



Blood Services  
Advisory Council

**American Red Cross**



# Saving Lives Through Blood Collection Since 1941

The Red Cross was chosen by Congress to operate blood donor centers in the U.S. to **deliver life-saving blood to World War II soldiers in need.**





American Red Cross

# American Red Cross Blood Services

**There is no alternative to blood.**

- Every two seconds, someone in America needs blood.
- As the nation's single largest blood network, the Red Cross:
  - Provides nearly **40 percent** of the U.S. blood supply.
  - Distributes nearly **7.7 million** blood products to patients in need annually.
  - Hosts more than **550 blood drives** each day to meet demand.





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# Mobile Operations

On the road, saving lives everyday.

- **Over 80 percent** of blood is collected at mobile collection sites.
- More than **3,000 vehicles travel a combined 1.2 million miles per week** to deliver blood and blood products nationwide.
- The **fleet of vehicles** includes trucks, vans, trailers and bloodmobiles.





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# Delivering Our Mission

**Our fleet of vehicles plays a critical role in every step of the blood donation journey from donor to recipient.**

- Our vehicles are on the road every day to:
  - Transport supplies, equipment and staff to blood drives.
  - Ensure donated blood arrives at testing and manufacturing sites.
  - Deliver lifesaving blood and blood products to patients in need.



# What is an “advisory council”?

- Many people who make financial donations to the Red Cross associate the organization with a particular line of service and this is their connection to our mission
- They make annual financial donations to the organization and want a deeper connection to the organization around a particular line of service

# Donor Advisory Councils

Advisory Councils were launched originally in San Francisco for:

- International Services (FY14)
- Service to the Armed Forces (FY14)
- Youth Services (FY13)

Launched in San Jose:

- Blood Services (launched FY16)
- These groups are now Regional



What value do they  
provide?

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# Value Proposition

- Build a community or family around blood services
- Create ambassadors for line of service – multiplier effect
- Increase donor loyalty/ “stickiness” with organization
- Pipeline for chapter/regional boards



# Expectations

- Dual Purpose – Advise and Fundraise
- Meet regularly as a working committee – help promote blood drives, open doors to new blood drive opportunities with their contact network – e.g community, workplace, etc.
- Advise on engagement, outreach, and fundraising opportunities



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# Lifesaving Mission Continues Today

As the nation's single largest supplier of blood and blood products, the Red Cross is an essential partner to hospitals and cancer treatment centers across the country, ensuring they have **the blood they need to save people's lives.**



Marquita Gaines, a college student in Washington, D.C., was diagnosed with sickle-cell disease at birth. She relies on Red Cross blood for blood transfusions every six weeks to keep her healthy and pain-free.



10 American Red Cross Partnership Opportunity

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Thank You

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