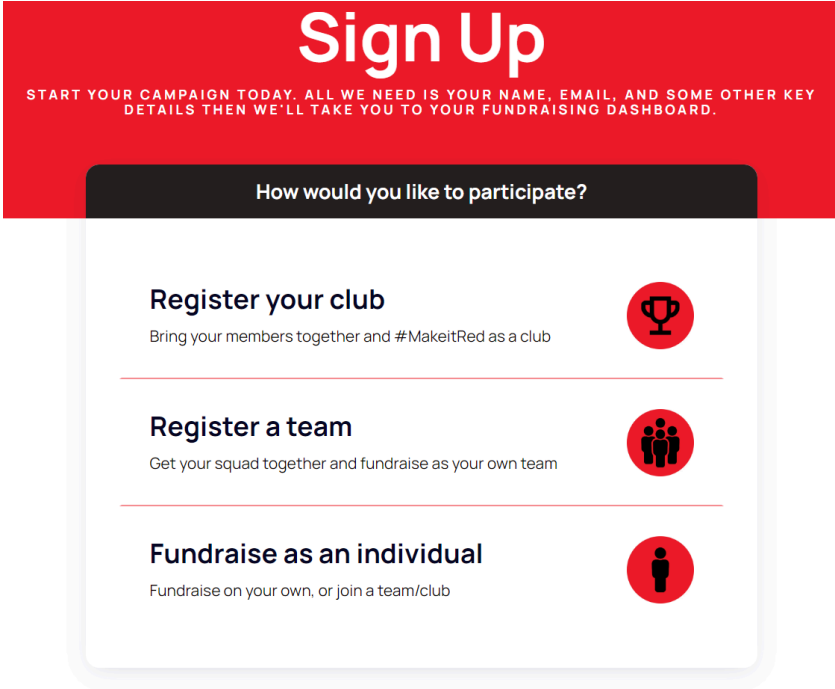
Andy Paschalidis
Founder & CEO

Event Overview

Event Name	Heart Health Round - Make it Red!
Purpose	<p>A national awareness campaign that turns sporting grounds across Australia RED for heart disease and sudden cardiac arrest. When you play or participate in RED, you will be raising funds to support life-saving heart research and help us realise our mission - to have zero heart-related deaths on the sporting ground.</p> <ul style="list-style-type: none">● Raise awareness about heart health issues;● Encourage people to make positive health choices;● Protect all participants' health and safety; and● Raising funds to support life-saving heart research
Call To Action	Show Some Heart - Make it Red!
Objectives	<ul style="list-style-type: none">● Create a fun environment to tackle a serious issue● Spark conversation and greater awareness● Raise funds for research, education and prevention programs
Date And Time	<ul style="list-style-type: none">● From Friday 26 to Sunday 28 April 2024● Host your event on any day or across the whole weekend
Venue	Your Club. Your Ground. All sporting fields across Australia.
Fundraising Target	\$150,000
Organiser	Heartbeat of Football Foundation Limited
New Site	https://makeitred.org/
Funds Utilisation	The Organiser will determine where to best allocate Funds for research, education and prevention programs.
Official Sponsor	TBC - still working on it!

Supporters	Football NSW, Northern NSW Football, Football Victoria, Professional Footballers Australia, Football Coaches Australia, Heart Foundation, Heart of the Nation, Response for Life, Community First Responders Australia, Staying Alive Health, Victor Chang Cardiac Research Institute, EndUCD, Heart Support Australia, hearts4heart and more to be announced soon!
More about #MakeitRed	Check out these links (Canva) <ul style="list-style-type: none">• 2023 Recap;• Video; and• 2024 Overview.

Get Involved

<p>Step 1 - Register & Setup Your Profile</p>	<p>Register - click HERE and setup Your Club first then Teams can register under your Club profile. Individuals can support a Team which rolls up to the Club profile.</p> <div data-bbox="539 403 1369 1087"></div> <p>This will be your Fundraising Profile and the one you promote and receive donations to. This is important because as a Thank You there are prizes to be won (details below).</p> <p>Remember all donations of \$2 or more are tax-deductible</p>
<p>Step 2 - Get Organised</p>	<p>We suggest you appoint a Club Champion/Heart Hero to coordinate your club's and all teams within your club involvement.</p> <ul style="list-style-type: none">• Communicates with Make it Red team;• Organise "FUN'raising Bites boxes - easy, simple & effective• Order merchandise (Glasses, Socks, T-shirts, Caps and Balls);• Organises club updates & social media posts;• Coordinates approaches to sponsors and/or local council; and• Plan activities and support for the actual day. <p>And for Club Champions/Heart Heroes check out the tools available in the profile Dashboard</p>

Step 3 - Enjoy the Day

- Make it Fun - have a BBQ, cake stall, games, face-painting, Blender Bike - making slushies and many other activities etc
- Take heaps of photos - people dressed up in red, wearing Red socks, making the heart hand gestures
- Share on Social Media (use #MakeitRed, #ShowSomeHeart, #HeartHealthMatters plus #hearthealthawareness and #hearthealthroud, and make sure to tag us

Platform	Heartbeat of Football	Heartbeat of Sport
Facebook	HeartbeatOfFootball	HeartbeatofSportAU
Instagram	heartbeatoffootball	heartbeatofsportau
LinkedIn	heartbeat-of-football	
X (Twitter)	HOfFootball	
YouTube	@heartbeatofsport	



* Queen of Hearts (Eastern Creek Pioneers SC)

Contact Us

Any questions or assistance please contact us at makeitred@heartbeatoffootball.com.au

Why Should I Care

Power of Sport for Change	"Sport is not about winning, it's about helping build stronger, healthier, happier, and safer communities."
No.1 killer of Australians - Men & Women (same across the World)	Heart Health <ul style="list-style-type: none">• Cardiovascular heart disease (CVD) is the leading single cause of disease burden and death in Australia - for both Men & Women;• Cardiovascular disease (CVD) refers to all the diseases of the heart and circulation, including coronary heart disease, atrial fibrillation, heart attack, congenital heart disease, heart failure and stroke.• CVD kills 17.5 million people every year - in Australia, and around the world, cardiovascular disease kills more people than any other disease or illness. More than any cancer, Alzheimer's, or HIV/AIDS;• CVD is a significant issue for all Australians including women. Approximately 20 women die each day of coronary heart disease, killing almost three times as many Australian women as breast cancer. Yet the general perception of heart disease is that it is a male disease;• CVD is largely preventable, as many of its risk factors are modifiable though in younger people heart health issues are increasingly caused by congenital factors (previously undiagnosed);• Increasingly women are at risk as heart disease is being misdiagnosed, underrepresented and under-researched;• Specifically sudden cardiac arrest - more than 25,000 Australians each year suffer an out-of-hospital sudden cardiac arrest (OHSCA), with survival rates less than 10% making it a leading cause of death in Australia.
We Need Your Support	Let's do it for Aussie Hearts! <p>The Sporting Family is UNIQUE, LARGE, DIVERSE, INCLUSIVE and it CARES - so lets make a difference together!</p>

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- **Past:** we honour the legacy of those that have passed as a result of heart health issues and the impact on their family, friends & teammates;
 - **Present:** we support those that have survived a heart related issue including a sudden cardiac arrest; and
 - **Future:** we educate and protect the next generation of participants and their families & friends.

Let's keep working towards making sport in Australia - the safest place for active recreation and participation.

No one should die playing the sport they love!

Gotta Be in it to Win It

We'd like to thank you for participating and supporting this initiative.

FOR CLUBS

Clubs - Prizes to be Won <ul style="list-style-type: none">• 1st Prize - awarded to the Club that raises the largest amount of funds• 2nd Prize - awarded to the Club that raises the 2nd largest amount of funds• 3rd-5th Prize - awarded to the Club/s that raises the 3rd,4th & 5th largest amount of funds• 6th Prize - awarded to the Club that raises the 6th largest amount of funds• 7th Prize - awarded to the Club that raises the 7th largest amount of funds• 8th Prize - awarded to the Club that raises the 8th largest amount of funds• 9th Prize - awarded to the Club that raises the 9th largest amount of funds• 10th Prize - awarded to the Club that raises the 10th largest amount of funds <p>Note: Funds raised is a total of all Donations + 'FUN'raising boxes sold + merchandise purchased.</p>	
FIRST PRIZE Staying Alive Health AED package Value: \$4990.00 xGST	The Staying Alive Health AED package includes: <ul style="list-style-type: none">• ZOLL AED Plus automated external defibrillator (AED) with CPR Help and the Rotaid 24/7 4G fully monitored security cabinet with an on-board alarm system, built-in heating system and rock-solid construction• The life-saving system is fully monitored 24 hours a day, and any use is immediately detected via text/email and includes 1 year of FREE network access and monitoring by Staying Alive Health. <p>Donated by Staying Alive Health</p>
SECOND PRIZE Heart of the Nation AED package Value: \$2990.00 xGST	The Heart of the Nation Community AED package includes: <ul style="list-style-type: none">• a HeartSine 360P Automatic AED• a yellow wall mounted cabinet with a siren• online CPR & AED education. <p>Donated by Heart of the Nation - Greg Page</p>
THIRD - FIFTH PRIZE Heart Health Awareness & Testing Day Value: \$2350.00 xGST/day	The Heart Health Awareness & Testing Day package includes: <ul style="list-style-type: none">• Get the facts on your heart health with a FREE check-up We bring the testing to you. In less than 10 minutes, nurses measure a person's blood pressure, total cholesterol and blood sugar levels, and provide information on modifiable risk factors and healthy heart habits.

<p>3 to be Won</p>	<ul style="list-style-type: none"> ● Key Objectives <ul style="list-style-type: none"> ○ raise awareness about heart health issues; ○ encourage people to make positive health choices; and ○ protect all participants' health and safety. <p>Donated by Heartbeat of Football Foundation</p>
<p>SIXTH PRIZE Response for Life CPR & AED training for up to 20 people</p> <p>Value: \$1000.00 xGST</p>	<p>The Response for Life package includes:</p> <ul style="list-style-type: none"> ● HLTAID009 – provide cardiopulmonary resuscitation This course covers the knowledge and skills required to provide CPR, manage and assess an emergency situation, use an automatic external defibrillator (AED), understand DRSABCD and the First Aider's legal responsibilities. This is for 10 people at your club. ● CPR & AED Confidence Sessions for Your Community To build familiarisation & confidence in AED use and the importance of CPR. ● Delivered in-person at your club or via online <p>Donated by Response for Life - Julia Zuza</p>
<p>SEVENTH PRIZE Community First Responders Australia CPR & AED training for up to 20 people</p> <p>Value: \$1000.00 xGST</p>	<p>The CFRA package includes:</p> <ul style="list-style-type: none"> ● HLTAID009 – provide cardiopulmonary resuscitation This course covers the knowledge and skills required to provide CPR, manage and assess an emergency situation, use an automatic external defibrillator (AED), understand DRSABCD and the First Aider's legal responsibilities. ● CPR & AED Confidence Sessions for Your Community To build familiarisation & confidence in AED use and the importance of CPR. ● Delivered in-person at your club <p>Donated by Community First Responders Australia</p>
<p>EIGHTH PRIZE Western Sydney Wanderers FC - Club Experience</p> <p>Value: Priceless</p>	<p>The WSW FC - Club Experience package includes:</p> <ul style="list-style-type: none"> ● Player Meet & Greet plus 1 x Coaching Session for a local club <p>Donated by Western Sydney Wanderers FC</p>

NINTH PRIZE Sydney FC - Club Experience Value: Priceless	The Sydney FC - Club Experience package includes: <ul style="list-style-type: none">● Player Meet & Greet plus 1 x Coaching Session for a local club Donated by Sydney FC
TENTH PRIZE Western United FC - Club Experience Value: \$500 xGST	The WUFC - Club package includes: <ul style="list-style-type: none">● 1 x team signed Jersey – ALM or ALW (2024-25) Donated by Western United FC

Contact Us

Any questions or assistance please contact us at makeitred@heartbeatoffootball.com.au



Thank you for your support and let's make a difference together

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