

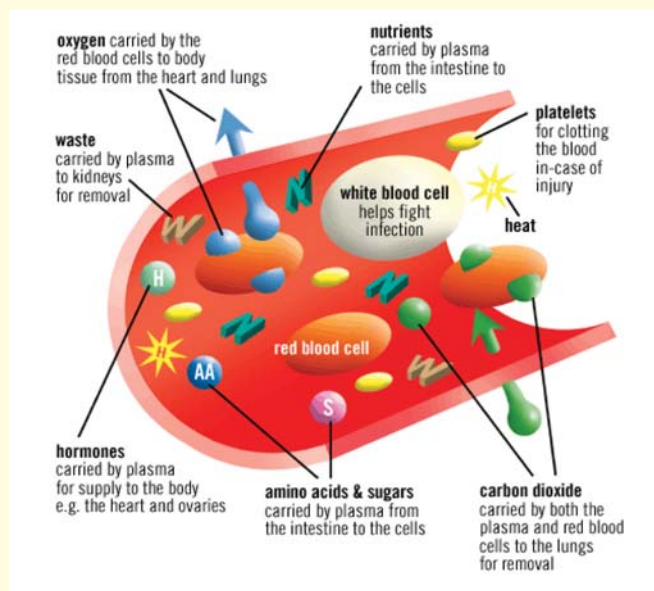
Celebrating
the gift of
Blood !



Please do not ignore
the need for **Blood !**

What is Blood ?

Blood is a liquid connective tissue circulating in the body and serves as a communication system for carrying different components to various organs of the body. The total volume of blood in the human body is about 70 ± 10 ml/kg of body weight.

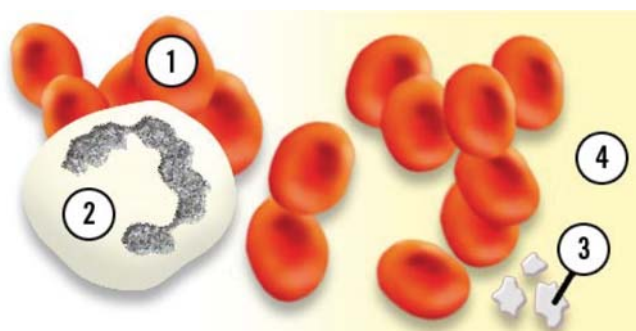


Why should you donate blood ?

- Blood cannot be manufactured. It can only be given by an individual.
- Your blood might be a lifesaving or life improving medication for people with cancer, anemia or ill newborn babies, accidents just to name a few.
- Less than 3% of the population give blood regularly in India. Become one of an exclusive club.
- 80% of the population will need blood or blood products at some stage in life for survival.
- You will be someone's hero-you may help a newborn, a child, a mother, victim or someone with cancer get another chance at life.
- It feels great to donate !

How is donated blood used ?

Your blood saves 4 lives !



- (1) Red cells - Treatment for Anemia (Thalassemia).
- (2) White blood cells - Treatment of Cancer
- (3) Platelets - Bleeding, Treatment of Cancer
- (4) Plasma - Clotting, Maintains blood volume, Maintains blood pressure

The benefits of giving blood

Giving blood is a great thing to do. By making a blood donation, you are not only helping save the lives of people you will never meet; you're also doing yourself a good turn.

A regular check-up

Each time you make a donation, your blood pressure and haemoglobin levels are checked (an indication of your iron level). This is an easy way to keep track of your health as any changes to your blood pressure or haemoglobin are picked up during our screening process.

Looking after your heart

Studies have shown that regular blood donation can help prevent the build-up of iron in the body over time, reducing the strain this places on major organs including the heart. The benefits are thought to be most pronounced in middle-aged men and amongst people prone to haemochromatosis. Regular acts of kindness, like giving blood, are good for anyone's heart.

A donation you can afford

Many of us like to feel part of the community and contribute to charities whenever we can. It's not always possible to give money, even when the need is great. One way you can really make a difference to your community without going to great expense is to give blood!

Who does your blood help?

Little Anisha's brave story

Anisha is only one of 100 people worldwide who suffers from a blood disorder known as Blackfan-Diamond syndrome, which can only be cured with a bone marrow transplant.

Anisha's condition inhibits the production of the red cells necessary to transport oxygen around her body.

Since she was diagnosed at nine weeks, Anisha has been surviving on regular small doses of steroids, and regular transfusions of red cells.

A few weeks after she was born, Anisha stopped feeding so we took her to hospital thinking it was an infection.

"Thanks to blood donors and her medication, Anisha is able to enjoy life like any other toddler as she waits for a compatible bone marrow donor" says mum Dipika.



Why don't people donate?

1) I'm scared of needles...

There are not many people that LIKE needles! However, most people report that all you feel is an initial pinch and once the needle is in you won't feel anything. Once you have donated, you'll wonder why you did not do it earlier!



2) I'm too busy

The whole process takes only an hour, and the actual blood donation takes around 10 minutes. An hour of your time will allow an accident victim, a premature baby or a cancer patient to live.



3) There always seems to be enough blood...

Blood is needed every single day of the year. Blood does not only help accident victims. Many people with serious illnesses such as cancer need a constant supply of blood for their treatment. Remember... the need for blood never takes a holiday!

4) I have already given once isn't that enough?

No, we need you to come back. You can safely donate blood every 12 weeks.



5) I am scared that I will catch something

Blood Banks are the safest place to donate blood. The equipment is sterile and we use the needles once before its thrown away.



6) You don't need my blood - it's not rare

There are 8 different blood types and all are in demand. If you have a rare type, that means there are less donors who can give it. If you have a common type, there are more people who need it.



7) I don't have any blood to spare.

Most adults have plenty to spare. When you give blood you donate less than 10% of your total blood volume and the body replaces this amount within 24-48 hours.



8) I don't want to feel weak afterwards

If you are healthy, and have had plenty to drink and something to eat before you donate, you will be unlikely to feel any different afterwards. Your body will replace the volume you donate within 24-48 hours, so you can even play your favourite sports within a couple of days!



9) They won't want MY blood- I've had glandular fever, chicken pox, suffer from heart problems etc...

Never assume that you can't give blood! It is always best to check with a blood bank.

10) I'm too young to give blood

You can start saving lives at the age of 18 years.

Why should you support Voluntary Blood Donation ?

Why support the Blood Service

- You can generate corporate goodwill through involvement in an invaluable community based activity
- What better way to increase team morale, teamwork and motivation? Your staff will feel part of a team working to make a difference!
- Staff benefit personally by having a regular free health check.
- You can promote good organisation self esteem, demonstrating strong values by doing something for others.
- Gain exposure as a good corporate citizen through community involvement with a life saving organisation. You have the potential to improve corporate image, brand recognition and brand reputation

How can you support voluntary Blood Donation Movement

- By helping to promote the message of Regular Voluntary Blood Donation.
- By promoting National Blood Donation Day, October 1st.
- Sponsoring of
 - (a) Hoardings
 - (b) Arches
 - (c) Posters and Stickers
 - (d) T-Shirts
 - (e) Banners
 - (f) Candles for the Rally
- Participate in the Rally on National Blood Donation Day.

What can the Blood Service give back to your organisation?

- Public recognition as an organisation supporting social cause through media, advertising and public events.
- Increased team morale, team work and motivation.
- Safe blood when you are in need.

Why support a not-for profit cause?

- 75% of customers are more likely to choose your brand over another equal in price and quality because yours is associated with a charitable cause
- Customers identify with and are more brand loyal to organisations that demonstrate social responsibility
- You can increase brand equity and customers' perceptions of quality by linking with a cause customers care about
- You'll be boosting your customers' overall evaluation of your organisation and its products and services
- Your employees will feel a stronger sense of loyalty to your organisation, which can lead to increased productivity, reduced turnover and organisational citizenship behaviour
- You'll be saving lives not just at the Blood Service but in the minds and hearts of your customers and employees

JOIN US IN THE MOVEMENT

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