



American Heart Association®

Heart Club™

## College Heart Club Grant Opportunity FAQ

This document provides answers to questions about the new College Heart Club Grants available to colleges with active American Heart Association Heart Clubs.

[College Heart Club Grants | American Heart Association](#)

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### SITE ACCESS & ADMINISTRATIVE QUESTIONS

What is the link to the grant website to apply for grants?

[College Heart Club Grant Application | American Heart Association](#)

Before submitting your application, we encourage you to discuss the opportunity with your Heart Club members and advisor. We will only accept one grant application per Heart Club.

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### GRANT REQUIREMENTS & TIMELINE

What is the application timeline?

- Applications open: Thursday, October 16, 2025
- Submission deadline: Thursday, November 25, 2025
- Applicants notified: On or before Monday, December 8, 2025
- Funds issued: Within 30 days of signed agreement

Who is eligible to apply?

To be eligible, applicants must:

- Be a registered American Heart Association Heart Club with a faculty advisor
- Provide a school W-9 form
- Include a letter of support from a school administrator
- Strong preference is given to clubs officially recognized as a student organization by their school
- No prior CPR credentialing is required



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Tell me more about the American Heart Association’s Nation of Lifesavers.

When someone’s heart stops, immediate CPR and automated external defibrillator (AED) use can double or even triple their chance of surviving. Yet less than half of people experiencing sudden cardiac arrest receive the help they need from a bystander. The American Heart Association is committed to turning a nation of bystanders into lifesavers. The long-term goal of Nation of Lifesavers is to ensure that in the face of a cardiac emergency, anyone, anywhere, is prepared and empowered to perform CPR and become a vital link in the chain of survival. [Learn More](#)

How much funding can my Heart Club receive?

College Heart Clubs can apply to receive two CPR in Schools® with First Aid Training Kits and \$500 in funds to help with hosting and promoting Nation of Lifesavers™ events that spread awareness and train more students and community members in Hands-Only CPR.

Resource	Description	Value
CPR in Schools® with First Aid Training Kit (2)	Includes 20 Mini Anne Plus® inflatable manikins, 20 AED simulators and 6 USB drives with training videos & guides.	\$1500 * *Includes shipping

What is included in the CPR in Schools® with First Aid Training Kit?

CPR in Schools® with First Aid Training Kit is designed to meet the needs of schools and can be facilitated by anyone, anytime, anywhere. The kit contains everything needed to train 10 to 20 people at once in the lifesaving skills of CPR and first aid. Anyone can facilitate a CPR & First Aid Anywhere training session in less than one hour. During the training session, CPR and first aid skills are taught with the Heart Association’s research-proven practice-while-watching technique. [Learn More](#)

## PREPARING YOUR APPLICATION

My Heart Club wants to apply. What should we do first?

We recommend reviewing the FAQ, learning more about the American Heart Association’s Nation of Lifesavers and speaking with your Heart Club advisor, Heart Club members and school administrators to discuss how this grant opportunity can support the needs of your school and community. Work collaboratively to prepare answers to the questions before submitting your application. Only one application will be accepted per Heart Club. To successfully submit your application, you must include your school’s W-9 form and a letter



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of support from a school administrator. Connect with your Heart Club Advisor and a school administrator to secure these documents before submitting your final application.

What are the application questions?

Review the following questions and documents needed to submit your application.

**Community Vision & Need:** Share your vision for the importance of spreading CPR education in your community. Why is this work critical, and how does it address specific CPR awareness needs in your area? (400 words)

**Event Proposal & Impact:** Outline your proposed event(s), including your timeline, target audience size and expected impact. Describe how you will use your CPR in Schools Kit (20 CPR manikins and 20 AED simulators) to execute and support your vision for impact. (500 words)

**Experience & Readiness:** Summarize any previous events or awareness campaigns you or your Heart Club have led that demonstrate your ability to successfully plan and execute your vision for impact. (200 words)

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## REVIEW & SELECTION PROCESS

All grant applications will undergo a structured review process conducted by a committee of American Heart Association staff. Applications will first be screened for eligibility to confirm that the applicant:

- Is a registered American Heart Association Heart Club with a faculty advisor
- Included a valid W-9 form and a letter of support from school administration. This letter should include your club name, school name and the name of your faculty advisor or approving administrator.
- *Strong preference for clubs able to demonstrate they are recognized as an official student organization on campus or can demonstrate progress towards recognition.*

Eligible applications will then be evaluated using a standardized rubric to ensure fairness, consistency and alignment with the goals and expectations of the grant opportunity. Each of the following four criteria will be weighted equally (25% each):



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Vision – Strength and clarity of the applicant’s vision for how the Heart Club will advance CPR awareness and support a culture of preparedness within their school and community.

Impact – Quality and achievability of the proposed program, including the design of proposed event(s), requested resources and projected reach.

Need – Demonstrated understanding of CPR awareness or preparedness gaps in their school and community and how the proposed project addresses those needs through resources, education and advocacy

Experience – Evidence of leadership, teamwork and prior success organizing meaningful school or community initiatives that build capacity and engagement.

Each reviewer will independently score applications based on these criteria. Composite scores will determine the highest-ranking applicants, after which the review committee will meet to finalize selections, ensuring balanced representation across schools and regions.

What will make an application stand out?

Strong applications will:

- Present a clear vision for CPR awareness
- Demonstrate understanding of school needs and how requested resources will be used
- Articulate potential impact of proposed event(s)
- Include realistic goals, timelines and sustainability.

How will recipients be notified?

The student contact and faculty advisor listed in the application will receive an email from [heartclub@heart.org](mailto:heartclub@heart.org) on or before Monday, December 8, 2025.

How will non-recipients be notified?

College Heart Clubs that are not selected will receive an email notification at the time of recipient announcements.

What are the next steps for grant recipients?

If your Heart Club is selected as a grant recipient, you will be invited to an orientation session in January.

Have additional questions?

Email [heartclub@heart.org](mailto:heartclub@heart.org)