

MISSION RED

STREAM HOPE. SAVE LIVES.



MISSION RED: BLOOD SAVES LIVES

Help ensure that lifesaving blood and blood products can be available to patients in need.

WHAT WE DO

- Every two seconds, someone in the U.S. needs blood—people with cancer, trauma patients, moms with complicated childbirths, accident victims and countless others.
- The Red Cross collects, processes and distributes about 40 percent of the nation’s blood supply.
- Each day, the Red Cross needs to collect about 13,000 blood donations to meet the needs of patients at about 2,500 hospitals and transfusion centers across the country.
- A single blood donation can help save more than one life.
- Every day, the Red Cross holds 520 blood drives nationwide.



Tymia receives blood transfusions every few months. They let her live a normal life—cheerleading, dancing, and ranking on her school’s honor roll. **“Without the Red Cross, I would not be who I am today.”**

HOW YOUR SUPPORT MAKES A DIFFERENCE

- You can raise lifesaving funds to help support and ensure that a safe and reliable blood supply is available for patients in need.
- \$3,900 covers the cost to host a blood drive
- \$77 covers the cost to test, type, and match a unit of blood for a person living with sickle cell disease
- A gift of any size will help ensure the lifesaving blood and blood products can be available
- Make an appointment to donate blood. Visit redcrossblood.org to learn more.



We collect nearly
13,000 units
at about **520 drives**
daily.



Our skilled technicians
conduct at least **10 tests** to
keep the nation’s blood
supply safe.



Blood enters
our supply chain
for on-demand delivery to
6.5 million people each year.



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FUNDRAISING TALKING POINTS: WHY WE NEED YOUR HELP

- Every 2 seconds, someone in the US needs lifesaving blood.
 - Patients battling cancer or heart disease
 - Children fighting sickle-cell anemia
 - Mothers giving birth
 - Babies born premature
 - People recovering from accidents
 - Disaster survivors
 - And so many more
- Every day, the Red Cross holds 520 Blood Drives a Day. Annually, that adds up to:
 - More than 4.6 million units of blood
 - From more than 2.6 million volunteer donors
- The Red Cross is the leader in blood research and testing,
 - Conduct at least 10 rigorous tests on each unit of donated blood.
 - Maintain the nation's largest database of blood collection information to help monitor the blood supply for emerging and infectious diseases.
 - Lead lifesaving research, ranging from vaccine development to drug association studies.
- Provides 24/7 delivery of blood
 - 77 blood distribution centers span the nation.
 - Almost 3,100 Red Cross blood services vehicles travel a total of nearly 850,000 miles a week.
 - Each year, the Red Cross delivers blood to patients at 2,500 hospitals and cancer treatment centers nationwide.



"I would never know who those individuals were...but to me, they are heroes."

Luna's mom, who applauds the blood donors that saved her daughter's life



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SAMPLE SOCIAL MEDIA POSTS TO HELP GET YOUR PROMO ON

- Every two seconds, someone in the U.S. needs blood—people with cancer, trauma patients, moms with complicated childbirths, accident victims and countless others. That’s why I’m hosting a charity stream fundraiser to help the American Red Cross ensure that lifesaving blood and blood products can be available to patients in need. Donate to my charity stream fundraiser. #redcross #donate #bloodsaveslives **[FUNDRAISER LINK]**
- Please help me raise \$**[AMOUNT]** so I can help the American Red Cross ensure that lifesaving blood and blood products can be available to patients in need. Tune in to my charity stream fundraiser and together we can help save lives. A gift of any size can help save a life. #redcross #donate #bloodsaveslives **[FUNDRAISER LINK]**
- Attention friends and family! I’m helping the Red Cross save lives in my community with a charity stream, but I can’t do it alone. Please help me ensure that lifesaving blood and blood products can be available to patients in need. Donate to my charity stream fundraiser. #redcross #donate #bloodsaveslives **[FUNDRAISER LINK]**
- Every 2 seconds, someone in the U.S. needs blood. Every day, the Red Cross holds 520 blood drives nationwide. That’s why I’m helping with a charity stream fundraiser to help them ensure that lifesaving blood and blood products can be available to patients in need. Tune in and show your support! #redcross #donate #bloodsaveslives **[FUNDRAISER LINK]**

NEED HELP?

- Please contact charitystream@redcross.org with any questions you have. You can also join the official Red Cross Discord for more help and information at www.discord.gg/redcross.