American Red Cross

Building A Healthier Future Through Inclusive Blood Donations

Growing Our Donor Base to Meet Patient Need

A diverse blood donor base plays a vital role in meeting the transfusion needs of patients in communities across the country. At the American Red Cross, we are dedicated to improving lives by working to engage donors from all backgrounds to help build a reliable blood supply that saves lives every day. Growing our donor base is vital to meet the transfusion needs of patients across the country. By engaging a wide range of individuals, including younger donors and those from diverse populations, you can help directly impact patient outcomes and strengthen the health of our communities.

Healthy donors. Stronger communities. In addition to the lifesaving impact of blood donations, blood donors themselves receive critical health-related information—including blood pressure, hemoglobin and access to private health charts to help monitor trends over time—that can support their own health and well-being. Together, we can foster a culture of giving that is health-focused and embodies connection, compassion and resilience. Whether you're donating blood or hosting a blood drive, everyone has the power to make a difference.

Now more than ever, the Red Cross needs help from people in communities across the country. The Red Cross, along with its blood donors and community partners, plays a vital role in safeguarding community health by ensuring access to lifesaving blood. Donating blood is a powerful, compassionate act that can save lives. By rolling up a sleeve to give or hosting a blood drive within your network, you join a force for good that both benefits donors and helps save patient lives.

Act Today!

Schedule an appointment to give by visiting **RedCrossBlood.org**, using the **Red Cross Blood Donor app**, calling **1-800-RED CROSS** (1-800-733-2767), or by enabling the Blood Donor Skill on any Alexa Echo device.

Bring a friend! Many people say they've never donated blood because they've never been asked. Take the first step and invite a friend or family member to join you in giving the gift of life.

Bring your community together—host a blood drive! Unable to host a drive? You can still make a big impact—encourage your community to visit a nearby blood donation center!

Set up a virtual blood drive on **RedCrossBlood.org/SleevesUp** or speak to your Red Cross representative about a BloodLink virtual blood drive and encourage others to donate.

1-800-RED CROSS | RedCrossBlood.org/Diversity

Just the Facts

Blood type, like eye color, is an inherited trait passed down from parents. In addition to the basic A, B, O and AB blood types, there are over 300 known antigens, and some are unique to specific racial and ethnic groups.

For patients with sickle cell disease, blood donors who are Black are almost 3 times more likely to be a match for the blood most commonly needed, compared with donors who are not Black or African American.

Type O blood can help nearly every patient regardless of their blood type, and it is the most requested type by hospitals. 57% of Latinos and 51% of African Americans have type O, compared to only 45% among Caucasians.

Recent updates to FDA eligibility guidelines, based on the latest scientific evidence, have expanded access to blood donation by making more people eligible to give blood.

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