



American Heart Association® | American Stroke Association®

Learn and Live®

American Heart Association

Young Professionals (YP) Group of NYC, Red Ball Honoree

The YP Group of NYC is the American Heart Association's (AHA) network of young professionals. These YP volunteers dedicate their time and talent to support the programs and activities of the AHA that help us create a healthier NYC, free of heart disease and stroke. When you join the YPs, you have the opportunity to contribute to the AHA's mission, make a difference in the community and network with other like-minded individuals who share your passion for healthy living and the American Heart Association.

Membership Requirements & Responsibilities of the Red Ball

The YP's host regular mission-focused events aimed at getting people learning, thinking, and talking about prevention strategies for a heart healthy lifestyle. They volunteer in the community, meet up for social and fitness events, learn more about heart diseases and stroke, share their stories, advocate for heart policy and support fundraising for cutting edge research.

The YP's Red Ball is a social and networking affair that attracts over 400 of New York City's young leaders, in their 20s, 30s and 40s, from the corporate, medical, philanthropic, entertainment and fashion communities, with a goal of raising \$150,000 for the AHA mission.

The following are the minimum requirements for a Red Ball Honoree:

- Serve as a community ambassador for the American Heart Association's mission and the Red Ball Event.
- With the help of the Special Events Manager, plans and hosts 1 Educational Event for the YP's aligned with their Educational Platform.
- Commits to an overall minimum fundraising goal of \$10,000 towards our \$150,000 Campaign Goal
 - a. Obtain this goal through Personal Online Fundraising Pages, Coporate Donations and Ticket Sales.
- Encourages their network, professionally and personally, to partner with the AHA to achieve our goals of a successful event and a healthier NYC.
- Overall advocate for the Red Ball Goals
 - a. Celebrating our Honorees, Group & Mission
 - b. Raising Money
 - c. Raising Awareness
 - d. Unforgettable Event
 - i. Event Logistics & Entertainment
 - e. Marketing the AHAYP and the AHA