

December 2017

Blood Drive Sponsor Bulletin



American Red Cross

The American Red Cross urges eligible donors to schedule a blood donation and give the gift of life this December. Below are key messages that can be relayed to donors while scheduling appointments.

KEY MESSAGES

- The Red Cross urges donors of all blood types to give now to help keep the blood supply stable during the holidays. Blood donations often decline from Thanksgiving to New Year's Day as people travel and get busy with holiday activities.
- The Red Cross must collect nearly 14,000 blood donations every day for patients being treated for cancer, undergoing surgeries or recovering from accidents or illnesses.
- This December, give the most important gift you'll ever give – give the gift of more life.
- **[FOR DRIVES DEC. 21 TO JAN. 7]** All those who come to donate blood or platelets between Dec. 21 and Jan. 7 will receive a long-sleeved Red Cross T-shirt, while supplies last.
- Do you know someone who has never donated before? Please encourage them to make an appointment with you.
- Eligible donors with types O, B negative or A negative blood are encouraged to make a Power Red donation, where available.
 - Power Red donors give a concentrated dose of red blood cells during a single donation, allowing them to maximize their impact. During this type of donation, red blood cells are separated from other blood components, and the plasma and platelets are safely and comfortably returned to the donor.
 - Type O negative is the universal blood type and what emergency personnel reach for in trauma situations when there isn't time to determine a patient's blood type.
 - Type O positive is the most common blood type and can be transfused to Rh-positive patients of any blood type.
 - Types A negative and B negative can be transfused to Rh-positive or negative patients.
- Save time by using RapidPass® to complete your pre-donation reading and health history online from a mobile device or computer before you come to your appointment. Learn more at redcrossblood.org/rapidpass.
- For detailed donor eligibility questions, please call 1-800-RED CROSS (1-800-733-2767) or visit redcrossblood.org.

YOU CAN HELP!

- Encourage friends and family who have never donated blood to give at your drive and help sustain the blood supply. Visit rcblood.org/coordinator-tools for tips and tools for recruiting blood donors.
- Post one of the messages below to social media and ask your committee members and donors to share:
 - *This December, give the most impt gift. Give blood & #GiveMoreLife w #RedCross on <date> from <time-time> at <place> rcblood.org/appt*
 - *This holiday season, set aside an hour to give the most important gift. Give blood and #GiveMoreLife! Make your appointment at our Red Cross blood drive on <date> from <time> to <time> at <location> by visiting rcblood.org/appt, downloading the Blood Donor App at 3cu.be/blood or calling 1-800-RED CROSS.*
- Send appointment reminders to scheduled donors. If donors cannot keep their appointments, encourage them to download the Red Cross Blood Donor App, visit redcrossblood.org or call 1-800-RED CROSS to find another donation opportunity.

TOP 10

reasons

Give to
Blood



American Red Cross

You will get juice and cookies.

It's easy and convenient. It only takes about an hour to give whole blood, and you can make your donation at an American Red Cross blood donation center or one of many blood drives held at businesses, community centers, schools or places of worship.

You will weigh less. One pint less than when you came in!

It's something you can spare. Most people have blood to spare, yet there is still not enough to go around.

No one can ask you to do heavy lifting. As long as you wear your bandage, you're on reprieve. Wear it as long as you like. It's a badge of honor!

You will walk a little taller afterward. Most people feel good about themselves knowing they've just helped save someone's life. You will too!

You will be helping to ensure that blood is there when it's needed. Most people don't think they'll ever need blood, but many do. One whole blood donation can yield up to three blood products: red cells, platelets and plasma.

You will give a gift that costs nothing, but last a lifetime. Blood is something money can't buy. It's only something that one person can give to another.

You will be someone's hero. You may give a newborn, a child, a mother or father, a brother or a sister another chance at life. In fact, you can help save up to three lives with just one donation!

It's the right thing to do!



redcrossblood.org | 1-800-RED CROSS | 1-800-733-2767 | [facebook.com/redcrossblood](https://www.facebook.com/redcrossblood)

Individuals who are 17 years of age (16 with parental permission in some states), meet weight and height requirements (110 pounds or more, depending on their height) and are in generally good health may be eligible to give blood. Please bring your Red Cross blood donor card or other form of positive ID when you come to donate. STAN.Info015 | v2 2010/01_v3 2011/01_v3 2012/01 © 2013 The American National Red Cross | 02/11AP0124

Common Questions About Donating Blood



**American
Red Cross**

Q: What if I have high or low blood pressure?

A: Your blood pressure will be checked before every donation. If your blood pressure is within an acceptable range, you may donate. If you take medication to control your blood pressure, you may still be eligible to donate. Please check with a Red Cross staff member to find out if you are able to donate.

Q: Can I donate if I have been taking an antibiotic?

A: You may be able to donate blood as long as you have taken your last dose of the prescribed course of antibiotics and have no symptoms. Please check with a Red Cross staff member to find out if you are able to donate.

Q: If something is wrong with my blood, will I find out?

A: Yes. You will be notified confidentially by certified mail or in rare situations by telephone.

Q: Can I get AIDS from giving blood?

A: No. All equipment is sterile and used only for you. You can't "catch" anything by giving blood.

Q: If I participate in sports, can I practice or compete right after giving blood?

A: When you give blood, you temporarily lose some fluid which your body replaces within 24 hours. So a few precautions are necessary: do not compete right after the donation and avoid strenuous activity for five hours after donating. Give your body a day to replace the volume you donated. Please consult with your coach or trainer to ensure it is appropriate for you to donate on the day of the blood drive.

Q: Can I give blood if I have been drinking or using drugs?

A: While the Red Cross does not encourage the use of controlled substances, marijuana or alcohol, use does not necessarily disqualify you from giving blood as long as you are feeling well. If you have EVER injected any illegal drugs, you are indefinitely ineligible.

Q: Can I give blood if I have traveled outside the U.S.?

A: There are specified limitations for certain travel. Some circumstances may make a person temporarily ineligible to donate blood; some cause indefinite ineligibility. If you have any questions, or if you have been told you can never donate blood again, you may wish to discuss your history with a trained Red Cross staff member since the guidelines for eligibility may have changed.

Q: What should I do if I have more questions regarding my eligibility to donate blood?

A: Our donor health representatives can answer any questions you may have about travel, medications or health conditions that might affect your ability to donate blood. Please call 1-866-236-3276 or visit redcrossblood.org for more information.



Story of Hope



**American
Red Cross**

Kinzie Frey | Blood and platelet recipient

After months of vague symptoms and emergency room visits, 6-year-old Kinzie Frey was diagnosed with stage 4, high-risk neuroblastoma, a type of cancer that can grow into tumors. Her tumor was collectively the size of a mini basketball, originating on her right adrenal gland and was tangled throughout her abdomen, wrapping around veins, arteries and organs from her heart to her pelvis.

Kinzie's doctor immediately began an aggressive treatment protocol to fight the cancer and prevent it from returning.

After her second round of chemo, she had a procedure to remove some of her stem cells. The cells were preserved and given back to her during two stem cell transplants. Each transplant required a month in the hospital and strict precautions that prevented her from returning to school or going to public places.

Kinzie developed a late complication from the stem cell transplant that caused her body to break down blood cells at an alarming rate and required numerous blood and platelet transfusions.

Over 18 months, Kinzie received 46 red blood cell transfusions and 72 platelet transfusions.

Her mother, Holly Bosse, says, "If it weren't for the generosity of blood donors, Kinzie wouldn't be



Kinzie Frey received 46 red blood cell transfusions and 72 platelet transfusions during her battle with stage 4, high-risk neuroblastoma.

supporters. They are also a reminder to give for the benefit of others."

Kinzie is officially done with treatment and is in remission and cancer-free.



Story of Hope

Daniela | Blood recipient



**American
Red Cross**

Daniela Ciriello was conceived as a twin, but lost her twin sister in utero at 20 weeks. Once born, Daniela was constantly a fussy, colicky baby. By age 1, she was not eating or drinking, only weighed 14 pounds and was diagnosed with failure to thrive.

After being dismissed by multiple hospitals and doctors, her parents were able to find a doctor that requested many diagnostic tests. "That same night, we got a call from the on-call doctor at 11 p.m., requesting Daniela come immediately to the emergency room," said Daniela's father, Daniel Ciriello. "Once there, we learned her hemoglobin was 4.0. They do not know how she was even conscious, let alone alive."

After further testing, Daniela was diagnosed with beta thalassemia, also known as Cooley's anemia, a rare genetic blood disorder where the body does not generate enough healthy red blood cells on its own. The only treatment is regular blood transfusions.

Daniela required seven transfusions during the ER visit and has received transfusions every three weeks since then.

"We have become staunch supporters of the American Red Cross and blood drive coordinators," said Daniel.



Daniela Ciriello receives transfusions every three weeks to help treat her rare blood disorder. Her family coordinates blood drives and advocates for the Red Cross.

"We've held over a dozen very successful blood drives in her honor, and have enrolled dozens of new and first-time donors. We continue to raise awareness of her condition and the need for blood."



Story of Hope

Tori | Blood donor



**American
Red Cross**

Tori Kowal first donated blood at her school on what happened to be her 16th birthday. She saw her grandparents battle cancer and receive blood. Rolling up a sleeve seemed like a natural way to help.

"They always talk about service at school," Tori said. "This is such an easy way to serve. It takes barely any time, and it's a really good feeling to know I was able to help someone else."

As a high school sophomore, Tori said none of her friends would tag along for the blood drives, citing their fear of needles. Now, as seniors, her friends have seen her donate seven times, and they are starting to come around.

"I've convinced some of them that it's fine," Tori said. "You sit in that chair and one minute there's not a needle and suddenly, 'Oh hey, I'm donating.' I barely even notice the needle go in."

Tori's parents are both blood donors, so they know how to help her prepare for a successful donation. Her father has been known to fix a steak dinner just before the school blood drives, and her mother makes sure everyone eats a balanced breakfast on the day of the drive. Tori tries to keep a water bottle on hand during the days before a donation because she knows she feels her best if she is well-hydrated. It was initially the



Tori Kowal first donated blood on her 16th birthday and follows the footsteps of her parents who are both regular donors.

her community and found she likes those even more.

Tori reached her one-gallon milestone donation in February 2015, one month after turning 18. "As long as I'm eligible, I'll always be back. Just trying to give as much as I can."

