



***A special campaign
to increase awareness
and blood donations
from
African-Americans***

History of The Blood Alliance

Opened in 1942, in Jacksonville, FL

Serves Northeast Florida and regions in Georgia and South Carolina

The only provider of blood and blood products to our local hospitals – more than 20 hospitals and medical facilities in 10 counties



About The Blood Alliance

Modern blood donation is safe

Our process ensures an FDA-regulated blood supply that is as safe as it can be

350 pints needed daily to meet local hospital demands as the region's sole provider of blood



1 pint can save 3 lives

Blood cannot be manufactured or harvested



It's About Our Community

All blood collected by The Blood Alliance stays in our community

**We collaborate with community partners
Which allows us access to donors**



We host about 10 mobile blood drives daily, in addition to collecting blood at our multiple fixed donor center locations



A Special Awareness Campaign

The Blood Alliance is reaching out to our African-American community for help

93% of those afflicted with Sickle Cell Disease are African-Americans

Individuals with African heritage are the best blood donor match for children with Sickle Cell Disease who need transfusions regularly

Of all TBA donors who donated blood last year, only 7% were African-American



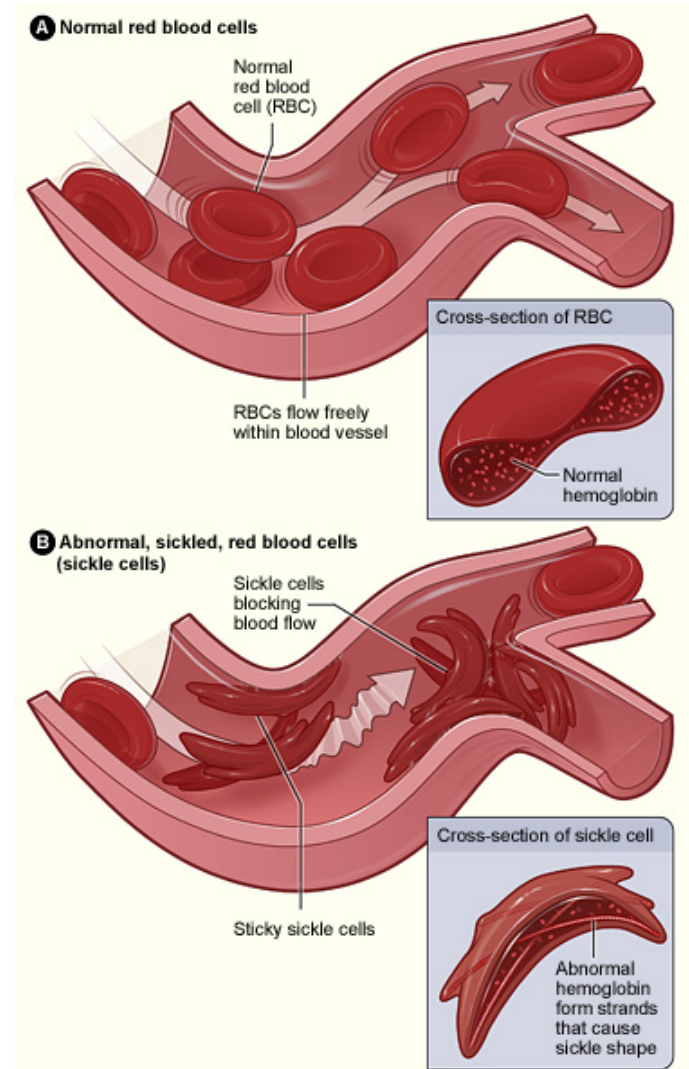
What is Sickle Cell?

- 🔥 **The body makes Sickle-shaped or “C” shaped blood cells**
- 🔥 **These “C” cells contain abnormal hemoglobin making it difficult for them to move through blood vessels**
- 🔥 **Sickle cells are stiff and sticky. They can form clumps that get stuck in the blood vessels that lead to limbs and organs**
- 🔥 **Blocked blood vessels can cause pain, serious infections, organ damage, stroke and even death**
- 🔥 **The result is a type of “anemia”**

Sickle Cell Disease

Normal round
Red Blood Cells →
flowing freely

Diseased Sickle cells
are “C” shaped →
and sticky causing
clumping in the blood
vessel



Graphic: US Department of Health & Human Services
National Institutes of Health - National Heart Lung
& Blood Institute

Sickle Cell Facts

- 🔥 **Sickle Cell Disease is inherited**
- 🔥 **One in 12 African-Americans carries the trait for Sickle Cell Disease**
- 🔥 **One in 652 African-Americans has Sickle Cell Disease**
- 🔥 **70% of African-Americans have blood types O and B which are highest demand types**

How You Can Help

- 🔴 **Become a donor**
- 🔴 **Organize a blood drive**
- 🔴 **Spread the word about Sickle Cell Disease**
- 🔴 **Be an ambassador of information why it's important to be a blood donor**
- 🔴 **Encourage 17-yr old teens to donate – start young to become lifetime donors**
- 🔴 **Help us help our community**



**Thank you
for helping us
save lives!**

igiveblood.com

800.447.1479

