



Frequently Asked Questions

Walk 56 Miles in February

Facebook Challenge

About the American Heart Association

For nearly 100 years, we've been fighting heart disease and stroke, striving to save and improve lives. From humble beginnings, the AHA has grown into the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. Heart disease is the No. 1 killer worldwide, and stroke ranks second globally. Even when those conditions don't result in death, they cause disability and diminish quality of life. We want to see a world free of cardiovascular diseases and stroke. Our size and scope let us have a real impact. The AHA has invested more than \$5 billion in research, making us the largest not-for-profit funding source for cardiovascular and cerebrovascular disease research next to the federal government, all in an effort to be a relentless force for a world of longer, healthier lives.

What is a Facebook Challenge?

A Facebook challenge is a virtual fundraising event that takes place over a one-to-two-month period. The goal is to raise money through a Facebook fundraiser for a cause you care about by completing the challenge activity and posting about your progress to ask for and encourage donations from your Facebook friends. A challenge also comes with a Facebook group, so you don't have to do it alone! In the group, you will find a community of other wonderful individuals taking on the challenge right beside you. Donors to your fundraiser will have the option to cover processing fees, but Facebook will never take a cut! The proceeds collected from each fundraiser go directly to the organization.

The purpose of this challenge is to raise funds for the American Heart Association by walking 56 miles during the month of February.

How can I tell this challenge is sponsored by the American Heart Association?

We understand you want to be sure that your funds are really going to fighting heart disease and stroke. There are a few ways to ensure that you're really supporting the American Heart Association. At the top of the group page, at the bottom of the banner image, you will see a label saying "Group by American Heart Association" which links to our official Facebook page. Additionally, under the "Members" tab, you will see our official Facebook page listed as a group admin. Lastly, we list all of our challenge s on our website [here](#), so you can keep up with the latest ways to support us.

About the Challenge

Do my miles have to be done in February? Can I do more than 56?

We aim to walk 56 miles during February, but you can start and finish a bit early, or change the challenge quantity, to hit your own goals!

How do I track my progress?

We have a free and printable PDF daily tracker that you can download to record your progress after you finish each day. You can find this tracker [here](#) and in the featured section of the Facebook Group! You can then update the printable tracker with how many miles you complete! Make sure you post updates on your fundraising page, too! By posting often, your friends and family will follow your progress and be excited about donating.

Do I have to provide proof of completion?

Absolutely not! We trust you! But it is a great idea to post updates on your progress to your fundraising page to help encourage others to donate and keep going. Remember, the more you share, the more you will receive in donations.

What if I fail to complete the challenge?

We would love to see everyone complete the challenge, but we understand that walking 56 miles might not be feasible for everyone to complete in a month. Every mile you log gets us closer to our goal, so thank you for participating!

Is there an age limit to take part in the challenge?

No. There is no age limit, but we do want people to feel comfortable with the challenge and not push beyond their limits. Remember: if you are under 18, you need your parent or guardian's permission to participate.

Registration Process

Is the registration free?

Yes, the registration is completely free. We strongly encourage you to start a fundraiser so you can help support the mission of the American Heart Association.

Where do I register and create my fundraiser?

After you join the Facebook group, you will find the registration link in the Featured section. Fill

out the form and click the "Activate a Fundraiser" button. At that time, you will be asked to provide your contact information and create a password for your fundraiser page.

About the Fundraising Page