

Reasons to give

Community responsibility



American Red Cross

1-800-GIVE-LIFE | redcrossmichigan.org

- **Community responsibility** is based on the tradition of neighbor helping neighbor.
- The American Red Cross asks **healthy people** to give blood regularly to help **meet the need for blood** throughout the year.
- We support this approach not only because it is fair, but also because it is an **active rather than a reactive** way to maintain an adequate blood supply for the American public.
- Since the American Red Cross is a **non-profit organization**, we seek to recover costs associated with collecting and providing blood products. Those include:
 - Recruiting blood donors
 - Drawing blood
 - Testing blood
 - Manufacturing blood products like **red cells, platelets and plasma**
 - Packaging blood products
 - Shipping and distributing blood products to hospitals
 - Keeping detailed records of every unit collected
- We charge each **hospital fees** to recover these expenses.
- The strength of American Red Cross Blood Services lies in the **active involvement** of people who **voluntarily donate blood** to meet demands in their community and around the country.
- Without **volunteer blood donors**, there would be no American Red Cross Blood Services.



The need is constant. The gratification is instant. Give blood.™