Dear Principals and Teachers

Schools across Australia have rallied with SchoolAid (supported by APPA) in the past, raising almost $1 million for the kids devastated by the 2009 Victorian Bushfires and almost $1 million for the kids affected by the 2011 floods in Queensland. Across all of our campaigns, you guys have collectively raised over $5 million!

But there’s a tragedy here every day in Australia, one that doesn’t get the media attention that these other disasters do…

One in eight kids born have childhood heart disease. And, sadly, one in four will die each week from childhood heart disease.

So we have teamed up with our friends at HeartKids Australia, and we encourage you to get your school involved in Sweetheart Day (i.e. Valentine’s Day, Feb 14th), by participating in our KidsGive EatArt for Sweetheart Day campaign!

Following is a ‘HOW TO’, showing just how easy it is to run your EatArt for Sweetheart Day Fundraiser.

Our EatArt for Sweetheart Day campaign is a fun way to fundraise for Aussie kids with heart disease. Your kids also benefit... because when kids give, they build up personal and leadership skills... and it makes them feel good!

We thank you in anticipation of your support this February!

Sean Gordon
Founder & CEO
KidsGive (Powered by SchoolAid)
0439 700 489
Show your school’s heart by eating heart-shaped snacks on Sweetheart Day, and you will be joining actor, Shane Jacobson, in this major annual fundraising campaign for HeartKids.

HeartKids is a charity focused on securing the futures and enhancing the quality of life of children with heart disease and their families. With 8 kids born every day with heart defects and 4 dying each week, please rally your school kids to Eat Art for Sweetheart Day simply by enjoying a heart-shaped snack from the canteen for just $2 each! **Shane Jacobson will personally congratulate the kids from the school that raises the most funds per head!**

**HOW TO SET UP YOUR SWEETHEART DAY**

1. **Choose a day**
Sweetheart Day coincides with Valentine’s Day, Sunday, February 14. Choose a school day between February 8 and 12 and add it to the flyer or newsletter entry attached.

2. **It’s fun!**
Send the flyer home with kids, asking parents to supply a container of heart-shaped snack food for your canteen. Kids to bring $2 on your nominated EatArt for Sweetheart Day to buy their heart-shaped snack. We have made a flyer for you and it’s attached here.

3. **Everyone’s a winner!**
Shane looks forward to personally congratulating the kids whose school raises the most money (per head) on their EatArt for Sweetheart Day. Will this be your school? It goes without saying the children with heart disease and their families will benefit from your support. And the kids will feel fantastic about helping other Aussie kids with childhood heart disease. They may even know a family affected by this disease.

4. **Other Options**
If you can’t eat art for Sweetheart Day, there are other activities the kids can do in the classroom – go to sweetheartday.org.au for
inspiration. Your fundraising efforts should still be submitted through the KidsGive campaign at www.kidsgive.com.au/campaigns/eatart-for-sweetheart-day/ so your school is in the running for a personal thanks by actor and HeartKids ambassador, Shane Jacobson!

5. Submit your funds raised
Donating your funds raised is easy. On completion of your day’s activities, head over to http://www.kidsgive.com.au/campaigns/eatart-for-sweetheart-day/ and click the Contribute Now button, fill in your school’s details and join the united school front in supporting these kids and their families.

Join the Conversation
Follow the updates and share your photos and activities on the KidsGive Facebook page using hashtag #sweetheartday

Enquiries: info@kidsgive.com.au