

# MARCH MISSION MADNESS

## Regional Online Auction

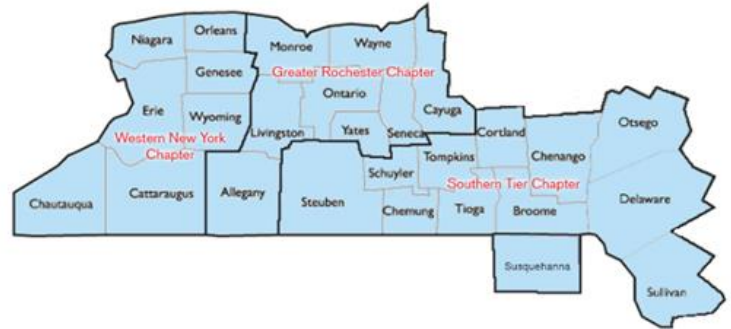
### Promote your business at the March Mission Madness Online Auction (March 3-10, 2024)

March is Red Cross Month, and the March Mission Madness Online Auction is a celebration of the Red Cross' mission and legacy in the **Western New York Region** while also showcasing products, services, and gifts donated by local businesses and community members who support our mission.

**Please join us** to celebrate the Red Cross' 140+ year tradition of preventing and alleviating human suffering in the face of emergencies by donating an item, gift basket or gift card to the auction.

### Visibility for Your Business

- Celebrate your business' support of the local chapter of the Red Cross, and the communities we serve.
- Reach an audience of over 25,000 donors in Western New York, Greater Rochester and the Southern Tier to promote your products and services.
- Gain exposure through digital and print acknowledgements.



### A Lasting Impact in the Western New York Region

Your donation can help us continue our work in the 27-county Western New York Region, which provides help and hope to people in their darkest hours at a moment's notice. In the Western New York Region, our mission delivery included the following in our 2023 Fiscal Year:



Collected **over 108,000 units of blood** at our local blood drives and collection sites to help patients in need.



Trained **over 54,000 people** in First Aid, CPR & AED, water safety and other lifesaving skills.



Helped **over 1,400 families** affected by hundreds of local disasters like home fires, floods and winter storms by providing food, clothing, shelter and immediate relief.



Provided **over 1,800 critical services** to members of the military, veterans and their families.



Made local homes safer by installing **over 3,400 free smoke alarms** and providing fire safety education and escape plan training to families.

**To donate an item to the auction**, please complete the following form and email it to [WNYRegionEvents@redcross.org](mailto:WNYRegionEvents@redcross.org). You may also mail it along with your auction donation to our office address below. **Thank you** for considering a gift to your local Red Cross, we truly appreciate your support!

Sincerely,

March Mission Madness Auction Committee, American Red Cross of Western New York

Address: 825 John Street, Suite 209, West Henrietta, NY 14586

Email: [WNYRegionEvents@redcross.org](mailto:WNYRegionEvents@redcross.org) | Website: [www.redcross.org/WNYAuction](http://www.redcross.org/WNYAuction)

**Federal Tax ID #53-0196605**



**American Red Cross**  
of Western New York

# MARCH MISSION MADNESS

## Regional Online Auction

March 3 – 10, 2024

### Donor Information

Company Name: \_\_\_\_\_

Company Contact Name: \_\_\_\_\_

Donor Name (as you wish to appear on auction website): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

### Item information

Item Donated/Retail Value: \_\_\_\_\_

Item Description (i.e., color, quantity, size, number of people, etc.): \_\_\_\_\_

Restrictions (Please list any limitations or special restrictions that must be included in the item listing. If field is blank, the American Red Cross will assume there are no limitations or special restrictions.): \_\_\_\_\_

Expiration Date, if applicable (DD/MM/YY): \_\_\_\_\_

### Pick-up information (please select one)

#### **For Baskets/Large Items:**

- Item is included with donation form.
- Donor will coordinate drop-off with the Red Cross prior to February 23, 2024.

#### **For Gift Certificates/Mailable Items:**

- Gift certificate/item is included with donation form.
- The Red Cross has permission to create a gift certificate on the donor's behalf.
- Donor will provide a certificate by February 23, 2024 via mail/email.

### Form Submission Instructions

**For Baskets/Large Items:** Please email your completed donation form to [WNYRegionEvents@redcross.org](mailto:WNYRegionEvents@redcross.org) and include possible pick-up dates in the body of your message. A Red Cross volunteer will contact you prior to picking up the item to confirm your availability.

**For Gift Certificates/Mailable Items:** Please mail the completed form and your donation to American Red Cross, Attn: Auction, 825 John Street, Suite 209, West Henrietta, NY 14586.



**American Red Cross**  
of Western New York