



## blood services



Every two seconds, someone in America needs blood. It is needed not only for people who have cancer, blood disorders, sickle cell anemia and other illnesses, but also for emergencies such as 9/11 and Hurricane Katrina. Many people need regular blood transfusions to live. But only 5% of the eligible U.S. population donates blood in any given year. Your help could make the difference between life and death.

### Host a Blood Drive

Convenience, for many people, turns out to be the deciding factor whether they give blood or not. The American Red Cross works closely with companies, community groups, military bases, churches and synagogues, colleges, universities and high schools to organize blood drives at places most convenient for donors — the places where they live, work, worship, and play. In fact, 80% of blood donations made through the Red Cross are made at blood drives rather than at fixed donor centers.

Blood drives need sponsors — organizations that can provide the appropriate physical space and coordinators from the organization to educate, motivate, and recruit donors in support of the Red Cross.

Why do organizations sponsor drives? Because it is both a simple and a powerful way to serve your community and allow employees/colleagues or team members to get involved. Whether your organization is large or small, you can make a difference!

### The Sponsor:

- Offers a suitable location
- Helps recruit donors within the organization and publicizes the blood drive
- Schedules donors for their appointments

### The Red Cross Does the Rest:

- Works with you every step of the way to plan and organize the blood drive
- Helps you determine how many donors to expect and how to recruit them
- Brings equipment and supplies to you, setting everything up and taking it down
- Confidentially screens donors and collects the donations, safely and professionally
- Schedules or helps you schedule volunteers to greet donors and serve refreshments

### Resources for Sponsors

When you schedule a blood drive, your Red Cross representatives will provide you with a variety of recruitment tools. In addition, we are making some tools available to sponsors online.

### Getting Started

If you or your organization is interested in becoming a blood drive sponsor, contact us at:

**1.800.GIVE.LIFE (800.448.3543)**

or register online at **[www.AmericanRedCrossBlood.org](http://www.AmericanRedCrossBlood.org)**.



### **Charles Drew Community Blood Campaign**

The American Red Cross Missouri/Illinois Blood Services Region has partnered with Washington University School of Medicine (St. Louis), St. Louis Children's Hospital, Cardinal Glennon Children's Hospital (St. Louis), Children's Mercy Hospitals & Clinics (Kansas City) and the University of Missouri-Columbia in an effort to increase the number of African-American blood donors and to help children, family members and caregivers fight sickle cell disease.

Named in honor of Dr. Charles R. Drew (1904-1950), eminent surgeon, teacher, scientist, and founder of the modern-day blood banking process, this campaign focuses on testing blood donors for specific antigens in their blood that match patients with sickle cell disease.

The campaign's objectives are being accomplished by working with churches, local businesses and other community organizations to increase the African-American community's understanding and awareness of the need for blood donors, particularly African-Americans.

### **How Can You Help?**

Organizations are needed on a regular basis to sponsor Charles Drew blood drives, which are an essential part of the Campaign. If you're interested in sponsoring a drive or would like more information, please contact:

**Charles Drew Campaign Coordinator**  
**314.658.2127 or 800.320.2280 ext. 2127**  
or email us at [smithar@usa.redcross.org](mailto:smithar@usa.redcross.org)

You can also donate blood for the Charles Drew Campaign to see if you match a sickle cell patient in need. If you are a match, you will have the unique opportunity to help that patient manage the disease over time by donating blood three to four times per year.

*"The nurses and phlebotomists at our American Red Cross Anheuser-Busch blood drives brought the Charles Drew program to my attention. It is amazing to think that a minor commitment on my part can have such a major impact on the quality of life for so many kids, and even help save lives...Taking advantage of the opportunity is beyond rewarding. I consider it an obligation."*

-Curtis Smith, Anheuser-Busch