

## Cor Vitae Giving Society

*Building healthier lives, free of cardiovascular diseases and stroke.*

Cor Vitae ...The Heart of Life Philanthropic Giving Society is a warm and inviting community of like-minded individuals who understand the importance of changing and saving lives through the work of the American Heart Association. Cor Vitae is the vehicle for significant supporters of the AHA to be recognized for their giving to the Association and serves as a platform to inspire others to also consider making an impact on American healthcare.

- ❖ Cor Vitae members will experience:
  - A deeper connection to the work of the Association through exclusive insider communications
  - Enhanced access to AHA leadership
  - Unique connectivity to other like-minded individuals nationally
- ❖ Benefits Include:
  - Increased access to AHA volunteers and leaders
  - Recognition for inspired support of the AHA which inspires others
  - Exclusive events that showcase the impact of giving
- ❖ Recognition Levels: Cor Vitae recognizes annual gifts in excess of \$5,000
  - \$5,000 – \$9,999 (Patron)
    - Special insider communications (Updates / Newsletter)
    - Recognition in American Heart Association's annual Honor Roll of Donors
    - Subscription to the *Heart Insight Magazine*
    - Cor Vitae lapel pin
    - Members will be invited to a private dinner featuring prestigious speakers to share information on life-saving developments in science and healthcare
    - Access to unique social networking avenues that provide an innovative opportunity to connect with other Cor Vitae members throughout the country
    - Personalized CEO updates which feature an in-depth look at how giving impacts the American Heart Association's work of changing lives and saving lives
    - VIP receptions at key gatherings
  - \$10,000 – \$24,999 (Champion)
    - All the benefits listed at the previous level
    - Concierge access to AHA medical information and resources
    - An exclusive dinner for Cor Vitae members in the market at this level
    - Opportunities to make individual connections with AHA volunteer leaders
    - Invitations to attend local, regional and national American Heart Association and Cor Vitae events
  - \$25,000 – \$49,999 (Silver)
    - All the benefits listed at previous level
    - CPR Anytime kit
    - Key gatherings of members at the \$25,000 recognition level to discuss the future of AHA
    - Special invitations to attend Presidential rounds which will provide a unique opportunity to go behind the scenes at AHA and experience our life-saving work from our Past President's perspective
    - Private briefing from AHA leadership on key strategic issues and accomplishments including the opportunity for dialogue
  - \$50,000 - \$99,000 (Gold)
  - \$100,000+ (Platinum)