



# Red Cross Currents

January 2022

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## American Red Cross Massachusetts

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### Happy New Year!

*I hope that you found some time to relax and spend time with your loved ones over the holidays.*

Our disaster teams were busy both responding to fires here in Massachusetts as well as supporting the tornado recovery efforts in Kentucky and the wildfire response in Colorado.

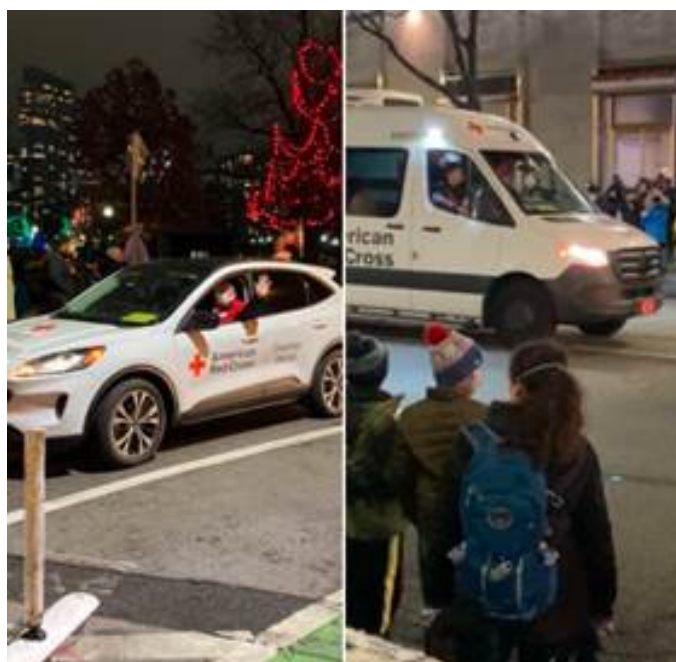
A heartfelt thank you to those who deployed locally and nationally over the holidays to care for those in need. Your humanitarian spirit is truly inspiring and we are so grateful for your dedication to being there during this devastating time for thousands of people.

*Here are two fun photos of our DAT members in Boston's New Year's Eve Parade.*

***Cheers!***

**Holly**

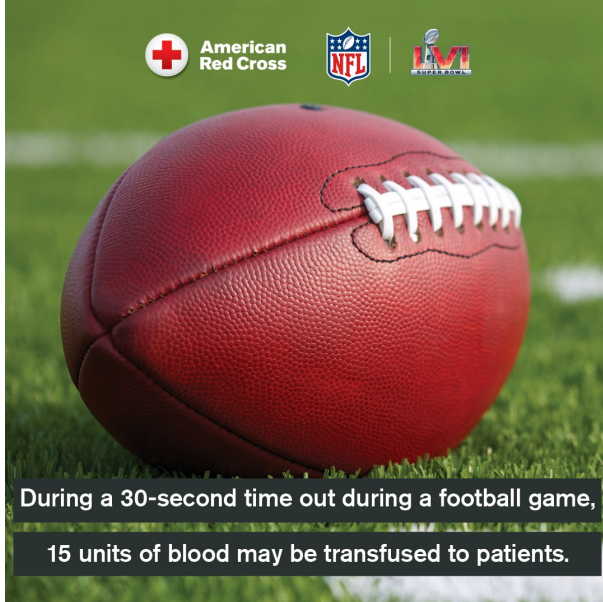
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### National Blood Crisis Puts Patients at Risk

The American Red Cross is facing a national blood crisis—its worst blood shortage in more than a decade.

Dangerously low blood inventory levels pose a risk to patient care, forcing doctors to make difficult decisions about who receives blood transfusions and who must wait until more blood products become available.



The Red Cross has issued a plea for blood and platelet donors to **give now** to help prevent further delays in vital medical treatments.

In recent weeks, the Red Cross had less than a one-day supply of critical blood types and has had to limit blood product distributions to hospitals as a result. At times, as much as one-quarter of hospital blood needs are not being met.

### ***When there's not enough blood***

Kala Breder knows all too well how dire a blood shortage can be. In July 2020, hours after the birth of her son by emergency Cesarean section, Kala developed a complication and began hemorrhaging. As doctors fought to control her bleeding, the blood supply was exhausted at the hospital and those

within a 45-mile radius. Ultimately, she was airlifted to another hospital because there wasn't enough blood locally.

Kala credits the 58 different blood products she received with helping to save her life. "Without one of those, I probably wouldn't be here. I needed every last unit," she said.

***Don't wait—make your appointment to donate!***

*Please schedule an appointment now by:*

- Using the **Red Cross Blood Donor App**,
- Visiting **RedCrossBlood.org**, or
- Calling **1-800-RED CROSS (1-800-733-2767)**.

If there is not an immediate opportunity to donate, please make an appointment in the days and weeks ahead to ensure the Red Cross can replenish and then maintain a sufficient blood supply.

Rush in to give blood or platelets by Jan. 31 and you'll automatically get a chance to score an exciting Super Bowl LVI getaway in Los Angeles for you and a guest! You might also win a home-theater package or a \$500 e-gift card. Terms apply; visit **RedCrossBlood.org/SuperBowl** for more information.

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## **Home Fire Campaign Seeks Volunteers**

As staff and volunteers complete their vaccinations, the Red Cross of Massachusetts will begin focusing on the Home Fire Campaign, which makes homes safer through education and smoke alarm installations.

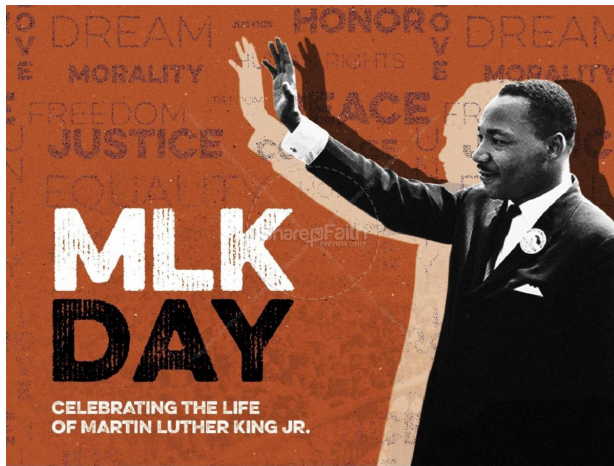
Volunteers from each Massachusetts chapter will initially focus on cities and towns such as Haverhill, Quincy, Easthampton, and Leicester. More cities and towns will come online through late winter and spring, with volunteers distributing flyers and taking appointments for local installations.

The Home Fire Campaign is a great way to become a new volunteer with the Red Cross.



If you know of a family member or friend who might be interested in assisting, please have them contact [mavolunteer@redcross.org](mailto:mavolunteer@redcross.org) for more information.

The Home Fire Campaign began in 2014 with a simple goal—save lives by making homes safer. To date, more than 900 lives have been saved because of volunteers and the Home Fire Campaign. With nearly two million alarms installed nationwide, we all look forward to making Massachusetts homes safer in 2022.



## Red Cross Celebrates Martin Luther King Day

Red Cross staff and volunteers celebrated Dr. Martin Luther King Jr., Day earlier this month in a number of virtual gatherings and community engagements.

Dr. LaSella L. Hall served as guest speaker at our Jan. 12 virtual gathering to speak about Dr. King's life and legacy. Dr. Hall is the president of the NAACP, New Bedford branch, and a professor at the University of Massachusetts, Dartmouth.

Two memorial breakfasts were held on Jan. 19. Guest speaker Annette Gordon-Reed, a Harvard law professor, spoke at the Boston event; Renee Heywood, Office of Equity and Inclusion, addressed the Brockton event.

In addition, Red Crossers packed food bags at our Boston Food Pantry to meet the critical needs of our local community. Volunteers also joined AmeriCorps to clean up Cape Cod's Sandwich Beach, postponed until Jan. 22 due to inclement weather.



## Red Cross of Massachusetts to Celebrate Black History Month

February is Black History Month, when we recognize the contributions of Black men and women who have made essential contributions to the Red Cross mission—beginning with prominent abolitionist Frederick Douglass, who was a friend and advisor to Clara Barton as she worked to establish the Red Cross.

Throughout the month, please keep an eye on our website and social media channels where we will highlight other trailblazers—both here in Massachusetts and nationally—who make the Red Cross what it is today.

## Boston Heroes Breakfast Seeks Sponsors





# HEROES BREAKFAST

Honoring the Heroes Among Us

## *Mark your calendars!*

On March 23, the Red Cross of Massachusetts will honor local heroes in eight categories who exemplify the humanitarian spirit of the American Red Cross. Our Heroes are nominated by their peers and selected by community leaders across Massachusetts.

We can't wait for you to (virtually) meet this year's cohort!

If you know of an individual or company looking to support this event, sponsorship packets are still available. Please visit [redcross.org/heroesbreakfastboston](https://redcross.org/heroesbreakfastboston) for details—or feel free to email [heroesbreakfast.ma@redcross.org](mailto:heroesbreakfast.ma@redcross.org) to connect with the special events team.

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## *Keep Us Posted*

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**[News.RedCrossMA@redcross.org](mailto:News.RedCrossMA@redcross.org)**

Stay up-to-date on breaking news on our social channels and tag @RedCrossMA when you post about your Red Cross work!

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