



**American
Red Cross**

Central and South Texas

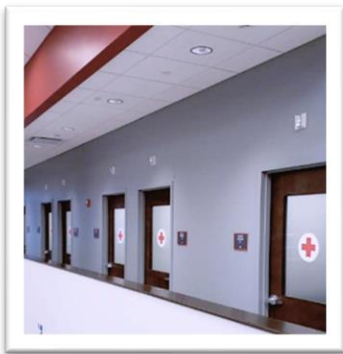
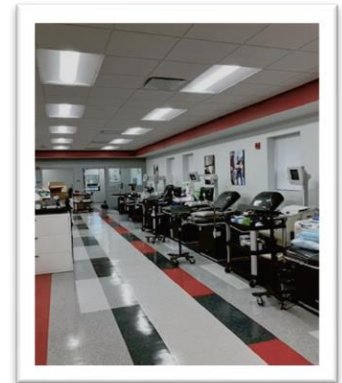
The Need is Urgent
The Time Is Now



The American Red Cross is making a significant investment in Central Texas by rebuilding and expanding its Regional Headquarters in Austin. This project aims to improve efficiencies, enhance the donor experience, and advance blood collection processes.

The Red Cross's work in blood collection and distribution is essential, but Texas currently does not collect enough blood to meet its needs, relying on other regions to fully meet its needs. The recent national appeals for blood donors highlights the urgency.

The new Blood Donor Center in Austin is vital for the community, helping to save thousands of lives annually. From cancer patients and trauma victims to those with blood disorders, safe, reliable blood products can be a matter of life or death.



To meet the rising need for blood products, the new center will host more blood drives and significantly increase blood collection. This expansion will help the Red Cross reach more donors, provide hope in emergencies, and strengthen community resilience. The facility will feature permanent beds and a bright, inviting atmosphere to enhance the donor experience.

To support this initiative, the American Red Cross serving Central and South Texas is launching a **Mission Expansion Campaign**. This campaign will ensure we have the resources to continue providing lifesaving blood, a safe place for disaster clients, and innovative spaces for training and service projects. The new building will host the Blood Donor Center and welcome thousands of corporate partners, blood donors, and community supporters annually

Join Us! Your support is critical for the success of this mission.

The new building that will serve as the Community Hub for the American Red Cross Serving Central Texas will remain in East Austin, where the Red Cross has been for the last 50 years. This 15,000 sq ft building will serve as the hub in delivering life-saving and mission-critical work. Blood donors, disaster clients, members of the military and their families will all be able to come here to receive the care and support they need. This Community Hub will also be a place for our partners in the area to come together to help everyone in need.

This 15,000 sq ft building will include:

- State-of-the-art blood donor center
- Mobile operations staging area for rapid deployment to disasters
- Multi-purpose meeting rooms
- Innovative, flexible open office space for staff, volunteers, and partners

Being mindful of our impact on the environment, several sustainability measures are taken to ensure that we minimize waste and maximize sustainability. Sustainability measures incorporated into our plans include:

- Energy-efficient systems, including advanced HVAC systems, LED lighting, and smart building technologies
- Mass timber construction which reduces the building's carbon footprint
- Proper ventilation and the use of low-VOC (volatile organic compounds) paints and materials to ensure good indoor air quality
- Low-flow water fixtures to reduce water use



Central and South Texas

Join us as a sponsor to receive exclusive brand recognition and marketing benefits while helping us ensure that our nation has a safe, reliable, cost-effective, and sustainable blood supply.

By supporting this line of service, you provide **help, hope, and compassion** to those who need it most.

Engagement Opportunities	Bronze \$10,000	Silver \$50,000	Ruby \$100,000	Gold \$250,000	Emerald \$500,000	Platinum \$1 mil	Diamond \$2.5 mil
Named Area of Blood Donation Center – Name Displayed Prominently in/on...		Casework Room	Wellness Break Room	Conference Room	Lobby	Blood Center	Exterior of Building
Name on digital signage in Lobby (for one year)	✓	✓	✓	✓	✓	✓	✓
Name on Donor Wall in Lobby	✓	✓	✓	✓	✓	✓	✓
Preparedness training for employees	1 Online	1 @ Donor Site	1 @ Donor Site	1 @ Donor Site	1 @ Donor Site	1 @ Donor Site	1 @ Donor Site
Regional Mission Tour (Disaster Operation, Chapter Tour, Blood Lab Tour)			✓	✓	✓	✓	✓
Named Blood Drive	1 drive	2 drives	4 drives	All drives for 1 week	All drives for 2 weeks	All Drives for 3 weeks	All Drives for 1 month
Marketing/Social Recognition Benefits							
Partner Electronic Communications Toolkit**	✓	✓	✓	✓	✓	✓	✓
Engagement on Donor's Social Posts about Red Cross Support	✓	✓	✓	✓	✓	✓	✓
Recognition in Regional Red Cross Annual Report	Name	Name & Small Logo	Name & Medium Logo	Name & Large Logo	Name & Logo (1/4 page)	Name & Logo (1/2 page)	Name & Logo (1 page)
Partnership listing on regional Red Cross website	Name	Name	Logo	Logo	Logo	Logo	Logo
Annual Recognition in Red Cross of Central and South Texas social media sites	Group Recognition	Exclusive tagged Post	Exclusive Tagged Post + Logo	Exclusive Tagged Post + Logo	Exclusive Tagged Post + Logo	Exclusive Tagged Post + Logo	Exclusive Tagged Post + Logo
Photo of check presentation & thank you posted on CSTR social media sites	Relationship Manager	Director of Organization Partnerships	CSTR Chief Development Officer	CSTR CEO			
Partnership listing on national Red Cross website						Name	Name
Engagement with donor's social posts by National Red Cross accounts				✓	✓	✓	✓

All these benefits are customizable to fit your company's philanthropic goals. We hope you will join us to deliver this life-saving mission to those who need us most.

* Provided at donor's request

**Toolkit includes Red Cross Ready 365 Giving Circle Logos, Red Cross logos and select photos/videos, Social Media Messaging template and graphics, approved press release language for inclusion in company's own press release, sample language for website explaining gift to the Red Cross and current statistics