



Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



**American
Red Cross**



**American
Red Cross**

Host a Blood drive

Be someone's Hero
Become a Blood Donor Sponsor



American Red Cross

When it matters most,
the American Red Cross is:

Providing the nation's
largest **supply of blood**
and blood products.



American Red Cross

Blood facts

Every two seconds someone in the U.S. needs blood.

More than 41,000 blood donations are needed every day.

A total of 30 million blood components are transfused each year in the U.S.

The blood type most often requested by hospitals is Type O.

More than 1.6 million people were diagnosed with cancer last year. Many of them will need blood, sometimes daily, during their chemotherapy treatment.

A single car accident victim can require as many as 100 pints of blood.



American Red Cross

Why Host a blood drive

Energize your employees by providing a convenient way to give back to the community

Garner good will from inside and outside your organization by supporting the American Red Cross

Enjoy a partnership where everyone wins

It feels good to be a part of helping to save lives.

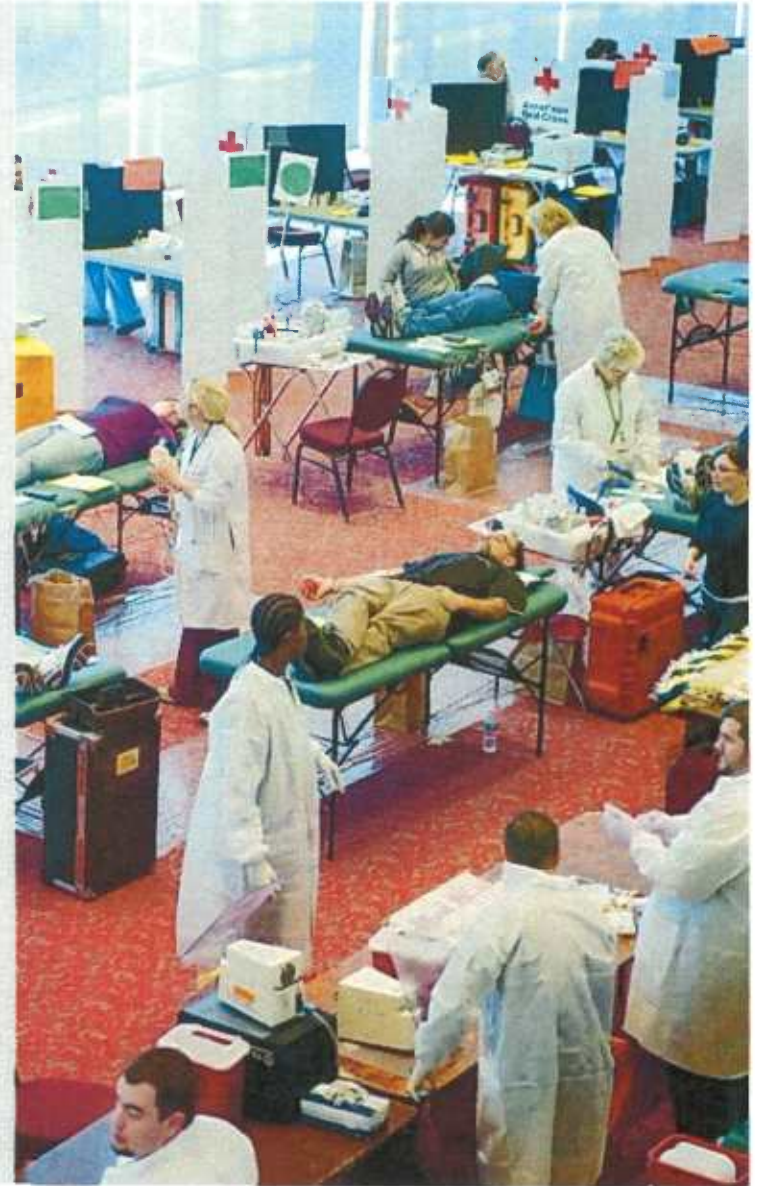


American Red Cross

Blood Collection

...when there is a catastrophic accident and an 18-year old boy needs 36 blood transfusions, 13 plasma treatments and 14 operations to save his life.

...when a newborn needs blood transfusions every 3-4 weeks just to survive the first few months of life.





American Red Cross

The Power of the Red Cross Brand

The Red Cross has the most brand stature, reflecting the public's strong esteem and respect of the brand. These attributes drive loyalty and awareness.

Multiples show how each charity compares to the average charity in brand stature.



(Source: BrandAsset® Consulting; Base: BAV July 2010-June 2011)



American Red Cross

We Work in Partnership



SOUTHERN
BAPTISTS



NCLR
NATIONAL COUNCIL OF LA RAZA





**American
Red Cross**

Partnership Opportunity

American Red Cross

Thank you