



**Canadian
Blood
Services**

BLOOD
PLASMA
STEM CELLS
ORGANS
& TISSUES



Together, we are Canada's Lifeline

More than 4,000 organizations and community groups across Canada have partnered with us to help make all the difference to patients in Canada.

100,000 new blood donors are needed every year to meet the needs of patients across Canada.

It often takes more than one blood donor to save a life. For instance, it could take up to eight donors a week to help someone with leukemia. Together with your colleagues, you can make a lifesaving difference for those who live, work and play in your organization, community and beyond.

There are lots of reasons to join **Canada's Lifeline**

By working together as a team, your organization can make all the difference. You'll have the opportunity to accomplish team goals while inspiring others to donate. **You can:**

- 1** Become an awareness champion for Canadian Blood Services
- 2** Book a group donation
- 3** Adopt a donation event
- 4** Set an annual donation pledge
- 5** Make a financial donation

For more information, please contact:

Visit blood.ca/partners to learn more.



Become an awareness champion for Canadian Blood Services

As a champion, you are an integral part of **Canada's Lifeline**. You'll engage your colleagues, employees, members, partners, and customers on the significance of blood, plasma, stem cells, organs and tissues; while inspiring many others to join **Canada's Lifeline**.

Here's how

Awareness champions are often responsible for organizing group blood donations, blood donor centre adoptions, and other promotional events in collaboration with Canadian Blood Services. Passion, dedication and commitment for saving lives are key qualifications of a champion. Master those and the rest is easy. We're here to help and encourage you to take the opportunity to:

- **Host donor recruitment events.** Educate, inform and recruit new blood donors at blood typing events or stem cell registrants at swabbing events.
- **Become a volunteer leader in your organization.** Plan and execute group donations, donor centre adoptions or take on a leadership role in your organization's annual blood and plasma donation pledge goals (details attached).
- **Become a social ambassador.** Raise awareness on your social networks with sharable graphics, blogs, emails, newsletters, etc. We'll provide you with key messages, talking points and prebuilt branded graphics to help you confidently spread the word. Your posts could include facts about blood and plasma, the need for donations and information on how others can get involved. Tag us @CanadasLifeline and use the hashtags #BloodForLife and #CanadasLifeline so we can like and share your posts as well.
- **Raise funds.** Amplify your impact and fuel our efforts to help improve our national programs. We'll provide you with the tools and coaching you need to help you achieve your fundraising target.

Become a Canadian Blood Services awareness champion today.

Contact
at

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Book a group donation

It often takes more than one generous blood, platelet or plasma donor to help treat a patient. Whether you are a local business, a community group or a large organization, **donating as a group allows you to:**

- **Save and improve lives.** It could take up to 50 donors to help save a crash victim, eight donors a week to help treat someone with leukemia and five donors to help someone through heart surgery. Every blood donation, matters.
- **Build lasting bonds.** Donating as a team boosts morale, team spirit and gives people a shared sense of purpose.
- **Make a meaningful difference.** Let your colleagues, customers and others know about your efforts to build stronger and healthier communities together.
- **Celebrate some good karma.** It feels good to help others. Share your reason for being part of **Canada's Lifeline** and inspire others to become donors.

Getting started

Gathering a group of people to donate blood platelets or plasma is much easier than you might think. We are here to help plan, support and meet your donation goals, along the way. **We will work with you to help:**

- Plan your group donation well in advance at a location that is most convenient to your group.
- Plan logistics for your group to get to and from our donor centre using our complementary shuttle.
- Build awareness and excitement for your group donation.
- Target, inform and recruit new, first-time donors to participate. We'll provide you with co-branded promotional assets including blood donation facts, eligibility infographics, key recruitment messages, patient/recipient stories, and sharable social graphics to help you confidently spread the word.

Book your group donation today.

Contact
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Adopt a donor centre

Adopting a Canadian Blood Services blood or plasma donor centre means hosting a donation event at one of our permanent or mobile sites. You can adopt a donor centre for one or several days. **You'll have the opportunity to:**

- **Save and improve lives.** Your donations could help a child being treated for cancer, a mother who has just given birth, or a father about to have heart surgery. Every donation you make, matters.
- **Promote your business in meaningful way.** Research shows Canadians are more likely to have a positive impression of businesses that actively supports a registered charity like Canadian Blood Services. According to an Ipsos Reid study, 78% would be more likely to purchase products or services from companies that support blood donation in Canada.
- **Boost your community presence.** Partnering with us is a great way to enhance your trust and brand reputation while meeting social responsibility goals.
- **Empower your employees.** Give your employees the opportunity to develop new skills, feel a boost in morale and experience a sense of purpose.
- **Engage your community.** Spread the word about your efforts to help meet patient needs across Canada. Create strong community bonds and become a leader in inspiring others to join **Canada's Lifeline**.

Getting started

We know that organizing blood donation events is no easy task, but they have lifesaving impacts. We are here to help plan, support and meet your donation goals. **We will work with you to help:**

- Secure senior management approval and support.
- Promote your event well in advance.
- Develop a recruitment strategy – i.e. host internal and public-facing recruitment events such as blood typing events. We'll provide you with co-branded promotional assets including donation facts, eligibility infographics, key recruitment messages, patient/recipient stories, and sharable social graphics.
- Encourage your employees, members, partners, and customers to donate blood, platelets or plasma and promote your donation event.
- Identify and appoint an awareness champion who will lead the promotion and recruitment efforts.
- Plan for a time when your employees are available to donate.
- Engage key contacts and influencers in your community to donate and promote your event.

Adopt a donor centre today.

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Set an annual donation pledge

To keep our national inventory for blood at a healthy level, **Canada's Lifeline** needs donors every day. In fact, over 100,000 new donors are needed every year to meet the needs of patients in Canada. The need for plasma is rising. Plasma helps patients with immune deficiencies, rare blood disorders, various cancers, and much more.

Larger organizations with over 1,000 employees are great candidates for this type of partnership. Your year-round commitment allows you to:

- **Save and improve lives.** Your donations could help a child being treated for cancer, a mother who has just given birth, or a father about to have heart surgery. Every donation you make, matters.
- **Promote your business in meaningful way.** Research shows Canadians are more likely to have a positive impression of businesses that actively supports a registered charity like Canadian Blood Services. According to an Ipsos Reid study, 78% would be more likely to purchase products or services from companies that support blood donation in Canada.
- **Build reputation.** Partnering with us is a great way to enhance your brand profile and reputation by meeting social responsibility goals.
- **Empower your employees.** Give your employees the opportunity to develop new skills, feel a boost in morale and experience a sense of purpose.
- **Engage your community.** Spread the word about your efforts to help meet patient needs across Canada. Create strong community bonds while inspiring others to join **Canada's Lifeline**.

What's involved

We know that achieving an annual blood donation goal means a lot to our partners. Teamwork, dedication and commitment are essential to meeting your goals and we are here to help along the way. **We will work with you to help:**

- Determine your ideal donation goal for the calendar year.
- Secure senior management approval and support.
- Identify and appoint an awareness champion who will lead the promotion and recruitment efforts.
- Recruit your colleagues to volunteer in planning, promoting and recruitment efforts.
- Target, inform and recruit new, first-time donors to participate. We'll provide you with co-branded promotional assets including blood donation facts, eligibility infographics, key recruitment messages, patient/recipient stories, and sharable social graphics to help you confidently spread the word.

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Make a financial donation

Financial donors play an integral role in connecting patients with lifesaving products and services where and when they need them.

As a financial partner, you can:

- **Save and improve lives.** Financial donations help strengthen our national programs for blood, stem cell, organs and tissue donation as well as our research and innovation initiatives. They enable us to invest in innovative ways to enhance our blood donor experience. They also help us invest in new and effective ways to recruit stem cell, organ and tissue donors.
- **Promote your business in a meaningful way.** Research shows Canadians are more likely to have a positive impression of businesses that actively supports a registered charity like Canadian Blood Services. According to an Ipsos Reid study, 78% would be more likely to purchase products or services from companies that support blood donation in Canada.
- **Build reputation and expand your reach.** Being a financial partner gives you a platform to showcase your social responsibility values, expand your brand profile and reach new audiences.
- **Empower your employees or members.** Actively supporting our meaningful cause demonstrates positive core values and fosters morale.
- **Engage your community.** Create stronger social bonds by promoting your good deeds to the community-at-large and also encourage them to participate in your fundraising efforts.

What's involved

There are many ways to get involved as a financial partner. Every dollar donated helps us provide lifesaving products and services to patients in Canada. **You can:**

- Give a one-time or recurring financial donation in support of your program of choice or the highest priority need at the time of your donation.
- Honour your employees' or members' volunteer time with a financial donation.
- Host a fundraising event or activity.
- Offer your employees or members an opportunity to double their impact by becoming a matching gift financial partner.
- Amplify support for your efforts with a customized online fundraising page. This is a great way to extend participation to non-eligible blood donors. We'll also provide you with the tools and assistance to help build your page.

Become a financial partner today.

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