**To** Ellen Fallon

**From** William Chen, Ben Wichman, Taylor Rashti, Marisa Fischetti

**Date** September 24, 2020

**Subject** Progress Report on American Heart Association Project

In our American Heart Association (AHA) project, we’ve spent the past week discussing ways to expose the AHA organization to the Syracuse community to help raise funds for research. The AHA has received fewer funds since the year started due to COVID-19, and it’s heavily impacting the research the AHA wishes it could do.

**Results from Last Week**

By meeting with Trina last week, we were able to begin brainstorming ideas for how we would be able to help the organization through social media. We were told how much donations and fundraisers help the AHA, but there is currently a lack of funds due to COVID-19. We are in the process of finalizing creating an Instagram account to interact with the Syracuse community and SU students. Along with this, we decided that our social media account will be called “SU has Heart”.

**Plans for Next Week**

During the next week, we plan to meet with Trina to see how she is doing with finalizing the details of our social media accounts. We hope to release the social media account to promote fitness, nutrition, mental health, and interact with followers. We want to target those who wish to achieve a healthier lifestyle or anyone with a higher risk of cardiovascular heart disease or stroke.

**Conclusion**

We are on schedule to begin work with the American Heart Association. Work should begin starting next week after we finalize the social media accounts.

In the meantime, here are two actions we can take right now.

1. Contact Trina to see if we can have the social media account created without any problems
2. Raise awareness of the importance of a healthy lifestyle within the Syracuse community and Syracuse Students by promoting fitness, nutrition, and mental health