

Reasons to give

Your community



American Red Cross

1-800-GIVE-LIFE | redcrossmichigan.org

- The **mission of the American Red Cross** demands we collect blood wherever people are willing to give blood.
- We **pledge our support to any hospital** in Michigan or America that needs blood for its patients.
- The American Red Cross believes **blood is a natural resource**—just like air or water. The idea of keeping your blood donation within your county or city is as impossible as demanding that only local air be breathed in your neighborhood.
- **People travel every day** for medical treatment, and need blood wherever they are.
- Rather than collect and hold blood for just one community, the American Red Cross knows **blood must be shared** with anyone . . . anywhere . . . who needs blood to live.
- The **American Red Cross meets local needs first**, then sends blood wherever patients need blood. Our **national inventory system** helps guarantee blood is available everywhere.
- Blood donors through the American Red Cross can **feel good knowing they are helping patients** not only in their towns and cities, but across the state and nation.
- Your American Red Cross also provides a full range of clinical services and an unparalleled level of medical expertise. In addition, we are a **nationwide humanitarian organization** that provides relief and comfort whenever and wherever disaster strikes.
- The American Red Cross has always been Michigan's **true community-based blood service**. We will continue to honor any request for blood from any hospital—24-hours-a-day, 365 days a year.
- The **need for blood will continue to rise** as our population ages and new therapies and treatments demand more blood products. Our intent is to **increase the amount of blood collected** for hospital patients, and will not hurt the collection potential of any other blood collection agency.
- **Every blood agency's goal is to relieve suffering**. Regardless of whether you donate blood through the American Red Cross or another blood banking organization, the **important thing is that you're giving** something of yourself that will help save someone's life.



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